



THE MULESHOE JOURNAL

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Advertising that does not show in its text or typography that it is paid for must be marked as an advertisement. All local advertisements remain in this paper for the time specified or until ordered otherwise.

Member Texas Press Association and National Editorial Association.

A THOUGHT FOR THE WEEK

Every man's work shall be manifest. -1 Cor. 3:13. Unless a man works, he cannot find out what he is able to do.—Hamerton.

SLENDER vs. FAT

Wheat farmers around Muleshoe and elsewhere, during the past year, have done considerable worrying over the price of wheat.

PRORATION CRAZY

Judging from reports coming from the daily press, the legislature of Texas is not only afflicted with taxitis, but has also gone proration crazy.

BRICKS AND GUNS

The National Rifle Association points out that whenever an accidental firearm killing occurs there is an immediate demand on the part of reformers for laws to outlaw guns.

REAL EMBARRASSMENT

One of the most embarrassing and harassing things that could happen to life in these times of financial stringency would be for one to go in to a store, call the proprietor one side, and in a whispered voice ask him to credit you for a few things for a month or so.

COMMUNITY DISEASE

One of the greatest obstacles to community achievement and to the development of co-operative activity is envy. It manifests itself more or less in all departments of life, becoming almost universal.

COST OF POOR ROADS

A recent highway report states there are more than 2,000,000 miles of unsurfaced or inadequately surfaced farm-to-market highways in this country.

CHARLY WILLIAMS

Charly Williams is responsible for the statement that the first time a Scotchman used the free air at a gas station he blew out four tires.

ELMO HEAD

Elmo Head local produce dealer, received a letter last week that is more than interesting. A few days previous he had sent a customer a coop of chickens on his order.

THE MULESHOE KNOCKERS

The Muleshoe knockers who claim their home town is dead, are frequently not enough alive themselves to do a thing for its improvement.

LOVE IS WHAT MAKES SOME MULESHOE

Love is what makes some Muleshoe boys think they are stealing a kiss, when in fact, it is being forced upon them.

TRY YOUR IMAGINATION

Could you imagine 50 years ago what the world would be today? Can you imagine what it will be in 1980?

The cure must invariably start with the individual. To overcome it a good talk with ourselves is advisable, for if each of us can cure ourselves then the task is pretty well achieved.

MULESENSE

A court in Alabama has been called upon to decide if a mule kick is an accident.

A citizen who carried an accident policy with an insurance company was kicked by a mule and died of his injuries.

LAZBUDDIE NEWS

The best workers in the Third and Fourth grade rooms last week were Eugenia Carwell, Bonnie Bradshaw, Ewarda Vincent, Maye Hodge, Rayburn Hawkins, Okel Pearl Bradshaw, Glenda Roberts, Lillian Treider, Weldon McKinney, Henly Wilson, Ernest Brock, Jack Slaton and Ruby Mallouf.

THE SOUTH PLAINS!

IS NO LONGER AN EXPERIMENT

It has now reached the stage of development where its own weight and real merit will carry it onward and upward to greater heights of development and progress.

Muleshoe and the Blackwater Valley

Has proven to be one of the greatest diversified farming sections of the South Plains, and it offers wonderful opportunities to both homesteaders and investors.

R. L. BROWN

The Land Man Muleshoe, Texas

On the 9th day of March, A. D. 1931, the Commissioners Court of Bailey County, Texas, will receive sealed bids on the County and School Depository for the years 1931 and 1932.

SEED OATS

Texas Red Rust Proof 80 cents per bushel

NOW IS THE TIME TO PLANT

BAILEY COUNTY ELEVATOR CO.

Muleshoe, Texas

Garden Theatre

SUDAN, TEXAS

YOU HAVE SEEN John Mack Brown

first in "Billy the Kid" and then in "Montana Moon." See him now in "Great Meadow"

FRIDAY AND SATURDAY February 20 and 21

First showing west of Fort Worth

CHEVROLET

Prices Delivered Fully Equipped Passenger Cars

Table listing Chevrolet car models and prices: Phaeton \$655.00, Landau Phaeton \$795.00, Roadster \$620.00, Sport Roadster \$640.00, Sedan \$780.00, Special Sedan \$810.00, Coach \$690.00, Coupe \$680.00, Coupe 5 window \$690.00, Sport Coupe \$720.00, Coupe \$710.00, Cabriolet \$760.00, Sedan Delivery \$720.00.

Commercial Cars

Table listing Chevrolet commercial car models and prices: Chassis, 1/2 ton \$460.00, Chassis with Closed Cab \$590.00, Chassis with Closed Cab and Delivery Box \$620.00.

Trucks

Table listing Chevrolet truck models and prices: 131 in. Wheelbase Chassis, 1/2 ton \$625.00, Chassis with Closed Cab \$730.00, Chassis, Dual Wheels, Closed Cab \$650.00, Chassis, Dual Wheels, Closed Cab \$755.00.

Valley Motor Co.

IT'S WISE TO CHOOSE A SIX

Right to reject any and all bids. No bids were received from the former advertisement. -J. E. ADAMS, County Judge. Feb. 19, 26, Mar. 5, 1931.

Advertisement for R. L. Brown, The Land Man in Muleshoe, Texas, featuring information about the South Plains and Blackwater Valley.

Advertisement for Seed Oats, Texas Red Rust Proof, 80 cents per bushel, from Bailey County Elevator Co.

Large advertisement for Live! And Let Live, featuring a pocketbook dictation and Gupton Grocery.

**oe Girls Win  
YL In A Hotly  
Tested Co. Meet**

great shoutings on the one and sincere wallings of regret on the other. Muleshoe's team of basketball won the trophy for the tournament which closed Wednesday night. The "Y" team was the victor in a hotly contested game throughout. The two teams had previously tied in the game Saturday. Both aggregations were composed of good players and there was team work manifest on both sides. With the players it was a serious matter, each member of both teams giving their best toward victory. Muleshoe had a team of which the school

may well be proud, showing good sportsmanship throughout the entire series, but in the final mix-up they lacked three scores winning county honors. Score for the final game was 20 to 17 in favor of the Yellow Jackets.

Muleshoe had previously lost to Baileyboro, and it became necessary for another game to be played between those two teams Tuesday night before the finals came up. Muleshoe nosed out with a few scores to spare in that set-to.

There were seven teams contesting in the tournament as follows:

- YL vs. West Camp, YL won.
- Fairview vs. Bula, Bula won.
- Baileyboro vs. Muleshoe, Baileyboro won.
- Progress vs. YL, YL won.

**OLD BARBER SHOP HAS CHANGED AND  
MODERN TONSORIALIST IS SCIENTIST;  
MILADY VIES WITH MEN FOR SERVICE**

The barber business in Texas is much more now days than just razor, comb and brush, according to J. L. Taylor, proprietor of a local tonsorial shop, who states that behind every haircut and shave now given there is an intricate system of state supervision, by which the profession is being put upon a professionalized, licensed plane and greater skill together with enlarged satisfaction is resulting to both the shaver and the shavee. Pretty stiff sanitary regulations, educational and proficiency tests, regulation and supervision of training schools are all weeding out the untrained, the unequipped and unsanitary shop, said Taylor.

Just last week one of the 35 field inspectors now traveling the state, was in Muleshoe checking up on the local tonsorial parlors, and to their credit let it be said that they all received first-class ratings. Among the items connected with the shop on which the inspector passes are personal appearance, sterilization, condition of work stand, drawers lavatories, tools, linens, dusters, mugs and brushes, homes and strops, chairs, bath, toilet ventilation and general appearance of the shop's interior.

Since the state has taken over the regulation of barber shops, more than 1,600 proficient barbers have been licensed. Fifteen barber colleges have dwindled to eight, and a haphazard six weeks course has been replaced by a standard six months course. After a student finishes that, he must take an examination. If successful, he is an

assistant barber for 18 months, then another examination and he becomes a licensed barber. Mr. Taylor says there are an average of 100 barbers per month, coming here from other states and taking examinations, many of them qualifying, tho there is only about one out of every three coming from the schools that ever gain sufficient proficiency to obtain a license.

Since the state requirements came in vogue, statistics show that more than 200 shops have been closed because of unsanitary conditions, while more than 1,000 of the barbers licensed last year failed to secure renewals this year.

With the change and improvement in modern barbers and barber shops has also come a change in patrons, said Mr. Taylor. It has not been so many years ago that a barber shop was about the last place a member of the "weaker sex" would enter. But now its a very common sight to see feminine bobbed heads peaking out from a spotless linen cover, while other bobbed heads are lined up awaiting the call of "next." Saturday night at the barber shop is no more what it used to be, for the masculine thatched head now has to take his turn with the Mrs. who is getting her permanent, facial or whatnot. As a matter of fact, about the only thing left now days of the old time barber shop is the red and white stick-candy pole that still stands out on the sidewalk. All the rest of it has changed and changed for the better.

Muleshoe vs. West Camp, Muleshoe won.  
Baileyboro vs. West Camp, Baileyboro won.  
Muleshoe vs. YL, tie game.  
Bula vs. Baileyboro, Baileyboro won.  
Baileyboro vs. Muleshoe, Muleshoe won.

Muleshoe vs. YL, Muleshoe won.  
It is probable Muleshoe will next play the Bovina girl's team for bicounty honors.

Ever wonder why the water runs so much colder in the shower-bath than it does in the drinking faucet?

Subscribe for the Muleshoe Journal, \$1.50 year

**THE MOST  
Successful Men  
Transact Business with a Banker**

It's an old saying, "By your banker ye shall know him," and there is some truth to the statement, for practically every successful business man of modern times has intimate dealings with some banking institution.

Your banker is in position to advise, caution, warn and suggest to you regarding your present and contemplated business transactions and he will gladly do so.

It is to your banker's interest also that you should prosper. He would like to see all of his customers making progress in the financial world.

Every resource, every asset of this bank and the entire personnel of the institution is pledged to the accomodation of its patrons. They are at your service.

**Open a Bank Account today  
and get started toward  
greater prosperity**

**Blackwater Valley State Bank**

Established 1914  
"Safety and Service Through the Years"  
MULESHOE, TEXAS

**COMING!!**

**"The Three Hawks"**

With a Fleet of Modern Aircraft

Stunt Flying, Air Races

Formation Flying

Upside-down Flying

Wing Walking

**PARACHUTE JUMP**

by Daredevil

**Jack Wise**

Show Starts Promptly at 2:30 P. M.

**ADMISSION FREE**



**FAMOUS SOAPS  
AND SHAMPOOS**

AT 1/2 PRICE!

FOR a few days only. With every cake of these Jergens fine soaps . . . another FREE. With every bottle of Woodbury's Shampoos . . . another FREE. Buy enough to last a whole year . . . at these amazing prices. This offer includes the following:

**HENRI ROCHE, U SOAP**  
As French as Paris on a May morning. Choice of four delicate tints.  
TWO CAKES FOR 25¢  
Regular price . . . 25¢ each

**JERGENS VIOLET SOAP**  
A lovely transparent soap with odor of fresh violets.  
TWO CAKES FOR 15¢  
Regular price . . . 15¢ each



**WOODBURY'S PURE CASTILE SOAP**  
Made from imported Spanish olive oil.  
TWO CAKES FOR 25¢  
Regular price . . . 25¢ each



**WOODBURY'S FAMOUS SHAMPOOS**

Woodbury's Liquid Castile . . . for DRY Scalp.

Woodbury's Tar Shampoo . . . for OILY Scalp.

Woodbury's Coconut Oil Shampoo for Normal Scalp.

TWO BOTTLES FOR 50¢  
Regular price . . . 50¢ each

**JERGENS BATH TABLETS**

Three tints and three refreshing flower perfumes.

TWO TABLETS FOR 15¢  
Regular price . . . 15¢ each

**JERGENS LUXURIOUS TOILET SOAP**

Convenient hand-fitting shape. Four tints and fragrances.

TWO CAKES FOR 25¢  
Regular price . . . 25¢ each

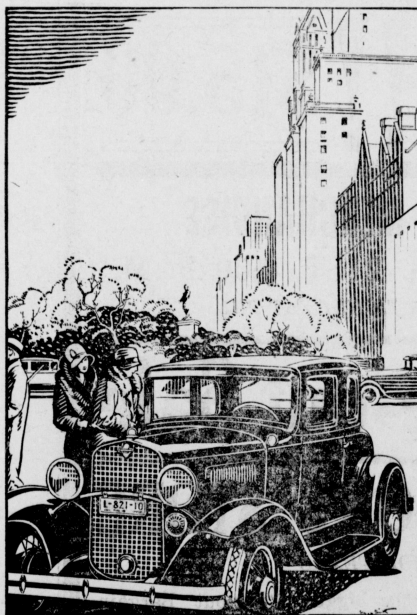
**COLLINS PHARMACY**

"Where Service Counts"

MULESHOE, TEXAS



**72% of all Chevrolets  
are still in use**



The New Chevrolet Sport Coupe—Product of General Motors

During the past 20 years the American public has purchased 4,883,365 Chevrolet cars. Seventy-two per cent of these—3,511,651—are still in active service! Such a record is convincing testimony of the soundness of Chevrolet's policy of building the very best car possible for the price—a policy which finds even finer expression in the Chevrolet Six of today. With a remarkably complete array of fine-car features, and with prices lower than ever before, Chevrolet is offering, in this new model, the Great American Value.

**\* New low prices \***

Roadster, \$475; Sport Roadster with rumble seat, \$495; Coach or Standard Five-Window Coupe, \$545; Phaeton, \$510; Standard Coupe, \$535; Sport Coupe (rumble seat), \$575; Convertible Cabriolet, \$615; Standard Sedan, \$635; Special Sedan, \$650. Prices f. o. b. Flint, Mich. Special equipment extra.

**NEW CHEVROLET SIX**

The Great American Value

See your dealer below

**VALLEY MOTOR COMPANY**

MULESHOE, TEXAS

ALSO DEALERS IN CHEVROLET SIX-CYLINDER TRUCKS, \$355 to \$695, f. o. b. Flint, Michigan

# School Notes

**Freshman News**  
Miss Rheta Wiltonson was absent from school last week on account of sickness.  
Leon McKillip has been absent from school for the last two weeks on account of illness.  
The basketball girls were excused from classes Monday for practice. Rev. W. B. Hicks practiced the girls Monday afternoon.

**Sophomore News**  
Mary Afton McClesky, one of our students, spent Thursday night with her chum, Mildred West.  
Can you imagine:  
Juston Danner being quiet?  
Bulah Burton studying her lesson?  
Alvis Hobbs not talking to some girl  
Early Reid blushing when a girl

speaks to him?  
Mary Afton without a boy or some place to go on her mind?  
Betta Mae Arnold with blonde hair?  
Margaret Roach with red hair and not bashful.

**Junior News**  
You are now listening to station J-N-1-1-1-1-1-1, Ray announcing. Don't go away. We will start our program with County Meet, by Bailey County. All schools in Bailey county will come together on the M. H. S. campus the 6th and 7th of March. Everyone work hard for his or her school.

**Dramatic Club**  
The club was called to order at 11:40 Wednesday. All business was attended to and the following program rendered:  
Reading, Hazel Nelson.  
Pantomime, Ray Eckler.  
Reading, Miss Boone.  
Stump Speech, President.  
There were several other selections that were not rendered, but will come off at the next meeting. The Dramatic club is proud of the dramaticisms they are turning out.

**Senior Class**  
The Senior class is gradually losing its members on account of the short term predicted for Muleshoe school.  
Watch for the coming date of the Senior play.  
Then English three class is learning how to write appreciations this week. This is something that will be useful to them later on.

**Fifth Grade**  
The Fifth Grade had conference Friday afternoon, February 13, for the purpose of organizing a health club. The club was named "The Busy Bee Health Club," with the following officers: President, Irma Willis; Vice-President, Nelma Moore; Secretary, Bernice Arnold. This club will meet every Friday afternoon.

**Troy**: I shave myself.  
**Ira**: I don't blame you for not spending money on a face like that.

**Mr. Cox** (roaring with rage): Who told you to put that paper on the wall?  
**Decorator**: Your wife, sir.  
**Mr. Cox** (subsiding): Pretty isn't it.

Absent-mindedness is not common in the young, but the story has reached us that a young high school girl who had dressed herself for a party looked in the mirror and absent-mindedly went to bed.  
"Mother," said Junior, after coming in from a walk, "I've seen a man who makes horses." "Are you sure?" asked

his mother. "Yes," he replied. "He had a horse nearly finished when I saw him; he was just nailing on his back feet."

**Mrs. Harden**: This is the worst composition in the class, so I'm going to write a note telling your father about it.  
**Alvis**: I don't care if you do, because he wrote it.

**Arnold**: Hullo! Bought a saxophone?  
**Juston**: No, I borrowed it from Alvis who lives next door.  
**Aronid**: But you can't pay it.  
**Juston**: Neither can he while I have it.

**Lois**, what is a peninsula, the teacher asked.  
A rubber neck, was the quick reply. No, No! corrected the teacher. It's a neck running out to sea.  
Well, isn't that a rubber neck?

**My Ideal Proposal**  
Darling I have something to ask you that has been on my heart all my life. Darling your golden hair resembles that of a rat's nest. Your skin is like an alligator's back. Your eyes shine like a skinned grape. Your nose looks like a hippopotamus. Your mouth and ears resemble a mule's. Your neck is like a giraffe's. Your ivory teeth resemble an elephants tusk. Your voice sounds like a mule's. Your hands resemble that of a baboon. Your feet resemble that of an elephant. Your clothes resemble that of a bear skin. Darling can you accept me? Please say yes.—Juston Danner.

were played while the young people assembled in a room to themselves and played various games. Those present were Mr. and Mrs. Otto Treider and children, Gladys, Lillian, Melvin and Clara Mella, Mr. and Mrs. Juel Treider, and children, Mr. and Mrs. W. S. Menefee and children, Joe, Scott and Ruth, C. E. Brisse and children, Jay, Eva June and Kenneth, Mr. and Mrs. Leroy McDaniels, Mr. and Mrs. Price Praither and sons and daughter, Bob, Clyde, Earl, and Mary, Mr. and Mrs. Roy White and children, Clyde and Estell, Mr. and Mrs. T. G. Roper and son, Elger and daughters, Eula Reba and Elena, Mr. and Mrs. Ralph Ditch, Mr. and Mrs. Chas. Julian, and children, Jack, Edith and Charles, Leon and Elwin Julian, Bill Collins, Orbie Jarmon, Johnnie Gammans, Orbie Jarmon, Marvin Brock, Orvil and Richard Carter, Jimmie, Tony and Leland Ivy, Wayne Eubanks, and Messes Joyce Julian, Grace Jennings, Billie Jones, and Marguerite Morgan.

Roy Daniels was called to Shawnee Okla., more than a week ago to be with his twin brother, Ralph, who was thought to be at the point of death. At the time of this writing he is reported as very low.

Cecil Symb of Panhandle, was a guest Sunday of Miss Billie Jones in the home of R. L. Bledsoe.

Mr. and Mrs. T. G. Roper had as dinner guests Sunday Mr. and Mrs. W. H. Gammam and children, Mr. and Mrs. Garvin Thorn and children, and Mrs. Roy Daniel and baby Joy Elaine.

Mrs. T. G. Roper received a message from her people in Oklahoma

that her mother, Mrs. Mary Quinn, had undergone a serious operation on her eyes in a hospital in Shawnee. If the operation is successful Mrs. Quinn will soon have recovered sufficiently to be removed to her home in Maud.

Mr. and Mrs. Leroy McDaniels dined Sunday with Mr. and Mrs. Juel Treider.

**HELD ON THEFT CHARGE**  
S. J. Killingsworth was arrested

Monday night by Sheriff on a charge of theft with the disappearance of tools from a tractor W. B. Gynn, living four west of Muleshoe.  
Sterling articles that Gynn some of the articles found in worth's possession. Killingsworth's ties the charge. Trial will be County Court next week.

**NEW**

**LOW PRICES**

**On Barber Work**

Shave - - - 20c

Hair Cut - - 35c

In keeping with the trend of conditions, our prices on all barber work have been reduced.

**"SKEET'S"**

Barber Shop

F. C. SKEETERS, Prop.

In Moeller Building

**Lazbuddie News**

Mrs. Juel Treider entertained Thursday night, February 5th, in honor of her husband's 24th birthday. The evening was spent playing 42 with five tables in progress. After the games, Mrs. Treider served cake and coffee to the following guests: Messrs. and Mesdames Leroy McDaniels, E. R. Haskins, T. G. Roper, R. L. Bledsoe, Chas. Julian, Loyal Lust, Otto Treider, Raymond Treider, Mesdames W. S. Menefee, Geo. Treider, Messrs. Ote Morgan and Elwin Julian and Miss Gladys Treider.

Another one of those delightful parties for young and old was given in the home of Mr. and Mrs. Chas. Julian, Thursday night, Feb. 12, when Mrs. Julian and Mrs. Otto Treider were joint hostesses entertaining their husbands in honor of their respective birthdays. The house was attractively decorated in red and white carrying out the valentine motif. The same colors and motif were carried out in the delicious refreshments served at a late hour. About five tables of 42

**Ford**

**REDUCTION IN PRICES**

\$5.00 to \$45.00

**MOTOR CO.**

MULESHOE, TEXAS

SELLING CARS WITH VALUE FAR ABOVE THE PRICE

Come and see our good Used Cars which are priced accordingly:

**LOOK**

**We Are Here To Stay!**

Co-operate with me I'll co-operate with you By having your watch fixed —In Muleshoe

All kinds of Watch and Jewelry Repairing

**GEORGE SANDERS**

Jeweler

In Western Store MULESHOE

**Again WE REPEAT**

**COMPARE**

Compare the values, prices and service we give you with those of any other tire dealer or distributor of special brands.

The low prices of rubber and cotton give Firestone unusual advantages due to their world-wide facilities in securing these raw materials and their efficient manufacturing. With Firestone's most economical distributing system, with over 600 branches, warehouses and service stores, we can secure a complete line of fresh Firestone tires, tubes, batteries, brake linings, rims and accessories within a few minutes\* or a few hours' time and give our customers values and service that are not duplicated.

**COMPARE VALUES**

Firestone has this year added more rubber to the tread which gives 20% to 25% more safe mileage before the tread wears smooth.

The Firestone Double Cord Breaker gives you SIX and EIGHT plies under the tread—spreads road shocks—lessens punctures—gives over 50% stronger union between tread and tire body which ensures longer tire life and greater safety.

Live rubber penetrates every cord and coats every fiber by the patented Gum-Dipping process—thus not only every cord, but every fiber within the cord, is insulated, this gives you 25% to 40% added tire life.

**COMPARE CONSTRUCTION**

4.50-21 Tire	Just one of the many comparisons we can show you at our store.	Our Tire	*Mail Order Tire
Rubber Volume . . . . .		165 cu. in.	150 cu. in.
Weight . . . . .		16.80 lbs.	15.68 lbs.
Width . . . . .		4.75 in.	4.72 in.
Ply at Tread . . . . .		6 plies	5 plies
Thickness of Tire . . . . .		.598 in.	.558 in.
Price . . . . .		\$5.69	\$5.69

\*A "Mail Order" or "Special Brand" tire is made by some unknown manufacturer and sold under a name that does not identify him to the public, usually because he builds his "first grade" tires under his own name.

**COMPARE PRICES**

Firestone OLDFIELD TYPE				Firestone COURIER TYPE				Firestone ANCHOR TYPE Super Heavy Duty			
Size	Our Cash Price	Mail Order Price	Our Cash Price	Mail Order Price	Our Cash Price	Mail Order Price	Our Cash Price	Mail Order Price	Our Cash Price	Mail Order Price	
4.40-21	\$4.98	\$4.98	\$9.60	30x3 1/2	\$3.97	\$3.97	\$7.74	4.50-20	\$8.55	\$8.60	\$16.70
4.50-21	5.69	5.69	11.10	31x4	6.98	6.98	13.58	4.50-21	8.75	8.75	16.96
4.75-19	6.65	6.65	12.90	4.40-21	4.55	4.55	8.90	4.75-19	9.70	9.75	18.90
5.00-20	7.10	7.10	13.80	4.50-21	5.15	5.15	9.96	4.75-20	10.25	10.25	19.90
5.25-18	7.90	7.90	15.30	5.25-21	7.75	7.75	15.00	5.00-20	11.25	11.30	21.90
5.25-21	8.57	8.57	16.70					5.25-21	12.95	13.05	25.30
6.00-20	11.50	11.50	22.30					5.50-20	13.70	13.75	26.70
<b>H. D. TRUCK TIRES</b>				<b>Firestone BATTERIES</b>				We sell and service the complete line of Firestone Batteries—Come in and see the EXTRA VALUE we give you. We make you an allowance for your old battery.			
30x5	17.95	17.95	34.90					6.50-20	17.15	17.15	33.30
32x6	29.75	29.75	57.90					7.00-21	20.15	21.80	39.10
Other sizes priced proportionately low				Other sizes priced proportionately low							

**Double Guarantee.**—Every tire we sell bears the Firestone name for the protection of our customers. Every tire carries the unlimited Firestone guarantee and ours.

**MOTOR COMPANY**

Come in and compare tire sections for QUALITY and CONSTRUCTION that you can see for yourself the EXTRA VALUES we give

**FREE!! \$15.00**

**IN CASH AND MERCHANDISE**

**SATURDAY, FEB. 21ST, 4:00 P. M.**

ASK FOR YOUR TICKETS AT THE

**Big Close-out Sale**

**of THOMPSON'S STORE**

MULESHOE, TEXAS

This is without a doubt one of the biggest Close-out Bargain Events of High Class Merchandise that the people of West Texas have ever witnessed. Come on folks! Buy your needs in Spring and Summer Merchandise at wholesale cost and less—Shoes, Dry Goods, Clothing, Ladies Lovely New Spring Ready-to-Wear, Work Clothing and Everything goes. Doss, of Dallas, has prepared a Real Treat for everybody.

**Close-out Sale of this Fine Store**

**Now in Full Swing---Come!**

B. M. DOSS, OF DALLAS, IN CHARGE

**WASHING IS WORK!**

And not easy work at that. Why do work that can be avoided. You have but one life to live—live it as easily as possible.

We will be glad to accept the drudgery of your Laundry work, assuring you entire satisfaction. Phone No. 1.

**MOELLERS LAUNDRY**

**COMPLETE AUTOMOBILE SERVICE**



We supply you with the best of Oils and Gasoline, this being a 100 per cent Texaco station. We handle accessories. Come to us for your Body and Fender Work. We do all kinds of auto, truck and tractor repair work on all makes. No job too large nor too small for us to handle. Road Service a specialty.

**WILLIAMS SERVICE STATION**  
(Formerly Snappy Service Station)  
North Main St. Muleshoe



**ACCREDITED CHICKS**

We are in a position to furnish you with some high grade Chicks from State Accredited Flocks. We guarantee all our Chicks to be healthy, and to live two weeks. Book your order three weeks ahead so we will be able to supply you. We have Chicks as low as 8c

CUSTOM HATCHING \$3.00 PER HUNDRED

Come In and See Us

**MULESHOE HATCHERY**

**VIA QUICKEST WAY**

An elderly lady walked into a railroad ticket office in Toronto and asked for a ticket to New York.

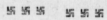
"Do you wish to go by Buffalo?" asked the ticket agent.

"Certainly not!" she replied; "by train if you please!"

**COMPLETE**

**Insurance Service**

with up-to-date records and old line connections



**J. E. Aldridge Insurance Agency**  
Office at the Bank  
Muleshoe Texas



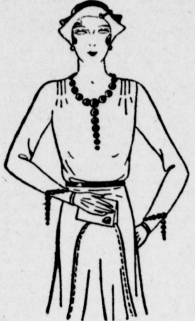
**Bolt and Tool Cabinet**

This cabinet has twelve drawers to hold bolts, washers, screws and nuts; a row of nails to hang tools on and a shelf with holes bored in it to hold files and bits. It is one of a hundred handy articles for the farm for which we can supply plans, including those of the "Building Service Bureau" of Texas A. and M. University. Ask for them. There is no obligation in-  
c. Ask for them. There is no obligation in-

**RT LUMBER COMPANY**  
TEXAS  
TELEPHONE NO 23

**VERY LATESTS**  
**Dr. MARY MARSHALL**

During the years of the war and those that followed, women's clothes became practically buttonless. It took time to sew on buttons and to make buttonholes and, as clothes became simpler and straighter, ways were devised to get along without buttons. They disappeared entirely from underthings and fortunately are not likely to return. Coats and wraps were made with one or possibly two buttons or with none at all. Dresses went on over the head and were tied together with strips of material. But great changes have taken place and, along with the general revival of feminine details of dress, buttons of an elaborate ornamental sort have come back into favor.



Many of the new blouses are made with rows of narrow buttons. Tailored jackets now have four or six buttons where once they had but one or two. The sketch shows a way of using buttons for a purely ornamental purpose that you will find smart and amusing. The buttons chosen were round, fabric covered buttons and they were strung through the center. The same idea may be carried out with two or four-hole buttons by running the connecting cord through the holes with two or four strands of silk.

The new long-sleeved dresses fit closely at the wrists and often the seam is left open five or six inches and finished with small silk loops on one side and a row of small round buttons on the other side—six or eight buttons being used on each sleeve. These buttons may be of the fabric-covered sort, though a more interesting effect is gained if they are of metal or colored glass.

**Goodland News**

Work on the new school building is progressing nicely. Although it is being delayed on account of light rainfalls, Mr. and Mrs. C. W. Hall, of Lubbock, spent a few days last week with Mr. and Mrs. A. M. Reed and family. C. B. Weaver went to Muleshoe, Thursday.

A school meeting was held at the school house Tuesday night when Miss Georgia Richardson and Mr. and Mrs. Newman were employed as the teachers again next year.

Ruby Dean and Gussie Reed and Georgia Richardson also Gladys Lancaster were guests in the home of Mr. and Mrs. C. B. Weaver, Sunday.

L. A. Reed and family, also J. T. Savell and family are moving to Lubbock this week.

C. B. Weaver entertained a number of friends with a 42 party Saturday night.

Rev. Halloway filled his regular appointment here Sunday morning at 11:00 o'clock. He preaches here each 3rd Sunday morning.

Robert (Bob) Sanders was elected president of the Singing class.

Miss Gussie Reed has returned home from a visit with her sister at Lubbock.

**BARGAINS ARE BAD**

A speaker at a newspaper meeting recently brought out the fact that there are no bargains in commercial printing. The subject was "Bargain Days" and he took the position that the cost of producing a job of printing is constant and that the profit after all the cost of production is considered, is small and that any great discount in price must be offered at a loss. On the other hand a merchant performs no work on his goods except to unpack them and put them on his shelves. His markup may be as high as 100 per cent and if he leaves them on his shelves his only loss beyond depreciation is the interest on the money he pays for them. Hence he can afford to offer a good discount in order to remove them.—Wisconsin Press

Howler.  
Watch for the "Forty-niners,"  
March 6, 3-11c  
Buy it in Muleshoe.

**The Way of Life**  
**By BRUCE BARTON**



**DIFFICULTIES**

My little tailor came to the office to measure me for a new suit of clothes. He looked tired. It had not been such a good winter. The American people are either away up or away down in their thinking and their spending. While the stock market was boiling they bought lots of clothes. But they stopped very suddenly, so the little tailor said.

I wondered what a tailor thinks about. It must be monotonous life, going around and measuring men, sewing up the suits and trying them on, and fixing them over, and listening to a good deal of grumbling.

"Do you find life worth living?" I asked him.

His face brightened. "It keeps me interested."

"But what are your pleasures?" I persisted. "What gives you a thrill?"

"Well, for one thing I get quite a lot of excitement in overcoming my difficulties."

He went on to tell me about his difficulties, and as he talked I felt a reverence for that little tailor and a certain amount of shame for myself. How much less he has than I have. But no complaining, no self-pity, no temptation to surrender. He is playing a game in which difficulties are his opponents, and every day, in his modest fashion, he wins some victory.

When I was in Chicago a couple of years ago they told me about the late T. F. Merselles who left the presidency of Montgomery Ward and Company to become the president of Johns Manville. Why did he do it? He had all the money he could possibly use. Why should a man of sixty give up something which was going smoothly to tackle a new situation?

"Money had nothing to do with it," one of his former associates told me.

"He called us in one day and said: 'Boys, I think I have this job licked. So I'll just say good-bye. I'm going where there are some problems.'"

Many a man makes himself unhappy, I think, because he regards his difficulties as some special affliction for which Fate has singled him out. Difficulties are as much a part of the program of life as the pleasures. You're certain to have them. The only question is, how will you regard them? As afflictions?

Or as a part of the game—like Merselles and the little tailor?

**Laughed at Salt Tax**  
Salt taxes was never very effective in the American colonies. Samuel Winslow got a special franchise for making it exclusively for Massachusetts, but he never profited much by it. Many Colonists went to distant points on the coast and made what they desired for their own use without let nor hindrance.

Watch for the "Forty-niners,"  
March 6, 3-11c

**OUR PRICES**

Spring is coming—  
It's time to "doll up."  
Let us do your renovating.

- Ladies Silk and Wool Dresses, cleaned and pressed \$1.00 and up
  - Ladies Winter Coats, Cleaned and pressed \$1.00 and up
  - Ladies Hats, cleaned ..... 50c
  - Men's Hats, cleaned ..... 50c
  - Men's Suits, cleaned and pressed ..... \$1.00
  - Men's Top Coats, cleaned and pressed ..... \$1.00
- We clean and press all kinds of Silk Draperies, Bed Spreads, Etc.

**ALL WORK DONE TO YOUR FULL DESIRE**  
**MULESHOE TAILOR SHOP**  
David Anderson  
Proprietor

**GROCERIES**

**WE SUPPLY 'EM YOU BUY 'EM**  
Fresh, Crisp and Wholesome

MAKE OUR STORE YOUR HEADQUARTERS FOR PROVISIONS OF ALL KINDS  
**SELF SERVING GROCERY**  
King & Parsons, Proprietors  
Next door to Theatre, Muleshoe

**WHY WINTER COOKING REQUIRES MORE GAS**

Consumers who use gas for both cooking and heating realize why their bills are higher in winter than summer. They know that it takes much more gas to keep them warm during severe months than in periods of mild weather.

In cases, however where gas is used only for cooking, consumers sometimes wonder why their bills are higher than in summer.

There are several reasons, one of which is that more hot food is eaten in winter than in summer.

Water coming from the faucet in summer frequently averages around 70 degrees in temperature, while in winter it may average as low as 45 degrees, or a temperature lower than that of the ice water you drink in summer.

Thus, in winter, the temperature of the water may have to be raised 167 degrees to reach the boiling point, while in summer it may be necessary to raise it only 142 degrees—or even less.

This same situation applies in more or less degree to all branches of cookery. The articles of food go into the oven or on the stove at a lower temperature than in summer, the utensils are colder and the air in and around the stove is colder—so more gas is required for cooking in winter than in summer even if the same menus are used.

The West Texas Gas Company organization works diligently throughout the year to the end that you may enjoy a REALLY GOOD GAS SERVICE, whether it be on the Fourth of July or during the bitterest wave of winter cold.

**WEST TEXAS GAS COMPANY**

LOCAL HAPPENINGS

TO SEE—WELL SEE WOR—RELL
Eyesight Specialist
112 E. 4th Clovis, N. M.

Dr. F. Goss, Opt. D.
OPTOMETRIST & OPTICIAN
Specializing in Glasses to do all Glasses can be done in charge of Kirby's Optical Department
Plainview, Texas

STATED MEETING of Muleshoe Masonic Lodge, 2nd Tuesday night in each month. VISITORS WELCOME
EVERETT HINKSON, W. M.
CONNIE D. GUPTON, JR., Sec.

STATED MEETING of Muleshoe Chapter, No. 792, Order of Eastern Star, first Tuesday in each month. Visitors cordially invited.
SYBIL MARCH, W. M.
IRENE EDMONDS, Sec'y.

Dr. H. W. Duke
PHYSICIAN AND SURGEON
Specializing on Diseases of the Chest
Phone 86
Muleshoe, Texas

Cecil H. Tate
Attorney-at-Law
Office in McCarty Building
Phone 86
MULESHOE, TEXAS

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

Dr. A. E. Lewis
DENTIST
Office over McCarty Drug Store
Phone 86
Muleshoe, Texas

T. A. MOORE
PHYSICIAN AND SURGEON
Obstetrics and Children
A Specialty
Res. 79 PHONE Office 5

PAT R. BOBO
ATTORNEY-AT-LAW
PHONE 43
OFFICE IN COURT HOUSE
MULESHOE, TEXAS

Texas Utilities Co.
Appreciates the Business Received From Muleshoe

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

Send Your Abstract Work
-To The-
Muleshoe Abstract Company
A. P. STONE, Prop.
MULESHOE, TEXAS
Agent for Warren Additon

Make Your Home at THE ELITE HOTEL
WHEN YOU ARE IN MULESHOE
Hot and Cold Water and Gas for heating in every room. At this hotel you will find cozy, comfortable rooms and a courteous service. We thank you for your past patronage and solicit your future trade.
C. D. GUPTON, Proprietor
MULESHOE TEXAS
ON MAIN STREET

A. R. Eubanks is in a Lubbock hospital.
R. L. Brown was in San Angelo this week on business.
J. E. Dryden, Lamb county attorney, was here Wednesday.
Buford Butt spent the weekend in Sudan.
Vance Wagner spent Sunday in White Deer.
Mrs. H. C. Edmondson and son, Clyde, were in Clovis, N. M., Monday.
Tom Davis spent the weekend in Amarillo.
A. P. Stone visited his mother in Sterling City this week.
F. A. McLain was here Monday from Sudan.
Jno. S. McMurtry, of Silverton, was here Monday.
Chas. Purnoy, of Amarillo, was in town Monday.
Guy Hart, of Canyon, was here Tuesday.
Judge J. E. Adams made a trip to Levelland, Tuesday.
G. M. Kimsey, of Enochs, was in town Tuesday.
J. M. Simpson, of Amarillo, was in town, Friday.
Deputy Sheriff Hooker, of Plainview was there Tuesday.
E. T. Crow, of Abernathy, visited this week with his daughter, Mrs. T. E. Arnold, and family.
Miss Jenette Crowley, of White Deer, visited this week with her uncle and aunt, H. C. Heintzgen.
Bob Crim, sheriff, and Bob Miller, deputy sheriff, from Littlefield, were here on official business, Monday.
Mr. and Mrs. Oscar White, and Mrs. J. J. Lawler visited in Clovis, N. M., Sunday.
Mr. Hodges, architect with the S. B. Haynes Co., was here from Lubbock, Monday.
R. L. Brown and Atty. Cecil H. Tate were transacting business in Plainview, Tuesday.
Lem Greer, of Plainview, was the guest of his sister, Mrs. Jay Weyer, last week.
Miss Florence Bobo, of Albany, spent the weekend here visiting her brother, Pat R. Bobo, and Mrs. L. Sikes.
E. G. Courtney, Homer Snowden and Surveyor Ray Jones, of Littlefield, were in Muleshoe last Friday on business.
Kaye Montgomery and mother, of Santa Fe, N. M., were here last Saturday.

urday visiting with their old time friend E. L. Brown.
C. P. Smith, of Vernon, was here last Saturday looking after business interests. He owns a large body of land in this county.
B. M. Doss, special advertiser and salesman, who put on the sale for R. A. Thompson, left Sunday for Hereford where he will conduct a sale.
W. E. Payne, former Muleshoe miner, left Monday for Eddy, in response to a telegram announcing the death of his brother.
Mr. and Mrs. Harold Weyer spent the weekend in Hereford with Mrs. Weyer's parents, Mr. and Mrs. W. C. Morgan.
J. W. Odum returned to Spur Monday in response to a message that his son-in-law, Mr. Flannegan had been killed in an automobile accident.
Mrs. W. C. daughter, Holly Ann, and Mrs. Lila B. Daniels have returned from a trip to Roswell, N. Mexico.
B. E. Alexander, official court reporter, was here on business, Saturday. Mesdames I. W. Harden and Delma McCarty visited Mrs. G. P. Kuykendall in Lubbock, last week.
M. G. Miller left Thursday of last week to spend several days in Pecos county where he was chosen to referee the county tournament of basketball games.
Miss Adella Beavers, who is attending school in Clovis, N. M., spent the weekend here. She was accompanied on her return Sunday afternoon by her parents, Mr. and Mrs. Clay Beavers.
County Agent Fred S. Reynolds last Friday assisted Chester Layne in running the levels on his farm west of town, preparatory to locating an irrigation well. Layne recently purchased an 1,800 p. m. centrifugal pump for the proposed well.
Miss Nina Mae Bruce entertained Miss Myrtle Burkhead, Opal Jean Haney, Jewel Haney, Marie Pickett, Johnnie Lee Shaw, Mrs. Raymond Gaede and Mrs. Francis Gaede at the home of her mother, Mrs. W. H. Koons on an all day quilting and dinner.
Members of the Muleshoe band journeyed Monday night to Littlefield where they sat in with the band there for a double rehearsal, both directors, Prof. Bowron and Prof. Crane taking part in leading the crashes of melody that filled the city hall. The rehearsal was greatly enjoyed by all present.
Business evidently is picking up at the Phillips service station in Muleshoe since Manager O. K. Angeley has seen fit to add another boy to his force. The young man arrived Monday night, weight nine pounds. O. K. declares he is just as high class as any of the other "66" products, and "service" is his middle name, taking all he can get.

GIVE FAREWELL PARTY
The neighbors and friends of Mr. and Mrs. Carl Gough gave them a very pleasant surprise Saturday evening, Feb. 14th, before they departed for their new home in the Lasbuddy community.
Those enjoying the occasion included Mr. and Mrs. Fred Determan, Mr. and Mrs. Raymond Reubenic, Mr. and Mrs. Henry La Vigne, Mr. and Mrs. John Bickel, Mr. and Mrs. Robert Murdock, Louis Horrisberger, D. O. Pochel, Mr. and Mrs. Jim Murphee, and children, Mr. and Mrs. Albert LaVigne and son, and the host and hostess.
The evening was spent in playing cards, high scores being won by Mrs. Albert La Vigne and Mr. Pochel, and low score by John Bickel and Mrs. Raymond Reubenic.
Refreshments were served by Mesdames Determan and Reubenic at a late hour and everyone left for home after a very delightful evening, saying they were very sorry to lose Mr. Gough and family from this community.—Reporter.

B. A. U. PROGRAM
February 22 at 7:00 p. m., at the Baptist church.
Topic—"The South a Mission Field."
Leader, Mrs. Byron Griffiths.
"The Territorial Frontier," J. B. Roberts.
"The Economic Frontier," Mr. Danner.
"The Racial Frontier," Mrs. Joiner.
"The Enlistment Frontier," Mr. Cox.
"The Evangelistic Frontier," Ray Griffiths.
"The Frontier of Denominational Strategy, Curtis Taylor.

SURPRISE BIRTHDAY PARTY
A very enjoyable evening was spent at the home of Mr. and Mrs. Albert LaVigne, Wednesday, February 11, it being a surprise to Mr. LaVigne, in honor of his birthday. The evening was spent playing cards.
Those present were Mr. and Mrs. J. A. Ryan, and children, Mr. and Mrs. Mrs. Raymond Rubenick, Mr. and Mrs. John Bickel, Mr. and Mrs. Henry LaVigne.
At a late hour dainty refreshments were served and all wished Mr. LaVigne many more such birthdays.

Hot Barbecue
Fresh at all times, served daily at POLLY'S KITCHENETTE
Roy Skags, Prop.
Muleshoe, Texas

Lubbock Sanitarium & Clinic
Dr. J. T. Krueger
Surgery and Consultations
Dr. J. T. Hutchinson
Eye, Ear, Nose and Throat
Dr. M. C. Overton
Diseases of Children
Dr. J. P. Lattimore
General Medicine
Dr. F. B. Malone
Eye, Ear, Nose and Throat
Dr. J. H. Stiles
Surgery
Dr. H. C. Maxwell
General Medicine
Dr. R. L. Powers
Obstetrics and General Medicine
Dr. B. J. Roberts
Urology and General Medicine
Dr. Jerome H. Smith
X-Ray and Laboratory
Dr. Y. W. Rogers
Dental Surgery
C. E. Hunt
J. H. Felton
Superintendent Business Mgr.

A chartered training school for nurses is conducted in connection with the sanitarium.

Progress News Notes
The Home Missionary society met Monday with Mrs. J. J. Gross, seven members and one visitor answering roll call.
Bro. Pencock taught our Bible study from the first seven chapters of Leticia.
We meet next Monday with Mrs. Linsley in regular business and social meeting, Mesdames Gross and Fowler assistant hostesses.
Mr. and Mrs. Allen Fenton and daughter, Nora Belle, returned Sunday from a 10 days visit with Mr. Fenton's mother at Snyder.
Mr. and Mrs. Chas. Elmore and children, Mr. and Mrs. Clarence Elmore and boys were shopping in Clovis, N. M., Saturday.
Logan Hale of Vigo Park, spent Wednesday of last week with his sister, Mrs. J. J. Elmore, in finance, minerals and Mrs. W. A. Elmore and W. C. C. Elmore, of Circlebark, spent Monday in the Clarence Elmore home Dudley Hart and son, of Snyder, were callers in Progress, Saturday and Mrs. W. M. Gaston, of Justiceburg, were callers in Progress, Saturday evening.

TEXAS ALMANAC OF 1931
ISSUED BY DALLAS NEWS
The Texas Almanac and State Industrial Guide, edition of 1931, which has just been issued by The Dallas Morning News, is light more properly be called an encyclopedia of Texas. Nearly everything one might wish to know about Texas is found in this new volume. Among the subjects covered in articles and statistics are agriculture and live stock raising, manufacturing, commerce, finance, minerals, railroads, highways, and automobiles, aviation, foreign commerce, geography and physiography, forests and timber production, irrigation and reclamation wild animal, bird and fish resources, population, history, government, education and churches, and religious organizations.
New census figures are given. There are several hundred articles and statistical tables containing several hundred thousand facts about Texas.
The new Texas Almanac contains an article about each of the 254 counties, also brief articles about the more important cities and towns. While the primary purpose of the Texas Almanac is to give information about Texas, certain other information of general interest is given. The new edition has 384 pages, is printed on book paper and is illustrated with a number of half tones. The price is 60c a copy by mail.—Adv.

First American Engraving
The first engraving made in America by a native-born American is in the Metropolitan Museum of Art, New York city. It is a plan of Boston, was engraved by Thomas Johnson of Boston and was published by Will Burgis in 1729.
Microscopic Writing
Five thousand one hundred and fifty-one words have been written on an ordinary postal card by Noel Cousances, a Moroccan. He succeeded in accomplishing this in 133 lines. The work, a brief geography of Africa, took two years.

Want Ads
FOR SALE
BUY STARTED CHICKS. They are past the danger age. You will raise them all. One, two and three weeks old chicks shipped anywhere. Thousands and snow ready. Thirteen cent breeds. WICKS' MODERN HATCHERIES, Clovis, New Mexico. 3-tfc
FOR SALE: Carbon paper, second sheets and scratch pads at Journal office.
MISCELLANEOUS
BEST meals at Muleshoe Hotel. 2-3tc
AGENCY for Royal portable typewriters. Best on the market today. Let us demonstrate one to you. Muleshoe Journal. dhtf
MULESHOE Hotel new management. Call and see us. 2-3tc
WANTED
WANTED: Reliable man between ages of 25 and 50 to supply old established demand for Rubright Good Health

Products. Surety Contra Hardware Company furnishes every car. Good profits for us the W. T. Rawleigh Company, Tenn. or see me. W. Muleshoe, Texas, Box 196.
FOR RENT
FOR RENT: Three room cottage modern. C. F. Moeller.

BUY HARDWARE HERE
A full line of Shelf and Heavy Hardware
FARM IMPLEMENTS—THE BEST MADE
Agent for—
DE LAVAL CREAM SEPARATOR
Closest skimmer on the market day, easily cleaned.
HAGEMEIK HARDWARE
MULESHOE, TEXAS

PROTECT HER FROM CHILLS
With a New HARDWOOD FLOOR
She spends the whole day at home. Why not make it more comfortable and attractive for her?
Most women that are worthy of a home, are worthy of the best that can be afforded.
Nothing gives greater satisfaction than nice, smooth, polished floors, and HARDWOOD is the best.
We will be glad to figure with you any time!
Our Aim—To Help Improve The Panhandle
PANHANDLE LUMBER CO.
Our Courtesy - Quality - Service

Shop Here and Save
The enjoyment of the delicious foods sold at Red & White stores, is accompanied by the satisfaction of knowing you have received the utmost in value for every penny spent.
THE RED & WHITE STORES
NEW LOW PRICES PREVAIL at this store
Red and White stores always keep in line with the market changes. You can always count on this store in protecting your health and financial interests when purveying its products to the public.
LOWEST PRICES, BEST QUALITY AND PROMPT ATTENTION ASSURED EVERY CUSTOMER
EVERY ORDER WHETHER LARGE OR SMALL
HENINGTON CASH GROCERY
MULESHOE,

