

Camay Reg. Size
Toilet Soap
3 Bars 23c

Camay Bath Size
Toilet Soap
2 Bars 23c

OXYDOL
Large Size
31c

CHEER
Large Size
31c

LIQUID SUDS
JOY
GIANT SIZE 69c

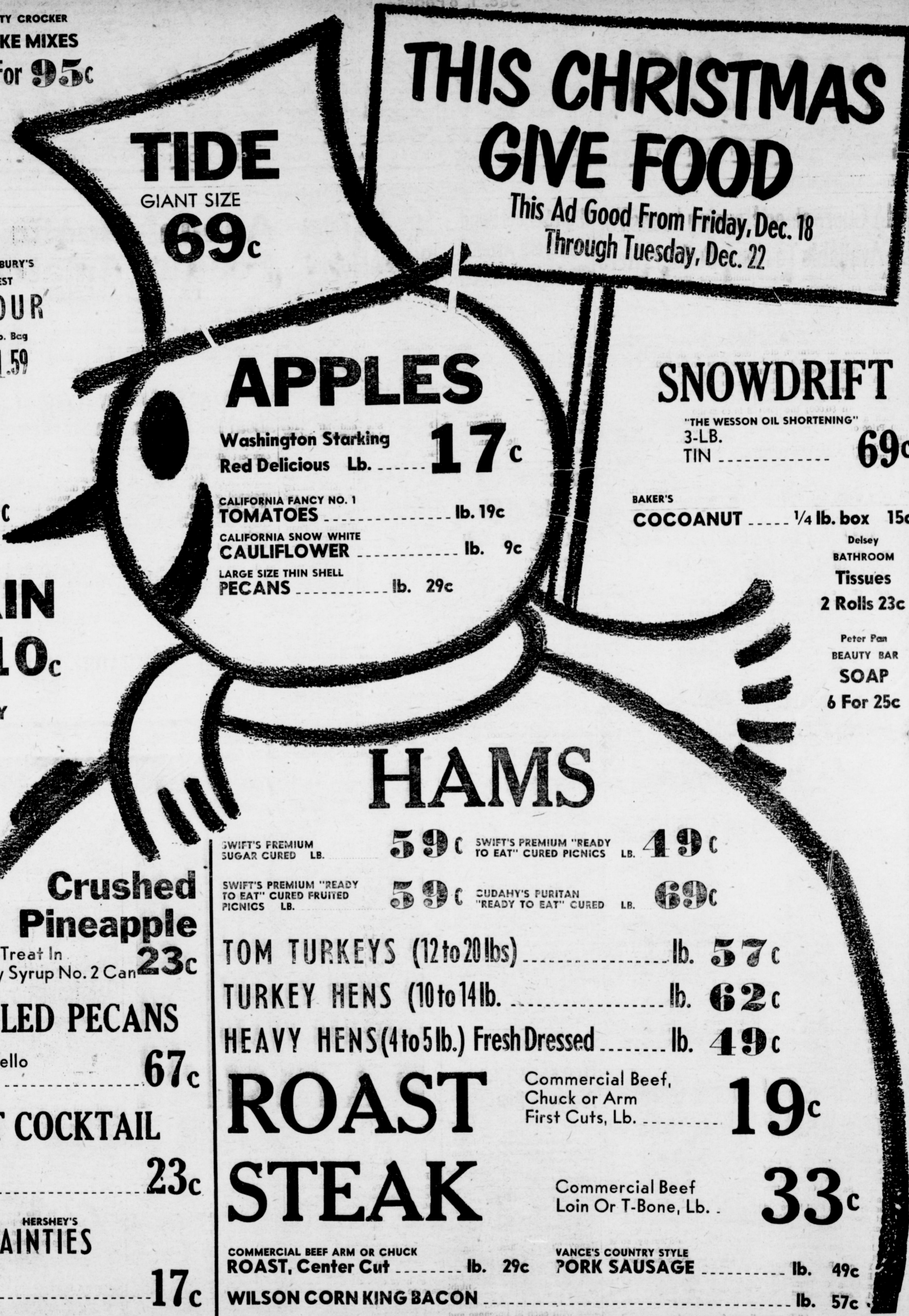
SUN SPUN PURE
PEACH OR APRICOT PRESERVES
Quart 39c
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PUMPKIN
Libby's Fancy
No. 303 Can 10c

GIANT 1/4 LB. BAR
BABY RUTH CANDY
4 FOR 29c

BETTY CROCKER
CAKE MIXES
3 For 95c

PILLSBURY'S
BEST
FLOUR
25-Lb. Bag
\$1.59



TIDE
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69c

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GIVE FOOD**

This Ad Good From Friday, Dec. 18
Through Tuesday, Dec. 22

APPLES

Washington Starking 17c
Red Delicious Lb.

CALIFORNIA FANCY NO. 1
TOMATOES lb. 19c

CALIFORNIA SNOW WHITE
CAULIFLOWER lb. 9c

LARGE SIZE THIN SHELL
PECANS lb. 29c

SNOWDRIFT

"THE WESSON OIL SHORTENING"
3-LB.
TIN 69c

BAKER'S
COCOANUT 1/4 lb. box 15c

Delsey
BATHROOM
Tissues
2 Rolls 23c

Peter Pan
BEAUTY BAR
SOAP
6 For 25c

HAMS

SWIFT'S PREMIUM
SUGAR CURED LB. 59c

SWIFT'S PREMIUM "READY
TO EAT" CURED PICNICS LB. 49c

SWIFT'S PREMIUM "READY
TO EAT" CURED FRUITED
PICNICS LB. 59c

CUDAHY'S PURITAN
"READY TO EAT" CURED LB. 69c

TOM TURKEYS (12 to 20 lbs) lb. 57c

TURKEY HENS (10 to 14 lb.) lb. 62c

HEAVY HENS (4 to 5 lb.) Fresh Dressed lb. 49c

ROAST STEAK Commercial Beef,
Chuck or Arm
First Cuts, Lb. 19c

ROAST STEAK Commercial Beef
Loin Or T-Bone, Lb. 33c

COMMERCIAL BEEF ARM OR CHUCK
ROAST, Center Cut lb. 29c

VANCE'S COUNTRY STYLE
PORK SAUSAGE lb. 49c

WILSON CORN KING BACON lb. 57c

**Crushed
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Sweet Treat In
Heavy Syrup No. 2 Can 23c

SHELLED PECANS
1-Lb. Cello
Package 67c

FRUIT COCKTAIL
Libby's
No. 303 Can 23c

HERSHEY'S
DAINTIES
6-Oz. Cello
Package 17c

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SNOW CROP LEAF OR CHOPPED
SPINACH 14 OZ. PKG. 19c

SNOW CROP
GREEN PEAS 10 OZ. PKG. 17c

BOOTH'S FROZEN
CATFISH 1 LB. PKG. 49c

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WERE HERE THIS WEEK
Mr. H.W. Hanks and daughter Mary Nell were here earlier this week.

VISITED MOTHER
Dr. and Mrs. Kenneth Osborn of Lovington, N. M., visited here Sunday in the home of her parents, Mr. and Mrs. Sam McKinstry, and attended the recital of

Mrs. McKinstry's piano pupils in the afternoon.

VISITED HERE
Mr. and Mrs. Henry Edmonds of Littlefield visited here Sunday with her brother and family, Mr. and Mrs. David Anderson. They attended the Musical Tea of Mrs. McKinstry's piano pupils Sunday afternoon.

Piano Students Of Mrs. Sam McKinstry Present Program

The Hi-Low Piano Club, piano students of Mrs. Sam McKinstry, presented an afternoon of music to a large crowd, December 13, in the Fellowship Hall.

The pianos used were courtesy of the Adair Music Company of Lubbock, and usher was Joe King.

Hostesses were Meses. Ray Franz, John Smith, David Anderson, Buford Butts, Robert King, and J. K. Adams, Jr. Hostesses were Gail Arnn, Kay Lenderson, Barbara Hinkson, and Susan Allison.

Those taking part in the program were the following: Carolyn Hinkson, Alva Lee Shofner, Jean Gammon, Linda Lou Lancaster, Sherry Allison, Nan Allison, Kay Lenderson, Nita Thompson, Susan Allison, Patricia and Earlene Peterson, Gary Smith;

Janet Franz, Charles King, Joyce Adams, Barbara Simmons, Judy Hanks, Betty and Gail Arnn, Tommy Welch, Veta Allison, Kathy Moore, Davy Jean Anderson, Jane Sanders, Patricia Butts, Barbara Hinkson, Mrs. Buford Butts, and Mrs. David Anderson.

Winston Allison, who was supposed to be on the program, was ill and was unable to attend.

Following the program, a reception was held, and refreshments of cake and cranberry punch were served. Mrs. J. K. Adams served the cake, and Mrs. Ray Franz poured the punch.

Surprise Birthday Party Is Given For Mr. J. M. Bellar

Mrs. J. M. Bellar entertained her husband, Jim, with a surprise birthday party Sunday, December 13, in their home.

Those attending were: Mr. and Mrs. John Hardcastle and daughters Gwendolyn, Barbara, Daphne, and son Joe of Albuquerque, N. M., Mr. and Mrs. J. C. Bellar and sons David and Dana Parks of Muleshoe, Mrs. Joe Reed and daughter, Linda and Jo Ann of Anton, Mrs. William Massey of Shreveport, La., Mr. and Mrs. Joe Hardcastle of Sudan, and Mr. and Mrs. Marion Simmons of Muleshoe.

Wesleyan Guild Met Monday With Mrs. H. S. Sanders

The Wesleyan Service Guild met Monday, December 14, in the home of Mrs. H. S. Sanders, Sr., with the president, Mrs. Delma McCarty in charge of business.

The Guild voted to pay \$10 to the USO fund, and to take some needy family for Christmas. They also voted to pack sixty sacks of treats Wednesday afternoon for the colored school. They met at Mrs. Buford Butts' home to do this.

Mrs. Mable Dowell was in charge of the program. Six high school girls from the Chorus sang several Christmas carols. Barbara Jones accompanied them on the accordion. Girls taking part in the program other than

Barbara were Annetonette Taylor, Carolyn Buhman, Helen Mitchell, Lenita Lewis. Songs presented were "Silent Night", and "Away In A Manger". Barbara played an accordion solo, "A Star In The East".

Mike Sanders gave two readings, "I Like Christmas", and "The Little Man".

Several Christmas records were played.

Those present were Elizabeth Harden, Meses. Delma McCarty, Mable Dowell, Buford Butts, Jim Burkhead, Jim Cix, Fred Johnson, Lois Schoenberger, A. S. Stovall, H. S. Sanders, Jr., and a visitor, Mike Sanders.

Mrs. Buford Butts' home will be the place of the next meeting, which will be held January 11.

CHRISTMAS CARDS should be ordered now to insure choice, and to insure early delivery.

CHINCHILLAS FOR SALE

We Have A Few Pair Of Young Chinchillas For Sale. These Animals Are Of The Highest Quality And Registered With The N. C. B. A. If You Are Interested In The Profitable Business Of Fur Farming We Will Be Glad To Discuss It With You

Muleshoe Chinchilla Farm

W. B. Waggon

W. B. Waggon, Jr.

Long-term home loans at low cost. Ask for details...no obligation

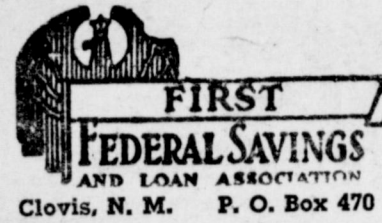
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MULESHOE FOR INFORMATION SEE



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To Be Given Away
December 23rd

A Ticket Will Be Given With Each \$1.00 Purchase
You Do Not Have To Be Present To Win

JACK 'N JILL SHOPPE

In The Old Damron Drug Building

Muleshoe Boys Are Selected Class Favorites

Two Muleshoe boys, Roald "Buck" Johnson, and Keith Gaede, have recently been selected by classmates at their respective colleges, as Freshman Class Favorite.

Roald, son of Mr. and Mrs. Fred Johnson, was selected by classmates at Texas Tech College at Lubbock as the Freshman Class favorite there, while Keith, who is the son of Mr. and Mrs. Raymond Gaede, was selected Class Favorite at W. T. S. C.

Both boys graduated from Muleshoe High School with the class of 1953.

Burlesmiths Are Feted With Going Away Party

Mr. and Mrs. E. P. Burlesmith of the Progress community, were surprised by the members of the Progress Methodist Church with a going away party last week.

They were presented with a beautiful blanket and a picture. Approximately fifteen were present for the occasion.

Mr. and Mrs. Burlesmith are leaving soon for Tyler, where they will make their home. They have lived here at Muleshoe for the past ten years.

TO SWEETWATER

Mr. and Mrs. Sam Fox and Mr. and Mrs. Ray Edwards were in Sweetwater last week to see Rev. H. W. Hanks.

Rozell And Thomas Exchange Vows

A quiet but impressive single ring ceremony was said by Minister Fbb Randol in his home Saturday afternoon, December 12, at 2:00 o'clock, uniting in marriage Miss Bettie May Rozell, and Mr. Albert Henry Thomas.

The bride was lovely in a light blue dress, worn with white accessories and a white carnation corsage.

The couple was attended by the groom's brother and sister-in-law, Mr. and Mrs. Vernon Thomas of Friona.

Others present at the ceremony were Mrs. W. L. Russell and daughter, Elaine, mother and sister of the bride, Mr. Ira Thomas, father of the groom, and Mr. and Mrs. Haskell Thomas of Amarillo, brother and sister-in-law of the groom.

After a short wedding trip to Amarillo, Mr. and Mrs. Thomas are at home here.

Christmas Dinner Is Enjoyed By Winsome SS Class

The Winsome Sunday School Class of the First Baptist Church had its annual Christmas dinner, featuring turkey and all the trimmings, Monday evening, December 7, at 7:30 o'clock, in the Church dining room.

Mrs. Lela Barron is teacher of the class, and Mrs. E. R. Hale is assistant teacher.

The room was beautifully decorated with seasonal evergreen, and other Christmas ornaments. The lovely Christmas tree was the center of attraction. The table was centered with a holiday centerpiece composed of greenery and candles, and other candles and greenery were placed at various places through the center of the table.

Mrs. E. R. Hale gave a beautiful devotional, and Mrs. Hale expressed thanks for the meal. Christmas songs were directed by Gayle Bowen, educational director of the Church. He was accompanied by Mrs. Bowen at the piano. Gifts were exchanged by those present.

Those enjoying the occasion were Mr. and Mrs. J. W. Roberts, Mr. and Mrs. Kenyon Dean, Mr. and Mrs. E. R. Hale, Mr. and Mrs. M. E. Lee, Mr. and Mrs. L. S. Barron, Mr. and Mrs. John Smith, Mr. and Mrs. B. H. Morgan, Mr. and Mrs. Troy Perkins, Mr. and Mrs. Ray A. Hopkins, Mr. and Mrs. Omer Kelton, Mr. and Mrs. Gayle Bowen, and Meses. Lela Barron, Hazel Wimberley, Jewel Bruton, A. W. Blaine, and Loy Arnold.

Mr. Cotton Farmer:

We Would Appreciate The Opportunity Of Bidding

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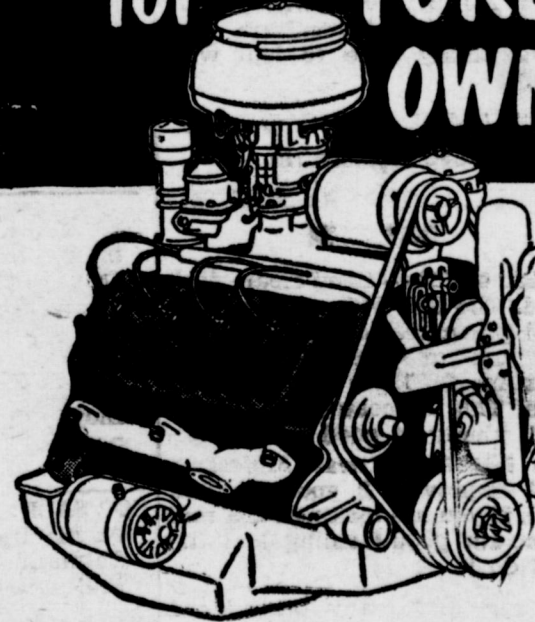
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Local Members Of Children Will Present Program

Mrs. Clinton Bristow's kindergarten class will present a Christmas program Friday morn-

ing, December 18, at 10:00 o'clock for their mothers.

The program will be held in the kindergarten room. There will be an exchange of gifts between the children, and school will be dismissed until January 4.

THE JOURNAL is the place for your Office Supplies, paper of all kinds. Phone 7220.

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MAMIE PROVENCE

Will Manage and Operate The

MULESHOE BEAUTY SHOP

R. E. MITCHELL SAYS:

He that will not be counselled cannot be helped.

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"ALONG CAME JONES"

—Starring—

Gary Cooper and Loretta Young

Be Sure And Attend Our

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"THE HAPPY TIME" — With Charles Boyer
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✓ Check this 30-year record! Western Pump Company's first vibration dampened tubeline pumps were installed in 1922. A recent check of pump registration cards for that year shows an amazing performance record! Of 47 pumps installed not a single length of tubeline has had to be replaced because of excessive wear!

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Society News

By Miss Dorothy Giles

Phone 5400

THE MULESHOE JOURNAL, Thursday, December 17, 1953

Study Club Has Christmas Review

The Muleshoe Study Club held its annual Christmas party in the A. S. Stovall home Thursday evening, December 10. Holiday corsages pinned on everyone present, and holiday decorations set the theme for a festive occasion. Members and guests were welcomed by Mrs. Mack Ragsdale, president. As Mrs. H. L. Blackburn read a story of Christmas in Review, the following entertainers were presented: An unseen chorus sang "Jingle Bells", Bab Green read "Robert", and Inez Bobo sang "It Came Upon a Midnight Clear".

Accompanying himself on the guitar, Jackie Henderson sang "Santa Claus is Coming to Town". Mr. and Mrs. Guy Killian sang "Oh Holy Night", Tommy Osborn sang "Silent Night", the chorus sang "Hark The Herald Angles Sing", and Inez Bobo sang "Oh Come All Ye Faithful".

Group singing was led by Mr. Guy Killian. Gifts were exchanged and a box of toys was prepared for needy children.

Cosages of white carnations and holly berries, were presented to special guests.

Bailey HD Council Members Enjoy Christmas Party

Members of the Bailey County H. D. Council enjoyed a Christmas party Monday, December 14, with seven members, Mmes. Fern Davis, J. E. Day, Martha Carney, Jessie Mae Thomas, G. T. Maltby, Ada Murrah, and S. C. Caldwell present.

Mrs. Davis named the following committees to serve for the coming year. Finance, Mmes. Day, Johns, and Thomas; yearbook, Mmes. Maltby, Day and Couch; recreation, Mmes. Carney, and Haley; EEE, Mmes. Ada Murrah, Parr, and Carney; and reporter, Mrs. S. C. Caldwell.

Mrs. Ray Quesenberry of the Progress H. D. Club, won first place on her secretary's book, and Mrs. S. C. Caldwell of the Muleshoe H. D. club won first place on her council reporter's book.

Mrs. Thomas read the story of the beginning of the Christmas celebration, and Ada Murrah read "Let the Young and Old Join in Preparation For The Celebration of Christmas". She also directed a record game.

Gifts were exchanged, and council gave gifts to chairman, secretary, THDA Chairman, winners of contests on yearbooks, and to the judge of the year books.

Candy and nuts were served to all.

Piggly Wiggly Employees Honored With Xmas Party

M. E. "Red" Simmons, manager of the Piggly Wiggly store here, and Mrs. Simmons entertained the employees of the store and their families, December 10, with a corolling and bingo party.

Gifts were exchanged and refreshments of cake topped with whipped cream, coffee, and plate favors of small candy Christmas trees, jelly beans, and nuts were served.

Those attending were: Mr. and Mrs. Lynn Fletcher and sons, Mr. and Mrs. Duwayne Burkhead, Mr. and Mrs. Clyde Waggoner, Mr. and Mrs. Pervie Miller and children, Mr. and Mrs. Jones Finley, Mr. and Mrs. Deon Heard, and children, Mr. and Mrs. Garland Freeman;

Mr. and Mrs. Kenyon Dean, Mr. and Mrs. Neva Patterson and children, Gerald Elders, Robert Waggoner, Bobby McMillan, and Johnnie Stevens.

Homemakers Class Packed Boxes For Boys In Service

The Homemakers Class of the Progress First Baptist Church met December 8, in the home of Mrs. Clyde Henry with nine members present.

Roll call was answered with Scripture verses. Mrs. Doyle Winters was in charge of the program.

The meeting opened with a prayer by Mrs. J. J. Redwine. Mrs. Wimberley brought the devotional, which she took from Luke 1:26-36, and Luke 2:1-20. Her lesson concerned the life of Jesus.

A poem, "Light Along The Way", was read by Mrs. Wimberley, and the group sang "Joy To The World". Mrs. Leorne Quisenberry led in prayer, which was followed by group Scripture reading.

The business session was conducted by Mrs. J. J. Redwine. Mrs. M. L. Shipp led the closing prayer.

After refreshments of coffee, and apple pie topped with whipped cream, the ladies packed fifteen boxes for the boys of the community, who are serving with the U. S. Armed Forces, both overseas and in the States.

Elaine Peugh, who is attending Harden-Simmons, was also remembered with a Christmas package.

Those who attended were Mmes. Quisenberry, Shipp, Bishop, Redwine, Locker, Beller, and Wimberley.

Mrs. Goodnough Is Honoree Of Pink And Blue Shower

The home of Mr. and Mrs. Melvin Trieder was the scene of a pink and blue shower Thursday afternoon, December 3, honoring Mrs. N. J. Goodnough.

The home was beautifully decorated with pink and blue crepe paper. A large stork stood on the head table and pink candles and pink carnations made up the beautiful centerpiece for the table.

The honoree was presented with a corsage of pink carnations sprinkled with silver.

After games were played the many nice gifts were opened and displayed.

Refreshments of pin wheel cream cheese sandwiches, cake, favors of pink and blue swans, cocoa, and coffee, were served to the following guests: Mmes. Alvin Nelson, Ray Lawhon, Troy Talent, Owen Broyles, H. L. Bethel, Neal Bradshaw, Jack Smith, J. B. Jennings, C. D. Gustin, H. L. Ivy, W. C. Williams, Jr., H. W. Carpenter, Hubert Elliott, J. C. Schruggs;

Abe Malouf and Ruby, Riley Goodnough, Raymond Trieder, F. W. Green, Jimmie Seaton, A. P. Lambert, Les Lambert, Frank Hinkson, Virgil Teague, and hostesses, Mrs. Melvin Trieder, T. W. Bewley, Gene White, and J. D. Carpenter.

Those sending regrets were: Mmes. Ab Choat, Ernest Nowell,

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MULESHOE

T. L. Gleason, Jimmie Ivy, Eldon Paige, Elbert Nowell, Fred Determan, Glenn Scott, Gordon Duncan, J. W. Hunt, Mae Mahon, Alice Hines of Levelland, and Mrs. George Carley of Lubbock.

Silver Anniversary Observed By Scarbroughs

Tuesday evening, December 8, Peggy and Linda McCormick honored Mr. and Mrs. Gene Scarbrough with a surprise shower and dinner on their Silver Wedding Anniversary.

Many close friends of the couple attended, and all wished the couple many more happy anniversaries.

After the delicious dinner, Mr. and Mrs. Scarbrough were presented with many beautiful gifts.

Those attending were Mr. and Mrs. A. E. Scarbrough, Mr. and Mrs. Gibbs Trigg of Friona, Mr. and Mrs. Leroy C. Nelson and Lynn, of Clovis, N. M.; Mr. and Mrs. Joe Harbin, Billy and Betty, Mr. and Mrs. L. D. Cannon and Delores, Mr. and Mrs. Gene Halcom, Clovis, N. M.; Mr. and Mrs. Arthur Askew, Mr. and Mrs. H. A. Weaver, Mr. and Mrs. L. F. McCormick, Gregg Blackwood, Nell Weaver, Oran Carter, Clovis, N. M.; Mrs. D. V. St. Clair.

Delta Kappa Gamma Attend Luncheon

Local members of the Delta Kappa Gamma went to Plainview Saturday, December 5, to attend a luncheon which was held in the Hilton Hotel.

"Unless there is understanding, there can be no sure progress". This quotation was the theme of the program.

Miss Mildred Hulsey, president, presided during the business and initiation. Mrs. Jackie Mercer led the group in the singing of Christmas carols. A very interesting skit entitled, "Strength through understanding our organization", was given by six members.

Each member brought gifts to be sent to Korean children.

Those attending from Muleshoe were Mmes. Ed Johnson, Wilson Witherspoon, Mable Dowell, Jerry Kirk, John Watson, and Radie Boone.

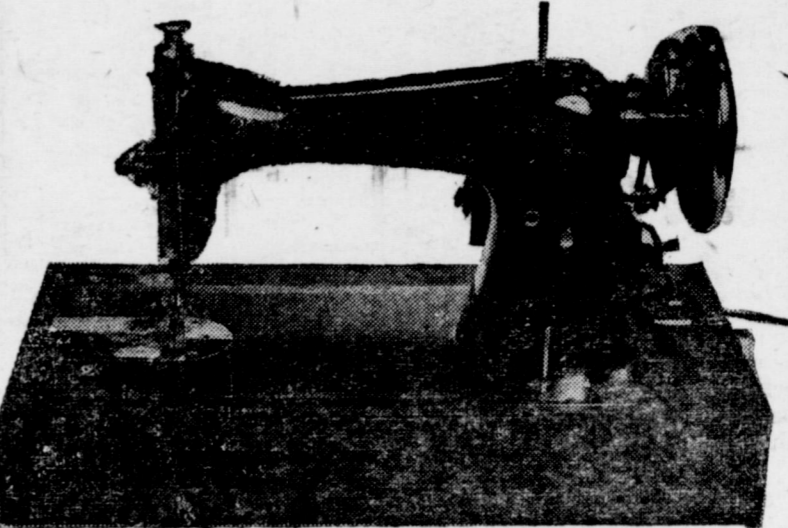
STAPLE PULLERS — Get one at THE Journal

WILL HAVE GUESTS

Mr. and Mrs. Leo Baker of Abilene will have as Christmas guests in their home, her brother and sister-in-law, Mr. and Mrs. Hershel Dyer and daughter, Elizabeth of Lincoln, Neb., and her father, C. L. Dyer of Muleshoe. Hershel and his wife will arrive in Muleshoe some time this week.



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\$10.00 DOWN — REST ON BUDGET AT

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SEE OUR COMPLETE SELECTION. HAVE THEM GIFT WRAPPED FREE AT ANTHONY'S

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Remember Only 6 More Shopping Days Till Christmas

FINE QUALITY ACETATE JERSEY

GOWNS by Lorraine

3⁹⁵



Super Suave — Long Sleeve
Lovely to look at, wonderful to wear. Superbly tailored by Lorraine. Fitted style, elastic back at waist. Sizes S-M-L. Mint and lavender.

See this beautiful lace trim super suave gown. Fitted style, elastic back at waist. In Pastel colors by Lorraine. Sizes S-M-L.



Other Styles Including Permanent Pleated Nylon
Choose From Pastel Colors Or Dark Flame Red

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60 Gauge
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Nylons
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Sizes 8½ to 11
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Nylon Trim
100% Nylon
Knit Body
Slips

Sizes 32 to 40. Fast drying, needs no ironing.

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Briefs

Sizes S-M-L

Choose From Pink or White
Buy Several Pair



FREE GIFT WRAPPING

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Pair

EXTRA SIZES \$1.19

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- Fine Fabrics
- Size 34 - 46

12⁹⁰



A. Tan rayon fabric with novelty splash design, contrasting solid rust Heek suede cloth yoke and front panels. Zip front, button cuff, rayon lining.

B. Solid color rayon basket weave fabric. Navy body, gray front and back yoke and breast pocket flaps with navy saddle stitching. Zipper front, button cuffs, rayon lining.

C. Solid color rayon worsted fabric, saddle stitching on collar and flaps of breast pockets. Zipper front, button cuffs, rayon lining. Tan shade.

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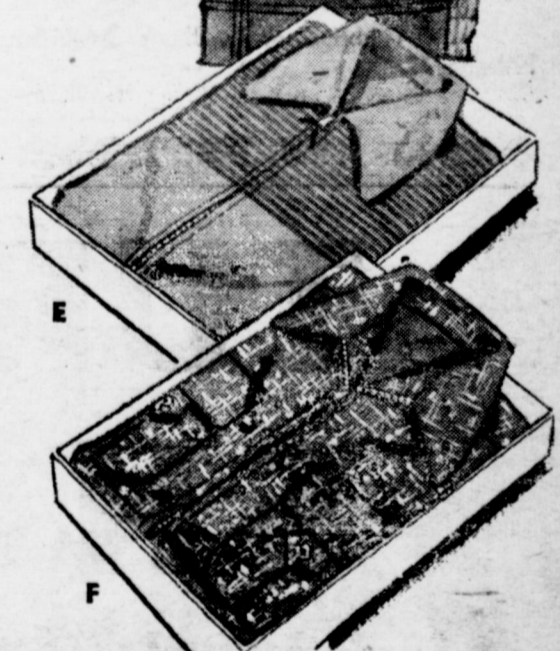
9⁹⁰

D. Light tan cord back, sleeves and collar. Contrasting solid rust Heek suede cloth front. Two flapped breast pockets, zipper front, button cuffs, rayon lining.

E. Reversible. Solid color gray sheen gabardine with red/gray stripes front and back yoke. Zipper front, slash pockets, button cuff. Reverse side red/gray stripe body with solid gray sheen yoke.

F. Novelty rayon tweed effect fabric. Novelty flapped breast pockets, zipper front, button cuffs, rayon lined. Charcoal gray shade.

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Glamorous Crepes, Failles, Gabardines in black brown, red, green, and purple.

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SELLING NOW FOR ONLY

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SIZES 12 TO 20

¾ Sleeves, short sleeves or full length. Give her a gift she will wear with pride.



Pre Xmas Sale

NEW FALL

DRESSY DRESSES

For the holidays. Made to sell \$9.90 to \$10.90. Sizes 10 to 12, 14½ to 24½. Gabardines, Crepes, Failles. See these lovely dresses Now!

\$8

Select From Large assortment of colors and styles.

PRE XMAS SALE LADIE'S FALL SUITS AND COATS

While They Last. Values To \$24.75. Wool Coats and Suits. Newest Styles and colors. Sizes 8 to 20.

\$16

USE OUR LAY-AWAY PLAN

LADIES! CHECK THIS SALE PRICE ON WINTER COATS

Poodle Cloth Fleece Gabardine. Full Length Coats in Beautiful Colors and Styles. Sizes 8 to 40.

\$19

USE OUR LAY-AWAY PLAN



Solid color 80x160 broadcloth pajamas. Extra longs and regulars.

\$3.98

MEN'S BROADCLOTH OR KNIT PAJAMAS

SIZES S - M - L & EXTRA LARGE

Fine quality striped broadcloth. Sanforized fast colors. Slip overs or 2-piece style combed knit. Snug fitting cuff, waist and ankles. Two tone colors.

2⁹⁸

Boys Sizes As Above \$1.98



New Deal Edges Muleshoe 46-41

The Muleshoe A-boys didn't fare as well as did the Muleshoe girls in their first game in the New Deal Tournament, losing to the host team by a score of 46-41.

The Muleshoe boys went out in front the first quarter with a score of 9-7. In the second quarter the New Deal boys hit the basket for 13 points and Muleshoe for 9 more points. The half found the New Deal boys leading by a 20-18 score.

In the third quarter Muleshoe again took over the lead, hitting for 16 points while New Deal was allowed only 10. In the fourth quarter New Deal staged a strong comeback, hitting for 16 points, while the Muleshoe boys racked up only 7 points.

Jimmy Allison of Muleshoe and Castner of New Deal tied for top honors in the game with 14 points each. Following Allison from Muleshoe was Jimmy Holt with 12 points and James Elders had 7. Perkins of New Deal was second high for the night with 13 points.

Roosevelt Slaps Muleshoe 60-48

The Muleshoe boys went down in their second game in the New Deal Tournament, losing to Roosevelt 60-48.

The Muleshoe boys led at the half 25-21 after trailing in the first quarter by a score of 8-12.

In the third quarter Roosevelt really caught fire, hitting the basket for 28 big points while Muleshoe was scoring only 6. In the fourth quarter Muleshoe

The Journal Sports

THE MULESHOE JOURNAL, Thursday, December 17, 1953

B-String Boys Beat Olton In 47-34 Win

Last Thursday night the Muleshoe B-string took on the Olton boys here in the Junior high gym, winning the contest with a 47-34 score.

The Muleshoe lads led all the way. Leading at the end of the first quarter 9-3. In the second quarter Muleshoe racked up 9 more points while Olton was hitting for 7. They led at the half 18-10. In the third quarter the local boys made it 29-16, hitting for 11 more points. In the final quarter Muleshoe put 17 more points on the scoreboard while Olton was hitting for 18.

High point men for Muleshoe were Inman with 15, followed by Wilson with 10 and Howell had 9 to his credit. For Olton Curry had 12 with Rhodes hitting for 5 points.

Muleshoe Beats Friona 48-34

Monday night on the local court the Muleshoe boys hit the win column again when they downed the Friona Chiefs with a 48-34 score.

The Muleshoe boys led all the way, leading at the half 26-17 after going out in front in the first quarter by a 15-9 score. In the third quarter Muleshoe hit the basket for 11 points and in the fourth they again managed to make 11 more points.

Jimmie Allison led the Mules scoring for the night with 17 points. Bill Willis and Jimmy Holt tied for second with 12 each. High point man for the night was Dixon of Friona with a high of 22 points.

Mullettes Slip By Kress Girls 34-33

Last Friday night the Muleshoe girls played their first game in the New Deal Tournament, turning back the Kress sextet 34-33.

The game was a close one all the way, with Kress leading Muleshoe the first quarter 10-9. At the half Muleshoe was still trailing by the narrow margin of 18-15. In the third and fourth 18-15. The third quarter ended with Kress still leading with a 25-24 score. The fourth quarter the Mullettes hit the basket for 9 more points, while the Kress girls was getting 8 points.

High point girl for Muleshoe and for the game was Jean Montgomery with 25 points. She was followed by Donna Wright with 7 and Redwine hit for 2 points. High point girl for Kress was Todd with 16, followed by Durham with 13.

picked up 17 more points to Roosevelt's 11.

High point man for the Mules was Jimmy Allison with 20, followed by Jimmy Holt with 7. For Roosevelt Conn sank 21 points to lead the scoring column for the night. He was followed by McCollister with 11.

Muleshoe Girls Drop Second Game To Cotton Center

Playing their second game of the New Deal Tournament, the Muleshoe girls ran up against the potent Cotton Center club and was smacked with a 37-16 score.

Muleshoe got off to a good start in the first quarter, scoring 8 points to Cotton Center's 7. In the second quarter the Cotton Center girls hit for 13 more points, while holding the Muleshoe girls to 0. The half ended with Cotton Center leading the home team by a 20-8 score. In the third quarter Muleshoe found their opponents were hitting for only 6. In the fourth quarter Cotton Center racked up 11 more points to the Muleshoe girl 4.

High point girls for Muleshoe was Donna Wright with 8 while Jean Montgomery had 6 points to her credit. For Cotton Center Dorothy Cannon racked up 23 points, which was high for the game. She was followed by Bawdand with 7 and Bonnie Cannon also hit for 7.

BILLY EASON ON TEAM AT WAYLAND COLLEGE

Plainview, Dec. 16 — Among members of the second place winners of the intramural touch football team at Wayland College this semester was Billy Eason of Muleshoe. He is the son of Mr. and Mrs. E. F. Eason, of Route 2.

Billy, who is a second year student, is majoring in mathematics and minoring in chemistry and education. He is a graduate of Muleshoe High School.

POSTOFFICE TO BE OPEN THIS SATURDAY P. M.

In order to handle expected late mailings, the Postoffice in Muleshoe will be open the coming Saturday afternoon until 5 p. m. Postmaster A. J. Gardner announces. The office customarily is closed Saturday afternoon.

Journal Will Be Mailed Tuesday Of Next Week

The Journal will publish early next week in order that our annual Christmas paper will reach all readers before Christmas. We will wind the paper up and put it in the mails Tuesday afternoon.

Those having news items to be printed in the paper will do us a favor if they will turn them in Friday and Saturday, Monday at the latest.

Advertisers are urged to let us have copy at the earliest possible moment, by Saturday

So far as is known, the office will have only one holiday, Christmas day.

Our Honor Roll

New subscribers to The Journal this week are:
J. R. Fanning, Lubbock.
R. E. Blatz, Tele. Co., Littlefield.
T. L. Harvey, Route 1.
Babe Barbour, City.

if at all possible. The Journal office will be closed Thursday, Christmas Eve, Friday and Saturday, too, unless we're needed.

John McGeehee, Route 1.
Old subscribers who renewed their subscriptions are:
S. D. Beller, Calif.
Joe Embry, Route 1.
L. K. Dean, Star Route 1.
Ray Franz, City.
George Mahon, Washington, D. C.
B. A. Dearing, City.
W. J. Coffman, Route 1.
Mrs. Lee Amerson, Borger.
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MULESHOE

The Muleshoe Journal



DEDICATED TO THE PROGRESS AND DEVELOPMENT OF BAILEY COUNTY AND THE GREAT MULESHOE COUNTRY

VOLUME 31, NUMBER 52

MULESHOE - County Seat of Bailey County - TEXAS

THURSDAY, DECEMBER 17, 1953

BACK FROM TRIP

Mr. and Mrs. Rufus Gilbreath and children, John Charles and Doris Ann, are back from a sight-seeing trip which took them through many of the 48 states.

They left Clovis, N. M., by train and went to Chicago, Ill., saw all the sights in Chicago, and from there they went to Washington, D. C., where they attended the Southern Seedsmen Association Convention. While there Mrs. Gilbreath was with a group of 150 ladies, who were guests of Mrs. Eisenhower at a reception in the White House, which she gave for wives of the men who were attending the Convention. Mrs. Gilbreath said they took two sightseeing trips while there and that it was really a beautiful town.

Leaving Washington, D. C., they flew to New York City. While there they visited the Empire State Building, Radio City, the Statue of Liberty, Chinatown, and the Waterfront.

They came back on the train by way of Washington, Maryland, Pennsylvania, Ohio, Delaware, Missouri, Kansas, and Oklahoma.

They reported a very enjoyable trip.

Joella Lovvorn In Music Group

Plainview, Dec. 14 - One of several traveling musical groups at Wayland College is the Baptist Student Union Choir of which Joella Lovvorn of Muleshoe is a member. She is the daughter of Mr. and Mrs. A. M. Lovvorn, Route 2.

The 36-member volunteer choir is frequently called on to provide special music and to conduct Sunday services in nearby churches of the Plains area. They also furnish choral music for chapel programs and evening vespers on the campus.

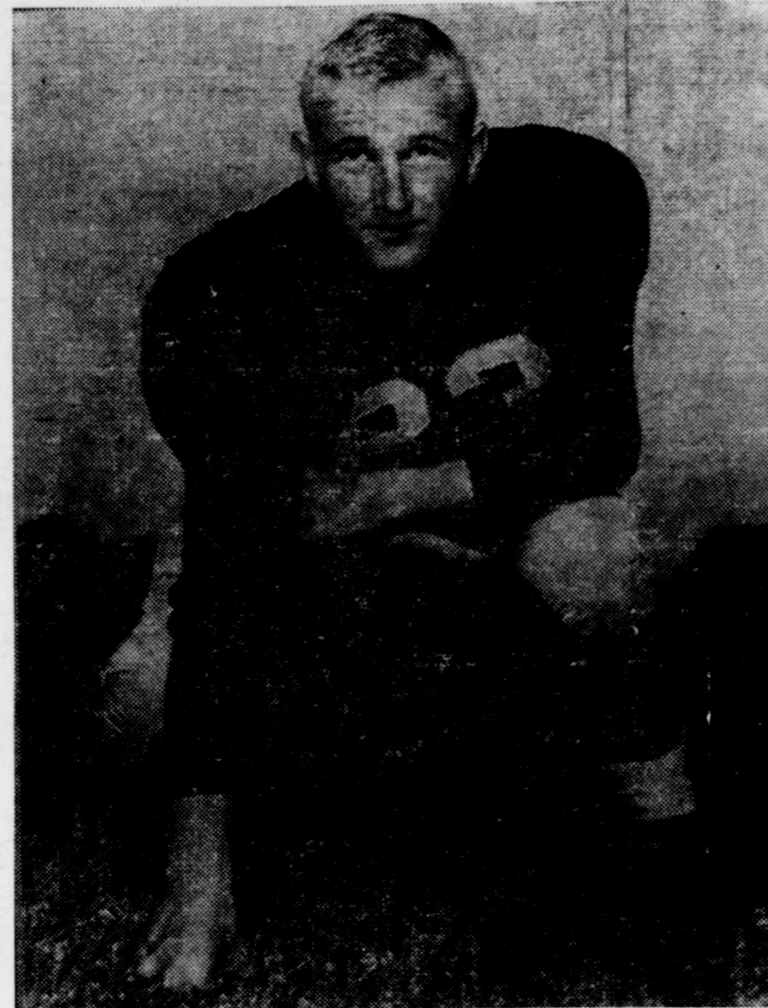
A second year student, Joella is majoring in art and minoring in religious education. She is a graduate of Farwell High School.

ATTENDED FUNERAL

Mr. and Mrs. J. W. Holmes and family were in Seymour last Sunday to attend the funeral of her aunt, Mrs. W. E. McDaniel. Also attending the funeral from here was Mrs. Holmes' sister, Mr. and Mrs. H. T. Van Dyck.

Read The Journal Want-Ads!

Joe Cummings, A Muleshoe Boy, To Play With Bama In Cotton Bowl



(From Houston Chronicle)

ATTENDED TOURNAMENT

Those attending the basketball tournament at New Deal Friday night from Muleshoe were Mr. and Mrs. Raymond Gaede, Mr. and Mrs. Morris Douglass, Mrs. Clyde Holt, Mr. and Mrs. Noel Woodley, Charles Gaede, Lee

Kimbrough, Mr. and Mrs. Howard Elliott, and Coach and Mrs. Elmo Scott and children.

doing all he can to see that the victor's trophy goes home with the Crimson Tide. He's Joe Cummings, the Tide's sole representative from the Lone Star State.

Cummings came to the Capstone four years ago from the little town of Muleshoe, in the heart of the Panhandle. His folks have moved to nearby Hereford since Joe left for college, but Cummings still calls Muleshoe his home.

Since coming to Alabama, Joe has made a fine reputation for himself as an end, both on offense and defense. He was one of the stars of Alabama's recent 10-7 victory over Auburn that gave the Tide the conference championship. Cummings' hard tackling and sharp blocking was a major factor in the Tide win, according to sports writers covering the game.

Back in "the Shoe", as Cummings calls his hometown, he played quarterback and fullback. "My high school coach, Woody Green, was mainly responsible for my coming to Alabama". Green wrote to Coach Red Drew about the young back, suggesting he might be of some help to the Tide in the coming seasons. Drew wrote him if he wouldn't like to come to Alabama. Cummings was more than ready to pack his bags.

Cummings' interest in the Crimson Tide dates back to 1946, when Bama played Southern California in the Rose Bowl. The Tide swamped the Trojans that year 34-13, with All-American Harry Gilmer pacing his teammates with his running and passing. Gilmer was Cummings' idol and his jump-pass was a move-

ment that Joe spent long hours trying to perfect. "I used to jump for hours, passing at an automobile tire", says Cummings, "but I just couldn't do it like Harry."

His first two years in high school saw Cummings handling the signal calling for Littlefield High, before he transferred to Muleshoe High School. Joe sighs when he remembers how Littlefield captured the Class A state high school championship his last year in high school without him.

The 6-2, 185-pounder stuck with quarterbacking through his Muleshoe days and his first two years at Alabama. He lettered as a quarterback on Coach Joe Kilgrew's frosh team, but was held out his sophomore year for more seasoning. Then he moved to end to strengthen the graduation-

weakened flanks.

He got in plenty of service as an offensive end last year for Bama's Orange Bowl winners. During the past season, Cummings spent on defense polishing up some of his weak points. It paid off during the closing weeks of the season, when the Tide made its bid for the S. E. C. crown. For the season, Cummings had six passes caught for 114 yards and two touchdowns to his credit. The scoring catches were against Vanderbilt and Georgia. A broken blood vessel in his arm kept him out of several games.

The thought of playing in his home state puts a big smile on Cummings' face. "My daddy ordered tickets to the Cotton Bowl weeks ago. All of the folks will be down for this one."

Joe Frank is a son of Mr. and Mrs. Frank Cummings, formerly of Muleshoe, now residents of Hereford.

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The History Of Christmas

(This is the third of a series of articles by members of the Harden - Simmons University Bible department on Christmas. This story was written by Keith Parks, Professor of Bible at H-SU).

CHRISTMAS COMMERCIALIZATION

By Keith Parks

A six-year-old boy of my acquaintance was so amazed at hearing a teacher explain the historical meaning of Christmas that he could hardly wait to announce his discovery to his mother. "Did you know," he questioned with wide eyes, "that Christmas is God's birthday?"

If no one explained that this day of celebration commemorated an obscure birth in a manger, how many Americans would recognize the fact? Somehow the sudden forests of firs and cedars on corner lots, the rotund figures in white beards and resuits, the bright lights, the frenzied buying, the loud noises and

gaudy decorations seem entirely unrelated to the manger scene of Bethlehem.

A borrowed manger is the first of many indications that Jesus of Nazareth lived a life of simplicity and even poverty.

The pomp and splendor which kings (and more recently, queens) receive did not accompany the earthly life of the King of Kings.

But in contrast today, his birth is no longer associated with the simple quietness and lack of material riches. These are hurried under an avalanche of wealth and glitter which defies description. Apparently Christmas has become the slave of commercialization.

Many who deery such exploitation of His birthday point an accusing finger at business enterprises and naively charge them with total guilt.

A quick glance at bold headlines, full-page advertisements, tempting displays, unbelievable bargains and easy lay-away plans seem to uphold this accusation.

But a deeper probe provokes the realization that these agencies could not accomplish such a phenomenal feat alone. The money to pay for all this comes from the pay check of the average American family. Admittedly, agencies which thrive on selling have promoted increased Christmas buying.

Starting with mid-summer campaigns to put dolls or jewelry in lay-away for Christmas, they add an ever increasing pressure in early November to promote the exchange of goods for as much money as possible. Consequently, clever minds of promotion and advertising are not blameless for the commercialization of Christmas. But, in reality, the attitudes and activities of business men are mere reflections of the current American philosophy.

Before children of this generation are capable of reasoning or developing individual opinions, they are beset with queries about what they expect from Santa Claus.

For the next few blissfully innocent years they write extended lists of requests to him and impatiently wait for his nocturnal visit.

The desire for toys on Christmas is so deeply imbedded in young hearts that even the rowdiest find enough incentive to behave "angel like" for at least a few days.

And with the dawn of the eventful day youngsters attack bountiful treasures of presents and Christmas is spent hilariously displaying and experimenting with them. Accompanying this is an overabundance of too-rich food which produces some regret and quantities of bicarbonate soda.

Somewhere in the middle of this tradition, suddenly, almost shatteringly, some parent, religious teacher or preacher explains to the little ones that all this is not the real meaning of Christmas.

The simple story of the Christ child is abruptly introduced into mid-December and the confused little minds are left to reconcile the theoretical view to the familiar observance of Christmas. The child says little but looks quizzically and with bewilderment at the actions of his elders.

He sees them dashing with frowns and set jaws down crowded streets and feels the tension mounting in those last days before December 25.

He is pressed by the unsympathetic crowd as he is pulled from one store to another. He sees furrowed brows and dejected, sometimes exasperated faces as gift lists and bank accounts are compared. He hears talk of money borrowed and charge accounts opened.

He puzzles as gifts are gauged to equal or better those received last year from particular relatives and friends. His wonder in-

creases as presents are given to those from whom one is expected. Finally Christmas comes and the child looks at the worn-out adults who have overspent their money, time, nerves and patience. He hears the discharge of enough explosives to destroy dozens of tin cans, several fingers and the calm composure of everyone in his block.

Again somebody repeats that this is an observance of the birthday of Jesus, but the child's conception is fixed. He reaches adulthood and passes it on to his children. The joy and success of Christmas are measured in material returns, but lip service must be given to its religious meaning.

Some shrug and say nothing can be done, so just enjoy it.

Others develop a disapproving attitude and condemn the multitudes. Still others wonder if these are the only approaches and contemplate constructive steps to de-centralize Christmas.

If followed, a few simple steps could change the prevailing condition. If the true spirit of giving is re-instated at Christmas, we will seek to give to the needy, the forgotten and others from whom there is no return. Second instead of the exhaustive expenditures of self on physical excitement, we can pause for the quietness of a sacred time spent in the presence of the central Figure of Christmastime. Reading the story of His birth and portions of His life would be rewarding. And third, we can give ourselves and part of our substance to the One for whom Christmas is named. Again, a little child expressed wisdom beyond her years when she asked, "If it's Jesus' birthday, where is His present?"

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Jim Stokes, City.
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Ansel Ashford, City.
A. J. Dutton, City.
Jack King, City.
L. F. McCormick, City.
R. T. Tibbets, City.

BROTHERS VISITED

Visiting Sunday in the home of Mr. and Mrs. J. C. Dalton, was her brother, A. E. Jackson and family of Hereford, and another brother, M. L. Jackson and family of Baileyboro.

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Viola Farley, Vacaville, Calif.
Mrs. Lula Gorrell, City.
Roy Holland, Portales, N. M.
James Atcheson, Lubbock.

Old subscribers renewing their subscriptions were:

Hiram Bearden, Washington.
H. E. Shafer, Route 2.
Lola Lipscomb, Amarillo.
Ray Griffiths, City.
W. F. Gable, Route 1.
H. C. Wellborn, City.
A. J. Lenderson, City.
Dudley Buzzard, Floyd, N. M.
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Muleshoe

Lamb Co. Bureau Selects A New Service Agent

Marvin Carter, former Director of Organization for the Texas Farm Bureau, was hired December 10, as the Lamb County Farm Bureau Service Agent, to replace R. W. Badger, who has resigned. Mr. Carter has tentatively accepted this position. The Board of Directors feel that Mr. Carter will be able to make Lamb County Farm Bureau on of the biggest Farm Bureau Counties in the State of Texas. Mr. Carter was with the Texas Farm Bureau for 8 years before his resignation

last month. He and his wife and family plan to make Lamb County their home.

A report was given on the membership of the Lamb County Farm Bureau which showed a definite increase. A report on the cotton loans that the office has been writing for the members was given. Mrs. Stephens, the office secretary, stated that the writing of Cotton Loans as a service to the members has proved a very successful one.

The Lamb County Farm Bureau office will be closed for Christmas starting the 24th and will be closed through the 27th. Mrs. Bonnie Haberer, Pleasant Valley was selected to attend the American Farm Bureau convention being held in Chicago.

Read The Journal Want-Ads!

The Star Chief Custom Catalina for 1954



Queen of the highways, the Pontiac Star Chief Custom Catalina is bigger, longer, more beautiful. On a new 124-inch wheelbase and eleven inches longer over-all, the Star Chief Custom Catalina has new performance with the increased horsepower eight-cylinder engine and Dual-Range Hydra-Matic, new bright color combinations and new lovely top grain leather or leather-and-nylon interiors. Pontiac in 1954 also offers a Custom and a Deluxe Catalina in the 122-inch wheelbase Chieftain series with its distinctive styling.

Completely New Line Of Pontiacs To Go On Display At Dealers Friday

Pontiac, Mich. Dec. 9 — Pontiac will introduce a completely new line of cars for 1954, it was revealed today at an exclusive press preview of the new models here today.

Although details cannot be disclosed at this time, it can be said that the new line will be called the Star Chief series, is on a new chassis, and is bigger, longer and more luxurious than anything ever previously built by Pontiac.

It will be shown for the first time, along with a newly-styled Chieftain line of cars, at dealers' showrooms on December 18.

It was also noted that the '54 Pontiacs will again be available with the most widely used of all automatic transmissions — the Dual-Range Hydra-Matic. It will be offered as optional equipment with both Six and Eight cylinder engines on any car in the line. Pontiac introduced Dual-Range

Hydra-Matic in 1952 and it was being installed on more than 85% of all Pontiacs sold until production was cut off last August by the fire at General Motors' transmission plant in Livonia, Mich.

H. E. Crawford, General Sales Manager, told the press that all 1953 models received excellent reception in the field and that Pontiac dealers faced no special clean-up problems considering the current competitive market.

"Pontiac produced and sold more cars in the 1953 model year than in any year except 1950," Mr. Crawford said. "We showed the largest increase in sales in our price class and made the greatest penetration of our market. In addition, our dealers sold the largest number of used cars in history, even exceeding the record year of 1941."

VISITED IN LUBBOCK

Mr. C. L. "Happy" Dyer, spent Sunday in Lubbock with his son, C. L. Dyer, Jr., and family.

HERE FOR WEEKEND

Mr. and Mrs. F. B. Gaede of Limon, Colo., spent the weekend here with their parents, Mr. and Mrs. J. S. Horsley, and Mr. and Mrs. A. C. Gaede.

Santa Fe Seeks To Reroute Trains

Santa Fe Railway has announced it has filed with the Colorado Public Utilities Commission an application for permission to reroute Trains 3 and 4, the California Limited, via the Southern District (via Amarillo).

If the petition is granted and Trains 3 and 4 move to the Southern District, Santa Fe officials said the company's Trains 105-113 and 114-106 between Newton and Albuquerque via Amarillo would be consolidated with Train 3 and 4. They announced that Trains 123 and 124, the Grand Canyon, would do most of the work now being done by Trains 3 and 4 on the Northern District and would be routed via the Great Bend District.

WERE IN ANTON

Mr. and Mrs. M. G. Bass attended a family get-together, and Christmas party in Anton, Sunday, at the home of his parents, Mr. and Mrs. M. G. Bass. Others from Muleshoe who attended were Mr. and Mrs. Harvey Bass and children, Mr. and Mrs. C. A. Watson and children, and Sgt. and Mrs. Preston Cargile.

WERE IN LUBBOCK

Mrs. Allen Gwinn and children and Mrs. Roy Bayless spent last Monday in Lubbock.

STAPLE PULLERS — Get one at The Journal

GOVERNMENT SURPLUS HOUSES

20' 8" x 26' 2 Bedroom	\$850
20' 8" x 32' 2 Bedroom	\$950
20' 8" x 42' 3 Bedroom	\$1250
20' 8" x 52' 4 Bedroom	\$1550

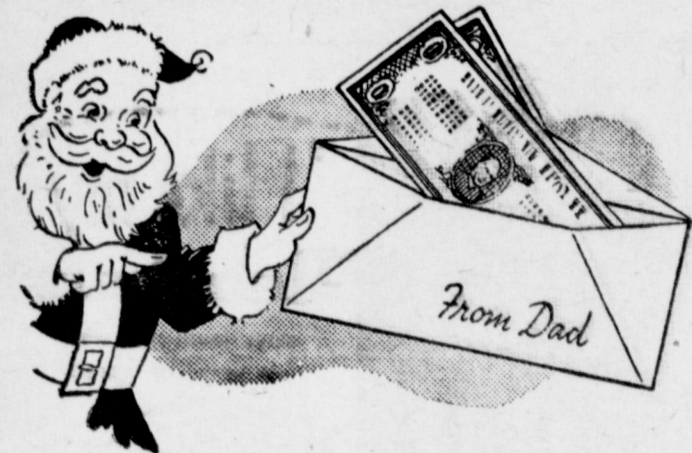
Moved To Your Farm Or Lot For \$50 And \$1 Per Mile (26 ft.). Over 26 ft. \$75 And \$1 Per Mile.

All Houses Complete With Plumbing And Wiring, Hotwater Heater, Cook Stoves, And Heating Stoves.

LEN ROGERS

Phone 2-4722

Dumas, Texas



We have crisp new currency for your Christmas giving

MULESHOE STATE BANK

Member Federal Deposit Insurance Corporation

MYSTERY FARM? MYSTERY FARM? MYSTERY FARM? MYSTERY FARM?

CAN YOU IDENTIFY THIS FARM?

This is one of a series of 52 ads to appear in The Muleshoe Journal. Prizes will be two pair of theatre tickets to the Cox Drive-In Theatre. One pair of tickets will be given to the first person living in the city limits who identifies the farm. One pair of tickets will be given to the first person living outside of the city limits of Muleshoe who identifies the farm. Phone or write your entry to the Muleshoe Journal. Winners may pick up their tickets at the office of the sponsor of this ad.



Your Farm Can Be A Picture Of Beautiful Crops When You Use The Best Fertilizers Correctly!

WE HAVE A COMPLETE LINE OF DRY AND LIQUID FERTILIZERS — SEE US FOR YOUR NEEDS.

WESTERN FERTILIZER CO.

MULESHOE, TEXAS

At the **TOP** of Every Gift List!

- DAD POWER TOOLS
- MOTHER ELECTRIC ROASTER
- SISTER HAIR DRYER
- BROTHER RADIO-PHONOGRAPH
- FAMILY ELECTRIC RANGE
- ELECTRIC BLANKET

...of course, they're **ELECTRIC!**

SEE YOUR REDDY KILOWATT ELECTRIC APPLIANCE DEALER



SOUTHWESTERN PUBLIC SERVICE COMPANY

RELAX

And Enjoy Entertainment At It's Best

At The VALLEY AND PALACE

YOUR DOWNTOWN THEATRES

Box Office Opens 6:45 P. M. Show Starts 7:00 P. M. Saturday & Sunday: 1:45 p. m. And Continuous Showing

ATTRACTIONS FOR THE COMING WEEK

VALLEY

THURSDAY & FRIDAY

The Bowery Boys

—In—

Private Eyes

SATURDAY ONLY

Gene Autrey

—In—

Pack Train

SUN., MON., TUES. & WED.

Rita Hayworth

—In—

Salome

PALACE

THURSDAY & FRIDAY

Richard Carlson

Veronica Hunt

—In—

The Maze

SATURDAY ONLY

Clifton Webb

Ann Frances

—In—

Elopement

SUN., MON. & TUES.

Sterling Hayden

Joy Page

—In—

Fighter Attack

Also Universal News

Motion Pictures Are Your Cheapest and Best Entertainment

The Muleshoe Journal

PUBLISHED EVERY THURSDAY AT MULESHOE, TEXAS
Entered as second class matter at the Muleshoe Post Office under
the Act of Congress, March 3, 1897.



SUBSCRIPTION RATES

In Immediate Territory, 1 Year \$2.00
Out of Immediate Territory, 1 Year \$2.50

J. M. FORBES

Editor and Publisher

BABSON DISCUSSES—

Air Conditioning

New York City, December 17—Will you take a few minutes and discuss with your family what your community would be today if there were no automobiles? What would be the condition of real estate, employment, and general business if we were driving only horses and buggies?

WHAT WE OWE TO AUTOMOBILES

It is estimated that 25% of the business today is due to the automobile. Industries, from the making of steel and the refining of oil to the thousands of factories, gas stations, automobile agencies, and new roads, exist today because of this industry.

The automobile industry (especially the self starter), plus the installment credit business, plus new home building, plus modern advertising must be thanked for the high wages, full employment, and general prosperity of today. Unfortunately, however, now that the economic steep accepts the automobile industry as here to stay, some other new industry must come along to keep the prosperity ball rolling.

MORE NEW INDUSTRIES NEEDED

The radio industry, including broadcasting, has prolonged prosperity. Television has also

been a big help. No new invention has yet equalled in economic importance, however, the internal combustion gas engine. This is now being used not only for automobiles and trucks, but for boats, ships, farm machinery, and even Junior's lawn mower!

Some big new industry must develop to provide work for the rapidly growing population and to take up the slack caused by the labor-saving machinery which employers are installing to offset labor's demands for higher wages and fewer hours. Furthermore, such is needed to enable the Federal and State Governments to reduce taxes, which basically depend upon profits.

CONSIDER AIR CONDITIONING

Looking over the field, I believe that air conditioning may partly fill the need. People in the United States now do not need more clothes, or more transportation, or more entertainment. Some do need more homes and furnishings. But the great majority of families already have these things. To sell something big to these 40,000,000 families, the appeal must be made by offering more comfort.

This makes me bullish on the air conditioning business. I believe that, in a few years, there will be more air conditioning units than radios. New models are coming out which will look like furniture and not depend upon an open window. The demand for them will increase until every room of most houses and office buildings will require an air conditioner. Labor unions are already calling for air conditioned factories.

OPPORTUNITIES FOR POSITIONS AND PROFITS

I suppose that most of the models will be made by a few large companies. Their sale, installation, and maintenance will, however, give employment and profit to millions of people. Any young man who is determined to know more than anyone else in his community about air conditioning has a great opportunity.

One more thought. We must not forget the possibilities of solar and gravity energy, also of atomic power. Just now the latter is handicapped because of the limited supply of uranium. But this will be only temporary. Uranium or its equivalent will be "bred" or made partially synthetically. This could provide cheap power, available everywhere, and revolutionize industry and foreign trade, and perhaps eliminate war. This is really our best bet of all. Get into step with the coming Atomic Age.

SAND HILL PHILOSOPHER—

Foresees Real Trouble For Russia. She Is Starting To Loan Her Allies Money

Editor's note: The Sand Hills Philosopher on his Johnson grass farm detects a crack in the Iron Curtain, he claims this week.

Dear editor: In the cold war fought with hot words with Russia these days, lots of people get into the habit of thinkin all the blunders are bein made by us, that the Russians are almost all-seein and everything comes off accordin to their schedule.

There's nothing to it. We don't hear about it, but Russia makes as many busts as other countries, maybe more.

The reason I know this is that every once in a while a little information leaks out from that ruthless country.

The other day I was out here lookin over a newspaper, I forget which one it was, it doesn't matter, the difference between lots of dailies is that one of em prints Drew Pearson on page 1 and the other one exerts its individuality and prints him on page 2, and I ran across an item that convinced me Russia is slippin.

Accordin to this item, Russia is now makin loans to some of its allies. For example, she has just loaned North Korea a billion rubles, about 250 million dollars, and has shipped her a lot of free

food and has also agreed to postpone payment of loans previously made.

Personally, I'm glad to hear this. What it means is that Russia is on the way to losin its allies.

One of the foremost lessons of history is that the way to lose friends among nations is to loan em money, then postpone the payments when they come due. Ship em a lot of food, and you set a program in motion that generally leads to un-friendliness, on account of the only way you can keep up their friendship is by sendin em more food after that, then more after that, and the minute you let up, they turn on you.

Hence as far as I can see it's good news that Russia is goin in to the loanin business.

Also, I noticed in another paper where the Russian government has lost its title to two estates on Long Island because of failure to pay the taxes. As I understand it the Russians bought the place to live in while attending the United Nations meetings, and while the Russian big shots aren't in the habit of payin taxes, the rule only applies to estates in Russia, not in the United States.

Loanin money to your friends and failin to pay your taxes are two of the best ways I know to hit the skids. Everything's not as sound in Russia as Russia pretends.

Yours faithfully,
J. A.

Today's Meditation

Thoms answered and said unto him, My Lord and my God. (John 20:28.)

Sometime ago, while browsing in a bookstore, I discovered a book in which a series of portraits of the Christ appeared. I observed many striking contrasts in the figures painted in different ages and in different places. No two of the artists had interpreted Christ in the same way.

From the beginning of the Christian era, men have tried to interpret Him. A very early portrait by an unknown north African artist pictured Christ as a north African. Leonardo da Vinci pictured the Christ as a Florentine. El Greco pictured Christ as a Spaniard. The same is true

whenever men have tried to picture the Saviour. They have pictured Him as the highest and the best of their culture. So it should be.

But each of us — whether or not we are artists — picture Christ in his own way. Yet we must do more than picture Him; we must make His life a part of ours, a part of our daily living.

PRAYER

Dear Lord, help us to look at Thy face and behold the radiance of Thy countenance. Help us to follow Thee in faith, knowing that Thou hast beckoned us. Guide us this day and help us to be faithful to Thee, and pray as Thou hast taught us to do "Our Father . . ."

THOUGHT FOR THE DAY
As did Thomas of old, I say of Christ that He is "My Lord and my God."

Fred E. Stom (N. J.)

Parmer County Farm Bureau News

By Ralph Smith

"We believe that the democratic principles of free enterprise and human freedom upon which our nation was founded are responsible for its greatness. We believe that every man is entitled to earn money honestly, save it, invest it and spend it, to own property, to work at a job of his own choosing, and to worship as his conscience dictates.

We will continue to resist any drift toward socialism.

We pledge an oppose communism, in any form, and wherever it may be found.

We pledge and oppose communism and our support of the American ideals at set up by our founders in the Constitution of the United States."

The above quotes compose the preamble as adopted at Mineral Wells at the 20th Annual Texas

Farm Bureau Convention in November.

Committee chairmen for 1954 in Farm Bureau are: Legislative, Bruce Parr; Service, Earl Stevenson; Resolutions, Ralph Smith; Membership, T. E. Lovett. Directors voted unanimously for adoption of a goal of 600 members in 1954. This will be an increase of 43 over the 1953 membership.

The American Farm Bureau Convention is being held this month in Chicago. Quite a number of Texans are in attendance. News men of radio and press are stating that this convention will influence the formation of the agricultural program. Some of the policy that will be adopted there was voted on right here in Parmer County. How else can you get your opinion considered than by joining with your neighbor?

Consider This: He that reuketh a man, afterward shall find more favor than he that flattereth a man, after ward shall find



"I like my Dearborn!"

stays cool-cool while it keeps us warm!"

And you'll like it, too... Dearborn's Cool Safety Cabinet that never gets hot on top, sides or bottom—won't scorch drapes, walls or furniture—won't burn careless fingers. Circulates bone-warming heat to the far corners!

You'll like these Dearborn features—

FAMOUS H'GH-CROWN BURNER—gives you all the heat you're paying for.
GLO-BRITE RADIANTS—give abundant, floor-warming radiant heat in a jiffy.
PILOT OPERATED—No more match hunting on cold winter mornings.
COME IN—See our complete line of famous Dearborn gas heaters.

WIEDEBUSH & CHILDERS

BUTANE — PROPANE

PHONE 2810

MULESHOE

DANCE EVERY SATURDAY NIGHT

—MUSIC BY—

LLOYD ALSUP AND THE BOYS

LA VISTA

CLOVIS

THE PLAINS FINEST DANCE SPOT



GIFTS for

the HOME!

For A Gift That Keeps On Giving

SELECT A

GENERAL ELECTRIC—

WAFFLE MAKER

TOASTER

RADIO

WAFFLE MAKER

Any Of These Also Make Ideal Gifts

Sampson Card Table Sets

Pictures

Coffee Tables

Lamps

Smokers

What Nots

CLOCK

MIXER

CLOCK RADIO

End Tables

Hassocks

Lamp Tables

Occasional Chairs

Mirrors

COMMUNITY SILVER PLATE

JOHNSON FURNITURE CO.

PHONE 5150

MULESHOE

in one ear...

"Say, Santa, for Christmas, tell her that the one thing I want and need is a "BOTANY" "500" Topcoat."

and out the other

"Santa, that's a wonderful suggestion! I know it's a gift he'll enjoy wearing, and one I'll enjoy seeing him wear... because he'll look so handsome."



Santa says— "Come to (STORE NAME) and get your

'BOTANY' '500'

Tailored by DAROFF

GIFT CERTIFICATE"

The Most Practical and Appreciated Christmas Gift

... available in any denomination for topcoats, suits, sportcoats and slacks in 100% virgin wool, worsted and man-made fibres.

ST. CLAIRS

DEPARTMENT STORE

PHONE 4530

MULESHOE

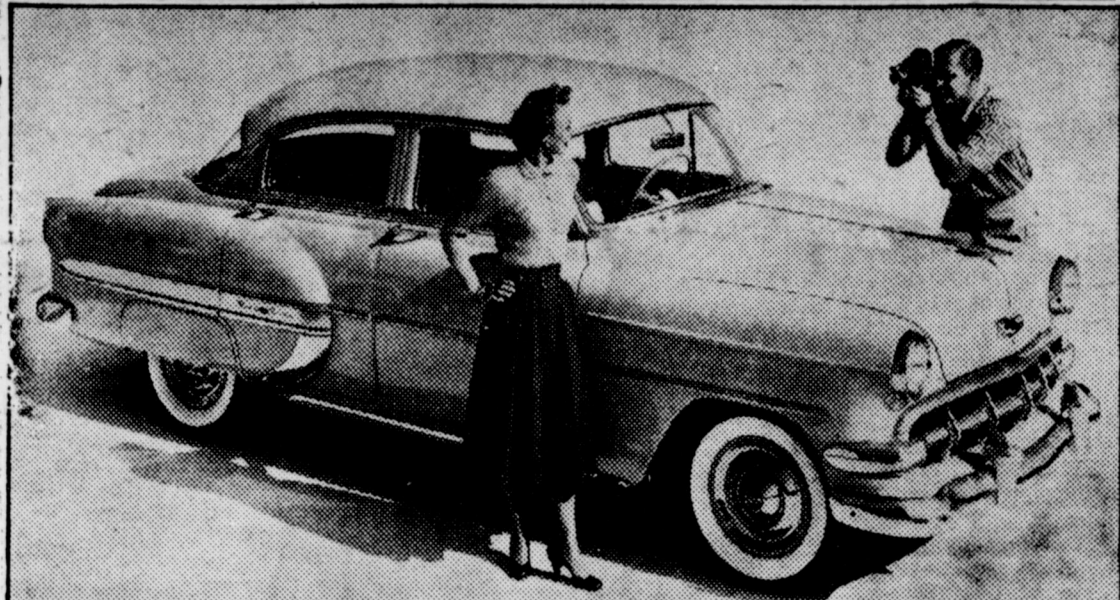
VISITED HERE
 Visiting here this weekend with relatives were Mr. and Mrs. Billy Don Barbour and family of Clovis, N. M., and Mr. and Mrs. "Pinky" Barbour and family of Olton.

HOME FOR CHRISTMAS
 Mr. and Mrs. Bob Kimbrough of Camp McArthur, Calif., are here to spend the Christmas holidays with their parents, Mr. and Mrs. R. L. Kimbrough, and Mr. and Mrs. Dudley Malone, and other relatives and friends.

VISITED PARENTS
 Mr. and Mrs. Earl Henry of Littlefield, visited here this week end with their parents, Mr. and Mrs. Roy Hogan, and Mr. and Mrs. Clyde Henry.

HERE FROM CALIFORNIA
 Mary Nell Hanks of Berkeley, Calif., is here, due to the serious illness of her father, Rev. H. W. Hanks, who is in a Sweetwater hospital.

New Bel Airs Get Fresh Beauty Treatment



Designed for that lower, longer look so prized in the pleasure and convenience of motoring. For 1954, a modern automotive styling, the new Chevrolets meet other high standards besides eye appeal. The 1954 models have more power, better performance and chassis improvements that will substantially increase the pleasure and convenience of motoring. For 1954, a total of 13 body models are available in three series of cars. The Powerglide automatic transmission, linked to a 125-horsepower engine, is now optional on all cars. Above is pictured the Bel Air four-door sedan.

More power, an extension of the automatic transmission option to all cars, and designed revisions to accentuate the low, flowing beauty of the three body series highspot the 1954 Chevrolets.

The latest models, scheduled to go on display at dealer showrooms nationally, Friday, December 18, benefit as well from re-styled interiors, a wider choice of rich colors and color harmonies and chassis advances to assure quieter operation with increased performance.

Power brakes, adding safety and driving control, become optional for the first time in the low-price field with the introduction. As still another "first" in Chevrolet's market, electric front seat and window lifts are also available. This convenience provides passenger cars comfort through push button control.

Given special prominence in the presentation is the Bel Air Series, which Chevrolet pioneered so successfully as a luxury line a year ago. An eight-passenger station wagon brings to five the number of Bel Air body types. The company has also announced that convertibles will be hereafter concentrated in this series.

Another departure in the line-up of 13 passenger car model is the introduction of a utility sedan in the "One-Fifty" or lowest priced series. This body, replacing the former business coupe, offers an amazing 54 cubic feet of storage space.

An announcement by C. & H. Chevrolet Co., Muleshoe Chevrolet dealers, concerning the showing of the new cars Friday and Saturday of this week will be seen in another part of this paper.

Power brakes, adding safety and driving control, become optional for the first time in the low-price field with the introduction. As still another "first" in Chevrolet's market, electric front seat and window lifts are also available. This convenience provides passenger cars comfort through push button control.

New Chevrolet For '54 Viewed By Local Dealer

A new line of Chevrolet passenger cars, improved in appearance and performance, will go on display here soon.

Arthur Crow, of C. & H. Chevrolet, Muleshoe dealers, made the announcement on his return from Oklahoma City, where Chevrolet retail dealers of this area saw 1954 models and heard a discussion of their features.

"In line with the customary Chevrolet policy at these annual closed meetings, we have been asked not to reveal details of the new cars", Mr. Crow said. "The company feels that its automotive progress can be fully appreciated only by first-hand inspection. For this reason we make every effort to keep the models under wraps until the national showing, when they can be seen only in dealer showrooms."

For their local introduction, C. & H. Chevrolet plans special showroom decorations and a program that will make the event unusual. The annual showing here has always been spectacular, and Mr. Crow says the 1954 display will be no exception.

SPOKE HERE SUNDAY

Dr. Marvin Boyd of Plainview, spoke here for the Church Services at the Muleshoe Methodist Church Sunday.

THE JOURNAL is the place for your Office Supplies, paper of all kinds. Phone 7220.

Capt. W. E. Foster of the 512 Aviation Cadet Selection Team from Amarillo Air Force Base.

"The Air Force hasn't lowered the standards on either the qualifying examinations or pilot training. The only change has been to allow young men who meet the other qualifications to enter the aviation cadet program with a high school education instead of waiting until after they've completed two years of college", he added.

Qualified young men wishing information on the advantages of a well-paying, rapid advancement career in the United States Air Force can obtain full details from a member of the 512 Aviation Cadet Selection Team at the Post Office in Clovis, Wed., Dec. 23rd.

Hospital News

Mrs. Dub Finn was in for medical treatment, but has gone home.

Mrs. Sue Warren was in for minor surgery. She has been released.

Mrs. N. J. Goodnough was in for medical treatment, but has gone home.

Mrs. G. W. Mayben was in for medical treatment, but has been released.

Mrs. Glen Harris was in for medical treatment, but has re-

turned to her home.
 Mrs. Jane Jetton, colored, is an accident patient. She is doing fine.

Congratulations To:
 Mr. and Mrs. Bennie Gulley, on the birth of a boy, Gary Raye, born Dec. 5, 1953.

Mr. and Mrs. Harold Gable on the birth of a daughter, born Dec. 8, 1953.

Mr. and Mrs. Keith Furgeson, on the birth of a daughter, Connie Sue, born Dec. 6, 1953.

Mr. and Mrs. Delbert Wiles, on the birth of a boy, Ray Weston, born Dec. 2, 1953.

WE BUY COTTON

And Write Government

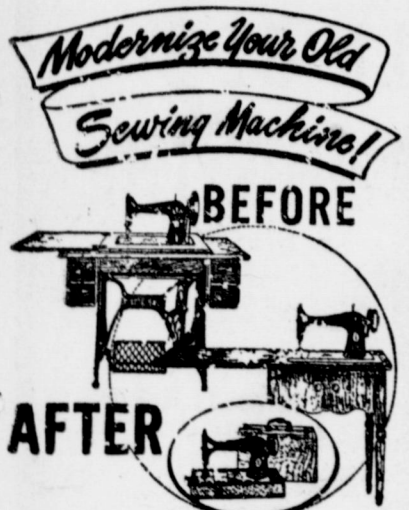
And Texas Cotton

Growers Loans

Grace Benton

PHONE 6460

MULESHOE



HARVEY BASS APPLIANCE
 Your Authorized Necchi Dealer
 Phone 4690 — Muleshoe

WE HAVE BOUGHT THE

BRISCOE TEXACO SERVICE STATION

On Clovis Highway

And We Will Appreciate The Opportunity To Serve You

Texaco Gas and Oils

Firestone Tires

Washing and Greasing

WE FIX FLATS

RANDOL TEXACO SERVICE

James Spurlin, Mgr. — Jess Goss, Service Man
 Julius Cornish, Carwash — Muleshoe

AF Opens Pilot Training To Hi School Grads

There's a future in the United States Air Force open now to qualified high school graduates who can meet the requirements for pilot training.

As of November 1 the Air Force for the first time since WWII, no longer requires two years of college for pilot trainees.

The primary requirements now call for the applicant to be single male citizen between the ages of 19-26½, a high school graduate, pass a test to determine aptitude for flying, and have high moral and personal qualifications, as determined by a board of Air Force officers.

In addition, the applicant must be in good physical condition and meet high requirements for eyes, ears, heart, teeth, height and weight.

The Air Force hasn't abandoned its policy of advising the nation's young men to complete their schooling before applying for pilot training. However, it does recognize the fact that many fully qualified young men, for various reasons, will be unable to go to college after graduation from high school.

"It's that group of young men that we want to reach," says

Glittering HOME DECORATIONS

For A More Beautiful Christmas

- POINSETTIAS
- CHRISTMAS WREATHS
- CUT FLOWERS
- CENTER PIECES



PHONE 2870 For Free Delivery
MULESHOE FLORAL
 FLOWERS BY WIRE ANYWHERE

We Will Be CLOSED

December 25 & 26

AND WILL REOPEN

Monday December 28

We Are Doing This In Order To Give Our Employees A Little More Time To Enjoy The Christmas Holiday — We Would Appreciate Your Keeping This In Mind And Taking Care Of Your Needs Before Noon of December 24.

Higginbotham-Bartlett Lumber Co.

Charles Lenau Lumber Co.

Heathington Lumber Co.

Willson-Sanders Lumber Co.

"Merry Christmas, Gra'ma!"



Give the gift only you can give... the most personal gift of all... the sound of your voice over the telephone.

And to make sure it gets there, call early. A day or so before Christmas is best.

Lines are freer then; your call goes through faster.

General Telephone Company of the Southwest



A Member of One of the Great Telephone Systems Serving America.

YOUR TELEPHONE is backed by the resources of America's largest independent telephone system

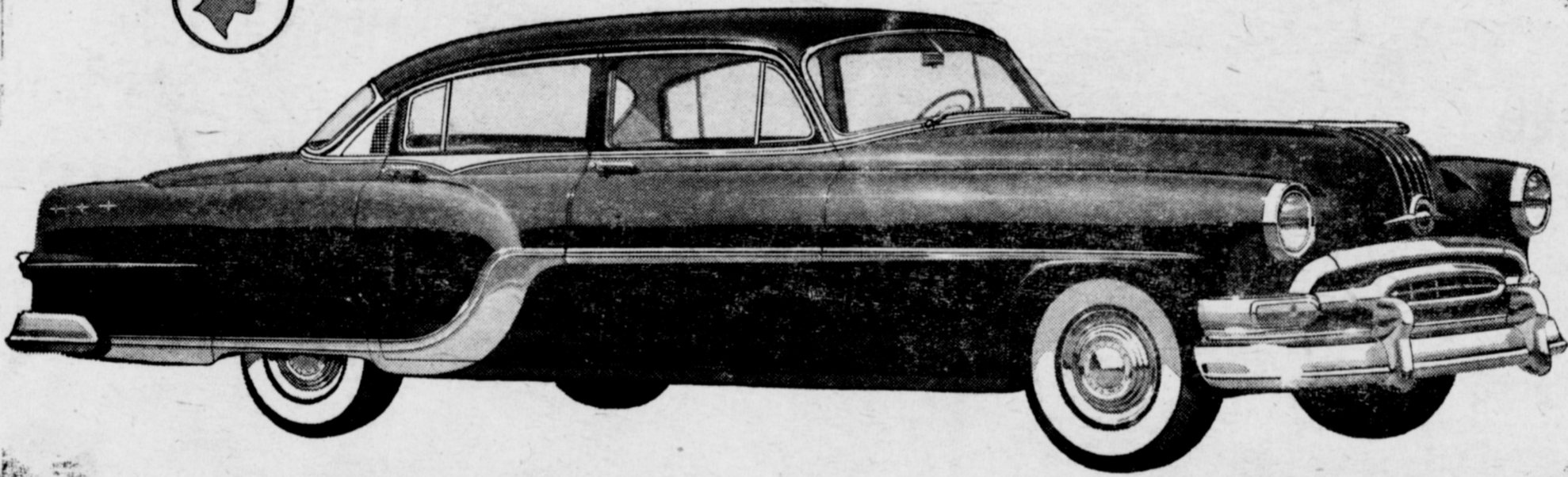
ON DISPLAY FRIDAY

You're Invited To Visit Our Showrooms Any Time Friday or Thereafter and See This Beautiful New Car

PONTIAC PRESENTS FOR 1954

WE'LL BE SHOWING THE STAR CHIEF AND CHIEFTAIN

A Completely New Line of Automobiles!



The New *Star Chief Series* - Bringing New Values in Luxury Size and Performance Never Before Offered at the Price!

- Biggest Pontiac Ever Built—214 Inches Over-All Length
- Magnificent New Beauty, Inside And Out
- New Custom-Styled Interiors—New Exterior Colors
- Most Powerful Pontiac Ever Built
- New Roadability And Driving Ease
- New, Greatly Increased Cross-Country Luggage Room

Here is the first genuine luxury car ever to be offered in Pontiac's low price range! As the biggest Pontiac ever built, the new Star Chief brings you all the generous added length required for peak roadability and riding ease. And this extra length provides a long, low, aristocratic silhouette like costly cars, brought to even greater beauty by a brilliant new treatment of Pontiac's exclusive Silver Streak. Interiors are in key. Here is the gracious, spacious look of luxury for which motorists have paid several thousands more

than the modest cost of the new Star Chief. Add to all this an even mightier Pontiac engine and you will understand why you should not only see, but drive, this magnificent new car soon. See the completely new Star Chief this weekend, along with the wonderfully improved Chieftain Series—General Motors lowest priced eight and famous economy six. Together, they prove that whatever you prize most in a car, again in '54, dollar for dollar—you can't beat a Pontiac.

FREE FAVORS TO ALL VISITORS!

TO ADD TO YOUR DRIVING PLEASURE AND THE LONG-RANGE VALUE OF YOUR CAR—PONTIAC OFFERS A WIDE SELECTION OF OPTIONAL EQUIPMENT*



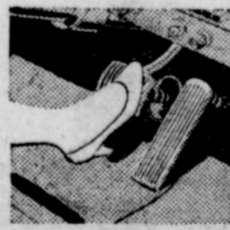
Dual-Range Hydra-Matic provides instant response in traffic, extra-economical cruising for the open road.



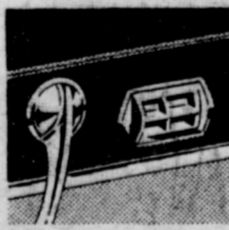
Pontiac's Power Steering offers finger tip steering ease for parking and slow turning, yet you retain safe road feel.



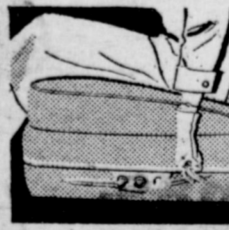
New Air-Conditioning cools your car to the temperature you set in minutes. Eight cylinder models only.



New Pontiac Power Brakes let you stop faster with far less effort and foot movement. A major advance in safety.



New Electric Window Lifts raise or lower front windows to any desired height by simply touching a button.



New Comfort-Control Seat adjusts to 300 different seat angles at a touch for the best driving position.

*Optional equipment and accessories available at extra cost.

On Display Now - with its Beautiful New Companion Car THE SILVER STREAK CHIEFTAIN

DOUBLE PROOF THAT DOLLAR FOR DOLLAR YOU CAN'T BEAT A Pontiac!

LADD PONTIAC

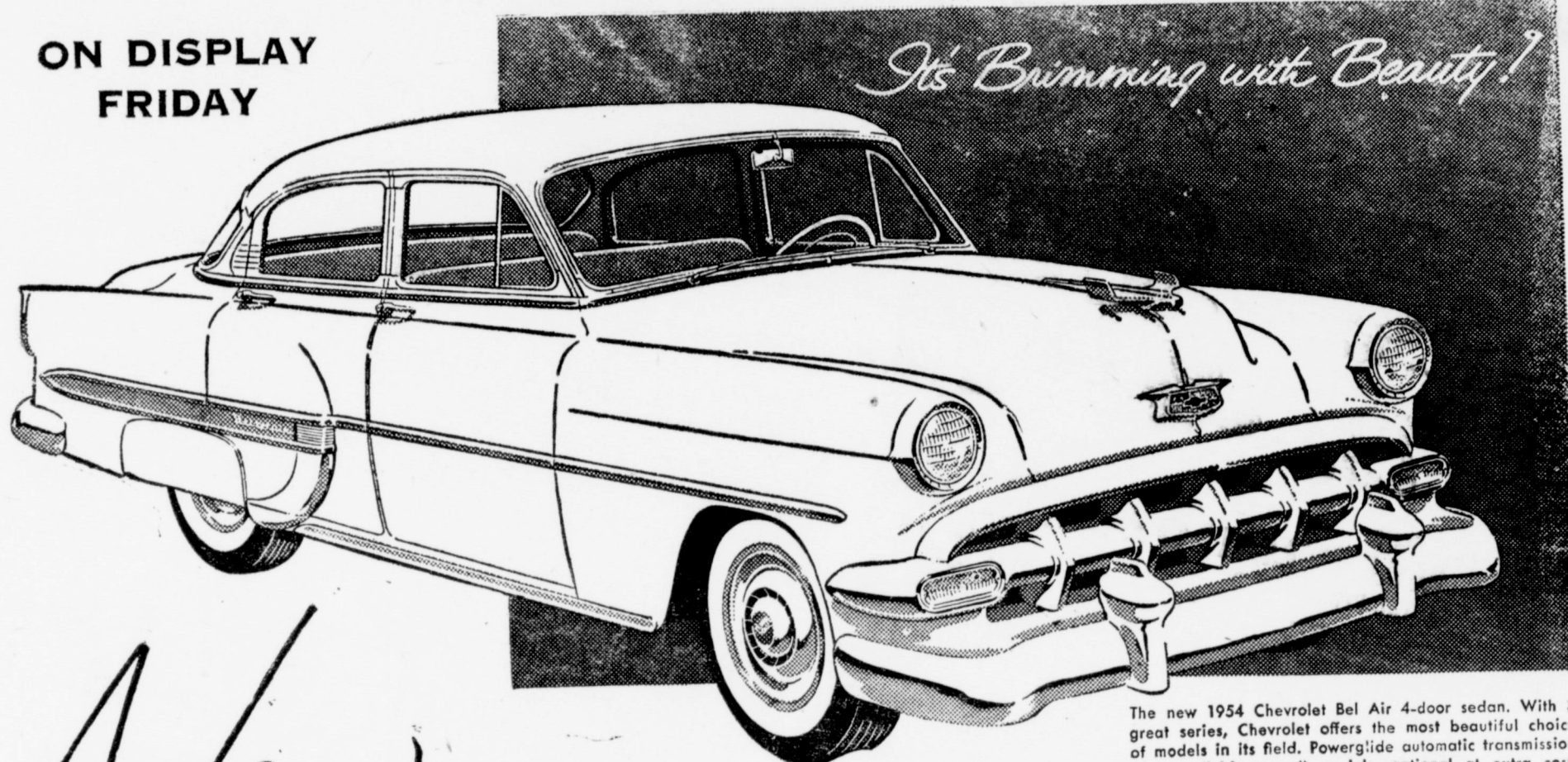
PHONE 3080

MULESHOE, TEXAS



1954 CHEVROLET Santa's Most Choice CHRISTMAS GIFT!

ON DISPLAY
FRIDAY



It's Brimming with Beauty!

YOU ARE
INVITED TO
ATTEND
OPEN HOUSE
FRI. & SAT.,
DEC. 18 &

19

New 1954 Chevrolet

The new 1954 Chevrolet Bel Air 4-door sedan. With 3 great series, Chevrolet offers the most beautiful choice of models in its field. Powerglide automatic transmission now available on all models, optional at extra cost.

Come see the most beautiful, most powerful Chevrolet ever built . . . the new car that combines great new performance with money-saving gas mileage!

Powered for Performance!
Engineered for Economy!

In every way, Chevrolet now brings you even more of the things you want.
More beauty with brilliant new styling in Body by Fisher and bright new color harmonies outside and inside the car.
More power and finer performance with new high-compression engine power in all models.
More comforts and conveniences including the richest new interiors in Chevrolet history and such new features as Power Brakes and

Automatic, Electric Window and Seat Controls.
And, thanks to advanced Chevrolet engineering, all this with new economy, too.
The fact is, you'll find that no other car offers so many things you want at such low cost. That means the low first cost of the lowest-priced line in its field. And it means money-saving economy of operation and upkeep, as well.
Stop in and take a good look at the best-looking Chevrolet you ever saw!

First in the Low-Price Field
with POWER BRAKES, AUTOMATIC WINDOW and SEAT CONTROLS

FREE
COFFEE AND
DOUGHNUTS
FAVORS
FOR EACH
VISITOR



Power brakes for easier stops

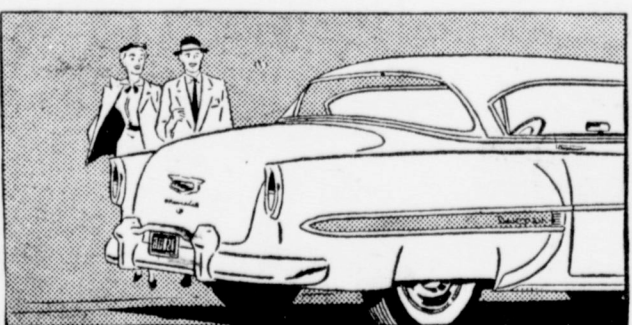
Now Chevrolet brings you Power Brakes to make stopping wonderfully easy and convenient. Optional on Powerglide models at extra cost.

More things more people want, that's why
**MORE PEOPLE BUY CHEVROLETS
THAN ANY OTHER CAR!**



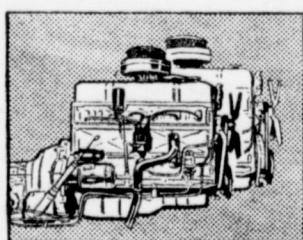
New, automatic window and seat controls

The touch of a button adjusts front seat and windows. Optional on Bel Air and "Two-Ten" models at extra cost.



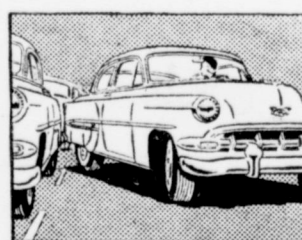
New styling that will stay new

There's a new, lower, smarter look about this new Chevrolet. All around the car, you'll see new styling that brings you Fisher Body at its beautiful best.



New interior richness

Fine new upholstery fabrics with a more liberal use of beautiful, durable vinyl trim. New color treatments in harmony with the brilliant new exterior colors.



New, lower price on power steering

Chevrolet Power Steering now reduced in price! It does 80% of the work to give you easy, sure control. Optional at extra cost on all models.

Thrifty new power in all models

Now, in Powerglide models, is the more powerful "Blue-Flame 125" engine. Gearshift models offer the more powerful "Blue-Flame 115."

SYMBOL OF SAVINGS  EMBLEM OF EXCELLENCE

IT'S THE MOST BEAUTIFUL
CAR EVER DESIGNED IN THE
LOW PRICE AUTOMOBILE FIELD

C. & H. CHEVROLET

MULESHOE, TEXAS

PHONE 2720

fill your Christmas menu

(with all the trimmin's) at.

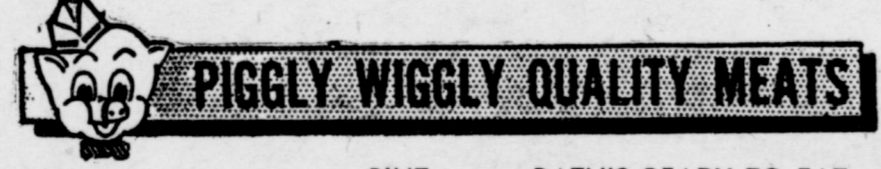


MARSHALL PITTED 7 OZ. BOX
DATES . 15c
 BLUE PLATE FANCY WHOLE
SWEET POTATOES . 31c
 LIBBY'S SLICED
PINEAPPLE . 15c
 ELLIS SHELLED SELECT PIECES
PECANS . Lb. . 73c

DEL MONTE GOLDEN CREAM STYLE NO. 303 CAN
CORN . 19c
 LIBBY'S CUT NO. 303 CAN
BEETS . 13c
 EVERBEST STRAWBERRY 12 OZ. JAR
PRESERVES . 29c
 ANGELUS 10 OZ. BAG
MARSHMALLOWS . 23c
 PETER PAN JUMBO 7 1/2 OZ. JAR
PEANUTS . 25c
 DEL MONTE 14 OZ. BOTTLE
CATSUP . 17c

IMPERIAL 9 OZ. BOX
MINCE MEAT . 15c

SALAD BOWL PINT JAR
SALAD DRESSING . 25c
 TREESWEET 46 OZ. CAN
ORANGE JUICE . 35c
 RADIANT 1 LB. PKG.
FRUIT CAKE MIX . 49c
 BETSY ROSS 24 OZ. BOTTLE
GRAPE JUICE . 29c



EXTRA STANDARD PINT
OYSTERS . 89c
 RATH'S READY TO EAT 4 1/4 LB. AVERAGE
PICNICS . can \$3.98

HAMS Wilson Certified 1/2 or Whole Lb **63c**

KRAFT'S VELVEETA 2 LB. BOX
CHEESE . each 89c
 COMMERCIAL VEAL
RIB CHOPS . lb. 43c
 COMMERCIAL VEAL
ROUND STEAK . lb. 69c
 BONELESS READY TO EAT
CANED HAMS . lb. 99c
 PHILADELPHIA CREAM 3 OZ. PKG.
CHEESE . 17c
 COMMERCIAL VEAL
CHUCK ROAST . lb. 29c

HENS Dressed & Drawn 2 1/2 to 3 Lb. Avg. **49c**

PLENTY OF TURKEYS - TOMS and HENS

FROZEN PERCH FISH . lb. 43c
 BLUE PLATE FROZEN 10 OZ. BOX
SHRIMP . 79c
 SHOULDER CUT PORK ROAST . lb. 59c
 E & R PURE PORK SAUSAGE . lb. 59c

SWIFT'S ORIOLE
SLICED BACON Lb. **55c**

TROPICANA FROZEN 6 OZ. CAN
ORANGE JUICE . 15c
 FRESH PACT FROZEN 10 OZ. PKG.
STRAWBERRIES . 25c
 SNOW CROP FROZEN 8 OZ. PKG.
PEAS . 15c
 GLACIER FROZEN 10 OZ. PKG.
PEACHES . 15c

PRICES GOOD FOR FRIDAY 18 THROUGH TUESDAY 22

LIBBY'S WHOLE SWEET 12 oz. Jar
Pickles . 31c
 Rosedale No. 2 1/2 Can
Pears . 33c
 Del Monte Garden No. 303 Can
Peas . 23c



LIBBY'S CRUSHED NO. 2 CAN
PINEAPPLE . 25c

NORTHERN 80 COUNT
PAPER NAPKINS . 2 for 25c
 DEL MONTE QUART BOTTLE
PRUNE JUICE . 37c
 BAKER'S PREMIUM 4 OZ. BOX
COCOANUT . 15c

LIBBY'S NO. 303 CAN
PUMPKIN . 2 for 25c
 SOFT AS SILK LARGE BOX
CAKE FLOUR . 43c

OCEAN SPRAY 16 OZ. CAN
CRANBERRY SAUCE . 17c

LARGE CAN HERSHEY'S 16 OZ. CAN
EAGLE BRAND MILK . 29c CHOCOLATE SYRUP . 19c



EATMORE 1 LB. PKG.
CRANBERRIES 17c

CALIFORNIA ORANGES . lb. 12 1/2c
 EXTRA FANCY DELICIOUS
APPLES . lb. 19c
 SUNSET MEDIUM
ALMONDS . lb. 39c
BRAZIL NUTS . lb. 39c

CALIFORNIA GREEN STALK EACH
CELERY . 7 1/2c

PAPER SHELL LARGE SIZE FIRM HEADS
PECANS . lb. 29c LETTUCE . lb. 12 1/2c

DIAMOND
Walnuts Lb. **39c**

