

# THE MULESHOE JOURNAL

Vol. 4

Muleshoe, Bailey County, Texas, Friday, August 26, 1927.

Number 28

## For Tells of First Week on Their Trip

We have promised to give the readers a story each week of our trip, we will say there is very little to tell you about until we reached El Paso. The drive over the mountains west of Roswell, up the Hondo, over the divide, elevation 9000 feet and thru the beautiful Apache Indian Reservation at Mescalero, N.M., is worth anyone's time. After leaving Mescalero, there is a barren country, worthless, except for a few irrigated spots. Twenty-one miles of El Paso we hit the pavement and soon we were in the border city. When we reached El Paso we drove to Camp Grande, America's finest tourist camp. This camp ground worth telling you about. We stayed all night here in one of the cozy bungalows. Visiting tourists from all over the globe proclaim Camp Grande not only America's finest tourist camp, but the only institution of its kind in the world.

Camp Grande was built with every need of the traveler in mind. It is a hotel-plus, embodying all the conveniences of modern hotels, and offering the many additional conveniences peculiar to the needs of the tourist. Here at Camp Grande, right at the camper's front door, are found grocery, drug store, barber shop, cario shop, camp supplies, filling station, garage, bakers, cafe, market, branch postoffice, branch police station, information bureau—a veritable community in itself, all at the immediate service of Camp Grande's guests.

"A delightful resting place," is the verdict of many tourists. Visitors are loath to leave Camp Grande after a stay of a few days. Many of them stay on and spend a part of their vacation here. Lack of space forbids a complete description of the Camp. And nothing is expensive. Every visitor is entitled to free use of the splendid big community kitchen and dining hall, the hot and cold shower baths, the use of the laundry and drying patio and the use of the big recreation hall. Every guest is treated alike. Camp attendants are always courteous and on the job twenty-four hours every day.

No hotel in the country could provide the conveniences and the satisfaction to tourists as do these delightful Bungalows at Camp Grande. There are two types of bungalows, the one with twin beds, comfortable ones, the mattresses of which have removable covers. Shower baths in every bungalow. A neat and compact kitchenette with a small range operated by a quarter gas meter, hot and cold water, built-in cabinet. Furnishings consisting of four chairs writing table, rocker, neat and appropriate draperies. Every delightful convenience to satisfy the most exacting visitor. The other type of bungalow represents the best that Camp Grande offers. All of the conveniences of the first type with the additional features of private bath (tub, toilet and lavatory), a cosy little living room, sleeping porch with double bed. The sleeping porch is curtained and screened.

Nothing expensive at Camp Grande. Camping spaces may be had for 50 cents per day per car. Space in Rustic Row is 75 cents per day per car, and a cosy tent home is \$1.00. These rates (Continued on last page)

## Poultry News Items and Helps

Elisha Morgan, Vashon Island, a prize seven year old hen, which has netted him more than \$85,000. This is not a fish story. Good breeding males may bring as high as \$500; daughters having demonstrated good progeny may bring \$100 to \$500, pullets \$25 to \$50; and eggs sold unhatched \$1 to \$6 apiece depending on the mating. Figure it out yourself. A good hen will produce about a thousand eggs. Courtesy U. S. Egg and Poultry Magazine.

United States Experimental Farm, Beltsville, Md., reports that protein is necessary in an egg laying mash. In comparing protein in meat scraps and in dried buttermilk, they found that the lowest protein ration, containing 7.7 per cent with both the meat and milk rations, produced only 15 eggs per hen, which were laid only in the spring months. Both size and shape of these eggs were affected by the rations being slightly under normal size with a tendency toward a long, narrow shape. Egg production showed a regular, rapid increase in these tests with increasing percentage of protein up to about 16 per cent.

This feeding test should clearly show the importance of protein, especially meat scraps and dried buttermilk protein. What happens when you feed only grains, or a cheap mixture of bran, shorts and corn meal. The answer is given above, your hens are not getting enough protein. A ration should carry not less than 20 per cent protein and at least part of it must be of animal origination, such as found in meat scraps or dried buttermilk. The many home mixtures will be found lacking in the above important respect.

According to the U. S. Dept. of Agriculture, there were produced in 1926 eggs of an estimated value of \$620,000 and poultry a value of \$561,000,000 giving a total value for the poultry and egg crop in that year of \$1,181,000,000. This is only considering the poultry production on farms, and not the production in cities and villages. The value of poultry products amounted to about 16 per cent of the total value of live stock, being surpassed in this respect by only two other branches of live stock raising, namely dairying and swine production.

Recently two large egg laying contests, in Texas, have given out the report that at this season of the year, where all feed is purchased at retail prices, it costs about 12c to produce a dozen of eggs. It required about 4 1/2 lbs of feed to produce a dozen of eggs. On the farm, the feed cost probably is lower, yet it is cash to see that when eggs sell for 10c per dozen they are not being produced at a greater profit, even on the farms. However there is no reason for selling eggs for less than 20c per dozen. We have been getting more than this. We have not sold any fresh laid, properly graded, infertile eggs for less than 20c per dozen this year. If you are not getting a good price for your eggs take a little time off and find out why. When you sell a dozen eggs, if you are to get a good price, 12 of the dozen must be first class eggs, not less, every one should be clean, good size, infertile and fresh laid.—By F. W. Kazmeier.

Mrs. T. E. Arnold was on the sick list Sunday.

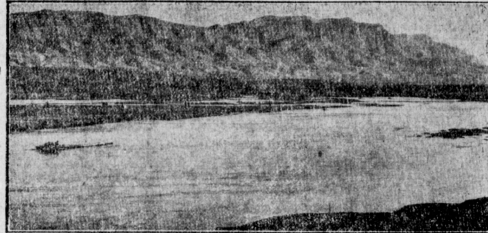
## About Hot Springs, New Mexico, and Elephant Butte Dam

As we promised last week to give you an account of our visit at Hot Springs and Elephant Butte Dam, we will start by saying Hot Springs, N. M., is located in the valley of the Rio Grande, four miles below the famous Elephant Butte Dam, on the main highway and about

midway between El Paso, Texas and Albuquerque, N. M. The altitude is 4200 feet. The winters are mild, snow seldom falling, the sun shines 350 days of the year. You'll enjoy the balmy days at Hot Springs.

The wonderfully curative waters have been known to the In-

dians for centuries. From them its fame spread to the native population and the early American settlers. The stories of the miraculous cures effected by these waters have spread over the entire country until today the health seekers coming here are numbered by the thousands



Rio Grande River, Hot Springs, New Mexico

To accommodate this ever increasing multitude hotels bath houses, apartment houses, stores, shops, garages, schools, churches, lodges and all the modern conveniences of an up-to-date health resort have sprung into existence within the last few years.

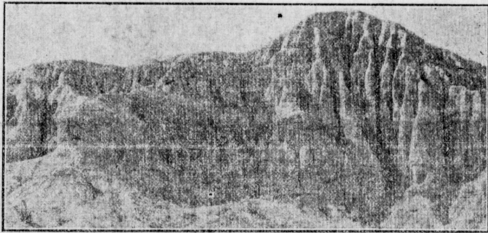
Today they have a city of 1200 with a first class high school, a

splendid grammar school and every other necessity of modern life.

The Rio Grande borders the town and affords pastime for fishermen, as well as splendid recreation for those who enjoy Nature's beauty and scenic surroundings.

The waters have been found highly efficient for the relief and

cure of the following maladies: Chronic inflammation of joints, chronic joint and muscular rheumatism, chronic bronchitis and asthma, chronic inflammation of empyema, chronic pleurisy, chronic stomach trouble, neuralgia, neuritis, insomnia, varicose veins and general run down conditions.



Pipe Organ Caves, Hot Springs, New Mexico

We understand there is only one more place in the world that has water with the wonderful curative powers, and that is somewhere in Germany. The analysis shows the water contains sodium chloride 1711.6, potassium chloride 131.4, potassium

nitrate .8, calcium carbonate of bicarbonate 278.6, calcium chloride 143.8, calcium sulphate 113.0, magnesium sulphate of chloride 63.1, silica 43.0, alumina 3.2, iron bicarbonate or bicarbonate .6, total solids 2549.2. Radium is one of the most powerful heat-

ing elements in the water. The analysis shows 000,000,000,844 gram per liter, which is considerably higher than the average. Hot Springs has a live Chamber of Commerce, with F. M. Burt as president and T. M. Hobbs as secretary-treasurer.



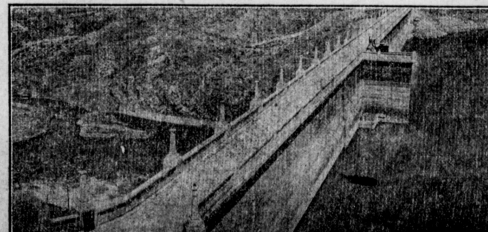
River Road, Hot Springs, New Mexico

At the present time the city has no sewerage system, and the sanitary condition in pieces of the city is extremely bad. We were informed by parties of au-

thority that a splendid sewerage system would be completed by February, 1928.

In the way of recreation they have Elephant Butte Dam and

Lake B. M. Hall on the Rio Grande. This wonderful piece of masonry is the work of the U. S. Reclamation Service. It was started July, 1910, and complet-



Elephant Butte Dam, near Hot Springs, New Mexico

ed July, 1916. It cost \$5,000,000 and in its construction 655,000

barrels of cement were used. It is 1700 feet long at the top with

a roadway 18 feet wide, 280 feet thick at river level, 300 feet

(Continued on fourth page)

## Man Charged with Friona Bank Robbery Arrested

Sheriff J. H. Martin of Parmer county left Monday for McAlester, Okla., to return Jim Bryant, arrested there Sunday by Sheriff Will Anderson on a Parmer county grand jury indictment of robbery with firearms in connection with the daylight holdup of the Friona State Bank, June 3, when \$3,700 was taken.

Bryant agreed to waive extradition, Sheriff Anderson said.

Bryant is said to have been implicated by R. M. "Red" Cummings as an accomplice in the bank robbery when "Red" pleaded guilty and was given a 15-year penitentiary sentence.

Cummings told officers that he and Bryant met in Amarillo to frame the holdup. Afterward he stated Bryant drove him to San Antonio where they separated and Bryant had not been heard of until Sunday in McAlester.

Cummings was arrested at his home in Uvalde, Texas.

Bryant is widely known in Amarillo and the Panhandle. He was convicted, it was said, in Federal court several years ago in connection with an alleged ring of car thieves operating along the Texas-New Mexico state line and served a sentence in the United States penitentiary at Leavenworth.

## Good Crops West of Boll Weevil Line

The crops along the road from here to that section around Dublin are looking fine, and we do not believe that we have ever seen better prospects for crops. Every section of the country along this road had fine crop prospects and everything planted seemed to be doing well. We left Lubbock Saturday morning going west to Plainview and from Plainview to Sweetwater, and from there to Dublin, and on the return we came through Ranger, returning home by way of Breckinridge, Stamford, Spur and Floydada. On both routes after we got west of the boll weevil line, which runs across the state near Albany and Abilene, the crops were excellent. The cotton crop below the line was just as pretty as those west, but we were informed that there would not be very much cotton gathered in that section as the weevils had punctured nearly every square and boll on the stalks. The boll weevil is said to be worse this year than for several years down in the state, and in some sections have practically destroyed the crop while in other sections that have done very little damage.

There is a fair acreage planted below the cap rock to feed crops, and they have practically matured and a good crop has been made. Above the cap rock the acreage to both cotton and feed-stuffs is good, and the crops are in the pink of condition. The cotton is full of blooms and squares, and the feed is either in the head or beginning to head. Most all sections above the cap rock have had sufficient rain to put the crops in good shape, and with an average fall good crops of both cotton and feed will be the result.—Lockney Beacon.

Mrs. W. C. Woodburn accompanied by her parents, Mr. and Mrs. W. T. Elrod, returned Sunday to her home in Amarillo after visiting with relatives here.

FINNEY OF THE FORCE

By F. O. Alexander



FAMOUS FLOP SCENES # 87395  
YES - DENTISTS ARE GLOOMY, THEY ARE ALWAYS LOOKING DOWN IN THE MOUTH  
A CLOSE-UP VIEW, BY Martin Kuper Norfolk, Va.

THE FEATHERHEADS

By Osborne



N  
SES

Along the Concrete

Events in the Lives of Little Men

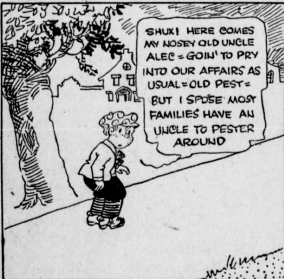


Foolish Photos

MICKIE, THE PRINTER'S DEVIL

By Charles Sughroe

Just Spoofing



The Clancy Kids

Timmie Knows His Own Brother

By PERCY L. CROSBY



Mel Harooned by George Marsh



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STORY FROM THE START

Garth Guthrie, Canadian war hero, having to live in a ... on an account of weakened ... in fact a Hudson's ... at Elkwan.

CHAPTER II—Continued

... at present, my duty is as you can see. ... the man, whose intimate ... of the medicine had ... him little of men.

... duty? Yes, I suppose ... people get you in a ... of this kind, he nodded toward ... you feel you have to see it ...

... Quarrer rose from her chair, ... the stupid brutality of the ... of the retribution ...

... I went too far," Quarrer ... said, "I didn't mean of course— ... I was out of short with: ...

... You were right—he was impos- ... she agreed in a voice low ...

... Pretty, isn't it? Nin da, I ... here. She has chosen her home. ... we called her Ninde. She was one ...

... "Miss Quarrer," went on the ... man face had softened—grown boy- ... "It fairly tore my heart—the hap- ...

... "Oh, the dumb infirmary, here ... in the north? Think if she's stayed with ... people, to die in a tri—neglected!

... "You go to bed, Anne," said Guthrie ... "The rest of the night," With muttered ... protest the old woman sluffed from ...

... "You go—no more?" he fal- ... sly heard. He smiled into the questioning eyes, ...

... "When she returned with Old Anne ... crooning her grief, she touched him ... on the shoulder.

CHAPTER III

... Daylight found man and dog on the ... high river shore. At times the man ... spoke to the airdale, who, sensing ...

... But what a miracle to have had ... that schooner driven on Akimiski with ... the girl who had shared the watch ...

... "You see He Found Two of Us," ... that he had been able to talk so freely ... of Ninde. She had proved her mettle ...

... That afternoon Etienne and Guthrie ... erected a simple cross over the fresh ... grave in the little post cemetery ...

Little Visible Charm in Captured Mermaid

... That the belief in mermaids should ... have survived all these years is ex- ... traordinary; but there is another ...

... "Slow Progression ... The transformation in the United ... States from a low order of industrial ...

... The clean-cut mouth of the man be- ... side her curled in the smile she had ... coaxed off her in that ship's boat ...

... "A thousand miles of silence—ex- ... cept the call of the geese." ... "The wren's whistle, the chirp of the ...

... "Not until I've had it out with ... Laughing McDonald," he laughed. ... "But whatever do you do in winter ...

... "Oh, of course, there are times— ... His wind-burned face darkened as he ... avoided her look.

Employ New Process for Coloring Wood

... The use of colored woods in the ... construction of furniture has long been ... known, the material being stained ...

... "Early Coastal Survey ... The records of the United States ... coast and geodetic survey show that ...

THE TREE TOADS

... Early one morning the fairies in- ... vited the tree toads to have luncheon ... with them in the old grove where ...

... "The tree toads had never seen the ... fairies looking so lovely. They wore ... dresses of very soft green which ...

... "What's your name?" they cried. ... "The little man in the ice cream ... freezer. Every time ice cream is made ...

... "And next time the ice cream I'll ... here again," ... "What," said the Fairy Queen. "We ...

Old Federal Bureau

... The work of the bureau of engraving ... and printing in 1892 by the first ... chief, with one male assistant and ...

... "Grew Careless ... "Yes, I used to be in politics my- ... self. I was dog catcher in my town ...

What's the Answer?

Questions No. 10

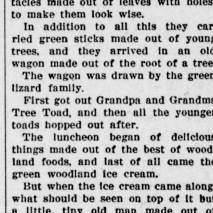
- 1-Who said: "Go West, young man, ... 2-What English author lived with ... and wrote about gypsies!

Answers No. 9

- 1-R. T. Jones, Jr. 2-A fish possessing organs capable ... of developing electric current.



They Were Sit. They Around.



Grandpa and Grandma Tree Toad.

Mr. and Mrs. Elvin Caraway and Malcolm Brannen, enroute from California to their home in Spur, stopped here for a few minutes Wednesday to renew their friendship with Messrs. J. D. Lee and A. V. McCarty, Jr.

**Muleshoe Lodge A. F. & A. M.**  
meets at hall over McCarty building on the 2nd, Tuesday of each month.  
Visitors are welcome  
R. J. KLUMP, W. M.  
J. E. ROBERTS, Sec'y

**A. R. Matthews M. D.**  
Physician and Surgeon  
Muleshoe, Texas

**Muleshoe Nat. Farm Loan Association**  
-NO. 3943-  
L. S. Barron, Secy-Treas.  
I. W. Harden, President.  
J. J. Lawler, Vice President  
Loan Committee  
T. L. Snyder  
W. G. Kennedy  
S. E. Morris  
**Farm and Ranch Loans**  
5 per cent Interest 36 yrs Time  
A mortgage that never comes due.  
See us for Loans



Send Your  
**Abstract Work**  
-To The-  
**Muleshoe Abstract Company**  
A. P. STONE, Prop.  
Muleshoe, Texas  
Agent for Warren Addition

**Lubbock Sanitarium**  
(A Modern Fireproof Building) and  
**Lubbock Sanitarium Clinic**  
DR. J. T. KRUEGER  
Surgery and Consultations  
DR. J. T. HUTCHINSON  
Eye, Ear, Nose and Throat  
DR. M. C. OVERTON  
Diseases of Children  
DR. J. P. LATTIMORE  
General Medicine  
DR. F. B. MALONE  
Eye, Ear, Nose and Throat  
DR. J. H. STILES  
DR. L. P. SMITH  
General Medicine  
General Medicine  
MISS MABEL McCLENDON  
X-Ray and Laboratory  
C. E. HUNT  
Business Manager  
A chartered Training School for Nurses is conducted in connection with the Sanitarium. Young women who desire to enter training may address the Lubbock Sanitarium.

**The West Texas State Teachers College**  
Canyon, Texas

Eighteenth Annual Session opens September 22. A class "A" College offering work leading to B. A. and B. S. degrees. A faculty of seventy men and women, each an expert in his field. A \$1,000,000 plant to which a \$300,000 education building is now being added and which includes: Dormitories for 300 women. Laboratories for Sciences. Two gymnasiums and a swimming pool. The Oldest College in North-Texas, dedicated to the preparation of young men and women for successful professional life and Christian citizenship. For catalog and full information write  
D. A. SHIRLEY, Registrar.

**About Hot Springs**

(Continued from first page)  
thick at the base of excavation, and 318 feet high from the foundation. Its storage capacity 8,866,000 acre feet of water. The lake is over 45 miles long and eight miles wide in places with a shore line of over 200 miles. The lake contains enough water to cover the state of Delaware two feet deep and is the largest artificial reservoir in the world. It furnishes water for irrigating 180,000 acres of land in New Mexico and Texas, and 20,000 acres in Old Mexico. Motor boating on the lake is a pleasure as is also bass fishing. Bass weighing eight pounds are frequently caught. They are of the fighting kind, so there are thrills aplenty for the fisherman. In season, quail, dove, duck and goose hunting are popular sports. Big game, such as deer, bear, wolf and panther can be found 20 miles west in the hills. Hot Springs may well be termed the northern gateway to the Rio Grande Valley, for here you enter that part of the valley which is the most productive. Alfalfa, corn, wheat, cotton and all kinds of fruits and vegetables grow abundantly, especially Mexican pepper. Adjacent to Hot Springs are the famous Black Range Mountains, rich in mineral deposits of all kinds, much of which are yet undeveloped. These mountains also afford good hunting of all kinds.

The broad mesas bordering this fertile valley form one of the greatest cattle breeding sections of the West.

Hot Springs is on the main route of the Atlantic-Pacific Highway, the Apache Trail and the recently established Lee Highway, and it can be easily reached by auto. People coming by train from the north come to Albuquerque, on the main line of the Santa Fe, then to Engle, N. M., on the El Paso branch of the Santa Fe. From the south the Texas & Pacific, the Southern Pacific, E. P. & S. W., Rock Island and all main roads bring one to El Paso and from there by the way of the Santa Fe to Engle. Automobile stages meet all the trains at Engle and bring the passengers over a beautiful scenic drive, across the top of the famous Elephant Butte Dam to Hot Springs.

Misses Frances Hope and Bobby Rolley of Breckinridge are visiting Mr. and Mrs. J. C. Aldredge.

Miss Dorothy Wentland returned Monday evening from the Brownwood fair.

Mrs. J. L. Alsop returned Monday from a visit with relatives in Dallas.

C. D. Gupton has returned from a brief visit at Hot Springs, N. M.

WANTED - To contract Sudan acreage. See R. L. Brown.

**Program Bailey Co. Teachers Institute**

For the Bailey County Institute for Teachers and Trustees. September 1st and 2nd.

The annual county institute for Bailey county teachers and trustees will be held the 1st and 2nd of September. All patrons and people interested in school activities are invited and urged to be present. The program is as follows:

**SEPTEMBER 1ST**

- 9.00 a. m. Invocation, Rev. J. E. Payne. Welcome Address, Hon. Levi Pressley. Response, Supt. Baileyboro school. Organization, Chairman, Wm. G. Kennedy. 9.45-10.00 - Industrial Education in Rural Schools, Fred Boone 10.00-10.15 - What every teacher should know about the physical conditions of her pupils, Miss Dorothy Wentland. 10.15-10.45 - Community activities, Mrs. Lillian Dyer, Mrs. John Jenkins. 10.45-11.00 - Recess. Reassemble in study hall. 11.00-11.15 - Necessity of accurate reports and records, Wm. G. Kennedy. 11.15-11.30 - Necessary physical conditions of playgrounds and buildings, also a sanitary water supply, Miss Annie Woods. 11.30-12.00 - Demonstration of writing, Mrs. Thelma Maderia. 12.00 - Adjourn for dinner. 1.00-1.15 - The teaching of scientific agriculture in rural schools, T. B. Weaver. 1.15-1.30 - School libraries, their use and how to use, Dee Hairgrove. 1.30-2.00 - Playground activities. (1) High schools, John Jenking. (2) Rural schools, J. Slone. 2.00-2.15 - Recess. 2.15-2.30 - Compulsory school law enforcement, D. L. Kendricks. 2.30-2.45 - Relationship of the county board of education to the public school system, T. G. Gaddy. 2.45-3.00 - The local board as the servant of the school and community, O. N. Robinson. 3.00-4.00 - Round table discussion of school problems. Chairman, Mrs. Arthur Haley. Adjourn.

**SEPTEMBER 2ND**

- 9.00 a. m. - Demonstration Classes. 9.00-10.15 - Time limit each ten minutes. (1) History, John Jenkins. (2) Elementary Mathematics, Miss Lela Bickel. (3) Grammar, Miss Minnie Barnett. (4) Reading, Mrs. Newman. 10.15-10.30 - Recess. 10.30-11.00 - Care and use of text books and school equipment, J. E. Adams. 11.00-11.30 - County wide uniform examinations for the 7th grade, Wm. G. Kennedy. 11.30-12.00 - Address, Miss Katherine Haquist. 12.00 - Adjourn for dinner. 1.00-1.45 - Roundtable discussion of school problems. Chairman, H. H. Snow. 1.45-2.15 - Interscholastic League work, Mrs. J. Wyre, Thurman Bailey. 2.15-4.00 - Organization of Interscholastic League.

"Red" Cooper, now of Wellington, was back in town this week visiting old friends.

E. A. Black of Snyder is visiting his son, W. T. Black and family.

Billy Kooztz and family are visiting in the Whitson West home this week.

Mr. and Mrs. Ed Pavlicek and children returned Sunday from a visit with relatives in the San Angelo country.

**March Back from Market**

Joe March, manager of the local Gardner Dry Goods Co., returned Sunday from the St. Louis markets where he said he bought a little of everything they showed.

We'll admit that at first we were inclined to doubt Joe's veracity just a little bit, but after watching Jess Robinson back up to Gardner's doors each morning and unload box after box of merchandise, we are swallowing it all. What sounded especially good to us was his account of the crops. March says the further this way he came from St. Louis the better the crops looked and we have every reason to be well pleased with our own crop outlook.

Look for Joe's advertisements these next few weeks, for he tells us he is handling the largest stock of dry goods ever handled here. A new shipment of dresses and coats will be in any day.

**Entertains With "42"**

Mr. and Mrs. T. S. Ballew entertained a few friends Thursday evening with several games of "42." Later the crowd called upon Howard Carlyle and his bride. Among those enjoying this fun were Misses Lela and Shorty Glasscock and Messrs. Bobo, Buchanan and Barfield.

**Buford Butt to Take Over Tailor Shop**

A deal was made last week between H. C. Edmonds and Buford Butt whereby Buford takes over the management of the Muleshoe Tailor Shop on a percentage basis.

Henry, who has been in ill health for some time, will be the official Chevrolet salesman at Valley Motor Co.

**Choir Practice With Miss Beth Mardis**

Members of the Methodist choir met with Mrs. Nina Elrod last Friday evening, learned a few new songs and practiced some older ones. The choir meets with Miss Beth this week.

**Old Settler Basket Dinner at Flagg**

An old settlers picnic will be held at Flagg, Texas, Sept. 3rd. Everybody is invited and bring your basket. Everything is free except Rodeo. Come one and all and have a good time.

I am now prepared to do first-class work on any make of car. I would be glad to have the people of Muleshoe to come in and see me and get estimates on any kind of overhaul job. Also visit our place and see the reborning and rehonning machine do the nice work on oversize piston job. All jobs will be guaranteed and reasonable. ACE MOORE, Shop located at D. O. Smith corner.

**Eat More Bread.**

Our bakery is running at full force. We can supply you with fresh bread every day, cakes and all kinds of pastry. City Bakery.

Mr. and Mrs. D. Davenport of Earth left Sunday to visit with relatives in Fort-Worth.

Mesdames D. O. Smith and Ollie Alford were Clovis visitors Monday.

Born to Mr. and Mrs. Frank Snyder August 17th a fine boy.

Born to Mr. and Mrs. J. J. DeShazo August 23 a fine boy. Mother and child doing nicely.

Messrs. U. C. Nelson and F. E. Miller, prominent land men of Sudan, were here Monday.

Mr. and Mrs. R. E. Barton of Earth were in town shopping Monday.

**Lazbuddy Revival**

A tent meeting will begin at Lazbuddy Friday with Rev. J. E. Payne preaching. The revival will last ten or twelve days. There will be preaching at the Methodist church here at eleven Sunday morning.

Mrs. D. A. Dodson and daughter, Mrs. T. S. Ballew, returned Saturday from a short visit with Mrs. K. J. Clements of Plainview.

Miss Lee Green of Lubbock passed through Monday enroute to the mountains of New Mexico for a short vacation.

Mrs. E. B. Duke left last week for Lubbock to attend a family reunion. All the brothers and sisters were present.

Will Beller of the Star Ranch is having a granary built this week.

Mrs. Arnold Morris and children, Mr. and Mrs. J. F. Johnson, E. E. Byman and family were Clovis visitors Monday.

Mesdames T. ... Tuesday afternoon

Mr. and Mrs. ... and children have ... house formerly ... by (J. Roach and family

Mrs. Lilla B. ... has been visiting ... returned home Monday.

**Cleaning and Pressing**  
**Muleshoe Flor Shop**

**R. L. BROWN**  
The Land Man  
LANDS OIL LEASE ROYALTIES



**"Once More"**

On September 6th the "Old School Bell" will ring out, calling back the merry vacationists. Grets are vain—the return to "reading, riting and rithmetic" is inevitable. Lack of progress is humiliating to parent and student. In fairness to both the student's eyes should be examined.

**DR. C. E. WORRELL**

**Eyesight Specialist**  
Lyceum Bldg. Clovis, N. M.

**Bailey County Abstract Company**

Established in 1900  
L. S. Barron, Mgr. Muleshoe, Texas  
Abstract, Loan, all kinds of Insurance and Conveyance. All matters pertaining to land titles given prompt attention [Member Texas Abstractors Association; also Member Association of Title Men]

**Cool Off at Our Fountain**

Our Fountain is 100 per cent Frigidair equipped and you can be sure of deliciously cold drinks, made from the purest ingredients. These hot days are trying on one's disposition: come in and enjoy an old-fashioned Ice Cream Soda, iced drink, or cream in some one of the many flavors we have at all times. You'll go out cool and refreshed.

**McCarty Drug Store**

Remember we fill any Doctors Prescription



**Wholesale and Retail Gas Retail 15c**  
**Walker Brothers**  
Lariat, Texas

SAY! LET WEAVER DO YOUR TIRE AND TUBE WORK Muleshoe, Texas

Next time you buy calomel ask for



The thoroughly purified and refined calomel combined with assistant and corrective agents. Nausealess—Safe—Sure

ATTABOY EDDIE



We're never "just out" in this store. There's ever a plenty and more. And Eddie is waiting. With heart palpitating. To give you good service galore.

**Good Meat Reasonably Priced is Our Specialty**  
You will have to judge our Meats by taste—not by price. Our experience in handling Fresh Meats has proven to us that good Meat is the most economical for you to buy and for us to sell.

We are in the market for Cream and Eggs.

**C. D. Gupton Grocery Co.**  
Groceries and Meats

POULTRY



When daughter smokes cigarettes, you know who is boss in that home. We Solicit Your Patronage.

Put your Poultry and Stock in good condition by giving them Hess Poultry and Stock tonic.

If you want an industrious who is ready to scratch for breakfast—instead of a lazy—give your flock Dr. Hess tonic.

Can supply a food for every need...

**Bailey County Elevator Co.**

**C. of C. Luncheon Well Attended**

The Chamber of Commerce luncheon Tuesday was attended by practically all the business men. The regular routine of business was transacted and the Muleshoe Fair discussed. No definite action was taken, but plans were made for another meeting next week and the various committees will be ready to get to work. Every one present expressed great enthusiasm for the work and are of the opinion that this will be the biggest and best fair ever held in Muleshoe.

**Don't Change the Name**

Excelsior Springs—I think to change the name of your town would be the worst thing that could happen. The name Muleshoe puts it in a class all its own. No stranger ever forgets it any more than he does the wonderful country. Let it all ways be Muleshoe.

**A Land Owner.**

Miss Marie Arnold is filling the vacancy at the drug store caused by Miss Mildred Lee's resignation. Mildred is taking a short vacation preparatory to getting ready for college this fall.

Miss Dorothy Wentland is just back from a health conference and demonstration work in Goldthwaite. She was assisted in the health conference by Drs. H. N. Barnett and C. Durham. They examined 67 children under six years of age and 175 school children.

Mr. and Mrs. J. F. Johnson, Mr. and Mrs. E. E. Byman and daughter, Blanche, of Wichita Falls, are visiting in the Arnold Morris home.

Mr. and Mrs. John C. Jenkins of Stamford are here for this term of school. Mr. Jenkins is the superintendent while Mrs. Jenkins will teach in the grades.

Henry Edmonds, who has been rather ill for the last few days, is now able to be up and around town once more.

Mr. and Mrs. J. F. Nettles of the Fairview community spent Sunday with their daughter, Mrs. M. V. Walker and family.

Thomas Nettles of Antioch, Calif., arrived here Saturday to visit his sister, Mrs. M. V. Walker.

Ernest Huffman of the Mashed O ranch left the latter part of last week for various points in New Mexico.

Dick Jones of the Slaughter ranch near Lehman, was visiting with relatives and friends here Thursday.

Wheat land for rent; 250 acres second year land near Lazbuddy. 28-11-p E. R. Hart.

S. E. Arnold was attending to business matters in Canyon and Amarillo Thursday.

Mr. and Mrs. A. L. Davis of the Fairview community were trading in Muleshoe Wednesday.

Messrs. Joel Lee and Carl Elrod were transacting business in New Mexico yesterday.

Mr. and Mrs. J. C. Jenkins were Sunday dinner guests of Mr. and Mrs. Ivan Morris.

Misses Beth Mardis and Irene Hall spent the week-end in Farwell with the latter's parents.

John Davis of the Fairview community was in town Monday morning.

L. Sikes returned Saturday from a business trip to Amarillo.

**We Enjoyed Them**

Tuesday afternoon Kay Magamoto brought the Journal force some cantaloupes that he grew on his farm. Last week we complimented Kay on the fine flavor of his melons, but now we realize we knew nothing at all about what we were saying. We didn't prevaricate, however, we simply didn't put it strong enough, for they were delicious to the last bite. Thanks, Kay, call again.

**Goodland News**

Mr. T. G. Gaddy and family and Mrs. Gaddy's parents, Mr. and Mrs. L. D. Shuman of Lubbock, have just returned from Rindoso Springs and Cloudcroft.

Mrs. Rube Carruthers is now in Lubbock with her grandmother, who has been ill for some time.

Miss Lucille Hicks of Hereford has just returned from a visit with her brother, Caldwell of Figure 4 Ranch.

The Misses Lyndell and Frances Gaddy have as their guest Miss Toby Shuman of Lubbock, Baileyboro's ball club slaughtered Rogers on Rogers home ground last Sunday. Baileyboro touched music for sixteen hits and thirteen runs. Coffman was in rare form, only giving up 8 hits and four runs, holding Rogers to a shutout until the eighth inning.

Miss Helen Robinson is now working in Dallas.

Misses Lyndell, Gaddy and Toby Shuman spent Friday with Miss Rachael Ernest at the X Bar Ranch and reported a nice time.

Miss Ruth Patterson is making preparations to enter the Tech this fall.

Mr. and Mrs. Clyde Middick are planning on visiting Mrs. Middick's family in Frederick, Okla. Keporter.

S. E. Morris is attending to business matters in Wichita Falls this week.

Miss Jimmie Pickard of Lariat is spending the week with Miss Opal Morris.

**Levi Pressly Attorney-at-Law**

Practice in All Courts  
Muleshoe, Texas

**SHEET-ROCK**



**SEALED JOINTS**  
SHEETROCK, the fireproof wallboard, affords a perfectly smooth surface for any decoration. All joints are concealed. Never warps. A splendid insulator—saves fuel, and makes any house cooler in summer. Let us show you why.

**Burrow Lumber Co.**  
D. E. KEENER, Mgr.

**Bailey County Old Settlers Hold Reunion**

The Old Settlers Organization will hold their annual picnic at Kropff's grove on Wednesday, Aug. 31. There will be a basket dinner and amusements will be provided. All having lived in Bailey county 15 years or more invited to attend the picnic.

Mrs. Conyers and sons, Jennings and Duthell, returned to their home in Pawnee, Okla., after visiting for some time with her brother, J. E. W. Jennings.

Miss Jewel Anderson was a week-end guest of Mrs. H. C. Edwards and Miss Jewel Haney.

Mrs. Clyde Weaver and children, Jackie and Loraine, of Douglas, Ariz., are visiting Mrs. Weaver's parents, Mr. and Mrs. C. A. Moors.

David Anderson, who has been suffering from typhoid fever, is still improving rapidly.

FOR SALE—Two good Jersey milk cows. See G. W. Dodson.

Mr. and Mrs. Leon Kropff returned Sunday from a week's outing in New Mexico.

Mr. and Mrs. M. F. Collins are enjoying a visit from their son, whose home is in Dallas.

Mr. and Mrs. J. E. King and son, Curtis, Mr. and Mrs. John Webb, all of Mountain View, were visitors in the I. W. Harvey home a short time Monday.

Mrs. C. J. Roach and children left Monday for the mountains of New Mexico.

Editor and Mrs. R. B. Boyle returned Wednesday from Hot Springs, N. M. The trip proved very beneficial to the editor's rheumatism, but was ineffectual with Mrs. Boyle, hence the short stay.

Mrs. Jess Robinson and son left the latter part of last week for Mangum, Okla., to visit relatives. Jess will join them in a few days.

Mr. and Mrs. J. W. Kelly have taken over the management of the Earth hotel, and are offering clean, attractive rooms with plenty of home-cooked food. Mr. Kelly sold his farm before entering the hotel.

D. L. Buttis is having his house west of town painted on both the outside and inside. Needless to say it is adding quite a bit to the attractiveness of his place.

INVENTORS AND MANUFACTURERS

**Green & Son Manufacturing Co.**

TEXICO, NEW MEXICO

Floor Space, 2,400 Square Feet—Corner Wheeler Ave. and Turner St. Postoffice Box 103

Weeder Attachments and Knives for all kinds of Godevils, John Deere, Emerson, P. & O., Moline, Avery, Rock Island and Flying Swede.

Lister Attachments and Knives. One, two and three row for all makes.

If you need any of these goods, send in your order so they can be made this winter and they will be ready next Spring. I cannot supply the demand to wait until Spring to make them.

Repairs Plows, all kinds of Wagons, all kinds of Buggies, all kinds Godevil work, making 8, 12 and 16 foot Stalk Cutters.

Wagon Boxes, Grain Barges, Grain Bundle, Headers, extra Weed Knives, all kinds Car Work—trueing Axles, Welding Springs.

Bring your Binder Castings. I can weld any Casting, Iron or Steel. I have my new Welding Plant, Disc Rolling, Acetylene Welding, Magnoline Gasoline & Oils.

I fill your car with the best gasoline at cost. I call it my customer's gas. See us when in need of anything in our line. We will save you money.

I appreciate your business in 1926 and I will equip my shop so I can be at your service in the future.

G. F. GREEN, Manager.  
Box 103, Texico New Mexico.

"Everything to Wear"

**Our New Fall Merchandise IS ARRIVING DAILY**

Hats, Caps, Dresses, Coats, Shoes, Ties, Belts, Blankets, Comforts, Notions of all descriptions are included in these shipments.

Watch our display windows for the new Fall Styles.

**Gardner Dry Goods Co.**

"The Price is The Thing"

Plow that wheat land now!

Tractors and plows of all sizes, ask for demonstration

**E. R. Hart Lumber Company**  
Hardware Furniture International Implements

Improved Uniform International Sunday School Lesson

Lesson for August 28

NATHAN LEADS DAVID TO REPENTANCE

LESSON TEXT—II Sam. 11:1-12:12. GOLDEN TEXT—A broken and contrite heart, O God, thou wilt not despise.

PRIMARY TOPIC—God Shows David Repentance. INTERMEDIATE AND SENIOR TOPIC—Confessing and Forgetting Sin.

1. David's Crimes (II Sam. 11). 1. Adultery (vv. 4, 5). He by his kingly authority brought Bathsheba, the beautiful wife of Uriah, one of his brave soldiers, into his harem.

2. Murder (vv. 14-18). David sought to cover up his shameful act of adultery with Bathsheba by calling Uriah from the field of battle and giving him a furlough at home with his wife.

3. Contributing Factors in David's Fall. I. Idleness (11:1). David sought to escape his responsibility to go forth with his army to battle.

II. David Rebuked by Nathan, the Prophet (12:1-12). What David and those displeased the Lord (12:7). What he had done gratified his own carnal lust, but the serious thing is that it displeased the Lord.

III. David's Confession (vv. 13-25). David had taken him from the sheepcote and had him to the throne made him king over all Israel.

IV. David's Confession (vv. 13-25). David had taken him from the sheepcote and had him to the throne made him king over all Israel.

THE DIVINITY OF TOIL. Toller, toiler of the mine, Braving Pit's infernal shrine, Diving dark in depths of earth As some god of mythic birth.

Toller, toiler of the mill, Bossing matter to thy will, Hearing rovers cowered with flame, Mending meshes of Titan frame.

Toller, toiler of the rail, Piercing earth and spanning vale, With thy engine's headlong roar Girdling nations shore to shore.

Toller, toiler of the sea, Cleaving black immensity, With thy hulls, majestic vast, Scouring earth, sky and main.

Toller, toiler of the mill, Bossing matter to thy will, Hearing rovers cowered with flame, Mending meshes of Titan frame.

THE COWARD. To die in order avoid the pains of poverty, love, or anything that is disagreeable is not the role of a brave man, but of a coward.

THIRD RAIL STOPS ENGINE. By means of a third rail that develops electricity during the movement of the train, a device recently invented by an Italian, stops train without the action of the engineer.

TWO WOMEN FOUND HELP. Their Sickness Banished by Lydia E. Pinkham's Vegetable Compound. Mrs. Nina Mattison, Box 206, Oxford, N. Y., writes: "If it had not been for Lydia E. Pinkham's Vegetable Compound, I could not have done my work as it should have been done."

CALIFORNIA FIG SYRUP IS CHILD'S BEST LAXATIVE. Every department of housekeeping needs Good Ball Blue. Equally good for kitchen towels, table linens, sheets and pillowcases, etc.—Adv.

HURRY MOTHER! Even a fretful, peevish child loves the pleasant taste of "California Fig Syrup" and it never fails to open the bowels. A teaspoonful today may prevent a sick child tomorrow.

Famous Cheeses. Roquefort cheese is made from the milk of sheep. Gorgonzola, another highly flavored cheese, is made from cow's milk.

I am a malicious mosquito. I should be killed! Bee Brand Powder or Liquid. Kills Mosquitoes, Roaches, Ants, Water Bugs, Bed Bugs, Moths, Crickets, Fleas, Lice and many other insects.

FOR OVER 200 YEARS. Hanford's Balsam of Myrrh For Piles, Corns, Bunions, Chilblains, etc. All dealers are authorized to order your name for the first bottle sent.

Correct internal troubles, stimulate vital organs. Three sizes. All druggists. Insist on the original Genuine GOLD MEDAL HARLEM OIL CAPSULES.

Dr. Peery's Dead Stick For WORMS Vermifuge. PARKER'S HAIR BALM. Removeth dandruff, disparting itching scalp, keeps the hair soft and healthy.

His Treat. Visitor at Church (to friend, as collection plate rings)—Put that money back in your pocket, Bill. This one's with me!

HOT WEATHER DRIES OUT YOUR KIDNEYS, LIVER AND BOWELS. Perspiration carries off body moisture and the liver and bowels become dry and constipated.

Cuticura Soap Shampoos Keep the Scalp Healthy. Regular Shampoos with a suds of Cuticura Soap and hot water, preceded by light applications of Cuticura Ointment, are most effective.

A Fine Tonic. Builds You Up. Prevents and Relieves Malaria-Chills and Fever-Dengue. Prayers is a golden key which should be used in the morning and lock up the evening—Bishop Hopkins.



THE THINKER BY RODIN

By ELMO SCOTT WATSON. THAT is the spirit of Labor Day? There may be as many answers to that question as there are answers, but from several of them, though phrased in different terms, it may be possible to arrive at some statement which will come near expressing the meaning, not only to labor but to all other divisions of human society, of this day for the working man.

When the last chapter of the story has been written, it will be found that the chief glory of labor has not been in what its leaders or men gain for themselves, but for their generation, and in what they secured for those who follow them.

Such utterances as these are evidence of the fact that Mr. Gompers' warning so long ago that "intelligence must prevail" has been heeded by American labor, and a part of the American laboring man's prosperity today is due to the fact that he has brought to his task an intelligent conception of both its rights and its obligations.

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ALL FEATURING SNAKESKIN; CLOTH DRESSES FOR GIRLS

WOULD seem as if the fashionable world had become snake-mad. At the beginning of this season women looked apace at carrying a bag or wearing shoes or gloves of snakeskin; gradually they edged and so the mode has continued to leave its fascination, which has not yet been broken.

is happening to tott' dresses these days. It is very apparent that little American girls are adopting the French fashion of dresses, oh! so short. There's plenty of color in the juvenile style picture this season. To achieve novel color effect, designers are employing artful fabric treatments, the inset method especially proving successful. That is, a contrasting color of the same material as



Smart Modes for Midseason.

bespeak other than a flash of the seasonal—a mere passing fancy. However, midseason and fall styles disclose the fact that serpents re-embodied into coats and hats and such smart details as handbags, belts and shoes are still moving about on the stage of fashion.

that of which the dress is made is inlaid, so to speak, with clever seamings. A close study of the frock in the picture will reveal an interesting inset styling. This little dress is of chestnut-colored wool rep with linings of a lighter brown ingeniously seamed into the body of the garment.

Indeed so popular have snakeskin effects become that some of the newest silks for blouses and scarfs, for coat linings and dress trimmings—printed in snakeskin patternings— which proves again that "imitation is the sincerest flattery."

These inlay constructions present vast possibilities for intriguing design. For instance, a navy blue jersey frock has inserted strips of French blue, so seemed as to radiate from a point at one side, like spokes of a cart wheel.

Another simple interpretation of the inset treatment is that of making a deep yoke of a light tone with a darker portion sewed below, the hemline displaying a third-degree coloring. Dresses for children not only employ inlays of one color, but of many. Ingenious seamings is given to squares, triangles and other conventional motifs of various shades until a gay and modernistic patterning is the result. Unbroken lines from neck to hem is the most approved styling this season.

In the soft crepes and ginghams this is accomplished by means of smocking, shirring, tucking and plaining, which allows the fullness to fall from the shoulder. Not only is the peasant-type frock heavily smocked, but this same form of handwork is very popular throughout all juvenile styling.

Included in recent showings of early fall accessories one finds many snakeskin bags, both genuine and imitation, both of coars and watermake variety. One sees also snakeskin patternings on felt hats, done by handpainting on beige and strin-colored felt grounds. The snakeskin coats in the picture bear the seal of Paris approval.

Stylists are using for children's day time autumn frocks such woolsens as Jersey, kasha, wool serge, crepe, rej and velveteen. For coats, suede cloth, broadcloth and velveteen are choice for dress types, with novelty checks and plaid for sports cloaks. The new coats are featuring chin collars, some of the fur-bound, others adding scarflike trim made of self-fabric.

Cunning Little Dress.

The envelope bag under the arm of the figure to the left is snakeskin trimmed. After vacation, then what? Outfitting little folks for school answers query. Considering that children so decidedly in the foreground fashion these days, it becomes imperative that their frocks be styled, not only for "dressup" occasions but for school wear and play-ours as well. Shorter, shorter; that's what

JULIA BOTTOMLEY (©, 1927, by Western Newspaper Union)



Remodel with OAK floors

Make every room like new at slight expense. Oak floors are prominent, beautiful, easy to keep clean. Write for complete free literature.

OAK FLOORING BUREAU, CHICAGO 1292 Builders' Building

Ambitious Agent With Good Record and small capital. Join us. Our business unique, highly profitable and easily learned. Few hours week. By Keener, 2919 Lakeside, Dept. K, Chicago.

Housewives—Reduce Canning Time 25%. AM Druggists, grocers for Mrs. Price's Canning Compound. Send name and address of self and the friends for one sample. Two extra samples 15c. 2119 North Penna, Minneapolis, Minn.

ARE YOU TOO FAT? Current exercise and proper diet the only safe way to reduce. Send 11¢ and get copy of correct feeding schedule that has been used to do at home! Also suggestions to diet. THELMA TRIMMERMAN, Physical Director, Andalusia, Alabama.

Pat. Product, 150 Eyes in Every Home, Store and Garage. Used in the White House and U. S. Senate. We'll help start you in business. W. H. Office 412 N. 2nd St., Philadelphia, Pa.

Mitchell Eye Salve for SORE EYES. Avoid dropping store drugs in eye. One drop relieves. It has no irritating effect. It brings soothing relief. Buy a pack, New York City.

In Tube with File Pipe Attachment, 75¢. PAZO OINTMENT. In guaranteed to cure any case of itching, blind, bleeding or protruding Piles or hemorrhoids.

Grove's Tasteless Chill Tonic Restores Health, Energy and Rosy Cheeks. 60c

Striking She—Don't you think their wedding presents a striking display? He—They certainly would have been if the eleven parlor clocks had all been going.

Poor Girl! George—Yes, I think I can make your daughter happy, sir. Her Father—Well, you'll have to do different. She weeps and wails over every letter you send her.

Evil Eye on Crops Women dragging plows through the first furrows in the fields to prevent evil spirits blighting the crops may be seen within short distances of Moscow. Idolatrous worship and superstitious practices continue almost within the shadow of the Moscow universities, according to a report by the ethnographic department of the commissariat of education. The god of hens is still placated with special offerings in villages close to Moscow, wipers are asked to cure illnesses by applying toads to the skin of the sufferer, quacks and voodoo-men conduct a thriving trade, and many other dark and dismal magics persist, in spite of the active educational work of the government.

Red Cross Ball Blue is the finest product of its kind in the world. Every woman who has used it knows this statement to be true.—Adv.

Shakespeare's Writing Tells of Fatal Worry

None of Shakespeare's works in the poet's own handwriting are now in existence, but there are in existence books which belonged to Shakespeare and in which he wrote. These two centuries have been reached by Dr. Samuel A. Tannenbaum, Shakespearean authority. Doctor Tannenbaum has made a close scrutiny of the six indubitable specimens of Shakespeare's handwriting; the three signatures in the will in Somerset house and on the three documents, one on each of Gildhal's British museum and public record office. He demonstrates that the poet's handwriting shows characteristics that belong to the poet died of this disease. brought on, probably, by domestic worries, his younger daughter having married a man unworthy of her.

Souvenir "I suppose there are tender memories connected with this lock of hair." "Must be or I wouldn't have kept it. But who gave it to me, hey? That's what I want to know."



Betty Buzz stars in screen comedy

FLIT spray clears your home of flies and mosquitoes. It also kills bed bugs, roaches, ants, and their eggs. Fatal to insects but harmless to mankind. Will not stain. Get Flit today.



DIXIE EVER AND PAIN POWDER Reduces Fever 25% Produces Rest

A Changeable Animal An animal which can change into another animal and then back to its original form is the startling discovery announced by Dr. Martha Bunting of the zoological department of the University of Pennsylvania. The "animal" is one-celled, resembling a minute drop of jelly, and belongs to the amoeba family. It can transform itself into a complicated flagellate. Doctor Bunting declares, and then effect a retransformation back to its amoeba state.

Mental Strain "I'm thinking of a trip to Europe." "Really, old man, you can't afford that. You're not accustomed to that sort of thing." "I merely said I was thinking of it. I can afford to think, can't I?" "No; that's what I mean. You're not accustomed to thinking."

The Retort Withering Mother (trying to patch up quarrel between young lovers)—Now, Mildred, you must not mind Harold's fretfulness. He's just temperamental, you know. Mildred—O, really? I thought maybe he was teething.—Capper's Weekly.

FACTS - AND THE OPEN MIND THE MOST important element in business success—and the most difficult—is to be sure that you have all the facts before you act. TO GET them all, from every possible source, is the first objective in General Motors. The Research Laboratories contribute some. These are nuggets, left in the crucible, after hundreds of ideas that looked good have been burned away. The Proving Ground contributes others. Dealers contribute. The public contributes. Every department contributes. Through the whole organization runs a spirit of inquiry and of rigid insistence on proof. OUT of such thinking come the new models announced from time to time by Chevrolet, Pontiac, Oldsmobile, Oakland, Buick, LaSalle, Cadillac—all with Fisher Bodies. And by Frigidaire. Each new model is a tested step forward. Nothing goes into it as a result of habit or guess or pride of opinion. Nothing counts but hard-won facts, gathered and used with an open mind. GENERAL MOTORS "A car for every purse and purpose"

