

THE MULESHOE JOURNAL

VOLUME 8.

MULESHOE, BAILEY COUNTY, TEXAS, FRIDAY, FEBRUARY 14, 1930.

NUMBER 1.

Postal Receipts Show Growth Of Territory

Postal receipts for the month of January, 1930, showed a gain of 33 per cent over the month of January, 1929, according to Mrs. B. W. Carles, local post mistress, and figures compiled by her show a gain of 23 1-2 per cent in the year of 1929 over that of 1928, the gain being \$1,944.08.

Figures for the year 1928 totalled quarterly are given as follows: \$1,096.49, \$1,007.38, \$1,016.06 and \$1,300.68 giving a total of \$4,420.61 for that year as compared with \$1,413.98, \$1,047.95, \$1,392.16 and \$1,610.57 which gives a total of \$5,464.66 for the year of 1929.

CHURCH OF CHRIST

Mike M. Young of Abernathy will preach for us at the court house next Sunday afternoon at 2:30. Everybody please come and hear him. Last Sunday was a great day with us, having two additions to the church.

S. S. BOZEMAN, Pastor.

J. E. Adams Asks For Re-Election To Judges Office

I take this means of announcing to the voters of Bailey County that I am a candidate for re-election to the office of County Judge and Ex-officio School Superintendent.

I thank the citizens for the splendid co-operation given me since I have been a county official.

If my office has been conducted in the right way and you have received the service you have a right to expect, I respectfully solicit your vote and influence for a second term. If I am re-elected, I promise to continue to fill the office to the best of my ability.

Respectfully yours,

J. E. ADAMS.

REAL ESTATE TRANSFERS

Following is a list of real estate transfers as recorded in the office of the County Clerk from February 1st to February 11th:

J. C. Vance to C. L. O'Brien, farm.
J. H. Lawson to J. M. Gay, farm.
S. P. Phipps to J. C. Phipps, farm.
R. Rhodes to Willie Ramm, farm.
Maple Wilson et al to F. C. Brown, farm.

J. L. Stahl to W. B. Durham, farm.
Maple Wilson et al to Mrs. Josie Davis, farm.

N. P. Green to J. P. Markham, farm.
W. C. Green to J. P. Markham, farm.
C. L. O'Brien to R. A. Tipton, farm.
C. R. Hodges to J. M. Gay, farm.

McClevey Loan and Investment Co. to H. H. Cooper, farm.
E. K. Warren & Son to W. M. Stangel, farm.

G. E. McClevey et al to J. A. Cook, farm.

D. B. Martin to G. L. Robbins, farm.
Thomas W. Newsome et al to W. G. DeLoach, farm.

Honora A. Jones to J. O. Whitten, farm.

J. O. Whitten to W. R. Bussey, farm.

RUNS 180 MILES



Eugene Estopper, better known as "Gene, the California Bear," an Indian runner who recently at the age of fifty-eight made the 180-mile run from Fresno to San Francisco in less than 37 hours.

PERMANENT FAIR IS PLANNED IN LAMESA

LAMESA, TEXAS.—A county-wide straw vote will be taken here soon to see if sentiment is in favor of voting bonds for a permanent fair association in Dawson county, if plans of the board of directors of the Lamesa Chamber of Commerce culminate. A permanent fair association has already been under discussion by the directors.

Purity Seed Farm Making Car Lot Grain Shipments

The Purity Seed Farm, south of Muleshoe, is making car lot shipments of purebred seeds this week. One car of mixed seed was loaded out Monday for Robstown, Texas, and one for a large seed house in Dallas.

W. M. Pool stated that orders were coming in every day and that shipments were being made as fast as possible. He also stated that more local farmers than ever before were buying the seed. These seeds are tested by the State department and last year local farmers found that the increase in yield and price were much more profitable than from the common run of field seed.

STATE SYSTEM OF PARKS IS BEING PLANNED, REPORT

AMARILLO, TEXAS.—Texas may realize the dream of years if plans of the State Park Board for a system of parks for tourists and recreation which is established by the state legislature.

Bills embodying plans for the system by starting with four units are being prepared in the attorney general's office for introduction in the special session of the 41st legislature.

Chairman D. E. Colp of the Park commission, in a letter to R. E. Rowland, assistant secretary of the Palo Duro Park association, announced the appointment of a committee of four, one for each proposed group. The parks expected to be included in the system are: Palo Duro canyon, Panhandle of Texas; Caddo Lake project, Eastern Texas and extending into Louisiana; and Guadalupe Mountains (McKittrick Canyon) east of El Paso and south of the Carlsbad cavern and the Guadalupe mountain park in New Mexico, and Davis Mountains, upper Rio Grande valley near Fort Davis, Alpine and Marfa.

Plans for arranging exhibit for 1930 which will be more far-reaching and attractive were made last week at Amarillo and about forty counties, of which Bailey will be among the number, will be thoroughly advertised in the thickly settled sections of the above named states.

Over a million booklets are to be distributed, these giving information on each county which is generally asked for. Moving pictures are to be taken this summer, showing the many and various phases of agriculture, dairying and stock raising in the Panhandle.

This year's exhibit will be divided into two distinct parts. Four large relief maps, colored and made as graphic as possible, are to form a backdrop for miniature models of the Panhandle region, which will be laid in front of the maps.

One map will deal with the transportation accommodations of the section, including good roads, railroads, airports, bus lines and power lines. Another map will set forth the educational advantages of the Panhandle, and a third will show the great agricultural possibilities.

A fourth map will picture the smelter, the helium plant, flour mills, refineries, cotton black plants, gasoline production units, the various power plants and all industrial factors. The ground layout is to be constructed in the shape of the Panhandle territory with each county clearly outlined.

According to officials of the Panhandle Exposition, the various power plants with means are anxious to move to the southwest, but heretofore reliable information about the Plains country has been hard to get.

"Each county in the organization is asked to contribute a portion of the expense of this advertising. About half of Bailey county's quota was raised here yesterday within a short time."

An Interested Outsider



Bailey County To Pioneer Resident Be Advertised At Northern Fairs Dies At Home Near Farwell

A representative of the Panhandle-Plains, Inc., was Muleshoe Tuesday in the interest of that organization. Panhandle-Plains, Inc., was organized about a year or more ago for the purpose of advertising this section of the Panhandle throughout the Northern and Eastern States on a large scale.

Last year a number of exhibits were sent to state fairs in Kansas, Iowa, Nebraska, Missouri, and other points which resulted in a much greater immigration to the Panhandle than ever before.

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W. M. U. MEETING

The W. M. U. Ladies of the Baptist church met at the home of Mrs. B. Griffiths. Our lesson on "How to Pray" was led by Mrs. Coker. The lesson was interesting and instructive. There were 12 members and three visitors present. The ladies voted to quit again Wednesday.

After a short time spent in social conversation we were dismissed to meet next Monday with Mrs. Ray Griffiths.—Reporter.

BIRTHDAY PARTY

Mrs. Nell Rockey entertained for her daughter, Melzine, on Wednesday evening, in honor of her fourteenth birthday.

Partners for the evening were chosen by "matching hearts," and after a number of enjoyable games, refreshments were served to the following guests: Misses Marie Bucy, Crystal Kennedy, Doris Nell McCarty, Lillian Roach, Cora Agnes Lee, Bernice Arnold, Bettie Nelson, Hazel Nelson, Ruth Eskler, and the honoree and Messrs. L. S. Barron, D. W. Winn, Jr., Justin Dan Danner, Floyd Ragdale, Walter Moeller, Roy Wilenson, Charles Alaup, Houston Hart, Lamar Witte and Richard Smith.

Mrs. Rockey was assisted in entertaining and serving by Mrs. Miller and Miss Ellen Abbott.

CARLSBAD CAVERN VISITORS RECORD 30 PER CENT GAIN

CARLSBAD, N. M.—Visitation to Carlsbad Cavern during the calendar month is 30 per cent in excess of the travel figures for February, 1929. January, last, also recorded 12 1-2 per cent increased visitation over the same month of the previous year. Forty-two States, District of Columbia and Hawaii, Canada and England were represented at the Cavern by 1,183 persons who traveled in 405 automobiles, or 2.7 persons per car.

Journal is Eight Years Old Today

Birthdays usually mean a great deal to an individual. Most all of us want to look back over the past year to see what we have accomplished or make note of the things we should have done.

So it is with a business to a certain extent. The Journal is eight years old today. Many people remember the first newspaper for Muleshoe. It was called the Bailey County Bugle. This little sheet was kicked and cuffed around like a stepchild for a year or two, then the name was changed to The Journal.

We will not go into details about the past struggles. In fact we are not familiar with many of them. However, The Journal has kept pace with the progress of the County and Muleshoe, making an honest effort to serve the community as a whole.

With the steady growth of the county, it has been necessary to build The Journal larger each year in order to better serve this great section of the Plains. We are proud of the fact that we have been of service and that we have a host of friends who appreciate our efforts.

On this day we wish to thank our many friends for their loyal support, and assure you once again that The Journal will continue to work for the best interests of Muleshoe and Bailey County.

Would Modify Auto License Law

Representative Sam H. Alford has introduced a resolution asking the Governor to submit the automobile license law passed by the second called session of the Forty-first Legislature for revision. Mr. Alford would define what might be termed a "farm trailer" and such amendment would also include farm trailers among those vehicles exempt from license. Mr. Alford says, "It is because I believe that the farmers are unjustly taxed on trailers, which they so infrequently use, that I presented the resolution. It is my understanding that in the event a farmer should attach behind his automobile a common wagon and bring his cotton to town upon it, this wagon would be under the present classification of trailers, and would be subject to license."

The original law, he states, is primarily designed to cause the larger concern which are using out roads and carrying excessive loads with the use of trailers, to further help in the maintenance of our highways by the license fee, and it is clearly an injustice to the farmer that he should be placed in the same class.

Mr. Alford's resolution passed the House by a vote of 24 to 14.

J. A. Harris was an Amarillo visitor last Sunday.

Local Markets

This report is received each Thursday morning between the hours of 9 a. m. and 11:30 a. m. and is subject to change without notice. Markets are furnished by local dealers for the benefit of their patrons.

Corn, ear	60c
Corn, shelled (mixed)	75c
Corn, shelled (white)	80c
Meat Hoes	81c
Kaffir Heads	81c
Kaffir, threshed	\$1.07
Maize, threshed	\$1.25
Sudan	\$3.75
Cane Seed	\$2.50
Cottonseed cake	\$2.75
Cottonseed meal	\$2.75
Shorts	\$2.25 and \$2.35
Brans	\$1.75

Produce Market

Cream	27c
Heavy Hens	18c
Light Hens	15c
Fryers, colored	15c
Fryers, Leghorn	15c
Cox	10c
Stags	10c
Turkeys, No. 1 Toms	18c
Turkeys, No. 1 Hens	18c
Turkeys, No. 2	15c
Old Toms	13c
Ducks	8c
Hides	6c

Construction Of Telephone Line To Start In May

An office of the State Telephone Company was in Muleshoe Wednesday in the interest of the company. Arrangements are being made for the building of the line from Muleshoe to Earth, and other communities. This official stated that work would begin sometime in May. It is understood that the material has been ordered out and work will begin as soon as this arrives.

The rapid development throughout the Earth territory demands greater telephone facilities and a trunk line to be constructed which will take care of all future demands.

ENTERTAIN WITH PARTY

Miss Margaret Roach entertained a number of friends at her home last Monday night. Those enjoying the music, games and refreshments were: Alice Ragdale, Maudie and Neva Douglass, Ruth Evans, Jane Bucy, Lowene and Dorothy Rice, Mildred West, Essie Williams, Morris Douglass, Ray and Fred Moore, Louis and Freeman Rice, Claude Wilman, Jim Burkhead, Damon and Curtis Danner, Aubrey Thompson, Alvis Hobbs, and Court Paul. The guests left at a late hour declaring that they had spent a most pleasant evening.—Reporter.

R. D. McCormack Announces For Com. Prec. No. 4

I wish to announce to the voters of Precinct No. 4 that I am a candidate for Commissioner, subject to the will of the people in the coming Primary, July 28, 1930. Having had eight years' experience with all phases of road work, I feel that I am qualified to serve the citizens of my precinct as their Commissioner. Your vote and influence will be appreciated.

R. D. MCCORMACK

BAPTIST CHURCH

Following is the program for the Layman's meeting Sunday, February 16th, 1930:

Song—G. C. Danner.
Quartet.
"Witnessing For Christ"—C. W. Pharies.
"Training Young People in Service"—D. L. Kendrick.
"The Backslider," by Ray Griffiths.
"Need of a Church Building," by Byron Griffiths.
Chairman, G. C. Danner.

DISTRICT EPWORTH LEAGUE

Following is the program for the Layman's meeting Sunday, February 16th, 1930:

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"The Backslider," by Ray Griffiths.
"Need of a Church Building," by Byron Griffiths.
Chairman, G. C. Danner.

There was a large representation from all the leagues.

The Muleshoe League was well represented, having the largest number present throughout the meeting of any of the delegations.

There will be a league institute held at the local Methodist church sometime in March.

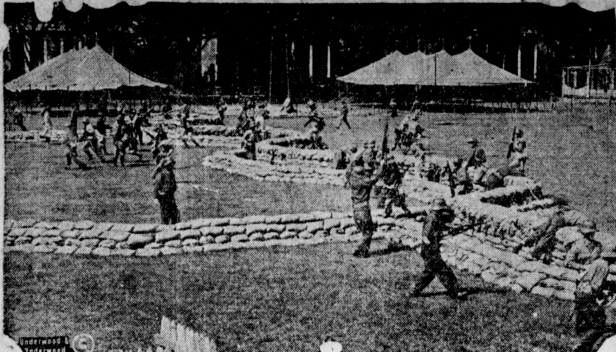
Those attending from Muleshoe were: Beth Mardis, Opal Haney, Jewel Haney, Iris Harden, Marguerite Hicks, P. O. Boone, Good Harden, J. W. Joslin, Mrs. J. H. Joslin and Rev. H. B. Hicks.

SENATOR ROBSON



John Marshall Robson, who has been a representative in congress from Kentucky, was appointed to the senate to complete the term of Senator Frederick M. Sackett, resigned.

Sergeant York's Feat Is Reproduced



One of the main features of the annual carnival held at the War college in Washington was this reproduction of the great feat of Sgt. Alvin York who, with a small force of men rushed a machine gun nest at Chateau Chate-hury, France, capturing four German officers and one hundred twenty-eight men.

Marvelous Work Of New Konjola Medicine Told

McCarty Drug Store to Introduce Advanced Remedy For First Time in Muleshoe

If you were told that one single medicine put hundreds of men and women back to work in Chicago, Philadelphia and other large cities after they had been idle for months with health trou-



G. H. MOSBY Discoverer of Konjola

bles, it would sound impossible, wouldn't it? And that countless people were completely relieved of rheumatism and

neuritis, and that they were able to walk again, without cane or crutches, and that this same medicine restored health to men and women who had suffered with stomach and kidney troubles for years, that complete relief had come in cases of misery where health resorts, expensive treatments and medicine upon medicine had failed—indeed, it seems impossible! Yet, it is all true, and the medicine that has done all these things is the new Konjola, which is being introduced, starting today at the McCarty Drug Store, this city.

Wherever introduced, this Konjola is vastly different and more effective in thousands of cases of ill-health than any previously known medicine. It is a remarkable liquid compound for the following well-known troubles:

RHEUMATISM: Especially severe cases, where pains are intense, muscles swollen, joints stiff and rigid. In the milder cases of this disease, Konjola relieves almost at once, and this medicine brings the same results to the neuritis victim that it does for the rheumatic sufferers.

STOMACH, LIVER, KIDNEYS and BOWEL TROUBLES: Nearly all forms of misery that arise from these unhealthy organs have been so quickly relieved by Konjola that men and women sufferers everywhere were surprised. It is the action of this medicine on the organs of the inner-system that removes toxic poisons from the system and brings quick relief in many cases. The secret of this Konjola is the way it acts on the important functional organs of the body, namely: the stomach, liver, kidneys and bowels. So many diseases and long standing disorders of these organs were so completely conquered and entirely ban-

ished by this new compound that thousands of people in larger cities were able to give up taking medicine for time to come.

After the great accomplishments and

sections, it is declared that this wonderful work of Konjola in other parts is what hundreds of sufferers in Muleshoe and vicinity have long needed to actually reach their cases, and preparations are being made to introduce Konjola for the first time at the McCarty Drug Store, where this medicine will be sold and explained to the public daily.—Adv.

PRICE-TAG BUYING IS BIG FEEDING HANDICAP

Some folks are afraid of a new idea. If you are such a person, this is not for you to read. You just as well skip this article—either that or get rid of your fear.

The idea is, dairymen have got to stop using the price tag as a measure of value in feeds. The initial cost gives no more idea of what a feed is actually worth, either home-mixed or commercial, than does the color of a cow's hair indicate her performance at the pail. The question should not be "how much does it cost?" but "What will it do?"

What really counts in measuring the value of feed is the feed cost per 100 pounds of milk or per pound of butterfat. This is the correct way to determine which feed gives greatest returns for money spent. Using this measuring stick will in a great many cases show low-initial-cost rations to be less economical than the high-initial-cost rations. And the same goes for feeding other livestock—sheep, swine and beef

cattle. Nor can the figures in feeding standards be regarded as the last word. Take hog-millet—the figures show it contains less fat and carbohydrates than corn, and more fiber. Yet in Colorado feeding tests, pigs fed on hog millet made a profit over feed of \$8.49 profit. So, when you come right down to it, the only dependable test is that of results.

The feeder seeking a lower cost of production should not aim at a lower feed cost so much as at ration which will increase production. When that is secured, there will be time to go back to the price tag and use initial cost figures in the calculation of feed cost. Remember, the first consideration

should be better feeding, to get maximum production. Chances are, a feed which will enable the cow to do her best will be the cheapest you can afford to feed her. Certainly any ration that keeps her from doing her best at the pail needs improvement.—The Farm Journal, January 1920.

Civic organizations of Breckenridge organized an airport company, developed a landing field, and deeded the site to the city. . . Haringen's new high school is ready for occupancy. . . San Benito will build a \$250,000 high school. . . Sweetwater will invest \$180,000 in a new junior high school. . . Plainview will spend \$90,000 for an addition to its high school building.

A Medicine You Waited Many Years For THE NEW KONJOLA

Being introduced in our store for the FIRST TIME. This celebrated new remedy is for the stomach, liver, kidneys and bowels and rheumatic and neuritis troubles. Chicago, Philadelphia, and other large cities have gaped at the wonderful accomplishments of this remarkable medicine.



This remarkable compound is destined to bring new hope, happiness and glorious health to Muleshoe people. Thousands of seemingly hopeless cases of health troubles have been conquered in larger cities, by this advanced compound.

Konjola, the medicine made from extracts of 22 plants of Nature, containing over 30 beneficial ingredients, works with the sufferer's own food-bringing more normal healthy action to the important organs of the body—the stomach, liver, kidneys and bowels.

McCarty Drug Store. Muleshoe, Texas

Now is the Time



To Make MONEY on Poultry, Ask Us for "FACTS WORTH KNOWING."

STATE ACCREDITED CHICKS

In TEN popular breeds. Write for illustrated catalog and full particulars, at ONCE

CUSTOM HATCHING

Let us hatch your eggs. Our equipment is the best that money can buy, and we are on the job 24 hours every day. Unload your hatching worries on our experienced operators. Bring your eggs to us any WEDNESDAY or SATURDAY. We will always treat you right.

WICKS' MODERN HATCHERIES

"Headquarters for Baby Chicks and Custom Hatching" PORTALES and CLOVIS

The ancient Hebrews had a goat on which all the sins were placed, so the holding company Idea isn't new.

"Ask Me Another" of INSURANCE.

Q. What three general forms does life insurance take?

A. Term, Life, and Endowment.

J. E. Aldridge Insurance Agency Office-at the Bank

Muleshoe Texas

DISC ROLLING

We have completely overhauled our Disc Roller and are ready to roll your discs. We have equipped our shop so that we can give you the utmost satisfaction in our line.

"Weld Any Metal and Guarantee It"

Jeff D. Bryant & Son

Muleshoe, Texas



A good home not only adds to the comfort of the family in every way but effects a great savings each year by decreasing your fuel bills.

We are prepared to help you in the building of homes. Let us show you a plan service that will give you the most modern ideas on home planning.

We carry only the best materials and only good lumber should go into that modern residence, as well as other good building material.

We will take pleasure in helping you build a home that will be a source of comfort and satisfaction to yourself and family. Talk to us about it.

See us for those Famous Monitor Windmills



Muleshoe, Texas

You'll simply fall in love with... **Playmayd**

For your home, and for other discriminating homes, a low priced PORCELAIN electric washer by ABC

EVERY housekeeper who wants a real electric washing machine will want the brown and buff porcelain Playmayd.

Priced almost unbelievably low, it has everything that even the most highly expensive washer of its type could have. It has workmanship and mechanical precision that twice its low price couldn't better.

Inside and outside, its capacious tub is porcelain—everlasting and flawless—made in special ovens at the great factories of ABC.

You try it — FREE

We have seen plenty of washing machines but none that even remotely approaches the Playmayd for money's worth. Certainly the ABC people have gone the limit in value-giving in producing this machine to sell at such a price.

But no advertisement could possibly describe Playmayd with justice. You must come in for yourself and see it. You must allow us to send it to your home to do one washing free.

See all the ABC's

Besides porcelain Playmayd, we also carry a full line of other ABC models—the wringerless ABC Spinner—the finest there is—that not only washes but rinses, starches, blues and dries; and the Companion, a large wringer-type ABC washer now sold at a new low price.



Note these PLAYMAYD features

1. IT'S FAST—and nevertheless gentle because of smoothly rounded, finger-like, 6-in. ABC agitator.
2. IT'S PORCELAIN—in its capacious tub, inside and out, is real porcelain, made with extreme care in the great ABC plant.
3. IT'S STRONG—built of sheet grade metal solidly welded and joined.
4. IT'S COLORFUL—richly colored with its appealing, durable buff and brown.
5. IT'S NEAT—specially designed all-internal spinners keep suds and water in the tub.

The ABC Playmayd

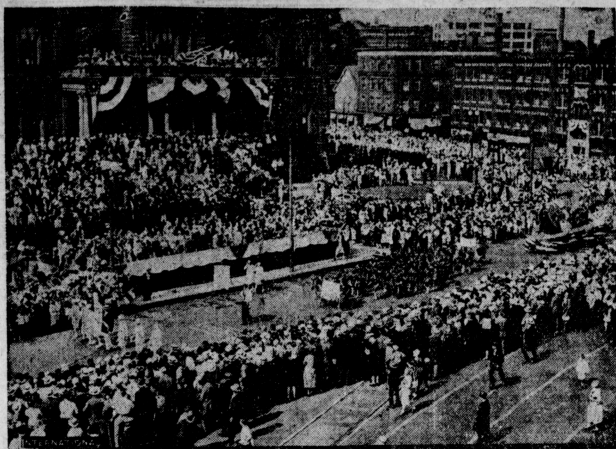
A masterpiece—but extremely low priced

E. R. HART LUMBER CO.

Muleshoe, Texas

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

Lynn Celebrating Its 300th Birthday



Scene during the parade of 10,000 school children that was part of the ceremonies in celebration of the three hundredth anniversary of the founding of Lynn, Mass. The parade was reviewed by the dowager marchioness of Townshend, who is mayoress of King's Lynn, England.

"CUSTER'S LAST STAND" TO BE PRESENTED BY CONOCO

The epic story of the courage of a detachment of the Seventh U. S. Cavalry which went to its death to a man under the soft radiance of a June moon in Montana, when trapped in an ambush by the bloody Sioux Indian hordes, forms the theme of another historical playlet of the West, which will be enacted Thursday, Feb. 20, by the Conoco Adventurers over the N. B. C. tower.

There is no more courageous chapter in the history of the American West than this story of the gallant action in which General George Armstrong Custer and his advance guard of 264 regulars, hopelessly outnumbered and trapped in the valley of the Little Big Horn river, upheld the best traditions of the Army and fought until every man was slaughtered by the Sioux. The playlet opens with a scene in the home of General Custer, who had served with distinction in the Civil War, before he was sent out to subdue the Indians and win a large section of what is now the great scenic State of Montana from the savages who roamed wonderland of the Western United States plains and forests.

The programs may be heard over the N. B. C. network including these stations: WLS, Chicago; KWIK, St. Louis; WDAF, Kansas City; WREN, Lawrence; WOW, Omaha; WHO, Des Moines; WLW, Cincinnati; WMC, Memphis; KVOO, Tulsa; WKY, Oklahoma City; WFAA, Dallas; KTHS, Hot Springs; KPRC, Houston; WAOI, San Antonio; KOA, Denver; KSL, Salt Lake City; and WHAS, Louisville.

Another Form of Relief

First Senator—and when I left my home town for Washington the whole population turned out to see me off.

Second Senator—Yes, they probably wanted to make sure you were not taking off with you.



Have Money

FOR HER

WHEN a man takes a wife he takes an obligation. His duty is to have money to protect her. No one else will do that duty for him. Money is HER best protection and YOUR best friend. START SAVING REGULARLY NOW. We Welcome YOUR Banking Business.



Blackwater Valley State Bank

"Where You feel at Home"

Muleshoe, Texas

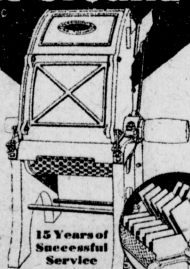


GRIND EVERYTHING from The Ground Up!

At Low Cost

The W-W has no burrs, gears or knives to cause troublesome and expensive breakdowns. Powerful RIGID hammers do the work—quickly, efficiently and economically. You can operate a W-W at lower cost regardless of what your grinding job may be.

The W-W is sturdily built of finest materials for lifetime service.



Lightning Fast

The W-W grinds and mixes everything from the ground up with lightning speed—separately or together—fine or coarse. Turns alfalfa, fodder, snapped or ear corn, barley, oats, maize heads, bundlefeed, etc., into valuable mixed feeds that go a third further.

W-W HAMMER-TYPE FEED GRINDER

By grinding and mixing all your feed crops, from the ground up, you utilize that 35 per cent of the feed usually wasted in stalks and stems which the stock will not eat unless ground. Stock eat it all when ground the W-W way—and it is all better for them.

In one swift, cheap operation the W-W grinds and mixes everything you raise for food—faster and better.

Fifteen years of successful service on thousands of farms everywhere has proved the W-W to be the world's greatest feed grinder.

There is a W-W for every need. Each equipped with Timken Tapered Bearings, Alomite Lubrication and Rockwood Pulleys. Self-feeders can be furnished—Blower and Elevator equipment. Nine different sizes.

Come in and let us show you, or we will demonstrate on your farm.

E. R. HART LUMBER COMPANY
Muleshoe, Texas

Baileyboro News

Sunday school started last Sunday only ten minutes late, which is far better than it has started for some time. Why not come out and let's begin promptly at 10:30?

On Friday night, February 21, which is just preceding Washington's birthday, the school will render a patriotic program consisting of a World War pageant and other memorial numbers. This will all be free. All P. T. A. members and all who wish to become members are urged to be present, as this is the time for the election of new officers.

The barber shop here has a new sign out in front. It is a striped pole just like you see in front of any shop and is operated by the wind. You wonder if it turns—yes—it turns all the time.

—Reported

GOODLAND NEWS

Mr. and Mrs. C. B. Weaver and family, Miss Ruby Reed, Mr. Harvey Curtis, Mr. P. W. Saunders and Miss Ollie Reed motored to Portales, N. M., Saturday evening, Feb. 8, where Mr. P. W. Saunders and Miss Ollie Reed were united in the holy bonds of wedlock. Immediately after the ceremony all enjoyed a splendid movie after which Mr. and Mrs. Saunders left for Plainview, Texas, where they will make their home. The reporter joins their many friends in wishing them a long and happy married life.

Several from Goodland attended preaching at Wilson Sunday.

A large crowd attended preaching and singing at Goodland Sunday afternoon.

Mr. and Mrs. Locke and Mr. Smith were Portales visitors Saturday.

Mr. Austin and family from Hale Center are moving into the Goodland community this week.

Mr. Squires moved his store goods from Bula into the McCelvey building which was made vacant by J. A. Beatty.

There will be a B. Y. P. U. program and social at the Goodland school house Friday night, everybody invited. Mr. A. M. Reed has his new house almost completed on his farm west of Goodland.

Several new houses are being erected on the Wilson ranch. People are awaking to the fact that the Plains is a good place to live.

Mrs. Weaver is riding in a new Chevrolet Six, a birthday present from Mr. Weaver.

Mr. Milsap is able to be out again after being quite sick with small pox. We are glad to say no more cases have been reported.

Mr. Mounts has purchased a new tractor.

Mr. and Mrs. Wood took dinner with Mr. and Mrs. Weaver Sunday.

Mr. A. M. Reed and family are moving to their new home this week—

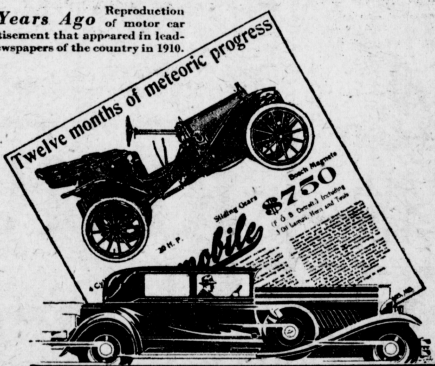
WE THANK YOU FOR YOUR FINE PATRONAGE AND GOODWILL

If there is anything not satisfactory about our transactions we stand ready at any and all times to make corrections promptly and cheerfully. Our aim is "Not conquest, but co-operation and a bigger and better understanding." with our patrons. Let us know one another better. Give us a visit or use our phone, and we will give you Quality Meats, Groceries and Table Supplies that are bound to please you.

Henington Cash Grocery

"Not How Cheap, But How Good."

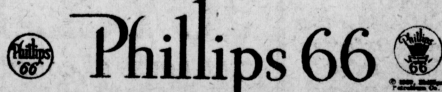
20 Years Ago Reproduction of motor car advertisement that appeared in leading newspapers of the country in 1910.



Is the gasoline you use as advanced as the car you drive?

No matter what price you pay for a car today, you get a car that climaxes all past achievements of the maker—a car built to new high standards of beauty and performance. But remember this. Unless the gasoline you use is as advanced as the car you drive, your car can give only a fraction of the performance the maker built into it. Gasoline, too, can be "out-of-date."

One gasoline—Phillips 66—has kept pace with the striking progress in motor car manufacture. It is perfectly geared to the requirements of the modern high-speed, high-compression motor. Its volatility is scientifically controlled to fit season and climate. Results? Quick starting, regardless of weather! Flashy pick-up. Able-bodied power. Long mileage. Year round sweet performance. Fill up with Phillips 66, or Phillips 66 Ebyl.



THE GASOLINE OF CONTROLLED VOLATILITY

WHEN THE THERMOMETER GOES DOWN THE VOLATILITY GOES UP. Gasoline must vaporize before it can be fired in the cylinders of your motor. Volatility refers to the ability of gasoline to vaporize. With volatility controlled, Phillips 66 vaporizes as readily in cold as in warm weather.

EDDIE MOORE, Local Agent
Muleshoe, Texas

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

HOME OWNERSHIP

(Contributed by a Muleshoe Citizen.)
It has been said that real estate is the basis of all wealth, but in this broad land of ours one often hears the remark from some seemingly unthinking individual that they do not care to own a home or at least a house in which to live.

They give as a reason that taxes, insurance and depreciation are so high that home-owning is not practical.

This might be the case with some people whose business is such, that their staying in one town for only a few months at a time would make the investment of their money in a home unwise, but for those who are steadily employed in a locality, or have a reasonable assurance of being so, it seems that if they would give the matter a second thought, they would see the wisdom of making a great effort to become the owner of the house they live in.

There are many reasons for owning a home, but from a strictly dollars and cents viewpoint it should be plain to everyone that the very persons who are paying rent on a house are really in the course of time paying the capital, taxes, interest and such in their rental payments. Landlords do not usually operate at a loss, and it seems unlikely that they would rent their property for an amount that will not take care of the investment, pay the property out within a few years, and give them a fair margin of profit beside.

We believe that it can safely be said that the bright outlook for the increase of property values in Muleshoe and immediate territory should counteract any losses that a prospective home owner could figure from any source.

Persimmons and Other Vegetables
(Continued from Page 1.)

merchandise which you shall carry to my home city, a three day's journey, while I ride on before to receive you on

arrival. Then, not only shall you have your bundle of hay, but many other journeys will I have for you from that time on.

"So did the amiable ass leave the herd, full loaded; but as he journeyed on he felt awarried for the road was rough and the sun was hot. Then did the ass commune with himself in this wise: "My load is far too heavy and my pay but one bundle of hay; I cannot make speed for I must browse by the wayside that I may not starve." And as he stretched forth his neck to reach the leaves of a roadside tree, he felt the loosening of his pack ropes, and with a shake did cast aside a bolt of rare silk. "I should worry," quote the long-eared ass: "the pay of Ra-Pihus is too small for such a great load."

"So after many days, wherein he had through shaking, lost much of his load, he came to the end of his journey and was met at the town well by the merchant who hired him. "You miserable ass," cried Ra-Pihus, "why have you been so long on your journey and where is the full load of merchandise with which I packed you?" But before the wearied, starving ass could make answer, there stood with them the Prophet, who did laugh loud; and, turning to the merchant, did chide him saying: "Blame not the ass, O merchant, for you are truly more assinine. Know you not that you receive that for which you pay, and that the greedy bargainer doth suffer for his folly as much as doth the ass with whom he drives the bargain?"

"And from that far-off day to this not only have price-cutters been known as asses; but those who bargained with them, greedily hoping to get much for little, have been conspicuous in the same herd for their loud braying and extra long and hairy ears."

Now I'll bet something that everybody in town can guess who gave me that Fable. If anyone does, I win a hamburger.

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Town Talk

Mrs. E. J. Vance and Mr. J. C. Vance were in Amarillo Wednesday on business.

Mr. M. F. Keeler and wife spent the week-end at Tucumcari visiting friends and relatives.

Little Nell and Dick DeShazo are visiting with L. S. and Lela Mae Barron for a few days.

Mesdames Ray Griffiths, J. J. DeShazo and L. S. Barron were in Lubbock Tuesday.

L. S. Barron transacted business in Lubbock Tuesday.

Miss Pearl Strawn was in Lubbock Monday.

Judge Robert A. Sowder of Lubbock was here Tuesday.

Miss Mae Patton of Plainview has accepted a position with the Valley Motor Co.

Eric Moeller of Amarillo spent Sunday with his parents, Mr. and Mrs. C. F. Moeller.

A. P. Stone made a business trip to Sterling City this week.

Pat R. Bobo was a business visitor in Farwell Tuesday.

Mr. and Mrs. D. O. Smith are in El Paso this week.

Miss Pearl Strawn spent the week-end in Littlefield.

Mr. and Mrs. J. E. Aldridge were in Lubbock Saturday.

Miss Nina Mae Bruce has accepted a position with Thompson Rry Goods Co.

Rev. and Mrs. C. A. Joiner and Mrs. E. J. Vance were in Dimmitt Thursday.

Dan Thomson of Amarillo was here Friday.

J. H. Martin and Lee Thompson of Farwell were here Friday.

Miss Ethel Martin was in Plainview Saturday.

J. W. Thompson of Lubbock was here Saturday.

H. H. Bush of Sudan was here Saturday.

Claude Vance of Granite, Okla., was here this week.

Mrs. Cooper Woodburn of Amarillo is visiting her parents, Mr. and Mrs. W. T. Elrod.

Misses Ethel Martin, Pearl Strawn, Beth Mardis, and Carl W. Phairies and D. L. Kendrick saw the show in Clovis Monday night.

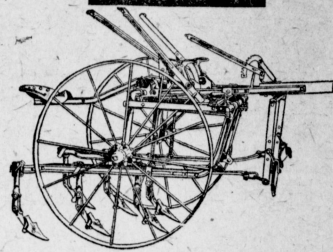
J. M. Jackson of Uvalde was a business visitor in Muleshoe Monday.

Mrs. Virgie Mae Clark was in Clovis Monday.

Mrs. Lilla B. Daniel returned Tuesday from Amarillo.

Frank L. Stegall was in Sudan Monday.

Clean Fields bring INCREASED YIELDS



GET YOUR CASE
Pivot Axle Cultivator now and be ready to reap the full benefit of clean and uniform cultivation—a sure way to maximum yields and greater profits.



rigid—always parallel with direction of travel; shovels always face forward and cut their full width. Wheels and beams are easily adjusted to cultivate close-set or wide-spread for all field conditions.

Easily operated foot levers guide the wheels—and at the same time shift the gangs for cultivating crooked rows. Quick dodging to catch stray weeds is a simple job with the Case Pivot Axle.

Various types of shovels are available for all conditions. Case-made wheels—suspension type—strong and rigid. Easy to pull—built to last—you need this great Case Cultivator.

Beams swing from side to side with surprising ease—so easy to guide a boy can do it. The beams are horizontally

Come in and see it—also other one-row cultivators. You won't get better service anywhere.

BAILEY COUNTY ELEVATOR CO.
Muleshoe, Texas

CASE
FULL LINE OF QUALITY IMPLEMENTS

THE NEW
for Economical Transportation
CHEVROLET
"6"
Delivered Prices Fully Equipped
MULESHOE

Sport Roadster	\$700.00
Coupe	718.00
Roadster	640.00
Club Sedan	770.00
Couach	718.00
Phaeton	640.00
Sedan	820.00
Sport Coupe	808.00
Truck-Cab	730.00
Sedan Delivery	748.00
Light Delivery Chassis	470.00
1 1/2-ton Chassis	625.00

Check These Prices As Well As The Equipment A six in the price range of the four.

Valley Motor Co.

BABY CHICKS
Our Hatchery is now in operation. Setting days are Wednesdays and Saturdays. Put in your order for Baby Chicks NOW.
Custom Hatching, \$3.50 per Hundred
Muleshoe Hatchery

1/3 DISCOUNT ON ALL BOY'S SUITS

Work Shirts, Work Pants, Riding Trousers, Lace Boots, Work Shoes, all at real bargains.

Every Hat and Cap except Stetsons NOW ON SALE!

Boulevard Sheets 81 x 90 NOW 89c Each

One Group Ladies' SPRING DRESSES NOW 1/2 PRICE

GUARANTEED WASHABLE RAYON Light Spring Colors \$1.00 quality NOW 69c the yard

Men's Suits
Colorful and Seasonable in three Great Price Groups. \$22.50 to \$29.50 Suits
NOW **\$15.00**
\$30.00 to \$37.50 SUITS NOW **\$20.00**
\$40.00 to \$50.00 SUITS NOW **\$30.00**

MEN'S STACY-ADAMS Dress Shoes and Oxfords \$14 and \$15 values NOW \$10.25

PACKARD DRESS OXFORDS as low as \$6.75 \$8.50 value

ONE LOT MEN'S DRESS SHIRTS. All Spring Colors \$2.00 to \$2.50 value NOW \$1.00

Among the many bargains are Ladies Hose, Costume Jewelry, Novelties, Children's Shoes, Mens Pajamas, Ties, Socks, Sweaters, and a host of other articles
All at REMOVAL PRICES

One Lot HAPPY-DAY HOUSE DRESSES \$1.00 value NOW 69c

One Special Group LADIES' SHOES \$6.00 to \$10.00 Values Choice \$2.95

LADIES' SHOES \$5.00 Shoes \$3.95 \$6.00 Shoes \$4.95 \$7.50 Shoes \$5.95 \$10 & \$11 Shoes \$7.45

DOG-GONE LOOK HERE!
Men's Suits
Colorful and Seasonable in three Great Price Groups. \$22.50 to \$29.50 Suits
NOW **\$15.00**
\$30.00 to \$37.50 SUITS NOW **\$20.00**
\$40.00 to \$50.00 SUITS NOW **\$30.00**

FRIDAY, FEB, 14th
People! This event means something to you! You will talk about it! You will remember it! We have reduced almost everything to the core! Right down to rock-bottom! WHY? We must remove our present stock—empty our shelves—not old or stale stock—but, fresh merchandise of quality—We must clear our shelves and racks to save the enormous expense of moving to our new location, and to do this we are giving you the opportunity to save money on everything in our mammoth stock by throwing our DOORS WIDE OPEN in a gigantic REMOVAL SALE!
NO FOOLIN' IN ADVERTISING
Our store will be closed all day Thursday, February 13th, preparing for this extra special event.

Ladies! Ladies! Ladies!
JUST LOOK AT THIS!
One Group Youthful Spring
FROCKS
The new colors, new length and the Newest Vogue, regular price \$16.75, NOW **\$9.95** each
As Long as They Last

JOYCE-PRUIT COMPANY
"THE HOUSE OF COURTESY"
Clovis New Mexico

Umberto and Maria on a Medal



This medal, commemorating the marriage of Crown Prince Umberto of Italy and Princess Maria Jose of Belgium, was designed by the famous Belgian sculptor, G. Devreese, and bears the portraits of the couple.

with Miss June Davis of Morton, Texas.
Mr. and Mrs. Harold Griffith of Sudan visited in the W. A. Stevens home Sunday.
Mr. L. T. McKillip and family spent Sunday with Mr. and Mrs. O. G. York.
Mr. L. T. McKillip and family spent Mr. Erick Moeller and girl friend at son home Sunday.—Reported.

West Camp News

Mr. C. W. Williams was appointed to take Mr. Hufstodler's place on the school board. Mr. Edd and family, having moved to New Mexico, will be greatly missed by their many friends here.
Mr. C. E. Dotson who has been in bed for the past two weeks is able to be up again.
Mr. Sheriff and family, M. A. Snider and family and C. W. Williams and family visited in the C. E. Dotson home Sunday evening.

There was a nice crowd at West Camp Sunday evening for singing. Grandma Copeland is able to be up again after a spell of flu.

C. W. Williams and wife attended the big sale over at Star Ranch Tuesday. They reported a sandy time.

Bro. Abe Spruell and Brother Cundiff will be at West Camp Saturday night and Sunday.

F. O. Boone and wife were in our community one day last week and called on C. E. Dotson. Mighty glad to have them out our way.

H. A. Douglas and wife called on C. E. Dotson, also Pat. R. Bojo.

H. M. Thompson is driving a new Chevrolet to his land office in Texico, bought from the Valley Motor Company in Muleshoe.

H. H. Copeland has two farm tractors bought from E. R. Hart Lumber Company.

Ray Adair who moved to New Mexico a short time ago has had a mighty bad hand, but came back and Doctor Lancaster lanced it a couple of times, and they returned to New Mexico better at this time.

Mr. S. F. Tipton and wife visited C. E. Dotson last week.

There are several started plowing in this community.

Charlie Dotson, Mrs. C. E. Dotson, Billie, Nora Lee and Margaret and Rachel Thompson visited Mrs. Dotson's daughter, Mrs. Ray Adair and family last week on the Pecos river in N. M.

Mr. Sheriff and family have moved in from Oklahoma on the West Camp section which he bought some time ago. We welcome them to our community.

Haley Yarbrough, Floyd Tharp, R. S. House, Tom and John House, Ed. Knowles all have got moved.

Mrs. Thompson's mother and father Mr. and Mrs. Pruitt and Charlie Pruitt and family from Oklahoma have moved here to stay.

Charlie Smith and family came with them and will work for Evert Smith.

Arthur Haley whose hands were frozen are some better.—Reported.

MARVIN JONES SEEKS AID FOR WAR VETERANS

WASHINGTON, D. C. — Overtures were made this week by Congressman Marvin Jones, of Texas, to secure a more liberal interpretation of the service connection features, of the veterans act now in force. This information was obtained from reliable sources which stated that the Texan was working in conjunction with other members who have been vitally interested in Veteran Legislation.

The reason for the move is given that at the present time many World War Veterans are unable to secure hospitalization and compensation because of the time limits of the existing laws with regard to service connection. The result has been, it was pointed out, that many tubercular, mental, heart and constitutional diseased veterans are not getting treatment or compensation.

veterans, because of their disability, are unable to earn their own livelihood and need assistance from the government.

When questioned as to his activities along these lines Congressman Jones stated that he has on file numerous cases of veterans who, because of the existing laws are unable to obtain proper care of compensation. He added that in many instances these Mrs. H. E. Lindsey was called to Wilston, Okla. last Saturday due to the serious illness of her mother.

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POLITICAL COLUMN

The following Political announcements are made subject to the action of the Democratic Primaries in July, 1926.

Fees for all announcements must be paid before name is placed in this column. All cards, advertising, etc. are charged for at the usual rates and must be cash in advance.

For County Judge and Ex-Officio Supt. of Public Instruction

J. E. ADAMS

For Sheriff and Tax Collector

C. E. DOTSON

H. STERLING

J. M. BELL

P. G. RICE

For County and District Clerk

J. L. ALSUP

For Commissioner, Precinct No. 2

J. A. BEATTY

T. G. GADDDY

For Commissioner, Precinct No. 4

A. L. CARPENTER

W. R. CARTER

R. D. MCCORMACK

YL News Items

Rev. and Mrs. Lloyd Jones and Zora Mae Shofner attended the Epworth League meeting at Plainview last week end.

Oleta Shofner visited Jean Willman Sunday.

Miss Lois Wilkerson of Clovis spent the week-end in the home of L. O. Kimbrough.

Misses Dottie, Alice and Evelyn Wilterding and Mr. Wm. Wilterding were dinner guests in the home of Mr. and Mrs. Durward Head.

Miss Zora Mae Shofner and Messrs. Perry McMinn and Cecil Buhrmann were Sunday dinner guests in the home of S. D. Beller and family.

Mr. Donald Buhrmann of Watson, Texas, spent the week-end with home folks here.

Mr. and Mrs. O. B. Griffith took dinner with Mr. E. A. Beller and family Sunday.

Mr. Clarence and Miss Maud Milligan returned Saturday from San Jose New Mexico. They are visiting Mr. W. M. Matthiesen and family.

Janita Beller returned to school Monday after several days absence.

Carl Jackson spent Sunday with J. T. Shofner.

Mr. Hugh Garner took his son, Carl, to the Plainview Sanitarium to have his tonsils removed recently.

Mr. Hoyt Cowart of Parnell, Texas, spent Tuesday night with H. E. Wilterding and family.

Mr. W. A. Stevens and family have moved into their new home.

Miss Isabel Gainer spent Sunday



"I THANK YOU IN THE NAME OF CONOCO"

Thank you for the immediate and tremendous response to our challenge, on the introduction of Conoco Germ-Processed Motor Oil. Thank you many thousands of Regular Customers as well as the many thousands of new users who have flocked to Red Triangle stations, until it has kept all of us on the jump to drain and refill crank cases with this remarkable motor lubricant. Because of unprecedented demands for Conoco Germ-Processed Motor Oil, it has been difficult for our refineries to keep all our stations adequately supplied, but now stocks are moving faster and you can depend on quick and efficient service at any station displaying the Conoco Red Triangle.

Conoco challenged the oil world last November with the revolutionary Germ-Processed Motor Oil. Definitely the first fundamentally better oil of the century, this oil is now smashing all sales records. No reasonable person will use any other oil once he has heard the story of this new oil and its "Penetrative Lubricity." We invite you to stop at the Sign of the Red Triangle for your first crankcase full.

Want Ads

FOR SALE—Some good white, Wyandotte roosters from prize winning stock. If you want them come at once. \$1.50 to \$3.00. O. N. Jennings 52-2tp

FOR SALE—If it's work stock you want see Otis Lee, 8 miles north and 1 1/2 miles east of Muleshoe. Horses or mules. 52-4tp

FOR SALE—One Universal vacuum cleaner, practically new. Bargain. J. E. Alridge. 52-1f

FOR SALE—Ten Purebred Buff Orpington cockrels. See Mrs. W. R. Griffiths, Route 2 2-1c

WANTED TO BUY—Teams, tools and possession of good farm, Box 72, Muleshoe, Texas. 1-2ts

FOR SALE—Horses and mules. Farmers Tractor and Implement Co., Clovis, New Mexico. 52-1tc

The Best Purgative for



Relieves the congestion, reduces complications, hastens recovery.

MARTHA LEE
EDUCATIONAL
Beauty Week
FEB. 17th to 22nd

We will have in our store during this Educational Beauty Week, a Toilet Goods Specialist direct from the manufacturers of the MARTHA LEE TOILETRIES.

We have arranged a private booth in our store where you may consult with this Specialist about your beauty problems, and where the ladies who make appointment will be given—

FREE SKIN ANALYSIS and FRENCH PACK FACIAL

As this Specialist will be with us only a short time and can take only a limited number of appointments, we would advise that you call at our store or telephone now for an appointment, to avoid waiting.

We urge that you take advantage of this opportunity to obtain expert beauty advice without charge or obligation.

McCarty Drug Co.
Muleshoe, Texas

J.C. PENNEY CO.

Clovis, New Mexico

An Attractive Group of
Porch Dresses

You Will Want a Number Of These Spring Models At So Low a Price!

1.79 Silk Dresses

Silk pongee dresses are prominent in the group! Natural pongee piped in attractive contrasts . . . good-looking and easy to tub! Typical values!

Gay cotton frocks for the warmer days ahead . . . bringing with them many new styles and fresh patterns! Prints . . . polka dots . . . new checks—all fast color! Since cottons are so smart this season, you can wear them for every occasion . . . street . . . afternoon . . . and informal tea on the porch! Some have elbow sleeves . . . some have cap sleeves . . . and some have no sleeves at all (and how cleverly you can make a jacket to match!).



**THE NEW SPRING COTTONS PROVE
INSPIRING TO HOME-SEWING WOMEN**



Now is the psychological time to "improve each shining hour" so as to be able to write fine across the family sewing program ere the languor of spring overtakes.

Remember, dear members of the homesewing society, that it comes to that more elaborated styling, of which fashion boasts this season, not even washable house dresses prove exceptions to the rule. As to tub frocks for general daytime wear, most of them are smart enough to wear almost anywhere and some of them are nothing less than "creations" of outstanding style importance. Wherefore it requires "some" pattern and "some" material and no little ambition and skill on the part of the seamstress to make up even a "simple" washable house dress in this day and age.

A youthful wash frock of red and white polka dot rayon mixture is shown in the picture. It seems that dot motifs are invested with a fresh appeal for spring.

Two significant style points in connection with the frock pictured are the circular cut skirt and the short puff sleeves. The new washable dresses feature less-than-elbow-length sleeves, or else no sleeves at all. This gown is bordered with solid red, which accentuates another important trend, that of combining plain with

print. The result: attractive and chic.

Speaking of home sewing the best tonic to take before starting in on the usual pre-spring campaign is a visit to the various wash goods sections. There browse around, seeking what's new in the way of cottons, linens, rayon weaves, also washable silks. Such inspirational materials as printed shantung, tubable flat crepe, narrow and wide wale pique will invite your inspection. Striped washable jacquards and cotton tweed will also intrigue the eye. Printed madras, too, and sheer organge in lovely colorings you will find and perhaps the sales person will tell you the latest in regard to gingham—how fashionists are making the cleverest sort of gingham accessories to be worn with sports costume, including scarfs, handkerchiefs, hats and that which is most novel—necklaces of gingham beads.

JULIA BOTTOMLEY.
(© 1930, Western Newspaper Union.)

February, 1930.

H. A. DOUGLASS,
1-21 Sheriff, Bailey County, Texas

ROAD NOTICE TO NON-RESIDENT LAND OWNERS

THE STATE OF TEXAS,
COUNTY OF BAILEY.

We the undersigned Jury of Freeholders, citizens of said Bailey County, Texas, duly appointed by the Commissioner's Court of Bailey County, Texas, at its first January Term, 1930, to view and establish a 60 foot, first class Road, and having been duly sworn as the law directs, hereby give notice that we will on the 3rd day of March, 1930, assemble at some agreeable point and thence proceed to survey, locate view, mark out and establish said road, beginning at the south west corner of section 41, Block Y, W. D. & F. W. Johnson Subdivision, Bailey County, Texas, thence east on the south of said section No. 41, Block Y, W. D. & F. W. Johnson Subdivision to the South east corner of section 44, Block Y, W. D. & F. W. Johnson Subdivision.

And we do hereby notify all non-resident land owners, and any and all persons owning lands through which said road may run, that we will at the same time proceed to assess the damages incidental to the opening and establishment of said road, when they may, either in person or by agent or attorney, present to us a written statement of the amount of damages, if any, claimed by them.

Witness our hands this 4th day of February, A. D. 1930.

C. S. HOLLAND
JOE MARCH
CONNIE GUPTON
Jurors of View.

ROAD NOTICE TO NON-RESIDENT LAND OWNERS

THE STATE OF TEXAS,
COUNTY OF BAILEY.

We the undersigned Jury of Freeholders, citizens of said Bailey County, Texas, duly appointed by the Com-

missioner's Court of Bailey County, Texas, at its first January Term, 1930, to view and establish a 30-foot, second-class Road, and having been duly sworn as the law directs, hereby give notice that we will on the 3rd day of March, 1930, assemble at some agreeable point and thence proceed to survey, locate, view, mark out and establish said road, beginning at the common corner of Section Nos. 20, 21, 32 and 33 in Block Y; thence north on the section line between Sections Nos. 21 and 32 to the Public Highway on the south side of the railroad.

And we do hereby notify all Non-resident Land Owners and any and all persons owning lands through which said road may run, that we will at the same time proceed to assess the damages incidental to the opening and establishment of said road, when they may, either in person or by agent or attorney, present to us a written statement of the amount of damages if any, claimed by them.

Witness our hands this 4th day of February, A. D. 1930.

C. S. HOLLAND
JOE MARCH
CONNIE GUPTON
Jurors of View.

NOTICE TO PUBLIC—I wish to announce I am now prepared to take care of any laundry job there by; no job too large or too small. I will do it at laundry prices. All work guaranteed. Will appreciate anything you may turn me. Will call for and deliver. Am south of M. E. Church at Grandpa Robinson's. Thanking you. Mrs. G. E. Odel.

Oil investments in Texas, estimated at \$1,500,000,000, represent one-seventh of the United States total. Texas average monthly production during six months ending Oct. 1 was twenty-one million barrels.

Texas has 1,170 hotels with 79,410 rooms employing 27,239 persons and representing an investment of over 213 million dollars.

BUSINESS AND PROFESSIONAL COLUMN

Bailey County Abstract Company

L. S. BARREON, Manager. MULESHOE, TEXAS

(ESTABLISHED IN 1900)
Abstracts, Loans and Insurance

WE ARE BONDED FOR \$50,000.00 TO PROTECT OUR CLIENTS.

(Member Texas Abstractors Association; Also Member Association of Title Men)

White Front Garage

D. O. SMITH

Serving the motoring public with the best in Gasoline and Oils, Tires, Tubes and Accessories. Mechanical work on all makes of cars. We solicit a portion of your trade on the guarantee of good service and square dealing.

Muleshoe Texas

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

Cozy—Comfortable—Good Service
C. D. GUPTON, Proprietor

MULESHOE TEXAS

CLEANING AND PRESSING

Is our business and we are equipped to handle your work in a very efficient way. Our new Spring Samples for Tailor-made suits have arrived. Call and look them over.

MULESHOE TAILOR SHOP

Cecil H. Tate

Attorney-at-Law
Office in Saettler-Kunkel Building
Phone 89
MULESHOE, TEXAS

Dr. T. A. Moore

Physician and Surgeon
Special Attention to Obstetrical and Children

Muleshoe, Texas

Lubbock Sanitarium and Clinic

Dr. J. T. Krueger
Surgery and Consultations
Dr. J. T. Hutchison
Eye, Ear, Nose and Throat.
Dr. M. C. Overton
Diseases of Children
Dr. J. F. Lattimore
General Medicine
Dr. F. B. Malone
Eye, Ear, Nose and Throat.
Dr. J. H. Stiles
Surgery and Physiotherapy
Dr. H. C. Maxwell
General Medicine
Dr. E. L. Powers
Obstetrics and General Medicine
Dr. B. J. Roberts
Urology and General Medicine
Dr. A. A. Bayle
X-Ray and Laboratory
Dr. Y. W. Rogers
Dentist
Dr. John Dupree
Resident Physician
C. E. Hunt
Business Manager
A chartered training school for nurses is conducted in connection with the sanitarium.

Send Your

Abstract Work

—To The—

Muleshoe Abstract Company

A. P. STONE, Prop.
MULESHOE, TEXAS

Agent for Warren Addition

A. R. Mattheus, M.D.

Physician
and
Surgeon

MULESHOE, TEXAS

Texas Utilities Co.

Appreciates the Business Received From Muleshoe

MICK

The Auctioneer

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

Matthews Sanitary

Camp Cabins
Muleshoe, Texas

Dr. G. A. FOOTE

Glasses Fitted
PHYSICIAN AND SURGEON
Office at Sudan Drug.
Office Phone 45
Residence Phone 33

O. N. ROBISON

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

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

BUILDING
IF YOU ARE THINKING OF BUILDING—SEE ME. SAVE THAT RENT MONEY—OWN YOUR OWN HOME.
W. C. GORDON
At Panhandle Lumber Company

NOTICE OF SHERIFF'S SALE

THE STATE OF TEXAS,
COUNTY OF BAILEY.

NOTICE IS HEREBY GIVEN That by virtue of a certain Alias Execution issued out of the Honorable District Court of Lubbock County, of the 10th day of January, 1930, by Clerk of said Court for the sum of Six Hundred seventy-three & 20/100 (\$673.20) Dollars and costs of suit, under a Judgment, in favor of J. G. Hall and Tom Jones in a certain cause in said Court, No. 3188 and styled J. G. Hall et al vs. Sam S. Denman, placed in my hands for service, I, H. A. Douglass, as Sheriff of Bailey County, Texas, did, on the 10th day of February, 1930, levy on certain Real Estate, situated in Bailey County, Texas, described as follows, to-wit:

178 of the Motley County school lands situated in Bailey County, Texas, containing 177 acres of land, and levied upon as the property of Sam S. Denman and that on the first Tuesday in March, 1930, the same being the 4th day of said month, at the Court House door, of Bailey County, in the Town of Muleshoe, Texas, between the hours of 10 a. m. and 4 p. m., by virtue of said levy and said Alias Execution I will sell said above described Real Estate at public vendue, for cash, to the highest bidder, as the property of said Sam S. Denman.

Witness my hand, this 10th day of

All of Labor Number 25 in League

THERE'S A DIFFERENCE IN

GROCERIES

It is poor economy to buy where you can get things cheapest always. Our stock is kept right up to now with fresh, Nationally advertised merchandise and our prices are in keeping with our quality and Service.

Gupton Grocery Co.

Phone No. 4 Free Delivery
Muleshoe, Texas

Profit Or Loss?

It depends on you. Young chicks must be fed in order to give them the start in growth which is expected Here is a ready-to-feed Growing Mash exceptionally rich in Vitamins A, B, and D.

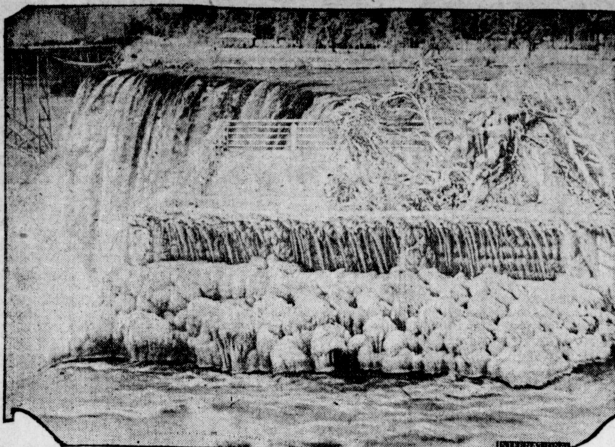
You'll be astonished to see how this vitalized mash lowers the death rate, prevents leg weakness and promotes rapid growth, sturdier frames and stronger bones. Prepare now for a successful season with your chicks.

Pure Half and Half Cotton Seed and Seed Barley just received. Call early before these seed are gone.

Muleshoe Elevator Co.

MULESHOE, TEXAS

Beautiful Bride's Cake at Niagara Falls



This frothy concoction is not the work of a master French chef, as might be imagined, but was created by King Winter, himself in one of that gentleman's more inspired moments. The richly decorated platform is none other than the prosaic iron and concrete stand from which honeymoon couples are wont to view the wonders of Niagara falls. The swirling torrents may be seen in the background together with one end of the famous suspension bridge.

1929 ADDED MORE THAN 200 TO LIST OF MILLIONAIRES

WASHINGTON.—The year 1929 saw 205 additions to the select group of those whose individual incomes exceed one million dollars.

In all, there were 496 in this exclusive class and of these, 24 had incomes running past the five million dollar mark. Altogether, the 496 had a total income of \$1,073,706,325, of which the government collected \$178,525,926 in income taxes.

These figures were compiled by the treasury in reporting on incomes tax collections of last year and were issued for publication recently.

A decrease of 56,538 in the number of returns as compared with the preceding year was noted, but the total of income taxes collected showed an increase of \$316,014,283.

In the million dollar class, 241 persons had a revenue of from \$1,000,000 to \$1,500,000; 105 of from \$1,500,000 to \$2,000,000; 43 had incomes of from two to three millions; 29 of from three to four millions and 17 had incomes of four to five millions. The 24 whose incomes exceeded five millions had a to-

tal income of \$242,236,796 or an average income of more than ten million dollars each.

RADIO OBSENIITY

Senator Dill of Washington, who might well be called the father of the Radio Commission, became very much exercised over the kind of language used by the announcer of Station KWKH at Shreveport, La. He characterized it as "obscene, profane, and indecent." And he let it be known that he was going to keep kicking until something was done about it. The Radio Commission, he said, pretended to have no authority in the matter. In fact, Chairman Robinson said that, as far as he had learned, the only objectionable words the announcer had used were "hell" and "damn"—words which used to be considered bad but which now seem to generally pass unnoticed. But he promised to look into the matter. While waiting the Senator called on the Department of Justice to look into the matter. Word came that the owner of the station, K. W. Henderson, was defiant—as he had been last year when he appeared before the commis-

sion. He thinks the complaint against him is political, that Republicans want to get his wave length, and in case he loses it he threatened to go to Mexico and build a far more powerful station from which he would get revenge. Senator Dill emphasized the point that he was objecting to the bad language and nothing else.

Big Square News

Mr. Sam Layman and his brother of the Jumbo community were called to Ardmore, Okla., by the seriousness of their father and mother. They left Thursday.

Harold Weyer and wife of Muleshoe were week-end guests in the home of Mr. and Mrs. Glenn Stiles.

Mr. J. T. Allen is improving slowly and is reported that he will be able to return to his home the latter part of the week.

Jay Weyer and wife, Alfred Scott and family and Vance Henington and family were Sunday guests of Mr. and Mrs. W. G. Weyer.

A small attendance was out for Sunday school.

D. H. Turner is moving from the community and is having a public sale Thursday.

Farmers are getting busy and farm work is well started. Tractors are running day and night breaking sod. New families are still moving in.

A large crowd was present for the Sunday night singing.

Mrs. Roy Haberer returned to her home Friday evening.

Earl Lust and family were Sunday guests of Mr. and Mrs. Glenn Stiles.

A. Scott and family were Sunday guests of Mr. and Mrs. Glenn Stiles.

A. Scott and family and Mrs. W. G. Weyer were Hereford visitors Saturday.

A telephone meeting was held at the school house Saturday night. Nothing definite was decided.—Reported.

SIXTEEN COUNTIES REPRESENTED AT SHORT COURSE

LUBBOCK, Texas.—Women from 16 counties registered as attendants at the recent Short course for Farmers and Homeseekers at Texas Technological college. Thirty-two towns were represented including Abilene, Slason, Idalou, Shallowater, Rotan, Wildorado, Leveland, Abernathy, Hale Center, Petersburg, Plainview, Lamesa, Spur, Lorenzo, Brownfield, Floydada, Tahoka, O'Donnell, Post, Littlefield, Amherst, Silverton, Friona, and many other towns and communities.

More than four times as many women attended the lectures and demonstrations this year as last year, and Miss Margaret W. Weeks, Dean of the School of Home Economics, general chairman of the women's programs, is exceedingly gratified at the interest shown and because women from so many different communities came. Women from a large territory attended, women who are community leaders at home, and they will take back to their neighbors and friends the many good and helpful things they heard and saw at the Short Course.

The interest in every address and demonstration was keen, and is confidently expected that many times as many ladies from all over the Panhandle will attend the sessions next year.

FULL MANY A GEM

The electric train which Santa brought Christmas morning was already a total loss; but Willie, with a first-class imagination, was not cast down as finally persuaded his aunt to play train with him with the dining-room chairs as cars and locomotive. He took great delight in arranging the chairs in line, and with an air

of knowing his business, began issuing orders. "Now you be the engineer, Auntie, and I'll be the conductor. Lend me your watch and get into the cab."

Willie then hurried down the platform, holding the watch in his hand; suddenly turning around he waved toward the engineer and yelled:

"Pull out there, you red-headed, pop-eyed, pie-faced boob!"

"Why, Willie!" exclaimed Auntie in amazement.

"That's right, chew the rag," he retorted. "We're five minutes late already. Get the hell outa here."

Willie's parents now forbid him playing down by the station and are persuading him to give up railroading.

AN INITIAL BID

"Tom," said Bill, as he caught up with him on the way back to the camp, "are the rest of the boys out of the woods yet?"

"Yes."

"And are the six of them quite safe?"

"Yes, quite safe," said Tom.

"Then," said Bill, his chest swelling with pride, "I've shot a deer."—Southwestern Ambassador.

THE RURAL POSTMAN

In the cold and blustery weather. When the frost is on the rail. Would you love to face a blizzard? With a half a ton of mail? In the biting blizzard weather? When the snow comes to your knees. Would you love to fish for pennies. While your feet and elbows freeze? When the gleaming snow is drifted underneath a foot of sleet. Would you love to have the chilblains in your elbows and your feet? When outdoors, the wind is whistling. And the air is full of snow. Would you love to have a jitney? And the blauded thing wouldn't go? Yes, I'd love the good old fireside, Shipping coffee from a pail. But I have to buck the snowdrift. 'Cause the farmers want their mail. I don't mind the frozen snowdrifts. When my knees are stiff with cramps. If you keep the bloomin' pennies. Buy a quarter's worth of stamps. I get snow mixed in my whiskers. And I get it in my socks. But it never hurts my feelin's. Like loose pennies in the box. —Jan. Texas Carrier.



Be Prepared

We carry all the necessities for Mother and Babe. Antiseptic gauzes, bandages, baby talcum, etc. We sell only the purest, freshest drugs always.

Let US be YOUR Druggists.

WESTERN DRUG CO. Muleshoe, Texas

After all, isn't this the Testimonial you're looking for?

We could easily and honestly fill these pages with the familiar names and pictures of the celebrated and the great. Most people of prominence use Goodyear Tires as a matter of course, and would be glad to endorse them. But as an attest of Goodyear merit we submit instead another sort of testimonial, packing within its expression the endorsement of literally millions of tire-users like yourself:

More People Ride On Goodyear Tires Than On Any Other Kind.

What question can you have of tire quality, or performance, or service, or price, that this eloquent fact does not decisively answer? What is it you seek in a tire that is not also sought, and found in Goodyear Tires in surplus measure, by millions of Goodyear users throughout the world? What requirement can you raise of uniformity, dependability, safety, value, that is not assured by this 15-year-old record of matchless popularity. What mere promise, or claim of excellence, can be successfully held out to you as against this evidence of Goodyear superiority? These are not superfluous questions; there are still many people who do not use Goodyear Tires, and we frankly puzzled to know why. If you do not use them for some reason, we will be sincerely appreciative if you will write and tell us what that reason is.

Valley Motor Co.

CHEVROLET SALES AND SERVICE MULESHOE, TEXAS

Progress News Notes

The Union Missionary Society met Monday with Mrs. J. J. Gross with 10 members and two visitors present Mrs. Harlan led in devotional from Matthew 7.

The program on "Spiritual Cultivation" was rendered and was very interesting. Our meetings are getting more and more interesting every meeting and the society as a whole would like to see every lady in the community attend our meetings.

We meet next week with Grandmother Kennedy. Our lesson will be "The Homeland—Our Heritage, taken from the Royal Service. The program for next week: Leader: Mrs. Harlan, scripture reading, Mrs. Stovall; Baptist Pioneers, Mrs. Ina Parker; Baptists in the struggle for Liberty, Mrs. Fenton; The second Awakening, Mary Snyder; Home Mission, Mrs. E. E. Fowler; War and Reconstruction, Mrs. Harlan; Growth from clear Vision, Mrs. Snyder; Problems and Activities, Mrs. Gross; Let We Forget, Mrs. J. T. Morgan.

Despite the sand storm Sunday we had a very good attendance at Sunday school Sunday with about 45 or 50 present. Bro. Phipps preached both morning and evening.

The program put on by the parents last Thursday night was very good and was attended by a large crowd. The next P.-T. A. program will be Feb. 20, the children will render the program.

Mr. and Mrs. Henry Snyder motored to Pampa Sunday to visit Mr. Snyder's sister. Mr. and Mrs. Frank Snyder returned last week from a visit with Mrs. Snyder's people in Arkansas. As they did not stay as long as they intended to, we can't help but believe they like Texas just a little bit better.

Ralph Barger is running his tractor night and day breaking sod.

Bro. Bayless will preach next Sunday morning and evening.

The W. M. S. still has some of its stamped goods and will be on sale again Monday evening after the meeting. Anyone wishing to inspect these goods before Monday will find them at Mrs. Fenton's. Just call and she will be glad to show them to you.—Reporter.

ARIZONAN NOW PIED PIPER AFTER STRIKE OF GOLD ORE

WICKENBURG, Ariz.—Jack Gard who turned to prospecting and made a gold strike in the desert after the recent stock market crash took all his money, today had become a pied piper with a pick.

Business men, clerks, school teachers, tourists and laborers were following Gardener's trail into the newly discovered diggings located within two miles of the old Vulture mine which a few years ago was a bonanza.

Gardner's pick uncovered gold ore which was said to assay \$100,000 a ton. Word of his strike spread quickly through this former "bad man" town of the southwest, and at once scores of civilians began outfitting for the latest Arizona gold rush.

Recently Kingman, Arizona, was the scene of a desert stampede when high grade ore was found in the mountains near there.

ADDITIONAL TOWN TALK

Reuben Usher and wife of Lubbock were here Wednesday.

Mr. and Mrs. Grisom of Portales, N. M., were guests of Mr. and Mrs. Neil Rocky Sunday.

Mr. and Mrs. R. B. Dennis and family accompanied by their guests, Mr. and Mrs. Joe O'Connor, and Mr. A. J. Dickerson of Temple, visited the Carlsbad Cafeteria last week.

Henry George of Portales was in town Monday.

J. I. Kilpatrick of Lubbock was a business visitor in Muleshoe Thursday.

J. H. Lucas of Littlefield was in Muleshoe Thursday.

MORE BROADCASTS FROM EUROPE SOON

New treats in radio programs in the next few months are forecast by Dr. Alfred N. Goldsmith, Vice-President and General Engineer of the Radio Corporation of America, whose work in research since the infancy of radio gives his opinion weight.

SCHOOL SAVINGS ROW

A total of 4,222,935 school children participated in school savings banks in the United States during the last school year, depositing \$28,772,496 and rolling up net savings of \$10,539,924 bringing total bank balances now credited to this movement to above \$1 million dollars, according to the annual report of the Savings division of the American Bankers Association. Schools to the number of 15,597 are enrolled in the plan.

Lazbuddie News

The Lazbuddie Study Club enjoyed one of the most delightful meetings of the club year at the home of Mrs. W. S. Menefee Thursday, Feb. 6. The main feature of the day was the Lincoln program on which were many interesting and educational talks. 12

club members responded to roll call with a famous saying of Abraham Lincoln.

Another good feature of the day was the declination of the club to endeavor to secure a county nurse. Every club member responded heartily and each pledged themselves to boost it in every way and enlist the help of others in putting over the good work. It is quite evident that this would be one of the greatest helps the county could hope to enlist, not only for schools but for homes as well. We sincerely ask that everyone in the community around us co-operate with them in securing the much-needed services of the county nurse.

Mrs. Charles Julian was taken into the club as a new member and given a hearty welcome. We hope she'll appreciate the club members as much as they expect to appreciate her.

During the business hour the president, Mrs. C. E. Merriott, appointed four new committees, namely: program; Mesdames Disch, Lust, and

Bledsoe; social; Mesdames Otto Trieder, John Steinbock, and Bledsoe; health; Mesdames Willie Steinbock, B. Whitl, and Finis Jennings; finance; Ophel Jennings, Emma Dyke and Juel Trieder.

The club members spent some time practicing their club song, "America the Beautiful" and enjoyed some other good music with Mrs. Finis Jennings at the piano.

After a full afternoon of real enjoyment, a lovely plate luncheon was served to the following club members: Mesdames Juel Trieder, John Steinbock, R. O. Disch, Willie Steinbock, Loyal Lust, R. L. Bledsoe, C. E. Merriott, T. C. Raper, B. Whitl and Finis Jennings. The visitors were Mesdames Vincent Reed, Elton Money, Olen Ivy, Fletcher, Henington, Miss Nadine Henington, and the hostess, Mrs. W. S. Menefee.

A committee from the club, Mrs. C. E. Merriott and Mrs. R. L. Bledsoe, spent several hours of last Wednesday and Thursday visiting some families

who had sick ones, taking them gifts of fruit from the club. Those visited were Frank Wenner, Joe Bates Jennings, Nerine Jennings, Mrs. E. V. Crain, Lillian Trieder and little Paul Trieder. Most of these, it is understood, had the mumps, and we hope that by this time they are all well.

The club served dinner at the Hodge sale, Jan. 30, and realized a profit of about \$27.00.

One of the loveliest affairs of the season was the big turkey dinner given by Mr. and Mrs. R. L. Bledsoe Sunday, February 9. The main course of the dinner was a big 30-pound turkey with all the fixings, and jelly cake with whipped cream for dessert, prepared for the guests for a jolly afternoon of "42"

and bridge. Those enjoying the feast were: Mr. and Mrs. Loyal Lust, Mr. and Mrs. Rudolph Pyritz and children, Mr. and Mrs. W. S. Menefee and children, Mr. and Mrs. Ralph Disch and children, Mrs. Eva Abney, Mr. Bill Shirley, Mr. Shad Green, Mr. and Mrs. Otto Trieder, Mr. and Mrs. Charles

Julian and family, Mrs. John Steinbock and children and Miss King who is a new member of the faculty at Lazbuddie. If there are others whose names we did not learn, we beg pardon and assure it was not done intentionally.

As an after thought the reporter wishes to add that not only did the guests enjoy themselves with the Bledsoes on this occasion, but so is the case each time they go into their home. Mrs. Bledsoe is known as one of the most charming hostesses in this community. In fact we challenge the whole county to produce a better. Thus you understand why everyone talks about the good times they have at the Bledsoe home.

Mr. and Mrs. Garvin Thorn who have been in Maud, Okla., the past five or six weeks, have returned and will move at once into their beautiful new bungalow at Lazbuddie. While in Maud, Mr. Thorn was ill part of the time but we sincerely hope that he will entirely recover and enjoy the good

health and friendship which are two main features of the Plains country. Mr. Will Gamons of Lazbuddie and Will M. Thompson of Farwell left Monday morning for points in Okla. to be gone about a week.

The following announcement was taken from the Shawnee Morning News and will be of interest to several people who are from Oklahoma who know the couple: "Mrs. W. D. Phillips, Miss Odean Phillips and Rowland Phillips were the week-end guests of Mrs. Phillips' parents, Mr. and Mrs. Charles E. Garrison and Mrs. Miss Grace Garrison of 508 N. W. 1st St., Maud, Okla. last week in Maud where she had a party at the home of Mrs. Phillips at which time announcement was made of the engagement of Miss Vera Richard, niece of Phillips, was made. Miss Richard is the daughter of Mr. Bruce Abney. The wedding is set for February 15th. Mr. Richard makes her home with Mr. Phillips."—Reporter.

HOW FORD METHODS CUT COST OF DISTRIBUTION

Lower profits in selling save you at least \$50 to \$75 in addition to the many savings in manufacturing

TWENTY-SEVEN years ago the Ford Motor Company was formed to provide reliable, economical transportation for all the people. That original purpose has never changed. The constant effort in every activity is to find ways to give you greater and greater value without extra cost—frequently at lowered cost. This applies to distribution and similar important factors, as well as manufacture.

For the Ford Motor Company believes that its full duty is not only to make a good automobile at the lowest possible price, but to see that there is no waste, extravagance, or undue profit in any transaction from the time the car leaves the factory until it is delivered to your home. It is obvious that hard-won savings in production will be of little value if they are sacrificed later through excessive selling costs.

EVERY purchaser of a motor car has the right to know how much of the money he pays is for the car itself and how much is taken up by dealer charges. If these charges are too high, one of two things must happen. Either the price of the car must be raised or the quality lowered. There is no other way. The money must come from somewhere.

In the case of the Ford, the low charges for distribution, selling, financing and accessories mean a direct saving of at least \$50 to \$75 to every purchaser in addition to the still greater savings made possible by economies in manufacturing. Ford charges are not marked up or increased to cover a high trade-in allowance on a used car.

The profit margin on the Ford car has always

been fair to both the dealer and the public. Within the past three months, it has been possible to effect still further economies. Today, the discount or commission of the Ford dealer is the lowest of any automobile dealer. The difference, ranging from 25% to nearly 50%, comes right off the price you pay for the car.

THE business of the Ford dealer is good because he makes a small profit on a large number of sales instead of a large profit on fewer sales. He knows, too, that the extra dollar-for-dollar value of the car makes it easier to sell and more certain to give satisfactory service after purchase.

Consider also that the Ford car is delivered to the purchaser equipped with a Triplex shatter-proof glass windshield, an extra steel-spoke wheel, and bright, enduring Rustless Steel for many exterior metal parts, in addition to four Houdaille double-acting hydraulic shock absorbers and fully enclosed four-wheel brakes.

If for any reason you wish to buy certain small accessories, you will find that these, too, are sold at the usual Ford low prices. Replacement parts are also available at low prices through Ford dealers in every section of the country.

THESE are important points to remember in considering the purchase of a motor car. They show why it is possible to put so much extra quality into the new Ford and still maintain the low price. They are also the reasons why more than 35% of all cars sold today are Model A Fords.



FORD MOTOR COMPANY