

SALES SERVICE

October Used Car Clearance Sale!

Here's Your Chance of a Life-time!

Make no mistake about this—October is the month to buy a better car for Winter driving and our used car lot is the place to buy it.

See us for five minutes and you'll KNOW you can't afford to drive your present car a minute longer.

If you don't believe that, come down to the greatest used car sale in history—in progress all through October.

You'll see the car you need at less than you ever expected to pay. **YOUR CAR ISN'T GETTING ANY YOUNGER. TRADE IT IN NOW—** when it has the highest trade-in value it will ever have.



Motor Co.

PROVED BY THE PAST—IMPROVED FOR THE FUTURE

RETAIL TRADE

The end of September found retail trade throughout the country on advanced ground, compared with same period last year, according to reports to the Department of Commerce, Washington, from the principal cities.

Buying was proceeding briskly although in a few areas there were receditions from the previous week due to continuation of unfavorable weather. The general tone was favorable and retailers were reported to be optimistic over the trade outlook for the immediate future.

In wholesale lines, there was a continuation of the favorable trends of the last few weeks.

Building continued at a brisk rate, remarkable gains being shown in a number of cities as compared with the like period of 1935.

Pittsburgh reported that large orders from automobile manufacturers were being booked with fourth quarter production of plate glass anticipated to be very active due to the same cause.

In New York City conditions were somewhat spotty but on balance were substantially better than year ago. Retail volume was higher though still lacking briskness. Machinery and machine tool agencies in the same city reported excellent business. While much of this increase came from the automobile industry there was a vast variety of miscellaneous replacement business being booked daily. New York also reported that foreign concerns, particularly British, are placing heavy orders for equipment. Railroad equipment concerns, it was revealed, are receiving a steady stream of parts business based on the need of full utilization of rolling stock.

The principal cities of the Pacific Coast gave favorable reports of local conditions. Carloadings in San Francisco, for example, last week jumped to the highest level since 1930, lifting the Pacific Coast business index to 95.4% of the 1930 average compared with 86.1% last year. Turnover on accounts receivable in San Francisco de-

partment stores was reported better than at any time during the last two years. Memphis reported that cotton was being harvested at a record rate under favorable weather conditions with grades high due to little rainfall since maturity. Reports from 121 Southern Pine mills for the week showed a 23% increase in orders over the corresponding period last year.

Cochran Co. Expected To Become Oil Field As Wells Give Showings

Considerable excitement was manifested in Morton, Wednesday morning of last week when word was received there that oil had been struck in the Hornolu-Cascade Duggan Test, No. 1, on Tuesday night. It is located about 20 miles southeast of Morton and about 9 miles south of Whiteside and is not far from the southeast corner of the county.

On Wednesday morning a group of Morton people went over to see about the rumor of the new strike. The report was brought back that the oil was uncovered at a depth of 6,698 feet. The first measurement in the morning showed 170 feet, but the oil continued to rise until noon Wednesday and when the visitors returned to Morton they reported that the measurement showed about a thousand feet of oil, with sufficient escapement of gas that dangers had been posed.

A sample of oil brought back by J. R. Ward is regarded as a good grade although no gravity test had been made at that time.

This important discovery will evidently put Cochran County in the proven field line.

On Wednesday the working crews were awaiting further orders as to their next procedure.

In as much as considerable oil showings were found in the Continental well southwest of Lehman, practically on a direct east line from the Duggan well, there is reasonable grounds to presume that the field extends at least 12 miles out in that section of the county with no way of accounting for what will be revealed in future tests. Owing to the fact that the recent test in Youkum county not far from the County line has recently proved to be doubtful, indications were given that the field will probably extend to the north toward Whiteface and Morton rather than to the south. If this should be the case no doubt Morton will receive a much favorable cause for growth than merely because it is the County Seat town.

Owing to its nearness to the field the town of Whiteside, without any reasonable doubt will quite naturally receive its rightful share of benefits, as well as the balance of the surrounding county.

Much interest is being manifested in the Slaughter well a few miles east of the present oil strike for the next few tests are expected to reveal which way the oil strata will run.

The first test for oil in Cochran County was put down a few miles south of Bledsoe in 1925 by the Whicker Land Co. but was sunk to less than 1,200 feet and abandoned.

In 1929 the Continental Oil Co. sunk a well near the Scrapout ranch and struck an oil stratum but not in sufficient quantities to prove profitable, and made another location about 1,100 feet away and put down another test to approximately 5,000 feet and abandoned it in 1932.

The same year Roy Westbrooks of Ft. Worth drilled a test near the Slaughter headquarters, about four miles southwest of Morton. Oil from the first Continental well as Scrapout was used as fuel to drill this hole. Some showing of oil was found but the well was abandoned at about 4,900 feet. The promoter of this enterprise was accidentally killed, which was quite unfortunate for the development of the oil resources as he probably had plans and information that he never disclosed.

Last year a deep test at Scrapout, southwest of Lehman was put to a depth of 5,400 feet by the Humble Oil Co. and quit in sulphur water.

Altogether, several tests have been dug in the County, most of which has indicated more or less oil. With the prospects that the Duggan test will prove

a producer, it is expected a new activity will be given to oil exploration in the very near future.

THE JOURNAL'S Weekly Scrapbook

Week's Best Recipe

CHOCOLATE CREAM PIE

2 squares chocolate; 2 cans milk; 5 teaspoons flour; ¼ cup sugar; pinch of salt; 2 eggs; 1 teaspoon butter; 1 teaspoon vanilla baked pie shell. Melt chocolate, add milk gradually, stirring constantly until smooth, and heat in a double boiler. Mix the flour, sugar and salt and add to the milk. Stir until thickened and then cook 15 minutes. Add eggs, slightly beaten, and cook for 3 minutes longer. Add butter, cool and add vanilla. Put into a baked pie shell. Serve cold with whipped cream or cover with meringue and brown in a 325 degree F. oven.

Week's Beauty Hint

If you have natural curly hair or a permanent steam it with a hot towel. Wring the water out of the towel well and put it around your head, then push the wave in.

For The Flower Lover

Before digging canna for winter storage cut off foliage close to the ground, then tear clumps apart and dry thoroughly. Store in moderately warm place, bulbs packed closely together with roots up.

A GOOD CREED

I believe in honesty, sincerity and the Square Deal;
I believe in fearing God and taking one's own part;
I believe in hitting the line hard when you are right;
I believe in speaking softly and carrying a big stick;
I believe in hard work and honest sport;

I believe in a sane mind in a sound body;
I believe we have room for but one soul loyalty, and that is loyalty to the American people.
—Theodore Roosevelt.

LITTLEFIELD GROCER IS ROBBED SATURDAY NIGHT

Police were without a clue in their search for three unidentified men who hijacked B. Kensey, Littlefield grocer, of \$130 shortly after 11 o'clock Saturday night.

Kensey said he closed his store and started to get in his car at the rear of the store when another car approached. Suspecting the car contained hijackers, Kensey started running, but he was slugged, then ordered into the robbers' car at the point of a gun.

He said he was blindfolded with a coat thrown over his head and was taken to the edge of town. The robbers took only currency, returning checks, and released Kensey half a mile from a farm house. A farmer returned Kensey to Littlefield, and the merchant said that he did not recognize any of the men who robbed him.

TO STUDY BEES

LUBBOCK, Tex., Oct. 6.—The Texas Technological College of directors last week provided for construction of an apiary on the college campus.

The building is to house eight colonies of five-banded Italian bees which the Texas Tech horticulture department obtained last April. The structure is also to be used as a laboratory in a bee-keeping course to be taught next semester by G. B. Howell, associate professor of horticulture.

Under Howell's supervision, the bees are being kept on the college campus pending construction of the apiary.

They are producing nearly 2,000 pounds of honey annually, he estimated.

"Some of these colonies will be requested in the spring with other types of bees in order to acquaint students with this procedure of bee-keeping as well as to experiment as to the value of each particular type of bee," Howell said.

When you hear a citizen berating a newspaper you will find, upon investigation, that there is a reason.

Last year the Post Office Department estimated that more than 20,000,000 pieces of mail weighing more than 7,500,000 pounds were franked.

\$25.00 REWARD

Will be paid by the manufacturer for any Corn GREAT CHRISTOPHER Corn Cure cannot remove. Also removes Warts and Callouses. 35c at Western Drug Co. Adv



Literary Digest
POLL-O-METER GOOD YEAR
THE POPULAR VOTE IS FOR GOOD YEAR TIRES
ALL-WEATHER
Largest selling tire on earth
—come see why!

Get Your Goodyear Poll-O-Meter—Free

VALLEY MOTOR COMPANY

CHEVROLET SALES AND SERVICE
MULESHOE, TEXAS



BUT OIL-PLATING LASTS..


Change today

Right you are. The weather hasn't made up its mind yet. But you don't care, once Conoco Germ Processed oil—pented—is Oil-Plating your engine for Winter.

Change to modern Oil-Plating today, for instance. Then every cylinder, piston, bearing and other part is completely Oil-Plated.

And today... tomorrow... next month... as long as you use Germ Processed, this Oil-Plating will still be up there. It gets there by means of the special "hyper-oily concentrate" which is alloyed into Germ Processed oil under patents. In circulating, this oil renews its genuine Oil-Plating, which doesn't return to the crankcase, but stays up all through your engine.

Thus the old cry of "get your right Winter viscosity" isn't the half of it, now that you can get exclusive Oil-Plating, too—a great big extra. Oil-Plating is all ready to lubricate before your starter even turns, and that lets your battery live. Oil-Plating doesn't run off in any weather, and that saves your engine and oil. You keep away from your next quart—your next battery—your next car, by changing today to Conoco Germ Processed oil. Continental Oil Company



CONOCO GERM PROCESSED

GENUINE QUICK-ACTING BAYER ASPIRIN

1/4 A TABLET!



Bayer Tablets Dissolve Almost Instantly

In 2 seconds by step WATER is used. BAYER Aspirin tablet starts to disintegrate and go to work. Drop a Bayer Aspirin tablet into a glass of water. By the time it hits the bottom of the glass it is disintegrating. What happens in this glass happens in your stomach.

For Amazingly Quick Relief Get Genuine Bayer Aspirin

You can now get Genuine BAYER ASPIRIN for virtually 1/4 a tablet at any drug store.

Two full dozen now, in a flat pocket tin, for 25¢! Try this new package. Enjoy the real Bayer article now without thought of price!

Do this especially if you want quick relief from a bad headache, neuritis or neuralgia pains. Note illustration above, and remember, BAYER ASPIRIN works fast.

And ask for it by its full name—BAYER ASPIRIN—not by the same "aspirin" alone when you buy. Get it next time you want quick relief.

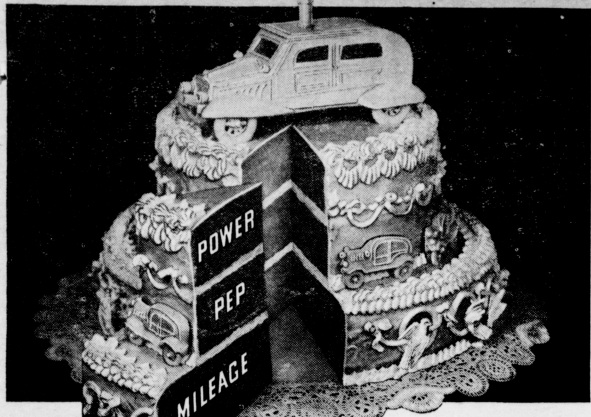
15¢ FOR A DOZEN
2 FULL DOZEN 25¢
Virtually 1/4 a tablet

LOOK FOR THE BAYER CROSS

R. L. BROOKS CONOCO SERVICE S1

On State Highway No. 7,

CUT YOURSELF A PIECE OF CAKE



It's POLY'S Birthday Party

Just one year ago, car owners were given their first opportunity to try the new Phillips 66 Poly Gas... the extra-powered motor fuel resulting from the patented polymerization process.

During these twelve months your increased purchases have pushed Phillips gasoline sales to an all-time peak in the company's history.

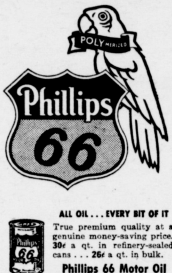
It has been an exciting, dramatic year. A year filled with the problem—not of how to find purchasers, but of how to meet the constantly growing demand for this new kind of gasoline.

More and more motorists were finding out that there is a difference in gasolines, a difference which they could actually feel in their engines. They were discover-

ing the extra value given by a gas 100% custom-tailored... a gas enriched with added energy units by the scientific Poly process... a gas offered by the world's largest producer of natural high-test gasolines.

Gains in sales followed on top of previous gains. The figures skyrocketed in a way never before seen in the industry. All this is tremendously important to you, because obviously "It takes a great gasoline to give like that!"

Deeply grateful to the millions of experienced drivers whose purchases of Phillips 66 Poly Gas made possible this record-breaking year of achievement, we invite you to try a tankful of this amazing new gasoline.



ALL OIL... EVERY BIT OF IT
True premium quality at a genuine money-saving price.
30¢ a qt. in refinery-sealed cans... 40¢ a qt. in bulk.
Phillips 66 Motor Oil

Phill-up with Phillips for Greater Mileage

AMERICAN IDEALS, ELECTION ISSUE

The average citizen must be getting more than a little tired of the campaign orators who are going up and down the land telling all who will listen that the coming presidential election is the most fateful in the nation's history.

America isn't on the edge of a precipice. It will still be here a year from today, whether Roosevelt or Landon is sitting in the White House.

It's a tough country, and it will go on doing business at the old stand, regardless of the outcome of the election.

Nevertheless there is a sense in this campaign is going to be a landmark for future historians.

How it comes out may not change course of history, how it is conducted may be exceedingly important.

Consider this fact: America is one the last of the great democracies

in this modern world.

All across Europe, in country after country, democratic institutions have collapsed and fallen.

In countries where they have not fallen, they are under attack as never before.

Ordinary men all over the civilized world have come to wonder whether after all, complete self-government is a working possibility in the world as it exists today.

These people are watching our presidential campaign this year as never before.

How will the greatest of democracies conduct her affairs this year?

Will she, in time of great stress, when men are worried and uncertain and the future is perplexing, be able to make a sane and intelligent decision on the issues without giving way to emotion or prejudice? with unperturbed side issues, we shall be telling the other nations that democracy doesn't work so well after all.

How America answers those questions may play a major part in setting the fate of democracy.

For this country, which introduced democracy to the modern world, must now justify it.

It must prove that democracy can work as well in hard times as in good; that the people themselves, with unlimited discussion and a free choice, can guide the destinies of a nation as sensibly and efficiently as can a clique of self-appointed rulers.

It must demonstrate that the common folk of a great country deserve their freedom.

What happens between now and election day is all-important.

If we spend our time on hush-hush campaign rumors, run after the stump speakers who devote themselves to attacks on character, and get all bewildered with unimportant side issues, we shall be telling the other nations that democracy doesn't work so well after all.

But if we hear straight to the line, examine the issues thoroughly and intelligently, refuse to be stampeded by fear or prejudice, accept each candidate as an honest and patriotic American, and make our decision finally according to our most sober judgment—then the cause of democracy in the world as a whole will get a great new lease on life.

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THE TRUE BLESSEDNESS OF MAN IS NOT TO ARRIVE, BUT TO TRAVEL

"I used to think," says Doctor Crane, "that the Creator intended everybody in the world to be entirely holy, and that somehow we had all failed. I know now that I was wrong. For if He had made all men to be holy He surely missed it, and I do not believe He missed anything. He must have made us all to do something which we are all doing to a greater or less degree. And that something is—to Grow.

"Growth is the key word that unlocks the universe. Growth is God's plan. God does not make anything as a carpenter makes a bench. He grows everything. When He wants a tree He begins with an acorn. That is all evolution means. It is that the Creator grew His universe 'without the sound of the hammer,' and He did not erect it as workmen put up a woodshed.

"I have therefore got rid of that gloom which comes from a constant sense of failure in my life. There is a lot of imperfection. I have not arrived. I never expect to arrive. For, as Stevenson says, 'The true blessedness of man is not to arrive, but to travel.' And, as John Fluke says, 'The essential characteristic of man is his improbability.'"—Dr. Frank Crane is the American Magazine.

French Beauty Spot

Versailles, the famous suburb of Paris, was actually founded by Louis XIV after the great chateau, the seat of his court. The chateau is now a national museum. Sumptuous gardens delight the eye, and the famous fountains play the first Sunday of each month from May to October. Here, in 1871, the King of Prussia was crowned German emperor, and in June, 1919, the World War signatures were made.

The Household

By LYDIA LE BARON WALKER

WOMEN who do their own laundry work, can save themselves labor and time by following the few suggestions given today. Be sure to sort clothes carefully so that danger of colors from one article do not run on others. This is not quite so obvious a method as might seem, as recently a good laundress failed to take out a red handkerchief from those she was soaking, and several handkerchiefs were slightly stained before she realized that the color was not fast.

Be sure to soak handkerchiefs in a container of cold water before putting them into the wash water. The work of getting the handkerchiefs clean is trebled, unless they have been for some moments in cold water, and have been rinsed well in it.

Clothes that have spots and stains on them, which will come out in the wash, should be especially rubbed with soap and the soil loosened before going into the tubs or the washing machine. It is easier to look over the clothes before they are wet. While this will take a little longer than to plunge them right into the tubs, the time taken is not wasted. It is either tiresome, if clothes are rubbed, or tedious, if the machine is used, to wash every bit of the garments equally well, when it is only these spots that require special treatment. Also it is often found that the marks remain unless given particular care.



Ironing Sheets.

Sheets can be ironed with the minimum effort, if folded as follows: 1st fold, with hems together their full width, and the wrong side out. 2nd fold, bring fold in line with hems. 3rd fold, turn the hemmed edge that is outside, to the opposite side. This makes each outside fold right side out and each side has the hem out. Roll the sheet so that the inner part of the sheet is sufficiently ironed, as if it had been put through a mangle.

A quick way to iron handkerchiefs is to fold them with hems inside. Be sure to have hems, face, and fancy edges ironed on wrong side. Do not fold until later. The ironing done, crease them in folds with the hands.

Hazards in Home.

Fighting hazards in the home is now a recognized work. These hazards vary from such little things as pins and needles on the floor, to the major danger of fires. Whatever causes accidents, should be eliminated, or, if this is impossible in entirety, at least reduced to a minimum. Personal precautions can be taken. Carelessness can be reduced and carefulness increased.

There are some outstanding dangers that everyone in a home should realize. In this non-hazard campaign the whole family should be enlisted. Fire hazards are on the increase because of the necessity of cigarette smokers. Smoking in bed has to be done with the utmost precaution. Never smoke when drowsy. You may be badly burned yourself. Or you may set fire to the newspaper, magazine or book, you are reading. If it falls to the floor, it may ignite whatever it touches, and destruction be sure.

Fire Escapes.

When there are three floors to a house, and it has no fire escape, it is a wise precaution to keep a coil of rope handy to rooms occupied. The rope must be long enough to reach the ground and then should be some secure way of fastening it, so that it would not slip with the weight of a person escaping down it from smoke or flames.

Accident hazards to be guarded are open stairways. These can be made free from danger by gates that come for the purpose, or, by chairs overturned in emergencies, or temporarily. Rugs that slip or turn up at corners are other hazards, because falls result, and these may be serious. Speaking of falls, it is amazing the number that come in bathrooms. Grab rails are insufficient, or awkwardly placed, and bottoms of tub get slippery from soap. A heavy bath towel or a rubber mat in the tub, removes this hazard.

A doctor once said that many accidents would be prevented in homes, if persons did not walk around in bare feet. Stepping on a needle may give just a momentary twinge of pain, but if the needle breaks, as sometimes happens, the results may be serious.

© Bell Syndicate.—WNU Service.

Wise Precaution.

As soon as the heating equipment is shut down for the summer all doors, pipes and iron portions should be painted. Cellar dampness may cause trouble unless this is done.

LEMONS—McGINNIS
Miss Moree Lemons, daughter of Mr. and Mrs. J. V. Lemons, of the Watson community, and J. F. McGinnis, Jr., son of Mr. and Mrs. J. F. McGinnis, of the Enoch community, were married at the Baptist church at Enoch Saturday night, Sept. 26. Rev. Clyde Coffman, performing the ceremony.

The bride wore a navy blue dress with black accessories.

Miss Viola McGinnis, the groom's sister, was bridesmaid and Jess Dick was best man. Mrs. Auline Davis, the bride's sister, Miss Zola McGinnis, the groom's sister, Miss Maggie Dean Harrell, Rev. and Mrs. Clyde Coffman and Mrs. McCanness were also present.

The couple left immediately for a short visit in Lubbock. They will make their home in Enoch where Mr. McGinnis operates a garage.

CIRCLEBACK H. D. CLUB MEET
The Circle Back H. D. Club met Thursday, Oct. 1, with Mrs. O. R. Will-

See Us For—

FEED and GRAIN

Alice-Chalmers
Farm Machinery
Parts and Service

MULESHOE ELEVATOR CO.

TOM DAVIS, Manager

After our regular bus during which we elected the coming year, we had a testing program on "Style '31 Fall and Winter" directed by robe demonstrator Mrs. O. The new officers are Mrs. chairman; Mrs. E. B. chairman; Mrs. Sam Sims, Sec. Mrs. Cecil Robinson, Council.

Your next meeting will be this October 8, with Mrs. W. A. Elm you can't come as a member of a visitor. We are always glad to you.—Reporter.

Early Ohio Church Workers
When a church was being built in early Ohio, it was customary for the women of the community to do their part by bartering their eggs, chickens and butter for nails

Her "Big Moment!"

This is the first time these new-luxes are entertaining—and of course the bride is a bit nervous—but of one thing she is certain—she knows the meal will be a huge success. You see, she cooked it on her new modern gas range. It's so efficient, it makes perfect meals a CINCH IN A JIFFY, too—and what with the new low gas rate, it's so inexpensive in upkeep.

Many sizes, styles, prices to choose from at your gas appliance dealer or your gas company.

West Texas Gas Co.
Good Gas With Dependable Service

Give your Home an OVERCOAT

Modernize your home for winter with an 'overcoat' of stucco or brick... warm and fire resistant—and cooler in summer. It will give your home new beauty, make it more comfortable, eliminate costly painting and repair bills.

We have stucco in various colors, cement, various kinds of brick, and other materials for walks, porches, steps, driveways, etc.

Drop in for a chat about your plans, and let us give you an estimate.

HIGGINBOTHAM-BARTLETT CO.

FOOD SAVINGS

Famous for Food and Food Savings, Jennings Offers the following SPECIALS for next Saturday buying to all customers. Many other items, also, at money-saving prices.

CRACKERS, 2 pounds,	15
BANANAS, per doz.	19
SYRUP, Ribbon Cake, new crop, gal	58
PINEAPPLE, No. 2 can sliced or crushed	15
PORK & BEANS, 4 cans for	19c
SALT, iodized	05
SALAD DRESSING, Miracle Whip, qt.	34
JELLO, any flavor	05
SUGAR, 10 pounds	53
RAISINS, 4 lbs., 28c; 2 lbs.	14
LARD 8-lb. carton,	99

MARKET SPECIALS

BEEF ROAST, nice juicy cuts, lb.	12½
HAMBURGER, per pound	12½
PORK SAUSAGE, per pound	23

WE DELIVER PHONE No. 2

Jennings FOOD STORE

Muleshoe

MORE FOR YOUR EGGS

SPECIALS!

For Saturday and Three Days, Oct. 15-16-17

While in Muleshoe attending the big County fair do not fail to make re your headquarters. We have the biggest stocks of Merchandise and in Muleshoe.

- for the children, of heavy fleece lined Jersey, button 2 pockets, good and warm, only .69
- for men, heavy fleece lined, part wool, reg. \$1.25 .98
- for children, extra good quality, reg. 79c, only .65
- little boys, red, brown and navy, with or without button jersey suit that will give excellent service. \$2.00
- for men, heavy, reg. \$2.69 value for \$1.98
- for men, 22oz wt., full-cut, a bargain for \$3.48
- all the family. You can't go wrong when you bring the best to be fitted with shoes, we have a big line, and ties and leathers to choose from, priced, pair 98c to \$5.95
- oots, Overshoes, Galoshes. Come look at them and let us before the winter weather really sets in.
- part wool, 72x84, wide satene binding, lovely plaids in shades a good heavy blanket and only \$2.49
- ladies and misses a big line in all the new fall styling hats, size 14 to 48, priced so reasonably, each \$3.95 to \$14.95

TTON PICKERS SUPPLIES
headquarters for Cotton Pickers
as: Duck, Tubing, Sacks, Canvas
Gloves, all sizes.

Blair Variety Store
oe, Texas

EDITORIAL FEATURE PAGE



THE MULESHOE JOURNAL

Entered as second-class matter at the Muleshoe Postoffice under the Act of Congress, March 3, 1879.

JESS MITCHELL, Editor.

L. F. MITCHELL, Bus. Mgr.

SUBSCRIPTION RATES
In Bailey County, one year, \$1.50; Outside of County one year, \$2.00.

Published every Thursday at Muleshoe, Texas.
Advertising rates given upon application. Telephone No. 54.

Subscribers who change their address, or fail to get their paper, should immediately notify this office, giving both new and old addresses.
Communications of local interest are solicited. Editorials should be briefly written, on only one side of the paper, and must reach this office not later than Wednesday morning of each week. The right of revision or rejection is reserved by the publisher.

Advertising that does not show in its text or typography that it is paid for must be marked as an advertisement. All local advertisements remain in this paper for the time specified or until ordered out. All notices, it matters not for whom nor for what intended, are published free of charge. If the object is to raise money for otherwise, is an advertisement and being sent in for publication must be paid for at the regular advertising rate per line for each issue printed.

Obituaries, eulogies, and resolutions of respect will be charged for at the same rate.

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of the Muleshoe Journal will be gladly corrected upon its being brought to the attention of the publisher.

In case of errors or omissions in local or other advertisements, the publisher does not hold himself liable for damage further than the amount received by him for such advertisement.

Editorial

Every Great Attempt is Glorious Even If It Fails

A THOUGHT FOR THE WEEK

Because thine heart is tender, and thou didst humble before God, when thou hearest His words against this place, and against the inhabitants thereof, and humbledst thyself before Me, and didst rend thy clothes, and weep before Me; I have even heard thee also saith the Lord.—II Chronicles 34:27.

There never was any heart truly great and generous that was not also tender and compassionate.—South.

PRESIDENTIAL PLATFORM

At the time this is written, the election is just four weeks in the future. The issues — such as they are — are drawn. The rattle of political machine-gun fire grows constantly louder.

The average citizen has neither the time nor the inclination to keep up with a presidential campaign in its hectic closing period. To do that, he would have to read a dozen speeches each week; peruse a half-dozen newspapers; and have a score of reporters ranging all the way from GOP-stalwart Mark Sullivan to New Dealer Jay Franklin, and keep up with hundreds of thousands of words of news-matter sent out by the big press associations.

In the week ending September 27, a number of highly dramatic and potentially important incidents occurred. Both the President and Governor Landon took to the radio to expound their views on various issues. And, on a lower political level, scores of party followers carried on for their chiefs.

Most dramatic event was William Randolph Hearst's attack on the President, in which he said that Mr. Roosevelt had the support of "enemies of the American system of government" — that is, the Communists. This was promptly denied by Earl Browder, official Communist presidential nominee.

Of more practical importance in the vital matter of vote-getting was the attention paid to the long-delayed subject of farm crop insurance by both contenders. Mr. Roosevelt announced in a press conference that he had appointed a committee to formulate plans, said that "crop insurance and a system of storage reserves should operate so that surpluses of fat years could be carried over for use in lean years." A day or two later Governor Landon made public part of a yet-unspoken speech, in which he endorsed crop insurance. Inasmuch as crop insurance is mentioned in neither party platform, unprejudiced commentators think that both candidates were out to get the jump on the other with something new and compelling — that a stalemate resulted.

Unusually aggressive was Governor Landon's speech on social security, in which he assailed administration methods, though he approves of such a plan in principle. He said the New Deal was a "cruel hoax," that it endangered "the whole cause of social security," and pledged his party to the enactment of a "pay-as-you-go" old age pension system, which would "provide for every American citizen over 65 the supplementary payment necessary to give a minimum income sufficient to protect him or her from want."

On the radio, the President continued his policy of making well-phrased, calm speeches, in which he criticized his opponents only by inference. His big drive is yet to come — he apparently feels it is more or less a waste of motion to make major speeches as early as this, and will wait until mid-October.

In the meantime, the endless speculation as to who will win continues.

The Literary Digest poll, on the basis of early returns, gives Landon a big lead — most other polls give Roosevelt a small but seemingly safe margin. State primaries so far have shown little. Anti-New Deal Democrats have been badly beaten for the most part, as have the Townsmanites. The Maine election is said by Republicans to make a GOP victory certain, while Democrats have carried elections in Maine and Democratic president has always been elected. When Republicans have won by tremendous majorities, a Republican president has always been elected. But when the election was relatively close, as it was this year, the following national election has always been close as well. In that, the Maine results echo the views of most political experts — the next President will win his office by a very slim margin.

WELCOME NEWS

There appeared in daily newspapers throughout the country a few days ago a small article that possibly not more than one out of ten in Muleshoe gave attention to. And yet it is of more significance than anything that has appeared in print in many years. It is of far more value to the people of America than the outcome of a presidential election; it is far greater in its future effect on the world than any war could possibly be.

The item dealt with successful experiments in what promises to be the world's first real cure for "flu." Tests made by scientists at Johns Hopkins University warrant their statement that at last the secret locked from the medical world since the disease first made its appearance, has been solved. Today, these scientists say, what promises to be a positive cure has been discovered, and when the balance of the tests now under way are completed they will give it to the world.

When we think, and still with a shudder, of the ravages of this deadly scourge during 1918 and 1919, at the close of which we were told we can appreciate the tremendous importance of the little newspaper announcement. Not since the cholera epidemics of early days has there been a calamity to compare with that one. And now that a preventative, or a cure, has been discovered, and America, and the world at large, has cause for genuine rejoicing. It is the most important news that this generation has had a chance to read.

LAST MINUTE CANARDS

Citizens around Muleshoe who may have done more or less worrying for fear of coal and petroleum supply might soon be exhausted can take new heart. Charles Drexley Abbott, secretary of the Smithsonian Institute, says he has been able to focus the sun's rays in sun. By the use of curved mirrors he has been able to focus the sun's rays in tubes filled with a special chemical composition and to develop heat sufficient to boil water and condense steam for running a small engine.

A model of his invention is being displayed in Washington by Prof. Abbott and while it develops but one-half horsepower, Abbott says any size engine can be developed along the same lines. He asserts that with the harnessing of the sun's rays comes power to produce energy in an unlimited amount, and at little expense, once the necessary machinery is installed. It will, he says, replace coal and petroleum as fuels, or at least to the point where the coal and petroleum now in the ground can be

made to last for an indefinite number of years.
It's too early to boast that the dream of man — harnessing the sun — has become a reality. But it does seem that this latest step along that line warrants the belief that within the life of the present generation such an accomplishment will be an assured fact.

LOOKING AHEAD

Weather sharks now engaged in predicting a mild winter are doubtless doing so under the supposition that we are not apt to experience two winters in a row as severe as the last one. They are also going on the assumption that a severe hot summer is seldom followed by a severe cold winter, though history records many such experiences. Fact is, there has been so much "freak" weather in the past few years that the weather sharks are out on a limb when it comes to calling the turn on what's ahead.

For two or three years even Uncle Sam's weather experts have been at a loss to forecast with their customary degree of accuracy. Changes have been so unusual, and weather conditions have shifted so suddenly, that they have frankly admitted they couldn't do any more than keep up with it, much less predict what was due a few days away. For that reason, no one should do any rejoicing when the amateur weather men predict a "mild" winter.

NO NEED TO WORRY

It seems to be a part of the political game to spring false reports and misleading statements so near the end of a campaign that they cannot be corrected successfully before election day. Voters of Bailey County should bear that fact in mind, and take with a huge grain of salt every startling or malicious rumor that comes to their ears in the closing days of the presidential race now under way. Circulating a false report is an easy matter. Correcting it in time to prevent damage to the candidate it was circulated against is another thing altogether. There may be a good deal of this despicable type of political work going on between now and election day, and it may or may not be intended to injure the chances of the man you expect to support. Do your own thinking, and false rumors and malicious reports will not influence you. Vote as your best judgment dictates and you can't go far wrong.

AN OUNCE OF PREVENTION

Here's a suggestion for those who believe an ounce of prevention is worth a pound of cure. Look carefully at your flues, pipe, stove, and furnace before you start them up for fall and winter service. The elements may have wrought havoc with a chimney or a flue since you ceased to fire up last spring.

Building a fire without first seeing that every part of the heating equipment is in perfect condition is courting disaster. If furnace or stove pipe contains even the smallest sort of hole — throw it away and replace it with new. If mortar has fallen from the flues and chimneys at any one spot, don't start a fire until it has been repaired. It takes but a few moments' pause to make an inspection of this kind. But it may take you years to replace your home if it is destroyed through your failure to do so.

Jauynte Journalettes

The best way to get a Muleshoe man's measure is to find out how much money it takes to swell his head.

The Muleshoe who is in on the square is always the one you are glad to have around.

Figure it any way you like, but the hardest work in Muleshoe is working hard to avoid work.

This day in time many girls in Muleshoe are dying to find out if gentlemen really prefer blondes.

A lot of fellows around Muleshoe may draw a pay check from their employer but they're really working for a wife and several kids.

Money and manners and not even education can help the Muleshoe man who was born with a small soul.

The average Muleshoe man admits there are two sides to every question — his own side and the wrong side.

A Muleshoe optimist is a man who doesn't give a hang what happens so long as it doesn't happen to him.

A wise Muleshoe man knows he can

never learn while he is talking, so that is why he listens so much.

It is silly for a Muleshoe father to complain about the cost of education. It's worth that much for a mother to get rid of her kids for a few hours every day.

Pavement Pickups

According to C. Greenings, life today is a mixture of radio, autos, noise, poverty, plenty, peace, war, taxes, speed, sports and aspirin for the headaches that follow.

"How strange," remarks Curtis Taylor, "that the people suffer so after electing several thousand politicians who are all on record as 'the poor man's friend.'"

K. K. Smith says it is easy enough to have the last word with your wife if that word is "yes."

Paul Lawrence remarks that blue laws are those that make us see red when the authorities enforce them.

Mrs. Bonnie Isaac is credited with the statement that some husbands have been, while others just grow all over the place.

According to Prof. Cox, one way to get a liberal education is to look up the answers to all of a child's questions.

Irvin St. Clair says the modern girl is considered a bit wild because she does the things her grandmother wanted to do but didn't dare.

"People who are really shocked, seem to have an unfeeling instinct to smell out the shocking things," declares Dr. Matthews.

"Instead of going to bed with the chickens," says Fere! Little, "the modern youth prefers to stay up with them." Maybe he knows!

Editor Jess Mitchell writes us that he is planning on going into the fur business at his farm at Hurley, when he returns from his trip into New Mexico. He says he is going to cross a racoon with a kangaroo and raise fur coats with pocket.

In last Wednesday's issue of the Fort Worth Star-Telegram, R. L. Brown was portrayed as a page devoted entirely to women. R. L. was shown clasping a prize pumpkin in his manly bosom. The question has been going the rounds this week, as to whether it was R. L.'s handsome appearance that won him the distinction or the prize pumpkin.

SNAP SHOTS

Civilized people are the ones who use the biggest words when they are talking about sex.

A wicked profiteer is anyone who gets \$100 too much while you are only getting \$10 too much.

According to the latest magazines in doctor's waiting rooms business is good and will be even better in 1938.

As a usual thing a committee is a group of fellows who keep minutes and waste hours.

It isn't the rooster's early rising that makes him unpopular it's his continual talking about it.

Maybe the reason some husbands are weak-kneed is because their wife sits on them so much.

We know the meaning of a lot of things, so long as no one asks us to define them.

Somebody has got to say the disagreeable things about the persons who deserve them.

A few men laugh too much, but there are far too many who are owlish most of the time.

Some fellows may forget just how high the thermometer soared last summer but they'll never forget the size of the first that got away.

CONTOURING AN OLD CUSTOM

There is nothing new under the sun. Recently contour farming was put forward as a new idea in soil conservation but it isn't as may be seen from the following extract from Thomas Jefferson's writings:

"Our country is hilly and we have been in the habit of plowing in straight rows, whether up hill or down hill, or however they lead, and our soil was all rapidly running into the rivers. Now plow horizontally following the curvature of the hills and hollows on dead level, however crooked the lines may be. Every furrow thus acts as a reservoir to receive and retain the waters all of which go to the benefit of growing plants."—Happy Herald.

The burden of the world rests upon the shoulders of the average man regardless of the talk that you hear of leaders and supermen.

Subscribe for the Muleshoe Journal, \$1.50 year

RICHARD LLOYD JONES SAYS

To Be Happy Keep Busy



You cannot test your muscle sitting still. You cannot find out what your brain can do by going to sleep. Repose is not a prodder to progress. The proper place is after work, not before work. Work is for the living, not for the dead. Be a live one.

Work is the noble yardstick by which we determine the worth of all things. It is a blessing, not a curse.

The man who never does anything never knows anything. The man who works never gets anything. He may be given things, but he can enjoy again give. He knows no building game.

The traveled rail and the driving plow rod are polished by use. The hill sides of steel is red with rust. Better to wear out than to rust out. History is the story of work, the record of achievements. In its index you cannot find the names of idlers. Contribute something to the history of something.

To know work as a friend is the hallmark of wisdom. It is by journeying through the shadows of life that we learn the solace of daily tasks.

The tenderness that denies effort is cruelty. It makes characterless that which was endowed with strength.

Work is expression. If you can't express yourself one way try another—but try. If you can't build a cathedral, dig a ditch. But do something.

Only workers win the world's respect. God does not hold us responsible for rebuffs; only for faithfulness.

Work is the greatest educator. Tackle a job that is a little above you; grow to it and you engage in work. Tackle a job that is below you and you engage in drudgery. Put your heart into work and your labor becomes the light of life.

Work is the highway to human welfare.

CLEAN SWEEP

—ON—

USED CARS

Take Advantage of US; The New 1937 Chevrolet will soon be here and we must resort to Jewish tactics—

WE MUST CLEAN HOUSE!

We have a good selection of Reconditioned—

CHEVROLETS—
DODGES—
FORDS—

PASSENGER CARS & TRUCKS—
PRICED FROM \$35.00 to \$485.00

VALLEY MOTOR CO.

CHEVROLET SALES AND SERVICE
Muleshoe, Texas

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OPENING

—OF—

"THE FAMOUS"

DRY GOODS STORE IN MULESHOE

Carrying—
A full line of Dry Goods, Ladies Wear, Shoes, Piece Goods, Silks etc., offered to you at "live and low" Prices.

Many years of business experience us to buy in the wholesale market and pass on to our custo-

We will be—
READY FOR BUSINESS NEXT
When Trades Day and The C Fair Events Come Off.

Come in, let's get acquainted anxious for you to look over our Merchandise, new and strictly up-to-date.

THE FAMOUS

LOCATED IN THE HENNINGTON BUILDING

GEORGE SHADID,

Stegall News

School closed Friday, for a few weeks to give the school children an opportunity to help gather crops. Mr. Rogers, from Oklahoma, is here for a visit with his son, Vestal Rogers...

Ann Gloney, Gene Kelton, Vestal Rogers, Spivey Mayhall and Joe Howell.

R. O. H. CLUB MEETING Members of the R. O. H. Club met Friday afternoon of last week at the High School building. The meeting was called to order by the president and all new and old business was attended to...

Cotton Checks Big cotton planters in the South received generous helpings of government funds for not growing cotton. Forty-six received more than \$10,000 each...

DRASTIC CONSEQUENCES PROPHESIED IF \$3,000,000 HIGHWAY FUND DIVERTED TO PAY OFF THE OLD AGE PENSION

Austin, Texas, October 6.—In discussing the recommendation of Governor Allred to transfer highway funds to the Old Age Pension Fund, Jeff D. Stinson, Dallas, Chairman of the House Committee on Highways, presents this viewpoint on the proposed diversion. "The plan to appropriate \$3,000,000 from the Highway fund to pay Old Age Pensions should command consideration and full reflection on the drastic consequences such diversion would have on the highway program and the State generally..."

JEFFERSONIAN DEMOCRATS Offer Proof of Anti-New Deal Charges

We recently made charges in this paper that Mr. Roosevelt and his administration were not Democrats, and had no claim to Democratic loyalty. We charged that continuation of his administration would undermine the economy of the nation, and threaten its institutions. We charged that he had opened the sluice-gates of the federal treasury, and through Boss Farley had Tammanized the nation. We charged that he had surrounded himself with radicals, and had more nearly discharged their radical platforms than his own. We are offering the proof of our charges through our paper, the Jeffersonian Democrat.

no ready made our propaganda our campaign. your support and you can make us Write us for sonian Democrat. ute it through you J. EVETTS HALE Jeffersonian Democrats Texas.

THE SEW SC The Sew and Sew last week with Mrs. Jay W less, seven members being The regular meeting this had at the home of Mrs. R. ay, in Lubbock, all mem urged to attend.

Alewife, Small Fish The alewife is a small fish 8 to 10 inches long abundant on the Alia leaving the ocean to as at spawning time.

DANC Every Saturdo Night and Fair Nights, Oct. 15-16 AT PRIBOTH HOME Lubbock 5-Piece Music One Pound box of Choco! given to best dancers EVERYBODY WELCOME!

The Best in FOOD Values REMEMBER--- Henington Grocery and Market is always supplied with every variety of tasty foods. Careful attention given your every order. SAVE TIME AND MONEY BY TRADING HERE Standard brands, tested quality merchandise at Money-Saving Prices HENINGTON'S GROCERY and MARKET

Make Every Farm a Factory Every Day of the Year BANKING! assumes a Position of Increasing Importance In Serving Modern Needs. THE SERVICES good bank becomes increasingly important each day, as modern s make living more complicated. New financial legislation is as part of the vitally changing scene that demands expert and interpretation. endeavor to work without financial assistance of a good bank ignore one of the most potent safe-guards modern civilization offers. Not only to guard your savings and to offer convenient r transfers, but a good bank makes all financial transactions er and safer. E THE SERVICES OF YOUR BANK ALL DEPOSITS INSURED UP TO \$5,000.00 Muleshoe State Bank MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION MULESHOE, TEXAS

Thirteenth Semi-Annual Meet Wes - Tex New Mex In Lubbock Oct. 8

LUBBOCK, Texas, Oct. 6.—Several hundred retail merchants from West Texas and Eastern New Mexico and approximately one hundred wholesale representatives will gather in Lubbock, beginning Thursday, October 8, for the thirteenth semi-annual Wes-Tex New-Mex Wholesale Clothing market. Latest styles in men's and women's clothing, ladies' ready-to-wear, millinery, hosiery, shoes, novelties and miscellaneous items will be displayed. Wholesalers will set up their displays in sample rooms at Hotel Lubbock and Hilton Hotel.

WHEN TO CUT HAY

Alfalfa—When from one-tenth to one-fourth in bloom, or about the time the first basal shoots appear. Soybeans—Between the time the seeds begin to form and when they are half developed. Cowpeas—When first pods begin to turn yellow but before any get ripe enough to shatter. Oats and vetch mixed—When the oats are in the milk stage. Johnson grass—When the first heads appear from the boot. Oats and wheat—When the grain is in the milk stage (except that oats for horse hay may be cut when the seed is in the dough stage).—The Progressive Farmer.

Feeling for Others

A quick perception of the feelings of others, and a generous leniency for such feelings, even if mistaken, are gifts to be coveted and cherished.

PROTECT YOUR EYE No one realizes the value of good eyesight until the have lost it. Because of longer hours of darkness home lighting is of more interest during Fall and Winter months than at any other season, because folks spend more time in doors and have more time for reading. School children especially, should have a very best kind of lighting for preparing the lessons. Eye strain obtained in early years invariably lasts the rest of life. True, glass in appearance—and all so reasonably priced. Ask your dealer to show you I. E. S. Lamps. I. E. S. LAMPS This year the makers of I. E. S. Lamps furnished the buying public the most remarkable advancements possible in lighting—noted not only for their satisfaction in service, but many of them for their beauty in appearance—and all so reasonably priced. Ask your dealer to show you I. E. S. Lamps. TEXAS UTILITIES COMPANY

VOTE! PICK 3 OF YOUR FAVORITE MAGAZINES AND THIS NEWSPAPER FOR YOUR FAVORITE COMBINATION ALL FOUR FOR ONLY \$2.25 YOU SAVE 71% THIS OFFER GUARANTEED ACT TODAY MAIL THIS COUPON NOW! Check the three magazines desired and return list with your order. Fill out coupon carefully. Gentlemen: I enclose \$2.25 for the three magazines checked with 9 year's subscription to your newspaper. NAME: STREET OR R. F. D.: TOWN AND STATE:

LEGAL

SHERIFF'S SALE

THE STATE OF TEXAS, COUNTY OF BAILEY. BY VIRTUE OF AN ORDER OF SALE issued by order of a judgment...

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STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS...

CECIL H. TATE, Notary Public, Bailey County, Texas.

CANNING 'RABBIT' FOOD

You must always have the petcock open until the steam has been escaping for about seven minutes...

CECIL H. TATE, Notary Public, Bailey County, Texas.

Paying It Back

For each dollar any American farmer... pays it back to the community...

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THE NEW 1937



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Dr. M. C. Overton
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C. E. Hunt J. H. Felton
Superintendent Business Mgr.
X-RAY AND RADIUM
PATHOLOGICAL LABORATORY
SCHOOL OF NURSING

We have changed our minds on many subjects in our life, but up to date, we still maintain that there is no use for spinach.

Sore Bleeding Gums
Only one bottle Leto's Pyorrhoea Remedy is needed to convince anyone. No matter how bad your case, get a bottle, use as directed, and if you are not satisfied druggists will return your money. Western Drug Co. Adv.

Dull Headaches Gone
Simple Remedy Does It
Headaches caused by constipation are gone after one dose of Adierika. This cleans poisons out of BOTH upper and lower bowels. Ends bad sleep, nervousness. Western Drug Co.

DIAMONDS
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Expert Repairing

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SKIN TROUBLES
Cured by 15 year old prescription
Palmer's "Oleo Resin" has relieved thousands of skin troubles. Itch, eczema, dandruff, etc. Also healing. Also see Palmer's "Oleo Resin" Soap to prevent skin troubles everywhere.

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All arrangements carefully handled. Ambulance Service anywhere very reasonable.
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—TRY—
MOTHERALS CAFE
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Quantity, Quality
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REGULAR MEALS, 40c
PLATE LUNCH, 25c
Short Orders Quick and Reasonable.

DR. L. P. GIBBS
PHYSICIAN AND SURGEON
Office in Damron's Drug Store
Phone 36 Mulshoe

PALACE
THEATRE
Mulshoe, Texas

Friday and Saturday
October 9 and 10
Irene Harvey and Chester Morris
"THREE GOD FATHERS"
Western Picture

Sunday, Monday, Tuesday
October 11, 12, 13
Jane Withers and Tom Brown in
"GENTLE JULIA"
Friday and Saturday
October 16 and 17
Warner Baxter and Ann Loring in
"ROBINHOOD OF ELDORADO"

General News Over Texas And Adjoining States For The Week

Rev. F. L. Wear, Paris, has accepted the presidency of Trinity university at Washahchie tendered him last week by the trustees.

A total of \$184,610.57 federal funds have been appropriated to date to a child and maternal phases of the Social Security act in Texas.

Triplets born last Friday at Big Spring to Mr. and Mrs. W. S. Shaw were named Franklin, Delano and Roosevelt. The Shaws are on relief and have eight other children.

The University Centennial Exposition at Austin, which will be in progress until Dec. 1, covers 40 acres of exhibits on the campus of the University of Texas.

The Portales Daily News came out with a 32-page edition celebrating the Portales fair, last Thursday. It was in four sections, dealt with the history of the county, and many other items of interest.

Lamb county will have a fair at Littlefield, Thursday, Friday and Saturday of this week. It is expected there will be a large number of exhibits on display by citizens of Lamb and surrounding counties.

The Central Texas Power Co., a cooperative association, of Temple, has received an allocation of \$240,000 to construct 240 miles of rural lines to serve about 750 customers in Travis and Williamson counties.

Extensive improvements are being made to the campus of the College of Mines, and Metallurgy, at El Paso, a branch of the University of Texas. The buildings, including two new dormitories and a museum, number 12.

The Hall of Commerce building at the Texas Centennial Exposition in Dallas, which will be in progress until Nov. 29, has been acclaimed by many as one of the nation's outstanding memorials.

Judges from nine states and the District of Columbia, all nationally recognized will make the awards of \$75,000 in the Frontier Centennial Livestock Show at Fort Worth in progress from Oct. 3 to 11.

November 4th has been officially set for "Littlefield Day," at the Centennial at Dallas, according to a letter received by Mayor E. R. Crockett. The city officials working with school officials, are planning a way to take several hundred school children to the Centennial without transportation charge.

The Plymouth Agency at Portales, N. M., was broken into Saturday night of last week, and a new 1936 Plymouth Sedan driven off the floor. No second-hand stuff for these thieves. Officers had found no trace of the car Monday.

Said to be one of the cleverest exhibits of a single industry is the annual Turkey Trot held at Cuero each year when groomed and costumed turkey parades to the strains of martial music. The affair this year, Nov. 10-11, has been designed as a Centennial festival. The turkey industry is of major consequence in Texas.

The University of Texas Bureau of Business Research has reported that 132 new charters were granted to Texas companies in August, against 131 the corresponding month last year and 123 in July. Groups showing increase in the number of new charters granted were manufacturing, merchandising and public service.

Setting a dinner table daily over a period of 120 days for 38,000 invited guests has been the unusual chore of Dallas caterers having concessions at the Texas Centennial Exposition. A survey of food used by these concessionaires shows 1,600 pounds of coffee, 10,000 pounds of beer, 1,200 loaves of bread, 2,000 pounds of fish, 7,000 pounds of meat, 6,000 pounds of vegetables, 9,000 pints of milk, 14,000 buns, consumed daily.

THE MODERN WAY
In savage tribes, where skulls are thick and primal passions rage. They have a system, sure and quick To cure the blight of age. For when a native's youth has fled And years have sapped his vim, They simply knock him on the head And put an end to him. But we, in this enlightened age, Are built of sterner stuff. And so we look with righteous rage On deeds so hard and rough. For when a man grows old and gray And weak and short of breath, We simply take his job away And let him starve to death.

—Texas Outlook—
38 Per Cent to Bosses
More than 38 per cent of the money expended by WPA has gone for administration purposes, according to Harry Hopkins, WPA director. Of each \$972 spent, only \$600 went to the workers and \$372 for administration overhead.

Esquimos Get Little Alcohol
Esquimos are the only alcohol "dry" race. There is so little vegetation to be found in the frozen wastes from which alcohol could be produced.

Right Kind Of Food Important To Health Says The State Doctor

Austin, Oct. 6.—That vigorous good health depends not alone upon freedom from disease, but upon the proper amounts and kinds of foods eaten is stressed in a statement from Dr. John W. Brown, State Health Officer.

"The human body," he said, "may be compared to a steam-engine burning fuel for the steam, which furnishes power. The food we eat is fuel and when digested and absorbed gives the energy necessary to live and go about our daily activities.

"In considering the proper amount of food for our individual needs, we should take into consideration the kind of work our body will be called upon to perform during the days. When more food is taken into the body than is needed to carry on its activities, extra work is thrown on the organs that carry off waste. This is especially true of the kidneys, and often results in serious after effects.

"The growing child will need more tissue building food than older people, but must also have the foods which supply heat and energy, and minerals to regulate the body. The foods which contain vitamins, fruits, and vegetables, and milk are necessary to old and young alike.

"The various kinds of foods needed by body are: Tissue building foods—meat, fish, milk, beans, and nuts. Energy and heat giving foods—bread and cereals, fats and all sweets. Foods containing minerals—vegetables, fruits, and whole wheat. Foods rich in vitamins—milk, vegetables, and fruits.

"An important thing to remember in our food problem is the fact that it is not necessary to eat until we feel 'filled up.' Take plenty of time eating and do not follow food fads or eat certain things because they agree with some friend who has recommended them to you. If your food does not agree with you, go to your physician and let him find out what is causing the trouble."

BRUCE BARTON

THERE'S A POLYANNA REBUTAL

I happened to be in the office of a manufacturer when a heated customer arrived. "Joe," he shouted, "when am I going to get that shipment? I'm tired of being given the run-around. Every day you hold me up in costing me a hundred dollars! On he went, breaking into profanity, pounding the desk, threatening to take his business elsewhere.

Joe, the manufacturer, listened coolly, promised to do his best, and had hardly got the wrathful gentleman out of the office when another customer came in. He also wanted a shipment and wanted it quickly. He set himself down in a chair, smiled, and said: "Joe, I know you're in a terrible jam. I don't want to ask anything unreasonable, but if you could possibly get me have even a part of my order this week it would be a tremendous help."

After a little while this second customer also left. Joe turned to me and said: "I can possibly take care of both these fellows. I'll give you three guesses as to which one of them is going to get the break."

In another office I found a lawyer in a complacent mood. He told me he had just come from a visit to an important client. "He's very difficult to deal with," the lawyer explained, "and lately he's been most unreasonable. But this afternoon before I went to see him I sat alone in my office for half an hour and tried to think of everything that could possibly be said in his favor. I reminded myself that he pays his bills promptly; that he has done some very generous acts in his life; that he is really a sick man for whom allowances must be made. I got myself into a frame of mind when I thought he was a pretty swell fellow. And believe it or not, I've just come back from the best interview with him I ever had in my life."

My friend Lockwood Barr has a hobby that is both entertaining and inexpensive. He scans the Person Columns of newspapers as assiduously as an art collector studies the catalogs. Out of the mass of little items he gathers his gems. Here are a few specimens from his latest collection:

Found—Lady's purse left in my car while parked. Owner can have same by ad describing property and paying for this ad. If owner can explain satisfactorily to my wife how purse got into car will pay for the ad myself.

Investing—"Yes" Man — 6 years experience saying "yes" and "swell" to stupid executives in best agencies. Making qualification to increase salary. All inquiries confidential.

Reward for Eskimo—We will pay \$10 for the first one who can locate an Eskimo for us in New York City. Preferably an Innuut, Coppermine or MacKenzie.

Wanted—To buy a church between East 60th and East 100th Sts. "No change, no pause, no hope, yet I endure" (Shelley). Young lady, attractive, creative, must have work to survive.

Wanted—Ten henpecked husbands for experimental purposes, easy preview broadcasting work; fee basis, state qualifications.

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