# aTHE MULESHOE JOURNAL 精 

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

# SOUTH PLANS TOWNS GET LOWER GAS RATES 





# OBSERVED EACH WEEK 

FIRST MONDAY OF EACH MONTH ALSO, EVERY SATURDAY EXCFPT THE SATURDAY BEFORE THE FIRST MONDAY
CASH AWARDS GIVEN From $\$ 15.00$ to $\$ 20.00$ Will Be Given Each First Monday From \$10.00 to \$15.00 Will Be Given Each Saturday Awards Made Promptly at 4:00 P. M. BE SURE TO REGISTER!

Four Registration Boards will be located at convenient places. Registration of names must be made each week to participate in awards.

## BUY, SELL, SWAP

The usual feature of Swapping, Buying and Selling will be in order every Saturday and First Monday.

Trades Day guests in Muleshoe on these days are cordially invited to bring Farm Machinery, Tools of all kinds, Household Goods, Livestock, Grain, Seeds-in fact anything they may wish to sell or swap. There are always plenty of buyers present on these occasions.

## FREE AUCTIONEER SERVICE

-Will be accorded those desiring to dispose of their articles under the hammer to the highest bidder.

On various occasions there will be special Merchandise Awards given by Muleshoe business concerns-watch this page for such announcements.

EVERYONE FOR MILES AROUND IS INVITED TO COME TO MULESHOE ON THESE OCCASIONS, BE OUR GUESTS and enjoy all the events of THESE IMPORTANT DAYS

| BIG $\$ \$ \$ D_{A} \boldsymbol{Y}$ <br> exceptional bargains offered for each monday trades day dont fall to come see vs: <br> VARIETY <br> Bargain House | WE INVITE YOU <br> to visir us <br> trades days <br> Many Tasty Specials to Select From <br> GILMER BAKERY |
| :---: | :---: |
| $\begin{gathered} \text { COURTESY } \\ \text { Our Motto } \end{gathered}$ | MAGNOLIA <br> Petroleum Company |
| PATRONIZE YOUR HOME SHOW <br> PALACE THEATRE <br> MULESHOE | STAY WITH MAGNOLIA AND STAY AHEAD WEIDEEUSH \& CHILDRESS Agents MULESHOE, |

We Guarantee To
first monday award
marcy lee diess one pair overalls and a work shirt

## THE FAMOUS <br> FORD V-8

selling a car with value far above price
MOTOR CO.
SECOND TO NONE

| ARE THE TASTEFUL FOoDS |
| :---: |
| SOLD OUR CUTOMERS |
| AT LIVE AND LET LIVE' PRICES |
| Your Patronage Appretiated |

BORDER'S
Grocery \& Market

YOU'RE INVITED
To Visit our enlarged Machine and Blacksmith Shop-More tools, ma-
chinery, mechanics-better equipped to accomodate customers. Come, see

FRY \& COX BROS.
QUALTTY FOODS At Right Prices
-at the -
MULESHOE
COFFEE SHOP
HIGGINBOTHAM-
BARTLETT CO.

GOOD LUMBER, BUILDERS' hardware, windmills, well SUPPLIES, WIRE AND POSTS

## PANHANDLE GAS!

You don't have to "panhandle"
your neighbor for help with your
your neighbor for help with your
car when you use Panhande Oin
and Gasoline IUs the standur tor and Gasoline. I's the standard for
this section. Come, fill-up with us.

| H. C. HOLT |
| :---: |
| Distribietor <br> muleshor |
| Visit Us |
| TRADES DAY |
| fruits of |
| all kinds |
| HAYES |
| Fruit Market |


E. R. HART CO.
international implement furniture, hardware farmall tractors And nearly everything else other stores don't handle, including 'Fro
in the Well' Goods

Come see us! CUT OUT
this ad and bring to OUR STORE IT'S WORTH 25c ON any $\$ 1.00$ Purchase

DAMRON'S ${ }^{\text {mit }}$ Drug , Store

Eat RED \& WHIT Groceries and you'll never feel Blue!
always fresh, wholesome and santtary
HENINGTON Grocery \& Martad

QUICK
Service Stat;

CONOCO GASOLT
motor
Louis A. Rice
Proprietor
RAY GRIFFT
ELEVATC ***eded

THE MULESHOE JOURNAL
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 ry them into the open ait or or burn
them. If dust accumulates in attic or
cellar, get rid of it immediately. Keep matches in a metallic receptacle -and
alwas where rats, mice and children
cannot get them. always where rats, mice and children
cannot get them.
The time may never come when fire
protection will be as adequate on the
( protection will be as adequate on the
farm as it is in town and ceit, but just
as much care can be taken to prevent
fires in one place as in another, and
there is no reason for not exerecing it as much care can be taken to prevent
fires in one place as in another, and
there is no reason for not exeresising it.
 aish peddler was found dead in the
suanild attic room which had been his
home for yeers. The coroner was called home for yeers. The coroner was called
made an investigation and pronounced
death due to malnutitition-the man
had actually starved to dealh. Then had actually starved to death. Then
came a search of the room in the hope
that papers might be found throwing




## EENERAL NEW S

TEXAS AND SURROUNDING STATES

## ouced in the New Mexico legislature <br> a cite for the new $\$ 65,000$ count ospital to be bulle there, <br> Portales, N. M., citizens last week C. L. Wardlow, Del Rio, sold 125,000 cents per pound. egan in 1857 when the Typographical A federal expenditure of ©94,429,12 ate director, San Antonio. mbling in $\mathrm{N} e \mathrm{~N}$ Mexico is forecast

## ANNOUNCING

THE ARRIVAL OF NEW able Fabrics including latest styles ER SUITS MARCY LEE WASH MROCKS MEN'S SPRING SUITS

## The FAMOUS

DEPARTMENT STORE
MULESHOE

## WRENDSHIP <br>  CDNESDAY, FFBRUARY 3ru

CASH CONTEST AT 2:00 P. M• It's "Oklahoma Day" In Plainview




LOOK TO THE FUTURE ITS IMPORTANT!
$\qquad$ Year, we want to emphasize that regardless of the pr
current as to the new order of things, that nothrr Two hundred and difty years since Frankln
served to bring out the truthruliness of his theory of
 LET US HELP yOU SAve your y for the future:

Red and Grocer ${ }^{-}$
Mrs. Jay Wyec was hostess to mem
bers of the sew and so club in he
home Friday afternoon of last veek
business and neediework occupying the
hen
hours.
At the close of the meeting taty
refreshments were served to Mesdames
Dick
 Wyer
The next meeting will be at $8: 00$
 Harold Wyer will entertain member
and their hustands with a "Monopol and their hussands
party."-Reporter.
mRs. DAMRON ENTERTAINS
Friday atternoon of last week, Mra Joe Damron entertained members of
the Bue Bonnett club at her home, all members except two being present. An enfogabe afternoon was spent by
roceheting, anter which a delicicous Yocheting, after which a delicicous re
freshment course was served by th
hostess who carrite hostess who carried out the Valentin
riode. Attractive plates were m. Ide. Attractive plates were made u
of heart shaped sandwiches, valentin muffins, hot chocolate and mints. Mrs. Gilbert Wollard will be hoste week.
whe Friday afternoon
we

NOTICE FOR BIDS Notice is hereby given that the
Board of Trustees, Muleshoe Independ Board of rustees. Muleshoe Independ
ent School District Bailey County
Texas Texas, will receive bids for Tax Assess
or and Scholastic Enumerator and fo or and Scholastic Enumerator and fo
Depository oo its cash funds for th
俍 year 1937, at the High School building,
February 11, beginning at $8: 00$ o February 11, beginning at $8: 00$ ooloce
P. M. The Board reserves the right
Peject any and all bids.-Walter witte


## THE HEADLINES <br> NEWS OF THE WEEK PARADE

Altending physicians have given up
hope for recovery of Pope Plus at the
Roman Vatican. He is soid to be slowly tinking.
James A. Farley was last week re-
nominated by President Roosevelt and nominated by President Roosevelt and
reconfirmed as postmaster general
for the coming term. for the coming term.
The noting tratler population re
celved it first jolt last week when Id
aho supreme court upheld constituaho Supreme court upheld constitu-
tionality of a s5 tax on every car to en-
ter that state on its own wheels. More than 350.000 people are now
nomeless demeths have resulted in the terrific
dloods in the Ohio, Mississippl valleys and their tributary fivers
water into them. o radio-active ore
Vast deposits of Vast deposits of radio-netive ore in
the mountains near Newhall Pass.
Californi.. over which aripplanes travel.
is now being conidered the possible is now being considered the possibi
cause of several recent airplane wreck
in that vicinity. Already subject to fines and im-
prisonment, American subjects who have participated in the Spanish civil
war may have their citizenship taken away from them upon returning hom
according to a Washington dispatch.
Because of the excessive financi
deficit in the U. S. Post office de
partmnt last year. about $\$ 1.000 .000$ being attributed to heavy air mail
ings., service of this particular depart ment
1937 .
Howard Hughes, ilying movie pro-
 at the rate of 332 miles per hour, flying
most of the time about 14,000 fee above earth. He erossed this contir
in seven hours and 31 minutes. The Democratic National committe bas selected March 4 anniversary of
President Roosevelt's first inauguration -or nation-wide, simultaneous din-
ers aned at wiping out the party's
half mililon dollar deficit. These dinners area authorized to be served a from $\$ 100$ down to $\$ 3$ per plate.
Rev. s. Benny Henson, pastor, Ken Rev. S. Benny Henson, pastor, Ken
Avenue Reformed Presbyterian church
Brooklyn, at least pulled off a new Brooklyn, at least pulled off a new
pubicity stunt when with only 39 wor pubicity stunt when with only 39 wor-
chippers seatered through an auditor
ium of 700 seats, he set his Bible or fire at the pulpit in protest of people
not attending religious services. The Social Security board, washing 000 of its $26,000.000$. old age pension ae-
counts. the first families in America in numbers are the sme willame the
sons, the Browns. the Wiliams.
Jones, the Millers, the Davises, the An dersons, the wilsons and the Taylors
Deep snows acompanied by zer
weather in New Mexico and other sta tes farther west is producing much suf
fering during the past wek.. In wwest
ern New Mexico three foot snow it ernment is spreading out many ton
of food in an effort to save wild hif where destruction is threatened fron
starvation all natural foods being cov
ered by snow. Small wild game is said ered by snow. Small wild game is sail
to have already been hard hit by th
excessive cold

## NEW PROGRAM FOR AGRICULTURE

 IN THE UNITED STATES OUTLINED TR CONGRESS, FARMER'S BEHALF${ }_{2} 3_{y}$ Droughts, Floods, Hail and Other ${ }^{2}$, estations Would Be Tempered, Insuring Farmers of Fair Returns.
Henry a. wallace is never burned there would Ior fire insurance. II acres
crops produced consistenty there
ance.
ance.
low that drouths, floods, rer manitstatations of bad
t year have aftectecten numTeer vast areas. The result
question
"What will the question "what will the
is o very real one with
lighout ench to en production producing een production of man
rom heayy surpluses wit vation level to smand out-
es relatively high. I be
 ese sharp swings in the
lon pendulum and 1 ion pendulum and we
1 why something was me 1 why something was not
e off the bad years with
nee has been brought
device to supply a cont device
surance wupply

erves atorage o | erves so as to provide |
| :---: |
| for farm producers | mers, particularly

se crops where the
setion

- ether resulting from ocher catastrophes, mean
will suffer; that often the ment must grant assstance mment for carrying on on this relief, or by other methood ne very high.
dents committee
dave ty to the whole subject or
nee. it conterred with far ientatives of stat. regiona
14 farm organizations wit pertis and with representa that the sindustry. crop insurance program daucers have shown the
fof any group of

act. These committees have demon-
strated real ability.
The amount of insurance on any The amount of insurance on any
farm would be determined by the av-
erage yield on that farm over a period erage yield on chat farm over a period
of the last six years, The farmer
applying for the insurance-and such arts ananization will have as their quested to attend as this will be uesday evening, February second, 15 nery interesting meeting. mbers from the Bovina chapter, ac- Officers of the local chapter are cording to a letter received here the asked to meet at the Masonic hall a
irst of the week by Miss Elizabeth seven oclock Friday evening of this Harden, secretary of the local chapter. week and Monday evening of ne
Mrs. Ann Barnett, district deputy
for practice in esoteric work.
$\qquad$ ut is muci smaller, standing ongy is to 20 inches at at the shoulder. Thr $y$ of the local chapter $\qquad$ dense, more like turusually fine
wool of a

Electricity is so clean, silent, automatic that your kitchen may also be made as beautiful as any other "living" room in your home


Modern electric refrigeration and electric cooking are important features in the kitchen you are planning ... they'rr easy to own and cost so little to operate... We hope you will investigate thoroughly how cheerful and convenient electricity can make your kitchen.


TEXAS-NEW MEXICO UTLILITIES COMPANY


Any change in existing Texas truck
lows which will increase the present 7,000-pound lood limit will offect od versely all communities in the state,
both rural and urban. This statement is proved best by identifying the ceuses These are:

1. Increasing truck loads mean corwhich the truck con profitably carry its lood.
2. Increasing the distance of profitable truck haul means bringing the
small town wholesole houses and industrio: plonts, such os wholesole grocers, triot plonts, such os wholesole grocers,
botting plants, feed mills, ooi mills,
grain elevototos, cotton compresses and grain elevotors, cotton compresses and
retail lumber yards, into direct comperetail lumber yords, into direct compe-
tition sitb similar establishments in lorge eivies:
3. Suck zompetition will inevitably resuif in furthan drying up the small counpayrolid, taxeen and local purchoses the esented by thele present establishments. Property ralues, both residential and commerclot, will decline; volume of re-

Conditions which affect adversely

## THE TEXAS RAILROADS

toil soles will grow smaller and form: empoyes will migrate to the cities to
reinforce the ronks of the unemplo. reinforce the ronks
and the bread lines. 4. Large cities, ot first stim' increosed trade territories, I the expense of the country ${ }^{t}$
be ultimately affected advers. of the resulting unheolthy condition of the rural communities forming these trade territories. 5. Becouse of the consequent shrink-
age of the stote's tox revenues from age of the stote's tox revenues from
country towns, toxes from the cities will country towns, toxes from the ceities will
have to be increased correspy dingly. 6. The lower truck lood limit of Texa: now has the effect of acting os a bar-
rier ot Texas borders rier of Texas borders to the movemen of the lorger truck loads corrying mer
chandise from the metropolitan and prr ducing ceniers of other states. A increose in Texas truck load limits break down thot barrier and permir
free truck movement into the state many commodities which unguestion would be sold directly to the reta thus destroying, in ol lorge measure, located in Texas cities. ness men of Muleshoe also attended the
Progres and Maple meetings. The schedule for similar meetings
his week is as follows. Monday, Bula, Tuesday, Batleyboro;
Wednesday, Goodland: Thursday, Wat son, and Friday, Y. L. The hour for
these meetings is $7: 30$ phen COTTON GINNING REPORT There were $15,77^{\circ} 3^{\circ}$ bales of cotton
ginned in Bailey county from the 36 crop prior to Jonuary 16 this
an, as compared wtih 12.651 bales sinned up to the same period of last
ear, according to Curtis Taylor, ear, according to Curtis Tay
he U. S. Census department.

TCHERY IS OPEN
with Good Flocks of Heavy Breed ens see us about Setting Eggs Your Eggs for Custom Hatching
lace your orders now for baby
hicks for
future
delivery
ESHOE HATCHERY
$N G$,
Proprietor


