


## FORD

## advances into 1937 with the

 LONEST PRICE IN YEARS
## and new operating economy

The addition of a new 60 -horsepower
engine to the Ford line for 1937 brings engine to the Ford line for 1937 brings you a new, low price and gives you a choice of two -type 8 -cylinder engines. 85 horsepower for maximum erformance, 60 horsepower for maximum economy.
The 60 -horsepower V- 8 engine was originally developed for use in England and France, where fuel costs are high. It has been proven there for two years with brilliant success.
Now, brought to America, it


FOR 1937 AND UP At Dearborn
Plant Plant Taxes, Delivery and Handling, Bumpers,
Spare Tire and Accessories Additional


FORD MOTOR COMPANY
reates an entirely new standard of modern motoring economy. The engine, available in five
 ody size and wheelbase - to the sam dvanced design - with the same com ort and convenience as the "85." And it delivers V .8 smoothness at speeds up o 70 miles an hour.
Two engine sizes-but only one car nd one purpose-to give you more miles and more satisfaction for your money in 1937.

FORD FEATURES FOR 1937 APPEARANCE—Distinctive design. ype hood Larger luggage space. New in
teriors. Slanting V.type windshield. BRAKES-Easy-Action Safety Brakes What, Coble and of stcel from contron. Abal to to
weethird less brake pedal pressure required.
one. soDr-All stee. Top, sides, floor and Safety Glass throughout at no extra charge. COMFORT AND QUIET-A big rominy car. Center.Poise comfort increased
by smioother spring.action with new pressure
hbrication. New methods of mounting lusrication. New methods of mounting
body and engine make a quieter cart.

## - PRE-CHRISTMAS SALE! IS STILL GOING ON



Hundreds of dollars have been saved to our friends and customers in season buying of needed Merchandise and Christmas Gifts. Let us save for you during this Value Giving Event!

Do not forget your Trades Day Tickets for Grand Awards Saturday and Christmas Eve Just Received
choice line of the famous "WOOLVERINE" Work Shoes. We can fit you!

## THE FAMOUS <br> DEPARTMENT STORE <br> In Henington Building



Make Every Farm a Factory Every Day of the Year

## AS CHRISTMASTIME

 DRAWS NEARWE ALL WISH WE HAD MORE MONEY THAN WE HAVE

It is a good time to think back over the months and the many times we have spent money needlessly, when if saved, would give us more to spend for our own enjoyment and that of friends during the Yuletide season.
A Savings account is always some thing desirable in emergency periods. The most of us never get any too much what a nice thing to have when actually needed.

WHY NOT START NOW WITH A SAVINGS DEPOSIT?
Muleshoe State Bank MULESHOE, TEXAS

## KING EDVARD

english walnuts and

## WALLY SIMPSON

CHRISTMAS CANDY
Make a good combination-and we have a big stock of Nuts, Candies and Fresh Fruits of all kinds for your selection. Also,

All kinds of Foods typical for the Holiday period and appealing for the Christmas feast.

Our stock has been carefully selected with a view of your entire satisfaction.

HAVE YOUR HOLIDAY ORDERS FILLED HERE FOR LARGEST ENJOYMENT!
HENINGTON'S GROCERY and MARKET


THE MULESHOE JOURNAL
A THOUGHT FOR THE WEEK For the time will come when they will not endure sound doctrine, but af-
ter their own luats shall they heap ter their own lusts shall they heap ears. II Timothy $4: 3$. ears. II Timothy $4: 3$.
He that shan broach any doctrine
that cometh not from God, whatso ever he say for it, or what gloss soever
he set uopn it, is a traitor to God, -Boston.

over, instead of waiting until the
minute to make their purchases,
also add to their own happiness comfort.
$\div \div \div \div \div \div \div \div \div \div \div$
$\vdots$
CRIME DOESNT PAY 4 $\stackrel{+}{\ddagger} \div$


owing the recent election, a de-
candidate for county office in 1a filed a statement of his ex-
3 and expenditures. Newspapers ver the country are printing it,
ere it is for the benefit of our
srs around.
"Lost 1349 hours of sleep, worth $\$ 1$ id a lot of hair in a personal encoun-
$r_{\text {. }}$ worth about $\$ 45$. Donated one
w, four shoats, and five sheep to a


# ANNUAL NEWSPAPER BARGAINS 



From now until December 31, inclusive, the usual Annual Christmas Offer to Subseribers new or renewal, on the following newspapers is effective:
MULESHOE JOURNAL
For one year
FORT WORTH STAR-TELEGRAM
Daily and Sunday
$\$ 6.95$
With Journal, 1 year
LUBBOCK AVALANCHE
Daily and Sunday, 1 year
$\$ 4.85$
Daily and Sunday, 6 months $\quad \$ 3.50$
With Journal, 1 year
$\$ 5.85$
DALLAS SEMI-WEEKLY NEWS With Journal, 1 year
Above Special price rates effective only in Bailey county. Add 50 cents to subscriptions outside Bailey county.
THESE SPECIAL RATES WILL POSITIVELY CLOSE DECEMBER 31, 1936


## PUBLIC AUCTION SALE!

Having decided to quit farming, we the undersigned will sell at public auction to the highest bidder on the Phonroe Cash farm at Needmore the following described property, on TUESDAY, DEC. 22nd SALE BEGINS PROMPTLY AT 10:00 A. M DON'T BE LATE FARM MACHINERY and TOOLS HORSES, MULES AND COWS

## CASH

NOTHING TO BE RE-
MOVED FROM PLACE
FREE

## COFFEE

BRING YOUR CUPS
LADIES OF NEEDMORE METHODIST CHURCH
WILL SERVE LUNCH


1 Sanders 6-dise
Breaking Plow Planter 1 John Deere Cul tivator
1 2-row Slide Cultivator 1 single row Slide 1 Case Binder 3 Wagons. 112 -in. Breaking Plow 1 P. \& O. Lister. 12 -row Go-Devil 1 Disc Breaking Plow
14 -wheel Tralier, nearly new Harness, Bridles, Doubletres MISCELLANEOUS
Bachelor Heater
1 Cream Separator
1 Carbide Light Plant with Stove and Iron
A quantity of Household Goods About 75 Chickens
Other things too numerous to men-
tion.
weight $1,000 \mathrm{lbs}$. bay Mare, 6 yrs. blue Mare, 2 yrs. weight 800 lbs .
1 paint Mare, 2 roan Pony, 3 yrs
 weight 600 lbs .
1 gray Horse, 8 years, wt. 1,300 lbs. 3 Mules, smooth mouth, wt. $1,100 \mathrm{fb}$ 1 Mule smooth mouth, wt. 900 lbs . 1 Filly, 2 years old. 1 yearling Colt 1 black Mare, 9 years, weight 900 Ib 1 black Mare, 9 years, wt. 1,200 lbs. 1 bay Mare and Colt, 8 yrs., 900 lbs . 1 Jersey Cow, 3 years old. 1 Heifer 2 Calves, 5 and 6 months old 1 red Cow, 6 years old.
2 Steer Calves
2 brown Cows, 4 and 5 years old
One 10-20 Horse Power.
McCormick-Deering Tractor


## Christmas

 Treasure HUNTAND A

## Christmas Preminm HOG MARKET

Will feature the program next

## Friendship Day IN PLAINVIEW WEDNESDAY, DEC. 23rd

## MORE THAN 100 FREE GIFTS

IN TREASURE HUNT IN SEARCH OF STORE WINDOWS, STARTING AT 10:00 A. M.
-••
Fort Worth Packers Top For Finished Hogs Weight 180 to 250 pounds, Delivered in Plainview This Day Only to Committtee at Plant of O. B. JACKSON

CASH CONTEST in AFTEROOON

Plainview To Feature Hog Prices And Give Presents of Friendship






At any time during the day the
Friendship committe has saranged to
arcept the
 Jackson.
There will be a cash contest at the
bandstand at two oclock in the atterfer special Christmas bargains. Friday evening of last week a Christ mas party was given at the Methodist
church annex by Mrs. Delma McCort and Miss Elizabeth Harden for memSunday school classes.
The rooms were beautifully decorated with bright and gay Christmas bells,
tinsel, and other features of the season. Several enjoyable games were played
atter which old Santa arrived and
handed out gifts to all attending. The lass members had exchanged names The group of 24 who attended feast-
on oranges and the evening.
B. Y. P. U. HAS PARTY

The Junior B. Y. P. U., was enter tained with a Christmas party by
J. J. DeShazo, Friday afternoon. Games were played and pop c
balls were served to the foll balls were served to the following mem
bers: Analita and Lowell Young, Ida
and Jessie Snow, Newt and Noan Hold and Jessle Snow, Newt and Noah Hold,
Joella and Imogene Gariand, D'Alma Joella and Imogene Garland, D,
and Goldie Vaughan, Lois and will
and Rentro, Otis and Barbara Waller,
Pauline Garth, Dot McAdams, Willam Pauline Garth, Dot McAdams, Willam
Edd Jones. Ruby Greer., Budy Taylor, Edd Jones, Ruby Greer., Buad Raylor,
Garland Kennedy, Bobyy Sam Daron
Mariorie Neal. Aneva Hunter, Rudolph Marjorie Neal, Aneva Hunter, Rudolph
Johnson, Ruby Merle King, Dik DeShazo, and visitors. Roy and
Nell R Riddle, Juanell Buchana

Ky.; Yellowjacket, Col.
STOP1 STOP! LOOK! LISTI TO THE NEW ZENITF
-AT-
WESTERN DRUG STO:
The store on the Corner"
Radio features that are years ahead of the indu
others but never duplicated... Years of engineerin
Come in, hear and let us explain to you the



West Texas Gas Cu.

. PREFERRED BY WOMEN FOR ITS 10 EVEN, FULL POWER BEATER-SPEEDS



## TEXAS UTILITIE COMPANY



## THE HEADLINES

 news of the week parade


## COMING BACK TO <br> MULESHOE

one big week, starting
Monday, Dec. 21st ART NAMES OWN FAMOUS CO.
featuring herb clark
The Funniest Comedian in the West ALL NEW PLAYS and a BIG NEW TENT


## ,

## WEEKLY LAY SERMON <br> success and happiness




