

# THE MULESHOE JOURNAL

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

LITTEA SCRIPTA MANET—THE WRITTEN WORD ENDURES

MULESHOE, County Seat of Bailey County, TEXAS, THURSDAY, DECEMBER 14, 1939

VOLUME 17 NUMBER 47

## Farmers Of Bailey County Join With Other Counties, States To Renew Cotton Control Plan For 1940

With a favorable vote approximating 91 per cent favorable in the 19 cotton producing states, last Saturday, Texas polling a vote of approximately 82 per cent in favor, Government marketing quotas will be continued throughout 1940.

The vote cast in West Texas was especially strong for continuance of the plan. Cotton producers in Bailey county cast 326 votes for and 56 against. The balloting by communities was as follows:

Muleshoe	95	23
West Camp	33	2
Needmore	57	4
Fairview	25	5
Bula	46	11
Watson	22	3
Maple	42	5
Stegall	6	3

The referendum vote last year was 983,902 for and 185,760 against for the plan this past year. The first of this week, 213 counties reporting, the vote continuance in 1940 stood 123,864 for and 28,940 against, or 81.6 per cent favoring.

Bayley county's rate figures 65.1 for and 14.9 per cent against.

Of the 254 counties in Texas, 230 grow cotton.

### FURTHER FREIGHT RATE SAVINGS ORDERED

Not only will the differential freight rate abolition on the South Plains area mean savings of thousands of dollars to such shippers, it being estimated Muleshoe alone will save around \$25,000 per year, but further lowering adjustments are reported in the offing, meaning a saving of around \$300,000 to growers of cotton.

It is said such freight reduction will mean an increased price paid cotton growers because such staple is purchased on the basis of freight charges needed to put it to concentration points, and buyers will be able to pay growers the difference allowable in such freight, which, it is claimed will be around 19 cents per 100 pounds.

Previous freight rate on cotton from Lubbock to Houston has been 59 cents per hundred, whereas the new rate will be 40 cents.

### FREE BAND CONCERT SET FOR DEC. 18

The first free band concert of the year will be given at the Muleshoe High school auditorium, Monday evening, December 18, under direction of Prof. Hardy E. Williams, band director in the local schools.

The public in general and especially parents of band pupils are extended a cordial invitation to attend.

Previously the date of the concert for December 19, had been announced, but changes have been made moving the date to December 18.

### Community Election Are Slated For December 18

An Election of Community Committee and County committee to serve for 1940 is to be held Monday night, Dec. 18 at 7:30 o'clock.

There will be three election boxes open in the county. One at Jackson for the area north of the Bula Creek, Fairview and Longview territory; and one at Watson for the southwestern part of the county.

At these same three places farmers will elect their delegates and alternate delegates to a county convention. The delegates to the county convention will elect the County committee.

Every farmer in the county is urged to attend one of these meetings to assist in the election of such committees. "If you don't help elect committees please don't be whining about who is elected," says Finley White, county farm agent.

Each farmer voting must vote in his respective community, White said.

Committees elected, both local and county, will serve for one year, and must be cooperating with the farm program to qualify for office.

The basis of the entire program is the community and county committee. Members of these committees are administrators who must make important decisions on policy and administration. They are part of the democratic organization of the AAA which is turning more and more to farmer-control of the program.

## Bayley County To Get \$4,433.34 Road Refund

That Bayley county will be one of 145 counties in Texas to receive financial benefit from a road bond amendment act passed at the last session of the Texas legislature, is the gist of information received here by M. G. Miller, county judge.

This county is to receive in the near future the sum of \$2,316.67 and about September 1 another payment totaling \$2,116.67 is expected. There will also be future payments of similar nature coming to this county.

The payments from this act are in the nature of refunds made on the basis of outstanding bonds, population, number of lateral roads and area of the county. Bayley county's refund coming under the heading of refund of state bonds issued on the old Highway No. 1 district which were taken over by the State, also refund on highway warrants.

Future payments, it is said, may be made on the basis of lateral roads and county-wide area. This money received represents moneys these 14 counties have paid for roads which was more than their share as of from 1922 to 1937, inclusive.

First payment check is expected in the near future.

### 1938 CONSERVATION AAGI CHECKS ARRIVE HERE

The Bailey County AAGI office, Muleshoe, is this week in receipt of a total of \$4,452.88 in agriculture adjustment checks of the 1938 payment in payment of contracts where errors had been found.

There are a few more yet of this kind to be received by farmers in this county.

### Muleshoe B B Girls Runners - Up At Amherst Tournery

The Muleshoe High school girls and boys basketball teams participated in an invitation tournament at Amherst, the first ever to be played in the new gymnasium there, Thursday, Friday and Saturday of last week.

The Muleshoe girls played their first game with Sudan Friday evening and won with scores of 19 and eight. Their second game was played with Littlefield and the latter team was victorious, thus eliminating the local girls team from the tournament.

The Muleshoe boys first and only game was played Friday evening with Sudan, the final scores being 24-17 in favor of Sudan.

The first half of the boys game was very slow with Muleshoe scoring only two points, while Sudan scored 15 points. The local boys overcame their freight in last half and scored 15 additional points, while holding Sudan to eight. Outstanding players throughout the game on the local team were Clifford Gordon, Clarence Thomas and Jack McNeill.

Both boys and girls teams from Littlefield, Anton, Muleshoe, Sudan, Abernathy, Bula, Spade, Lazbuddy and two Amherst High school teams and a boys team from Levelland were seen in action throughout the tournament.

### WEATHER CALENDAR GETS ALL MIXED

Recent weather conditions have led many citizens of this area to wonder if the calendar-makers hadn't got those sheets all confused. Sunday and Monday were "guess" days, it being difficult to tell whether it was May or September, the thermometer going up to 82 degrees Monday afternoon.

Tuesday morning, however, appeared more natural for this area, as a sand storm came whipping out of the north. A little before noon the thermometer started dropping and Wednesday morning was 16 degrees above zero, according to the local U. S. Weather bureau.

Police at Rio de Janeiro, South America reported last Saturday they had arrested more than 100 alleged Communist agitators, seized quantities of arms and ammunition and propaganda material, also a plot to reorganize the Communist party which in 1937 was outlawed in Brazil.

## HAPPY LANDING?



## BOYS, GIRLS BASKETBALL SCHEDULE INCLUDES THREE DAY TOURNEY TO BE PLAYED IN MULESHOE

Friday night of this week the Muleshoe High school girls and boys basketball teams will motor to Amherst to participate in match games with the teams of Amherst High school.

The local teams have been receiving excellent work-outs by their coaches, Mrs. Virginia Brunnett and Jack Williams, and it is hoped they will return with first place scores in both games.

Tuesday night, December 19, the local teams will go to Farwell to play their last game previous to the Christmas holidays.

The schedule of games in both boys and girls division for the remainder of the basketball season has been completed as follows:

- January 5, Bula, there.
- January 9, Sudan here.
- January 11, 12 and 13 an invitation tournament will be held in Muleshoe and boys and girls teams from Amherst, Littlefield, Bula, Oklahoma Lane, Lazbuddy and others will participate, according to report.

## Talls, Longs A n d Shorts Mix In Fun Games

Monday night three basketball games were played at the Muleshoe High school gymnasium for benefit of the local Red Cross, there being approximately 400 people attending and proceeds amounted to \$47.70.

Two of the games were both masculine and feminine of local players between fats and leans, longs and shorts.

The tall women won over the short to the tune of 23 and 3, and exhibited a comical side splitting show throughout. The line-up of tall athletes were: Mesdames A. J. Gardner Ayer Marcus, S. E. Morris, H. O. Barbour, Miss Marie Gooch, and Miss Wanda Farrell. The line-up of shorter players was: Mesdames Virginia Brunnett, Bonnie Isaacs, R. N. Edwards, Ray Griffiths, Francis Gilbreath and Miss Elizabeth Harden.

The game played between the fats and leans was won by the fats group with scores of 13 and 12. The fat players were: Bentley Gwyn, S. E. Morris, Irvin St. Clair, Clyde Holt, Tye Young, Clay Beavers, and Gilbert Wollard. The lean players were: J. W. McDermitt, Cecil H. Tate, Bill Garrett, P. C. Windsor, Bristol, M. G. Miller and Roy Bayless.

Clay Beavers was the outstanding star player, furnishing many laughs with his "speed and skill." (?) touchdowns and tackles, according to report.

What was lacking in the real playing of the games was made up in sincerity and earnestness, nobody caring who won or lost.

Following the above two games, a roughneck game was played by the following two groups: Cecil Spence, Delbert Parsons, Babe Barbour, Jack Barbour and Coach Jack Williams. The other, Myron Bayless, Woodie Lambert, Gizzard, Alwyn Chitwood, Ferrel Little and J. W. McDermitt, the first group winning 19-13.

Referees were Bill Garrett, Judge M. G. Miller and Babe Barbour, the three games. The referees were reported still living Tuesday morning.

## Levi Churchill Wins A Fist Full Of Ribbons and Money At Plainview And Denver Turkey Exhibitions

### The District Court Grinds Grist Bills Found

Bayley County District court, delayed a week because of death of a relative of Judge C. D. Russell, presiding judge, was called to order Monday morning, the criminal docket read, several cases set and hearings begun.

The Grand jury, which convened last week returned several indictments and then adjourned, subject to recall by the Court.

Indictments were returned against Billy White and Herman Jarrad, two counts, alleging robbery of the A. E. Ward farm residence a few miles northwest of Muleshoe. An indictment was found against Howard Dean, charging him with assault and attempt to murder; one against Herbert Morris, alleging fraudulent possession of personal property (two horses). There was an indictment of three counts against Bob Cates, and similar charges, alleging burglary of the Ike Robinson shoe shop, against James H. Abernethy, A. G. McDonald, Glen Burke and Roy Norris.

Members of the venire called for Petit jury service Monday were: L. M. Dupler, W. R. Young, G. V. Cooper, Virgil Webb, G. J. Garth, Baker Johnson, R. Q. M. Beasley, Jeff Lowe, C. M. Tidwell, V. C. Weaver, W. R. Damron, J. E. Moore, Good Harden, H. L. Lowry, Clarence Goin, C. C. Burrman, E. A. Robinson, Geo. Fine, Jim Henderson, Everett Roarke, W. L. Key, H. W. Herington, J. D. Chester, A. R. Haley, W. B. Harlan, E. E. Hughes, Adolph Heitzler, J. M. Murrar, R. L. Hogan, C. S. Sullivan, Willie Williams F. B. Stovall, H. M. Shofner, Jeff White, Will Harper, W. D. Sandifer.

Later James H. Abernethy and Ray Norris were given two year sentences on charges preferred against them, sentences being suspended during good behavior. Glen Burke, A. D. McDonald and Bob Cates were also given two year sentences in the penitentiary and are being held here temporarily.

Twenty-three suits for delinquent state and county taxes were discontinued and 21 such suits were dismissed.

## SANTA FE GIVE SPECIAL HOLIDAY TRAVEL RATES

A drastic slash in railway coach fares in Texas, announced today by Elmer B. Johnson, general passenger agent of the Santa Fe lines, Amarillo, is seen as a boon to travel in this state and to points in Louisiana during the holiday season.

## Pink Boll Weevil Ban Still Holds In 48 Texas Counties

The fixing again of quarantine limitations in protection against the pink boll weevil has been made, according to information received at the Journal office from Henry Wallace, U. S. secretary of agriculture.

There are now 49 whole counties and parts of three others in Texas, six whole counties and part of another in Arizona and 12 counties in New Mexico that are under quarantine.

That part of Bailey county under quarantine begins at the east line of the county where the county line intersects the northern boundary line of league 207; thence west following the northern boundary line of leagues 207, 203, 191, 188, 175 and 171 to the northeast corner of league 171; thence south on the western line of league 171 to the northeast corner of the W. H. L. survey; thence west along the northern boundary of the W. H. L. survey and the northern boundary of sections 68, 67, 65, 64, 63, 62 and 60 of block A of the F. B. & B. survey to the western boundary of said county.

Cochran and a part of Lamb counties are also under the ban.

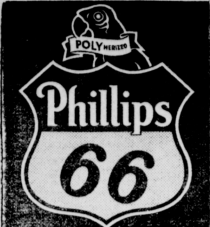
Rather reliable information is to the effect Germany is worrying greatly because her export trade has dropped pretty close to zero. Hitler has said: "Germany must export or die." Apparently the Allied blockade is having its effect.

## OLD AGE PENSION MAN HERE MONDAY

L. E. Settle, old age assistance adjuster from Lubbock, was here last Monday to receive such applications and look after other business of that department.

In the future he will be in Muleshoe each second Monday of the month.

Unbreakable watch glasses have been invented in Denmark.



Try a tankful . . . compare . . . see if Phillips 66 Poly Gas doesn't give you just about the fastest cold-weather starting you've ever enjoyed. Plus faster warm-up . . . snappier acceleration . . . more mileage. Yet costs no more, because Phillips is WORLD'S LARGEST PRODUCER of natural high test gasoline. Try a tankful!

DEMONSTRATES- and how!

**"This One Will Suit Uncle Bob"**



Carrying books to shut-ins and those remote from libraries is a practical Scout Good Turn encouraged by Dr. James E. West (inset), Chief Scout Executive of the Boy Scouts of America and Editor of Boys' Life, whose conviction that the greatest single influence over the mind of man is still the printed word is based on the stimulation and inspiration derived from reading habits started during boyhood in a Washington, D. C., orphanage.

**Longview News**

Rev. Coley of Plainview, filled his regular appointment here Sunday. There was good attendance at Sunday school and church.

Little Lillie Ann McKnight is home from a hospital at Abilene to spend Christmas with her parents.

The Christmas tree program will be Wednesday night, Dec. 22, or was decided Sunday night.

Mr. and Mrs. Shelton Smith were called to Clinton, Okla., Friday of last week, their little grandson being seriously ill.

E. T. Harrison of Anton, spent the weekend with his uncle, Mr. Harrison, principal of the Longview school.

Mrs. Carl Essary of Baileyboro spent Thursday of last week with Mrs. Frank Robinson.

Mr. and Mrs. Les Taylor of Olton, spent Sunday visiting his brother, Mr. and Mrs. Herman Taylor. Mrs. Harrison entertained the 4-H club girls with a party Friday night of last week.

Mrs. Grace Moore, Lee Moore and wife, Dewey Moore and wife, all of Hollis, Okla., Mrs. Neal Warren, and Mr. and Mrs. N. C. Moore of Longview were all called to Littlefield Sunday, their sister, Mrs. Ruby Moore of Olton being seriously ill in a hospital there.

Mrs. Lora Carpenter returned home Sunday, after a two weeks

visit at Ponca City, Okla. Mr. and Mrs. A. L. Carpenter spent Sunday with Mr. and Mrs. Sam Summs.

The basket ball teams of the Longview school went to Stegall Monday to play ball. Our boys won their game, the score being 44 to 2, but our girls lost.—Reporter

**West Camp News**

The West Camp community meeting had its regular session, Tuesday night of last week with a large crowd in attendance. Committees were appointed to arrange for a Christmas party and treats. The finance committee has gone to work and a grand time is expected.

The B Y P U play cast which is putting on a play at the school auditorium Thursday night, was sumptuously entertained with a buffet luncheon at Mrs. H. C. Robertson's home Sunday, with Miss Velna Sheriff, assisting.

Mr. and Mrs. Key were visitors in Muleshoe and Watson, Wednesday of last week.

Mrs. Nora Lee Dotson underwent a minor operation in a Clovis hospital Tuesday of last week.

Among those attending District court in Muleshoe Monday were Willie Williams, Mr. and Mrs. Johnny Williams, E. E. Hughes and Walter Schmede.

Virginia Ruth and James Robertson were in Allison on business Monday.—Reporter

**FILL UP WITH**  
**Phillips 66**  
—AT—  
**PHILLIPS**  
Service Station  
On Main Street  
HERSTINE BELLER, Prop.

**Effect of Carbon Dioxide**  
Carbon dioxide has a far greater effect than oxygen on the human respiratory system. If the carbon dioxide in a man's blood is increased by 3 per cent, his rate of breathing is doubled. If it is decreased by 3 per cent, says a writer in Collier's Weekly, his breathing stops completely. Considerable oxygen lack has its effects, but they are not comparable with those of the slightest change in carbon dioxide.

**Dubuque Named for Trader**  
Dubuque, Iowa, was named for Julien Dubuque, a French-Canadian trader, who obtained from the king of France confirmation of a grant by the Indians of 140,000 acres of land which were exploited for lead by Dubuque.

**Just Received—**  
**CARLOAD OF FEED GRINDERS**  
**THE JOHN DEERE**

Two sizes—  
10-inch Hammer type ..... \$115.00  
14-inch Hammer type ..... \$165.00  
With Dust Cleaner and Elevator

**TWO YEARS TO PAY FOR THEM!**  
COME IN AND LET US SHOW YOU AND EXPLAIN THEIR SUPERIOR MERITS

**CARL LAMBERT**  
JOHN DEERE IMPLEMENT DEALER  
Muleshoe, Texas

**PLENTY ABSENT MINDED TEACHERS IN THE WORLD, BUT PROF. KINCHEN LUBBOCK, CLAIMS TO BE LEADER**

Lubbock, Dec. 12.—The champion absent minded professor of the United States is the claim for Dr. Oscar A. Kinchen, professor of history at Texas Technological college. Minor evidences of absent mindedness such as failing to meet dinner engagements, forgetting to go to his classes, and delivering the same lecture two days in succession are conceded by Kinchen's friends as not being worthy of consideration.

Being a bachelor he forages around the various campus eating places. He often has two breakfasts and maybe forgets to eat lunch. He bought a cigar recently, gave it to the clerk, picked up the box of cigars and walked out. A prominent club woman engaged him to deliver a lecture, took him to the hall in her car, and introduced him to the lecture she congratulated him. "And now, who are you?" he inquired.

He never won or drove an automobile until recently. He soon had to purchase a new set of tires but he never called for them. One day he drove to Amarillo, 120 miles away. After looking about town a bit he left his car parked and came back to Lubbock on the bus. When he went back on the bus to get his car he purchased a round trip ticket.

A few summers ago Dr. Kinchen worked on a farm and was put to running a tractor. Pondering some philosophical subject he was oblivious to his surroundings until his tractor ran up on the back porch of a farm house. He was five miles from home and had plowed across six farms. He called on a young woman friend last winter. The conversation was interesting. Much coffee was consumed. At long last the young lady said: "Well, it's time to go to breakfast." Dr. Kinchen could write a history from memory of nearly any country or period. His classes are large and he is popular as a lecturer—when he doesn't forget to appear.

**Maple News Items**

Mr. and Mrs. Charlie Hart and children of Berger, visited over the weekend with his parents, Mr. and Mrs. J. C. Hart, and other relatives.

Carey Stanford returned last week from a 10 days business trip to Okla. Miss Wanda Mae Johnson entertained several friends with a lovely dinner Sunday. Those present were Misses Verleen Vanlandingham, Jeanette Sullivan, Rena Mae and Lena Fae Fleming and Mrs. Jewel Sparks.

Mrs. Stafford of Oklahoma is here visiting her son and daughter and families, Mr. and Mrs. Carey Stafford and Mr. and Mrs. J. H. Bomar.

Raymond Fleming left Monday for Amarillo.—Reporter.

**The Tower of London**

The Tower of London is a relic looking back upon nearly the full length of England's history. It is rich in continuous associations. As a royal palace it outdates the Kremlin in Moscow, the Doge's palace in Venice, the ancient Seraglio in Stamboul, and the Louvre in Paris. The White tower, from which the castle derives its name, was built by William the Conqueror of Normandy. The work was begun in the year 1078. The tower rises to a height of 90 feet and its walls are from 12 to 15 feet thick. The four sides are of different lengths, and there is not a corner angle which a careful surveyor would pass as correct.



**BEAUTIES HIT TOWN!**

If you want to see some patterned shirts that are real beauties . . . shirts that are absolutely tops in style . . . just drop in today and see our swell new collection of Arrow shirts. \$2 up.

**Opal's Shoppe**

—AND—  
**Beauty Salon**  
Agents for CLOVIS FLORAL CO.

**Pathfinder Polls**

**of Public Opinion**

**PATHFINDER**

PATHFINDER polls keep millions of folks everywhere posted in advance on vital questions—war, politics, elections, farm problems, labor, world events. An exclusive PATHFINDER feature. Nothing else like it. A real news sensation.

**Read in More Than a Million Homes**

Besides, PATHFINDER is the world's oldest and most widely-read news magazine, bringing to you in words and pictures everything that happens, fresh from the world's news center in Washington. World events verified and interpreted, boiled down into 20 interesting departments—unbiased, non-partisan, dependable, complete. Costs 75¢ less.

**This Newspaper & PATHFINDER Both year Only \$1.50**

**PUBLIC FARM SALE**

On account of my moving from this place, I will offer for sale to the highest bidder the following livestock and other items. My place is located in Stegall, near the store. Other description is 10 miles west of Baileyboro or 10 miles north of Goodland. Sale to be held—

**WEDNESDAY, DEC. 20th**

SALE WILL BEGIN PROMPTLY AT 10:00 A. M.

**80 Head Of Good Milk Cows, Heifers, Bull, Hogs and Pigs**

OTHER LIVESTOCK WILL BE ADMITTED TO THIS SALE

- 1 Holstein Cow, 7 years old, heavy springer, will give 4 gallons when fresh
- 1 brown Jersey Cow, 7 years old, fresh, 3 gallon cow
- 1 brown Jersey Cow, 5 years old, heavy springer, gives 4 gallons
- 1 Jersey Cow, 6 years old, fresh, gives 3 gallons
- 1 brown Jersey Cow, 5 years old, fresh, giving 4 gallons
- 1 brown Jersey Cow, 4 years old, fresh, giving 3 1/2 gallons
- 1 red Cow, early springer, 3 years old, will give 3 gallons
- 1 brown Jersey Heifer, 2 years old, heavy springer
- 3 Heifers, year old each.
- 1 Yearling Heifer
- 4 Heifer Calves.
- 1 Durham Yearling Bull
- 1 Hereford Cow, three years old, fresh, giving 2 1/2 gallons
- 1 dun Jersey Cow, 3 years old, will give 3 1/2 gallons when fresh
- 1 brown Jersey Cow, 3 years old, fresh, giving 3 gallons
- 1 dun Jersey Cow, 2 years old, milking now
- 1 brown Jersey Cow, 2 years old, fresh, giving 4 gallons
- 1 fawn Jersey Cow, 3 years old, will give 3 gallons when fresh
- 1 Jersey Heifer, 2 years old, heavy springer
- 1 Jersey Bull, 2 years old



**SOWS AND PIGS**

- 6 Brood Sows. 2 Gilts.
- 12 Shoats.
- 17 Pigs, 2 1/2 months old
- 17 Pigs, 6 weeks old
- 1 Spotted Poland China Boar



A quantity of Wire and Posts

A great number of other Articles

**TERMS OF SALE: CASH.**  
No property to be removed from premises until settlement for same has been made.

**FREE COFFEE**  
BRING YOUR CUPS

LUNCH will be served at noon by members of the Baileyboro Cemetery club. They will greatly appreciate you eating with them

**D. L. LANE, Owner**  
Col. Jack Rowen, Auctioneer, Charley Clark, Clerk

**Humans May Catch Undulant Fever; It Lasts Long**

"Brucellosis (undulant fever) is caused by a germ found in hogs, cows, sheep and goats. In human beings the disease is known as brucellosis in man, or undulant fever; in animals, Bangs' disease or contagious abortion. The condition was formerly termed Malta fever. Man acquires undulant fever as the result of direct contact with infected animals or following the use of raw dairy products from infected dairy cows," states Dr. George W. Cox, State Health Officer.

**WHY Suffer from Colds? 666**  
For quick relief from cold symptoms take 666  
Liquid - Tablets - Salve - Nose Drops

**RL BROWN**  
"THE LAND MAN"  
OF BAILEY COUNTY  
MULESHOE, TEXAS

**EXTRA HIGH!**  
It takes Extra High Test Gasoline for instantaneous motor starting these wintry days—and that's just what you get from Panhandle. Choking of Motor, running down of battery and saving of temper, with QUICK Starting comes from using Panhandle Gas.  
We also handle the Tetrathyl Gas, the kind that's chock full of zip, pep, power and quick pick-up. And, Oh Boy, what a joy it is in the winter time!  
PANHANDLE PRODUCTS ARE VITAL IN WINTER TIME  
**PANHANDLE SERVICE STATION**  
HORACE & CLYDE HOLT  
MULESHOE, TEXAS

**GENERAL ELEVATOR SERVICE**  
BUY AND SELL GRAIN, HAY AND FEED OF ALL KINDS  
SEE US FOR FERTILIZER  
Let Us Grind Your Heads and Threshed Grain  
PROMPT SERVICE — YOUR BUSINESS APPRECIATED  
**RAY GRIFFITHS ELEVATOR**  
Muleshoe, Texas

**MULESHOE ELEVATOR INCORPORATED**  
BUYERS OF ALL KINDS OF GRAIN FEED AND SEED  
ALLIS CHALMERS FIRESTONE TIRES AND MACHINERY AND AUTOMOBILE PARTS AND SERVICE SUPPLIES  
**EARL LADD, Manager, MULESHOE**

**A LISTER DEMONSTRATION**  
An exhibition of the new Tractor Lister attachment for the—  
**FORD-FERGUSON TRACTOR**  
will be given at the Muleshoe Motor Co., sales room  
**FRIDAY AFTERNOON, DEC. 15**  
BETWEEN 3:00 AND 4:00 O'CLOCK  
If a plot of land can be secured, demonstration of its ability to turn the ground will also be given.  
**THE ROCKEY TRACTOR CO.**

"Though brucellosis, or undulant fever, is reported every month of the year, case records show that it occurs most frequently in July, August and September.  
"Since 1924 when two deaths were reported in Texas from undulant fever, the disease has been reported in 1925, and annually from 1929 to 1939. In the ten year span 1929-1939, the prevalence of undulant fever has increased from three cases in 1929 to 293 cases so far reported for the year 1939. A significant upswing in reporting the disease was noted when in 1937, 190 cases were reported as compared with 1936, when 43 cases were reported.  
"Because of its nature, the disease is more prevalent on farms than in cities, with the exception of packing house workers. The handling of infected cows or sows or the animals at the time of birth represents hazardous types of contact. The germs of undulant fever enter the body through the mouth or skin; therefore, care should be used in handling animals known to be infected, and dairy products from the same source should be pasteurized if used.  
"More men acquire the disease than women, and adults seem more likely to have it than children.  
"Undulant fever is so named because of the wave-like variations in temperature. The symptoms include rising temperature, loss of weight and strength, chills, sweats and joint pain. The mortality rate of undulant fever is comparatively low, but the disease itself possesses symptoms which may persist for a number of weeks and even months before normal health and strength are restored. The patient often appears fresh in the morning, but is extremely fatigued by afternoon.  
"Prevention of undulant fever is based upon detection of infectious abortion, or Bangs' disease, in livestock, and the elimination of the infected animals from the herd. Dairy herds should be tested for this disease. Pasteurization of milk will prevent spread from this source.  
"The continued increase of undulant fever in the State of Texas justifies increased precautions against contraction and adoption of methods for prevention of the disease. It also is evident that additional research is needed to determine more accurately treatment procedures in the disease and prophylaxis against contraction."

**CONFIDENCE IS THE MAINSTAY OF ALL LINES OF BUSINESS AND IT IS THE CONFIDENCE**  
We have in West Texas and Bailey County, in its people and in our business that MAKES US GLAD TO BE HERE AND EVER READY TO SERVE YOU  
**We Solicit Your Patronage and Confidence**  
**S. E. CONE GRAIN CO.**  
Muleshoe, Texas

**MRS. FINLEY B. PIERSON IS HONORED BY MISSIONERS**  
Thursday of last week the Methodist Women's Missionary societies held their annual "Harvest Day" program, an all day meeting in Plainview.  
Mrs. F. B. Pierson of Muleshoe, conducted the devotion in very inspirational and spiritual manner.  
Mrs. H. C. Holt and Mrs. Ferrel Little of Muleshoe gave reports of the local societies.  
The "Self Denial" program was carried out by candlelight under the efficient direction of Mrs. S. A. Duckett, district secretary of Tulsa.  
At noon luncheon was served in Fellowship hall by members of the Plainview society.  
During the afternoon session, Mrs. F. B. Pierson was awarded a life membership to the Women's Missionary society by zone one, of which she is leader and the Muleshoe society is a member.  
Those attending from here were: Rev. R. N. Huckabee, Mr. and Mrs. A. C. Gaede, Mrs. Francis Gaede, Mrs. Cooley, Mesdames H. C. Holt, Claude Farrell, F. B. Pierson, W. J. Carter and Ferrel Little.  
Each member that reported in Mrs. Pierson's zone brought a gift of fruit which was placed in a white tissue wrapped box and sent to needy preachers.

**MRS. STONE HOSTESS TO HALF-HUNDREDS**  
Members of the Half Century club met at the home of Mrs. A. P. Stone in regular session Thursday afternoon of last week.  
Sewing and visiting furnished entertainment, after which delicious refreshments were served to the following: Mrs. Cosden, sister to the hosts, Mesdames J. F. Wallace, I. W. Harden, Clara Young, J. W. Givens, Alex. Paul, T. L. Eason, C. Mardis, Dora Riddle, Mary S. Davis, Neil Rocky and one visitor Mrs. Jess Osborn.  
Ninety-five of every 100 new automobiles in Mexico in the last year were from America.

**Farmers Advised To Let Wheat Fields Lie Fallow Now**

Great Plains farmers who "dusted" their winter wheat seed this fall on bone-dry land would do well to let their fields lie fallow next year, for they stand less than a long-shot gambler's chance of getting a crop.  
The odds are strongly against their even "getting their seed back," Department of Agriculture experts declare.  
If they let their fields lie fallow next season the accumulated moisture will result in a crop the following year which will repay them well for foregoing next season's production, the experts believe.  
The Department of Agriculture men base their conclusions on long years of experiments at stations in the Great Plains. At those stations, experts measured the moisture content of the soil and checked carefully the grain yields.  
If the soil is dry at seeding time the chances are 82 out of 100 that the yield will be 10 bushels or less and 71 out of 100 that the crop will be a failure—five bushels or less.  
If only the top foot of soil is moist at planting time, the chances for failure are 34 out of 100 and the probabilities of a yield of 10 to 20 bushels are only 1 in 4.  
Two feet of moisture reduced the probability of failure to only 15 in 100, but the chances of a yield of 10 bushels or less are 38 in 100. The farmer has 33 chances out of 100 to reap 10 to 20 bushels, 20 chances to harvest 20 to 30 bushels and nine chances of a bumper crop.  
The farmer who seeds when the soil is moist for three feet stands only one chance in 10 of losing his crop and 15 chances in 100 of having a yield of 10 bushels or less. There are 14 chances in 100 that his yield will be 10 to 20 bushels, 47 chances that the harvest will be 20 to 30 bushels, and 23 chances of a bumper crop.  
After a dry planting season if dry weather continues throughout the winter, the chances of harvesting a crop are so remote that the farmer should conserve the next year's moisture by keeping the land free from vegetation of all kinds.

**MRS. WHITE HOSTESS TO S. S. CLASS**  
Thursday evening of last week members of the Friendship Bible Sunday school class, Baptist church, were entertained with a turkey dinner at the home of Mrs. Finley White, teacher of the group.  
The entertaining rooms were appropriately and gayly decorated for the occasion carrying out the Christmas spirit idea.  
Following a most delicious feast the group played games and sang Christmas carols.  
The guest list included 28, being members of the class, which is composed of young married women. Their husbands and the following were present: Rev. and Mrs. F. B. Hamilton, Mr. and Mrs. W. O. Hampton, Mr. and Mrs. James A. Gowdy, Mrs. Lela Barron, superintendent of the adult department of the Baptist Sunday school, and Mr. and Mrs. Finley White.  
Miss Ida Lou Glaze furnished special piano numbers throughout the evening.

**Mummy Kept Moisture-Proof**  
Mammoth cave's pre-Columbian mummy, thought to be the most interesting relic of its kind east of the Mississippi is displayed in a moisture-proof case in the cave.

**Progress News**

Members of the Progress H. D. club met at the auditorium Wednesday of last week to make two mattresses, one a 40-lb mattress, for Mrs. Carrie Wilhite, and a 50-lb. one for Miss Elizada McMahan.  
A picnic lunch was served at the noon hour.  
The club Christmas party will be held in the home of Mrs. O. Q. Holly, Friday, Dec. 15, at 2:30 o'clock. Each person is to bring their Pollyana gift. Those who do not have Pollyana sisters are to bring a gift to be exchanged with someone else.  
Misses Bessie Vinson, Elizada McMahan, Mesdames J. J. Gross, Carrie Wilhite, Anna Mae Bessard, Fern Davis, Gordon Murrah, M. A. Springstube, W. G. Kennedy were present.  
Sunday school was well attended Sunday, there being 92 present.  
Sunday school officials decided to sponsor a community Christmas tree. Mrs. W. G. Kennedy, Mrs. Byron Gwyn, Mrs. Ed Guiley, J. J. Gross and Jess Murrah were appointed as the program and finance committee. It will be Christmas eve, Dec. 24.  
We had a nice singing Sunday, several visitors from Y. L. being present, also Tye Young of Muleshoe. There will not be singing again until the second Sunday in January.  
Mr. and Mrs. L. R. Hogan shopped in Clovis, New Mexico, Thursday of last week.  
Mr. and Mrs. H. L. Lowry and son, Royce attended the basketball games Friday night between Muleshoe and Sudan at Amherst.  
Mr. and Mrs. J. M. Murrah and children, Dorothy, Jesse, A. L., and Jerence, and Byrnie Hogan visited in Levelland, Sunday.  
"Bad" Hawks and "Good" Hawks  
The four "bad" hawks, being deserving of little protection, are the goshawk, sharp-shinned hawk, Cooper's hawk and the duck hawk. The "good" hawks list follows: Red-tailed hawk, red-shouldered hawk, broad-winged hawk, Swainson's hawk, American rough-legged hawk, ferruginous rough-legged hawk, eastern sparrow hawk, marsh hawk and osprey.

**we're playing Santa Claus ahead of time with a bagfull of BARGAINS in USED CARS!**  
-the car you want at the price you want to pay!  
ALL MAKES ALL PRICES  
1937 FORD V-8 2-DOOR SEDAN  
A clean used car, motor reconditioned and has new tires \$350  
1938 CHEVROLET TRUCK  
This truck is in good serviceable condition, has 7.50x20 dual rear tires. Pricing at a BARGAIN PRICE  
1936 CHEVROLET COACH  
New paint job, tires nearly new and good mechanical condition \$275  
**MOTOR CO.**  
FOR BETTER USED CARS OF EVERY MAKE SEE YOUR FORD DEALER

**FOR FRIDAY and SATURDAY ONLY**  
**OPAL'S SHOPPE**  
ANNOUNCE THEIR SPECIAL  
**CHRISTMAS SALE**  
OF ALL  
**Fall and Winter Dresses, Suits and Costume Suits**  
**From 20 to 33 1-3 per cent OFF**  
And In Our Beauty Salon—  
ALL PERMANENTS ON CHRISTMAS SPECIALS!!!  
Come Early to Make Your Selections and Obtain Your Appointments  
**OPAL'S Shoppe and Beauty Salon**

# EDITORIAL AND 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. I. F. MITCHELL, Bus. Mgr.

### SUBSCRIPTION RATES

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

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 & matters not by whom nor for what purpose, if the object is to raise money by admission fee or otherwise, is an advertisement and when sent in for publication must be paid for at the regular advertising rate per line for each issue printed.

Obituaries, cards of thanks, and resolutions of respect will also 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

Now therefore, my son, obey my voice; and arise, (thou to Laban my brother to Haran.—Genesis 27:43.)

Let thy child's first lesson be obedience, and the second may be what thou wilt.—Fuller.

### USE THE HEAD

It approaches us again, as night follows the day, the season for colds in the head when paper tissues appear in all folds and pockets. The men of medicine have given us much, but they admit they are stumped by the common cold which is too common indeed.

There didn't seem to be much use, in early years, of guarding against this unpopular complaint. If you had it you sniffed and sneezed, coughed and blew, and continued to carry on your numerous duties without much thought for yourself and your neighbor.

Today, after research has shown the light, the child who carries a common cold to school, carries it into many of the homes of town. The husband and father who uses no care in spreading his sneeze, hands it around to all members of the family who show little appreciation for the donation. The mother who fondles her young transmits this small head cold to another who can't fight it quite so well.

We are much wiser in manners of prevention and sanitation due to our physicians, scientists and their investigations, but of what avail their research if we do not practice their advice. We might use our heads for something besides an arena for a snuffle and a snuff by using precaution and consideration. Keep the child home from school for a few days and protect the schoolmates. Stay home yourself from the office and give your fellow workers a break. No one loves a good provider when he is providing a common cold.

### TO BE SURE

You can't help but notice how well-oiled is the machinery. The old family differences don't seem to arise as frequently these weeks. Duties are accomplished without much fuss. Short answers and pointing is very infrequent. Studies are undertaken with vigor and clothes hung up without a great to-do. The general air is one of unusual accord and harmony. In fact, it is almost too good to last and it won't after the 25th in most homes.

As we recall, we used to brush our teeth extra hard, give ears a thorough cleaning, hands and elbows a harder scrubbing, when Christmas was in the offing, and after all nothing essential to the real spirit of Christmas has changed with the years. We are the same and so are the children.

### A RECOLLECTION

A regional director of the Farm Security Administration, has suggested that ruralites with small farms and small incomes, dust off the old family churn of their yesterdays and go back to making butter as of yore minus electrical gadgets and mechanical devices. This request comes in the interest of economy but to many a local reader it deals with a far more picturesque way of life.

There is the recollection of careful hands bringing the crock of cream from a cool cellar or pantry

when the churning was in order. There is the memory of a lad, attired in a spotless farm kitchen, munching an apple or dipping into a pan of popcorn with a brook popped up in front of him as with swishing and plunging he helps to form the thick cream into golden butter.

A churn was evident in every farm picture and the sound of one is vaguely familiar to many of us in Muleshoe to whom it recalls days gone by. The family churn has since become an antique in many cities. It used to stay in the nearby woodshed until needed while today the machine is probably lined up with an electric washer or sweeper. The way may be more progressive and the result more satisfactory, but it does mean that sentiment has become practical through the power of current.

### PLUS OR MINUS

Hear Dr Arthur H. Compton, world famous scientist, as he describes the contraction in which the world has caught itself today—"A few months ago I had the privilege of sharing in the dedication of a great new telescope. Here was an instrument ingeniously devised to enlarge human vision. Those who had built the great observatory were seeking to satisfy the human hunger for a better understanding of man's place in his world. Yet the techniques developed for building such great telescopes have likewise been applied to constructing more other men and their work, and using with deadly precision the fire of great guns."

Dr. Compton points out an essential choice that has always confronted man—the choice between using his mind to find ways to destroy other men and their work, and using that same mind to build a better world.

Here in America we have followed the latter course. We have chosen to depend upon our industries for production of peacetime use, and we have directed our industrial research men to find us ways for better living.

We have led the rest of the world in raising the standard of living of the average family, and we have done it by remaining at peace while other nations went to the wars and turned all their enterprise to destructive ends.

It is a lesson to be remembered at the present time.

### WATCH FOR IT

We repeat, watch out for propaganda. The press is trying to label it for the readers, but the means to an end goes on all about us and often hard to distinguish from facts. German propaganda dropped in America stating that England sold poisoning gas to Poland and Poland used it in fighting, was one instance to create criticism. In Switzerland colored balloons bore part of a Hitler speech printed in French on the sides. These were meant for French soldiers but a strong wind miscarried them into Switzerland.

Each time we read of such means we wonder if this is a war of the pen rather than of the gun.

### A GOOD SLOGAN

The ink never seems to dry on those many cases of graft and wild speculation where investors lose small and large sums of money daily on wild schemes concocted by

## TRUTH about ADVERTISING

By CHARLES B. ROTH

### WHEN SHOULD A MAN ADVERTISE?

BUSINESS men often talk about the problem of when they should advertise most. Should it be when business is good and sales come easily or when business is slow and sales are hard?

Those who believe in advertising most intensively when everybody has money, argue logically enough that it is wise, as Shakespeare himself pointed out several centuries ago, "to take the tide when it serves." Advertising then will prove of most value, some men believe.

Those, on the other hand, who believe a business should spend money for telling its story most aggressively when times are slow, say that advertising is a business-building force and that it is, therefore, needed most when business needs building.

Whenever we have a temporary lull in business we see the spectacle of many advertisers "drawing in their horns" and refusing to spend money for advertising until times are easy once more.

The late P. D. Armour, great packing magnate, had this sanest view on the subject.

He always told his associates: "Advertise when times are good, because then your dollars show greatest returns. Advertise when times

are poor, because if you don't advertise then your public won't know what you have to sell." The public responds immediately to the man with courage enough to invest his money in advertising even when the condition of the market is not so good as he would like to see it. The public responds always to courage.

In 1921, when America had a short business depression, A. W. Erickson, now dead, made the directors of a company in which he was interested, agree to spend \$150,000 a month for advertising during the next 12 months.

Business fell off. The directors wanted to renege. Mr. Erickson wouldn't let them. He made them spend their monthly advertising allowance. He had faith.

When prosperity returned, as it always does, that company, because of courageous leadership, skyrocketed to the top, a position it still holds.

What had happened was that its public, you consumers, read those advertisements and subconsciously became friendly to a business which would continue to tell you its story, in bad times as well as in good. The public reciprocated by giving it its trade.

Whenever a business man advertises it shows he has faith in himself, in his community, in his goods and in his customers.

He is a good business man with whom to trade.

© Charles B. Roth.



wardrobe, such as hat, shoes, coat and dress, and he didn't have money for all that. Probably true, and perhaps both were disappointed.

Be proud of your home town.

Original Meaning of El Dorado  
The original meaning of El Dorado was "the gilded one." It was the name of a chief of the region of Venezuela, and not, as is generally supposed, the name of a country or part of a country.

# OPENING!

## YOU ARE INVITED

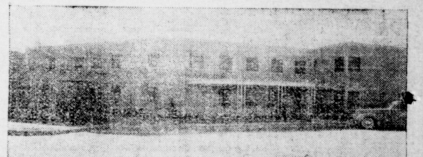
To Attend the Formal Opening Of the New

# PAYNE - SHOTWELL HOSPITAL

At Littlefield, Texas

SUNDAY, DECEMBER 17, 1939

From 10:00 A. M. to 6:00 P. M.



C. E. PAYNE, B. S., M. D.  
Diagnostic, Internal Medicine  
Obstetrics and Surgery  
I. T. SHOTWELL, Jr., B. S., M. D.  
X-Ray, Internal Medicine, Surgery  
M. G. WOOD, D. D. S.  
Dentistry

### Jaunty Journalettes

Fathers in Muleshoe say there is nothing flatter than their pocketbooks after Santa has sat on them.

Many a Muleshoe parent would appreciate having his child say "please" at other times besides in December.

You may have all your Gables, Flynns, Davises and Shearers, Muleshoe youth will still vote for Santa Claus.

Some folks around Muleshoe haven't anything better to worry about than whether they will get two of anything alike for Christmas.

One don't have to knock at the front door now days to find if Muleshoe folks are at home. They can just peek in the garage.

After all it may be necessary for a few Muleshoe folks to have a tombstone to be sure something nice was said about them.

The Muleshoe fellow who was so long taking off his long-handled winter underwear is now planning putting it back on again.

It sometimes seems the main object for some Muleshoe folks embarking on the sea of matrimony is the squalls.

Christmas may come only once a year; but actually many a Muleshoe papa plays Santa every day of the year—and sometimes gets darn little credit for it.

"Do you love me still?" a Muleshoe wife asked her husband last Thursday evening. "I surely do," he replied, "when I am trying to read my Muleshoe Journal."

### Pavement Pickups

John Lacy admitted the other day that probably one reason he was still a bachelor was that he hadn't allowed any woman to pin anything on him since he was a baby.

A young fellow in Judge Klump's court the other day charged with being drunk and driving a car at night without lights, admitted he "was lit up, but the car wasn't."

Finley White says while Levi Churchill is winning high honors raising turkeys, there are plenty others in and around Muleshoe who might win high honors eating them—if they had a chance.

It is reported a certain gentleman Muleshoe school teacher spent Thanksgiving at the home of a certain lady school teacher. On their

way she said to him: "Can you drive with one hand?" He (expectantly) "Y ou bet I can. She—"Then have an apple."

Dr. Green asked a patient the other day, what was the most he ever weighed, and the fellow said 184 pounds. "Aand what was the east you ever weighed?" he queried. "Seven and a half pounds" was the reply. The patient who is bald-headed now also admitted he was baldheaded at both weights.

Early in December of 1938, Dr. Matthews had a patient come to him for treatment of rheumatism. The doctor prescribed for his ailment and gave him several suggestions also, among which was to avoid dampness. Yesterday the man returned to the doctor, told him his rheumatism was better and wanted to know if it would be safe now for him to take a bath.

A Muleshoe man and his wife were observed viewing with admiration one of the classy 1940 model automobiles. We overheard her say "that would make a fine Christmas present," but somehow he didn't take the hint. Later, he told me that car wouldn't match his wife's 1939

Merry Christmas



CHAMBERS  
HEAT RETAINED  
GAS RANGE COOKS  
WITH THE GAS  
TURNED OFF!

PRACTICAL GIFTS are less expensive because one gets so much more benefit and pleasure from them—they always last longer.

A Kelvinator or General Electric Refrigerator . . . R. C. A. Radio, and many other substantial Christmas suggestions will be found at our store.

We have a complete line of Furniture, including both suites and odd pieces. Also, Gift Goods of all kinds, for old or young.

IT WILL PAY YOU TO DO YOUR CHRISTMAS SHOPPING HERE . . . WE HAVE THE GOODS

# E. R. HART COMPANY





# LOCALS

● Every gift is beautifully gift wrapped at Moore's . . . GRATIS.

● W. B. Benson, Jr., of Lubbock, was in Muleshoe on business, Monday.

● Don't forget . . . he can always use HOSIERY FROM MOORE'S.

● Miss Mildred Barton was a Lubbock visitor Saturday of last week.

● H. C. Glenn architect from Littlefield, was here on business, Monday.

● BOXED HANDKERCHIEFS from MOORE'S are always in good taste for that person hard to please.

● Judge J. S. Shuttlesworth of Sudan attended district court here Monday.

● Mr. and Mrs. Buford Butts were Clovis, New Mexico visitors last Sunday evening.

● Miss Mary Rankin, teacher in the Liberty school, was in Muleshoe on business, Monday afternoon.

● Surprise HIM with a new leather or wool coat from MOORE'S.

● T. R. Harrison, teacher from Longview, was in Muleshoe Saturday of last week on business.

● P. F. Murry, district farm debt adjustment supervisor from Lubbock, was here on business Monday.

● Miss Lillie Gentry and Mrs. Ike Robinson were Clovis, N. M., visitors Sunday evening.

● We have the DISTINCTIVE WRISLEY sets for ladies or men at MOORE'S.

● J. M. Cagel of Floydada was here Friday of last week on land business.

● A. B. Hallford and Carl McGee of Bula, transacted business in Muleshoe Monday.

● See the new POTTERY, Gift Sets and Crystalware for IDEAL Gifts at Moore's Gift Headquarters.

● Mr. and Mrs. Sylvan Robinson and family shopped in Clovis, New Mexico Saturday of last week.

● H. C. Robertson, teacher at West Camp, transacted business in Muleshoe last Saturday.

● NEW CHENEY TIES and MACK WOVEN SHIRTS will please you as a gift for HIM at MOORE'S.

● Regular session of County Commissioners court was held in Muleshoe Monday.

● Miss Lola Hupp and Mrs. Ed Hupp were Clovis, New Mexico, visitors, Friday evening of last week.

● Ray C. Moore has three new ranges of MEN'S PAJAMAS in-

cluding Allen-A's latest two-piece knits.

● Brents Norman, court reporter of Plainview, transacted business in Muleshoe, Monday of this week.

● Mr. and Mrs. A. J. Gardner transacted business in Lubbock, Monday afternoon.

● Make Ray C. Moore's your GIFT HEADQUARTERS. A complete line of DISTINCTIVE Items.

● A. J. Rackley of Maple community, was in Muleshoe on business Monday afternoon.

● Cecil McGee and Miss Norma Elrod were Clovis, N. M., visitors, Sunday afternoon.

● Gift Jewelry for the Man, Costume Jewelry for the Ladies at MOORE'S GIFT HEADQUARTERS

● Miss Avis Cooper and her brother O. V. Cooper, were in Clovis, New Mexico, Saturday evening of last week.

● Mrs. W. B. McAdams, formerly of Muleshoe, but now residing in Whiteboro, visited friends in Muleshoe last week end.

● NOVELTY LUNCHEON AND BRIDGE SETS will be another practical gift from MOORE'S to please many.

● Mrs. Glen Daugherty, Miss Effie Farmer, and Miss Merdell Barnett of Bula, were Muleshoe visitors last Saturday.

● A good way to get out of the DOG HOUSE is to present her with a BOX of LARKWOOD 2-thread hose from MOORE'S.

● Mrs. Sibyl Morehead, Mr. and Mrs. Emmett Brumlowe and family of Goodland, were in Muleshoe on business Saturday of last week.

● A marriage license was issued last Saturday night to C. G. Spurlock and Mrs. C. G. Spurlock, both of Lubbock.

● SPLURGE just a little and give her a matched set of our PEPPER-ELL COLORED SHEETS AND CASES . . . Moore's Gift Store.

● Miss Mildred Arnold of Turkey, has accepted a position as beauty operator in Opal's Shoppe. She arrived last week to begin her work.

● County Judge M. G. Miller and C. E. King transacted business in Lubbock Friday afternoon of last week.

● Mr. and Mrs. Cecil Tate and family attended the Lubbock-Electra football game held in Lubbock Friday afternoon of last week.

● Attorney E. A. Bills, of Littlefield, and Attorney E. F. Lokey of Farwell attended District court here Monday.

● Mr. and Mrs. Howard Elliott and small daughter, Quinell, of Lubbock spent Sunday in Muleshoe visiting

er parents, Mr. and Mrs. Nell Rokey.

● WANTED: Cream, Poultry, Eggs, Schaeffer Produce, Muleshoe. 43-lf

● Miss Betty Ruth Mueller, student at Texas Tech college, Lubbock, spent the weekend in Muleshoe visiting home folks and friends.

● FOR RENT: Two room house, all utilities available. Inquire, Journal office. 45-ftth

● For a thrill see the newest silk Slips and Pajamas at Moore's they will please every lady.

● Mr. and Mrs. K. K. Smith, accompanied by Mr. and Mrs. Pat R. Bobo, were Clovis, N. M., visitors Sunday evening.

● Ralph Harvey of Dimmitt was here Friday of last week desiring to receive a warranty deed to a piece of Bailey county land.

● Ray Ivey of Earth, was here Monday with the idea of obtaining a chunk of this good Bailey county land.

● Mrs. Pat Bobo, Miss Lillie Gentry and Miss Elizabeth Harden were Clovis, N. M., visitors Thursday afternoon of last week.

● See the newest robes for 'HER' . . . pastel chenilles . . . Silkworm sizes at Moore's GIFT HEADQUARTERS.

● Dr. and Mrs. A. E. Lewis and son Charles Gilbert, viewed the sights of Clovis, New Mexico, last Saturday evening.

● Miss Cozie Burk, Mrs. Orville Williams and small daughter were Clovis, N. M., visitors Saturday evening of last week.

● Mr. and Mrs. Chester Anderson were in Clovis, New Mexico, Saturday evening of last week, viewing the sights.

● WANTED: Clean cotton rags, no ravelers, rayon or strips. Hooks and buttons must be removed. 5c pound. Journal office. 46ftth

● Mr. and Mrs. R. J. Klump, Mrs. Howard Cagle, and son, Howard Harding, visited friends and relatives in Texico, New Mexico, Sunday evening.

● H. E. Schuster and County Judge M. G. Miller attended a dinner in Plainview Wednesday of last week. From there they went to Lubbock on business.

● County Judge M. G. Miller and E. E. Day, deputy state superintendent of public schools, of Lubbock, will visit all standardized schools in Bailey county this week.

● Miss Estelle Bates spent the first of this week in Lubbock with her sister, Mrs. Bill Jordan, who underwent a major operation in a sanatorium there.

● J. E. Autrey of Morton, was here last Monday. He is a well driller and was looking for a job punching some holes in the ground around Muleshoe.

● Mrs. Howard Towery and two children, formerly of Muleshoe, but now residing in Lubbock, visited here the first of this week with her sister, Mrs. Henry Edmonds, and friends.

● SON wants COWBOY BOOTS, MOTHER wants a new Coat, SISTER wants a NEW DRESS, Brother needs some new SHOES, and FATHER wants to BUY IT at MOORE'S where he SAVES MONEY.

● Tye Young and L. B. Churchill attended a poultry show in Portales, New Mexico, Thursday of last week. Mrs. Young accompanied them to Clovis, and attended to business there.

● Mr. and Mrs. S. L. Rollins, daughter, Bessie Lee, and son, S. L., spent Sunday in Sudan visiting in the home of their daughter and sister respectively, Mr. and Mrs. R. L. Maston and family.

● Thursday night of last week R. L. Brown, Neil Rokey, Cecil Tate Johnny Williams of West Camp and M. G. Miller journeyed to Portales, New Mexico to attend the annual Chamber of Commerce banquet. They reported a very good feed.

● Attorney Cecil H. Tate will attend the annual meeting and banquet of the Lubbock Bar association to be held at Lubbock Thursday night of this week. He also plans attending a similar meeting to be held at Amarillo Saturday night.

● W. A. Elmore of Circleback was in Muleshoe on business Monday afternoon and reported his father, C. C. Elmore, also of Circleback, ex-commissioner of Bailey county, who has been bedfast for the past 11 months, is showing no improvement.

● Mr. and Mrs. Howard Wiseman and daughter, Miss Jaunita Wiseman, formerly of Muleshoe, but now residing at Hereford, where he is employed with the Texas-New Mexico Utilities Company, spent the weekend here looking after their farm property and visiting friends.

● Among those who attended the basketball tournament in Amherst, Friday night of last week were: Welton Winn, Miss Wanda Farrell, Miss Beatrice Lowe, Cap Needham,

## Fairview Items

Mr. and Mrs. John Gummelt and Mrs. J. H. Liston and little son, Billy John, spent Sunday at Watson visiting Mr. and Mrs. Emil Whittner and family.

Miss Ruth Light spent the weekend with her mother, who lives near Bula.

Miss Gertrude Ford spent the weekend near Sudan, visiting her parents, Mr. and Mrs. W. H. Ford.

Mr. and Mrs. Ralph Smith and Mrs. Lon Smith, of Sudan, visited Sunday with Mrs. O. P. Liston and family.

Miss Irene Askew has accepted a position with the Ford Motor Co. at Muleshoe.

Mrs. Bill Jordan was taken to a Lubbock sanitarium Friday of last week. Her condition is reported to be very serious.

Miss Liston Honored

Miss Lora Liston was honored with a miscellaneous bridal shower, Wednesday evening Dec. 6, given at the Fairview school house, with Miss Irene Askew, Mrs. Raldo Meacham and Mrs. Cecil Davis as hostesses. Mrs. Cecil Davis played a wedding match, while little Misses Anita Meacham and Essie Wheatley, who were very attractively dressed as flower girls, presented the honoree with a huge wagon load of lovely gifts.

After a display of the gifts, the party then served refreshments of hot chocolate and cake. The guests then spent remainder of the evening singing, while several special numbers were rendered by the Fairview Singing class.

H. D. Club Report

The Fairview Home Demonstration Club met Tuesday with Mrs. Nugent Joyley.

Much of the afternoon was taken up with Christmas plans. The club party will be at Mrs. H. E. Schuster's, Dec. 19, an all day affair. Each member is to bring a dish or two of food. There will be turkey and all the trimmings.

In appreciation of the cooperation of two Joyland clubbers in judging entries to the Ball contest of fruits and vegetables, an invitation was extended Mrs. Dornon Chester and Mrs. Claude Gage to be our guests at the Christmas party.

Club adjourned and tasty re-

freshments consisting of coffee, sandwiches and cookies were served the following:

Visitors—Mrs. B. C. Jolley, Miss Dorothy Schuster, Mrs. Jack Gordon, Mrs. Dornon Chester, and Mrs. Claude Gage; Members—Mesdames J. C. Williams, J. C. Terrell, M. H. Terrell, E. B. Wilson, Bert Mathis, E. C. Gordon, A. C. McNitt, J. D. Witherspoon, Bert Miller, J. H. Liston, Wayne Marlow, G. P. Lansford, R. B. Meacham, Walter Rector, C. F. Winans, H. E. Schuster.—Reporter.

Castle in Cliff

Montezuma's Castle National Monument, 25 miles southeast of Cottonwood, Ariz., was literally sculptured from the face of a limestone cliff. The castle is a five-story combination apartment house and fortress possibly more than a thousand years old. Scores of families dwell there, and held ceremonies, and even buried their dead within its walls.

Grandfather Mountain

Grandfather mountain, in western North Carolina, is the profile of a giant turned skyward. This is said to be one of the oldest mountains in the world.

Speculative hoarding and profiteering are boosting prices of necessities in Shanghai, China.

### Sanitarium & Clinic

PLAINVIEW, TEXAS

Thoroughly equipped for the examination and treatment of medical and surgical cases.

STAFF

E. O. NICHOLS, M. D. Surgery and Consultation

J. H. HANSEN, M. D. Surgery and Diagnosis

GROVER C. HALL, M. D. Eye, Ear, Nose, Throat and Bronchoscopy

ROBERT H. MITCHELL, M. D. Internal Medicine

R. G. SPANN, M. D. Pediatrics

E. O. NICHOLS JR., M. D. Surgery and Gynecology

C. D. WOFFORD, D. D. S. Dentistry

SUSIE C. RIGGS, R. N. Superintendent of Nurses

DELIA C. KELLER, R. N. Instructress School of Nursing

SCHOOL OF NURSING

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## ATTENTION!

### CHRISTMAS SHOPPERS

We have recently stocked a new line of Lorraine Lingerie and Cannon Hosiery

Also, many other items appropriate for gifts for both women and men

Come here for all—

### YOUR BEAUTY NEEDS!

SPECIALS ON PERMANENTS DURING THE HOLIDAYS



\$2.50 Permanents for \$2.00

\$3.50 Permanents for \$3.00

\$4.50 Permanents for \$4.00

—and up

ALL CUSTOMERS ARE INVITED TO VISIT OUR SHOP AND RECEIVE THEIR CHRISTMAS GIFT

### TRIPLE O BEAUTY SHOP

PHONE 71, OPAL BOOTH, Proprietor

ESTELLE BATES and DORA POTTS, Operators. MULESHOE

## HOLIDAY EXCURSION



### LOW ROUND TRIP COACH FARES

To ALL POINTS IN TEXAS AND LOUISIANA

One and one-third of the one-way coach fare for the round-trip—approximately 1-1/3 cents per mile.

Tickets on sale December 19 to Texas destination only, and on December 20, 21, 22, 23, and 24 to all points in Texas and Louisiana Limit January 8, 1940.

For complete details—

Call— H. O. Barbour Agent, Muleshoe, Texas

Or write— Elmer B. Johnson, General Passenger Agent, Amarillo, Texas

# TOYLAND IS OPEN!

And what an array of presents for the kiddies—also some the older folks will enjoy. Shop for the youngster's Christmas NOW while the stock is still unbroken.

TABLE TENNIS SET, good exercise for all	25
SKILL BALL GAME, heaps of fun rolling 'em	35
CHINESE CHECKERS, 9x11-inch playing surface, only	15
TEN PINS, set 'em up and knock 'em down	35
TARGET GAME, complete with Pistol, Target and darts	25
YOUTH'S FOOTBALL, fabric cover and stem bladder	25
RUBBER BALLS, very lively, 3/4 or 6 inch size	10c and 25

### BIG BABY DOLLS

23-inches tall, beautiful baby faces, dressed like millionaires . . . 98

Sleep and Cry Babies, 18-inches tall . . . 98

"SWEETUM" Dolls, actually drink and wet their diapers. 10 to 14 inches tall . . . 25c to 49

Lots of other dolls of all kinds


CHILD'S CHAIR, 18 inches high, sturdily built	59
CHILD'S ROCKER, all metal nicely painted, last always	\$1.69
CHILD'S WAGONS Red and trimmed, from	\$1.00 to \$4.95
CHILD'S TRICYCLE, safe, speedy, rubber tires, from	\$2.98 to \$4.95
DOLLIES' BELT, double deck, 17 1/2-in long, 18-in. high	59
FACE POWDER and Toilet Sets, priced from	25c to 50
WOODBURY'S Gift Packages of Powder, Soap and Lotion	25
DRESSER SETS, attractively chrome trimmed	98
STURDY TRACTOR, climbs hills, spring motor rubber treads	49
CLIMBING TANK, play with it, spring motor	25
STREAMLINED Train 4-unit, 27 1/2 inches long, big motor	\$1.00
SPRAWLING AIRPLANE, has 2 machine guns, 8-in wing spread	25
CIRCULAR SPEEDWAY and powerful Speeder	49
TURNOVER TANK turns somersaults, but rights itself	49
AUTO TRUCKS of all kinds and sizes, each	59

TOYTOWN HAS GIFTS FOR EVERY MEMBER OF THE FAMILY, WHETHER OLD OR YOUNG

## St. Clair Variety Store

Muleshoe, Texas

## COME TO THE Gift Store



Pleased expressions are common on Christmas day, and everyone will surely be pleased if those Gifts are bought at the Western Drug Store . . . We have such a wide variety of nifty, tasty, desirable items . . . Something that will bring delight to any and all members of the family circle.

### Some suggestions—

ELECTRIC REFRIGERATORS	EVENING IN PARIS TOILET SETS
ELECTRIC MIXERS	MEN'S SHAVING SETS
ELECTRIC APPLIANCES	DRESSER SETS
AIRMAID SILK HOSIERY	KODAKS, KODAK ALBUMS
JUSTIN'S LEATHER BILL FOLDS	COTY PERFUME
COWHIDE SUIT CASES	PERFUME SETS
LADIES FITTED BAGS	RAZORS—VARIOUS KINDS
	PANGBURN'S CANDY

There are hundreds of other desirable items to greet your enthusiastic vision if you will call at our store!

## WESTERN DRUG STORE

**HUBBIES BENEFIT FROM WIVES ENTERTAINMENT**  
Members of the Needlecraft club and their husbands were entertained with a Christmas party at the

home of Mr. and Mrs. W. M. McHorse Thursday evening of last week.  
A buffet supper was a highlight feature of the entertainment. Christmas decorations were used throughout the entertaining rooms, lending their gaiety to the occasion. Following the supper, gifts were taken from an attractively adorned Christmas tree and exchanged.  
Those present were: Mr. and Mrs. Jim Cook, Miss Margaret Ann Cook, Mr. and Mrs. Bynum, Mr. and Mrs. Tye Young, Mr. and Mrs. Walter Wittee, Mr. and Mrs. Will Harper, Mrs. M G Bass, Mrs. Jessie Wright and Mr. and Mrs H A Robb.

**CHOICE FLOWERS**

FOR PARTIES, CHURCH AND ALL SOCIAL AFFAIRS

Funeral Flowers

OUR SPECIALTY  
Delivered to you Promptly and in Fresh Condition

Mrs. B. W. Carles

AGENT  
PHONE 47, MULESHOE

**FARM TOPICS**

SUNSHINE, SULPHUR FOR CHICKEN LICE

Combination Effective in Parasite Control.

Sunshine and sulphur are being united as a team to fight external poultry parasites, including lice and "sticktight" fleas, in a series of experiments by Dr. M. W. Emmel of the Florida Agricultural Experiment station at Gainesville, Fla. Usually parasites of this type are controlled by external treatment, but Dr. Emmel's work is unique in that he controlled these parasites by the simple expedient of adding five per cent commercial flour sulphur to the laying mash.

A preliminary report of this work was published recently in the Journal of the American Veterinary Medical Association. The report stated that chickens were completely rid of lice by feeding them sulphur for a three-weeks period.

Oddly enough, the experiments indicated that feeding of sulphur alone was less effective when the birds were confined indoors than when they had access to sunlight. The first infestation was reduced only 25 per cent when the birds were confined. However, when the same birds were exposed to the sunlight, the parasites disappeared completely within one week.

In order to check on the "sulphur and sunshine" treatment, four "control birds" were exposed to exactly the same conditions, except that they were given no sulphur. This group showed no visible reduction in infestation either indoors or out.

In other tests, sulphur feeding was combined with the spreading of sulphur about the yards and in the houses in a "two-way" treatment for combating "sticktight" fleas. The sulphur diet was augmented by adding 100 pounds of sulphur to each 400 square feet of yard area, and by placing a light coating of sulphur on the floor of the houses under the litter.

Sulphur was found to be effective, also, in controlling the chicken mite in infested poultry houses. After the houses were cleaned as thoroughly as possible, sulphur was placed on the floors, dropping-boards and nests to a depth of one-sixteenth of an inch. The mites began to disappear shortly, and at the end of a week control was apparently complete.

**FARMERS 1940 PROSPECTS BETTER HIGHER PRICES IN THE OFFING EXPORT DEMAND IS GREATER**

Improved demand and slightly higher prices probably will boost farm prosperity considerably in 1940, the Agriculture Department predicts. Total income, including \$700,000,000 in government benefit payments, may equal or surpass 1937, which now ranks as the best year since 1930.

A gross farm income of close to \$10,000,000,000 does not appear improbable, officials said. Farm prosperity usually lags behind industrial recovery. Rising industrial activity the last half of this year along with increased factory employment and general business improvement will be reflected next year on the farms.

Consumer purchasing power will be greater next year, economists predicted. Prices of most farm products have been rising steadily, although not sensationally since mid-summer. European war demands for wheat, cotton and meats are expected to continue an upward trend.

The bureau of agricultural economics summarized the 1940 farm outlook by commodities as follows: Wheat—The average seeded to wheat may be about the same as for 1939—65,000,000 acres—but yields per acre may be smaller because of the fall drouth. This may result in a crop below domestic requirements and a consequent reduction in present surpluses.

Cotton—This year's crop of 11,845,000 bales will be approximately 2,000,000 bales below domestic consumption and export demand. Exports may be double last year and domestic consumption at last 1,000,000 bales larger. Price trend is upward.

Feed grains—The supply of feed grains, including corn, oats, hay and sorghums, is larger than last year. Due to an increase in livestock, the supply per animal is less. The corn supply is at a near-record of 3,100,000,000 bushels. Corn prices will be higher this winter and spring than a year ago.

Meat animals—Hog supplies 20 per cent larger than last year. The tendency toward lower prices will be offset by improved domestic and export demand. Cattle supplies slightly larger and prices higher in 1940 than 1939.

Dairy products—Total production will continue high. Prices have strengthened due to business recovery and may show further improvement in 1940 as a whole.

Poultry and eggs—Smaller supplies and larger incomes in the lat-

ter part of 1940 are expected to result in a general improvement in poultry and egg prices compared with 1939.

Potatoes and truck crop—The 1940 potato crop probably will be larger than in 1939 and above average for the past 10 years, but consumer demand will be better. Total supplies of commercial truck crops are likely to increase in 1940, but increased demand is expected to keep prices steady.

**PUPILS IN TRY-OUTS OF ONE-ACT PLAYS**

Several members of the student body of Muleshoe High school are working on one act plays, under direction of Prof. Bill Crow.

Within a few weeks an elimination contest will be held and the best play selected from the group. The one chosen will be used to represent the local high school in the Bailey County Interscholastic League meeting.

Be loyal to home town interests!

**THE MOORES ENTERTAIN STORE EMPLOYEES**

Mr. and Mrs. Ray C. Moore entertained in their home Thursday evening of last week with a party for their employees.

Beautiful Christmas decorations adorned the entertaining rooms and a brilliant lighted Christmas tree held the spotlight.

The guests played games after which refreshments of Texas cream pie and coffee were served to the following: Mr. and Mrs. George Johnson, Mr. and Mrs. Glen Jennings, Mr. and Mrs. Jack McMin, Mr. and Mrs. Jack Lenderson, Mr. and Mrs. E Winbourne, Mr. and Mrs. Alvin Farrell, Mrs. Neil Rocky and Glen Rocky, by the host and hostess.

**Hi Ho on Hypocrisy**  
"Hypocrisy," said Hi Ho, the sage of Chinatown, "is exercised for the benefit of those who are dourly so scarce that they are willing to pay for it."

**Pomegranates Grow Wild**  
Pomegranates grow wild in Afghanistan and northwest India and districts south and southwest of the Caspian sea. They have a refreshing acid juice.

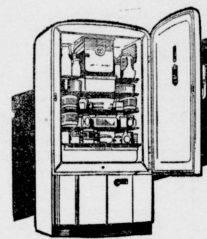


Avoid the Cold

Heat your home with Gas and enjoy the comfort of evenly heated rooms—the mode for healthier and better living.

**WEST TEXAS GAS CO.**  
Good Gas with Dependable Service

**Everybody's WESTINGHOUSE IS "THE BEST ON THE MARKET"**



It is only human nature for people to think that their radios, automobiles, refrigerators, etc., are "the best on the market." Everything they buy reflects on their keener buying judgment.

That is why more people are playing safe and are buying more Westinghouse refrigerators than ever before. Go easy on your Christmas budget and use our easy budget payments. Only 15c a day will buy a big 6 cu. ft. Westinghouse. It's a "natural" gift for the entire family.

Texas-New Mexico Utilities Company

**The Muleshoe JOURNAL**

Announces A Special Subscription Rate to This Newspaper Of

**\$1 per year**

DURING THE MONTH OF **DECEMBER** THIS OFFER IS GOOD ONLY IN BAILEY COUNTY

Add 50 cents for subscriptions outside of Bailey county, this also being a 50 cent reduction from the regular price.

By Special arrangement, subscribers may receive the Muleshoe Journal and the Dallas Semi-Weekly News, both for an entire year for only—

**\$1.50**

This special offer good for either New or Renewal Subscriptions and will **POSITIVELY CLOSE DEC 31st**

Also, Money-Saving Prices on Other Newspapers and Magazines

**The Muleshoe Journal**

**Growing Out the Calves Profitable to Dairymen**

Professor Savage from Cornell university believes that the cow and the man who feeds her are more important than the feed formula. Where other items are properly controlled he has demonstrated that cows hardly know the difference when changed abruptly from a 24 per cent mixture to a 20 per cent or even a 16 per cent protein mixture. He does say, however, that if the hay contains one-third or more of legumes it is not necessary to feed grain containing more than 16 per cent protein.

No dairy farmer can expect a profitable herd if he neglects to properly grow out his calves. Professor Savage believes a calf ought to have 350 pounds of whole milk during its first eight weeks and this should be supplemented by a good calf starter until the calf is well able to take care of a standard fitting ration.

A calf starter used successfully at Cornell is made up of 645 pounds ground corn, 560 pounds rolled oats, 200 pounds bran, 100 pounds linseed meal, 60 pounds white fish meal, 400 pounds dried skim milk, 10 pounds steamed bone meal, 10 pounds ground limestone, 10 pounds salt, 5 pounds reinforced cod liver oil.

**Of Interest to Farmers**

Feed is one of the most important factors in egg production.

Quarter pound eggs are laid by a Manchurian breed of chickens.

Watch closely for throat infection. It spreads rapidly and will result in death by choking.

Estimated annual loss to poultry industry in the United States from eggs that fail to hatch is \$20,000,000.

Sunflower seeds are very high in protein and fat and are unlike most of the other poultry grains that we use.

Eggs laid by Kentucky hens in one year would reach around the earth at the equator if placed end to end.

The color of egg shells depends on the breed of hens. It in no way indicates difference in food value or quality.

Prospects for insect damage to field crops in 1938 are less than during the past two years, according to the outlook report issued by the college of agriculture, University of Illinois.

**OUR PAPER AND 6 MAGAZINES AT BARGAIN PRICES**

<b>BIG ECONOMY OFFER</b>		<i>All Seven For Only</i>
Womans Home Companion	12 issues	<b>\$2.50</b>
Pathfinder	52 issues	
American Poultry Journal	12 issues	
Country Home	12 issues	
Farm Journal-Farmer's Wife	12 issues	
Progressive Farmer	24 issues	
Muleshoe Journal	52 issues	
<b>GIANT VALUE OFFER</b>		<i>All Seven For Only</i>
McCall's Magazine	12 issues	<b>\$3.00</b>
Womans Home Companion	12 issues	
* True Story	12 issues	
Country Home	12 issues	
Woman's World	12 issues	
Southern Agriculturist	12 issues	
Muleshoe Journal	52 issues	
Instead of TRUE STORY send me: —Movie Mirror, —True Romances, —American Boy, —American Girl, —Parents' 9 months.		<i>Value—\$6.00 You Save \$3.00</i>

YOU WILL GET ALL SEVEN publications, and if you are already a subscribed to ANY of these SEVEN publications, your present subscription will be extended. Mail or bring the coupon below to our office AT ONCE, and you will receive THE SIX BIG MAGAZINES, and THIS NEWSPAPER each week. ORDER AT ONCE because we may soon have to withdraw this offer.

USE THIS COUPON AND SAVE

Gentlemen: \_\_\_\_\_ Date \_\_\_\_\_

Here is \$\_\_\_\_\_ Send me a year's subscription to your newspaper with the magazine offer I have checked.  BIG ECONOMY OFFER  GIANT VALUE OFFER

My Name is \_\_\_\_\_ Address \_\_\_\_\_

Town \_\_\_\_\_ State \_\_\_\_\_

**CHEVROLET**

**Willard**

**A STRONG BATTERY IS NEEDED  
For Satisfactory Winter Service  
The Willard Battery Does The Work**

13-plate Battery for ..... \$4.48 and your old battery  
15-plate Battery for ..... \$8.40 and your old battery  
17-plate Battery ..... \$10.45 and your old battery

Avoid hard starting this winter weather by installing one of these hard-kicking batteries, or if you already have a comparatively new battery, bring it in and let us fully charge it. A fully charged battery not only gives efficient service, but you obviate the danger of freezing.

**VALLEY MOTOR COMPANY**  
CHEVROLET SALES AND SERVICE

**Muleshoe, Texas**

**Guaranty Abstract Company**  
Complete or Supplemental Instruments  
**LOUISE WHITE, Manager**  
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ATTORNEY-AT-LAW  
OFFICE IN NEW BANK BLDG.  
Telephone 97, Muleshoe

**Steed Mortuary**  
Arrangements carefully handled  
Ambulance Service anywhere  
very reasonable  
Phone 47, Muleshoe, or 14, Clovis

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Optometrist  
BETTER VISION WITH COMFORT  
104 W. 4th St., Clovis, N. M.

**CECIL H. TATE**  
ATTORNEY-AT-LAW  
Office in Court House  
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DENTIST  
Office over Western Drug Store

**MULESHOE INSURANCE AGENCY**  
PAT R. BOBO  
All Classes, Standard & Unusual  
**INSURANCE**  
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Send Your  
**Abstract Work**  
—To The—  
**Muleshoe Abstract Company**

A. P. STONE, Prop.  
MULESHOE, TEXAS  
Agent for Warren Addition

**Lubbock Sanitarium & Clinic**  
Medical, Surgical and Diagnostic  
General Surgery  
Dr. J. T. Krueger  
Dr. J. H. Stiles  
Dr. Heuric E. Mast  
Eye, Ear, Nose & Throat  
Dr. J. T. Hutchinson  
Dr. Ben B. Hutchinson  
Dr. E. M. Blake  
Infants & Children  
Dr. M. C. Overton  
Dr. Arthur Jenkins  
General Medicine  
Dr. J. P. Lattimore  
Dr. H. C. Maxwell  
Dr. G. S. Smith  
Obstetrics  
Dr. O. R. Hand  
Internal Medicine  
Dr. R. H. McCarty  
X-Ray & Laboratory  
Dr. James D. Wilson  
Residents  
Dr. Wayne Reeser  
C. E. Hunt  
J. H. Felton  
Superintendent Business Mgr.  
**X-RAY AND RADIUM**  
Pathological Laboratory  
**SCHOOL OF NURSING**

**DD CLUB STUDY ETIQUETTE NOW**

Members of the Double D club met Tuesday afternoon at the home of Mrs. Sydney Dell Johnson.

This club is assisting the local Sub Deb club to prepare a Christmas box for the needy.

An interesting program was rendered and an educational discussion was held on the club's study of Emily Post's Etiquette book. The chapter studied at this meeting was "Party Manners."

Tasty refreshments of pecan pie, topped with whipped cream were served.

Those present were: Misses Theresa June Pierson, Geraldine Taylor, Mary Sue Osborn, Betty Jo Jordan, and Sydney Dell Johnson.

Miss Betty Jo Jordan will be hostess to members of the club at the next regular meeting.

**NOTICE TO PUBLIC**

The following policy assigned to J. E. Aldridge while acting as agent in Muleshoe, Texas, for the Saint Paul Fire & Marine Insurance Company, has been lost:

Automobile Policy No. 118568

This is to notify the public that this policy has not been issued as a contract of insurance, and said company has secured no premium for the policy, and therefore the same is considered void and of no effect by the company.

**GRAVENS, DARGAN & CO.**  
Insurance Managers  
Houston, Texas  
Publ. Dec. 14, 21, 28, 1939

Crude oil production in the Netherlands Indies is increasing.

**Lancaster-Green Clinic**  
Phone 80

D. D. LANCASTER, M. D.  
Physician & Surgeon, Phone 98

L. T. GREEN, M. D.  
Physician & Surgeon, Phone 115  
Muleshoe, Texas

**FLOWERS**

FOR ANY OCCASION BY WIRE ANY PLACE  
**SPECIAL CONSIDERATION ON FUNERAL FLORAL PIECES**

We can handle any order no matter how large or where you wish delivery.

PHONE 18 or 51  
**OPAL'S SHOPPE**  
Exclusive Agents For  
**CLOVIS FLORAL COMPANY**  
Largest Florist in West Texas and Eastern New Mexico

**PALACE THEATRE**  
MULESHOE, TEXAS

Thursday and Friday, Dec. 14-15  
**"HELL'S KITCHEN"**  
with the Dead End Kids

Saturday, December 16  
Gene Antry in—  
**"BLUE MONTANA SKIES"**

Saturday night prevue, Dec. 16  
Spencer Tracy, Richard Greene  
**"STANLEY and LIVINGSTONE"**

Tuesday, Wednesday, Dec. 19-20  
Anna Mae Wong in—  
**"KING OF CHINATOWN"**

Thursday, Friday, Dec. 21-22  
The Jones Family in—  
**"QUICK MILLIONS"**

**Treasury Official Is Jackson Day Speaker**



**JOHN W. HANES**

John W. Hanes, of New York Under Secretary of the Treasury, will be the principal speaker at the Texas Jackson Day banquet. Announcement that Mr. Hanes will address Texas Democrats at the Hotel Adolphus in Dallas January 8th was made by Marion S. Church, Chairman of the Texas Jackson Day Committee.

Mr. Hanes supervises the Bureau of Internal Revenue and other Federal tax matters. He was a member of the Securities and Exchange Commission during the reorganization of the New York Stock Exchange. He became Under Secretary of the Treasury in 1938.

**Hollis Laundry Is Damaged By Fire Tuesday P. M.**

Members of the Muleshoe fire department did some exceptionally good work Tuesday afternoon when they were called to a fire at the laundry of Mrs. T. I. Hollis.

The fire started about 4:30 o'clock in the afternoon and was well under control within less than hour.

Origin of the blaze was thought to have been caused from chimney pipes from a hot water boiler burner, according to report.

Blazes started in the ceiling and roof and were burning rapidly when discovered. The roof and part of the walls were damaged considerably.

The building which the laundry occupies is located on the south end of Main street and was formerly occupied by the Muleshoe post office. E. R. Hart and A. J. Gardner are owners. Insurance is carried on the property but the damage caused by the fire had not been estimated Wednesday noon when this paper went to press.

Part of the building was occupied as a residence, the fire boys entering through heavy smoke and blaze and successfully carried out all furniture and household goods. The front of the building, which contained the laundry equipment, was so badly filled with smoke, firemen could not enter, but the fixtures were not seriously damaged.

The laundry will be re-opened for business as soon as repairs are made on the building.

**LISTON-WISEMAN**

Miss Lora Liston and Claude Wiseman were married Tuesday evening at seven o'clock at the home of the bride's parents, Mr. and Mrs. O. P. Liston of the Fairview community, with Rev. F. E. Hamilton officiating, only a few close friends and relatives attending.

Mrs. Wiseman is well known in Muleshoe, having attended High school here. She was formerly employed at the local Resettlement office and recently by the Muleshoe Motor Co.

Mr. Wiseman is the son of Mr. and Mrs. T. C. Wiseman also of the Fairview community. He is a graduate of the Pharmacist department, State university, Austin and was formerly employed at a drug store in Muleshoe.

Following a wedding supper at the home of the bride's parents, the couple left on a short honeymoon trip before going to Austin to make their home where he is now employed as pharmacist at Renfrow drug store.

**DAIRY MEETING TO BE HERE FRIDAY A. M.**

A meeting is scheduled to be held at the High school auditorium Friday, beginning at 10:00 o'clock, looking toward increasing interest among stockmen and dairymen in keeping more and better cows for milk production.

It is stated there will be representative speakers present from the Agriculture and Animal Husbandry departments of Tech college, Lubbock, also Capt. W. Holbrook, prominent farmer and Pete Smith, secretary, Plainview Chamber of Commerce. Other speakers are also expected.

It is further reported there will be at least two companies who will have representatives present to display milking machines and cream separators at the meeting.

Centers of Rubber manufacture. The chief centers of rubber manufacture are Cuba, Jamaica, Martinique and British Guiana.

**General News As Reported From Over The U. S.**

Mauri Maverick, fiery San Antonio mayor, was acquitted of the charge of poll tax buying.

Yokasin citizens have endorsed a city ordinance limiting the number of chickens a resident within that city limits may have to 100 birds.

The Texas Game department estimates 45,000 deer will be slain in the state this hunting season, 39,000 having been killed last year.

A. F. Moss, Llano ranchman, has a collection of petrified fruit, including oranges, coconuts, watermelon and a peach. Such collecting is his hobby.

Admiral James O. Richardson, of Paris, Texas, is the Navy's first choice for next commander-in-chief of the fleet, effective Jan. 6, next year.

Nearly two million Jews in greater Germany and Poland are to be transferred to the Jewish settlement established in eastern Poland by Adolf Hitler.

A \$5,000,000 order for 23 high speed motor torpedo boats and submarine chasers of British design was announced last Saturday for the U. S. navy.

A gift of \$1,500,000 to Northwestern university and of \$1,000,000 to the University of Chicago was announced last Saturday as coming from the estate of Clara A. Abbott who died in 1924.

Fire losses in Muleshoe during the past 10 months have been on the increase, according to Marvin Hall, state fire insurance commissioner. There were also 38 people burned to death during October.

The Republican party deficit is now placed at \$700,000, while the Democrats owe \$111,000. That latter sum will all be wiped out at the Jackson day dinners when the loyal cough up from \$25 to \$100 each for a plate.

Forty-three year old Homer Price Raney, a farm boy who worked his way through college, was last Saturday formally installed as the twelfth president of the University of Texas, largest institution of learning in the southwest.

More than 50,000 Americans have returned to the U. S. since orientals nations began warring, and it is now predicted by Washington authorities that those now abroad may remain there unless conditions become more serious.

Fort Worth, once noted western cow town is really becoming modern. It has revised its ordinances. One in particular prohibited the feeding of horses, mules, sheep, hogs, cats and chickens on Main and adjacent streets. A traffic law required bumper drivers to signal with their whip when making right or left turns.

Announcement from Washington is to the effect that during the first 10 months of this year Texas home mortgages recorded by savings and loan associations, members of the

Home Loan Bank system, totaled 13,376, amounting to \$33,948,848. Money lending organizations of Texas financed 47,910 mortgages of various kinds, valued at \$142,645,000 on city and town property alone.

With the immense man-power of Russia, thought perhaps not very well trained as soldiers, thrown against little Finland, it was not expected that small national army could hold out very long against the big "bear." The U. S. anxious to assist Finland, is now considering returning to her the recent debt payment of \$243,000. The American Red Cross has already sent \$10,000 for aid of the wounded and another such of \$15,000 has been set aside for supplies for that nation. Report has it that Italy is rendering aid to the Poles and that England has sent several airplanes and much ammunition into that country. Later: Ten million dollars credit has been extended Finland by the U. S.

**Bats Do Not Fancy Hair**

The idea that bats have an affinity for human heads is entirely erroneous. No bat would ever become tangled in the hair of a person, if it could possibly avoid it and there is no flying creature which has such amazing accuracy in flight as a bat.

**First Choice Among Boy Magazines**

**BOYS' LIFE**

Standard Publication for All Boys

Its editors, writers and artists recognized the best in their fields.

An Ideal Gift For Any Boy

Send \$1.50 for year's subscription

Rugged adventure... sports... pages of pictures... comic cartoons... jingles and jokes... inspirational articles... scouting features

**BOY SCOUTS OF AMERICA**  
2 Park Avenue - New York, N. Y.

**TRADES DAY XMAS POT IS GROWING**

J. A. Wimberly was the fortunate one to receive a \$700 award here last Saturday at the regular Trades

**MODERN FOOD MARKET**

**FRIDAY-SATURDAY SPECIALS**

**A BARGAIN IN FLAVOR**

**Schilling Coffee**

**SCHILLINGS COFFEE, 1-pound can .25**

PERCOLATOR Schilling Coffee Drip Coffee Schilling

LETUCE, per head ..... .04 OXYDOL, 25c size ..... .21  
APPLES, per dozen ..... .07 COCOA, "Mothers," 2-lbs. .... .17  
SUGAR, 10 pounds ..... .49 WALNUTS, 2 pounds ..... .35  
PUFFED WHEAT, per pkg. .... .05 SOAP, Palmolive, 1 bar ..... .40

**BREAD, 3 loaves for .25**

WHITE SYRUP, "A B" brand, per gallon ..... .54  
POST BRAN FLAKES, 3 packages for ..... .25  
CANDY, Chocolate, per lb. .10 TOMATOES, 2 No. 2 cans ..... .15  
CORN, 2 No. 2 cans ..... .15 GRAPE FRUIT, per doz. .... .25  
ONIONS, per pound ..... .02

**MARKET SPECIALS**

CHEESE, Longhorn, pound ..... .19 PORK ROAST, per pound ..... .15  
SAUSAGE, per pound ..... .11 CHILL, per pound ..... .19

HIGHEST PRICES PAID YOU FOR EGGS

**MODERN FOOD MARKET**  
PHONE 90 WE DELIVER

**THE R. L. BROOKS SERVICE**

**...STATION...**

**YOUR MILEAGE MERCHANT IN MULESHOE**

Wishes to thank each and every customer for the splendid patronage accorded this concern during the year 1939, and to invite a continuance of your business during the year 1940.

We want you to know we will continue to carry in stock for your buying the well known—

**GATES TIRES, TUBES, BATTERIES AND AUTO ACCESSORIES**

Some stations handle first one then another make of Automobile Tires; but we stay with GATES. Our selling experience of this well known brand is that it has proven its sturdy dependable service-giving ability throughout the past years and we have every assurance it will continue to do so, growing better and better each year.

With "smiling service and friendly credit," we solicit your courteous and continued patronage during the coming year.

**R. L. BROOKS SERVICE STATION**  
On U. S. Highways 7 and 70, Muleshoe