

THE MULESHOE JOURNAL

VOLUME 7.

MULESHOE, BAILEY COUNTY, TEXAS, FRIDAY, AUGUST 16TH, 1929.

NUMBER 27

CINCH A COMMANDING LEAD DURING FIRST PERIOD

CAMPAIGN GAINS SPEED AS ALL CANDIDATES HURRY TO BATTLE FOR CAPITAL PRIZE

First Vote Standing Given Today—Votes Reduced Almost Half After Next Week—Get Long Term Subscriptions Now, While They Count Most.

The preliminaries in The Journal's Contest are about over and the race for the rich prizes, headed by a Chevrolet "4" Four-Door sedan, and a handsome bed-room suite will soon be on in earnest. The remainder of this week and next will see energetic contestants settle down to systematic vote gathering, backed by "never say die" determination.

In another column will be found the first published relative standing of candidates, based on the work so far this week. Each competitor has started in the race to win the Chevrolet 6 sedan, worth \$820.00 or know the reason why, and the battle royal is attracting country-wide attention.

Most of the candidates have already secured a goodly number of subscriptions, but the leaders today do not necessarily indicate the winners, as four more weeks remain to bridge the gap between the highest standing and those further down the list, or even anyone who might be thinking at this time, of entering the race. However, NOW is the time for those who are already in the race to get busy, and for those who are thinking of getting into the race to get in. There are but eight more days in which candidates will receive the maximum number of votes on subscriptions. Just eight more days to win or lose, while the big votes are in effect, for this is exactly what it means.

After August 24th, only one week from Saturday night, there is a material decline in the vote schedule. Taking club votes into consideration, the decline will be almost one half. Then, after September 7, just two weeks from the close of the first period, the votes will make another drop of practically fifty per cent, thus leaving about one-fourth as many votes in the third and last period as subscriptions are now bringing. This is why each candidate is urged to secure as many subscriptions as possible before the close of the first period. The remainder of this week and next is the time that every energetic candidate should gather her forces together and battle hard to "cinch" the lead for the first prize. Every minute wasted during the big vote period, and every subscription that you fail to get this week and next, that you should and can get, means just that many golden chances thrown away that might easily bring you the Chevrolet 6 sedan, worth \$820.00.

Do not become discouraged should you not be among the leaders in today's standing. The campaign is in its infancy. There is not a candidate in the race that can not, if the proper interest and effort is put into the work secure a few long term subscriptions and be listed among the leaders Monday morning when the vote standing will be posted.

Heads Farm Board



Alexander Lege of Chicago, who resigned the presidency of the International Harvester company to become chairman of the federal farm board.

A real worker can enter the race now, and win one of the best prizes, for there are communities in the trade territory that do not have a representative in the race. Also there is the same chance for any candidate already in the race. There are hundreds of people in this trade territory that are not, as yet, subscribers to The Journal. All new subscriptions bring double votes during this period and next, and here is the chance of life for someone to get busy and secure these subscriptions. Don't put off any longer seeing these people. It is time NOW to get busy while the big vote schedule is in effect.

Subscriptions reported by August 24 will bring more votes than they will ever bring again. Any candidate in the race or an entirely new candidate can get busy and by securing a few long term subscriptions can gain a clear lead over anything that has been done.

Candidates, you are "growing hot" and the pace is "offering hot." Who can finish VICTORIOUS? Your friends are behind you and watching YOUR race with intense interest. Do your very best during this big vote period. The one who comes out with flying colors will be due admiration for defeating the workers who are now in the race and will remain to the life. MAKE THIS FIRST PERIOD YOUR WINNING PERIOD. IT CAN BE DONE.

MAN TRIES TO EVADE PAYING CAR DAMAGES; CAPTURED BY SHERIFF

Sheriff H. A. Douglas arrested a man by the name of Mullens last Saturday. It is alleged that Mullens, who was driving a Model A Ford car, ran into the car of D. H. Williams of the West Camp community, damaging it considerably. The accident occurred between Clovis and Texico, and the damaged car was brought to Texico for repairs, where, according to the report, Mullens agreed to meet Williams and pay for the damage. But it seems that he forgot his agreement. At any rate he did not stop at that place and Sheriff Douglas was phoned to watch for him as he came through Muleshoe, with the result that he was stopped as he endeavored to speed through town. Mr. Mullens, it is said, suddenly became "big-hearted" and paid off the damages. He was then allowed to go on his way rejoicing.

Local Markets

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

Wheat	85c
Kaffir	\$1.10
Maize	\$1.15
Corn, car	90c
Corn, car shelled	90c
Sudan	\$2.75
Maize heads	\$12.00
Kaffir heads	4c
Cane Seed	\$1.15
Hogs	\$10.25
Retail Feeds	
Cotton seed cake	2.75
Cotton seed meal	\$2.65
Bran	2.00
Shorts	2.50
Cow Chow	\$3.00
Milk Maker	\$2.75
Tankage	\$5.25
Seed oat	\$1.00 bu.
Produce	
Heavy hens	15c
Light hens and Leghorns	13c
Colored fryers	15c
Leghorn	15c
Stags	10c
Cocks	10c
No. 1 Turkeys	10c
No. 2 Turkeys	9c
Hides	4c
Eggs	22c
Cream	40c
Capons, 8-lb. and up	25c
Capons, under 8-lb.	18c
Ducks	80c
Ground hides	90c

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

Editor Covey of Goree Seeks State Office

Would Succeed To Agriculture Post Of George B. Terrell, Who Will Retire Next Year.

Goree, Texas, Aug. 12.—In answer to solicitations from all parts of Texas, E. L. Covey of Goree, has announced that he will be a candidate for State Commissioner of Agriculture in 1930. He made this announcement after the present incumbent, George B. Terrell, announced that he would not be a candidate for re-election.

Mr. Covey is at present owner and editor of the Goree Advocate, published at Goree. He served from 1922 to 1926 in the State Legislature, representing Knox, King, Foard and Hardeman counties. Prior to his service in the legislature he was for a number of years superintendent of the Goree public schools.

Mr. Covey states that at the proper time he will make a formal announcement and let the people of Texas know how his views are on all questions relating to the duties of State Commissioner of Agriculture.

YO-YO CONTEST BEING SPONSORED BY VALLEY MOTOR FOR SATURDAY

The first yo-yo contest for Muleshoe and vicinity is scheduled for 2:30 P. M. Saturday of this week, and according to K. K. Smith of Valley Motor Company, who is sponsoring the program, it promises to be a lively affair.

"Scores of youngsters have been making inquiry about the prizes, rules and regulations," Mr. Smith said today, "while the older folks are just yo-yoing along, getting in better trim all the time."

There will be six cash prizes, ranging from \$5.00 on down to 50 cents. Mr. Smith stated that the latter prize will be for the lucky person who handles his yo-yo the poorest.

"Judges will be on hand," Mr. Smith said, "who are experts with their yo-yos, to judge the ability of the contestants and give the prizes."

The judges will be Pat R. Bobo, T. E. Arnold, and Chas. Langston. Everyone is invited to be on hand and witness this contest, which will be held near the Valley Motor Company's building.

FIRST RELATIVE STANDING SHOWS THE CANDIDATES ARE ALL RUNNING CLOSE

Support Your Favorite In Race For Automobile.

The first period will end Saturday night, August 24th. Now is the time to see that "YOUR FAVORITE" gets your subscription while the big votes are in effect. This week and next is the time to "cinch" the lead!

Miss Irene Propp, Baileyboro—	5,000
Mrs. H. C. Foster, Jr., Farwell—	5,000
Miss Ruby Damron, Clirelockback—	157,000
Miss Eva Harper, Muleshoe—	162,600
Miss Sena Winingham, Earth—	231,500
Mrs. S. E. Morris, Jr., Muleshoe—	258,800
Mrs. J. E. Adams, Muleshoe—	263,500
Mrs. H. E. Schuster, Sudan—	265,200

The totals above show the order of standing of candidates as to place according to the votes accepted for publication, but does not necessarily show the total votes of any candidate as votes may be held in reserve.

The next vote count taken from the reports up to Saturday night will be posted on the door of The Journal office Monday morning.

Mr. and Mrs. J. P. Reed of Bula are visiting their daughter, Mrs. Frank Johnson.

Mr. and Mrs. W. S. Neale and son of Denton, Texas, were here first of the week visiting Mr. and Mrs. Chas. Langston.

Dr. T. A. Moore of Silvertown was in Muleshoe Wednesday looking for a new location.

Great Possibilities For Grape Culture In This Territory

Heavy Yields And Good Quality Of Fruit Proves That This Crop Can Be Raised At Profit.

Those farmers who have foreseen the possibilities of grape culture in this section are going to market another good crop this year. As yet this crop has been sold at the vineyards only, as the acreage has been small and the demand for grapes grown here has exceeded the supply. The writer had an opportunity to inspect the fine vineyard of Mr. L. F. Willman, six miles north of Muleshoe this week, and it is our opinion that the vines could not be fruited more heavily, or have a finer quality of grapes. They are almost ripe at this time, and pickers will begin gathering the crop the latter part of this week.

This is only the second year for the orchard and Mr. Willman thinks that he will get about 25,000 pounds. The price is six cents per pound at the farm. Many people have already spoken for grapes and other farmers state that they could sell many times the amount they have at this price.

The returns realized from this crop are well worth the investment and with a small acreage, the farmer will need very little extra help, and then only at harvest time.

SUMMER REVIVAL OF METHODIST CHURCH TO START SUNDAY, AUG. 25

Rev. W. B. Hicks, pastor of the Methodist church of Muleshoe, announced that the summer revival meeting of that church will start on Sunday, August 25th. Rev. Parish, Evangelist of Dallas, will do the preaching. The song service, which will be an important feature of the meeting, will be conducted by a good leader. The church members are urged to attend and help make this a great revival. Members of other churches are also given a cordial invitation to attend and take part in the services.

Rev. Parish is an able minister and his visit here will result in much good to the church and the community if he is given the proper cooperation.

CIRCLEBACK COMMUNITY REPORTS GOOD CROPS

According to reports from different parties, crop conditions around Circleback and surrounding community are particularly promising. The farmers are pleased over the rainfall in this section which has been sufficient to moisten the ground to several inches depth. The cotton is growing rapidly and fruiting heavily. Corn and other crops also promise a good yield.

Prospectors here this week looking for new locations were: Dr. A. H. Duffy, Ranger, Texas; J. S. Henderson, Klondike, Texas; W. H. Skinker and Harold Skager, Augusta, Kansas; Ed L. Bommer, Gameroo, N. M.; S. F. Clark, Wellington, Texas; J. P. Thurman, and G. C. Thurman, Wichita, Kansas; C. E. Poelch, New-irk, Okla.; J. B. Harms, Peter A. Past, A. J. Classen, P. A. Janzen, Hillsboro, Okla. and O. P. Brauel, Buhler, Kansas.

All expressed themselves as being well pleased with the country here.

Progress News Notes

Mr. and Mrs. E. L. Livingston and daughter, Mary Aster, of New Mexico have been visiting Mrs. Livingston's parents, Mr. and Mrs. J. E. Rogers. They were well pleased with this country and purchased a place here. They expect to locate here soon.

Mrs. W. Lock, who has been visiting relatives in Amarillo and Plainview, has returned home.

John Rogers made a business trip to New Mexico last week.

Miss Louise Lock of Plainview visited her aunt, Mrs. Dan Tipton and family, Saturday and Sunday.

Mrs. Shaford of near Childress is visiting her niece, Mrs. Strickland, and other relatives in this vicinity. Mrs. J. R. Sanders and mother, Mrs. J. N. Hinson, visited friends in the YL community last week.

THREE MEN KILLED IN PLANE CRASH SUNDAY MORNING AT CLOVIS.

LARGE CROWD IN TOWN LAST SATURDAY FOR FREE PICTURE SHOW—TRADES DAY

There will be another drawing Saturday of this week, at which time the merchants of Muleshoe will give away about \$40 worth of prizes. Last Saturday there was a large crowd on hand to witness the free picture show which everyone enjoyed.

Tickets are given away with all purchases at stores which are members of the Luncheon Club. The merchants ask that you get these tickets without fail. Come to Muleshoe next Saturday and meet your friends and neighbors. Besides seeing the yo-yo contest, you may win a valuable prize. Some one wins every Saturday. You may be next.

NEW BUILDINGS AND IMPROVEMENTS ARE STILL IN EVIDENCE

The following new buildings and improvements are reported this week by local dealers in building materials: E. R. Hart Lumber Company—

J. M. Stokes, 6-room stucco residence in Warren addition, to be occupied by J. C. Jenkins. Muleshoe Elevator Co., new office building. Panhandle Lumber Company—

C. F. Moeller, completing duplex which is modern in every respect, each section having five rooms and bath with all built in features. A. L. Peacock, north of town, new residence. W. J. Towry, south of town, 6-room house and barn. W. H. Law, north of town, general improvements.

DELIVERY OF NEW CARS REPORTED BY LOCAL DEALERS THIS WEEK

K. K. Smith, manager of Valley Motor Company, reports the delivery of new Chevrolet "46" cars and trucks as follows:

Good Harden, sedan. "Lefty" Hollingsworth, sport coupe. This is one of the new models introduced last month. J. J. Serberner, Lubbock, coach. Zeb Smith, truck. J. W. Miller, agent for Magnolia products, 2 new trucks and coach.

Mr. and Mrs. C. M. Broyles and daughter, Velma, of Hamilton returned home Monday, after visiting in the home of Walter Witte.

Mr. and Mrs. Coley of Frederick, Okla., were the guests of Mrs. R. J. Klump Monday.

AMERICAN BOY WINS



J. Garner, popular American jockey, is on Hotwood after winning the French Grand Prix at Paris. Hotwood is owned by Edmund Edmond, English turf follower.

Manager and Assistant Manager of Transcontinental Airport and Pilot of Plane Are Victims of Tragical Disaster in New Mexico City.

Three men were killed in a plane crash Sunday morning about 11:00 o'clock near the Transcontinental Airport at Clovis. The dead included the manager and assistant manager of the port as well as the pilot of the plane. The following is an account of the tragedy as given by the News-Journal.

"The plane in which the three men lost their lives was flown by Dewey Wyatt, who was accompanied by three persons, who were on their way to have coffee at the airport. The plane was flying over the airport when it crashed. The plane was flying over the airport when it crashed. The plane was flying over the airport when it crashed.

Three men were killed in a plane crash Sunday morning about 11:00 o'clock near the Transcontinental Airport at Clovis. The dead included the manager and assistant manager of the port as well as the pilot of the plane. The following is an account of the tragedy as given by the News-Journal.

"The plane in which the three men lost their lives was flown by Dewey Wyatt, who was accompanied by three persons, who were on their way to have coffee at the airport. The plane was flying over the airport when it crashed. The plane was flying over the airport when it crashed. The plane was flying over the airport when it crashed.

"The plane in which the three men lost their lives was flown by Dewey Wyatt, who was accompanied by three persons, who were on their way to have coffee at the airport. The plane was flying over the airport when it crashed. The plane was flying over the airport when it crashed. The plane was flying over the airport when it crashed.

"The plane in which the three men lost their lives was flown by Dewey Wyatt, who was accompanied by three persons, who were on their way to have coffee at the airport. The plane was flying over the airport when it crashed. The plane was flying over the airport when it crashed. The plane was flying over the airport when it crashed.

"The plane in which the three men lost their lives was flown by Dewey Wyatt, who was accompanied by three persons, who were on their way to have coffee at the airport. The plane was flying over the airport when it crashed. The plane was flying over the airport when it crashed. The plane was flying over the airport when it crashed.

"The plane in which the three men lost their lives was flown by Dewey Wyatt, who was accompanied by three persons, who were on their way to have coffee at the airport. The plane was flying over the airport when it crashed. The plane was flying over the airport when it crashed. The plane was flying over the airport when it crashed.

"The plane in which the three men lost their lives was flown by Dewey Wyatt, who was accompanied by three persons, who were on their way to have coffee at the airport. The plane was flying over the airport when it crashed. The plane was flying over the airport when it crashed. The plane was flying over the airport when it crashed.

"The plane in which the three men lost their lives was flown by Dewey Wyatt, who was accompanied by three persons, who were on their way to have coffee at the airport. The plane was flying over the airport when it crashed. The plane was flying over the airport when it crashed. The plane was flying over the airport when it crashed.

"The plane in which the three men lost their lives was flown by Dewey Wyatt, who was accompanied by three persons, who were on their way to have coffee at the airport. The plane was flying over the airport when it crashed. The plane was flying over the airport when it crashed. The plane was flying over the airport when it crashed.

BAILEYBORO, LONGVIEW SCHOOLS OPENED WITH A GOOD ATTENDANCE

The Baileyboro and Longview public schools in this county, started Monday of this week. Both schools report a good attendance. They will run two months and will then be dismissed for the cotton picking season. This is done to afford the children of farmers who are forced to work in the cotton fields the benefit of the full terms of school in the two communities. It is understood that of the other schools will likely this plan.

The Baileyboro and Longview public schools in this county, started Monday of this week. Both schools report a good attendance. They will run two months and will then be dismissed for the cotton picking season. This is done to afford the children of farmers who are forced to work in the cotton fields the benefit of the full terms of school in the two communities. It is understood that of the other schools will likely this plan.

THE RAIL OF '98 A Northland Romance ROBERT W. SERVICE

Illustrations by Irwin Myers

WFO Service SYNOPSIS

CHAPTER I.—Disatisfied with the life in his home surroundings, Alvin Hubbard, young doctor, left his story, leaves his mother and brother, Garry, to seek his fortune in San Francisco, practically penniless, he takes a job, meets a fellow adventurer whom he dubs, and a low-down, unscrupulous, and brutal, is hereafter known as the Prodigal.

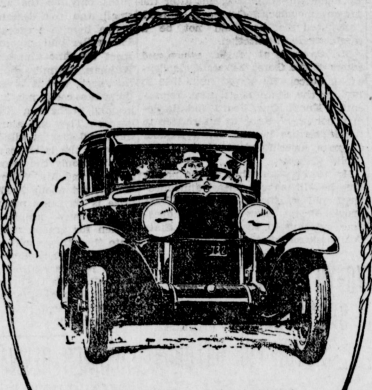
of a coward he was afraid. Well, we've got to get busy over our outfit. We haven't got any too much time. I thought me of Salvation Jim, and I told the Prodigal of my new friend. "Why," said the Prodigal, "that's just the man we want. We'll ask him to join us. I brought the two together, and it was arranged. So it came about that we three left San Francisco on the fourth day of March to seek our fortunes in the Frozen North. CHAPTER III "Say! you're looking mighty blue Cheer up, darn you! What's the matter?" said the Prodigal affectionately. And indeed there was matter enough, for he had just received letters from home, one from Garry and one from mother? Garry's was gravely censorious, almost remonstrant. He pointed out that I was in a fair way of being just what I was, and hoped that I would at once give up my mad notion of the South seas and soberly proceed to the North-west. Mother's letter was reproachful, in parts almost distressful. She was falling the said, and she begged me to be a good son, give up my wanderings and join my cousin at once. Also she enclosed post office orders for forty pounds. Her letter, written in a fine faltering hand and so full of gentle affection, brought the tears to my eyes; so that it was very bleakly I leaned against the ship's rail and watched the bustle of departure. "I've just heard from the folks," I said, "and I feel like going back on you."

steward told us this was his room." "Oh, all right; he'd better take the lower berth." "Thank you, indeed; he's an old man and not very strong." Her voice was clear and sweet, and there was an infinite tenderness in the tone. "You must come in," I said. "I'll leave you with him for a while so that you can make him comfortable." "Thank you again," she responded gratefully. So I withdrew, and when I returned she was gone; but the old man slept peacefully. It was late before I turned in. Every one had gone below, I thought, and the loneliness pleased me. Suddenly I heard a sound of sobbing, the merciful sobbing of a woman around. Then, in a shadow of the upper deck, I made out a slight figure, crouching all alone. It was Grey Eyes, crying fit to break her heart. "Poor little beggar!" I muttered. "Gr-r-r—your little brat! If you open your face to him I'll kill you, see!" The voice was Madam Winklestein's, and the words, blessed in a whisper of incredible malice, at-

fixed me as if I had been struck by a live wire. I listened. "See here, Berna, we're next to you two—we onto your curves. We know the old man's got the stuff in his gold-belt, two thousand in bills. Now, my dear, my sweet little angel, we need the mon, see!" (Knock, knock.) "And we're goin' to have it, see!" (Knock, knock.) "That's where you come in, honey, you're goin' to get it for us. Ain't you now, darlin'!" (Knock, knock, knock.) Faintly, very faintly, I heard a voice; "No."

WHOLESALE Phillips "66" Gasoline, Kerosene and Oils Once Tried, Always Used Insist on Phillips "66" Products Phillips Petroleum Company LEFTY HOLLINGSWORTH, Agent Muleshoe, Texas

The Journal Office for Commercial Printing



Economical Transportation CHEVROLET

Another Record! a Million

SIX CYLINDER CHEVROLETS on the road in less than eight months!

Less than eight months have elapsed since the first Chevrolet Six was delivered into the hands of an owner—and already there are more than a million six-cylinder Chevrolets on the road! And the reasons for this overwhelming success are easy to understand.

beautiful new bodies—which are available in a variety of colors—represent one of Fisher's greatest style triumphs. And its safety and handling ease are so outstanding that it's a sheer delight to sit at the wheel and drive. In fact, the new Chevrolet Six has completely changed every previous idea as to what the buyer

of a low-priced car now has a right to expect for his money. You owe it to yourself, as a careful buyer, to see and drive this car. For it gives you every advantage of a fine six-cylinder automobile—in the price range of the four and with economy of better than 20 miles to the gallon! Come in today!

Table with car models and prices: The COACH \$595, ROADSTER \$525, PHARETON \$525, COUPE \$595, SPORT COUPE \$645, SEDAN \$675, IMPERIAL SEDAN \$695, Sedan Delivery \$595, The Light Delivery Chassis \$400, The Ton Chassis \$545, The 1 1/2 Ton Chassis with Cab \$650

into a price field that had hitherto been occupied exclusively by four-cylinder cars—Chevrolet has introduced a six-cylinder car of amazing quality and value. Not only does it offer the smooth, quiet, velvety performance of a great six-cylinder valve-in-head motor—but, from every standpoint, it is a finer automobile than was ever before thought possible at such low prices! Its

Valley Motor Company MULESHOE, TEXAS

A SIX IN THE PRICE RANGE OF THE FOUR

SSOL#

What's Doing In West Texas

The West Texas Chamber of Commerce, with the U. S. Chamber of Commerce, is urging the cooperation of doctors in filing birth certificates, and parents in seeing that certificates have been filed for their children in order that the census next year will be correct and will give the State the proper status.

Vernon's Chamber of Commerce head, Grady Shipn, is acting as right hand man for President-Manager Bourland of the WTCC in guiding the work of the regional organization until the annual convention in October. They called a meeting of the advisory board for Monday, July 29, in Fort Worth.

Turkey is putting the finishing touches on the new 200,000 gallon water reservoir and pump houses which complete one of the most modern, up-to-the-minute water supply plants in West Texas. Large quantities of all-purpose water is available at all times for all demands now.

Sonora offers evidence of activity among West Texas sheepmen in the announcement that within one week recently more than 30,000 yearling lambs were sold to Kansas and Colorado buyers for approximately \$230,000.

Ablene is making plans to improve Kingsolving Field, the municipal airport, so as to make it one of the best equipped air depots in the Southwest. Erection of a steel and concrete hangar covering ground space of 97 feet and a two-story, fire-proof terminal building, will often stop and hesitate before he'll advertise.—California Editor.

Sweetwater's new auto building will cost \$22,000 according to the contract which was let recently. It will be started immediately, and will be occupied by the Rutledge Brothers Motor Company. It will occupy the west 90 feet of lots Nos. 1, 2 and 3 of the original town plat.

The Childress State Fair in September will feature races among other things, and the track is being reconditioned at this time. All turns on the track will be resurfaced and the straight-aways will be graded down to a hard pan.

When Roby entertained the 4-H Clubs of Fisher County in the dress contest every community in the county was represented. Three hundred persons attended the event, and a total of 30 dresses were entered in the contest. First place in the State classes were awarded a trip to the short course to be held at the A. & M. College in August.

ADVERTISING

A hen is not supposed to have much common sense or tact, yet every time she lays an egg she cackles forth the fact.

A rooster hasn't got a lot of common sense to show, but nonetheless most roosters have enough sense to crow. The mule, the most despised of beasts, has a persistent way of letting folks know he's around by his incessant bray.

The busy little bees they buzz, bulls bellow and cows moo; the watch dog barks, ganders quack, doves and pigeons coo.

The peacock spreads his tail and squawks, pigs squeal and robins sing; and even snakes have got the sense to hiss before they sting.

But man, the greatest masterpiece that nature could devise, will often stop and hesitate before he'll advertise.—California Editor.

HOW THINGS HAVE CHANGED!

Another old institution is passing away. Most adults can remember the old-fashioned corner store with its dingy gas lights, its dusty shelves, its open cracker barrel, and the black cat lying contentedly in the show window among the "special bargains" and the fly-specked display cards. It was generally a black cat, and the grocer kept it because it was a sign of good luck.

Except in remote spots where the advancing demands of this clearly age have not penetrated, or among people who have not recognized the importance of sanitary care of food, the old-fashioned grocery store has disappeared. It is vanishing, both from necessity and from choice.

As a writer in the National Grocers' Bulletin points out: "Since most of the grocers' customers are women, and everybody knows how fastidious women are, he has his strongest reason for keeping the place clean. The up-to-date grocer knows the matter of cleanliness in foodstuffs is attracting more attention than ever before, and that most big food manufacturers make it a strong point in their advertising that their food is untouched by hands. Looking after cleanliness is just another road toward building good will for your store. Although intangible, good will is made up of very real things—and not the least of them is cleanliness."

The traditional black cat would feel lost in a modern grocery store. Package and wrapped foods, clear glass cases and jars hold eatables that were packed in sanitary factories. Salesmen wear white jackets and aprons that often pay visits to the laundry. Floors and counters are kept free from litter. The refrigerator is clean and sweet for perishable foods. Running water and soap are convenient for frequent washing of hands. If women have done this by stepping out of their traditional

spheres, may they keep 'em stepping.—Exchange.

The world's largest wooden shoe factory is not in Holland, but in Davenport, Iowa.

Electra recently held a "law enforcement party" under the direction of Robert P. Hall, secretary of the Chamber of Commerce. Charles I. Francis of Wichita Falls made one of the addresses which was heard by citizens from all over the country.

The Medicine For Pellagra

Dr. J. L. Leverett, prominent Paris, Texas, Specialist, is attracting National attention with his NEW method of treating Pellagra and certain forms of stomach trouble closely resembling Pellagra. Under a rigid test of more than 3000 patients the treatment proved to be all that was claimed. A 28 day trial treatment for \$5 and this money back if the patient is not benefited and the patient alone is the judge. The medicine doesn't make you sick to take it. For particulars, testimonials and blank for FREE diagnosis write J. L. LEVERETT, M. D., Paris, Texas

Renew Your Health By Purification

Any physician will tell you that "Perfect Purification of the System is Nature's Foundation of Perfect Health." Why not rid yourself of chronic ailments that are undermining your vitality? Purify your entire system by taking a thorough course of Calotabs, —one or twice a week for several weeks—and see how Nature rewards you with health. Calotabs are the greatest of all system purifiers. Get a family package with full directions. Only 35 cts. at drugstores. (Adv.)

Now UNIT to give you extra values in Gasoline and Motor Oil

UNDER this new Emblem of the greater CONTINENTAL OIL COMPANY

Tests to Try Before You Buy

Tire-buying is simple if you keep these few things in mind:

FIRST—an automobile tire has just two main parts: **tread** and **carcass**.

SECOND—there are concrete reasons why Goodyear Tires are superior in **both** these parts.

THIRD—these reasons can be demonstrated and proved.



1 Press your hand down on the Goodyear All-Weather Tread. Feel the *grip* of the deep-cut, sharp-edged blocks placed in the *center* of the tread, where they belong.

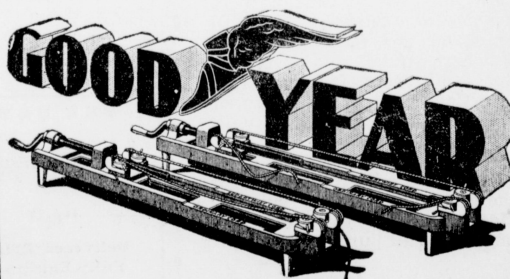
That shows why the Goodyear Tread imprints its safe and slipless pattern on the road, and why it has superior traction.

More People Come to Muleshoe on Goodyear Tires Than on Any Other Kind

These advantages in Goodyear Tires pay big dividends in high mileage and low cost. Proof of their validity and that they are popularly understood is found in the fact that **MILLIONS MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND**

2 Ask any Goodyear Dealer to show you on his cord-testing machine the greater stretch—up to 60 per cent—in Goodyear Supertwist Cord over standard cord.

This extra stretch gives the Goodyear Supertwist carcass its unmatched vitality, enabling it to withstand road-shocks and continuous flexing without premature failure.



Valley Motor Company

MULESHOE

TEXAS

Mr. and Mrs. S. D. Heller left Wednesday for Rocky Ford and Colorado Springs, Colo. After they have visited friends there, they will go to several points in Oklahoma and spend two weeks with relatives.

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

It is perfectly natural for everybody to think that they live in the best section of the Plains, and that is just what they should do. Far be it from us to discourage the good people who live away off from the Muleshoe territory for they used their own judgment when they located, and that's about all anyone can do. They honestly thought they were picking the best part of the country and consequently they are having to kill snakes and turn their belly up in order to make it rain. That is an ancient custom and rather out of date for these modern times. I'm not saying that we may never resort to that old snake-conjuring scheme to get sufficient moisture for bumper crops around Muleshoe, but we "never is yet" and that's why new people are coming here every day and buying land.

DINNER PARTY

A few friends met Thursday at the home of Mrs. Amos Priboth and surprised her with a delicious dinner. After dinner, pictures were made and then Mrs. Priboth and daughter, Dorothy, served ice cream to the following: Mrs. O. R. Robinson and daughter, Letha, Mrs. Fred Hupp and little daughter, Lola, Mrs. J. R. Sanders, Mrs. J. N. Hinson, Mr. and Mrs. Gus Priboth and sons, Melvin and Fred, Mrs. Dr. Jones and Mrs. Montgomery of Clovis, and members of the family.

Reporter

Mrs. Frank Stezell and baby of Goodland were in Muleshoe Tuesday.

F. M. Shelton of Sudan was a business visitor here Monday.

J. I. Fuller was a Lubbock visitor Tuesday evening.

Messrs. K. K. Smith and Ivan Mardis were business visitors in Lubbock last Friday.

Mr. and Mrs. F. C. Franks and Mrs. J. J. Franks, all of Sudan, were in Muleshoe Sunday.

L. D. Gaether has returned from a week's visit in South Texas with relatives.

Mr. and Mrs. H. C. Edmonds and baby and Miss Fannie Anderson were in Lubbock Monday.

Mrs. D. L. Butts, Richard Butts and Herschel Alsop were in Amherst Saturday evening.

Geo. Damron and family have returned from a trip to Ruidoso, Vaughn and other points in New Mexico.

Miss Edna Wrinkle of Shallwater is spending a week with Miss Hattie Damron of Circleback.

Mr. and Mrs. James Joslin were visitors in the S. E. Morris, Jr., home Monday night.

Mr. and Mrs. D. S. Lassiter have returned from a short visit to Fort Worth.

ANNOUNCEMENT

I am re-opening the Vogue Beauty Shoppe, and will be pleased to meet my friends and patrons in my new location in the old Post Office building. Telephone 65. Mrs. Lilla B. Daniel.

THE NEW

for Economical Transportation



"6"

Delivered Prices Fully Equipped MULESHOE

Sport Coupe	\$790.00
Imperial	\$840.00
Coupe	\$740.00
Coach	\$740.00
Sedan	\$820.00
Roadster	\$670.00
Phaeton	\$670.00
Truck-Cab	\$755.00
Sedan Delivery	\$740.00

Check these prices as well as equipment.

A Six in the Price Range of the Four

Valley Motor Co.
Muleshoe, Texas

R. A. Thompson and wife returned home this week from a trip to Juarez, Mexico.

Dan Thomsen of Amarillo was a business visitor in Muleshoe last Thursday.

F. B. Pierson and wife of Norman, Okla., are visiting Mrs. Pierson's parents, Mr. and Mrs. I. W. Haney.



LADY FOR SCHOOL?

Effective eyes are responsible for the majority of poor grades and report cards. Have your child's eyes examined before school starts. Since we make a specific charge for examining eyes, we do not have to sell you glasses to get pay for our services for examination, and if your child does not need glasses we will gladly tell you so.

DR. C. E. WORRELL

EYESIGHT SPECIALIST

112 East 4th St. Clovis, N. M.
"We Devote Ourselves Exclusively to the Care of the Eyes."

Muleshoe National Farm Loan Association

Over Half a Million Dollars Loaned Here

OFFICERS & DIRECTORS.

LOAN COMMITTEE

Harden, President
Lawler, Vice-President
S. Barron, Secretary-Treasurer.

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

A Long Time Loan and Low Rate of Interest

Still Appreciative of Your Liberal Patronage

WE ARE STILL ON THE JOB, DOING OUR BEST TO OPERATE A GROCERY BUSINESS YOU'LL LIKE. REMEMBER WE HANDLE A COMPLETE LINE OF HIGH QUALITY GROCERIES, AT MODERATE PRICES. WE APPRECIATE YOUR PATRONAGE.

Make Our Store Your Store.

C. F. Moeller, Grocer
Muleshoe, Texas

Here's the "Why"

First of all you will find this a most pleasing place to do business. You will always receive the most courteous treatment here—quick and efficient service too, at all times. If for any reason, any article you get here is not satisfactory, we will quickly and willingly make it so.

Here you will find a complete stock of pure, wholesome, appetizing summer foods priced so low that you are certain to save money on all purchases.

HEADQUARTERS FOR EVERLITE FLOUR

HENINGTON'S GROCERY
And Market



The Ensemble

Will be favored this coming Fall Season more than ever by the discriminating women

Silks and Transparent Velvets—coats both long and short—a frock to harmonize—either of them can be worn separately! For business, street, party and afternoon wear they are especially ideal.

These clever creations express the very newest in designing individuality and exclusiveness—and the new colorings are indeed very seasonable.

\$29.75 • • \$44.50

\$69.50 • \$95.00

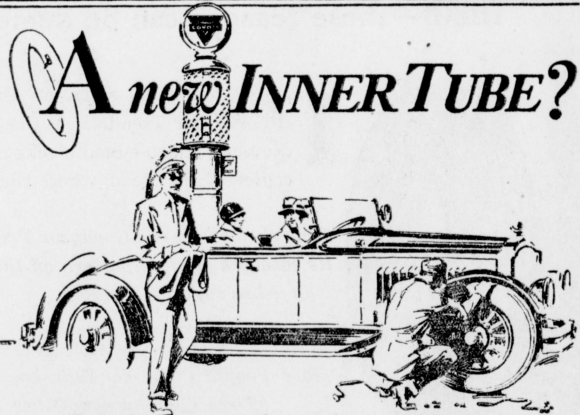
They Are On Display Now

"The House of Courtesy"

Joyce-Pruitt Co.
Department Store

"Quality Without Apology"

WOMEN'S AND CHILDREN'S FOOTWEAR REDUCTION ENDS AUGUST 15th



Let the extra miles in CONOCO gasoline buy it for you....

If you keep an accurate record of gasoline costs, you know that every extra mile you get from a gallon is so much velvet. In the aggregate these extra miles represent a handsome saving—enough to pay for those greatly desired accessories you've had in mind; perhaps a pair of new inner tubes or an extra set of spark plugs. That's why it will pay you well to

fill only at the Conoco sign—the red triangle—the symbol of extra miles. Conoco gasoline is refined to produce maximum mileage without in any way sacrificing those other essentials of a good motor fuel—quick starting and rapid acceleration. It functions efficiently at every step in the driving operation with special emphasis on power and mileage.

Look for the new Conoco Red Triangle. Fill 'er up. Then speed away for extra miles.

THE GREATER CONTINENTAL OIL COMPANY

CONOCO
packed with extra miles
GASOLINE



LOOK FOR THE SIGN OF THE RED TRIANGLE

Bailey County Abstract Company

L. S. BARRON, Manager. MULESHOE, TEXAS
 (ESTABLISHED IN 1900)
 Abstracts, Loans and Insurance
 WE ARE BONDED FOR \$30,000.00 TO PROTECT OUR CLIENTS.
 (Member Texas Abstractors Association; Also Member Association of Title Men)

**DRIVE IN
 And Gas With Us**

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"
 Road Information Cozy Rest Rooms

**We Serve the Best
 COLD DRINKS**

Hot Lunches

IN MULESHOE
 Try Us and See for Yourself.

We Serve Sunday Dinners

McCarty Drug Store

Muleshoe, Texas

WANTED!

To Contract Sudan

We Still Need About 500 Acres

Our Mill is operated each Wednesday and Saturday. Bring us your corn and feed you want ground.

The Best Feeds—Purina
 (In the Checkerboard Bags)

**Bailey County Elevator
 Company**

Town Talk

R. J. Klump and wife spent Sunday with Mr. and Mrs. N. R. Harding.

Will Harper and wife were in Clovis Sunday.

Walter Noble of Farmer county was in Muleshoe Monday.

Miss Ray Buster is visiting her sister, Mrs. W. B. McAdams.

T. S. Ballew and wife returned Sunday to their home in Loving, N. M.

Mesdames Ray Griffiths and Walter Witte were in Lubbock last Friday.

H. H. Carlyle and wife were in Clovis last Thursday.

Mrs. Blan Dennis is on the sick list.

Mr. and Mrs. F. Hollingsworth were Earth visitors Tuesday night.

Mrs. W. A. Coker and children have returned from a visit to relatives in Montague county.

Louis Thomas and wife of Amarillo were the week-end guests of their aunt, Mrs. R. L. Faulkner.

Dr. and Mrs. A. L. Duffer of Ranger were transacting business in Muleshoe Monday.

Misses Louise Lawler and Leona Brown were shopping in Clovis Monday.

W. J. Towry of Odell was looking after his interests in Bailey county this week.

Mrs. J. D. Thomas of Farwell and Mrs. Merle Kistler of Pomona, Calif., were in Muleshoe Friday.

Henry Damron and family returned Wednesday from El Paso, Juarez and points in New Mexico.

Mrs. D. W. Winn and children have returned from a visit to relatives in Bangs, Texas.

Mr. and Mrs. E. J. Vance have returned from an extended trip in New Mexico.

Houston and Anna Margaret Hart are visiting relatives in Kansas City, Mo.

Misses Jewel Haney and Velma Broyles, David Anderson and Buford Butt attended the show in Clovis Saturday night.

Mrs. Laura M. Jones, who moved from Muleshoe to Plainview some time ago, is spending a few days here, the guest of friends.

N. R. Harding, wife and son, Barney, and Miss Virgie Matthews from near Texico visited Mesdames R. J. Klump and H. H. Carlyle last week.

W. C. Hanke was in from his farm in the southwest part of the county this week. He reports a good rain and prospects fine for crops.

F. W. Goldsby and wife, Bryan Goldsby and wife of Washington, Okla., were guests in the I. W. Haney home last week.

Mr. and Mrs. A. R. Fenton and daughter and Mr. and Mrs. Frank Snyder and small son left Wednesday morning for Carlsbad and other points in New Mexico.

Mr. and Mrs. A. P. Stone spent the week-end in Sweetwater. Their little daughter, Florence, who had been there for several days, accompanied them home.

Wilton Griffiths and family of Breckenridge visited in the home of Ray Griffiths this week. They returned home via the Carlsbad Cavern.

Mrs. Laura Buster, Mr. and Mrs. Everett Seiren of Clovis and Miss Ray Buster, missionary from Brazil, were Sunday visitors with Mrs. W. B. McAdams.

DR. GREEN

DENTIST
 False Teeth\$17.50
 Gold Crowns 5.00
 Bridgework 5.00
 Silver Fillings 1.00
 Extractions 1.00
 Office No. 5, Veigel Bldg.
 722 1/2 Broadway St. Plainview, Texas

Send Your
Abstract Work

—To The—
**Muleshoe Abstract
 Company**

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

V. C. Nelson of Sudan was a business visitor to Muleshoe one day recently.

W. E. Angeley of Lehman, brother of O. K. Angeley, was in town this week.

Choyce Wilson spent the week-end in Clovis, the guest of his sister, Mrs. Duckworth.

Mrs. W. C. Hapke and children are visiting relatives in Loop City, Nebraska.

H. A. Jacobs and wife of Melbourne, Ark., are visiting in the O. M. Jennings home.

Judge V. J. Campbell and wife of Portales, N. M., were here Saturday. The Judge stated if he could get a house he would locate in Muleshoe.

**If You Have the
 Land and Want
 To Sell It**

**WE HAVE THE
 BUYERS WHO
 Want to Buy It**

COME IN AND LIST WITH US
 FOR QUICK ACTION. OFFICE ON
 WEST SIDE OF MAIN STREET.

SUTTON & GAROTHERS

**WHEN IN MULESHOE STOP AT
 The Elite Hotel**

Cozy—Comfortable—Good Service
 Regular Meals and Short Orders
SPECIAL SUNDAY DINNERS
 MULESHOE G. D. GUPTON, Proprietor

SERVICE!

SERVICE TO OUR PATRONS IS OUR FIRST OBLIGATION. HONEST WEIGHT AND COUNT ON YOUR POULTRY AND EGGS ARE GUARANTEED. CAREFUL, ACCURATE WEIGHING AND TESTING OF YOUR CREAM. YOU HAVE A RIGHT TO EXPECT THIS AND YOU GET IT HERE. BRING US YOUR POULTRY AND LIVESTOCK PROBLEMS. MAYBE WE CAN HELP YOU. WE WILL GLADLY GIVE OF OUR KNOWLEDGE AND EXPERIENCE FREELY. LET US SERVE YOU.

WE MAKE PRICES; WE DON'T MEET THEM.

A REST PLACE FOR LADIES. PLENTY OF GOOD ICE WATER AT ALL TIMES.

SWAT THE ROOSTER!

CULL YOUR HENS!

Muleshoe Produce Co.
 ELMO HEAD, Manager

**Building Material---
 Builders' Hardware**

Complete Home Plans Furnished

Let us furnish you an estimate when you are ready to build or remodel your home.

House Frnishings

We can furnish your home completely with the very best and most desirable household equipment to be found anywhere, and at reasonable prices.

E. R. Hart Lumber Co.

Coal, Hardware, Furniture—McCormick-Deering Implements

Dependable Ford Service!

We'll oil and grease your Ford at a low price and help you to keep it in the very best running order at all times. All labor billed at low, flat rate. We use only genuine Ford parts. Specially trained mechanics who take pride in doing a good job. Ask about the Special Inspection Service which helps to insure good performance.



Muleshoe Motor Co.

We Do Not Talk Price Range. We Demonstrate Quality, Performance and Service

WANT YOUR TIRE AND TUBE WORK DONE RIGHT, SEE WEAVER -- MULESHOE TEXAS

rail of '98

... words were capped... rail of '98... I don't like the way of things...

their obvious connection with the Winklestens. Surely, thought I, she cannot be mixed up with those two...

she greeted me with a smiling face. Then, after a little, she said: "My grandfather plays the violin..."

MUCH WOOL SOLD COOPERATIVELY Approximately 20,000,000 pounds of wool of the 1928 clip was marketed...

Who Has \$2,000.00 In Cash And sense enough to buy a Well-Improved Farm, north of Muleshoe, at \$35.00 per acre? R. L. BROWN THE LAND MAN

For Health's Sake Whole Wheat Bread MADE BY BAKERS "WHO KNOW HOW" Fresh Cakes and Cookies Daily Muleshoe Bakery

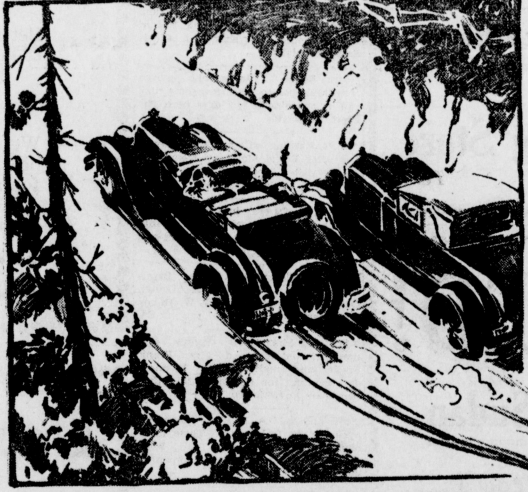
CLIP THIS COUPON Good for 100,000 Credits This Coupon will count for 100,000 credits when returned to the campaign Department...

Sore Bleeding Gums Only one bottle Leto's Pyorrhoea Remedy is needed to cure any case.

BUILDING IF YOU ARE THINKING OF BUILDING--SEE ME, I SAVE THAT RENT MONEY--OWN YOUR OWN HOME. W. C. GORDON

Lubbock Sanitarium (A Modern Fireproof Building) and Lubbock Sanitarium Clinic DR. J. T. KRUEGER, DR. J. T. HUTCHINSON, DR. M. C. OVERTON, DR. J. P. LATTIMORE, DR. F. B. MALONE, DR. J. H. STILES, DR. L. P. SMITH, MISS MABEL McCLENDON, C. E. HUNT

Phillips '66'



MOTOR PERFORMANCE THE MAKER INTENDED

Easy starting; quick get-away on a light throttle; flexibility at all engine speeds; smoothness of operation; power, mileage! This is the motor performance the maker intended you should have in your car.



Phill-up with Phillips

F. Hollingworth, Agent

Muleshoe, Texas

MAKE UP YOUR MIND To Win One of These Handsome Premiums

Big Vote Period Ends Saturday Night, August 24th

CINCH THE LEAD THIS PERIOD!

LONG TERM SUBSCRIPTIONS BRING THE MOST VOTES!

IT CAN BE DONE!

GET FIVE AND TWO YEAR SUBSCRIPTIONS NOW!

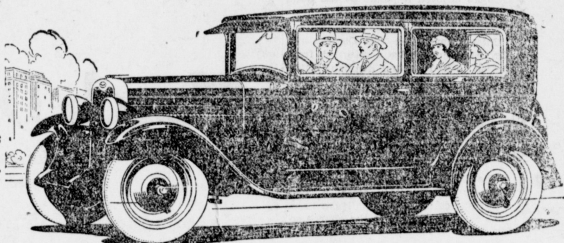
MAKE IT YOURS

FIRST GRAND PRIZE

MAKE IT YOURS

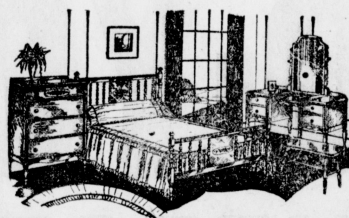
Chevrolet Six 4-Door Sedan
Fully Equipped
Value **\$820.00**

Purchased From Valley Motor Co.
MULESHOE, TEXAS
Will Be Displayed in Their Show Room



The Outstanding Features of the New Chevrolet Six Make It One of the Best Values on the Market Today

Only a Much Higher Price Can Buy Its Equal. A Wonderful Prize For a Few Hours Work.



SECOND GRAND PRIZE

Four Piece Bed Room Suite

Value • **\$300.00**

Purchased from and will be displayed at E. R. Hart Lumber Co.

THIRD PRIZE, EITHER BATTERY OR ELECTRIC

Crosley Radio

A gift that the entire family will enjoy. The BANDBOX complete in a beautiful cabinet is valued at \$150.75.

This is a nice prize for a little spare time work.

Purchased from Ivan Mardis and will be on display at McCarty Drug Store, Muleshoe, Texas.

\$595.00 IN GOLD

A special fund of \$595.00 has been reserved to pay active non-prize-winners, on the basis of twenty per cent of their individual collections. This arrangement assures compensation for all active non-prize winners, and means that there will be no losers in the race.



FOURTH PRIZE—\$100 DIAMOND RING

A beautiful diamond ring, with a blue-white stone set in the latest basket weave mounting. Purchased from and will be on display at The McCarty Drug Store, Muleshoe, Texas.

FIFTH PRIZE—ELGIN WRIST WATCH
VALUE \$35.00



For either man or woman. Valued at \$35.00. Purchased from and on display at The McCarty Drug Store, Muleshoe, Texas.

FREE VOTE COUPON

Good For 50 Free Votes

—IN—

THE JOURNAL'S

Big "Everybody Wins" Prize Contest

M _____

Address _____

Collect all these coupons you can. Get your friends to save them for you. Each coupon good for 50 free votes.

ENTRY COUPON

Good for 5000 Free Votes

IN

THE JOURNAL'S

Big "Everybody Wins" Prize Contest

M _____

Address _____

Note—Only one Entry Coupon accepted for each candidate.

FOR FURTHER INFORMATION REGARDING THE CAMPAIGN, COMMUNICATE WITH THE MANAGER, CARE MULESHOE JOURNAL. MULESHOE, TEXAS—PHONE 54

New type Sanders one-way plow, three levers, new hitch and foot—proof. Puts it in a class to itself—others fail. Look this one over you buy.—Gaines & Elliott Hardware Co., Bovina, Texas. 25-1f

Let Us Solve Your Food Problems

Instead of worrying your head over where to buy your foodstuffs, what to have for the next meal and what you can find that will be different and appetizing, why not turn all those problems over to us to solve? We can do it quickly, easily and in a most satisfactory manner.

And most important of all, we handle only the highest quality foodstuffs in every line and sell at prices that mean true economy to you.

Make this your permanent headquarters for foodstuffs and end your food problems for good.

Phone Us Your Grocery Orders

Gupton Grocery Co.

Phone No. 4

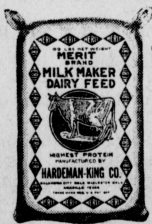
Free Delivery

Try Us and See

You will be satisfied with the efficient service we are able to render you. Just call us for any information you might want during harvest or shipping time, we will be glad to assist you in every way possible.

We want to buy your wheat, Maize kafir and sudan. Get our prices before selling.

Merit Brand Feeds Are Better



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

CHEVROLET ANNOUNCES TWO NEW MODELS IN CLOSED CARS THIS WEEK

Rounding out its line of six cylinder valve-in-head cars, the Chevrolet Motor Company this week announces two new closed models—the Imperial Sedan and the Sport Coupe. Officials point out that despite the scores of improvements incorporated in these new models prices have been kept within the low Chevrolet range. The Imperial Sedan listing at \$695 and the Sport Coupe at \$645, both f. o. b. factory, at Flint, Mich.

The new Imperial Sedan is introduced because of a widespread demand for a style car in the low-price field. On this model the famous Fisher body designers have lavished their skill with very noticeable success. It has smart concave front pillars with a rakishly molded visor and in the back the rear quarters are stylishly fitted with Landau bows. The interior is smartly upholstered in deep tufted plush, and the car is equipped with an adjustable driver's seat, and other items commonly found in smart cars of this type, such as completely equipped instrument panel, smoking set, etc. It is finished in lustrous black with molding in Saginaw green and striping in tusk ivory. Exterior bright work, such as radiator, head lamps and landau bows, are chromium plated.

The new Sport Coupe is also offered in response to a demand for a style car for two passengers, and includes a comfortable rumble seat in the rear and a window that is easily lowered by means of a convenient Ternstedt regulator.

W. B. McAdams and family, Walter Witte and family, Mr. and Mrs. C. M. Broyles enjoyed a picnic at the Sand Hills Saturday night.

Misses Henry and Otie Damron and Orbin Summral have returned from a visit to El Paso and Elephant Butte, Ariz.

Mrs. B. W. Carles, accompanied by her daughter, Miss Irene, and Mrs. Jack Lawler, returned the last of the week from Hot Springs, N. M.

The Circleback Baptist revival will close Sunday morning after a two weeks successful meeting. There have been eleven additions to the church so far.

Mr. and Mrs. John Knight of Canyon visited their daughter, Mrs. W. B. Hicks this week. They were accompanied by their daughter, Miss Ruth, and an uncle and aunt of Mrs. Hicks. Mr. and Mrs. T. H. Knight of Dallas.

Want Ads

ICE COLD watermelons for sale at Muleshoe Ice Co. 27-2tp

FOR SALE—Grapes. Fine quality and ready now.—I. F. Willman, 6 1/2 miles Northeast of Muleshoe. 1tp

Weeds never get too thick and high for the new type Sanders plow and the ground never gets so hard but what it will do a real plow job when others fail.—Gaines & Elliott Hardware Co., Bovina, Texas. 25-1f

FOR SALE—160 acres of land, 4 miles North of Muleshoe, Texas. Owner, McD. Cantrall; farmed by C. H. Hamblin. Address McD. Cantrall, 530 W. Mariposa St., Altadena, Calif. 27-2tp

The Fairbanks-Morse steel Eclipse windmill will always get you a cold drink. Has 25% more lifting power than others in the steel type. Come and let us tell you why.—Gaines & Elliott Hardware Co., Bovina, Texas.

COFFEE—H. & K. Coffee for sale by W. M. S. ladies of Baptist Church, at homes of Mrs. L. S. Barron, Mrs. Byron Griffiths and Mrs. J. L. Alsip 1tc

LOST—Monday on Highway, between Progress and 2 miles south of Muleshoe, brown suitcase, containing pair of trousers, 2 dress shirts, 3 work shirts, pair slippers and box of stationery. Finder please leave at Journal office or notify Charlie Davis, Box 82, Bula, Texas. 1tp

For clean clothes and a smile from the wife, get you a Dexter Casanovet Washing Machine. Price \$135.00 to \$150.00. Save that fifty or sixty dollars to buy the kiddies lots of nice things.—Gaines & Elliott Hardware Co., Bovina, Texas. 25-1f

TWENTY-FIVE MADE HAPPY PLAINVIEW BUSINESS COLLEGE placed twenty-five students in good positions in less than four weeks. P. B. C. has more graduates holding positions in the Panhandle than any other single private school. We teach the courses that are recommended and taught by 97 percent of the best schools in the United States. Fall Term September 2-9. Address J. E. Watson, President, Box 532, Plainview, Texas. 1t

PAT R. BOBO

ATTORNEY-AT-LAW

Practice in All Courts.

MULESHOE, TEXAS

Beginning Thursday, August 15th

We will Clean and Press

MEN'S SUITS FOR \$1.00

LADIES' DRESSES . \$1.25 and up

MULESHOE TAILOR SHOP

Seasonable Merchandise

IN

Dry Goods, Piece Goods

Ladies' and Gents' Furnishings

Shoes, Hats and Ready-to-Wear

Ask For Tickets For Trades Day Prize Drawings

March Dry Goods Co.

"The Price is the Thing."

Muleshoe

Texas

YO-YO CONTEST!

6-CASH PRIZES-6

Contest Starts Promptly at 2:30
Saturday, August 17

An afternoon of entertainment through the courtesy of Valley Motor—Don't miss this for ANYTHING!

VALLEY MOTOR COMPANY

Chevrolet Sales and Service

BOOST—
From Page 1.)

West Camp county able candidate for trip not long ago in the new Chevrolet Sixes, covered in part some of the worst roads in State, but reports a very pleasant as well as being a most comfortable and states in part: We never a flat nor a mishap of any kind, best of all, we averaged better than 24 miles to the gallon of gasoline, never gave a thought to the oil.

McAdams who delivers mail every day" on Route 2, with a new Chevrolet six, says: "I would never go back to a four-cylinder car again if I could deliver mail on a bicycle."

Bentley Gwyn, another proud owner of one of the new Chevrolet sixes, says, got off on the wrong foot once and one of the cheaper four-cylinder, but never again, me for a six is worth it. My brother and I each own one now."

Good Hardin, widely known in these parts and a very ardent booster of good things, says: "I like my Chevrolet six better every day. Its economy is surprising, and best of all, I like that smooth performance and comfort that you just "naturally" get out of a six and a longer wheel-base car."

J. W. retired oil merchant of Magnolia and now associated with the oiling industry, makes this statement with regard to the Chevrolet sixes that he has owned and if you can't tell enough a new six send 'em to me. I'm more in one minute a two trucks and the Coach we owned than you can tell me weeks. That's that."

Dave Anderson of County fame, states that if you don't own one of these new Chevrolet sixes, it's up and go, the your old outfit is some day and I'll blow the life out of your spine. That's more than that."

It would be a pity to see everyone try to "rid" of their old obsolete model four-cylinder cars at the same time, it would be a sure enough tragedy, but no kidding—if you can

afford it, our prediction is that if you buy a four-cylinder now in preference to a six in a new car, you might as well go back to the days of the old "open" car; it is a fair comparison—one will be as hard to sell as the other. We know, we have some of these good used four-cylinders for sale and they are good cars, but people are just six-cylinder-minded. Far be it from us to be creep hangers.

Mrs. E. W. Carles, our Postmistress and a delighted owner of one of the new Chevrolet sixes, says in part: "I know practically nothing about the engine. I do know, though, that it is a sensation to ride behind it in one of the new Fisher Bodies away from the roar and rumble that is so noticeable in four-cylinder cars."

LARGEST LAND PLANE IS SHOWN BY FOKKER CO.

America's greatest airplane, the 32 place Fokker F-32, the largest land-plane ever constructed in the world, surprised aviation experts and delighted its designers in its first public test at Fokker Field, Hasbrouck Heights, N. J., last week. The latest and largest creation of the Fokker Aircraft Corp., now affiliated with the General Motors Corp., carries 30 passengers in day flights and sleeps 16 in transcontinental night flights. Five of the great new ships have already been ordered by Universal Aviation Corp., for use in its transcontinental services. The planes will be manufactured in a new plant at once in Los Angeles on a schedule of two weekly.

Running at full throttle, the F-32 made 157 miles per hour speed—17 miles an hour above the performance for which it was designed. The ship cruised at between 120 and 125 miles per hour and landed at 47 miles per hour, 13 miles an hour slower than the landing speed which the designers expected.

An enthusiastic group of technical experts and aviation officials watched the tests, including Anthony H. G. Fokker, Capt. E. V. Rickenbacker, vice-president in charge of sales of the Fokker Company; W. T. Whalen, vice-president and general manager of Fokker; A. A. Gassner, chief engineer of Fokker; Dan W. Jones, president of Universal Aviation Corp.; Earl Schu-eren, general eastern traffic manager

for Universal; Sir Hubert Wilkins, Arctic explorer, and S. W. Y. Currie of the New York Central lines.

The big ship has a span of 90 feet, an overall length of 69 feet and 10 inches, an overall height of 16 feet 6 inches, and a wing area of 1,350 square feet. It is powered with four 525 h. p. Pratt & Whitney "Hornet" engines, carried in tandem, two on each nacelle, the nacelles being located on either side of the fuselage. The front engines have two bladed adjustable metal propellers and the rear engines three-bladed metal propellers.

Weight of the huge plane empty is 13,800 pounds. It has a total useful load of 8,700 pounds, giving it a gross weight of 22,500 pounds or 11 1/4 tons. It carries 400 gallons of fuel, 40 gallons of oil, a crew of pilot-co-pilot, radio operator and steward, and 30 passengers in day time flight, with provision for 560 pounds of baggage. As a night plane, it carries 700 gallons of gasoline, 60 gallons of oil, a crew of five, and 16 passengers, with provision for 820 lbs. of baggage. Its range as a day plane is 400 miles, and as a night plane 850 miles.

Its cabin is divided into four sections, the interiors of which are finished in mahogany and light pile fabric. The interior is fitted with 30 arm-chairs with deep cushions, adjustable backs, and head rest. The cabin has two fully equipped lavatories. It has two galleys, or serving pantries, amidships, and a baggage compartment forward. It has dual wheel controls.

GOODYEAR PLANS INCREASES

All of the large tire manufacturers in the Akron district plan to increase production after the first of the year, according to advices from that center to members of the Rubber Exchange. Goodyear Tire and Rubber Co. recently on a productive basis of 42,000 tires daily, will increase its production schedules to 60,000 tires daily. The new Gadsden, Ala., plant of the same manufacturer will operate its own tire department at full capacity beginning January 2, boosting the present production rate of 4,000 tires daily to 7,000 daily.

J. I. CASI
Demonstration

FRIDAY and SATURDAY, Jan. 3rd and

To Be Held At The Motheral Farr
One Half Mile North of Muleshoe, T

DEMONSTRATING
LISTER PLANTER
CULTIVATOR, DISC PLOW ETC.

Held By

Bailey County Elevator Co

Muleshoe, Texas

Come and Bring Your Friends



ne in today and hear your favorite
Victor Record
McCarty Drug Store.
Muleshoe, Texas

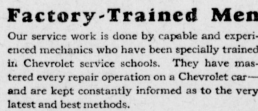
About the time one learns how to make the most of life,
the most of it is gone.

Life will be more cheery, business worries lighter, and thoughts of old age tragedies less remorseful, when you let us figure a suitable life policy for you with an old age benefit.

J. E. Aldridge Insurance Agency
at the Bank



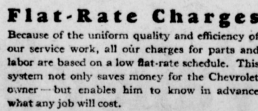
Genuine Parts
In all our service work we use genuine Chevrolet parts exclusively. From every standpoint this means greater satisfaction for the Chevrolet owner—for genuine Chevrolet parts not only fit perfectly, but wear better and do not injure the other parts with which they come in contact.



Factory-Trained Men
Our service work is done by capable and experienced mechanics who have been specially trained in Chevrolet service schools. They have mastered every repair operation on a Chevrolet car—and are kept constantly informed as to the very latest and best methods.



Special Machinery
Our service shop is equipped throughout with the latest approved tools and machinery—designed under the direction of Chevrolet engineers. This special equipment enables our mechanics to perform every job expertly and promptly—and at the very minimum cost to the owner.



Flat-Rate Charges
Because of the uniform quality and efficiency of our service work, all our charges for parts and labor are based on a low flat-rate schedule. This system not only saves money for the Chevrolet owner—but enables him to know in advance what any job will cost.

VALLEY MOTOR COMPANY

QUALITY T...
CRESCENT

for Economical Transportation



TODAY

JANUARY 4th

-Chevrolet announces

THE GREATEST

CHEVROLET

IN CHEVROLET HISTORY

Today, Chevrolet presents the Greatest Chevrolet in Chevrolet History—a smoother, faster, better Six—with beautiful new bodies by Fisher.

Basically, it is the same sturdy, substantial Six which won such tremendous popularity in 1929. But it is a greater car in every way—for there are scores of vital improvements

which contribute to comfort, performance, endurance and safety!

An improved six-cylinder valve-in-head motor, with its capacity increased to 50 horsepower; four Delco-Lovejoy hydraulic shock absorbers; fully-enclosed internal-expanding weather-proof brakes; a new dash gasoline gauge; heavier and stronger

rear axle; Fisher non-glare windshield; larger tires—

—these are typical of the many improvements which make this car the Greatest Chevrolet in Chevrolet History.

But most impressive of all from the standpoint of the motor car buyer—this smoother, faster, better Six is available—

at extremely low prices!

	Former Price	New Price	Reduction
ROADSTER	\$525.00	\$495.00	\$30.00
SPT ROADSTER	\$585.00	\$555.00	\$30.00
PHAETON	\$525.00	\$495.00	\$30.00
COACH	\$595.00	\$565.00	\$30.00
COUPE	\$595.00	\$565.00	\$30.00
SPT COUPE	\$685.00	\$655.00	\$30.00
CLUB SEDAN	\$675.00	\$625.00	\$50.00
SEDAN	\$695.00	\$675.00	\$20.00

Valley Motor Co.

CHEVROLET SALES AND SERVICE

MULESHOE, TEXAS

IN THE PRICE RANGE OF THE