# 萓THE MULESHOE JOURNAL <br> $\qquad$ 

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


Three Club'Boys Ente
Calves In Lubbock Stock Show



| St. Clair Variety |
| :---: |
| Store Has Formal |
| Building Opening |






Hiway Improvement
Betwen sti.0.0.00 and sso.00.000
may be recelved by the State of Texas,

$$
\begin{aligned}
& \text { Relief Commission } \\
& \text { Of State Gives Out } \\
& \text { Farmers Soil Costs } \\
& \text { The Texas Renee commisston last }
\end{aligned}
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To State Winnings.

$\left|\begin{array}{c|}\text { 2,266 Acres Real } \\ \text { Estate Tarnsferred } \\ \text { In Co. During March } \\ \text { Real estate trassers in sailes coun- }\end{array}\right|$ P

| JBBOCK | Real estate transfers in Bailey coud ty during the month of March to |
| :---: | :---: |
|  | 2.266 acres, the smallest number |
| Lead | Clerk's office in several mon |
|  |  |
|  | March 4-A. $L$ C. Carpenter et et ux to |
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|  | $5-\mathrm{H}$ |
|  | bloc |
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|  |  |
|  | No. 2. |
|  | March 8-I. C. Enochs to |
| oys' and girls' |  |
|  |  |
| ilding. Prelimin- | Enochs. same property retransterred. |
|  | B |
|  |  |
|  | March 19-Nannie c. Ba |
|  | Frace Bater latere 6 and |
|  |  |
| ries in boss | M |
|  | sw corner labor 22 , league |
|  | ${ }_{\text {coum }}$ |
| ey bate |  |
|  | 2. Warren's aditition to Muleshoe. Mrs |
|  |  |
|  | school land, less 45 acres in $\mathrm{NE}^{4}$ |
| ontest, room 219, |  |
|  |  |
|  |  |

## PANHANDLE IS SMOTHERED BY BLOWING DUST

## Visibility ${ }^{\text {hản}}$ Dangerously

 Low, Grain Damaged Some Rain Falls.










Cone Elevator $\bar{W}$ as
Robbed Of Grain
Muleshoe Wins In
Tennis and Volley
Ball For County ..... Last Friday Night
the Plainview hitgway.
Imprint of the trakk howed the rear
whees to be equiped with practicallynew Goodyear turres. white the dractimment
track of the tront wheels looked like
Goodrich castings.
169 Would Sign The
Federal Hog-Corn
Contracts In County


Ifthere is one enterprise upon earth that the quitter should never attempt, it is advertising! Advertising does not jerk-it pulls! It begins gently, at first, but the pull is steady and increases, day by day and year by year, until it exerts an irresistible power.-JOHN WANAMAKER.

Advertising in the Muleshoe Journal, the only newspaper in Bailey County and which covers the Muleshoe Trade Territory like a blanket, get results. Many Journal advertisers never miss an issue without being represented on its pages. Other advertisers, including foreign concerns, constantly increase their advertising copy in this newspaper on the basis of satisf actory results. Every Muleshoe business concern that wishes to increase their business patronage should join the procession of Journal advertisers.

WE ARE PROUD OF THIS RECORD!

FORD SALES for January 1935 are the HIGHEST IN



Muleshoe Motor Co.


Conoco Trucks Will Be Plastered With Ads During Summer One of the most "uusual and dra-
daily and weekly newspapers, Cont
nental's advertisements through this $r \left\lvert\, \begin{aligned} & \text { nental } \\ & \text { unitue } \\ & \text { Spring } \\ & \text { The }\end{aligned}\right.$ unique st
Spring. The unig.
The
$\qquad$
the use of newspaper advertising has $\begin{aligned} & \text { to call attention to the Conoco cam- } \\ & \text { paign now running in newspapers, but }\end{aligned}$


 In addition to the circulation of ten Conoco deaiers will likewise participate

 | re | spout. |
| :--- | :--- | :--- | :--- |
| sel |  |
| ng |  |


 on the outside of the car, and the jeturn-
ing ,the sand storm got so strong it ing the sand storm got so strong it
urned the jug wrong urned the fug wrong gite out
pilling any of the molasses turned
spilling
Here one day last spring eounty commissione one day last spring went home with
can of coal oll he had purchased
Gupton's Gupton's, sitting it on the bachased at porch.
The next morning a severe sand whipped into the portch and toorm it
away. Andy heard the clatter of the can as it left the porch. Last satur-
day he heard another when the storm was over, he investi-
gated, and found remembered Connie had stuck in the
it. Some of
thinks
porated.
e of the oll was gone; but
iks that might have just

# STARTS THIS MONTH 

## MORE ELECTRICITY

is AVAILABLE AT NO EXTRA COST

Without a doubt the thought has many a time come to you that you would like to have at your disposal a larger amount of electric current in your home a no increased cost. This same problem has been at the foundation of a careful, thorough study on the part of your electric company and our efforts in this direction have been successful. The "ultimate" rate will be effective in the electric service bill you will receive May 1st and thereafter.

You are cordially invited to visit our local office where the unusual benefits of the new "ultimate" rate can be easily shown you. In fact, it is to your advuntage to become familiar immediately with the possibilities under the rate. You do not have io sign any agreement, but merely put to work some of your idle appliances, fill up the empty sockets or eliminate a number of the menial tasks by the substitution of some of the labor-saving appliances which you may have deferred buying-and remember that under the rate's application there's little, if any, increased cost to you.

The liberalization of elect ric consumption is in step with your own desires for more current and in such an inexpensive manner.
TEXAS UTILUTIES COMPANY

Muleshoe Home Ec.
Girls Win Honors Girls Win Honors
At Plainview Meet











Does Anything In


NOT affiliated WITH THE
RED DRAGON
Prices Are
Reasonable

##  <br> Germ Processed

 Motor Oil



$\qquad$

## J.C. WEAVER

SELECTED

# CONGRATULATIONS To St. Clair Variety Store 

## Congratulations! We were glad to furnish the material for the St. Clair Building. <br> Panhandle Lmbr. Co.

Best Wishes!
Trate with irrin and
Bill's Cafe

Congratulations!
ppreciate my part in erection
S. Will
S. J. Williams

Best Wishes!
I am glad to have done the Concrete and Plaster Work for

John Benson

Best Wishes for Irvin St. Clair

Gilbreath Cash Grocery

Congratulations and Best Wishes? Muleshoe Coffee Shop

Congratulations!
We Handle Feed All Kinds

Holt Feed Store

Congratulations and Best Wishes! E. R. Hart Co.

Good Work, Irvin!
And Good Work is also done when have it done at-

Skeet's Barber Shop

| Congratulations |
| :---: |
| and Best Wishes! |
| Good Eats Always |
| Polly's Cafe |

## Congratulations! We appreciate the formard sto taken by Mr. st. Clair

 Jennings Food Store
## Congratulations!

IN APPRECIATION OF THE ENTERPRISE OF OUR FELLOW CITIZEN, IRVIN ST. CLAIR, IN CONSTRUCTING HIS NICE LARGE BUSINESS BLOCK IN MULESHOE, AND OF HIS FINE SPIRIT OF CITIZENSHIP AND LOYAL CO-OPERATION IN EVERY MOVEMENT FOR THE BETTERMENT OF THIS LITTLE CITY WE, THE UNDERSIGNED BUSINESS MEN, EXTEND OUR BEST WISHES FOR A GREATER FUTURE BUSINESS.

## ——RAND OPENTNG•SALE

Having been in business in Muleshoe nearly five years, and realizing the cordial patronage given us by the buying public of this town and surrounding trade territory has made it largely possible for us to enjoy this new large building, we aie, during the coming 10 days, selling merchandise regardless of cost or value in an Appreciation Sale for our Friends and Customers. Come in, inspect our new building, see our greatly enlarged stock and get your share of the bargains!




WATCH FOR OUR BIG CIRCULAR LISTING NUMEROUS BIG VALUES! ST. CLARR VARIETY STORE MULESHOE,

The Store With Quality Goods at Quantity Prices
Heartiest

Congratulations ! And we congratuate ourselves for
being abbe to seree this territory
with Good Brac at ant all times. Modern Bakery
Congratulations and Best Wishes!
Good Groceries at
Wilson Grocery

| CONGRATULATIONS, IRVIN!! IT'S GOING-TO TAKE PLENTY OF "KNEE ACTION" AROUND your new building-Have you got it: <br> VALLEY MOTOR COMPANY <br> mUleshoe, <br> Chevrolet Sales \& Service |  | Congratulations and Best Wishes! <br> To Mr. St. Clair. <br> M. D. Jones, Dry G'ds. |
| :---: | :---: | :---: |
| Congratulations! <br> You can't go wrong when you use <br> Mobilgas \& Mobiloil <br> Magnolia Petroleum Company <br> Wm. C. Warren, agent | Congratulations! <br> Upon your faith evidenced in the future of this territory. <br> Means Dry Goods | We Congratulate Irvin St. Clair! <br> A Good Show Always at- <br> Palace Theatre |
| Congratulations and Best Wishes! Gupton Grocery | Congratulations! <br> Remember we are always ready to <br> serve you with Mobilgas and Mobiloil. <br> Magnolia Service Station <br> C. D. Packett, Mgr. Noel Gollehon | Congratulations and Best Wishes! <br> Muleshoe Elevator Company |


Congratulations!
Higginbotham-
Bartlett Company
Congratulations,
Irvin!
Arnold Morris Auto
Company
Congratulations to
Irvin St. Clair
we sell that Good Gulf Gasoline
and Motor Oils.
Scott Morris
Congratulations!
Quantity-Quatity-Service
Resuar seats and Paste Lunches
Motheral's Cafe and
Dining Room


We Congratulate Irvin St. Clair! Get your Prescripitons filled
-at-
Damron's Drug Store

Congratulations!
all kinds of insurance
Alsup Insurance Agency

Congratulations! Prescriptions fiuled by a Graduate
Refisisered Pharmacist only at
Western Drug Store
"The Corner Drug Store"

| Congratulations and Best Wishes! Phillips Service Station Courtland Paul, Mgr. |
| :---: |
| Ray Griffiths' Elevator |
| Best Wishes! |
| Blair Radio Shop <br> Where Radio Work is Always Done Right. |

THE MULESHOE JOURNAL
 JEss mitchell, Eaditor.





APRIL

## 1935

bas opened the door!

LECTRIC COOKERY
Always as wonderful as you've heard
now is cheaper than you ever dreamed
tove, didn't you promise yourself an electric range some day? It was the
natural thing to do. The modern electric range, refined and improved to the highest degree, is
device ever invented.
dreds of women-that same day you deeamed of is here! 1935 brings you a new "ultimate" rate for your home, application of your kitchen. Clean, care-free electric cookery has been brought within toe
means of every woman who is a customer of this company.


Our Introductory
Ofter
during the month of April
Presents the New Waldort
Electromaster
in prices ranging from $\$ 74.50$ to $\$ 99.50$ installed. Slightly highe on terms. If desirable in some cases, 24 months in which to pay for your range is available by adding small nominal payments to your service bill.
In many cases your present
range, regardless of its age, condition or type, will be acceptable as a liberal down payment.

TEXAS
UTILITIES
COMPANY


Jaunty Journalettes




Some of the oid Mulushoe ploneer

Most of un have ieained some time

 st along without
 theo ctituens on sile sumatay a ateremoon is suncay atermoon nap.
Next to armies paper. -hangers, the
 ove happens to beo. . him.
There are some èmen aruund Mulue-
 lead os ouccess must $b$ be the one thi
There are some otoks in Muleshoe
 haugh he may become a. headache.
Irs rather sad now inas to see som sumb Mua moo men marying trinime girls but what else can they do whe
the other kind don't have them?
$\qquad$ very mdch to distribute the nation's
wealth, for some one would $\begin{aligned} & \text { imme- } \\ & \text { diately start distributing fake stock. }\end{aligned}$

## Pavement Pickups

 Reading that when women startedwearing shorter skirts it reduced the wearing shorter shirts women started
number of streed the
nur accidents 50 per number of street car accidents so per
cent Lester Garth casualy remarked
it would be tine if "It would be fine if such
could be prevented entirely.
Some one told Joe Damron the oth Some one told JJe Damron the other
day they had understood women live
longer than men, and wanted to know


Sins of the parents are visitied upon
the children to the third and fourth the children to the third and fourth
generation-and their bond issues until
the sixth and sevent Making times goon now may be a
more or less simple matter when commore or less simple matter when com-
pared to making the bonds good later Nothing pleases a little man more
than an opportunity to crack a big

## Enochs Echoes


 Larrimore is Mr. Adamsts.aster
 Mr. and Mrs Jim Mccanduss and If hast weevk tor Aoft Austin wherer puey thed tocker umdervent an operasock. He is oinan niely and hopes to John Aiford spent the weekend in Meseames. E.N.Mercail. Fread Doverer and Rethard Lythe sent Thursay
and Thursay n night of last week in ouspor howell has returned from an
 Materond w. . B. c. Donald and tam.
 Guy. Berry motocord to planinveek prit Cay everimgs campbel spent Friatiay in
 daugher. on Morton, spent sumnayy
with Mr. and Mr. Dan Haven and




 (ormeryy lived here Mr and Mrse Hoper and tamly
 tho B. $C$. Donald famint tomenery whered spaly, wither was ateen to lubbock
 cert-Repo

## BE MODERA

install an automatic gas water heater

## WestTexas Gas Cal

## 

we to the wonderful reception given the NEW 1935 FORD V-8 we are
te to offer you an unusaally good selection of late model used Cars.
EMEMBER, THE FORD V-8 MADE THESE BARGAINS POSSIBLE. 1934 FORD TUDOR

1929 FORD TRUCK with grain body $\$ 215.00$ these prices are below the nra selling code

PAY WHILE YOU DRIVE

balance paid monthly.
REMEMBER: We do repair work of all kinds on all makes of cars.
our work is fully guarantred
 COMPANY

Muleshoe


Wm. ROGERSLE SOE SETS OF SILVERWARE CARNATION FLOUR
GILBREATH GROCERY


Make Every Farm a Factory Every Day of the Year


Muleshoe State Bank
member federal deposit insurance corporation MULESHOE, TEXAS



- Ray Grifiths made a bu
to Lubbock last Monday.
- Mrs. Louie Allen spent the
in Dimitt tisisting her husband.
- M. G. Miller wa
- E. S. Rowe, Littlefiled lawyer, was Cliovis, N. M., visistors last Saturday
here on business last here on business last Saturday.
- Ransom Rebinson was a Clovis, N . Mr. and Mrs. Lud Taylor, daughter
M., visitor last were Sudan visitors last Sun-- Johnnie Ke sund:y afternoon. - Johnnie McMurtre, was a Clovis, Roy Davis. manager of the Plains
N. M., vistor last Suncciy evening. Co-operative creamery at Plainview,
The Panhandle Limber Co. this week stasted construction of a rest-1 W. C. Morsan spent the weekend in
dence building, 28x34 feet size, in the
Fiereford visiting with friends and west part of Cown, for John Benson.
o Misses Crystal Kenneedy, Ruy Ster-
ling M. visitors. last saturday night.
M. Miss Helen Jones visisi ed in N. M. last Sunday afternoon with her © Mr. and Mrs. Charley Guston spent sister, Mrs. A. C. Hayes
o shertit $J \mathrm{Jm}$ Cook and
made
made a business trip to Plainview last
Sunday afternoen Sunday afternoon.
- Mr and Mrs Douplass
Charley Tidwell, of Portles. Charley Tidwell, of Portales, N M.
visited here Monday with Mr. and Mrs
H. A. Douglass. - A. I. "shortr"" Bartley and Jim Cook
ter, Mrs. Harold Wyer.
made a business trip to Clovis, N. M.,
last Mrs. Naomi Jones, daughter and son
londay afternoon. Tast Monday afternoon.
o Miss Estelle Murphy, of Paducah,
in Muleshoe this week attending
Judge and Mrs. J. E. Adams left
Saturgay noon for Iola where they


## MOTHERALS CAFE <br> Quantity, Quulity Service <br> regulat meals, 35c Plate lunch, 25 c Reasonable.



|  |  | Muleshoe last Mondey aiternoon FOR SALE: Good gin run cotton and Haif, pure. W. R. Young, Sudan |
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| ne.way | 28 |  |
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|  |  |  |
|  |  | ing with her parents, ing with her |
|  |  |  |
| Cha | pull | Mr and Mrs M. G. Bass and son, Raymond, visited in Anton last Sun- |
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|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  | Muleshoe but now in business at |
|  |  | Farvell baseball game here last sun- day afternoon. |
|  |  | R. F. Carthi returned 'Sunday nghtC. Lewisklle where he was caliedthe bedside of his mother, 67 who, |
|  |  |  |
|  |  | er sevenal years of iliness, passed |
|  |  | FOR SALEE Few hundred buseeks |
|  |  |  |
|  |  | \$1.00 per bushel, also, some Roger Acala seed. A. L. Davis, $10 \underset{9-3 \mathrm{stp}}{\mathrm{mi.} \text { s. }}$ Muleshoe. |
|  |  |  |
| SPRING SFED WADNINC! |  |  |
|  |  |  |  |
| There will always be Seed of some kind on the market; but there is apt to be a shortage of GOOD SEED! You can't afford to take achance on Seed-your crop depends upon good quality chance on Seed-your crop depends upon good quality. |  |  |
| t Us Supply All Your Seed Needs |  |  |
| we have in stock again this year tested andGUARANTEED sen of all kinds |  |  |
| We have a limited supply of Hegari and milo Maize-guaranteed . <br> Come in and buy your seed now while the stock is complete-and |  |  |
|  |  |  |  |
| Come in and buy your seed now while the stock is complete-and come with the as |  |  |
| RAY GR |  |  |
| Muleshoe, Texas |  |  |

$\qquad$
P. T. A. GVES
42 Party
arty
ocal Parentreachers association 1, ennoes ago having been verry suc-
party of this skind that an-
pil again be
at the American

The party will be conducted in simbevg of progressive nature, proceeds
going to assist in paying for $\$ 100$
worth of playground school worth of playground school eeuripmen
weign sponsored by the asociation. Oblingtions incurved for relief by
the Texas commission furing Febru833.70 than the January obligation.

## The Tirest "Alloyed Dil"

-for beiter lubrication of today's high-speed, alloy-steel motors!


Alloyed by the Germ Process Just as the metallurgist adds
small amounts of other metals to make special alloy steels, s we add small quantities of a concentrated oily essence to highly-refined, paraffin-base motor oil. This Germ Processing, Conoco Germ Processed Mo tor Oil lubricating qualities tor Oil lubricating qualitie
no other oil has.

YOUR MOTOR is built of parts made turers and metallurgists worked together to produce metal alloys strong and durable enough to withstand the greatly in creased pressures and temperatures of the modern motor.
Oils, too, must withstand these pressures and temperatures and they must have extra oiliness and film strength to do it. Yet oils generally have no more oiliness and film strength than they had ten years ago And many new refining methods now used to make oils free from carbon and sludge have lowered instead of increased oiliness and film strength! l, pioneering
neered for 60 years, has developed the firs alloyed oil-Conoco Germ Processed Motor Oill It is custom-made for high-speed, alloy-steel motors. It has 2 to 4 times the film strength of straight mineral oil, as tests on the Timken machine have proved! It has more oiliness than any oil has naturally. It penetrates and combines with metal sur-film-the "Hidden Ourt", It in a ping clean oil, free from carbon and sludge troubles. It gives extraordinary mileage as well as motor protection, as proved by the Indianapolis Destruction Test.
Say "O.K.-Drain"-fill with Conoco Germ Processed Motor Oil and you will have the finest lubrication you can buy

## CONTINENTAL OIL COMṔANY • Est. 1875

Wo
WIB GERM PROCESSED
MOTOR QL

 POULTRY SUPPLIES Buy your poultry supplies here and be assured of high quality! "MERIT" CHICK FEED
Baby Chicksand Laying Hen
For Baby Chicks and Laying Hens Feeders and Drinking Fountains for Your Flock "LEE" pOULTRY REMEDIES
Various Kinds for Different Needs

## MULESHOE HATCHERY

Ty Young,
Proprietor

## ELECTROLUX

The only Refrigerator that could go to the aid of the Dionne Quintuplets in Canuda.
$\begin{aligned} & \text { It satisfactority pro- } \\ & \text { teeted the feod of these }\end{aligned}$
$\begin{aligned} & \text { famous babies-and it } \\ & \text { will protect your food, }\end{aligned}$
$\begin{aligned} & \text { will protect your food, } \\ & \text { also-ming perfect ree } \\ & \text { frigeration satisfaction. }\end{aligned}$


Demonstrated and For

WESTERN DRUG STORE
muleshoe

## Buy them at the

## WORLD'S LOWEST PRICES

Save on operating costs, too!


CHEviong The most important consideration trucks, is economy. Economy of first cost and operating cost. And the most economical trucks on the market today are-Cherrolet Trucks. They sell at the world's lowest prices. They give maximum operating economy, too, because they're powered by valve-in-head six-cylinder engines. And they will keep on saving you money, day after day and year after year, because Chevrolet builds so much extra quality and rugged reliability into them that their service is as carefree as their prices and oper-
ating costs are low. See your Chevrolet dealer and get the right truck for your job at the world's lowest prices.
CHEVROLET MOTOR CO., DETROIT, MICH.



## CHYVROLFT TRUGKS



