


NEW TRUCK FEATURES FOR 1935 V-8





Muleshoe Motor Co.



Exccinctiou
Are to be found at our Big Opening Sale which continues throughout this week. You can't afford to miss these bargains which you will find throughout our big new store.
 ANKLETS, for children, variety of shades in fine cotton, only-
 your our soverali, pait rat the unheard
during this opening sate of only, pair daring this opening sale of only, pair
PNTTES AD BLoMERS, of that tovely
 sLIPs, of ryyon taffeta, bias cut tor pertect tith lace trimmed top,
extri iong se them tor onl
wHITE BAGS for Easter, novelty weaves, all with inside slide fasiener 49 and mirrar, orly
WHITE BAGS, under arm styles only, each
KIDDIES PURSES, strap and chain styles
KIDDIES PURSES, strap and chain styles
HANDKERCHEFES, sport



 OICLLOTH, new spring patterss, 46 inches wide, a new shipment, yd. 25
WINDOW SHADS, 25

ANTISEPTIC, a full pint, use as gargle and mouth wash



EASTER IS COMING !
 exatinio
 Watch our window next
WEEK; WE BAVE A Big SURPRRSE FOR THE
younasters.


## Baileyboro News

Mr. an Mrr. John starkey went shopN. M. M, Monday.
Miss Berdine Wallace of Arch. N. M. Miss Bercidne Wallace of Arch. N. M. M.
vistiter here with friends and rela
ses.
Mres. Pete Lelck left last week for
Maducah to vistt friends and relatves.
(unt
 Lhss. of Tucumarir) N. M. M,
tors of Mrs. Minnio Pears.
 Mr. and Mrs. Henry
weekend in Lubbock.
Mrs. Faye starkey and her mother
Mrs. J. W. Malone, have gone to Roy Mrs. J. W. Wal. Malone, have gone to Roy
N. M. .or a mist
Mr. and Mrs. Walter Malone of Har
 Woodrow Freutider, formerly
Baileyoroo. was here this week. He ha
been at the c. c. C. camp in Alamo

 Windell Lloyd, of Cirieleback, have
been visting relatives here this week
Mrs. and Mrs. Lisman Harvey and son have returned drom Lubbock where
they heve been visting her parents tor



SELECTED SEED: HEGARI MILO KAFIR, REDTOP SUDAN Let Us Supply Your Needs! MULESHOE flevator co.
$\square$



The chart illustrates clearly typical examples of the ad ditional electric service to which any home able at no increased cost ranges from 43 per cent to in some cases over 100 per cent additional. The only requiremenent is that you use as much or more (but not less than 200 kilowatt-hours) than you
did for the corresponding month of 193 . Should you use in excess of the additional current allowed, did for the corresponding month of 1934. Should you use in excess of the additional curtrent allowed,
the "utimate" rate provides an exceedingly low cost per kilowatt-hour. A record of your 1934 con-
sumption aud the benefits you will receive may bz obtained at our local office. TEXAS UTILITIES COMPANY

## EVERY FARMER SHOULD EMPLOY MEANS TO STOP WIND EROSION

 SAYS COLLEGE FARM SPECIALIST|  |  |
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| Longview News |  |
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| prised Mrs. Veery with a stork showe |  |
| Siter reelved many nite and usef |  |
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| and Mrs. T. w. Watson returned | ${ }_{\text {west }}^{\text {tan }}$ |
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| Quite a few people have began mak ing garden's. A good rain would sure |  |
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| Enochs Echoes |  |
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|  | C. E. Dotan and son. B |
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## foodski gringitime BARCAITTPRICES

This is the season of the year when dis tracted housewives, who know not what to prepare as a change of foods for the family, find our store a haven of relief, not only in the wide selection afforded, but aiso in the savings that are to be enjoyed in low prices for quality foods. Shop here first, and enjoy extra savings. Note our low prices.

A big majority of Muleshoe housewives have long since learned that the ideal flour can be purchased here, for baking those delicious biscuits that
iust hit the spot those muffins and, buns that fairly melt in the mouth. Try a sack of "Car-
nation" or if nation," or if you,
prefer,"Gold Medal"
WILSON CROCERY


## Why take less?

$\mathbf{F}_{\text {ing hallar go as far tas as pake the }}^{\text {ORs }}$.
gives you traditional Ford low prices, traditional Ford operating economyand, in addition, riding comfort, body roominess, new beauty and new safery featu
ments of almost everyone.
Consider some of the V-8 for 1935. Take Comfort: From this stand inoine Ford what a completely rounded car this is! Comfort Zone Riding that gives "front seat comfort" even to rear seat passengers. Deep cushioned, ,high-backed, wider seats. passengers. Deepp cushioned, high-backed, wider sears.
Big, air-balloon tres. Easier steering and a newly-de-
signed clutch that responds to the touch of your foot.

## 

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Cossider safety: There's safety glass all around-on all
models-at no additional cost $A$ new welded -ll sell models-at no additional cost. A new, welded all-steel
body. New, more powerful brakes, wih an nousually hody. New, more powerful brakes, with an unusually
high ratio of braking surface to car weight. And a lower center of gravity that gives increased safety and stability on curves!
Why be
Why be satisfied to receive less than this for your money?
Examine this new 1355 Ford V .8 R Examine this new 1935 Ford $V$.8. Ride in it, You lll authout it Kaly now ad.
FORD $/ 8$

THE SHORT EST THING IN THE WORLD-is not a mosquito's whisker, a gnat's eyelash, a microbe's imagination, nor an in finitesimal blush of realization; but it is PUBLIC MEMORY! You may have been in business in Muleshoe since the town was first founded, and people are well acquainted with that fact-but they forget just what goods you are selling and the prices asked for them. Also, new customers are being born every day-new citizens are constantly arriving in this county, and they all have to be informed if they are to become YOUR customers. No matter how long you have been in business here, unless you keep telling the people who you are, what you have and how you sell it, your competitor who does advertise constantly and intelligently will reap the harvest of business while you get the few crumbs that fall from the table of prosperity.

## THE MULESHOE JOURNAL

## 

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








| A thought for the week | the fact remains, just the |
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| today cannot spell as well as children |  |
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## Modern Coohing

The New Waldorf sets the pace with the most important ad.
vances in Electric Range development. You'll find solid. sturdy vances in Electrit Range development. Yeulilind folid, sturdy
construction
without forfetiting light weight Beautiful, utili.
 forvard until stopped by the lock slide.
Broiling equipment is provided with an advanced type
smokeless broiler assuring the certanty of delicately crusted smokeless broner assurng sements make the range one of the
fastest boiling elemencents ever produced. Think of this -on fastest boiling elements ever produced. Think of this - on
"medium" heat, only the two outside coils are hot, giving even heat distribution (eliminating
using a large skillet or griddle.
Waldort places the convenience outlet adjacent to the work${ }_{\text {minal }}$ connections or elements eliminate the annoying service problem cuused by these important terminals becoming loos-
ened by
fect teling of a piece of precision equipment. It comes to rest in
the epen position with an easy, cushion-ike novement. In closing, it moves forward almost automatically after being
raised to the half.way position.


During the month of April unly.
the New Waldorf is beiny of. fered at a marvelousty low
figure. figure.
Pr
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Prices Range from $\$ 74.50$ to $\$ 99.50$
 month. Prices include range in.
stalled in your home. Your old range, regardess of of its sype,
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cepted as a liberal down pay-

Texas Utilities Company



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BE MODERN
install an automatic GAS Water heater

West Texas Gas Co:

## SERVICING • CARS



- BATTERY
- TIRES

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EVERY Automoble should
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- BRAKES be thoroughiy serviced at
the ohange of seasons.
spring days are alrendy
- GREASING
- REPAIRS
- ADJUSTMENTS
show you how a real job
should be done. Our rates
conud bey cone. our rates
are very reasonabie.
RATER
BrTTERY, Brakes, thes,
greasing-these are
Impor-

If properiy done will saiz
you many dollara. Brit



Muleshoe,

## LOCAI APPENIVG:

- Foond: Key, teentry and pay Journal ofrice.
- FOR SALE: Premier Jr. Vacuum
cleaner, nearly new. A. w. Copley, - E. W. Smith, of Wills Point, is here for a 10 days visit with his
Mras. Roy Jordan, and family.
- R. L. Brown, Mr. and Mrs. Howard
Cox made a business trip to Lubbock Cox made a
last Tuesday.
- Miss Lucille Beaty spent the weekend
visiting with Miss Verbie Griffiths, at - N. T. Reynolds, of Elk City, Okla., attended to business and visited friends - Joe Brown and Lunir E. Burn of
Lubbock transacted business in Muleshoe last Saturday afternoon.
 Mrinand Mrs. w. P. Besinger visted - Charles whitare of Lubbock transs



 B. B . Diamond of Amarill tranacted - Martand Mars Iouid Rite mere sudan - Mr. and Mrs. $\mathrm{C} . \mathrm{C}$. Danner wer
 - Chariey Calers of the weet camp Mulestoe last Moncay.



 - Dr A. R. Mathews made a busness



 eroe last Sunday atternoon from Min-
taking medical treatment. several days - M. E. Ware, business man from Lub-
bock, transacted business and visited week.
- Mrs. Nolan Dillis, of Friona, assisted
in the st. Clair Variety store in Mule--
shee the latter part of last week during shoe the latter part of last week during
the sale and formal opening. - FOR SALE: Good gin run cotton
sed. Also, second year ceorgia Halif
and Hall, pure. W. R. Young, Sudan - Miss Mildred Miller spent the week-
end in Lubbock attending the District end
Interscholastic League moeting and
visiting with friends. - Mr. and Mrs. H. T. Howard and
family, of Floydada, spent Sunday af-
ternoon in Muleshoe visiting with friends.
- George Sheppard, of Rogers, N. M.,
transacted business and visited with transacted business and visited with
friends in Muleshoe Thursday after-
noon of last week. - R. B. Goforth and E. B. Green
Lubbock attended to business matter
in Muleshoe Thursday atternoon

 Acala seed. A. L. Davis, $10 \mathrm{mi}$. . s.
Muleshoe. - Mrs. Guy C. Widmer of Amarillo
transacted business and visited friends in Muleshoe Thursday afternoon of - Sheriff Earl Booth, of Farwell, and in Morton, Farwell and Clovis, N. M
last Sunday - Mr. and Mrs. J. L. Alsup and daughter, Myrtle Kay, visted in Sudan last
Sunday aternoon with their daughter Mrs. Raynes Sparks.
Miss Avanelle Motheral and Miss Farwell-Mulueshoe wase visillors at the the piayed
in Farwell last Sunday. - Mrs. H. A. Douglass and daughters,
Maudie, Neva and Mrs. A. J. Sparks, last week attending the District Inter-
scholastic League meeting and visiting. Miss Pearl Carter, of Levelland,
spent the weekend and the first part
of this week in Muleshoe visiting with
her cousin, Miss Mary Holt and
friends.



## SPRING SEED WARNING!

 Let Us Supply All Your Seed Needs WE have iv stock acal tis yer tested and


RAY GRIFFITHS ELEVATOR


Ch. P. B. Pierson left last Monday
ver annivessass a a delegate to the sil-
isionary
 Patronize home incustries.

## Reduced Prices On All PERMANENTS

 For Easter You can now secure one of ourlely permanents at a big saving. We mex intaled a mater sotict
 VOGUE BEAUTY SHOP MRS. MELINDY, MRS. BASINGER
MISS WILLAMS $\left|\begin{array}{c}\text { NOT A BAD IDEA } \\ \text { TO GET THE HOUSE } \\ \text { THOROUGHLY, } \\ \text { DAINTED ! }\end{array}\right|$
ACME QUALITY HOUSE PAINT

Balanced Formula is the paint to use Let us tell you about Triple Check $\downarrow \checkmark \checkmark$ Plan
before you buy House Paint

Panhandle Lbr. Co.
Muleshoe, Texas

## PRRE-EASTER <br> 

## Closes Saturday Night, April 13



Don't fail to take advantage of these PreEaster Bargains in New Spring Merchandise while there is yet time.


## ROAD-RUNNER GAS

Scoots your car down the highway with a Zip and Speed excelled by no other!

## Mr. Farmer: Farming time is here, and h will pay you to se prices on Ququity Petroteum Products. We hande the famous

 400 end point road-runner gasoline, wagnor kero sene, hobs tractor gasoline, also, marathon, diamond $\underset{\text { GREASES. }}{\text { and WAND }}$Keep the profits made from Petroleum Prodncts at home by tradiing
CONSUMERS FUEL \& SUPPLY CO.

## FOAGET THE BUMPS!

Brunswick DOUBLE-SHOCK ABSORBER


Between carcass and
tread in the new
them Brunswick Super-Servher of of is ast, special
wesilient ubber and stock ab-
 Double Shock Ab A.
Sorber, and that's
ex.
 thoy actually cost.
Take advantage of this
opportunity $\ldots$. $n$ now
WE FIX FLATS

GULF SERVICE STATION Will Harper \& Wayne Wallace, Props. MULESHOE, TEXAS

## SPIECIALS

ron sationar
COFFEE, H \& $\mathrm{H}, 1 \mathrm{lb}$.
BAKING POWDER, Dairy Maid
POST TOASTIES
VIENNA SAUSAGE, per can
HOMINY, per can
PORK \& BEANS, per can
RAISINS, 4 lbs.
SALMON, 2 for
PLUMS, Geen Gage, 10 pct. syrup 35
We Deliver Phone
No. 2

| Highest Price |
| :---: |
| Paid For |
| Eggs |

JENNIGG' FOOD STORE
Muleshoe,

30

 Interest Grows In Muleshoe Band As Progress Is Noted Interest is steadys srowing in the
recenty organizect band for the coly
 Wio practices each week are beerng hel
in Monday and Thursday nights in the
istrict on Monday and Thursday nights in th
district court room at $8: 00$ oclock.
Under the present arrangement be Under the present arrangement be
ginners only report for practice
Thursday nights Thursday nights, while on Monday
nights expericened bandmen report
for practice and harmonizing. Begin
Ber ners are also given opportunity for in
struction at $8.00 \mathrm{p} . \mathrm{m}$. immediately pre-
ceding regular
meeting on Monday ceding regular meeting on Mon
nights at $9: 00$ occolock.
Considerable progress has alre beens noted in the begininers' classs
Rudimentary instruction is now being Rudimentary instruction is now being
pursued by Director Sherer, and Thuss-
day night of last week a few simpie
melodies were played with exceptional day night of last week a few simp
meleodies were played with exxeptiona
aptitude, considering practice has bee going on only two or three weeks.
It is noted, howeer, that the clas
of beginners is still much too small of begisinners, is sowever, that much too slass
small,
and efforts are being put forth to en-
ist ist more beginners in the practice.
inless enlistments are made at an early
date it will be too late for beginners Uness enistments are made at an earl
date it will be to late tor beginner
to be able to start with the presen class, thus losing this oppotrunity or
capable instruction and extremely low dues. Monday night, April 15, will ee the
final date for beginners to enroll for the present class, as later enrollment
would only retard the progress of those
now playing, instruction being given now playing, instruction being give
to the class as a whole. All wishing t
enroll as beginners are urged to be enroll as beginners are urged to b
present at that time, bringing instru nents, as in will be fully six month
before another beginners' class will be
started. Phayers needed for the clas started. Players needed for the clas
include those for snare drum, bas
horn, alto, baratone and slide trom-
bone,
Sisplay ap pred instruments wil The bass drum, a snare drum and bass horn belong to the city organiza-
tion and beginners on these instruments may do so with-
out che expense of purchasing same The Muleshoe KIFanis club is sponsoring the organization.
Present plans for
Present plans for financing the or-
ganization work outline the payment of
s100 si.00 per month by each beginner, they
recelving two practices each week recelving two practices each week
$121 / 2$ cents per lesson. Advanced play
ers, who meet
ers, who meet only once each wee
u.1
tor pay so cents each month, Dire tor Sheerer has been instructing bands
for more than ten years rand is for more than ten years and is proving
very proficient in this work. When
considering the educational and peciniary value of a band to a community
Muleshoe is fortunate in having Muleshoe is fortunate in having Mr.
Sherer for this instruction.
Mr. Sherer is planning a concert at an early date, and urges good artend-
ance next Monday night in order that ance next Monday night in order that
bandmen will be able to prepare them-
selves as soon as possible for this selves as soon as possible for this
event. It is urgent that all beginners
attend all meetings regularly in order attend all meetings regularly
to not fall behind in the work.
Those who have
Those who have appeared for prac-
tice in the advanced and beeinners'
bands are. Bobby Jones,
bands are. Bobby Jones, Walter Moel-
ler,Junior Wynn, Welton Winn, O'Neal
Rockey, J. E. Aldridge, Jack Mol
Rockey. J. E. Aldridge, Jack Mccntosh,
Mrs. K. W. Sherer, Raymond Rubinels
$r$ 10
$\stackrel{\mathrm{Y}}{\mathrm{N}}$ Nelson, Cecil Spence, Richard Smith
and Jes is 3ess althitchell. The total enrollment
can it it hoped that this
can be raised to 50 .
 wriusplying a week-to-week inspiraSupplying a week-co-week inspra-
Hon for the heayy-burdened who will
find every human trial parallele find every human trial paralleled in
fine experiences of "The Man Nobody
thows.
Knows. the expe
Knows."
NONE GREATER BORN John the Baptist saw his own discip-
go away from him to follow Jesus, and, unselfish as he was, we may be
sure the sure that is was not eassy.
Even he did not realize perhaps how fast his following would diminish, nor
how soon the euthorities woud think it safe to seize him without precipita ing a popular uprising.
suddenly he found
suaddenly he fund himself in the
darkness of Herod's prison, no contact darkness of herods prison, no contact
with the outside world except through
a handful of still fathtul a handful of still fatithful disciples.
Thee brougt Thee brought him dilsquieting news.
Jesus whom he had hailed as the Mes-
stah, to whose upbuilding he had sacslah, to whose upbuilding he had sac-
rificed every personal opportunity and
interest, this Jesus was not acting the


## Think..

## only 465* for a New

 Chevrolet!New Standard and Master De Luxe . . . in eleven beautiful body-types . . . all with valve-in-head engine . . . all providing the same basic Chevrolet quality
$\mathbf{T}^{\text {ALK }}$ about value! . . . You certainly get exceptional even if they sold at much higher buy one of the big, beautiful, finely-built $\quad$ prices. And they give this new performance buy one of the 1ig, beautiful, finely-buil for 1935. Chevrolet prices are the in any previous Chevrolet model Visit thour world's lowest prices for a six, but that's only nearest Chevrolet dealer and get full infor half the story, as you will quickly agree when mation about the New Standard Cherrolet, you examine and drive $a$ new Cherrolet. All with list prices of $\$ 465$ to $\$ 550$, at Flint, Mich of these new Chevrolets are the highest- ... and the new Master De Lure Chevrolet quality cars in Chevrolet history . . . finely engineered . . . smartly tailored . . . precisionbuilt. Their performance is a thrilling newo kind of performance that would be considered CHEVROLET MOTOR COMPANY, DETROTT, MICHIGAN
$\qquad$

choose chitvount por cenveriw VALLEY MOTOR CO.
muleshoe,
Chevrolet Sales and Service
TEXAS


