

THE MULESHOE JOURNAL

VOLUME 7.

MULESHOE, BAILEY COUNTY, TEXAS, FRIDAY, SEPTEMBER 23, 1929

NUMBER 32

BURGLARS ATTEMPT TO ROB BANK IN MULESHOE NEAR MIDNIGHT MONDAY

Hammer and Chisel Method Utilized in Effort to Open Vault Indicates the Work of Amateurs.

Burglars entered the Blackwater Valley State Bank here some time after midnight Monday, and attempted to gain entrance to the safe by way of the hammer and chisel method. Nothing of great value was taken as far as can be learned.

Forcing the front door to the bank with chisels or bars, the burglars tunneled their way into the vault, which is built of several layers of brick. The easiest place to dig in was picked, which could have been more guess work than any definite knowledge of the vault.

It is likely that quite some time was spent hammering on the safe in an effort to force the door. The dials were completely ruined, and what is said to have shown that the job was done by amateurs was the fact that they had hammered both sides of the safe, supposedly in an effort to spring the locks. The safe is a barrel type and one of the latest model burglar proof.

It was at first supposed that only two persons were in the party, and that these were men, but later, tracks of a man and woman were found leading around the building where they had stopped and probably tried to force a window on the west side. These tracks were also followed to a place a few yards south of the building, where a car had been parked.

Chief of Police Miller of Clovis, who was called on the job of investigation shortly after noon Tuesday, soon found the finger prints of a woman. These were on the vault door more plainly than any other place. The lock to this door had been broken off.

Several packages of pennies which were on a shelf in the vault were dumped upon the floor as if the burglars were disgusted with their effort to force the sturdy safe.

A few safety boxes had been pried open and their contents, mostly private papers, were scattered around. An expert safe man has been here since Wednesday noon working on the safe, but as we go to press all efforts to open it have failed.

The Blackwater Valley State Bank was established fifteen years ago last month and has served the people of this section all this time without having had any such experience as the one Monday night. Several people recall that they heard hammering in the direction of the bank sometime near midnight, but as there are cars passing at all hours of the night, all thought that it was probably some one working on a car which had broken down.

Officers are working on several clues but at this time no information has been put out as to what has been learned about the case.

Editor George Smith (known as "Jimmie") of the Scurry County Times-Signal, accompanied by his wife and two daughters, also Harry F. House of Knoxville, Tenn., were in Muleshoe Monday. They were returning to Snyder from a vacation trip in New Mexico. Mr. Smith called and made the acquaintance of The Journal editor. We were pleased to meet him and appreciated his visit.

MARTHA IS WINNER



Miss Martha Norelius of New York who won the 10-mile Wrigley marathon swim and first prize of \$10,000. She covered the distance in record time: 5:24:22. Over 100,000 persons watched the race.

ALL DONATIONS ARE APPRECIATED BY EDITOR. PLENTY ROOM FOR MORE

We want to thank W. M. Pool for two fine, large watermelons which we received this week. They were the best we have tasted in many a day. All donations are sure appreciated at this office (brick bats excepted), and we have lots of room to store articles of chow such as more watermelons, peaches, grapes, ham meat, waterlogged chickens, and such. We fell off a good deal in weight during the circulation campaign, and we sure would like to gain it back before winter starts. The neighbors sure have been good to us this season, for which we are duly thankful. After eating some of the many good things which are raised in Bailey County it is no wonder visitors want to stay here forever.

BIRTHDAY PARTY

Margaret Roach surprised her sister, Lillian, Tuesday night, with a birthday party in honor of Lillian's 12th birthday. Many games were played and later refreshments were served. Those present were: Misses Carrie Agnes Lee, Dora Nell McCarty, Melina Rockey, Jeanette Johnston, Christine and Margaret Roach, Walter Moeller, Roy Wilemon, Shorty Bloomer, Floyd Ragsdale and Justin Danner. All enjoyed the entertainment and departed for their homes wishing Lillian would have a birthday every day.

COZART GIN MAKING PREPARATIONS FOR FALL GINNING SEASON

Mr. Cozart, owner of the Muleshoe gin, arrived here last Friday and is getting his gin in shape to handle the fall crop of cotton. Work is progressing rapidly and some of the regular crew are already on the job.

About two weeks time will put the machinery in first class condition, and Mr. Cozart states that he will be better fixed to handle the crop this year than ever before. He has been over the territory since his arrival and is well pleased with crop prospects. Watch for announcement of this gin in a later issue of The Journal.

Bro. Phipps, pastor of the Baptist Church at Sudan, also missionary of the Baptist Association in this district, was with the Muleshoe church on Thursday night, Saturday night and Sunday morning, preaching three wonderful sermons. His visit here was greatly appreciated by the members of the church.

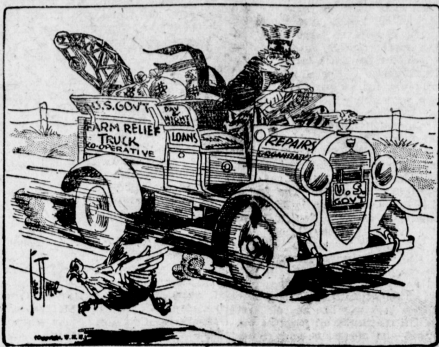
Local Markets

These prices are furnished by the local buyers, and are for your convenience.

Wheat	\$1.05
Maize	\$1.35
Kaffir	\$1.30
Corn, ear	65c.
Corn, shelled	85c
Sudan	\$2.00
Maize heads	\$12.00
Kaffir heads	\$12.00
Cane Seed	\$1.10
Hogs	\$9.10
Retail Feeds	
Cotton seed cake	2.75
Cotton seed meal	\$2.65
Bran	2.00
Soybeans	2.50
Cow Chow	\$3.00
Milk Maker	\$3.75
Tankage	\$5.25
Produce	
Heavy hens	15c
Light hens	12c
Colored fryers	16c
Leghorn fryers	13c
Stags	12c
Cocks	05c
No. 1 Turkeys	10c
No. 2 Turkeys	07c
Cream	40c
Eggs	30c
Capons, 8-lb. and up	25c
Capons, under 8-lb.	18c
Ducks	08c
Green hides	06c

(Prices furnished by the Muleshoe Produce Co., subject to change without notice.)

Ding, Ding, Ding



Farmers Field Day At Purity Seed Farm

Saturday, September 7th, was Farmers' Field Day at the Purity Seed Farm south of Muleshoe. About 100 farmers and business men were in attendance to hear the talks which were made by E. A. Miller, State agronomist at A. M. College; H. L. Gantz, Field Editor of Farm and Ranch, and Capt. Nussbaum. Mr. Miller made talks in the field on show types and selection of seed. Mr. Gantz and Mr. Nussbaum made talks at the noon hour, and several group pictures were taken, some of which will appear in the Farm and Ranch at a later date, it is understood.

The Purity Seed Farm is one of the largest of its kind in the State and is owned and operated by W. M. Pool & Son. They are growers of certified field seeds and specialize in maize, kaffir, festeria, Red Top cane and Sur Cropper corn. The demand is so great for these fine seeds that every year the crop is practically all contracted for before harvest time. Each year a certain amount is reserved for local farmers, for which there is a ready sale. Purity Seed Farm has 700 acres planted this year and several car lot orders are already booked.

LOCAL TIRE DEALER HOLDS FIRST PLACE IN "WORLD SERIES"

Mr. Neil Rockey, manager of the Muleshoe Motor Company, Ford car and Firestone Tire dealers, received information from the Firestone Tire and Rubber Company this week that the local firm stood first among "National League Batters" and first among "all Oklahoma City Branch Batters" at the end of the "first inning." In other words, they had sold more Firestone tires than any other dealer during the first period of a contest that is now in progress under the supervision of the manufacturers of this tire.

MEET THE MERCHANTS

By OLD BALDY (Himself)

Well, people, the big Circulation Campaign over and it has meant a great time for everybody in Muleshoe and the large territory which is now covered by The Journal. The folks around here are simply tickled to death because we put this campaign on, and many of them, especially here in Muleshoe have asked us when we were going to have another one—that's a fact. Only yesterday one of the Muleshoe merchants says: "Baldy, when are you going to have another of these campaigns?" And I says: "I don't know, Why?" And he says: "Because, if I can find out the way before you start, I want to get me a Axe-handle and bust you in the neck."

All joking aside though, most everybody has had lots of fun, and The Journal has one of the largest subscription lists of any paper in the country. We have hundreds of new readers and are going to try to give them their money's worth in news and worth while ads. The main purpose for my writing a piece this week, however, is to introduce our new readers to the Muleshoe business men who advertise in The Journal from week to week. They are a fine bunch

Allerita Loomis Players Here All Next Week

They'll be here September 23rd, folks. The show that everybody enjoyed so much last spring. Allerita Loomis Players will open the first night with "The Bob Haired Bandit," a comedy in which Miss Loomis as the bandit gets into and out of some of the funniest predicaments you can imagine.

This show made such a hit with the people of Muleshoe and surrounding territory last spring that the Local Post of the American Legion was urged to try to get a return date as soon as possible. This was done, and the Allerita Loomis Players are coming back with a brand new program of the latest plays, which are crammed full of humor and side-splitting laughter. The crowds which jammed the large tent when they were here last spring was evidence of their popularity and everyone is looking forward to their return.

The personnel of the Loomis Players are likable folks and have many friends here. Their plays are clean and entertaining and well worth the price of admission. Don't forget the date, Monday, September 23rd, and the first number is "The Bob Haired Bandit," the play with a thousand laughs.

STREETS ARE BEING GRADED AND PUT IN SPLENDID CONDITION

Work started last Saturday on grading all of the principal streets of the town. This is something that has been needed for many months and besides having all the streets leveled uniformly, the neat appearance will mean much to the town. A few more good side walks will help too, and it is hoped that more attention will be directed to this feature.

One of the large county graders and tractor is being used and the recent rains has made conditions perfect for grading.

CIRCULATION CAMPAIGN CLOSED SATURDAY NIGHT WITH MUCH ENTHUSIASM

JUST ADDRESS YOUR LETTERS "MULESHOE, U. S. A." THEY'LL GET HERE

Ever think about the towns in Texas that have names like towns of other states? There's lots of them, and when you address a letter or any piece of mail to one of these towns it must be, for instance, "Cold Corners, Texas," or "Cold Corners, Kansas," or Cold Corners, of a dozen and one other states in the Union maybe.

But not so Muleshoe. Just say Muleshoe, U. S. A., and if you mail the letter in South America it will be delivered. H. A. Towery, Deputy Sheriff, showed us a letter last Saturday post marked at Kansas City, and addressed to "Chief of Police, Mulehide". Some postal official had marked on the letter, "Try Muleshoe." It arrived on time.

LOW RATES FOR FAIR VISITORS

One-cent fares to Amarillo from various Panhandle points will be offered by the Rock Island, Santa Fe, and Fort Worth & Denver railroads on Wednesday, September 25, which has been designated as Early Settlers' Day by the Tri-State Fair Association, Wilbur C. Hawk, president, announced today.

Thousands of persons from every section of the Panhandle are expected to take advantage of these rates to attend what is predicted will be the greatest fair in the history of this section.

MULESHOE HIGH SCHOOL DEFEATED BY VEGA HIGH IN SEASON'S FIRST GAME

One of the hardest and fastest foot ball games ever played on the local gridiron was witnessed here last Friday between the Muleshoe and Vega High School teams. The teams were very evenly matched, but both sides showed that they were not seasoned players. However, it is predicted that they will show some real football playing later in the season.

The ball was in the middle of the field most of the time. Neither side seemed to have the punch to score. Late in the third quarter Vega ran the ball down close to the Muleshoe goal and scored a touchdown, and then kicked goal. The Muleshoe team worked the ball up to within six inches of Vega's goal just as the whistle blew in the final quarter. The score: Vega 7, Muleshoe 0.

All local football fans should rally to the home team. They need our help and encouragement. Muleshoe can have a winning team if we will give them our cooperation.

W. M. U. MEETING

W. M. U. ladies of the Baptist Church met Monday, with the lesson in Royal Service for discussion, the subject being: "The Woman's Responsibility in the New World." A feast of spiritual things was enjoyed by the good crowd present. It made our hearts rejoice to realize the great things Christ has done for us women. All realized forcibly our responsibility to the lost ones of our land. Mrs. Coker led the lesson. Mrs. Holland, the newly elected president, had charge of the short business session, appointing her chairman of committees as follows: Mrs. Danner, Personal Service; Mrs. Jenkins, Education; Mrs. Barron, Publicity; Mrs. Buchanan, Young People's Work; Mrs. Mothershead, Benevolence; Mrs. E. Griffiths, Methods and Finance; Mrs. Coker, Mission Study; Mrs. Alsop, Gleanings; Mrs. Winn, Enlistment; Mrs. Glaze, Stewardship; Mrs. Robinson, Historian. The Society will observe week of prayer Thursday afternoon on State Missions. We meet next Monday with Mrs. Griffiths, with Mrs. Glaze and Mrs. Fenton assisting as hostesses in business and social. Will all our ladies please be present to help with our Lords work.

Reporter.

Mr. and Mrs. J. E. Aldridge and Mrs. Alex Paul were in Amarillo on Thursday of last week.

R. W. Tyson fell from a horse last Tuesday and sustained a broken shoulder. His wife saw him fall and in running to him, fell over an egg crate and dislocated her shoulder.

Mrs. H. E. Schuster of Sudan Is Winner of First Grand Prize—No Losers Among the Contestants.

Interest in the Journal's Circulation Campaign was at its height last Saturday, the last day of the contest. The final hour was 2:00 P. M., and balloting continued almost up to this time. People from all parts of the country began coming in early in the afternoon and shortly after sundown there was no parking space on Main Street. Cars were double parked on every block, and crowds swarmed the streets. It was more like an election night than the ending of a circulation campaign.

The fact that the three highest contestants were running so close each week had aroused much speculation as to who the winner of the Chevrolet six sedan would be. During the last week a sealed ballot box was kept at the Blackwater Valley State Bank and at 4:00 P. M. Saturday was moved to the McCarty Drug Store. Up until the judges took charge of the ballot box, no one knew how the contestants stood for the last week.

Although it was after ten o'clock when the judges finished checking the votes, few people left before the winners were announced, which were as follows:

- Mrs. H. E. Schuster, Sudan, won the Chevrolet sedan with 27,444.00 votes.
- Mrs. J. E. Adams, Muleshoe, won the four place bedroom suite valued at \$300.00 with 20,279.930 votes.
- Mrs. S. E. Morris, Jr., Muleshoe, won the Crosley Radio, valued at \$157.77, with 17,817.110 votes.
- Miss Sena Wirtgen, Earth, won the Diamond ring, valued at \$100.00, with 4,971.590 votes.
- Miss Ruby Dameron, Circlebeck, won the wrist watch, valued at \$35.00, with 1,098.120 votes.
- Miss Eva Harper, Muleshoe, received a cash commission of \$19.80.

MR. AND MRS. JOSLIN ENTERTAIN FRIENDS WITH WAFFLE SUPPER

Mr. and Mrs. James Joslin entertained a number of friends Tuesday evening with a delightful waffle supper. In the fore part of the evening table walking, spiritual medium and mental telepathy were participated in. Those present were: Mrs. Nina Elrod, Lela Glasscock, Floy Johnson, Frances Parrish, Tomia Dean, Norma Elrod, Lillian Joslin, Walter Poust, Wayne Wallace, Bill Bunyon, J. B. Gordon, Mills Bartlett, Roy Elrod, Jr., and James Joslin.

Albert Isaacs of Lubbock has accepted a position with the Panhandle Lumber Company in Muleshoe. He takes the place of Ward Golden, who was recently promoted to the position of assistant manager and bookkeeper of the Panhandle yard at Hart.

ONE MILLION VOLTS



This photograph from Berlin shows what one million volts look like. It was made during an experiment by Professor Matthias. The insulator chain is 215 meters in length, with 60 periodic interchanging currents of 1,000,000 volts grounded.

The new Case deep furrow grain drill, no trash can bother; can get a stand when all others fall. Look this drill over before you buy.—Gaines & Elliott Hardware Co., Bovina, Texas.

New type Sanders one-way plow, three levers, new hitch and fool-proof. Puts it in a class to itself.—Gaines & Elliott Hardware Co., Bovina, Texas. 25-1f

You'll Profit By Buying Your Foodstuffs Here

Profit not only by saving money but by being perfectly satisfied in every way.

There are many places to shop where you will find one or two pleasing features, but few stores such as ours; where you find everything just right.

WE THANK YOU!

We have enjoyed a good business thru the summer months, and want the people to know we appreciate their patronage.

But we are not satisfied—we want your Fall business too. We assure you of Good Groceries, Fresh Meats and Excellent Service.

Phone Us Your Grocery Orders

Gupton Grocery Co.

Phone No. 4

Free Delivery

9

Important Cereal Diseases

Controlled by
CERESAN

- 1—Bunt or stinking smut of wheat.
- 2—Flag smut of wheat (seed-borne.)
- 3—Stripe disease of barley.
- 4—Loose smut of barley in certain six-rowed winter varieties.
- 5—Covered smut of barley.
- 6—Loose smut of oats.
- 7—Covered smut of oats.
- 8—Kernel smuts of sorghum.
- 9—Seed-borne stem smut of rye.

Harmless to Seed

A dust treatment—easy to apply. One disinfectant for most cereals.

CERESAN

Convenient and economical.
(Directions with every package.)

8-oz. tin	\$.50
1-lb. tin	.75
5-lb. tin	3.00
25-lb. pail	\$12.50
100-lb. drum	49.00
300-lb. dr'm	144.00

Muleshoe Elevator Co.
MULESHOE, TEXAS

SPRING LAKE OPENS FOOTBALL SEASON IN GAME WITH SUDAN

Spring Lake opened their football season with Sudan on last Friday. The game was hard fought and interesting from first to last. Sudan was possibly at a disadvantage as they were playing on the Spring Lake grid. As the Lake team is new to this American sport and have much less material to select a team from, they began rather slowly. After the first few minutes the game became a Sudan "Waterloo". Sudan made four first downs for a gain of seventy-seven yards while their opponents made ten first downs for a gain of two hundred fifty-eight yards. Sudan made nine passes and completed three for a gain of thirty-five yards while Lake made eight passes and completed five for a gain of one hundred forty-seven yards. The feature of the game was a pass by Maria Churchwell for twenty-five yards and a run by Churchwell of fifty-five yards for a touchdown. Churchwell was the outstanding star of the game, as he accounted for all of the touchdowns and by the forward pass road. The generalship of Martin of the Lake boys was like an old veteran. In practically all plays he out-managed the opponents and guessed their plays and downed their men for heavy losses at several different times. The boys of each side displayed splendid sportmanship throughout. The final score stood: Spring Lake 21, Sudan 6.

The Lake fans and their team are rather proud of the success of the team as this is a new game to them. Spring Lake has been a high school for just one year. It is now a high school of the best class, with three hundred pupils and practically a guarantee of sufficient affiliated units to admit its graduates to any first class college without examination. The boys will now be able to invite their opponents to a shower bath with a modern sewage system and with all other modern conveniences as usually found in large town schools. This can all be found in a Plains school five miles from a postoffice. By mid-term the school will be able to show that it is possibly the largest rural school on the Plains and one of the best equipped, and a standard of work that many towns would be glad to say that "we have as good as Spring Lake."

SPRING LAKE SCHOOL NEWS

Quiet a number of the Sudan fans attended the football game Friday and watched our boys carry the pigskin over the goal line.

We have not yet been permitted to move into our new rooms, but the contractor informs us that he will probably have them ready for us by Monday of next week.

Mr. Clift made a business trip to Otton Monday afternoon in regard to matters concerning the school.

Mr. Wilkins, Miss Tannery and Mr. Clift went to Sudan Monday night to attend an extension class that is being conducted at that place.

The school board voted to offer the five old school trucks at public auction on Earth on Saturday, September 21, at 2:30 p. m. If you are interested in a truck it will pay you to be present at that time.

We are glad to report that the State purchased our school bonds and the money is now the First National Bank at Amberst.

On the first Sunday afternoon in October a singing will be held in the high school auditorium. An organization will be perfected at that time and a spirit of song will be developed, as we propose to make this a regular occurrence each Sunday afternoon. Tell everybody and come help us get an organization started in this much needed community activity.

Historical News of Earth Is Unavoidably Omitted

We are very sorry that the copy for the Earth advertisers page did not reach us this week, as the history of the business firms which are carrying ads was to have been continued in this issue. This copy was to have been in by Tuesday, but failed to arrive. We hope that next week the party who is to send in this news will see that it is mailed in ample time to reach The Journal not later than Tuesday morning.

ANOTHER VICTORY FOR THE HOME TEAM SUNDAY

A base ball game played here Sunday between the Muleshoe and Flagg teams resulted in a victory for the home boys. The score was 6 to 3. Eddie Moore is now manager of the local team. The game Sunday was conducted under his management. It was a good game and was much enjoyed by those who witnessed it. Eddie informs us that Muleshoe will probably play Flagg again next Sunday on the Flagg diamond.

Don't forget the Allertia Loomis Players will be in Muleshoe one school week, beginning Monday, Sept. 23rd.

SUBSCRIBE FOR THE JOURNAL

OFFICERS ELECTED BY YOUNG PEOPLE'S S. S. CLASS, BAPTIST CHURCH

The Young People's Sunday School Class met for a business and social session in the home of their teacher, Mrs. L. S. Barron, Monday evening at 8:30.

The business meeting was opened by a short devotional. New officers elected are as follows:

President—Mr. Pharies.
First Vice President—Mozelle Alsup.
Second Vice President—Ruby Skaggs.
Third Vice President—Lucille Beatty.
Secretary—Annie Woods.
Treasurer—Herschel Alsup.
Reporter—Vertna Beatty.
Chorister—Damon Danner.
The class chose the following:
Name—Climbers.
Motto—Excelsior.
Song—Higher Ground.
Flower—Sweet Peas.
Colors—Orchid and Shell Pink.

The business meeting was brought to a close by a prayer. A short social hour was enjoyed by all present, who were: Mr. Pharies, Mr. Kindrick, H. Alsup, Roy Skaggs, Damon Danner, Avenelle Motheral, Mary Goodson, Verbie Griffiths, Ruby Skaggs, Mozelle Alsup, Marie McCuistien, Lucille Beatty, Annie Woods, Mr. and Mrs. Clay Buchanan.

Those of the class who were not present missed a good time. Do not forget to come to Sunday School next Sunday.

Reporter

We Are Now Making the Following Prices On Cleaning and Pressing:

MEN'S SUITS FOR \$1.00
LADIES' DRESSES . . \$1.25 and up

MULESHOE TAILOR SHOP

The Best Place in Muleshoe

To Buy a Plate Lunch or Short Order. Call on us when in town.

Corn Fed Beef and Pork Our Specialties.

Moeller Market & Cafe

Muleshoe, Texas

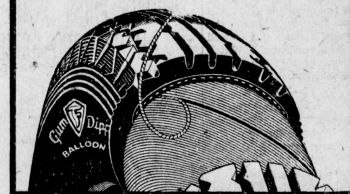
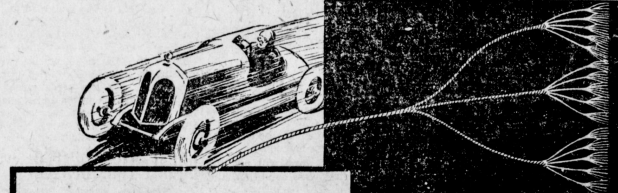
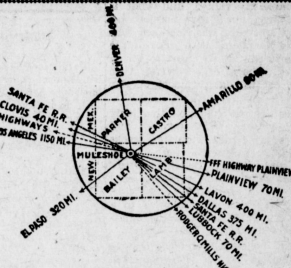
You Can't Lie About Muleshoe Ranch Land

"If it isn't true now, it will be soon. However, our motto is not like that of many real estate men, which I have heard—Don't tell two lies when one will do.

For real land bargains, see

R. L. BROWN

Muleshoe The Land Man Texas



SHIELDED
against
HEAT and
FRICION

JUST as the cobbler waxes his thread to make his stitches hold as long as the shoe-leather lasts, so Firestone saturates with pure liquid rubber every fiber and strand of every cord that goes into the tire, to make the cord structure resist internal heat, friction and strain as long as the tire "shoe" lasts.

This is the extra Firestone patented process that gives Firestone Gum-Dipped Tires the extra strength and stamina which have won the world-championship honors for mileage, endurance and sustained record-breaking speed—with safety.

Equip your car with Firestone Tires and get most in mileage, safety, comfort and satisfaction for the longest time.

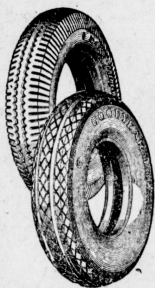
Firestone GUM-DIPPED TIRES

Firestone Gum-Dipped Tires.	Price	Oldfield Tires	Price
29x4.40	\$9.25	29x4.40	\$6.50
30x4.50	\$10.30	30x4.50	\$8.25
30x3 1/2 hp.	\$7.50	30x3 1/2 hp.	\$5.25
30x3 1/2 hp. Extra size	\$8.00	30x3 1/2 hp. Extra size	\$5.75
30x5 hp. truck	\$24.00		
32x6 hp. truck	\$39.00	32x4 1/2	\$19.25

Muleshoe Motor Company



These Facts Are Why Goodyear Has Grown From the Youngest Tire Company to the Largest in the World



Did you know that GOODYEAR built and sold over one-fourth of all tires in 1928? 70,000,000 tires were sold—GOODYEAR made 27 per cent of this amount—nearly twice as many as any other company. That is why GOODYEAR can enjoy low cost and build the world's greatest tire for you.

The future needs of the national defense and of transcontinental commerce by air find GOODYEAR prepared. Already GOODYEAR has built 1,051 passenger carrying balloons, 123 airships of all types and now has under construction, for the United States Navy, the two largest airships the world has ever seen, each of these two aerial Leviathans being nearly twice as large as the famous Graf Zeppelin and nearly three times as large as the Los Angeles. What other tire company has done this?

Highway or skyway, factory or field, GOODYEAR is the greatest name in rubber—and you can substantiate this with the statement that GOODYEAR alone uses more than one-seventh of all the crude rubber which is consumed annually on the earth.

Don't be misled to believe all tires are about alike when you go to buy next time. A little tire company hasn't got a chance this day and time to compete with GOODYEAR in quality and price. Insist on GOODYEAR equipment for that new car—it will not cost any more than ordinary tires.

Ask Yourself This Question—"Why Do Millions More People Buy Goodyear
Tires Than Any Other Kind?"

GOODYEAR

"THE GREATEST NAME IN RUBBER"

VALLEY MOTOR COMPANY

MULESHOE

TEXAS

The Muleshoe Journal
C. S. HOLLAND, Editor

Entered as second-class matter at the Muleshoe Postoffice under the Act of Congress, March 3, 1879.

Resolutions, Cards of Thanks, etc., are charged for at the rate of 10 cents per line.

Advertising Rates on application.

SUBSCRIPTION RATES
In Bailey County, 1 Year\$1.50
Outside of County.....\$2.00

Member Texas Press Association
Member National Editorial Association

THE JOURNAL'S BIG CIRCULATION CAMPAIGN COMES TO A SUCCESSFUL CLOSE

Last Saturday night marked the close of The Journal's big Circulation Campaign. To its original large list of readers has been added hundreds of new ones. Practically all of these new subscribers are within the Muleshoe trade territory and many of the merchants have been quick to see the advantages to be derived from this large circulation.

The Campaign was under the personal direction of Mr. Chas. L. Langston, of the Liner Circulation Service, and we must say that the many, many friends which Mr. Langston made during the weeks he has been here and the absence of complaints of any nature, speaks well, not only for Mr. Langston, but for his Company. The Journal has always been just a little skeptical of Circulation Campaigns and heretofore has never seen the necessity for one. But in the past year so many new people have moved into our territory that it was impossible to get them all on our subscription list on short notice. Today, The Journal has one of the largest families of readers of any newspaper its size on the Plains, and above all, a feeling of good will and comradeship which is worth many times the price of the subscriptions. For this we give Mr. Langston and the Company the respects due credit. We may never have another campaign. But if it ever happens that we do, Liner Circulation Service, with the record they have made here, is good enough for us.

To the contestants who worked so faithfully in the campaign we want to express our appreciation. The one thing we regret is that we did not have more than one car to give away. However, it is impossible for everyone to be first, so we tried to pick prizes which would be worth while and enjoyed by the winners.

Of course there is always a keen disappointment in the fact that we lose sometimes—but there is also a satisfaction in knowing that we did our best.

The Court House grounds have been worked over recently, and everything put in fine shape. More grass has been planted and the space outside of the walks next to the streets have been cleaned up so that flowers or grass may be planted. Mr. Paul did the work and he should be commended for the good job.

The Junior Eworth League was reorganized last Sunday and the ladies who have charge of the work want the children of the town to meet with them at the Methodist Church on Sunday afternoon at 4 o'clock.

"Inventors and Manufacturers"
Green & Son Manufacturing Co.
A. C. GREEN, Mgr.

Acetylene and Electric Welding
Blacksmithing
Corner of Wheeler & Turner Sts.
Floor Space 2400 Square Feet
P. O. Box 103
TEXICO, NEW MEXICO

THE NEW
for Economical Transportation
CHEVROLET
"6"
Delivered rices
Fully Equipped
MULESHOE

Sport Coupe \$780.00
Imperial \$840.00
Coupe \$740.00
Coach \$740.00
Sedan \$820.00
Roadster \$670.00
Phaeton \$670.00
Truck-Cab \$755.00
Sedan Delivery \$740.00

Check these prices as well as equipment.
A Six in the Price Range of the Four
Valley Motor Co.
Muleshoe, Texas

Town Talk

H. A. Douglass made a business trip to Farwell Friday.

Mrs. R. A. Thompson is visiting in Corsicana and Dallas.

A. J. Nordyke of Bula was in Muleshoe Friday.

Hubert Ray of Roswell, N. M., was in town Friday.

Mrs. Howard Carlyle and baby visited homefolks last week.

O. T. Short of Cisco was in town Monday.

Mr. and Mrs. R. B. Boyle of Plainview were in Muleshoe Monday.

J. E. Aldridge and wife were in Lubbock Saturday.

E. J. and Claude Vance were in Hereford Tuesday.

Wm. G. Kennedy returned to Santa Fe, N. M., Wednesday.

Allerita Loomis Players, the Show you know.

The Allerita Loomis Show is a good show.

Allerita Loomis Players all next week. "The same people, but all new plays."

The best of everything—Allerita Loomis Players.

The Allerita Loomis Players solves the problem. "Where shall we go?"

A. A. Hutton of Cisco was in Muleshoe Thursday.

Mrs. Oliver A. Bell of Fortersville, Colorado, was in Muleshoe Thursday.

Ivan B. Mardis and wife were in Tulla Wednesday.

Mr. and Mrs. R. P. Lowrie of Chicago, Ill., are visiting Mrs. D. K. Smith and son, K. K., for two weeks.

E. F. Lokey and J. D. Thomas were transacting business in Muleshoe Friday.

Mrs. Shackelford of Childress is visiting her niece, Mrs. Lucy Strickland.

Mrs. J. M. March and H. C. Edmonds were shopping in Clovis Friday.

Miss Louise Lawler visited in Lubbock last week, the guest of Miss Leona Brown.

Judge and Mrs. R. J. Klump were visiting relatives in New Mexico Sunday.

R. B. Cozart of Lufkin is back in Muleshoe to take charge of the Cozart Gin.

Silas Brown and family of Amarillo were the guests of Mr. and Mrs. A. J. DeBord last week-end.

Mrs. Thad Brown of Circleback was the guest of Mrs. Virgie Mae Clark Tuesday.

Chas. Whitacre of Lubbock is attending to business in Muleshoe this week.

W. C. Morgan of Hereford, brother of Mrs. Harold Wyr, is visiting in Muleshoe. Mr. Morgan will enter Tech College at Lubbock this fall.

Bula School Notes

The basket ball team was organized Friday, September 13, with Bill Harris as captain. Bula and Watson plan to have a game Friday, September 20, at Bula, beginning at 2:30 P. M. We regret very much our captain will not be with us during the game.

A new course in the "Constitution of Texas, and the United States" has been added to the course of study in the Bula High School. Mr. Fuller has charge of the class.

Two pupils, Maggie Sue Hagan and Theo Waltrip, have been added to the Art Class.

We will soon be playing with our basket balls that we ordered with the money made at the pie and box supper given here.

All the school met together for Chapel Tuesday, September 17, and enjoyed the following program:

Song—Audience.

Devotion—Johnnie Mae Maples.

Reading—"One Exception."—Netha Strickland.

Reading—"Out to Old Aunt Mary's."—Paul Waltrip.

Song—"When We Meet Over There."—Five Girls.

Reading—"So Did I."—Dulcie Campbell.

Reading—"One Advantage."—Doris Nichols.

Reading—"Dorothy Gene Squires."—Louise Jones.

Reading—"A Better Way."—Louise Jones.

Reading—"Not So Bad."—Buster Gidwell.

Song—"A Little Brown Brother."—Mrs. Alford's Room.

Reading—"Sue and Her Kimono."—Onas Campbell.

Quartet—"He Will Be With Me."—Two girls and two boys.

Song—"America."—The Beautiful.

Fifth Grade—"School Spirit."—Mr. Fuller.

Talks from each member of the First Team, boys, and also from the teachers.

The leaders of the pep squad, Alta Locker, Ruth Light, and Davis Calloway, were elected, and several peppy yells were given before returning to our class rooms.

C. J. Roach is driving a new Hummobile which he purchased recently in Lubbock.

Mrs. B. W. Carles, Mrs. Arthur Field and son, Marshall, Howard Carlyle and family were in Hereford Sunday, the guests of Lem Carlyle.

L. E. Ragsdale, Walter Witte, Jack Henderson and K. K. Smith attended a Chevrolet Sales meeting in Farwell Monday night.

The post office at Progress, in this County, was discontinued last Saturday, according to an official report received by local authorities.

Mr. and Mrs. J. R. Sanders, who have made their home in the Progress community for some time, have purchased a home in Clovis and moved to that city.

J. M. Roach, who has been visiting his brother, C. J. Roach and family, left Wednesday for Tennessee, where he will visit his mother, Mrs. D. Roach.

Mrs. J. N. Henson left last Saturday morning for her home in Waurika, Oklahoma, after a visit with her daughter, Mrs. J. R. Saunders, in the Progress community.

The Eighth Grade formed a Club Tuesday morning. They elected officers and chose blue and white as the class colors. They will name the club and select a motto at their next meeting.

Old Hens Are Moulting

The pullets have just started to lay—farmers are getting fewer eggs daily

—egg prices are going higher—fewer eggs in cold storage.

**WAKE UP, FRIENDS!
AND PUT THOSE HENS ON A PAYING BASIS!**

Records from 2,130,150 hens taken over a period of 9 months show:

245 Eggs in 100 Pounds of Purina Poultry Chow.

Feed Purina Chowder in the checker board bags.

BAILEY COUNTY ELEVATOR COMPANY

Muleshoe, Texas

IOWANS STOP OVER HERE FOR SHORT VISIT; WELL-PLEASED WITH THE WEST

Mr. and Mrs. Levi Jensma of Newton, Iowa, who have been visiting Mr. Jensma's mother and sister in Coolidge, Arizona, stopped in Muleshoe on business. They saw the Coolidge dam, which is a wonderful piece of work. They are well pleased with the development here in the West. They are driving through on this, their first trip west and report that they have seen some interesting sights. The mountain roads, they say, are wonderful.

NOTICE OF SALE

The trustees of the Muleshoe Independent School District will sell at Public Auction, to the highest bidder for cash, on Saturday, October 5th, at 9:00 P. M. at the Grade School building, one 800 K. W., 32 volt DeLoe Electric Farm light plant, with batteries.

R. J. KLUMP, Sec'y. 31-31

We Buy and Sell Grain, Coal and Feed

Our land department is active. If you want to sell your place, list it with us.

To party wanting a home or real investment, we have it for you.

Our motto is SERVICE

Plains Land & Grain Co.

W. J. Matthews, S. C. Hunter
FARWELL, TEXAS

Best Foodstuffs

That is the unanimous decision of the housewives of Muleshoe, who are acquainted with our grocery. They have learned to depend on this store as they have learned to depend on their best friend. And a best friend it is, making the daily cooking task a pleasure instead of a drudge.

FINE VAR

Chief among the many pleasing features of the store is the fine variety that is at your command. When you trade here you will find there is no such problem as not knowing what to prepare for the next meal. You will get new ideas by just visiting our store and looking around. We always have just what you want for any particular menu you may have in mind.

HEADQUARTERS FOR EVERLITE FLOUR

HENINGTON'S GROCERY And Market



OVER TWO AND ONE-FOURTH MILLION SATISFIED MODEL "A" OWNERS

There Is A Reason!

Source and Proof of Figures

To prevent any "juggling" of figures or irrelevant comparisons all deductions are based on one set of figures, "Cost per Mile," as compiled by the Engineering Experiment Station of the Iowa State College and published in the American Automotive Association's organ, the "Service Bulletin."

FOUR CYLINDER

	Light 4-Cyl.	Heavy 4-Cyl.
GASOLINE—20c PER GALLON	61.34c	61.31c
OIL	60.25c	60.16c
TIRES AND TUBES	60.60c	60.76c
MAINTENANCE	61.55c	62.60c
DEPRECIATION	61.25c	61.57c
LICENSE	60.11c	60.28c
GARAGE AT \$4 PER MONTH	60.44c	60.44c
INTEREST AT 6 PERCENT	60.27c	60.55c
INSURANCE	60.21c	60.21c
TOTAL	66.02c	67.26c

SIX CYLINDER

	Light 6-Cyl.	Heavy 6-Cyl.
GASOLINE—20c PER GALLON	61.36c	61.42c
OIL	60.18c	60.17c
TIRES AND TUBES	60.75c	60.20c
MAINTENANCE	61.85c	62.55c
DEPRECIATION	61.74c	62.57c
LICENSE	60.20c	60.27c
GARAGE AT \$4 PER MONTH	60.44c	60.44c
INTEREST AT 6 PERCENT	60.55c	60.87c
INSURANCE	60.21c	60.28c
TOTAL	67.38c	69.45c

Earle Harris, Mail driver on Star Route out of Muleshoe, drove his Model A Ford Phaeton on his route of 160 miles each day with 150 stops, for 11,664 miles with a total cost of 1.31 cents per mile. He saves enough in one year in operation of the Model A to buy a new car.

If you will note from the above statistics his expenses were away below the average cost for a light four.

BUY A MODEL A AND KEEP THE DIFFERENCE IN YOUR POCKET.

Muleshoe Motor Co.

We Do Not Talk Price Range. We Demonstrate Quality, Performance and Service

Earth and Its Opportunities

B. & M. Chevrolet Co.

SALES AND SERVICE

Earth, Texas.

<p>O. K. Land Co.</p> <p>Has thousands of acres of fertile land for sale.</p> <p><i>Our Prices Are Reasonable.</i></p> <p>J. L. WALKER and J. M. BARLOW</p>	<p>Barber Shop</p> <hr/> <p>R. G. JOHNS, Proprietor.</p> <hr/>
---	--

Earth, Texas Earth, Texas

Buy Your Gas and Oil

—AT—

Jack's Service Station

W. C. LEE, Mgr.

Earth, Texas.

Full Line of

MAGNOLINE, QUAKER STATE AND VEEDOL OILS

GOODYEAR TIRES

Ebeling Motor Co.

Earth, Texas.

Earth Drug Company

Prescription Drugs

Earth, Texas.

J. W. Kelley & Son

Dry Goods

—and—

Groceries

Earth, Texas.

<p>G. T. Bradford, B. S., M. D.</p> <p><i>Physician And Surgeon.</i></p> <p>Office: Earth Drug Store</p> <p>Residence: Earth Hotel</p>	<p>Earth Hotel</p> <hr/> <p>Rooms</p> <p>Meals</p> <hr/>
---	---

Earth, Texas Earth, Texas

<p>Eat At</p> <p>EARTH CAFE</p> <hr/>	<p>The Style Shop</p> <p>"Just One Of a Kind"</p> <p>Mrs. O. L. RUNYON, Proprietor</p> <hr/>
---	--

Earth, Texas Earth, Texas

Earth Gin

New Equipment—Rotary Lift

TRIPLE ELECTRIC EXTRACTORS

Custom Ginners and Buyers—Your Business Appreciated

S. C. DODD, Mgr.

Earth, Texas

Mistletoe Creameries

If you will always sell your cream to a Mistletoe Cream Station, you are assured of

Full Weight—Best Prices

Courteous Treatment.

B. H. Winningham, Agent

At

Earth, Texas

Earth Produce Co.

Always pay top prices for everything in the Produce line.

Handle a Full Line.

—of—

PURINA FEEDS

—for—

STOCK AND POULTRY

B. H. WINNINGHAM

Earth, Texas

E. R. Hart Lumber Co.

HARDWARE

McCormick-Deering Implements

Windmills and Well Supplies

COAL

Earth, Texas

"Tell 'Em You Saw These Ads."

NOTICE!
Dr. S. H. Pruitt
 CHIROPRACTOR AND MASSEUR
 Located in King Hotel, Room 22
 --SUDAN, TEXAS
 Free Examinations--Results
 Guaranteed
 "I'm Here For Your Health"

Stop With Us
 When Passing By
Gas 20c
 QUALITY AND SERVICE
 We Appreciate Your Business
Sweet's Filling Station
 LARIAT TEXAS

A. R. Matthews, M. D.
 MULESHOE, TEXAS
 Physician
 and
 Surgeon

Dr. R. M. WALTHALL
 Dentist
 Phone 381
 Rombach Building
 LITTLEFIELD, TEXAS

Dr. G. A. FOOTE
 Glasses Fitted
 PHYSICIAN and SURGEON
 Office At Sudan Drug
 Office Phone 45
 Residence Phone 53

SUBSCRIBE FOR THE JOURNAL

YELLOWJACKET NEWS NOTES

(By Class Reporters)
Senior Class
 The Senior Class met Tuesday, Sept. 10, and elected the following officers:
 Jewell Haney—President.
 Fred Moore—Vice President.
 Florene Long—Secretary-Treasurer.
 Mozelle Alsop—Reporter.
 Mr. C. W. Pharies—Sponsor.
 The following were chosen:
 Class Colors—Gold and White.
 Class Flowers—Yellow and White Roses.

The Senior Class of '29-'30 intend to make this year one of the most successful in M. H. S. history. Already there are eleven enrolled. We are making plans for a trip to Carlsbad Cavern some time in the near future. We also hope to sponsor the publication of the first annual, and, with the cooperation of the other classes, faculty, and Muleshoe citizens, our ambition will be realized.

Junior News Notes

The Juniors met Wednesday morning, September 11, 1929, and organized their class, with the election of the following officers:
 President—Curtis Danner.
 Vice President—Courtland Paul.
 Secretary and Treasurer—Laverne Rice.
 Reporter—Alice Ragsdale.
 Sponsor—Annie Woods.
 We have a class of fifteen or more. We are always glad to have new class members.

Mr. Pharies (in Civics class)—"For tomorrow we'll have a few oral reports." Morris—"Did you say we had to write them?"

Jane and Juno are very fond of movie actors, but we were all very assuaged the other day when we overheard one ask the other if "Celluloid were Gerald Lloyd's sister"!!!

The Juniors have nick-named Ikey "Corns". He's always at the foot of the class.

Coach—"I thought I told you boys not to eat any sweets, and to be in bed by nine o'clock." Dorman—"Well, that's alright; Courtland dropped the watermelon and we've been hurdling fences all night."

The Sophomore Class

The Sophomore Class called their first meeting Tuesday morn'g, September 10, for the purpose of electing officers for the following year. The officers were as follows:
 Francis Evans—President.
 Myrtis Burkhead—Secretary-Treasurer.

Lela Merle Strickland—Reporter.
 Mr. D. L. Kendrick—Sponsor.
 Class spirit was running high and everyone entered the organization with a great deal of enthusiasm. We believe this is going to be one of the best school years it has been our privilege to enjoy. The Sophomores are at least going to do their best to make it so.

"WATCH OUR SMOKE!"

Girls Pep Club

The G. P. C.'s met Wednesday at 3:15 for the purpose of organizing. The following officers were elected:
 Iris Harden—President.
 Myrtis Burkhead—Secretary and Treasurer.

Jewell Haney—Reporter.
 Alice Ragsdale, Jane Bucy and Mozelle Alsop—Yell Leaders.

Regular business meetings will be held each Wednesday afternoon at 3:15. All members are expected to be present at both business and drill meetings. The G. P. C.'s are going to do some enthusiastic work this year.

YOUTH--AND THE NEW LEADERSHIP

By CRAIG B. HAZLEWOOD
 President American Bankers Association

LEADERSHIP is a picturesque word. With it, one pictures Hannibal fighting his way through the passes of the Alps—Napoleon in his campaigns—or Washington leading together his half-frozen army by the sheer magnetism of his character at Valley Forge. But I visualize something that holds a more astounding spectacle in many respects than any of these. It is the onrush of our business life. Our economic progress plunges ahead at a rate unheard of in the history of the nations of the world and every industrial and financial leader is daily brought face to face with new and perplexing problems requiring the highest courage and intelligence for their solution.

Ninety billions a year, they tell us, this country is now producing in new wealth. The rate of increase is even more staggering than the amount. It is difficult to say where it may lead us in even ten or fifteen years.

We are moving exceptionally fast. Our economic and industrial structure is plunging before us problems of greater and greater magnitude. Few men can see far ahead. Few are in



Craig B. Hazlewood

complete control, for this is a changing world, as even the most inexperienced business man will readily testify. Our methods of adjusting ourselves rapidly to economic changes and of cooperating are far from perfect.

What an opportunity the leadership of five, ten or fifteen years from now presents! What an adventure it will be! What responsibilities it will lay upon the broadest shoulders that may be found! This is the challenge of leadership as I see it. In the hands of the young men must rest the responsibility for this leadership.

Boys Who Reached the Pinnacles

"Business is full of the romance of youngsters whose chief characteristics are working hard and keeping at it. There was a green farmer boy who decided he would rather stand behind a counter than follow a plow. He seemed so obviously lacking in ability that for a time so meekheart would hire him. He failed in his first position, and in his second his salary was reduced. He even agreed that he was a misfit—but he stuck. Out of his first five stores, I believe, three failed. But he persisted and worked hard. And that boy, Frank W. Woolworth, became the greatest retail merchant in the world with a store in every city of eight thousand or more population in this country.

There was another lad who clerked in a grocery store sixteen hours a day and studied mathematics in his odd moments. He became interested in the doings of the steel plant whose employees traded at this store. He began to study steel and sought a position in the plant. He carried a surveyor's chain and drove stakes. At night he studied mathematics and engineering. He did not despair. He could not be diverted. He kept the pressure on for seven years. And that boy, Charles Schwab, mastered the iron industry and became one of the country's great industrial leaders.

There was a lad who sold papers on a train. When he grew up, several million men and a score of billions of dollars of capital were given profitable employment through his inventions. Even in middle life, Thomas Edison continued to work twenty hours a day, if necessary to achieve his purpose.

Leadership is not play. Leadership offers countless positions of varying opportunity, of which the highest pinnacles will mean almost unbearable responsibility in the new era. There will be men with the fire and iron to qualify even for these places. Such men must have had the very finest preparation and the most grueling tests. Their reward will be the attainment of those highest pinnacles of achievement, and the rendering of an immeasurable service to their times.

CARD OF THANKS

I take this means of thanking each and everyone who supported me during the campaign for The Muleshoe Journal subscriptions.
 Mrs. J. E. Adams.

Read The Journal

Oils and Greases

If it's Texaco, it's always the same—that New and Better

Gasoline, Kerosene and Greases

We can lubricate any machine you have with perfect satisfaction.

Quality and Service

The Texas Company

T. D. FARLEY, Manager

Phone 77

Muleshoe, Texas

Valley Motor Company

Chevrolet Sales and Service

Prompt Delivery on All Models of the

Famous Chevrolet "Six" Line

Local Dealers for "That Most Popular Tire"—



Muleshoe.

Texas

Notice To The Public

I am again located in Muleshoe; office on Main Street at the old Hotel, near Robinson's Shoe Shop. I will do any and all kinds of AUCTION work in connection with my LAW practice, and will appreciate any business given me, either legal or auction. Come and see me when in need of anything in my line.

RESPECTFULLY,

V. J. CAMPBELL

Office on Main Street

Muleshoe, Texas

PANHANDLE South Plains Fair

"The Show Window of the Plains"

LUBBOCK, TEXAS

Sept. 30, Oct. 1, 2, 3, 4, 5, 1929

Will Portray the Fastest Developing Section in the Southwest Today

Come—See for Yourself

- South Plains Farm Products
- Fine Dairy and Beef Cattle
- Complete Women's Departments
- Poultry and Swine Unexcelled
- Free Football Games Daily
- Bands in Daily Concerts
- Big Free Circus Acts
- Big Free Acts Galore
- A Wonderful Carnival
- New All Steel Livestock Building

FREE FIREWORKS AT NIGHT

MANY—MANY—MANY OTHER ATTRACTIONS

COME ON ALONG!

Don't miss a single day. This will be the biggest event in years!

Fun By The Ton!

FREE—EVERY FAIR ATTRACTION—FREE

AFTER YOU PASS THE FRONT GATE

We Most Cordially Invite you to Come!

PANHANDLE SOUTH PLAINS FAIR ASSOCIATION

B. C. DICKINSON, President

A. B. DAVIS, Manager

ETHYL to stop knocks

CONOCO gasoline to give you extra miles

the greatest combination you can put in your car

THE amazing way in which Ethyl stops knocks and gives a steady flow of power, no matter how old or how full of carbon the motor may be, is one of the marvels of modern engineering skill. By adding "Ethyl" to a gasoline especially refined to give you extra miles in every gallon used, Conoco Ethyl offers you a motor fuel different from anything else—you can put in your car.

To worry about every little extra load on your motor, no need to throw her into second on every hill, no need of frequent carbon removal!

Conoco Ethyl is another example of the extra value in gasoline and motor oil which the greater Continental Oil Company is offering to motorists.

Stop at the new red triangle Conoco sign and fill up with Conoco Ethyl today. Enjoy the greatest driving pleasure you have ever known.



The Greater CONTINENTAL OIL COMPANY

CONOCO ETHYL



EXTRA KNOCKLESS MILES

A GOOD WILL MESSAGE

TO

Our customers and friends in Bailey and adjoining counties •• We heartily appreciate your patronage •• And want you to tell your neighbors of the values you get in trading with us.

A New Jewelry and Music Store in Clovis, New Mexico

A Full Line of All New Goods. You Must See Our New Store to Appreciate It

DIAMONDS, WATCHES. ALL THE LATE STYLES IN JEWELRY. PIANOS, RADIOS, ETC. A REAL MUSIC STORE.

The M. L. Vial Jewelry and Music Store

502 North Main Street

BOSCH RADIO

"THE FINEST THING IN RADIO"

The season is just starting, and we will be delighted to show you features that are incorporated in the Bosch AC sets that cannot be had in anything else.

Come Over to See Us. We'll Show You

Roberts-Dearborne Hardware Co.
Clovis, New Mexico.

H & H Grocery and Market

STAPLE AND FANCY GROCERIES—FRESH AND CURED MEATS
CLOVIS, NEW MEXICO.

H & H

WHEN YOU ARE IN CLOVIS, COME IN AND SHOP WHERE YOU CAN GET ALL OF YOUR TABLE SUPPLIES UNDER ONE ROOF.

&

"CRITERIANS IN FOOD SERVICE"

OUT OF TOWN ORDERS APPRECIATED.

BUSY BEE CAFE

The Most Beautiful Cafe

—in—

NEW MEXICO

"WE SERVE BEST"

RALLIS BROS.

Clovis New Mexico

J. R. DENHOF

OPTOMETRIST
EYE GLASS SERVICE

Eyes Examined—Glasses Fitted
Corner 4th and Main Streets,

Clovis, New Mexico

Denhof Jewelry Co.

CLOVIS, N. M.

Diamonds—Standard Watches
Elgin, Gruen, Hamilton, Bulova
Santa Fe Watch System

High Grade Repair Work and Diamond Setting

The Clovis National Bank

of Clovis

Has Been Serving the People of This Section of the Plains Since the Establishment of the Town.

We are daily meeting every legitimate requirement of the public because our business is

"STRICTLY BANKING"

Inspect The Ultra-Chic

Autumn Creations!

They Are on Display Now

Joyce-Fruit Company

Department Store

"The House of Courtesy"

Peacock Shoes	Kuppenheimer Suits	Printz Fall Coats
---------------	--------------------	-------------------

Hollywood and Movie-Mode Dresses

"Quality Predominates."

Plumbing and Heating Contracting

Electric Wiring and Contract Work

Batty Hardware Co
THE STORE THAT STAYS.

NOTICE!

We are placing new furniture daily on our floor. We ask you while in Clovis to come in and visit with us.

Clovis Furniture Company

"Your Credit is Good."

Clovis New, Mexico

DR. C. O. WARRINER

CHIROPRACTOR

Electro Therapy—Light Therapy

Clovis, New Mexico

THE FASHION CENTER OF CLOVIS

Jackman's

Womens Wear Exclusively
ESTABLISHED 1915

NEW FALL APPAREL

On Display—Coats, Dresses, Millinery, Footwear. At Popular Prices.

Clovis, New Mexico

When in Clovis Don't Miss to Visit

MANDELL'S

"THE STORE OF QUALITY"

Fashion Leaders in Clovis Since 1909

Clovis, New Mexico

Clovis Motor Company, Inc.

Buick Sales and Service

Clovis, New Mexico



"When Better Automobiles are Built, Buick Will Build Them"

Dr. T. A. Moore

Physician and Surgeon

Muleshoe, Texas

Notice To The Public

Our gin is now ready to go. Will appreciate your first bale.

J. A. Nickels Gin Co.

100 Per Cent

Alemite Service

CITY SERVICE GARAGE
Texico, N. M.

WELCOME

Come and see our new store.

"We Have It or Will Get It!"

Come and Help Yourself

King & Parsons
Muleshoe, Texas

MEET THE MERCHANTS
(Continued from page 1)

dition. They can fix you up with abstracts, loans and insurance. This piece will be continued in next week's Journal.

West Camp News

Robert Huber fractured his arm Sunday afternoon when the horse he was riding stumbled and fell. Mr. and Mrs. B. Walker visited in the C. E. Dotson home Sunday. Messrs. Jake and Jack Shackelford of Dera, N. M., spent the week-end in the West Camp community visiting relatives.

Mr. Raymond Waller spent Sunday night with Mr. Eddie Hudson. Misses Bula Mae and Eula Fae Walker spent Sunday night with Misses Virgie and Vera Adair.

Susie Bell Vaughn was slightly injured last week when she accidentally cut her hand. Mr. and Mrs. J. M. Pruitt of Oklahoma Lane and Mr. and Mrs. T. H. Adair spent Sunday afternoon with Mr. and Mrs. Everett Smith.

An all day picnic was enjoyed by a number of the young folks last Sunday on the old Hinson Ranch, thirty-five miles northwest of Clovis. Those present were: Misses Eula Fae and Bula Mae Walker, Lillian Virgie, Vera and Ruby Adair, and Messrs. Vernon and Harold Adair, Raymond Waller, Conrad Williams, Bill Knowles, Clifford Bradbury, Edgar Hudson and Charlie Sellers.

Mrs. Copeland, who is at Mineral Wells for treatment, is reported improving. West Camp school opened September 5th, with an enrollment of 109. A number of patrons were present and Judge Adams and members of West Camp School Board made interesting talks. The teachers are Mr. and Mrs. W. L. Wallace, Miss Alva Douglass and Mrs. A. C. Haley.

Send Your

Abstract Work

-To The-

Muleshoe Abstract Company

A. P. STONE, Prop.

MULESHOE, TEXAS
Agent for Warren Addition

Circleback News

Mrs. Marion Walker from Floydada is visiting Mr. Walker's parents, Mr. and Mrs. W. H. Walker. Mrs. Walker visited in the home of her brother, Mr. and Mrs. Homer Doty in Sudan Tuesday.

Mr. and Mrs. C. H. May and son of Melrose, N. M., were visitors in Circleback last week-end.

Mr. and Mrs. Thad Brown were visitors in Muleshoe Tuesday.

Mr. and Mrs. Jeff Berry and family visited Mr. and Mrs. T. W. Berry last Saturday evening.

Alton Dammor of Olton is visiting his grandmother, Mrs. J. W. Dammor this week.

Mr. and Mrs. G. O. Sharron and Miss Lillie Sharron visited in the Worley home Sunday.

Mr. and Mrs. Rose (Pete) Cagle and Mr. and Mrs. Tommie Berry spent Sunday with Mr. and Mrs. Thad Brown.

Miss Edna Wrinkle of Lubbock is visiting Miss Ruby Dammor this week.

Rev. J. E. Moore filled his regular appointment Saturday night, Sunday and Sunday night. He preached his farewell sermon to this church as its pastor.

Owing to the weather, B. Y. P. U. was omitted Sunday evening.

Miss Bonnie Mitchell had as guests Miss Ester Perkins, Mr. Calvin Cobb, and Mr. Homer Brooks last Sunday at the noon hour.

Mr. E. Perkins, Mr. Jeff Berry and Mr. T. W. Berry were in Muleshoe on business Tuesday morning.

Miss Lois Jones, primary teacher of Circleback visited her parents in Littlefield Sunday. She was accompanied by Miss Ina Mae Lightsey.

Little Dorothy Belle Brown, who was ill last week is able to be out again.

Miss Mildred Kent, small daughter of Mr. and Mrs. Tom Kent, was not able to attend school Tuesday.

Mr. and Mrs. O. D. Cobb spent Sunday with Mr. and Mrs. J. H. Williams.

News From Big Square

Alfred Scott and family were guests in the home of J. E. Burton east of Muleshoe Sunday.

Bill Oliver has purchased the barber shop at Earth and will take over the business this Monday morning. He will move his family the latter part of this week.

Frank Barrett, Everett Barrett and wife and Shelby Allen and wife went to Fortales, N. M., Thursday for a truck load of apples.

E. J. Poe, the Watkins man, was an overnight guest of W. G. Wier Thursday night.

This community was visited by a heavy rainfall Sunday evening.

The ladies who attended the Federation of Clubs at Dimmitt Tuesday from Big Square were Mmes. Stiles, Scott, Bragg, Baker, Layman and Wyea.

Vance Henington and family, Mrs. W. G. Wier and O. O. Burton were shopping in Clovis Saturday.

Prof. Bragg and wife and Miss Lile attended the Teacher's Institute at Dimmitt Thursday and Friday.

Rev. Williamson preached at the school house Saturday evening and filled his regular appointment Sunday morning.

Vance Henington and family and Mr. and Mrs. W. G. Wier were guests of H. Jay Wier in Muleshoe Sunday evening.

Rev. Williamson and Rev. Fields were over night guests of Mr. and Mrs. W. G. Wier Saturday night.

The following program was carried out by the L. I. C. Club Thursday afternoon:

Leader—Mrs. Art Haberer.

"What the School Can do for the Home."

Roll Call—"What study helped me most when I was in school."

"What Practical Helps do our children Bring Home from School."

Mrs. Sarah Layman.

"What can Our Daughters teach us."

—Mrs. Carl Baker.

"Citizenship as Our Children See it."

—Mrs. W. G. Wier.

Hostess—Mrs. Muri Stiles.

Mr. Glenn Stiles was called to Dimmitt Monday to serve as a petit juror.

CITATION BY PUBLICATION

THE STATE OF TEXAS.

To the Sheriff or any Constable of Bailey County—GREETING.

YOU ARE HEREBY COMMANDED.

That you summon, by making Publication of this Citation in some newspaper published in the County of Bailey, if there be a newspaper published therein, but if not, then in the nearest County where a newspaper is published once each week for four consecutive weeks previous to the return day hereof, Mrs. P. T. Reilly, Eugene Reilly, Catherine Reilly, Katherine Reilly, and Mrs. Ellen Reilly, whose places of residences are alleged to be unknown; the heirs and legal representatives of P. T. Reilly, deceased, the heirs and legal representatives of Mrs. P. T. Reilly, deceased, the heirs and legal representatives of Eugene Reilly, deceased, the heirs and legal representatives of Catherine Reilly, deceased, the heirs and legal representatives of Katherine Reilly, deceased, and the heirs and legal representatives of Mrs. Ellen Reilly, deceased, the names of each and all of whom are alleged to be unknown, to be and appear before the Honorable District Court at the next regular term thereof, to be held in the County of Bailey, at the Court House thereof, in Muleshoe, on the 18th, day of November, 1929, then and there to answer a Petition filed in said Court,

on the 19th day of August, 1929, in a suit numbered on the docket of said Court, No. 503 wherein Dan Gandy is plaintiff and Mrs. P. T. Reilly, Eugene Reilly, Catherine Reilly, Katherine Reilly, Mrs. Ellen Reilly, and the heirs and legal representatives of P. T. Reilly, deceased, the heirs and legal representatives of Mrs. P. T. Reilly, deceased, the heirs and legal representatives of Eugene Reilly, deceased, the heirs and legal representatives of Catherine Reilly, deceased, the heirs and legal representatives of Mrs. P. T. Reilly, deceased, are defendants.

The nature of the plaintiff's demand being as follows, to-wit: A suit in trespass to try title, to recover the title and possession of and to quiet plaintiff's title to all of the North half of Survey 58, Block B, of the Melvin Blum and Blum Survey situated in Bailey County, Texas, setting up a chain of title from the sovereignty of the soil to the plaintiff and also setting up title under the three and five year statutes of limitation.

HEREIN FAIL NOT, And have you before said Court, on the said first day of the next term thereof, this writ, with your endorsement thereon, showing how you have executed the same.

Given under my hand and seal of said Court, at office in Muleshoe, Texas, this 18th day of August, 1929.

(SEAL) J. L. ALSUP, Clerk District Court, Bailey County, Texas.

Want Ads

TULIP Bulbs, \$3.00 per 100.—Mrs. E. H. Wood. It

FARMALL with 2-row lister, almost new for sale. Muleshoe Motor Co.

FOR SALE—Black Hull seed wheat, \$1.25 bushel. Five miles northeast of Muleshoe. A. C. Gaede. 28-4tp

FOR SALE—320 acres Good Plains Land, 6 miles from Friona, Farmer county. This land is unimproved, except some fenced; 230 acres broke out. Price, \$26.00 per acre; \$2,000.00 cash, balance good terms.—M. A. Crum, Friona, Texas. 31-2tp

FOR LEASE—Filling Station on Main Street. Brick building, excellent equipment.—Emmett Dean, Muleshoe, Texas. It

FEEDER Sheep and Ewes for sale, worth the money.—E. B. Luce, Amherst, Texas. 32-4tc

DR. FROST

DENTIST

At Elite Hotel Every Month

Wait For Him

Mrs. J. D. Alfred, D. S. T.

MAGNETIC HEALER

Locates Pain and Treats All Diseases

Muleshoe, Texas

John Walkup

Contractor and Builder

LUBBOCK, TEXAS.

P. O. BOX 1541 PHONE 399 W

SUBSCRIBE FOR THE JOURNAL

FREE GATE—TRI-STATE FAIR
AMARILLO, TEXAS—SEPTEMBER 23 TO 28
Main Attractions Will Be:

HAGENBECK WALLACE CIRCUS



TRICE DAILY 7PM-8PM. GRAND STAND CHAIRS RESERVED FROM GENERAL DOORS OPEN 7PM-7PM. ADMISSION TICKETS ON SALE 6 PM-7 PM.

WORTHAM CARNIVAL!

INDIAN SHOWS!

FIFTEEN BANDS

\$15,000 IN PREMIUMS

Big Hereford Exhibit!

DOG SHOW

Pet Stock Show!

Jeff D. Bryant & Son

Let Us Build Your Trailer or Trailer Hitches

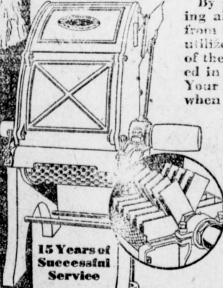
We Weld Any Steel and Guarantee It

Muleshoe, Texas

Grinds any Feed at Low Cost

A W-W Feed Grinder grinds and mixes everything from the ground up, with lightning speed—separately or together. Turns fodder, alfalfa, maize heads, snapped or ear corn, oats, bundle feeds, etc., into valuable mixed, balanced feed that goes a third further. And the W-W does every grinding job at low cost!

W-W GRINDER



By grinding and mixing all your feed crops from the ground up, you utilize that 35 per cent of the feed usually wasted in stalks and stems. Your live-stock eat it all when ground the W-W way—and it is all better for them.

In fifteen years of actual service on thousands of farms the W-W has proved to be the world's outstanding feed grinder. No burrs, gears or knives to work loose or give trouble. Powerful RIGID hammers do the work.

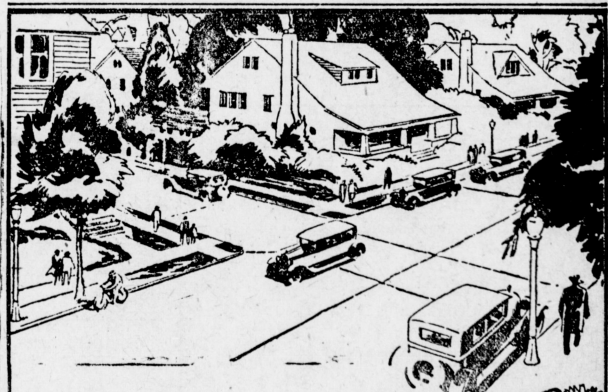
Come In

and let us show you more about this outstanding grinder. See how it is built for years of service—with Timken Tapered Bearings, Alemite Lubrication and Rockwood Pulleys. Self-feeder can be furnished—Blower or Elevator equipment. Nine different sizes.

We will also demonstrate the W-W on your own farms with your own feed and your own power.

E. R. HART LUMBER COMPANY
Muleshoe, Texas.
Also carrying a complete line of Dempster Water

PORTLAND CEMENT CONCRETE
for permanence



The Street of Permanent Beauty

HOW will your streets look five years—ten years—from today? Will they still be true and even-surfaced, and distinguished in appearance?

They will if they are paved with portland cement concrete, the material best suited to modern traffic requirements. More than 150 Texas towns have concrete streets, or are building them now.

Write for your copy of our free booklet about concrete streets.

PORTLAND CEMENT ASSOCIATION
Athletic Club Building, Dallas, Texas

A National Organization to Improve and Extend the Uses of Concrete
OFFICES IN 32 CITIES

**CHIEF CHANGES
IN CHEVROLET MOTOR
COMPANY ON SEPT. 1**

Several executive changes in Chevrolet Motor Company, which became effective September 1, were announced this week by H. J. Klingler, vice president and general sales manager.

M. D. Douglas, formerly assistant general sales manager has been appointed general parts and service manager, a position heretofore held by J. P. Little, who goes to General Motors.

R. K. White, who formerly was general sales promotion manager and recently Atlanta zone sales manager, has been appointed advertising manager, succeeding J. E. Grimm, Jr.,

who, after occupying the position for five years, has been summoned to General Motors.

J. C. Chick, who has been regional sales manager at Flint, has been brought into the central offices to assume Mr. Douglas' place as assistant general sales manager. Mr. Chick was zone sales manager at Oklahoma City at the time Valley Motor Company secured the Chevrolet franchise here.

C. L. Alexander, Chicago zone sales manager for several years is to go to Flint, succeeding Chick as regional sales manager.

R. L. Myers, until recently zone sales manager at New York is to succeed Alexander as zone sales manager at Chicago.

J. H. Sparkman and family of Smithville, Texas, stopped over here last week-end to inspect the fine crops which we have in Bailey County. He is thinking of locating in West Texas.

Earth News Items

Bill Lee and family, J. D. McNeal, wife and son Jack, have returned from various points in New Mexico and Juarez, Mexico. They report a fine time.

The tent theatre was well attended Monday night.

B. & M. Chevrolet Company delivered to the Spring Lake School district five of their seven new Chevrolet "Six" trucks recently.

School started last Thursday. Teachers and pupils started with the aim of making this the most successful year in Spring Lake's history.

Miss Effie Lee Simmons returned Sunday from East Texas.

Mr. and Mrs. Homer Mize returned Sunday from Arkansas.

Mr. and Mrs. Jack Moss spent Sunday with her parents, Mr. and Mrs. R. E. Burton.

Mr. Duddy of Martha, Oklahoma, is building a business house east of

the cafe. We understand it is to be a grocery store and a tailor shop.

J. F. Simmons left Friday for East Texas.

Jack Godwin and family of Snyder, Texas, are visiting J. F. Simmons and family.

B. & M. Chevrolet unloaded a car load of new cars last Friday.

THE MODEL "A"

Do you know what we'd like to do, And some fine day we're going to, too. When the weather is nice and the roads are good, We'd come this week if we possibly could.

We're going to hop into our Model "A".

And get you in it and drive you away.

A mile or ten or more if you please; We'll take the hills with perfect ease. We'll make the corners at just nice speed.

And wherever we go we'll be in the

lead. We go by big cars like they were standing still; You won't be scared, but you'll get a thrill.

But best of all you'll enjoy the ride, And then you'll admit that we never lied.

As we talked to you with tears in our eyes, And told you about the glad surprise You'll have when we come out some day.

And give you a ride in the Model "A".

(Written by Edgar Allan Poe ?)

H. A. Ramsey of Teague, Texas, was here the latter part of last week looking for a new location near Muleshoe. Mr. Ramsey stated that crops in this part of Texas were the best he had seen on the trip west.

A lot of show for a little money—Allerita Loomis Players.

O. N. ROBISON
General Auctioneer
20 YEARS EXPERIENCE
Will Give My Services Free to Schools or Societies Giving Box Suppers, Muleshoe, Texas. Route No. 1

MICK
The Auctioneer
Will cry your Sales anywhere. References. Come and hear me. Phone thru Dimmitt. P. O., Muleshoe or Flagg.

DR. GREEN
DENTIST
False Teeth\$17.50
Gold Crowns5.00
Bridgework5.00
Silver Fillings1.00
Extractions1.00
Office No. 5, Veigel Bldg.
722 1/2 Broadway St. Plainview, Texas

To Our Customers and Friends

IN

Bailey and adjoining Counties . . Sudan merchants appreciate your patronage and want you to continue to share your trade with us.

Whiteside Gin Company

New Equipment Installed

Unexcelled Service

Sudan, Texas

Hutto Chevrolet Co.

L. R. WOOD
General Merchandise

Magnolia Products
See Us Before You Buy

Sudan,

Texas

Sudan,

Texas

Sudan,

Texas

Sudan Merchandise

FOR SALE

Saturday Specials

L. O. SLATE

1100 Standard Bred Cockrels
Reds, Barred and White Rocks, White and Buff Orpingtons, English White Leghorns
Prices, \$2.50 and Up

P. & G. Soap
Six Bars 25c

Sudan,

Texas

Weimhold's Commercial Hatchery
Sudan, Texas

"M" System

Phone 47 **A. M. Holt & Son** Phone 47

General Merchandise Store of
Quality and Service

The First National Bank

GORLEY'S BLACKSMITH AND WELDING SHOP

King's Old Stand
Welding A Specialty
All work and Welding Guaranteed
Come in and see our Special Trailer Hitch,
Bolster Type, for all Car Chassis

Sudan,

Texas

OF SUDAN, TEXAS

Visit Our Store---

Simmons Blacksmith Shop

Welding and Woodwork
Of the BETTER Grade

Appreciates Your Banking Business

Higginbotham-Bartlett Co.
Lumber--Hardware--Implements

Sudan,

Texas

Sudan,

Texas

Sudan Produce Company

Turkey Season Will Soon Be Here
Remember Fair Dealing is Our Motto

Terry's Gin
Will Be Glad to Serve All of Our Old Customers
In Addition to New Ones

Sudan,

Texas

Sudan,

VES TERRY, Manager

Texas

"Tell 'Em You Saw These Ads."

IF YOU WANT YOUR TIRE AND TUBE WORK DONE RIGHT, SEE WEAVER --

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. F. P. LATTIMORE
DR. F. B. MALONE
General Medicine
DR. J. H. STILES
DR. L. P. SMITH
General Medicine
MISS MABEL McLENDON
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
TRAIL
OF '98**

A Northland
Romance

By ROBERT W. SERVICE

Illustrations by Irwin Myers

WNU Service

SYNOPSIS

CHAPTER I.—Disatisfied with the quiet life in his home surroundings, Altol Meidrum, Young Scotsman who tells the story, leaves his mother and brother, Harry, to seek his fortune. At San Francisco, practically penniless, he takes a laborer's job, and meets a fellow adventurer whom he dubs, and who is hereafter known as, the Prodigal.

CHAPTER II.—The Prodigal is anxious to join the rush of gold seekers into Alaska, and Meidrum agrees to go with him after he (the Prodigal) comes back from a visit to his wealthy father in the City. At the Prodigal's need, he is befriended by Jim Hubbard ("Salvation Jim"). The Prodigal returns, the three men join the stampede into Alaska, the Prodigal and Hubbard financing the outfit.

CHAPTER III.—Among the motley crowd on the boat is a young girl obviously out of place. She is traveling with her grandfather and a hard-looking couple named Winklestain, who turns out to be her uncle and aunt. Altol has an opportunity to befriend her, and she tells him a sad story of her life. She is journeying into Alaska to take care of her grandfather who is in the Klondike. Her name, she tells him, is Berna.

CHAPTER IV.—Landing at Skagway, Altol's party at once takes the trail, which Berna and her companions had taken hundreds of times before. Fearing for Berna's safety, Altol hastens to the woods. He finds the old man dead and learns that Berna is protected. Madam Winklestain refuses to let him see the girl, but he leaves a letter for her. At Bennett, Berna begs him to marry her, to save her from a harsh life. Altol is unwilling to take such a decisive step, and she leaves him.

CHAPTER V.—Some days afterward Berna calls Altol "Black Jack" Locasto, a millionaire miner of evil reputation. While realizing how greatly she has been deceived, Altol agrees to wait a year, though Berna is fearful of his party and the claims already taken and the camp crowded with idle men.

CHAPTER VI

I will always remember my first day in the gold camp. All was grotesque, makeshift, haphazard. Back of the main street lay the red-light quarter, and behind it again a swamp of niggerheads, the breeding place of fever and mosquito.

Thil midnight I wandered up and down the long street; but there was no darkness, no lull in its clamorous life.

I was looking for Berna. My heart hungered for her; my eyes ached for her; my mind was so full of her there seemed no room for another single thought. But it was like looking for a needle in a strawstack to find her in that seething multitude. So with spirits steadily sinking zerowards I waited.

After a session of debate, we decided to reserve our rights to stake till a good chance offered. It was a bitter awakening. Like all the rest we had expected to get ground that was gold from the grass-roots down. But there was work to be had, and we would not let ourselves be disheartened.

The Jam-wagon had already deserted us. He was off up on Eldorado somewhere, shoveling dirt into a suitcase for ten dollars a day. I made up my mind I would follow him. Jim also would get to work, while the Prodigal, we agreed, would look after our interests, and stake or buy a good claim.

The country was at the mercy of a gang of corrupt officials who were using the public offices for their own enrichment. Franchises were being given to the favorites of those in power, concessions sold, liquor permits granted, and abuses of every kind practiced on the free miner. All was venality, injustice and extortion.

"Say, boys, I guess I've done a slick piece of work," said the Prodigal with some satisfaction, as he entered our tent. "I've bought three whole outfits on the beach. Got them for 25 per cent less than the cost price in Seattle. I'll pull out 100 per cent on the deal. Now's the time to get in and buy from the quitters."

"It's too bad to take advantage of them," I suggested.

"Too bad nothing! That's business; your necessity, my opportunity. Oh, you'd never make a money-getter, my boy, this side of the millennium—and you Scotch, too."

I rounded the long street with an awful, restless agony in my heart. Where was Berna, my girl, so precious now it seemed I had lost her? I visioned evils befalling her; I pierced my heart with dagger-thrusts of fear for her. Oh, if I only knew she was safe and well! If I could only find her! The land was a great symphony; she the haunting theme of it.

I bought a copy of the Nugget and went into the Sourdough restaurant to read it. As I lingered there sipping my coffee and perusing the paper indifferently, a paragraph caught my eye and made my heart glow with sudden hope.

Here was the item: "One of the largest gambling plays that ever occurred in Dawson came off last night in the Malamute saloon. Jack Locasto of Eldorado, well known as one the Klondike's wealthiest claim-owners, Claude Terry and Charlie Haw were the chief actors in the game, which cost the first-named the sum of \$10,000."

"Locasto came to Dawson from his claim yesterday. It is said that before leaving the Forks he lost a sum ranging in the neighborhood of \$5,000. Last night he began playing in the Malamute with Haw and Terry in an effort, it is supposed, to recoup his losses at the Forks. The play continued nearly all night, and at the wind-up, Locasto, as stated above, was loser to the amount of \$10,000."

Jack Locasto! Why had I not thought of him before? Surely if anyone knew of the girl's whereabouts, it would be he. I determined I would seek him at once.

So I hastily finished my coffee and inquired of the waiter where I might find the Klondike king.

"Oh, Black Jack," he said; "well, at the Green Bay Tree, or the Tirolli, or the Monte Carlo. But there's a big poker game on and he's liable to be in it."

Once more I paraded the seething street. Women were everywhere, smoking cigarettes, laughing, chaffing, strolling in and out of the wide-open saloons. A libertine spirit was in the air, a madcap freedom, an effluence of disdainful sin.

I found myself by the stockade that surrounded the police reservation. One of the constables, a tall, slim Englishman with a refined manner, proved to me a friend in need.

"Yes," he said, in answer to my query, "I think I can find your man. He's downtown somewhere with some of the big sporting guns. Come on, we'll run him to earth."

After a short walk he pushed his way through a crowded doorway and I followed. It was the ordinary type of combined saloon and gambling joint. In a corner, presiding over a stud poker game, I was surprised to see Mosher.

My companion pointed to an inner room with a closed door.

"The Klondike kings are in there, hard at it. There's Black Jack and Stillwater Willie and Claude Terry and Charlie Haw."

Eagerly I looked in. All but Locasto were medium-sized men. Stillwater Willie was in evening dress. Haw was a sandy-haired man with shifty, uneasy eyes; Terry of a bulldog type, stocky and powerful. But it was Locasto who gripped and riveted my attention.

He was a massive man, heavy of limb and great in strength. There was a brutal spread to his shoulders and a conscious power in his every movement. He had a square, heavy chin, a grin, sneering mouth, a falcon

(Continued on page 12)

**MATTHEWS' SANITARY
CAMP CABINS**

P. E. WILEMON, Proprietor

Muleshoe Texas

FOOD THAT'S GOOD FOR HIM

In the selection of foods for the growing boy, bread should receive the utmost consideration. Bread, made from pure ingredients and properly baked is a very important food. That is the kind of bread you get whenever you order Best-Yet.

Made By

Muleshoe Bakery

MULESHOE TEXAS

The Journal Office for Commercial Printing

Muleshoe National Farm Loan Association

Over Half a Million Dollars Loaned Here

OFFICERS & DIRECTORS. LOAN COMMITTEE

I. W. Harden, President J. A. White
J. J. Lawler, Vice-President M. F. Collins
L. S. Barron, Secretary-Treasurer R. J. Klump

A Long Time Loan and Low Rate of Interest

DRIVE IN

And Gas With Us

Here is where you get the famous Phillips "66" and Magnolia Products


Good Tires and Tubes Worth the Money

We Fix Flats

Dean Service Station

"SERVICE WITH A SMILE"

Road Information Cozy Rest Rooms



LOW ROUND TRIP FARE
ACCOUNT

PANHANDLE SOUTH PLAINS FAIR
Lubbock, Texas.
September 30th, to October 5th, 1929.
Tickets on sale September 29th to October 5th.
Final return limit October 6th.

Read down	Schedule	Read Up
11:03 AM	Lv. Muleshoe Ar.	6:38 PM
12:55 PM	Ar. Lubbock, Lv.	4:35 PM

FOR FURTHER INFORMATION SEE— OR WRITE

H. A. ECKLER, T. B. GALLAHER,
Agent, General Passenger Agent,
MULESHOE, Amarillo, Texas.

Let Us Supply Your

Hardware Needs

BINDER TWINE
WAGON BED MATERIAL
IRONS AND RODS FOR WAGONS
TOOLS OF ALL KINDS
BARB WIRE, SMOOTH WIRE, GATES
STAPLES, NAILS, Etc.

Drop in—It will be a pleasure to serve you.

E. R. Hart Lumber Co.
Coal, Hardware, Furniture—McCormick-Deering Implements

RETURN ENGAGEMENT

Allerita Loomis Players

In the Big Tent
ONE WEEK!

COMMENCING MONDAY, SEPTEMBER 23rd
[—Auspices American Legion—]

All New Plays and Specialties

Prices 10 and 35 Cents

One Lady Free With Each Paid 35c Ticket On Opening Night

MULESHOE MERCHANTS Appreciate Your Patronage

Every Need, Whether Large or Small, Will Receive Prompt and Courteous Attention

Blackwater Valley State Bank

The Bank Where You Feel At Home

Established 1914

Muleshoe, Texas

It's Always Easy To Shop Here

Because We Always Have What You
Want in

STANDARD QUALITY GROCERIES.

—Because Our Prices are Always As Low
As High Quality Will Permit.

Gupton Grocery Co.

Phone No. 4 Muleshoe, Texas

Mr. Wheat Farmer:

Come in and see us in regard to our
treatments against smut. We have the

CERESAN DUST TREATMENT

Put out by DuPont, that has been ap-
proved by the various Agricultural De-
partments.

We also have Copper Carbonate and
Formaldehyde.

McCarty Drug Store

Muleshoe Texas

It's Your Home

When in Muleshoe—and we try to make
you feel that

IT IS YOUR HOME

This is why the Traveling Public makes
The Elite Hotel
Headquarters Every Day in the Year.

ELITE HOTEL

Muleshoe Texas

Fairbury ^{Super-Oiled Timpken} Windmills Roller Bearings

Helical Machine Cut Steel Pinions.
Helical Machine Cut Semi-steel Gears.
Super-Oiled * * * Positive Lubrication
Long Life * * * Noiseless Operation

Ball Bearing Turn Table Standard
Equipment

Sold By

Jeff D. Bryant & Son

Muleshoe Texas

We Are Always in the Market For Your GRAIN

SERVICE AND COURTESY

Our specialty.

See Us Before Selling Your Grain
or Seeds.

S. E. Cone Grain Company

C. T. WALLACE, Local Mgr.
Muleshoe Texas

Old Line Insurance Service

Life Insurance for Protection of
Loved Ones—

Fire and Windstorm Insurance for pro-
tection of Homes and Business premises.

Auto Insurance for Protection of the
Family bus—

Also Miscellaneous forms of Other
Insurance

J. E. Aldridge Insurance Agency

Office at The Bank.
Muleshoe Texas

We Point With Pride

To the Fact that There is More Power in
That Good Gulf Gas

AND

New Supreme Motor Oil.

Try Us For

QUALITY—SERVICE—COURTESY

Gulf Refining Co.

J. C. BIRDSONG, Agent.
Phone 60 Muleshoe, Texas

For Insurance

Of All Kinds

See

R. L. BROWN

Agent For

*The Liverpool and London and Globe
Insurance Company, Ltd.*

Muleshoe Texas

Phillips Oils—Greases

Phillips (Aero) Tractor Oils

Phillips Motor Oils

Genuine Mobiloil

(All Grades)

A Grease and Oil for Every Purpose.

Delivered Anywhere—Any Time

Phillips Petroleum Company

F. HOLLINGSWORTH, Agent.

Wholesale Only.

Phone 53 Muleshoe, Texas

"Phill-up With Phillips"

High Quality Groceries

AEROPLANE QUALITY—SUBMARINE PRICES

Our customers know they can depend upon receiving
low prices, high quality, efficient and courteous ser-
vice. You must be pleased with every purchase at
our store.

Henington's Grocery and Market

Muleshoe

Texas

Courtesy—Friendliness—Service

EVERYTHING TO WEAR

For Mother, Father and Children.

Visit Our Store When in Town.

March Dry Goods Company

Muleshoe,

Texas

Bleeding Gums Healed
The sight of sore gums is sickening. Reliable dentists often report the successful use of Loto's Fyrrhea Remedy on their very worst cases. If you will get a bottle and use as directed druggists will return money if it fails.
McCARTY DRUG STORE.

Texas Utilities Co.
Appreciates the Business Received From Muleshoe

BUILDING
IF YOU ARE THINKING OF BUILDING—SEE ME. SAVE THAT RENT MONEY—OWN YOUR OWN HOME.
W. C. GORDON
At Panhandle Lumber Company

Motor Service
WHEN PASSING THROUGH TEXICO, STOP AND FILL-UP—WITH—
Phillips "66"
Where You Will Get Friendly SERVICE

Farm Loans Wanted
UNLIMITED FUNDS
LIBERAL APPRAISALS
PROMPT SERVICE
"I Loan You More Money"
W. A. SCOTT
Grant Building, Plainview, Texas

Your tongue tells when you need

Calotabs
TRADE MARK REG.
Coated tongue, dry mouth, bad breath, muddy skin, groggy nerves and sour stomach suggest its use.

One Man with a



De Laval Milker
Can Milk



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The Trail of '98

(Continued from page 10)

ose, black eyes that were as cold as the water in a deserted shaft. His hair was raven dark, and his skin betrayed the Mexican strain in his blood. Above the others he towered, strikingly muscular, and I felt somehow the power that emanated from



"Oh, I Don't Care What the Devil Your Name Is," He Broke in Pettulantly.

Then the waiter returned with a tray of drinks and the door was closed. "Well, you've seen him now," said my friend. "Your only plan, if you want to speak to him, is to wait till the game breaks up. By-by."

Oh, the weariness of that waiting! It was in the young morn when the game broke up. The inner door opened and Black Jack appeared.

In a moment I had followed and overtaken him. "Mr. Locasto."

He turned and gave me a stare from his brooding eyes. "Jack Locasto's my name," he answered carelessly.

I walked alongside him. "Well, sir," I said, "my name's Mel-drum, Athol Mel-drum."

"Oh, I don't care what the devil your name is," he broke in petulantly. "Don't bother me just now. I'm tired. What do you want, work?"

"No," I said, "I just want a scrap of information. I came into the country with some Jews by the name of Winklestein. I've lost track of them and I think you may be able to tell me where they are."

He was all attention now. He turned half round and scrutinized me with deliberate intensity. Then, like a flash, his rough manner changed. His eyes were blind, his voice smooth as cream.

"Winklestein," he said reflectively. "Winklestein... I do remember the name, but for the life of me I can't recall where. Was there a girl with them?"

"Yes," I said eagerly, "a young girl." "A young girl, ah!" He seemed to reflect hard again. "Well, my friend, I'm afraid I can't help you. I remember noticing the party on the way in, but what became of them I can't think. Well, good-night, or good-morning rather. This is my hotel."

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but it seemed to me there was a subtle necessity in his tone. The man had said, "I may, if I should hear anything of them, I'll let you know. Your name? Athol Mel-drum—all right, I'll let you know. Good-by."

He was gone and I had failed. I cursed myself for a fool. The man had baffled me. Nay, even I had hurt myself by giving him an inkling of my search. Berna seemed further away from me than ever. Home I went, discouraged and despairful.

Then I began to argue with myself. He must know where they were, and if he really had designs on the girl and was keeping her in hiding my interview with him would alarm him. He would take the first opportunity of warning the Winklesteins. When would he do it? That very night in all likelihood. So I reasoned; and I resolved to watch.

I stationed myself in a saloon from where I could command a view of his hotel, and there I waited. I was beginning to think he must have evaded me, when suddenly coming forth alone from the hotel I saw my man.

He was walking swiftly and he took a path that skirted the swamp behind the town. I had no doubt of his mission. My heart began to beat with excitement. I followed breathlessly. There were few cabins hereabouts; it was a lonely place to be so near to town, very quiet and thickly screened from sight. Suddenly he seemed to disappear, and, fearing my pursuit was going to be futile, I rushed forward.

I came to dead stop. There was no one to be seen. He had vanished completely. Blindly I blundered forward. Then I came to a place where the trail forked. Panting for breath I hesitated which way to take, and it was in that moment of hesitation that a heavy hand was laid on my shoulder.

"Where away, my young friend?" It was Locasto. His face was Mephistophelian, his voice edged with venom. He was startled I admit, but I tried to put a good face on it.

"Hello," I said; "I'm just taking a stroll."

His black eyes pierced me, his black brows met savagely. The heavy jaw shot forward, and for a moment the man, menacing and terrible, seemed to tower above me.

"You lie!" like explosive steam came the words, and wolf-like his parted, showing his powerful teeth. "You lie!" he reiterated. "You followed me. Didn't I see you from the hotel? Didn't I determine to decoy you away. You would try to cross me. All right, you would charge at dannels in distress? You pretty fool, you simpleton, you meddler—"

Suddenly, without warning, he struck me square on the face, a blinding, staggering blow that brought me down as surely as falls a pole-axed steer. I was stunned, swaying weakly, trying vainly to get on my feet. Then he struck me again, a bitter, felling blow.

I was completely at his mercy now and he showed me none. He was like a fiend. Rage seemed to rend him. Time and again he kicked me, brutally, relentlessly, on the ribs, on the chest, on the head. Was the man going to let me die? I shielded my head. I moaned in agony. Would he never stop? Then I became unconscious, knowing that he was still kicking me, and wondering if I would ever open my eyes again.

"Long live the cold-foot tribe! Long live the soreheads!"

It was the Prodigal who spoke. "This outfit buyin's got gold mining beaten to a standstill. Here I've been three weeks in the burg and got over ten thousand dollars' worth of grub caked away. Every pound of it will net me 100 per cent profit."

He was very sprightly and elate, but I was in no sort of mood to share in his bonnyancy. Physically I had fully recovered from my terrible man-handling, but in spirit I still writhed at the outrage of it. And the worst was I could do nothing. The law could not help me, for there were no witnesses to the assault. I could never cope with this man in bodily strength.

Yet how bitterly I brooded over the business. At times there was even black murder in my heart. I planned schemes of revenge, grinding my teeth in impatient rage at the while; and my feelings were complicated by that awful gnawing hunger for Berna that never left me. It seemed to me as if I saw all the world through the medium of my love for her, and that all beauty, all truth, all good was but a setting for this girl of mine.

"Come on," said Jim; "let's go for a walk in the town."

The "Modern Gomorrhah" he called it, and he was never tired of expatiating on its iniquity.

We met the Jam-wagon. He had munched in from the creeks that very day. Physically he looked supreme. He was berry-brown, lean, muscular and as full of springing energy as an unsprung bear trap. Financially he was well bagged. Mentally and morally he was in the state of a volcano before an eruption.

You could see in the quick breathing, in the restlessness of this man, a pent-up energy that clamored to ex-hibit itself in violence and a death His fierce blue eyes were wild and roving, his lips twitched nervously. He was an atavism; of the race of those white-bellied, ferocious sea kings that drank deep and died in the din of battle.

As we walked along, Jim did most of the talking in his favorite morality vein. The Jam-wagon puffed silently at his briar pipe, while I, very listless and downhearted, thought hargets of my own troubles. Then, in the middle of the block, where most of the music halls were situated, suddenly we met

Grasto. I had thought much over this meeting, and had dreaded it. There are things which no man can overlook, and, if it meant death to me, I must again try conclusions with the brute.

He was accompanied by a little bald-headed Jew named Spitzstein, and we were almost abreast of them when I stepped forward and arrested them. My teeth were clenched; I was a quiver with passion; my heart beat violently.

He was dressed in that miner's costume in which he always looked so striking. His mouth was grim as granite, and his black eyes hard and repellent as those of a toad.

"Oh, you coward!" I cried. "You vile, filthy coward!"

"Get out of my way," he snarled; "I've got to teach you a lesson."

Once more before I could guard, he landed on me with that terrible right-arm swing, and down I went as if a sledge hammer had struck me. But instantly I was on my feet, a throb of blind passion, of desperate fight. I made one rush to throw myself on this human tower of brawn and muscle, when some one plucked me from behind. It was Jim.

"Easy, boy," he was saying; "you can't fight this big fellow."

Spitzstein was looking on curiously. There was a breathless pause, then, at the psychological moment, the Jam-wagon intervened.

The smoldering fire in his eye had brightened into a fierce joy; his twitching mouth was now grim and stern as a prison door. For days he had been fighting a dim intangible foe. Here at last was something human and definite. He advanced to Locasto.

"Why don't you strike some one nearer your own size?" he demanded. "You're a brute, a cowardly brute."

Black Jack's face grew dark and terrible. His eyes glinted sparks of fire.

"See here, Englishman," he said, "this isn't your scrap. What are you butting in about?"

"It isn't," said the Jam-wagon, and I could see the flame of fight brighten joyously in his. "It isn't, but I'll soon make it mine!"

Quick as a flash he dealt the other a blow on the cheek, an open-handed blow that stung like a whiplash.

"Now, fight me, you coward!"

There and then Locasto seemed about to spring on his challenger. With hands clenched and teeth bared, he half bent as if for a charge. Then, suddenly, he straightened up.

"All right," he said softly; "Spitzstein, can we have the opera house?"

"Yes, I guess so. We can clear away the benches."

"Then tell the crowd to come along; we'll give them a free show."

(To be continued.)

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