# THE MULESHOE JOURNAL 

Dedicated to the Progress and Development of Bailey County and the South Plains of Texas



## "Let There Be Light"

Nothing is more symbolic of family cheer and contentment, as the passing of a home that is brilliantly lighted on a dark night. It has the appearance of all the family being at home, enjoying themselves around the fireside, reading, playing games and perhaps entertaining a friend or two. This is the Christmas Idea.
They are scenes that live in the memory of after years and which bind the members of the family closely together.

## Texas Utilities Company




## Merry Christmas

AND A HAPPY NEW YEAR IS THE WISH OF YOUR BANK

## -THE "ANCHOR MAN"-

At the head of the mountain climbing party is an "Anchor Man,' sure-footed, staunch-hearted, leading the ascent, for ging ever upward. On his skill and judgeging ever upward. Onhis skill and judge-
ment depend the lives of all who follow him.
In the present day business system, Banking occupies much the same position. The bank leads the way, assumes the first risk, clears the obstacles, safeguards those who look to it for support.
Whatever the size of your business, you will benefit from affiliation with a good bank. You will enjoy the numerous services and conveniences that only a bank can afford.
Muleshoe State Bank
muleshoe, texas


## LET US..

FILL THAT ORDER FOR YOU WITH THE CHOICEST GROCERIES THE CHRISTMAS SEASON CALLS FOR

Our foods are pure-the best that can be had in every line, and they are fresh, for our volume of business causes a constant stream of goods to be continually passing over our counters to the consumer.


BUSINESS PITFALLS
IN FARM DISTRICTS
Bankers Point Out Hazards of
Unsound Practices and Help
Unsound Practices and Help
Farmers to Avoid Them.

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finance the purchase or the catte and
the sale was abandoned. The cattle
were shipped to another county. The
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WHAT A KEY BANKER
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The farmers of one county in Ten-
essee are receiving $\$ 400,000$ addi-
nal annual income from new farm
terprises started since 1926 through
e efforts of a "lsy banker" and the
om the Tennessee College of Agrl-
ilture. A "key banker" is a part of the
fate bankers' association voluntary
eld force cooperating with the Ameri-
an Bankers Association in its nation-
de plan for bringing about
icultural conditions through com-
red banker-farmer effort. New pro-
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hundred settings of purebred eggs.
These supplies were dietributed at cost
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Banks Favor Diversification
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Sok meetings are being planned with
he thought of bringing about a more
alanced agrteultural program to the
FUNDS FOR HOMES

SUPPILED BY BANKS
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A. LARGE portion of the funds re-
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$\qquad$ RATES
In keeping with the custom of the Muleshoe Journal, special bargain subscription rates are in force during the month of December, only.
NEW or RENEWAL


Cash or in Trade
We have made arrangements with Muleshoe Grain and Produce Dealers to handle your Trade Subscriptions for you. We will take -
WHEAT, SORGHUM GRAINS CHICKENS, TURKEYS and EGGS
On New or Renewed Subscriptions if you
prefer and do not have the cash
If you happen to be in arrears on your subscription account, you may also pay it up at the rate of $\$ 1.00$ per year.

Deliver your grain or produce to any of the regular buyers in Muleshoe. They will give you a Due Bill for the amount you wish to invest in the Journal. Bring the
Due Bill to this office, and receive full Due Bill to this of ice, and receive full
credit at the rate of One Dollar per year on subscriptions.
Act Now! This Offer is Good Only During December
SOME REASONS WHY-
YOU SHOULD READ THE JOURNAL The przee is the cheapest during December of any month in the year.
It is the official and only newspaper published in Bailey County. ties, including court and other legal news, and legal publications. It keeps subscribers posted regarding business and real estate This newspaper is published on Thursday, and is delivered into prac-
tically every home in this and adjoining counties, so subseribers can
read and take advantage of any special advertising offers for Saturday
trading, This newspaper stands for the forward action, upbuilding and develop-
ment of Bailey County. Its every cfiort and influence is for the better-
ment of its citizens and their varied interests, not only commercially, but politically, sociaily and morally.
Your neighbor reads the Journal and enjoys it every week. You should
be as well posted as your neighbor. Next year will be election year, in county, state and nation. This
newspaper will keep you impartially posted regarding the details of as-
piring candidates and the political campaign. It carries numerous worth-while editorials on important subjects,
also cartoons, important pictures, illustrations and many feature arti-
cles of interest and value to its readers. REALLY -no citizen of Bailey County can afford to be without their
home county newspaper! A SUGGESTION-

Why not make some of your friends, relatives or neighbors a Christmas present of a year's subscription to the Journal.
$\qquad$
The above offer for subscriptions at $\$ 1.00$ per year is good only for subscribers whose post office address is
located in Bailey County. If you get your mail outside Bailey County, add 50 cents to this special rate to cover the extra postage required for delivery.

| Letters to Santa Claus pear santa clauk:": <br> 1 am a little girl 52 years of age. I wish you would bring me a good christ tan home, one where I can live and have a church home. I surely will thank you. <br> Address "Homeless" in care of the | Muleshoe Journal. <br> Dear Santa Claus: <br> We are three little boys. Lloyd, age 8 wants a B. B. gun, footbell and a trombone. Buran age 6 wants a black board, a drum and a stopper gun. Is Verne age 4 wants a little fiddle a car and a doll. We also want some fruit, |
| :---: | :---: |

PROTECTION

## Is Important

LET US FIGURE YOUR INSURANCE NEEDS FOR YOU

## J. E. ALDRIDGE INSURANCE AGENCY

Muleshoe,


 Ane of gas cook storecoot chispr evenings


## (1)

E.R. HART LUMBER COMPANY

Muleshoe


## 


Please bring sister and 12 black
boards 2 dolls and 2 balls, some cand
nuts and frut and nuts and fiml
Please bring Please bring Billte Clarence a fe
things too. He is three years old.

Ruby Murriel King



## AT THE- <br> GARDEN <br> Sudan, Texas







WE WANT YOUR GRAIN
We are in the market for all kinds of
grain, paying you the highest possible


Lubbock Lubbock
Sanitarium \& Clinic

| Called for, Cleaned, Pressed and Delivered. |  |
| :---: | :---: |
| Let us serve you Every Week |  |
| $\begin{aligned} & \text { Just Phone us, We'll do the rest. } \\ & \text { Keep your wardrobe at it its best. } \end{aligned}$ |  |
| MULESHOE |  |
| TAILOR | SHOP |

## The Pleasure Is 0 urs

Whether you buy or not, it would be a distinct pleasure to us if you rop into our store at any time.

We have a well selected stock of in find in our store most anyt hing hat our prices will compare favor. Christmus is almost here and we dimner.

Specials this Week

RED and WHITE Store, MULESHOE

