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



## A CHRISTMAS PRESENT! FREE

The Muleshoe Motor Co., local Ford dealers, will give an aluminum automobile heater to one of its customers-
Saturday, 4 P. M. Dec. 23
ASK US FOR DETAILS HOW YOU MAY GET THIS CONVENIENCE

The SUM-R-AIR Auto Heater to be given away absolutely FREE on this day and date is one of the comfortable and health-protecting accessories needed by every auto owner.



## Muleshoe Motor Co.

## More Money For You <br> BY BUYING <br> PEDIGREED COTTON SEED

We are selling the Famous Summerour Half and Half Cotton Seed which is ac climated on the M. L. Sharp Certified Cotton Seed farm at Vernon Texas, before being offered for sale.

Customers who have used these Seed, er tify that they get on an average 5 bales of cotton on the same ground where they have grown 4 bales from other seed. And that they get a bale of Cotton from 500 pounds less picked Cotton than from any other.
-

## Breeding up your Cotton pays big divilends. The cost of seed is very insignifi-

 cant compared to the benefits.WE HAVE THE SEED HERE NOW READY FOR DELIVERY SEE US AT ONCE

## Ray Griffith Elevator <br> Muleshoe, <br> Texas

keep in mind that the man who shoves
a fountain pen in your hand and seas
sign here,

 sized banditry is only a drop in th
bucket as compared to that lost
he genteel fountain to the genteel fountain pen bandits. True
the pen is mightier than the sword
but tit is also mol but it is also more dangerous if misused
Loss through fraudulent contracts mall compared to the amount of busness transacted safely by contracts an
it in that fact which serves to make
people careless. No person should sign a contract
without reading it. even the fine print:
Don't trust the verbal promises of ont trust the verbal promises of
stranger. Make him write it in the con-
tract. is anything you don'
understand, ask someone you din understand, ask someone who does
and don's sign until you know the full
meaning of the document you are sign-
ing. Keep always in mind the fact th. Keep always in mind the fact
that you are bound by your signature $6 \div \div \div \div \div \div \div \div \div \div \div \div \div+$
4 A SHORT SEASON $\div \div \div \div \div \div \div \div \div \div \div \div \div \div$ Thanksgiving and Christmas are
pretty well bunched this year, and for
he Muleshoe resident who has not yet the Muleshoe resident who has not yet
started looking after his Christmas
shopping and holiday plans the space shopping and holiday plans the space
between the two holidays will seem between the
very short. There is one thing in connection wit
Christmas shopping local people shout take into consideration this year. Here with the assurance that prices we
going to remain steady. Now no going to remain steady. Now no me
chant can promise anything like that Merchandise is going higher eve day and by Christmas week the articles
now on sale may, if the merchant has now on sale may, if the merchant has
to restock, cost considerably more money.
If there ever was a time when it
was profitable to shop early, that time is now. The late shopper this year

## Jaunty Journalettes

## The most misguided mother in Mule- shoe is the one who thinks her children

 believe everything she tells them aboutSanta Claus.

## Muleshoe citizens are among those who realize that the School of -Hard Who ce

 Knocks is one that will continue tothrive whether tax money is paid in
or neo The mos.
The most healthful temperature for
a Muleshoe home in winter time is
about 10 degrees it. it. the best argument in favor of old
 about 550.000 worth Times are certainly picking up fo
the Muleshoe man who doesn't car When his
for gas.
Perhaps few Muleshoe people have
ever before seen such an open winter in this section, and some would be glad
to see King Winter abdicate hs see King winter abdicate hs throne
entirely.
Pavement Pickups Levi Churchill who has already es
tabished a reputation as an irrigate
de luxe, is out tor another blue ribbon



Government is a funny thing. It bor
rows from the people and then seen
that the people pay it back. ar. and Mrs. Nelson and Virginia
aye., Mr. and Mason, Mr, and Mrs. rows from the people and the
that the people pay it back.
 Rev, and Mrs. E. C. Ranee, Mr. and
Mrs. . C. Wearriage licene were issued last
Mr. Wand Mrs. Dud-
friday by County Clerk J. B. BurkeMrs. J, C. Weaver, Mr. And Mrs. Dud-
ley Buzzard, Mr. Wand Mrs. Albert Gaede. Friday by County Clerk J. B. Bunk-
Mr. and Mrs. R. W. Tyson, Mr and
head to



## Smiles and tears speak all languages About the only place now to find



CheEr is here For CHRISTMAS

Ely come appeal because of their utility combined with grace. beauty and design. The electrical zife is appreciated because it carries cheer in its usefulness. An electric coffee percolator . . . busily at work . is cheerful. An electric clock has a personality and giving electrical gifts for Christmas . . . this Christmas.

## Texas Utilities Co.

your electric servant

Never have trouble on cold mornings starting yoür motor. Just buy Conoco Bronze Gasoline that gives instant starting and better winter performance . . . For full motor protection fill with Conoco Germ Procmessed Paraffin Base Motor Oil with "Hidden Quart" Penetration (2) At Red Triangle Stations


WARNING
to EXPECTANT MOTHERS



THE PLAINVIEW PLAINYIEW, TEXAS SM ATH CLINIC Thoroughly equipped for the examination and treatment of Medical and
Surgieal patients, including Dental and Eye, Ear, Nose and Throat Depart-
GLASSES FITTED


CHIRHSTAMAS 8

CHRISTMAS WILL SOON BE HERE AGAIN AND OUR STORE IS CHOCK FULL OF GOOD THINGS TO EAT We have combed the Grocery Market with a fine tooth comb
to bring to our cutomers a fine assortment of Foods for the Yuletide season-and the big assortment we have bears evidence if our
suecess. sucess.

This space in the Journal is entirely too small for us to begin to tell you of the wide variety of delicious and tasteful foods we
have for your Christmas meals. You'll just have to come in and see
them.

TELEPHONENO. 4
YOUR PATRONAGE RESPECTFULLY SOLICITED AND APPRECIATED
Gupton Grocery
Phone No. 4
Free Delivery

Announcing


NEW FORD V• 8 for 1934

THE UNIVERSAL CAR

The New FordV-8 for 1934 is now on display at the showrooms of Ford dealers. Surpassing even the great Ford of 1933 in economy, beauty and comfort, it is truly the car of this modern age-the culmination of thirty years Ford progress. It combines the proved performance of the V-8 cylinder engine with two important new features-Dual Carburetion and perfected Clear-vision Ventilation. See this car today and drive it at the first opportunity.
outstanding improvements in the new ford v. 8

this slot air is drawn out by the forward motio of the car. This simple ventilation systerem main-
tains draffefree circulation, insures passenger
comfort, prevents fogzing windshield in cold or comfort, prevents fogging windshield in cold or
stoorayy meather. Boch windshield and cowl ventilasor can be opened to supply additional air
needed foc comfortable warm-weather driving. DISTINCTIVE NEW APPE ARANCE enhanced by the newly designed chromium-plated radiator
shell and grille, new hood louvres, new hub cape sheil and grille, new hood lowvres, new hub caps.
Interiors are attractive, with new tuffed upholstery, new mouldings, new cove-type headlining, new instrument panel, new asm racts, new hardware. Swivel-type sun visors in De Luxe bodies
prevent glare froun front or side. FENDERS IN COLOR. On De Luxe cars fend-
ers are in color to harmonize with body colors ers are in color to harmonize with body colors

- wheel colors optional. New enamel finish on
all bodies and fendert hase greaterer wearing qual.
ty and more enduring luster.
GREATER RIDING COMFORT reultes from
newly designed for quieter and easier action. Shock absorbers are improved. Seat cushions are deeper, with new, softer springs. New type, ndividual bucket seats provide increased comfort
for front-seat passengers in the Tudor Sedan for front-seat passengers in the Tudor Sedan,
Adding to comfort is the new driving ease of the 15 -to-1 steering gear ratio.
PRICES REMAIN LOW-Tudor Sedan, $\$ 535$. Coupe. $\$ 515$. Fordor Sedan, $\$ 585$. De Lure Coupe, \$515. Fordor Sedan, \$ $\$ 85$. De Luxe
Zudur, \$\$75. De Luxe Fordor, \$625. De Luxe Coupe (5 windows), \$55s. De Luxee Coupe (3 vindows), \$555. De Luxe Roadster, \$525. De
Luxe Phaeton, $\$ 550$. Cabriolet, $\$ 590$. Victoria Luxe Phaeton, $\$ 550$. Cabriolet, $\$ 59.1$
$\$ 610$. (All prices f. o.b. Detroia.)

 mr. and Mrs. Ralph Disch and fam-
ily returned Tuesday from a short visily returned Tuesday from a short vis-
it to Oklahoma. They visited friends
and relatives in Shawnee, Maud and and relatives in Shawnee, Maud and
Oklahoma City Mrs. Eva Abney re-
turned with them, where she has been turned with them, where she has been
visiting the past two
mole nole and Maud.
Mr. and Mrs. John Gammon will
soon be the proud occupants of their soon be the proud occupants of their
new home. It is now under construc-
tion and will be finished in a Weeks Seniors are busy on their play,
The
"Wild Ginger," and hope to be able to present it before Cristrmas.
Mr. and Mrs. Flautie Goolman spent
the Thanksgiving holddays and Amarillo.
Mrs. O. N. Jennings and Mrs. B
Whitt were shopping in Plainview. Monday.
C. . Briscoe went to Oklahoma last
weekend on business. weekend on business. Mr had as their Thanksgivinb guest
ity
Mr. and Mrs. N. J En Mr. and Mrs. N. J Evans and Mr and
Mrs Pete McClure and family from Marlow, Okla.
Geo.
Geo. Trider, accompanied by Mes-
dames Otto Trider and Loyal Lust dames Otto Trider and Loyal Lust,
visited Mrs. Geo. Trider at Sanitorium,
virs Mrs. Trider has been in the woman's
infirmary for several months, and
much to the regret of her hoit much to the regret of her host
friends, improving very slowly
Will Gammon, Roy White. Garvin turned from a hunting trip to Maso
county. Mr. Garzes was
of the Mre party to bag wa deer. only one
Thanks Mrs. Cecil sims spent Than
tives.
R. R. L. Bledsoe has been losing a lo
of sheep for several weeks. A state
vetreet vetreinary is expected to arrive soo
to ascertain the to ascertain the death cause,
Mr. and Mrs. Happy Wagnon vis
ted The farmers are all busy these
pretty days completing their crop
gathering About pretty days completing their is out
gathering. About all the cotton is out
and will be ready soon to give the gin \}



## If You Want

 Extra-Fast ReliefDemand And Get

## GENUINE BAYER ASPIRIN





## Determination...

Having a Sound Goal and
Going Steadily Toward It


A good bank must have sound ideals of seritice. I
officers must have some useful goal ahead of their effort
 cargo of its community. It is entrusted with the deposits of
the people. It is looked to for financialia guidance-for safe pasage past the roeks and reets which might otherwise
wreck the welfare of the comunit.
wreck the wellare of the community.
The ideals of this bank through the years may best
deseribed in the words, SERVICE. sECURITY, co-op. be deseribed in the words, sERvicE. SECVRITY, co-
ERATION, PROGRESS. That is, we have rearded it ain a daty io make the traelitites of this bank useful to this
community and everone in it. community and everyone in it.
Conditions here and elseenhere mill continue to improrea
We thall go tormard with them - depending upon emoh ather and working mith each other.
$\sqrt[\pi]{5}$

## Muleshoe State Bank

MULESHOE, TEXAS
 sitann
recelv
Relte
were
were

Mudrsday, december 14. 193s ent selling should see J. B. Waide Jr.. cou
details. TAX INSPECTOR HERE
 tere. they. werere or an agreareable na-
with no penalties attached.
way up
 year., must, thete out another, if after
that date , hee mpay get a permit trom
the state comptroler. new pastor here Rev. Jenkins, for four years pas-1,
tor or the Baptist church at oponnel,
who reeently aceeted the who reently accepted the call as pas-
or of the Baptst curren here. moved
his tomily to
 evening. next sunday, both morning and - Mr. and Mrs. Gilbert Wollard and
Mr. and Mrs. Keith Case, of Tulla wree in clovis. N. M. Mus. . Sunday after-
noon.

## TRY OUR ROASTS:

Get the Habit-
nd body Roasts of various kinds and good Boiling Meats are always desirable. They cost less than some other beef cuts, are exceedingly nutritious and quickly and easily prepared.
We can serve you with the nicest roasts imaginable-roasts that will prove a real delicacy to the table menu as well as a dependable
taff of life food. Come in and let us show you some of the fine

HOLEMAN'S MEAT MARKET

## CLEANING PRESSING <br> 

Having purchased the Geo. Wood Cleaning and Pressing Shop, we are ready to give the patronizing public prompt and satisfactory service.

let do renovate your wardrobe To are
RED'S CLEANING SYSTEM T. L. GLASSCOCK, Proprietor, Muleshoe


## Give $\bullet$ Christmas ${ }^{\bullet}$ Gifts

 That Please! CHARMECosmetics will please your Mother, Sister Daughter and Sweetheart, better than any other gift, because

## CHARME

Cosmetics will retsore the wonderful Beauty and protect the Complexion from being destroped by the dry winds and dust of, this western climate. Therefore,

## CHARME

Cosmetics is a Christmas gift of value and will please longer than any gift.

Sold and Guaranteed by the

## WESTERN DRUG STORE

Muleshoe,
CHRISTMAS SHOPPING IS ALLL THE VOGUE NOW!
Hundreds of happy people have already gone from out our store laden with packages for the Christmastime.

We have a big assortment of delightfully sensible gifts for every member of every family in the Muleshoe trade terri-tory-gifts both appreciable and decidedly useful.

Because of past economic conditions practical Christmas gifts are in demand -and we can fully supply your requirements.

## HENINGTON mercantile

 $\underset{\text { Better vision with }}{\text { Optometrist }}$
$\qquad$




 Oliss Evelyn Boone attended a meet
ing of home economies teachers held
Lubbock last Friday.

- Mr. R. W. Lubbock last Friday.
- Mr. R. W. Tyson and Mr. and Mrs.
Hind . Lindey visted in Sudan, Tues-
day atternoon. day afternoon.
T. E. Ar nold, Jim Cook and J. I.
Bartiey made a business trip to Port-
ales, N. M Mender Bares. Ma M. Monday evening.
ales, N. E. Adams and enrs. Cecil Pray,
and Mrs. Ray Griffiths made a short trip Mrs. Ray Griffiths made a shor
o Prof. and Mrs. Tuesday a atternoon.
Spivey. and Herbert. Lindsex, Aubrey Spivey and Herbert Lindsey were In
Clovis. .. M. Saturay arternoon.
OMr. Mnd Mrs. Tom Kennedy, Arch
Kennedy and Huston Kennedy Kennedy and Huston Kennedy return.
ed Sunday from a short visis with rel-
attives at Matador.
- Mr. and Mrs. Homer Henington visMr. and Mrs. Homer Henington vis
ited Mr. and Mrs. Vance Wagnon and
little daughter, Sondra Vanette


FOR HER-
Toilet Sets, Perfume Dresser Sets, Candy Pens
FOR HIMBill Folds Cigarette Cases Shaving Sets, Razors Pipes
Shaeffer Fous

## FOR THE

WHOLE FAMILYWhat is nicer than a gift of a

PHILLCO RADIO


X-MAS Presents Don't wait until the last minute to buy your Christmas gifts. The earlier you buy the better the selection.
Gifts for every member of your family,
at the at the


WESTERN DRUG COMPANY

## CHRISTMAS • DELICACIES

FANCY FRUITS, FRESH VEGETABLES AND PRESERVES



