

# MERRY CHRISTMAS TO ALL

## The Muleshoe Journal

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

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THURSDAY, DECEMBER 25, 1958



MELVIN MCCOY

Melvin McCoy is a recent addition to the sales staff of Muleshoe Motor Co.

### Bailey County Hits 88.3 Percent Of Bond Sales Goal

During the month of November the citizens of Bailey County purchased \$4858 in Series E and H Savings Bonds.

This announcement was made recently by Mrs. Inez Bobo, chairman of Bailey County's Savings Bonds Committee.

"Sales for the first eleven months of this year totaled \$108,634," chairman Bobo reported. "We have now achieved 88.3% of our 1958 goal of \$123,000."

Sales in Texas during the first eleven months of 1958 were \$17,642,990 which represents 90% of the 1958 goal of \$175,000,000.

"For this Christmas more than ever, people need to give the gift of peace—U. S. Savings Bonds. It's a present with a future; and for the New Year, to keep our country strong and free and at peace with the world; to build for the tomorrows; a land of which we will be continually proud; to provide security for the generations to come in the manner such as we have known, and above all—to keep the precious liberties and freedoms that are a part of our heritage," Mrs. Bobo concluded.

### Five Area Telephone Cooperative Manager Announces Future Plans

The Five Area Telephone Cooperative, a locally owned tax paying farm organization will have toll free service to the members of the cooperative from Muleshoe to Lazbuddie and Needmore exchanges on December 26, according to D. B. Lancaster, manager of the Cooperative.

This service is the final conclusion of some long negotiations with the General Telephone Company of the Southwest, reports D. B. Lancaster.

Members of the Chamber of Commerce and other local people had a hand in the matter and were helpful to the cooperative, reports the manager. The increase in rates in Muleshoe is not to pay the cooperative's cost, reports Lancaster. It is not known at this time if there will be an increase in the rates for the cooperative, but that will be determined at a later date as the cooperative will lose some revenue due to the removal of the toll cost, Lancaster said.

In order for the members in the Lazbuddie and Needmore exchanges to dial the number in Muleshoe, the number 925 should be dialed prior to the listed number. In order for the people in Muleshoe to dial the people in Lazbuddie and Needmore exchanges, the complete listed number should be dialed.

Other plans for the cooperative are to build an exchange for the area west of Muleshoe to be

### New Phone Books Out This Weekend

The most widely used book in Muleshoe is being distributed this week.

"It's the new telephone directory bigger and better than ever," says R. E. Saunders, district manager for the General Telephone Company of the Southwest, "with more names, more Yellow Pages, and more information." The color of this new book has also been changed.

Saunders has this suggestion about the replacement of your old directory: "Leaf through the old book. You may find something valuable in it. Folks have found money, important letters, notes, as well as cherished addresses in their telephone directories. And while you are going through the old directory, you'll want to transfer the frequently called numbers you have written to the new book."

"Housewives and homeowners will be especially pleased with the new Yellow Pages this year," Saunders continued. "The new classified section of the telephone directory has been expanded to give better identification to the different types and classes of

Saunders pointed out that the inside back cover has space provided for frequently called numbers; information to simplify long distance calling is listed in the front section; and there is a great deal more interesting information than ever before.

known as the Lariat Exchange and this should be completed some time during the last part of 1959 or the first part of 1960. The exact date can not be set until date of delivery of equipment for the Lariat exchange is known. Toll free service from Lariat to Muleshoe will be put into effect when the exchange west of Muleshoe goes into service. The Lariat and Lazbuddie exchanges will be connected together so that members in one exchange may talk in the other without paying a toll charge.

The cooperative also plans to connect the Bala-Maple and the Maple-Lehman exchanges together so that members in one exchange may talk with members in the other toll free, however, the members in the Lehman exchange will not be able to talk toll free to the members in the Bala exchange.

The officers and directors of the cooperative are Walter R. Damron, president; O. M. Jennings, vice-president; J. H. Angeley, secretary; W. B. Harlan, L. E. Warren, John Blackman and Ralph Gardner.

The Telephone Cooperative is operated by the Bailey County Electric Cooperative. Money for the construction of the telephone lines and equipment is borrowed from the Rural Electrification Administration with interest and is to be paid over a thirty-five year period.

**COLLEGE STUDENTS HOME FOR THE HOLIDAYS**  
Students home for the holidays that we know about at press time are as follows: Keith Buhrman, Billy Black, Bobby Sanders, Charles Lenua, Gay Douglas, Winston Allison, Elaine Evans, Donny Taylor, Brenda Sinnacher, Linda Lou Lancaster, Texas Tech;

Elna Bishop, Lucille Davis, Nan Allison, Joe Gross, West Texas State; Elizabeth Farley, T. W. U.; Don Copley, A&M; La Vonne Copley, N. T. S. T. C.; Senn Stemmmons, Arlington; Stanley Fox, SMU; Gaylord Tate, TCU; Buddy Peeler and Dickie Johnson, E. N. M. U.

**HOME FOR CHRISTMAS**  
2nd Lt. Roald Johnson, stationed at Spence, AFB, Moultrie, Ga., arrived in Muleshoe Saturday with his wife Carol, to make Christmas joyful for his parents, Mr. and Mrs. Fred Johnson and grandmother, Mrs. Lois Schoenberger. Roald and Carol plan to be here a week and then spend a week with her parents, Mr. and Mrs. Noble Park in Burleson.

**H. M. SHOENERS HAVE CHRISTMAS CELEBRATION**  
All the children and grandchildren of Mr. and Mrs. H. M. Shoeners will be in their home Christmas Eve for gift exchange and refreshments. On Christmas

### A Merry Christmas

The following verses were penned in a gay mood by one of our poets here at The Journal.

From a Forbes named Scoop, and also Tiny  
To our printer's devil, whose name is Gary

The Journal staff's wish for all our readers  
Is a New Year Happy and a Christmas Merry.

Marion and Claude and H. B. and Ingle  
All hope you'll be hearing sleigh bells jingle,

And Waneen, J. C., Carroll and Polly  
Are all hoping that your Christmas is jolly!

For 52 weeks without cessation  
We've published the Journal with no relaxation

And now at New Year's we're skipping an issue  
So all of our crew can take a vacation.

When you next get your Journal after January 7  
You'll note that our column width is only 11

Picas wide, which makes for better appearance  
and easier reading as well as for clearance

In newstand holders and in the postoffice too  
but mainly its being done especially for you.

And so with a new look we'll greet the new year,  
and end fifty-eight with wishes of good cheer.

### Seal Coating of Highway 214 To Needmore Included In Program

An additional \$17,000 highway improvement program is scheduled in Bailey county as part of a \$1,400,000 program set for 12 Panhandle and Plains counties in Texas by the State Highway Commission at a meeting Friday.

Commissioner Marshall Formby said the program will involve 369

projects with work to be done in 1959.

The Bailey county work includes seal coating State Highway 214 from US 84 in Muleshoe south to Needmore at a cost of \$17,000.

Formby said, "A very important aspect of the program is that

the work done on these highways will make them safer too—a goal we are constantly striving for.

Other counties slated for work in the program are: Hansford, Hemphill, Hutchinson, Briscoe, Childress, Collingsworth, Donley, Hall, Castro, Hale and Lamb.

### Alcorn Thanks Patrons For Cooperation

Postmaster Arnold Alcorn, speaking for all the employees of Muleshoe Postoffice, today expressed his thanks and appreciation for the cooperation received by the postoffice during the holiday rush.

Alcorn said, "We certainly want to thank all our patrons for begin so cooperative in handling their mail early, and for being

patient with some slight delays during the rush season. We have handled an unprecedented amount of mail and parcels this season without delay to anyone, and it is all because our patrons have been so cooperative."

Alcorn added that all mail will be cleared by Christmas eve so employees may enjoy the holiday undisturbed.

day they are having Christmas dinner for all.

Those attending will be the Jinks Bellers, J. T. Shofners and Alva Lee, Dale Buhrmans, Keith and Melba; Hershell Wimberley, Juanel, Linda, and Louise, Lewis Wimberley is the only member of the family who is unable to be present. Married granddaughters who will attend are Mr. and Mrs. Jimmy Hall, Teri and Brant; and Mr. and Mrs. Mack Ragsdale, Patti, Rhonda, and Alesia.

**TO END MARINE COMBAT TRAINING**  
CAMP PENDLETON, Calif. — Marines Pvt. George T. Taylor,

son of Mr. and Mrs. George T. Taylor, of Star Route, and Pvt. Jack E. Reeves, son of Mr. and Mrs. R. L. Reeves, all of Goodland, are scheduled to finish four weeks of individual combat training December 16 at the Marine Corps Base, Camp Pendleton, Calif.

The course includes the latest infantry tactics, first aid, demolitions, field fortifications and advanced schooling on weapons.

Trainees learn that all Marines are basically infantrymen, whether they serve as cooks, typists, truck drivers, or with aviation units.

**CONFERENCE CALL JOINS TEXAS, OKLA., CALIF.**  
Mrs. Bill Collins talked with her five sisters Saturday night at 11:30 on a conference call that covered three states. Mrs. Jean Ray of Lawton, Okla., started the call that enabled the sisters to all wish one another a Merry Christmas at the same time. The four sisters talking from Calif. were Kay Yocum, Hanford; Treva Hooper, Modoliph; Christine Wilkins, Corcoran; Lillian Hargrove, Leamore; and Margaret of Muleshoe.

**SANTA COMES EARLY**  
The family of the Mervin Wiltterings greeted the "jolly old gent" December 20 in the home of the Calvin Embrys. All of the family were in attendance with the exception of one daughter, Luella, who lives in Boulder, Colo. On December 21 Mr. and Mrs. Wiltterings left to spend Christmas with Luella and husband, Tom.

**INITIATED BY SORORITY**  
Miss Kay Cole, daughter of Mr. and Mrs. Cecil Cole of Goodland, was presented by Gamma Phi Beta national sorority, December 6, as a newly initiated member. Kay, a sophomore fashion de-

### Home Lighting Prizes Awarded To Slemmons, Kelley and Beaty

#### Mrs. Huckabee Dies Thursday; Funeral Sunday In Muleshoe

Mrs. W. H. Huckabee, 56, postmistress at Baileyboro, died at 6:15 p.m. Thursday in West Plains Hospital.

Funeral services were held at 2 p.m. Sunday from First Baptist Church in Muleshoe, with Rev. J. E. Moore officiating, assisted by Rev. E. K. Shepherd. Burial was in Bailey County Memorial Park under direction of Singleton Funeral Home.

Mrs. Huckabee was born March 10, 1902 in Alabama. She had been a Bailey county resident since 1921. She and her husband operated a grocery store in Baileyboro.

Surviving are the husband; five sisters, Mrs. Lee Clanton of Houston; Mrs. Marvin Blake of Vernon; Mrs. Ed Self of Pomona; Mrs. Glenn Rader and Mrs. Lillian Howard of Lubbock; two brothers, C. P. Reid of Polar, Texas and George Reid of Levelland.

**ENTERTAIN EMPLOYEES**  
Mr. and Mrs. R. Q. Botkin were host to the employees, wives and husbands of Pioneer Gas Co. Saturday evening in their home. Refreshments were served and gifts exchanged. Mr. Botkin was given a hassock and white shirts from the employees. Those present were Buddy and Barbara Mae Blackman, Jess and LaVern Winn, A. J. and Jan Phillips, and Bo Bryant.

Christmas came a few days early for at least three families in Muleshoe. They are the families who won cash prizes for the outdoor holiday decorations which were judged Sunday night by an out of town group.

Dr. T. M. Slemmons' entry won first place award of \$25; the Slemmons entry consisted of a framed painting of the Holy Family, styled like a glass window, a giant Santa Claus head on the garage door, and other lights and decorations. It is located at 310 W. 8th street.

The Roy Kelleys won second place of \$15 cash for their creche scene of the Holy Family, sur-

mounted by a lighted star. The scene is set up on the south lawn of the Kelley home at 516 West Third street.

Third prize of \$10 went to the B. Z. Beaty entry on Farm 40 Market Road 1760. The Beaty decorations included a huge star atop the house, a lighted scene on either side of the entry, and many colored lights.

In all there were 10 entries in the contest, but the judges remarked on the number of homes which were decorated but not entered.

The decoration contest is sponsored annually by the Muleshoe Chamber of Commerce.

### Twenty Merchants Set To Welcome First Baby

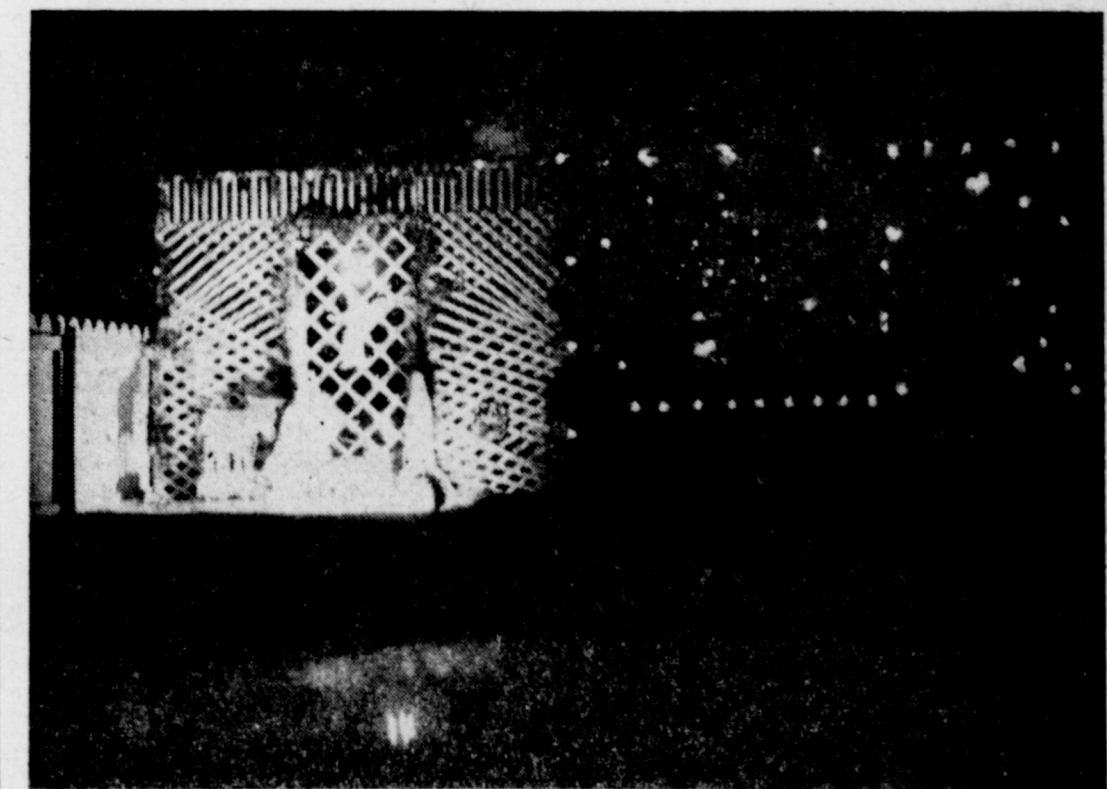
Twenty Muleshoe merchants are all set to welcome the first baby born in Bailey county after midnight December 31 with a host of gifts to start him or her off in style. In the annual First Baby of the Year contest sponsored by the Muleshoe Journal, the merchants are planning a variety of gifts to be given the youngster and his parents.

The first baby born at either of the two hospitals in Muleshoe may expect to receive the following gifts:

A nylon blanket from Anthony's; a \$5 gift certificate good at any store, from Bob's Grocery; a baby planter with ivy, from Beaver's Flowerland; a log of life from Cobb's; a gift certificate from St. Clair's; a case of baby food from Cashway Grocery; a \$5 bank account from First National Bank; a baby powder set from Damron Drug; a gift from Muleshoe Floral; a pair of baby shoes from Evelyn's Baby Gift Shop; a photo album from Johnson-Pool; portrait of baby and mother from Muleshoe Journal; silver spoon from Muleshoe Jewelry;

Haircut, shampoo and set from Connell Beauty Shop; dry cleaning from Lambert Cleaners; bottle warmer from Western Drug; ten gallons of gas from Goss "66" Service Station; gift certificate from E. R. Hart Company; and baby food from Blackburn Grocery.

Rules of the contest may be found in this section of The Journal.



ONE OF PRIZE ENTRIES in the home lighting contest was this one of the Roy Kelley home on West Third street. The lighted manger scene against the lattice arbor was all constructed by Kelley and his family.

—Journal Photo

### Pack 20 Held Christmas Party

Pack 20 had a Christmas party at their regular meeting time in the Scout Hut Thursday night. Several Scout awards were presented to deserving boys by Owens Jones. Each den had a program.

The pack for the Den 4, led by Mrs. Marie Bradley and Frances Minckler, sang carols from a sleigh pulled by reindeer. Then Mickey Minckler read a poem written by his mother.

**THE JOURNAL**  
Will Omit The Issue of January 1. Our Next Paper Will Be Printed January 8.

# Happy New Year

### Impressive Ceremony Unites Carol Ann Stone and Billy Ellis



MRS. BILLY ELLIS

Miss Carol Ann Stone and Willie Lawrence (Billy) Ellis pledged double-ring vows at 8 p.m., Saturday in Bowman Memorial Chapel of the First Methodist Church.

Dr. J. Chess Lovren officiated at the ceremony before a background of white chrysanthemums, holly and red poinsettias, illuminated by white cathedral tapers in seven-branch candelabra.

Parents of the bride are Mr. and Mrs. Frank F. Stone, Lubbock. Ellis is the grandson of Mr. and Mrs. Willie Ellis, Muleshoe.

#### Groom Is Soloist

Mrs. Marnie L. Neal played the traditional wedding music and accompanied the groom as he sang "Walk Hand In Hand". Mrs. J. H. Jessor sang "Bill" and "The Lord's Prayer".

The former Miss Stone, given in marriage by her father, wore a full-length gown of white peau-de-sole. The fitted lace bodice featured a sabbina neckline and tapered sleeves. The bouffant skirt gathered to a scalloped waistline ending in a wide ruffle of lace and tulle. The bride chose a finger-tip veil of imported French silk illustrated in attached to a pearl tiara. She carried a bouquet of orchids and stephanotis.

Miss Martha Ann Pool, Waco, attended as maid of honor and was accompanied at the altar by bridesmaid, Miss Deanie Kilhion, Lubbock. Both girls wore street-length dresses of red taffeta featuring scooped necklines with semi-trapeze skirts which ended in hemline bows at the back. Miss Janet Raye Ellis, cousin of the groom and daughter of Mr. and Mrs. Richard Ellis of Muleshoe, assisted as flower girl in matching red taffeta. They carried bouquets of white feather mums and added veils of red tulle caught to red velvet bandeaux.

For her daughter's wedding, Mrs. Stone wore a sheath dress of aqua lace over satin, styled with a scooped neckline. Her accessories were white and she pinned a white carnation corsage. Mrs. Ellis chose a dress of similar style in rose lace over satin with matching accessories and a white carnation corsage.

Joe Coffey, Lamesa, attended the groom as best man and standing at the altar with his brother was Darrell Ellis, Muleshoe. Also assisting with ushers' duties were Curtiss B. Fowler, Muleshoe, and Billy J. Whitted, Lubbock.

The church parlor was the scene of the ensuing reception with the bridal colors of red and white being carried out in the table decorations. The serving table, covered with a white satin cloth, was centered with a three-tiered wedding cake. White tapers in crystal candelabra and the wedding party's bouquets completed the table decor.

Assisting with hospitalities were Misses Jack Pool, Waco; Ralph Carpenter and Joe Nix, both of Lubbock. Also included in the houseparty were Misses Carol Thompson, Ballinger; Mozella Ellis, Muleshoe; Mary Alice Atchison, Graham.

For the wedding trip to New Mexico, Mrs. Ellis wore a dark brown wool suit with light brown accessories and a corsage of orchids from her bridal bouquet. After December 31, the couple will make their home in Lubbock.

The bride is a senior journalism student at Texas Tech and is affiliated with Theta Sigma Phi. She is a 1954 graduate of Chickasha, Okla., high school.

The groom, also a senior journalism student at Tech, is president of Sigma Delta Chi and is editor of the 1959 La Ventana yearbook. He graduated in 1955 from Muleshoe high school as student body president.

### Hinkson-Lust Vows Exchanged Dec. 20 In Double-Ring Ceremony At Lazbuddie



MRS. HAROLD GLENN LUST

Miss Barbara Ann Hinkson, daughter of Mr. and Mrs. Frank Hinkson of Lazbuddie, became the bride of Mr. Harold Glenn Lust, son of Mr. and Mrs. Vern Lust of Dimmitt in a double-ring ceremony in the Lazbuddie Methodist church December 20. Dr. Hubert Bratcher, of Pampa, officiated.

Organist was Miss LaVon Copley, who accompanied Rev. Bernard Seay as he sang "Whither Thou Goest" and "Wedding Prayer". She also accompanied Ora Ball of Hastings, Nebraska, as he played two violin numbers.

Miss Carolyn Hinkson, sister of the bride served as maid of honor, and Lloyd Lust of Littlefield, was best man. Bridesmaids were Martha Bern of Long Beach, Calif., and Carolyn Reynolds of Hereford.

Groomsmen were Rev. Robert Ford of Nashville, Tenn., and Robert Jacobson of Adrian. They, along with Houston Lust of Dimmitt, served as ushers. Candlelighters were Mike Hinkson, brother of the bride, and Sue Lust, niece of the bridegroom. Flower girl was Denise Stone of Hereford. Frank Hinkson was ring bearer.

The maid of honor wore a red velvet dress with full skirt made on princess lines. Her headband was of red velvet with leaves edged in gold. She carried two poinsettias atop a white velvet muff edged in seed pearls.

The bridesmaids dresses were identical to that of the maid of honor, and they carried bouquets of white carnations with white velvet leaves edged in gold.

The bride, given in marriage by her father, was attired in a full length gown of French lace and taffeta. It was fashioned with a Sabrina neckline, edged with scallops of lace. The molded bodice had long sleeves which tapered to petal points over the hands. A magnificent skirt enhanced with crisp taffeta atop the cascade of shirred ruffles flowed down into a spreading chapel train. Her tiered veil of illusion was attached to a crown of pearls and iridescent sequins. She carried a bouquet of gardenias and stephanotis on her Rainbow Bible.

Mrs. Hinkson chose a green printed embossed crepe dress for her daughter's wedding. Her corsage was of gardenias. The mother of the bridegroom wore a teal blue embossed crepe dress with a gardenia corsage.

The ceremony was performed against a background of white Christmas trees flanked on either side by two sets of candelabra entwined with greenery and white wedding bells with red clappers and bows. Potted poinsettias were on either side of the kneeling bench. The pews were

marked with red bows.

Following the ceremony, a reception was held in the Fellowship Hall of the church. Mrs. Gene Phillips of Friona registered guests. The bride's table was laid with a lace cloth over red. It was centered with a four-tiered white wedding cake. Cranberry punch was served by Miss Marlan Wilson of Hereford. The cake was cut by Mrs. Doyle Hendrickson of Shelton, Neb. Members of the house party were: Miss Jimmie Carpenter of Vega, Miss Mayna Bratcher of Plainview, Miss Martha White of Lubbock, and Mrs. Marlon Inman of Clovis.

For traveling, Mrs. Lust wore a red wool sheath dress with black accessories. Her corsage was of gardenias from her bouquet.

After a trip to Denver, the couple will be at home in Farwell where the bride is engaged in teaching.

She is a graduate of Lazbuddie high school and Texas Tech, and is homemaker teacher at Farwell high school. The bridegroom is a graduate of Dimmitt high school and Texas Tech. He was just been discharged from the Army and is farming near Dimmitt.

Mr. and Mrs. O. C. Kirk are expecting their family to all be home for their Christmas dinner. Mr. and Mrs. Stacy Cole and Lydia are coming from Henderson, Carolyn from Midland, and Mr. and Mrs. Dargin Kirk, Donna and Jean from Farwell.

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MULESHOE ELEVATOR  
Roy Lee Johnson



DINNER BELL CAFE  
J. A. and RUBY MILLS  
— We'll Be Closed Christmas Day Thru January 1 —

# FARM SALE

LOCATION FROM MULESHOE, TEXAS. — 4 Miles North on Friona Highway and 1/2 Mile West. As I am quitting farming and moving to Lubbock, I will sell my complete setup of Farming Equipment at Public Auction.  
THIS IS ONE OF THE BIGGEST SALES OF THE SEASON

## Tuesday, Dec. 30, 1958

TIME: 10:30 a. m. TERMS: Cash

### 7 TRACTORS 7

- 1—1956 - 620 John Deere Tractor, 4 row lister, planter & cultivator. This tractor has been run only 1200 hours. Has 5 row tool bar, wide front end & single wheel. This tractor will carry \$3000 loan in 2 yearly payments if needed.
- 1—1952 model Case Tractor with 4 row lister, planter & cultivator. All in good condition.
- 1—1949 M Farmall on butane. 4 row lister and planter.
- 1—M Farmall Tractor on butane. 4 row lister, planter, cultivator. Also single front wheel good condition.
- 1—1941 M Farmall. Just overhauled with 4 row lister and planter.
- 1—1947 Ford Tractor with new tires all around.
- 1—W. C. Allis-Chalmers Tractor with 4 lister and planter.
- 1—2 Bottom A. C. breaking plow 16"
- 1—John Deere 320 roll over hydraulic breaking plow 16"
- 1—Dearborn Blade
- 1—V-type Myers ditcher
- 1—2 bottom 16" MM roll over breaking plow
- 1—9 ft. John Deere one way
- 1—I. H. C. Boll Puller

- 1—John Deere furrow guide, wide front end
- 1—V-type ditcher. Rubber tires
- 1—11-38 Tractor tire
- 1—Fertilizer attachment fits on cultivator
- 1—4 row knife attachment fits tool bar
- 1—Case mower 3 point hookup
- 1—5 row stalk cutter new shaft
- 1—4 row crustbuster with disc, plows & hoes. 3 point hookup for John Deere or I. H. C.
- 1—I. H. C. 10 ft. tandem disc
- 1—John Deere 7 ft. blade
- 1—Set John Deere rear wheel weights
- 1—Butane frame for Ford Tractor
- 1—Pump Jack
- 2—Sets M-M Markers
- 1—John Deere comfort cover
- 1—500 gallon butane or propane tank
- 1—Filler hose
- 1—Lawn Mower
- 1—Front end guard for Ford
- 2—Bicycles with extra wheels
- 1—Stock Tank
- 6—Steel Irrigation Stops
- 30—3" Irrigation Tubes
- 80—2" Irrigation Tubes
- 2—Oliver 4 bale cotton trailers
- 1—Oliver trailer 16 ft. grain bed
- 2—3 Bale Cotton Trailers

- 1—John Deere Boll Puller with wheel guards
- 1—2 Wheel Trailer with steel bed
- 6—Steel hog water troughs
- 1—1000 lb. hog feeder
- 1—15 ft. Steel hay rack
- 1—lot of sheep troughs 18 ft.
- 1—16 ft. Feed trough
- 1—lot of chicken feeders
- 1—10 inch M and W feed mill
- 1—50 ft. belt
- 1—Cooling Coil
- 1—lot of junk iron
- 1—lot of forks and shovels
- 1—lot of grease guns

### HOUSEHOLD NEEDS

- 1—Couch makes bed
- 1—living room suite
- 1—living room chair
- 1—Westinghouse Refrigerator
- 3—2 burner butane hot plates
- 3—Small heaters
- 2—Iron bedsteads and slats
- 2—Bracero mattresses

### LIVESTOCK

- 1—Jr. Milk cow giving 3 gallon
- 1—3 yr. old Cow raising 2 good calves
- 1—Red durham Cow springer
- 1—Jr. springer cow
- 20—4 yr. Ewes lambing now

Y. L. LADIES WILL SERVE LUNCH

## George Y. Mitchell, Owner

AUCTIONEER  
COL. CLAYTON MYERS  
Phone 6383, Muleshoe

CLERKS  
MR. & MRS. M. J. GIBSON  
Phone 8594, Muleshoe



Our thanks and best wishes for a very happy holiday season to all of you whose patronage we value so highly.

May the Joy of the Holiday Glow  
Brightly for You and Your Family

WEST DINER  
"THERON AND LEATHA"

G. E. Launderette  
Mr. and Mrs. J. D. Hance

Thanks for your good will and patronage.  
May we see you again next year



# Greetings

To you and yours, we extend warmest wishes for a holiday season that finds you all wreathed in happy smiles.

MAIN STREET BEAUTY SHOP

### SPEND WEEKEND IN ODESSA

Mr. and Mrs. J. V. Adcox, Vicki and Peggy went to Odessa to spend the weekend with his parents, Mr. and Mrs. B. C. Adcox. Also present was J. V.'s only sister. They had an early Christmas as the Adcox family plan to leave for California December 27 to see the sights. They are in hopes of seeing the Rose Parade. J. V. is taking his movie camera so he can show everyone what they saw.

### C. D. GUPTONS ENTERTAIN

Guests invited to eat Christmas dinner in the C. D. Gupton home are Mrs. Beulah Motheral, Mrs. Lois Shook, Br. and Mrs. C. D. West, Mrs. Youla Wiggins, Clovis; and their children, Rev. and Mrs. David Stevens and son Brian, and Mr. and Mrs. Connie Dale Gupton and son, Davy.

### GOING TO ARKANSAS

Robert and Maurine, Gary and Gayla Hooten left Monday for Quitman, Ark., to celebrate the holidays in the home of Robert's parents, Mr. and Mrs. G. M. Hooten.

### MRS. POOL PREPARING CHRISTMAS DINNER FOR 20

A/2c Roger Pool, stationed at Geiger Air Force Base, Spokane, Wash., arrived home December 18 to with his family, the Lee Pools, for the holidays. He plans to leave Muleshoe in time to see the Rose Bowl Game on his journey back to base.

Rosemary, daughter of the Pools, her husband, W. A. Tinney and infant son, Mike, are expected Christmas Day from San Diego. All in all, that makes 20 to be seated around the dining table.

### VISITORS FROM TULIA

Mr. and Mrs. Otto Schuster residents of Tulia, visited with their daughter and family, Mr. and Mrs. Roy Wrinkle Thursday. They had an early Christmas as the Wrinkles are going to Cisco for the holidays to be with Mr. and Mrs. D. T. Wrinkle. While on their trip, the Wrinkles will also visit Mrs. Ray Blackwell, Lubbock; and Mrs. James Turner, Abilene. Both are sisters of Mrs. Wrinkle.

### HOLMES ON LEAVE FROM THE NAVY

Claude Don Holmes is home on a 15-day leave for a Christmas visit with his parents, Mr. and Mrs. J. W. Holmes and family. He is serving aboard the Thetis Bay, Navy helicopter carrier, now stationed at Long Beach, as a fireman machinist mate. Also serving aboard the Thetis is Claude Don's brother, Wayne, a boiler-tender first class, who will soon enter a Navy school at Vallejo, Calif.

### CHRISTMAS DINNER IN GOODSON HOME

Expected to eat Christmas dinner in the home of Mr. and Mrs. W. T. Goodson are their children and families, Mr. and Mrs. Harold Goodson, Amarillo; Mr. and Mrs. Marion Goodson and family, Big Spring; Mr. and Mrs. Frank Ford and daughter, Mr. and Mrs. Frank Cox and children, Mrs. Ethel Hudson, Mr. and Mrs. Connie Dale Gupton and son, and friends, Bobby Buster and Kenny Bond of Amarillo.

### CARD OF THANKS

We wish to thank each and everyone who were so wonderful to us during the illness of our baby.

God bless you.  
Mr. and Mrs. Floyd Davis  
11p.

### GOING TO RALLS

Mr. and Mrs. R. Q. Botkin, and Connie are leaving Christmas morning for Ralls to see Mr. and Mrs. Olan Marshall and Dr. and Mrs. W. L. Botkin. Mrs. Botkin and the children plan to stay for an extended visit.

### SPENDING HOLIDAYS IN LAS CRUCES

Mr. and Mrs. F. S. Bamert and Mr. and Mrs. A. C. Taylor of Las Cruces are looking forward to the time when the Carl Bamerts and Greta will arrive to have Christmas with them. It isn't Christmas without Greta.

### COMPLETES COURSE AT FORT CHAFFEE

FORT CHAFFEE, Ark. — Army Pvt. Charles B. Perry, whose wife, Rose May, and parents, Mr. and Mrs. Wayne O. Perry live in Sudan, recently completed the eight week administration course at Fort Chaffee, Ark.

Perry received instruction in typing, filing and Army clerical procedures.

He entered the Army last August and completed basic combat training at Fort Chaffee.

The 22-year-old soldier was graduated from Sudan high school in 1954 and from Hardin-Simmons University in 1958.

### BROWNIE TROOP 66 CHRISTMAS PARTY

Brownie Troop 66 played hostess to their mothers and teachers, Mrs. Cosden and Mrs. Fowler, at their Christmas party in the home of Mrs. Bob King, December 19, 4:30 to 5:30.

The Brownies decorated and prepared their refreshments of cup cakes and strawberry punch themselves. The gifts, presented to the mothers and teachers, were felt bookcovers made by the girls, as their handicraft for December. As a program for their guests, the girls did a portrayal of "The Three Kings", in pantomime.

For this program, they made their own costumes. Everyone enjoyed this party very much and appreciated the Brownies for the hard work that went into preparing for it.

### FIVE GENERATIONS TO BE TOGETHER

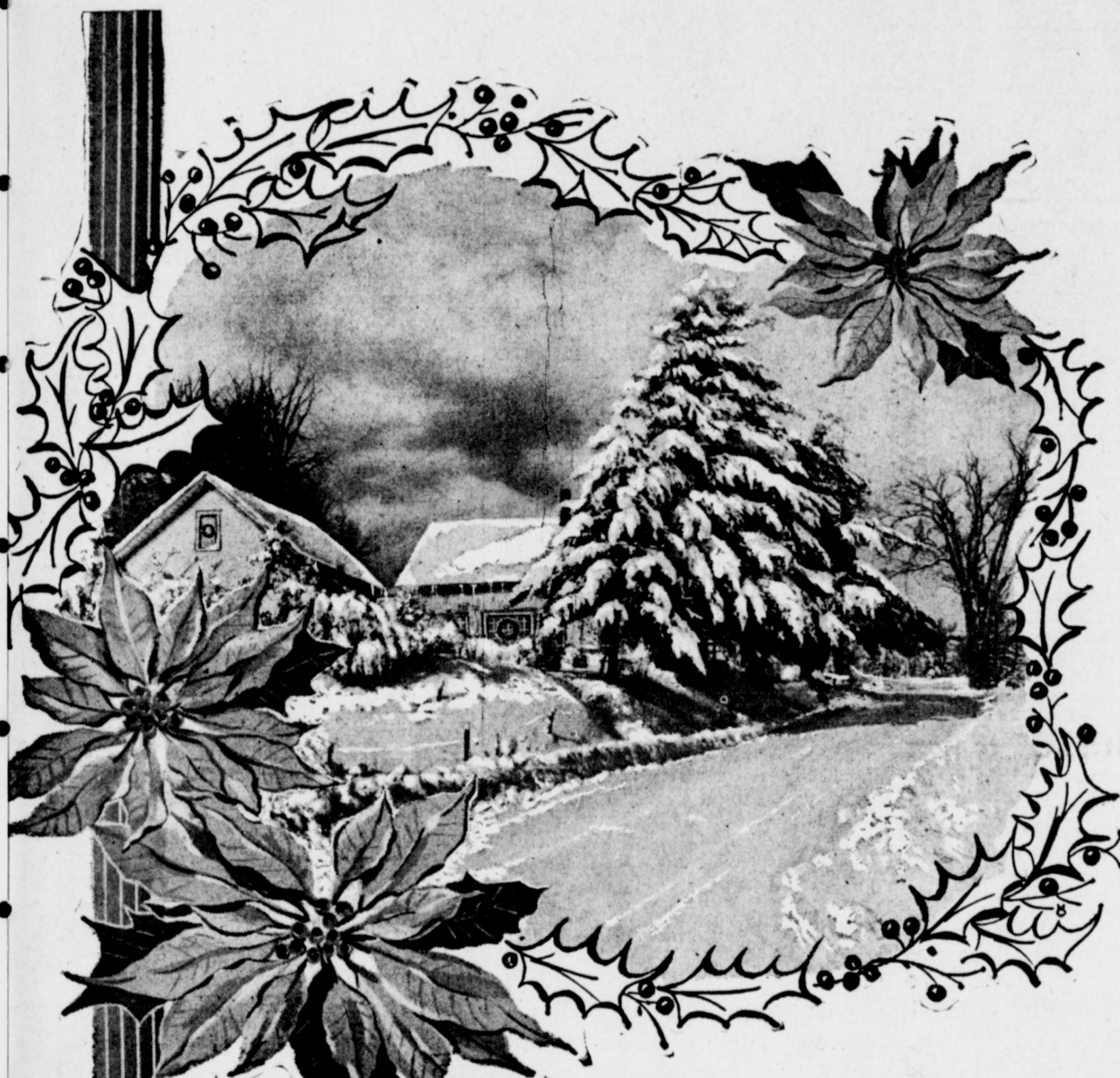
Mrs. Penny Obenhaus will be surrounded by five generations Christmas Eve at the home of their daughter and family, Mr. and Mrs. W. F. Harrison. Others to be present will be Mr. and Mrs. J. B. Wade, Linda, Vicki and Brent; Mr. and Mrs. Joe Simpson, all of Earth.

Also, children of the Harrisons, Mr. and Mrs. Chet Miller and Melinda, Aliene, Mr. and Mrs. Ray Precure, Mr. and Mrs. Ted Harrison and Mr. and Mrs. Donald Harrison and Donald Glen, Melinda and Donald Glen are Mrs. Obenhaus' great great grandchildren.



May all your hopes and dreams come true this Christmas!

McReynolds Jewelry  
David • Mildred

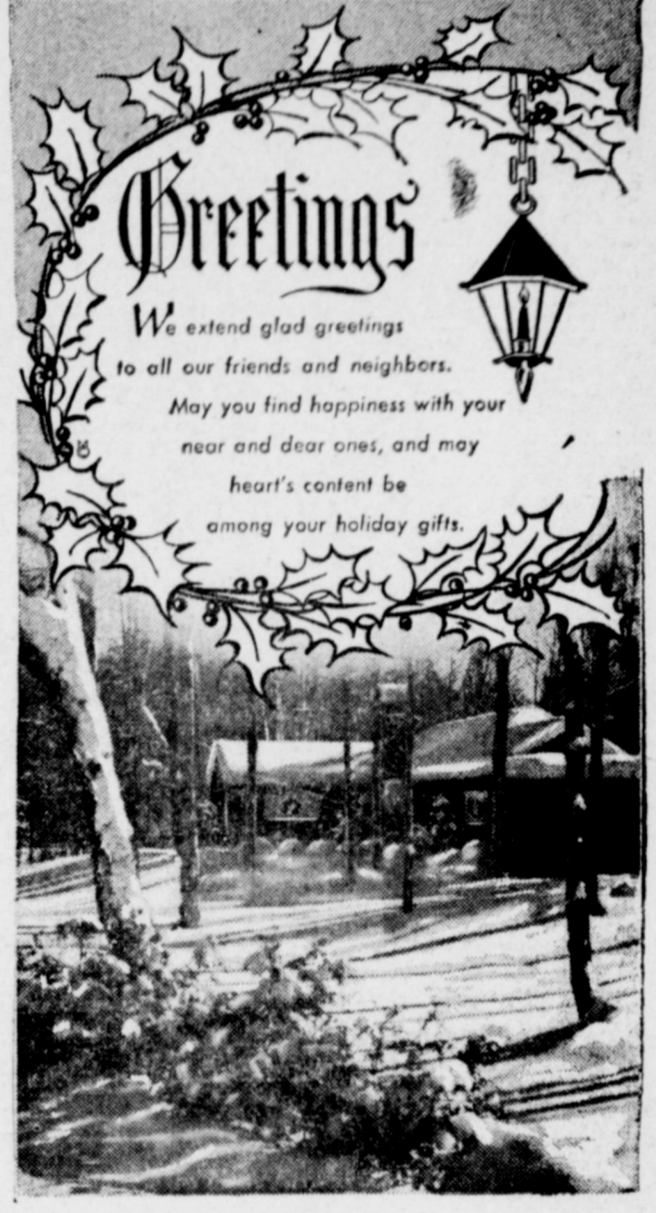


# Greetings

In this season of joy and cheer, we welcome the opportunity to wish you, our friends and patrons, a very merry Yuletide. May you ever enjoy an abundance of life's best gifts... peace, health and happiness, and the blessings of love and friendship. We especially want to express our grateful appreciation for your loyalty and good will. We have greatly enjoyed the pleasure and privilege of serving you during the past year, and we hope that we may continue to do so for many a year to come.

## NICKELS GINS

- PLEASANT VALLEY
- MULESHOE WEST PLANT GIN
- FARWELL
- MULESHOE FRIONA ROAD
- EARTH
- CENTRAL COMPRESS, SUDAN



# Greetings

We extend glad greetings to all our friends and neighbors. May you find happiness with your near and dear ones, and may heart's content be among your holiday gifts.

HEATHINGTON LUMBER CO.



SOUTHWESTERN PUBLIC SERVICE COMPANY

SERVING THE PROGRESSIVE PEOPLE IN AMERICA'S MOST PROMISING 45,000 SQUARE MILES



# WANT ADS

## WHERE MORE PEOPLE DO MORE BUYING AND SELLING!



### Want Ads

**RATES: Minimum charge**.....50c  
**1 time, per word**.....3c  
**2 times, per word**.....5c  
**3 times, per word**.....7c  
**4 times, per word**.....9c  
**2c per word each additional time.**  
**All Card of Thanks \$1.00**

#### 1. Personals

**WANTED:** Sewing, alterations and button holes. Mrs. Carl Case, 319 W. Ave. E. 1-15-tfc.

**I SERVICE** all Kirby Vacuums. I replace brush rolls, belts, bags, motor brushes and all parts. Kirby Sales and Service. Mrs. Dale Buhman, Muleshoe, Rt. 1, Box 191. Call YO 5-3553. 1-11-tfc.

**FINISH** High School or grade school at home, spare time. Books furnished. Diplomas awarded. Start where you left school. Write Columbia School, Box 1314, Lubbock. 1-34-tfc.

**MULESHOE TYPEWRITER CO.** Sales — Rentals — Repair. 516 Ave. E, Dial 6510. 1-37-52c.

Announcing new Electrolux (T) automatic cleaner, Model F. New features, new tone color. Free home demonstration. Also factory rebuilt, fully guaranteed Electrolux cleaners. Call or write John Coe, Electrolux Authorized Sales and Service, 905 W. 5th., Phone 3161. 1-46-tfc.

**WANTED TO BUY:** A 29" girls bicycle in good condition. See Polly Otwell at Muleshoe Journal. 1-49-4tp.

#### CORRESPONDENT

to represent  
**DUN & BRADSTREET INC.**

In this area on a part-time basis. Applicant should have knowledge of general business in this locality. Apply by letter stating briefly work experience and educational background.

Send your letter to:  
**L. M. PROCK**  
 P. O. Box No. 31  
 Amarillo, Texas 1-52-1tc.

#### 3: Help Wanted—

**HELP WANTED:** Apply Corral Drive-In. 3-46-tfc.

**WANTED:** Car Hops at Bill's Drive-In, Clovis Road, Phone 5970. 3-40-tfc.

**NEED MAN —** To show long needed invention to Homes, Farms and Business. Be your own boss. No investment. Can net \$10,000 or more per year. Complete demonstrator and sales literature furnished. Write "Fire King", P. O. Box 862, Hereford, Texas. 3-51-4tc.

#### 4 Houses for Rent

**FOR RENT:** Nice two bedroom house in Lenau Addition. Call YO 5-3480. 4-51-2tp.

#### 5. Apts. For Rent:

**FOR RENT:** A 2-room furnished apartment for couple. Rosie McKillip, 410 West Second, Phone 7870. 5-51-tfc.

#### 8 - Real Estate for sale

**FOR SALE:** 2 bedroom home with good commitment for FHA loan. Requires small amount cash, 4 years old. Centrally located to schools. Phone YO 5-3292. 8-44-14tp.

**FOR SALE:** 160 A. irrigated. 14 A. cotton. See Joe Costen, owner, 5 mi. west, 1 north on 1760. 8-52-4tp.

**FOR SALE:** 10 acres, close in, near pavement Electric 6 in. irrigation well, 3 bedroom brick home, 2 baths, utility room, double garage, nice small barn. Will consider some trade. Call 7880 for more information. 8-46-tfc.

#### REAL ESTATE VALUES

- Good bargains in two and three bedroom homes.
- Exceptionally good 160 A. irrigated farm. \$265 per A.
- Other farms and small tracts.
- 2 bedroom home, 716 W. Ave. E. Exclusive. Priced to sell.
- 320 A., irrigated. 29% down.
- Need some dryland and irrigated listings. Have people that are interested.
- Two 3-bedroom houses for sale. Now Vacant.

#### ERNEST E. HOLLAND

**REAL ESTATE**  
 Mrs. Holland, Salesman  
 Off. Ph. 3119 — Res. 5449  
 118-B Ave. B — Muleshoe

#### TRAVEL

THE HOSPITALITY ROUTE  
 COAST TO COAST

#### LANE'S LISTINGS

- 160 acres dry land south of Stegall. 47 A. cotton. Price \$105 per acre.
- 640 acres good dry land. 218 A. cotton, 89 A. wheat. Priced to sell at \$100 per acre.
- 640 acres, 200 A. in cultivation, 52 A. cotton. Price \$12.50 per acre.
- 85 A., 10" well on natural gas, on pavement. \$8,000 cash will handle.
- 80 A. located west, 23 A. cotton. Good 8" well on electricity. Price, \$30,000.
- 80 acres, 3 bedroom home. 10" well, 22 1/2 A. of cotton \$29,400.

#### CITY PROPERTY

- 2 bedroom home located at 221 West 11th. St. Price, \$7,500.
- 2 bedroom home and car port. New. Price, \$5,500.

If it is a home-farm-ranch or business that you need, see me. I have already sold a number of farms this year and still need listings of all types.

#### Listings of All Types Needed.

Dry Land or Irrigated!  
 Resident and Farm Loans

#### EDDIE LANE REAL ESTATE

Phone 4390

#### REAL ESTATE OPPORTUNITIES

- 3 good half sections, irrigated.
- 3 good quarter sections, irrigated.
- 4-80 acre tracts, irrigated.
- Have some dry land places to move cotton from.

Will stand trade for your house on a new home in Richland Hills Addition.

All Listings Appreciated

**ED HICKS**  
 George Hicks, Salesman  
 Office In Pool Ins. Bldg.

#### FOR MATTRESS MAKING

Call Representative of Direct Mattress Co. of Lubbock

Phone 91390, Muleshoe

All kinds made over. Big trade-in on old mattresses on new ones. Innersprings, box springs, foam rubber. Also King Size. tfc.

#### Kelton Barber Shop

BARBERS — Omer Kelton Jimmy Carpenter

#### Farms & Homes For Sale

- 320 acres at Hub. One 8 in. well, well and mill. 290 acres in cultivation. At \$210 acre, 29% cash, no imp.

See Me For A Sale or Trade

#### J. E. DAY

At E. 1st St. On Lubbock Hiway

#### REAL ESTATE

- 320 A., two 8-inch wells. About 96 A. cotton. Highly improved. \$375 A.
- Short labore, 48 A. cotton. 4-inch well, \$100 A.
- 320 A. One 8-inch, one 4-inch well. 50 A. cotton, \$225 A. Bovina.
- 320 A. dryland. 15 A. cotton. 104 A. wheat. 85 acres in soil bank. \$132.50 A. Bovina.
- 277 A. Two 8-inch wells. 272 A. in cultivation, 5 A. cotton. \$110 A. about \$10,000 to handle.
- 80 A. close to town. 24 A. cotton. 10-inch well, \$21,000.
- 320 A., two 8-in. wells, 440 feet underground tile. \$265 A., 29% down. Bovina.
- 45 foot trailer house. \$1500 down, payments on balance. Trade equity for house.
- 177 1/2 A., \$110 A. 36 A. cotton, balance in soil bank at \$1174 per year. Must sell soon.

#### BILL'S REAL ESTATE

Office East of Bill's Drive-In  
 Buryl Wingo Bill Collins  
 5380 6070

#### SMALL DOWN PAYMENT

- \$50 A., 4 irrigation wells, lots of underground tile. Improved. \$185 per A., \$35,000 down.
- 320 A., improved, Curry county, New Mexico. Tight land in irrigation district. 29% or less down.

Call **BUSTER HAWKINS**  
 Collect. PO 3-7345 or PO 3-4491  
 At Fred McGinnis Co., 1309 Main  
 Clovis — P. O. Box 689

#### 10 Farm Equip. For Sale

**FOR SALE:** John Deere 2-up, 2-down 14-inch Moldboard Plow, R. L. Scott, 1 mi. south, 1/4 east Progress Gin. Phone 3397. 10-50-3tp.

**FOR TRADE:** V-8 165 H.P. Ford irrigation motog. Complete with gear head, for 40 H.P. electric motor. Gene Caldwell, Rt. 1, Muleshoe. Phone YO 5-3550. 10-50-3tp.

**FOR SALE:** Five Bix Six Chrysler motors with rebuilt gas carburetion. Rebuilt, guaranteed, \$600 each. D. H. Sneed Supply Co. 10-50-tfc.

**WE PAY** highest cash price for your **JUNK IRON.** Western Wrecking Co. - Clovis highway, Muleshoe, Phone 4869. 16-5-tfc.

**FOR SALE:** Windmill and tower, Redwood storage tank and tower. One metal storage tank. Heathington Lbr. Co. Phone 7970. 10-5-tfc.

**IRRIGATION PUMPS** on rental basis. We maintain. You pay only one yearly payment, which is fully deductible. Box 5305, Lubbock, Texas. 10-16-tfc.

#### FARM MACHINERY FOR SALE

- 1949-8 Model "C" John Deere. Lister, planter, on butane. Good tires. \$1,000
- International Breaking Plow. 3-disc, nearly new \$400
- 4-row Stalk Cutter \$100
- M-M Disc-Harrow, 13 ft. Nearly new, with cylinder... \$500

#### DAVE AYLESWORTH & CO.

Phone 5290 — Muleshoe  
 20th St., and Clovis Highway  
 10-41-tfc.

**USED IRRIGATION PUMPS** at Bargain prices. We have a selection large enough to fit your well exactly. Box 5305, Lubbock. 10-16-tfc.

#### PUMPS FOR SALE

- 1 160-ft. setting, 10 in. pump with 1 1/2 in. shaft and 2 1/2 in. oil tubing. 3-stage bowl and a 2B 70 HP gear drive. Run 1 season. One half new price.
- 1 30 HP elec. motor, complete with switches, \$550.
- 1 40 HP elec. motor complete with switches, \$650.

#### D. H. SNEED SUPPLY CO.

Phone 4170 — Muleshoe  
 10-44-tfc.

**FOR SALE:** 31 ft. single axle trailer. Have cottonseed or grain boards. Call 6490 or see Doug Farr. 10-43-tfc.

**FOR SALE:** Electric G. E. 30 H.P. irrigation motor. Phone YO 5-3657. 10-51-5tc.

**FOR SALE:** One practically new Case breaking plow. 2-way spinner type, 16 in. bottoms, fits any 3-point hookup. Also, one practically new Case 3-point hookup Tandem Disc, 9 ft. Both have covered only 100 acres. See at my farm 1/2 mile west of Nickels West Camp Gin. L. R. Dobbs, Phone 7519. 10-51-tfc.

#### 16. Miscellaneous—

**FOR RENT:** 160 A. irrigated 40 acres alfalfa, 10 acres cotton. See Joe Costen, owner, 5 mi. west 1 north on 1760. 14-52-4tp.

#### 17. Livestock For Sale—

#### REGISTERED LANDRACE HOGS

**Kenneth Nesbitt**  
 1 1/2 mi. East of West Camp Store  
 Rt. 2, Muleshoe 17-51-tfc.

#### STARK BROS. NURSERY

**Fully Guaranteed**  
 Early orders for spring planting will insure early shipments and top quality. You get the list of everything from Starks.

**GET VX6 ADDITION—\$2.98**  
 for your batteries to assure easy starting and winter driving and guarantee on preventing battery failure for the life of your car. Write or call for service at any time.

#### STARK BROTHERS NURSERY

Also VX6 Addition  
 E. H. KENNEDY  
 Box 372 — Phone 5480  
 221 W. 5th — Muleshoe, Texas

#### FOR THE BEST IN

Mattresses and Box Springs — Write —

**American Mattress Co.**  
 Free Pick-up and Delivery  
 1715 Ave. H — Lubbock Texas  
 PO 2-2461 tfc.

#### COTTONSEED DELINTED

— AT —  
**Williams Seed Cleaning Co.**  
 Phone 6280 — Muleshoe  
 18-41-tfc

#### CONSTRUCTION BLUE PRINT SERVICE

Photostat — Reproduction Work  
 Service Records, Marriage License  
 Birth Certificates

**ROZZELL AGENCY**  
 P. O. Box 232 — Tel. 3745  
 Clovis — New Mex.

#### DR. B. Z. BEATY

dentist  
 Office Hours 9-12, 1-5  
 115 South 1st  
 Closed Saturday P. M.  
 Off. Ph. 2040 Res. 8511

Have Sprinkler System—  
 Want To Rent Cotton Land  
**JOE COSTEN**  
 5 W. 1 N On 1760  
 52-2tp

### Bailey County Abstract Co.

ABSTRACT SERVICE — LOANS  
 Mrs. Lela Barron — Mgrs. — L. S. Barron  
 Established in 1900

### LUZIER'S COSMETICS, Perfume and Gifts

Free Demonstration — Satisfaction Guaranteed  
 — Your Authorized Consultant —  
 MRS. E. E. HOLLAND  
 Phone 3119-5449 Holland Real Estate Office



### Spudnut Shop

Mr. and Mrs. Cecil Rundell



Here's hoping that you glide through the holidays...out a care, enjoying all life's greatest blessings in abundance.

### JERRY'S FEED AND SEED

# CHRISTMAS JOY

May the joyous message of the Babe of Bethlehem once more shine brightly in your heart... and, as you celebrate Christmas with your loved ones, may you experience deeply and fully all the blessings of the Day. May its happiness abide with you and yours through all the years to come.



## CAYLE REED BUICK CO.

Cayle Reed R. F. Parkinson Dallas Kinard James Hawkins E. A. Flatt Manuel Maestas Jay Burge Bill Rouch



## Christmas Greetings

For all our friends and neighbors we send this Yuletide wish. May the joy of Christmas meet and mingle with the happiness in your heart. May the spirit of Christmas ever dwell with you.

BEAVERS FLOWERLAND



To wish  
You a  
Happy  
Holiday Season

Christmas music rings out, proclaiming the glad and glorious holiday season, and we chime in with our greetings and good wishes to you. May the joyous carols strike a responsive chord in your heart...renewing all the age-old wonder of Christmas.

FIRST NATIONAL BANK

## Half Century Club Christmas Party December 18 In Anna Moeller Home

The Half Century Club held their annual Christmas party December 18 in the beautifully decorated home of Mrs. Anna Moeller. Co-hostesses were her daughters, Herta Walker, Wilma Alcorn and Betty Swint.

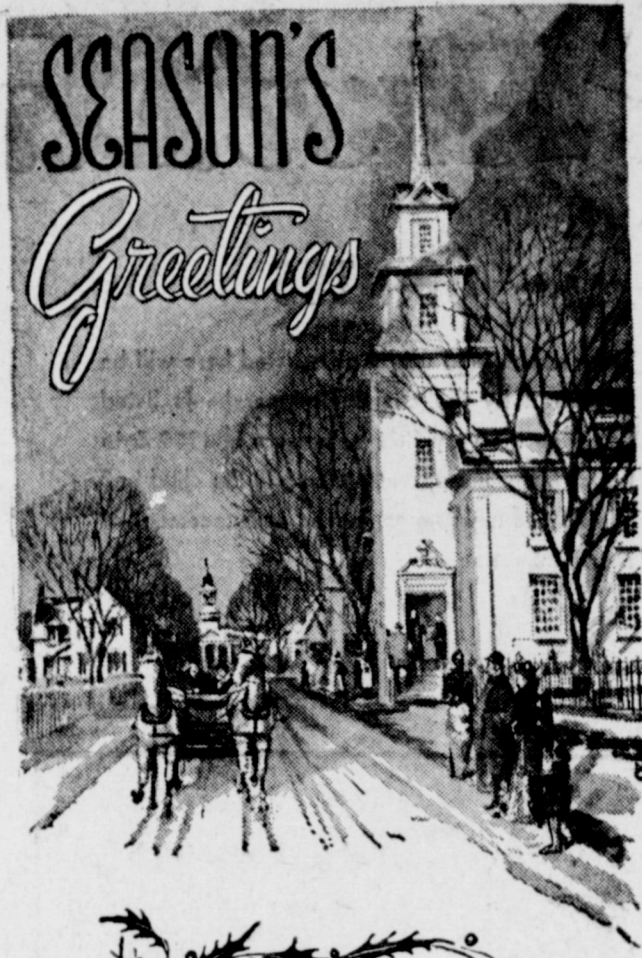
A Christmas program was presented by members, after which refreshments of turkey sandwiches, jello salad and other delicacies were served to the following:

Mae Busbee, Edna Daniel, Ruth Pierson, Opal Jean Pool, Jewel Anderson, Hazel Farrell,

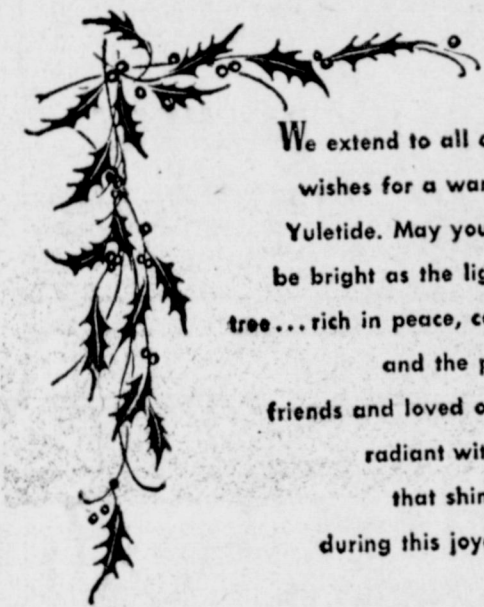
Laura Gilbreath, Sallie Harden, Hattie Rocky, Myrtle Harper, Maude Jones, Snow Davis, Mattie Duke, Annie Stevgas, Mattie Haney, Tillie Martin,

Jennie Panter, Lois Schoenberger, Beulah Charles, Lulu Kistler, Maude Young, Marie Maltby, Birdie Paul and Pearl Moore.

A beautiful bouquet of red rosebuds were presented the club by Mr. and Mrs. Pat Bobo. Each member received a rosebud at the conclusion of the party. Members expressed their appreciation to Mr. and Mrs. Bobo.



SEASON'S  
Greetings



We extend to all our sincere wishes for a warm-hearted Yuletide. May your holidays be bright as the lights on the tree... rich in peace, contentment and the presence of friends and loved ones... and radiant with the glory that shines over all during this joyous season.

CHARLES L. LENAUM LUMBER CO.

**GOING TO FARMINGTON**  
Mr. and Mrs. H. O. Barbour are leaving this week to celebrate Christmas with their sons, and families, Mr. and Mrs. Pinky Barbour, Gary, Rick and Lynn and Mr. and Mrs. Bill Barbour, Donald Jo and Kayla, in Farmington, New Mexico.

**HOLD OPEN HOUSE**  
Christmas time is the time for the annual open house held in the St. Clair home. This tradition was begun by Naomi, and still carried on by Dorothy and Irvin each year, for their store employees and families. Open house was December 19 this year and enjoyed by all who attended.

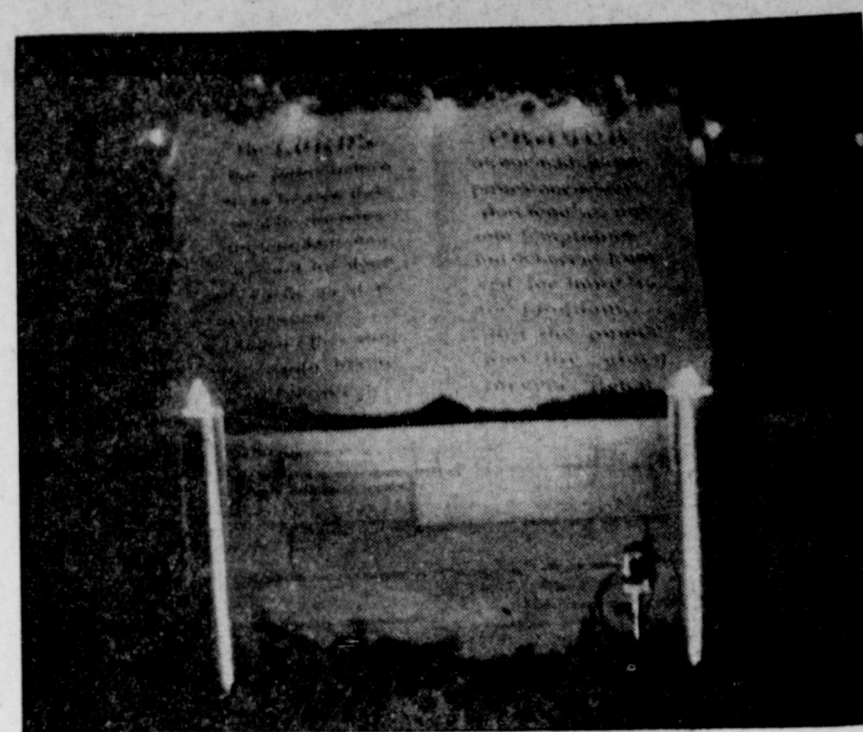
**COLLINS' TO DINE AT HOME**  
The Bill Collins are planning to close their drive-in this year and have turkey and all the trimmings in their own home. Billie Margaret, Bill and children, Butch, Nanette, and Brent from Springdale, Ark.; Bettie and Gene Richardson from Lubbock; and Bobbie, Donald and Donald Glen will all be home for some of Mom and Dad's good cooking.

Dear Santa,  
I am a 3 year old boy and have been acting like a boy. I would like a tractor and a disc. Would you please bring it to Pa Pa George's house in Arkansas.  
Your friend,  
Gary Hooten

Dear Santa,  
I am 2 years old and have been a pretty good little girl. I would like for you to bring me a dolly and a teddy bear.  
Love,  
Gayla Hooten

Dear Santa,  
Please bring me a baby doll, a watch, and a game. And for my little brother, who is 2 years old, a train, a truck, and an airplane.  
Please bring us some candy, nuts, and fruit.  
Merry Christmas.  
LaQuita Flanagan

## Seasons Greetings . . .



See This and Other Holiday-Lighted Memorials  
During the Christmas Holidays

During the Holiday Season decorative flowers may be placed in memory of your loved ones

BAILEY COUNTY MEMORIAL PARK

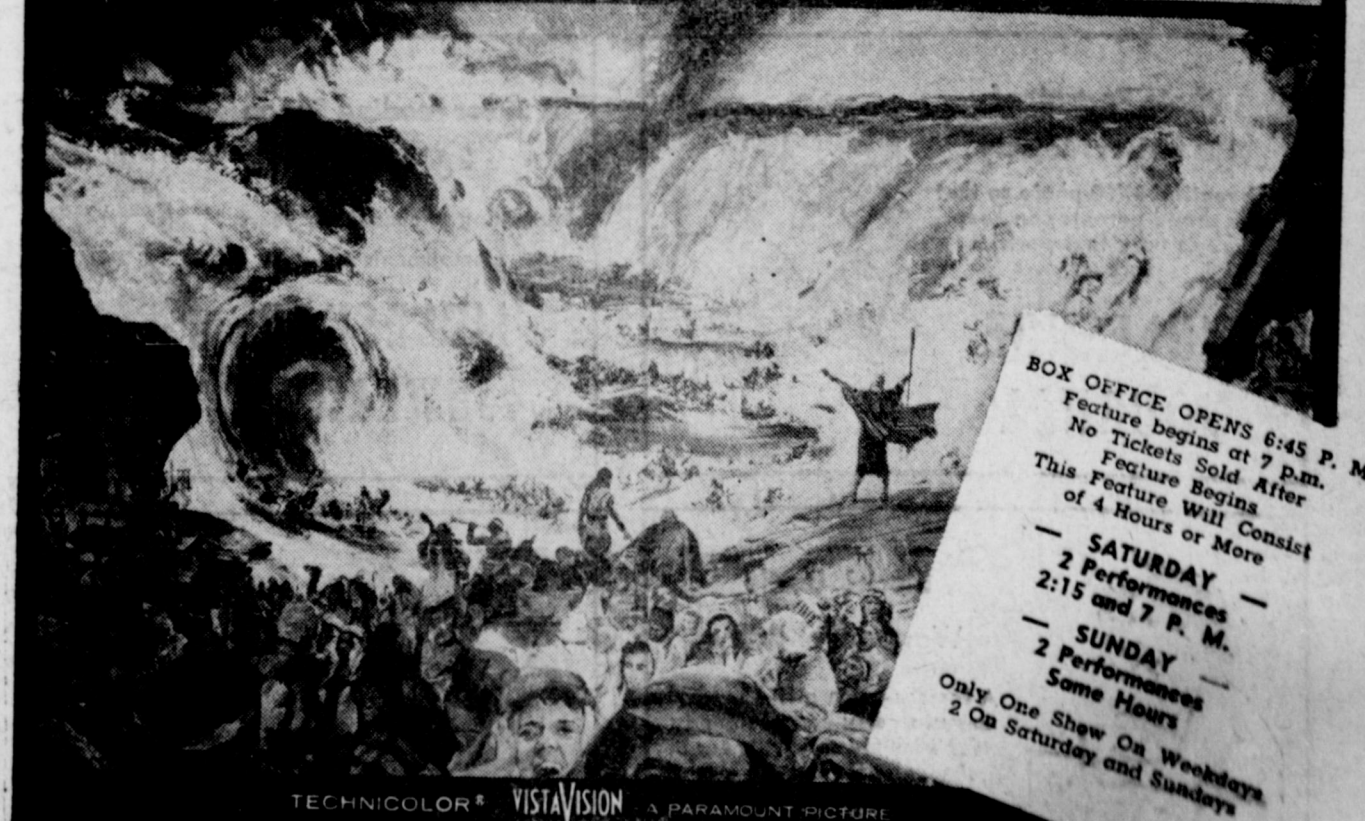
## COMING TO THE VALLEY THEATRE - MULESHOE THURS., DEC. 25



SEE THE GREATEST EVENT  
IN MOTION PICTURE HISTORY  
WITH YOUR WHOLE FAMILY!

CECIL B. DEMILLE'S  
THE TEN COMMANDMENTS

Special limited engagement is only for



BOX OFFICE OPENS 6:45 P. M.  
No Tickets Sold After  
Feature Begins  
This Feature Will Consist  
of 4 Hours or More  
SATURDAY  
2 Performances  
2:15 and 7 P. M.  
SUNDAY  
2 Performances  
Some Hours  
Only One Show On Weekdays  
2 On Saturday and Sundays

Adults \$1.50 • Students .85 • Children Under 12, .75



Here's to you, valued friends and customers... good wishes by the sleigh full, plus hearty thanks for your patronage throughout the year. May you all enjoy a Holiday rich in love, warm with friendship and abounding in good health, good cheer and good fellowship.

E. R. HART CO.

HOUSTON • RUBY • MARGARET • MINTA • LORETTA  
R. C. DAVIS • "TUCK" • HOWARD CARLYLE • HOWARD TAYLOR  
OTTIS • WESLEY • ROBERT • R. G. HORSLEY

84

Drive In Theatre

AMHERST, TEXAS

— OPEN ALL WINTER —

SATURDAY ONLY  
December 27

The Fly

Vincent Price—Patricia Owen

Cinemascope  
—Plus Three Cartoons—

SUNDAY & MONDAY  
December 28 and 29

The Reluctant  
Debutante

Rex Harrison  
Cinemascope & Color

TUESDAY & WEDNESDAY  
December 30 and 31

Vertigo

James Stewart—Kim Novak  
In Technicolor

THURSDAY  
January 1

Spanish  
Language  
Picture



THE LUCKIEST BABY IN TOWN WILL BE THE FIRST NEW  
CITIZEN BORN AFTER MIDNIGHT, ON JANUARY 1st...

# WHO WILL BE THE

# First Baby in '59



**ENTRIES CONFINED TO BIRTHS  
AT MULESHOE HOSPITAL OR  
WEST PLAINS HOSPITAL**

## PRIZES

The valuable and useful gifts listed here will be presented by the community merchants listed below to the very first baby born in 1959 & to her or his proud parents. Who will the child be? Watch this newspaper for the announcement of the winning name.

## ENTRY RULES

- Exact time and day of baby's birth.
- Place of birth, sex, weight, and name.
- The name and address of the parents.
- The infant must be born in this county.
- Send entries to "First Baby" in care of this newspaper.



Keep Baby Snug  
Under A Beautiful Nylon  
Blanket  
Compliments of—  
**ANTHONY'S**



\$5.00  
Gift Certificate  
Good at Any Store  
In  
MULESHOE  
— From —  
**BOB'S  
Grocery & Market**



Baby Planter With Ivy  
— FROM —  
**BEAVERS  
FLOWERLAND**



You Can Keep A Record  
Of Baby's First Year  
With A Beautiful Log  
Of Life From—  
**COBB'S**

Gift Certificate  
Worth \$2.50  
We Say Congratulations with a  
\$2.50 Gift Certificate Redeem-  
able in Merchandise of  
Your Choice—  
**ST. CLAIR  
VARIETY**



A Case of Gerber's  
Strained Baby Food  
For The Winner  
This Case of Famous Baby Food  
Will be Just the thing to keep  
Baby Happy. From—  
**CASHWAY**



A \$5 Bank Account Here!  
We're Opening Up A Savings  
Account For The Winner!  
**FIRST NATIONAL  
BANK**



We'll Help Make Little  
1959 Happy  
With a Johnson Baby  
Powder Set So Soothing!  
**DAMRON DRUG**



Baby Food of  
Your Choice  
A Whole Case of Your Choice  
Brand Baby Food  
Compliments of—  
**D & G FOOD**



A Surprise Gift!  
Just Call and See What We  
Have For You.  
It Is A Nice Gift!  
**MULESHOE  
FLORAL**



Baby's First Shoes  
Will Be Our Gift  
Come in and take your choice  
of the fine baby shoes  
in our shop.  
**EVELYN'S  
GIFT SHOP**



A Gift To Cherish!  
We Will Give a Photograph  
Album to Little  
Miss or Mr. of 1959  
**JOHNSON - POOL**



Photo Portrait of  
His or Her Majesty  
A beautiful 8X10 photo so that  
the proud parents can keep  
baby's very first portrait  
forever.  
**MULESHOE  
JOURNAL**



A Silver Feeding Spoon  
Is Our Gift  
Something to cherish for years.  
Compliments of—  
**MULESHOE  
JEWELRY**



Hair Cut and  
Shampoo Set  
For Mother and if baby is a  
girl—We will give her first  
Hair Cut FREE!  
**MAIN STREET  
BEAUTY SHOP**



\$2 In Dry Cleaning To  
The Proust Parents  
We say congratulations with  
Free cleaning From—  
**LAMBERT  
CLEANERS**



Electric Bottle  
Warmer For Baby  
A famous-name gift—handy,  
easy to carry and designed  
for absolute safety, is our  
gift for baby.  
**WESTERN DRUG**



10 Gal. Gas Free!  
We Will Give the Proud Dad 10  
Gallons of Gas FREE!  
**GOSS  
"66" SERVICE**



\$2.50 Gift of Your Choice  
For Baby!  
Come In and Select Any Gift  
From Our Stock for \$2.50  
For Little 1959!  
**E. R. HART  
COMPANY**



Keep 1959 Baby Happy  
With Six Cans of your choice  
Baby Food From—  
**BLACKBURN  
FOOD STORE**





To one and all, our best wishes for a happy holiday.

Moore's Laundry

J. M., MINNIE and NELL

# CHRISTMAS - TIME OF JOY



Christmas—a time of joy and peace, tree lights, tinsel, and snow—and time for renewal of that perennial cry, "Christmas is too commercial."

It's been said for years, and to a certain extent it has always been true. Many are too concerned with today's commercial world to have time for the observance of Christmas. Others are so busy buying presents, selling presents, and generally making Christmas an ordeal, that they, too, are unable to place the emphasis where it rightly belongs—on the religious and spiritual level.

Yes, there is much about Christmas that is commercial, or rather, that has been commercialized. Yet Christmas itself, and the spirit that belongs to the holiday, is always the same. As individuals, we each "make" our own Christmas within our hearts. Our feelings, our motivations and our outward actions, weigh these well and you will know what Christmas means to you.

How often is it also said that Christmas belongs to the children. If this be true, then the observance of Christmas would have been forgotten long ago. Tinsel and glitter, presents under the tree, stockings by the fireside, this is the meaning of Christmas to the young in heart; but all these are merely adjunct to the true and significant meaning of Christmas; that on this day a child was born in Bethlehem and because of this birth mankind may hopefully strive for eternal salvation.

The true Christmas is not commercial, nor does it belong only to the young. Through faith, good will and charity do we enter into the proper observance of this great holiday and only the truly hard-boiled, the cynical, the greedy, and the disbelievers; only these, through their own lack of virtue, are not a part of the true celebrations of Christmas.



**HOLIDAY IDEA . . .** British Actress Jean Simmons, herself ineligible to buy U. S. Savings Bonds, still thinks they make wonderful presents. It is shown here decorating her tree with several bonds she purchased for her American friends.

### Our Christmas Replaced Early Pagan Festivals

Long before the birth of Christ, the Greeks, Romans, Saxons and Scandinavians were taking part in December festivals.

From the Saxons came the ceremony of burning the Yule log. The Saxons burned great bonfires in honor of their god Thor. From the Romans came the giving of presents, for this custom has been traced to the Roman Saturnalia.

It may seem strange to say that pagan riotousness might be the forbear of the Christian holiday of goodness and love, but intermingled with that which was objectionable, were things that have gone straight to the hearts of people throughout the Christian world.

And, although few people know it, it was for the purpose of substituting a Christian festival for pagan ones of Romans and Druids that celebrations of Christmas in December were first encouraged and popularized.

### Holiday Candles Will Brighten Household

The cheerful glow from a candle makes any Christmas occasion brighter and candles are inexpensive and fun to make.

Just heat the edges of four cakes of commercial paraffin with a warm iron, and form a block. Put a strong wick between the middle cakes before sticking them together.

For a frothy finish, melt paraffin with a colored wax crayon and whip it with an egg beater. Spread the foamy, colored paraffin on the square candle and then stick sequins and other bright ornaments on it.

To make round candles, fill small cans with melted paraffin. Dip in a weighted string wick when the paraffin is hard enough to hold it up.



## Greetings

Our wish for you is that your holiday will be just blooming with happiness. And to you, too, our sincere thanks for your loyal patronage and friendly good will.

BLACKBURN FOOD MARKET



'Tis the season for carol singing, for gay wreaths of holly, glowing candles, and sugar plums. It's Christmas! Time to wish you all the

HAPPIEST OF HOLIDAYS

CROSS ROADS CAFE

RENA and BUTCH BAKER

### WHERE TIME STARTS

The starting point of time is the admiralty's date line, which curves east and west of the 180th meridian in such a way that it lies always in the ocean.

First to welcome each New Year are the residents of the Chatham Islands, New Zealand, just east of the line.

From its starting point, the New Year moves westerly at the speed of 1,000 miles per hour.

### Observance Grew With Christianity

The observance of Christmas as we know it today is one of joy and peace, making it difficult for us to realize that the holiday has not always been universally recognized and observed.

When Pope Gregory sent out missionaries in 601 A. D., he told them to let pagan converts weave the harmless features of their festivals into the spiritual fabric of Christmas observance.

The popularity of the Christmas observance grew with the progress of Christianity, but there were setbacks. Abuses of Christmas reached such a pitch in feudal England that the Puritan Parliament outlawed the holiday in 1644. The observance declined until the middle of the 19th century when Charles Dickens published his heart-warming "Christmas Carol."



The beautiful Christmas rose has played its part in the many legends associated with our Christmas observance.

An early story tells of the young shepherd girl who wept as she watched the Wise Men on their way to the Christ Child with rich gifts when she had nothing to offer as a present. An angel appeared and asked the reason for her distress. And suddenly the ground was carpeted with shining white flowers. The shepherds gathered some of the blossoms and took them as her gift to the Christ Child. When she presented her gift, the infant smiled, and as his fingers touched the white flowers, the petals became tinged with pink.

It is also believed that the Christmas rose helped popularize the custom of gift giving at Christmas time. In the days of knight-hood it was custom to hang kissing rings in the great halls. The rings were decorated with mistletoe and beneath them the young knights and ladies would meet, each bringing Christmas roses to their secret love.

### Christmas Caroling Is Custom Which Began Centuries Ago

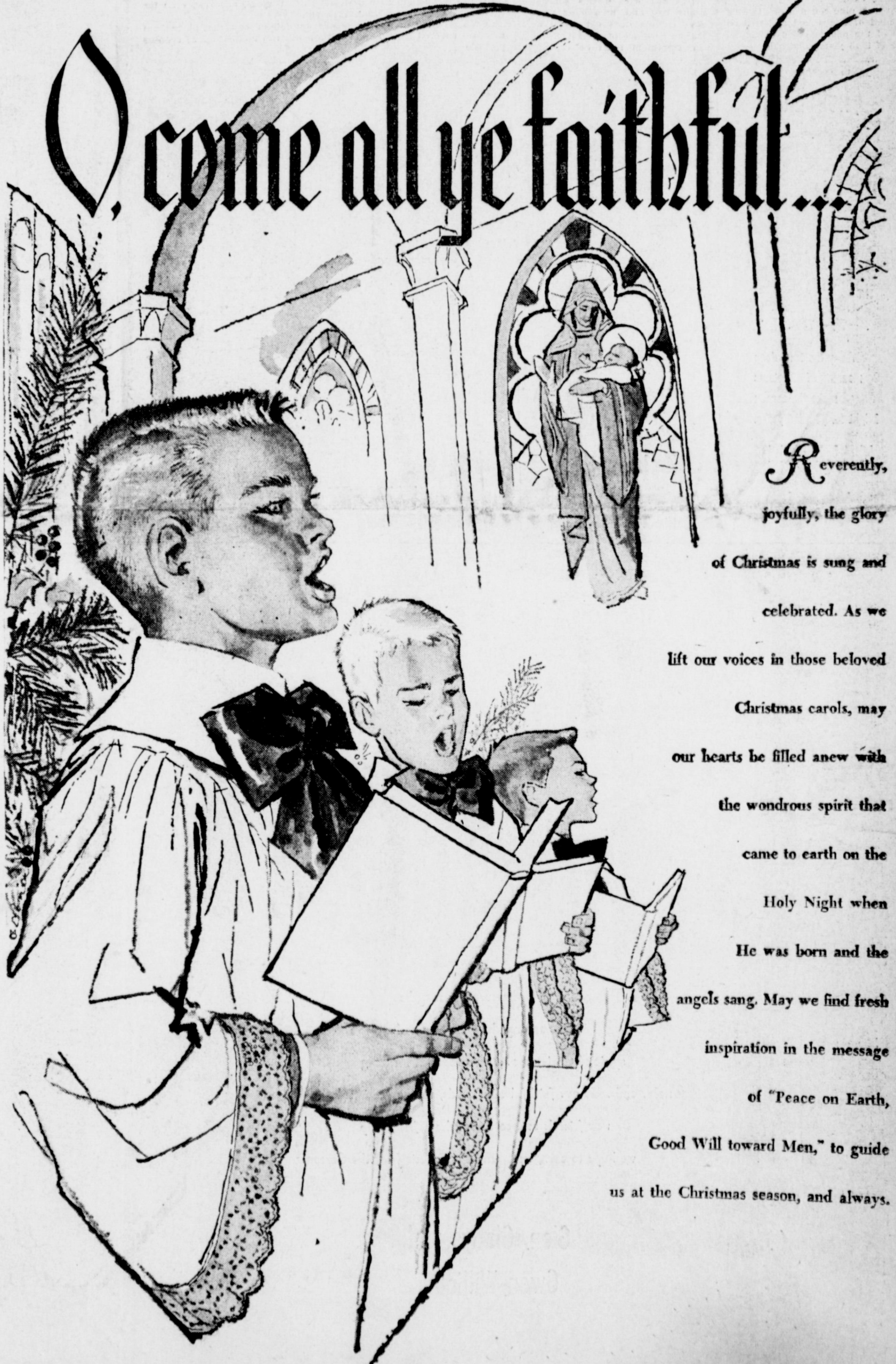
Christmas caroling, so much a part of our present-day observance of Christmas, is said to have begun about the 16th century.

The first real Christmas carol is attributed to St. Francis of Assisi, who made a model of the Bethlehem manger to help him tell his people the Christmas story.

Christmas carols were then supposedly taken from Italy to England by the traveling clergy. The idea of caroling fitted into the English conception of Christmas as a combination of religious celebration and a day of good will, so it flourished in that country.

Little bands and groups of singers which sprang up in the towns and villages were called "waits." A natural explanation of the name seems to be that it refers to watching and waiting, for Christmas Eve is called the Vigil of Christmas.

As early as December 21, which is the day dedicated to St. Thomas, nummers and carolers would begin going from door to door, announcing the great feast at hand. It was natural for householders to offer hospitality to these troubadours, and gradually in many places the custom of giving and receiving presents of various kinds was established.



# Come all ye faithful

Reverently,

joyfully, the glory

of Christmas is sung and

celebrated. As we

lift our voices in those beloved

Christmas carols, may

our hearts be filled anew with

the wondrous spirit that

came to earth on the

Holy Night when

He was born and the

angels sang. May we find fresh

inspiration in the message

of "Peace on Earth,

Good Will toward Men," to guide

us at the Christmas season, and always.

## Bailey County Electric Cooperative Association

A Locally Managed, Tax Paying Farm Organization

MULESHOE

MORTON

### Novel Christmas Decorations Add Value To Presents

With so many gifts to wrap this time of the year, paper, cards, ribbons, seals and other package decorations can add up to quite a sum. By using a little imagination, these costs can be kept at a minimum.

Ends of wallpaper rolls, whether left over from your own walls or bought as odd stock at your local paint store, are especially pretty for large packages. Even newspapers can be used to wrap large packages and the want-ad section is more attractive than the other pages.

Small pieces of aluminum foil or shelf paper from the end of the roll are excellent for wrapping smaller packages. Or if you have a young child who fingerprints, why not wrap gifts in some of his paintings.

White tissue paper can be made quite appealing by spattering it with red or green ink or water with food coloring added.

For seals, cut out colored pictures from magazines, old Christmas cards or even small bits of wrapping paper and paste them on the package. Or you can paste them on a small piece of folded construction paper to make an enclosure card.

Acorns, pine cones or oak leaves, painted or shellacked and tied on top of the package will catch the eye of both young and old.

### Include Safety in Holiday Planning

Homes, churches, schools and places of business planning holiday parties should make fire safety as much a part of those plans as the decorations or refreshments.

Holiday parties often center around a Christmas tree—and because trees are extremely combustible, these safety rules are suggested:

1. Don't set the tree up near any stairway or elevator shaft which would provide a draft.
2. The tree should not block a door or air exits.
3. Someone in authority should inspect the tree every day to determine whether it should be left up for a longer time.
4. Be sure plenty of ashtrays are provided for smokers. Don't allow smoking near the tree.
5. See that all decorations in the room have been flameproofed.

An added fire hazard exists if dresses, costumes or children's clothes made of net or gauze-like fabrics are worn. If it is impossible to avoid wearing them, they should be made flame-resistant with the following solution. Mix 9 ounces of borax and 4 ounces of boric acid in a gallon of water. Dip the fabric in this solution, wring by hand, then hang up to dry. Ironing does not affect flame-resistance of the fabric, but the treatment must be repeated.



Every year, from a few days before Christmas to the week following New Year's, tragedy stalks up and down the country—tragedy in the form of needless fires. It is indeed ironic that many of these fires result from the extra hazards which exist only during the holiday season and from carelessness which would not be tolerated any other time. Follow this list of do's and don'ts—and don't let it happen to you.

**DO** cut a growing tree, or if you buy, be sure it hasn't dried out from prolonged storage.

**DON'T** get a tree any larger than you need—the larger the tree, the greater the hazard.

**DO** stand the tree in water or snow outdoors until you're ready to use it indoors.

**DON'T** use candles on the tree or nearby where there is any chance for an open flame to contact the tree or combustibles piled beneath the tree.

**DO** support the tree well, away from sources of heat (fireplaces, radiators, etc.).

**DON'T** plug too many cords into one outlet.

**DO** make certain that all tree lighting is turned off before retiring or leaving the house.

**DON'T** allow smoking near the tree amidst decorations or piles of wrappings; have plenty of safe ashtrays around and use them.

**DO** use non-combustible material (metal, glass, asbestos, etc.) for decorating the home whenever possible.

**DON'T** let Christmas wrappings accumulate in the home; place them in metal covered trash barrel or burn them in incinerator as soon as possible.

### Homemade Treats Make Special Gifts

The Christmas season is traditionally marked by tasty things to eat. And good foods made in your kitchen add a traditional note to the celebration. Such gifts say "Merry Christmas" with an especially warm and personal touch. From a practical standpoint, they're easy on the pocketbook, too.

Many homemakers with a German heritage have treasured family recipes for beautiful marzipan candy or lebkuchen, pfeffernusse, and springerle cookies, for instance, that are perfect for sharing with friends at holiday time. Or, perhaps, your family has its own special recipe for famous English plum pudding. Spiced gingerbread is undoubtedly a family favorite if you're of French descent.

But, whether it's cookies, candies, puddings, fruit cakes, or jellies, homemade food gifts are easy to make and delightful to receive.

### Sending Cards Is Old Holiday Tradition

The custom of sending Christmas cards has grown so popular through the years that each year an average of one and one-half billion cards are mailed.

Some historians suggest that the idea of sending Christmas cards originated with school boys away from home, who wrote their letters on fancy paper and in fancy writing.

William Egley sent out a Christmas greeting on a fancy card in 1842 which showed his artistic and engraving talent. The card carried the message, "A Merry Christmas and Happy New Year."

In 1846, Henry Cole, a middle class Englishman, sent Christmas cards which depicted a Victorian family gathered at the festive board and which carried the message "A Merry Christmas and a Happy New Year to You."

The cards brought fame and popularity to Henry Cole, but it was two decades before Christmas cards were sold generally.

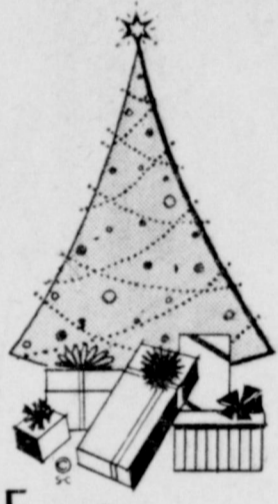


NEW YORK TRADITION . . . Thousands of holiday shoppers are usually on hand when the traditional Christmas tree is lighted with appropriate ceremonies in Rockefeller plaza, New York. The nine-foot angels in the foreground are sculptured in wire.



May the true, deep meaning of Christmas make the season bright for you and yours.

**KELTON Barber Shop**

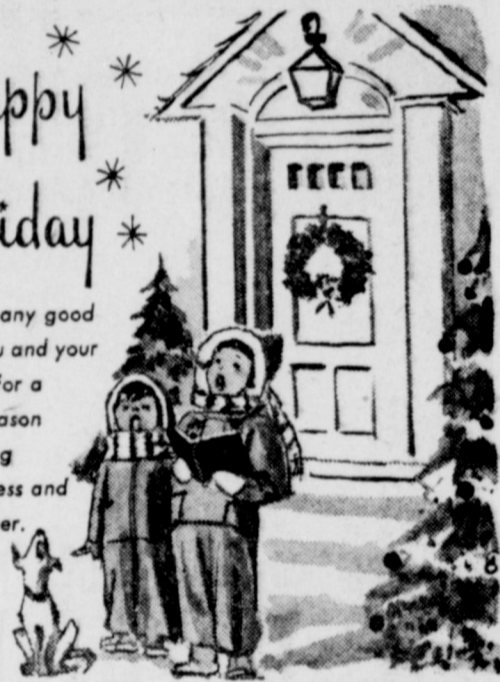


Extending to you our warmest and most sincere wishes for THE MERRIEST CHRISTMAS, EVER!

**The Lone Star Gift Shop**  
Mrs. Frank Snyder

Happy Holiday

Many, many good wishes to you and your family for a holiday season just singing with happiness and good cheer.



**LAMBERT PLUMBING**  
SHORTY AND FAYE



MERRY MERRY CHRISTMAS  
May the gifts of health, wealth and happiness be yours!

**Muleshoe Auto Parts**  
JIM AND ALEX



VERY MERRY CHRISTMAS  
May the gifts of happiness grow for you — and give you lasting pleasure!

**Imperial Barber Shop**  
Clinton • Lee

**Season's Greetings**

Whatever else may be lost among the years, let us keep the spirit of Christmas... its wonderful meaning never ends. To our faithful old friends, to our cherished new friends and to those whose friendship we hope to earn, we extend the Greetings of the Season.

Glen, Gladys and Gwen Williams



**Season's Greetings**

With all the warmth of the Yuletide spirit, we extend to everyone our very best wishes for a holiday as bright and glowing as a Christmas candle... as joyously beautiful as the sound of church bells ringing across the land. May the happiness of the season remain forever in your heart.

**Higginbotham - Bartlett Lumber Company**



**Grandfather Frost Is Russian Santa**

Christmas in Russia? Behind the Iron Curtain it's Grandfather Frost who delights the children.

Grandfather Frost (really an actor from the Moscow stage) was revived by the Russians two years ago. Through most of the month of January thousands of Russian children dance around a fir tree in St. George's Hall and may shake hands with Grandfather Frost, the Russian Santa Claus.

Grandfather Frost entertains the children with the aid of singers, dancers and variety artists from the theaters. Last year, for the first time, American correspondents were admitted to the Kremlin to see one of the gatherings.

**Dig—These Crazy Christmas Gifts**

Even Christmas has caught up with the atomic age. A sign of the times is the increasing demand for Geiger counters as Christmas gifts. Manufacturers say people from all over the country are giving as presents the miracle instrument that noses out uranium.

If you're buying a gift for a prospective uranium prospector you can get him one of these radio-activity detection devices at prices ranging from \$24.95 to \$2000. Most popular model, manufacturers say, is about the size of a miniature camera and retails for about \$35.

Uranium "hounds" are as varied as the instruments they buy. They range from housewives with infants in their arms to geologists and hirsute prospectors—as well as business tycoons, clerks, laborers and society women. An amateur uranium prospectors' club in the East, composed entirely of women, is known as the "Geiger Widows."

Last year gift Geigers were mailed all over the United States. One woman telephoned the New York office of a leading manufacturing firm from Florida to order a \$1,995 unit as a Christmas surprise for her husband.

**WHEN SANTA LEAVES**

While American children always find their Christmas presents in the stockings or under the tree, children of other nations must search for theirs. Norwegian children seek them out in hiding places which may be anywhere in the house. In Italy, they seek them in "Urns of Fate" and in France children usually find them in wooden shoes.



Awaiting the arrival of Santa Claus puts plenty of Christmas spirit in the young hearts and minds of children, but we can still help them to a greater appreciation of the holiday.

Santa has his proper place (despite the convictions of many of the older generation) but children who are old enough to understand should be often reminded that there is a truer meaning to our celebration of Christmas. The story of the Holy Birth is not a difficult one to tell to children, for it is essentially a simple story.

Children may be made to appreciate the other aspects of Christmas, too, by helping with the decorations, and in the selection and trimming of the tree. It's always fun to choose your Christmas tree, whether you get it from the woods or from the corner store.

Making tree decorations is another ideal family project. Strings of cranberries, popcorn or colored paper give trees a special Christmas glow. Even cutouts from Christmas cards add glamour. While adults trim the top of the tree, the children can trim the bottom.

Pine boughs and cones gathered from a nearby woods make pretty wreaths and table decorations. Children like to hike and look for these Christmas treasures.

But don't expect perfection from children. The important thing is the feeling of pride and accomplishment that children share in the knowledge that their efforts helped make the family Christmas a happier one.



**TALKING TO SANTA . . .** It's an old, old story that's new every year for thousands of children, this visiting Santa in the big department store to talk about what's to be in the Christmas stocking. Most always, there's a proud parent standing nearby to do a little prompting if necessary.

**Exercise Care in Outdoor Decorations**

If you light an outdoor tree, do it with care and caution.

Spruce, fir and pine, when not too large, are ideal for outdoor Yuletide display, but hemlock, yew, boxwood and aborvitae are a little more sensitive to the heat of Christmas lights and their needles may be scorched if caution is not used.

Outdoor lights should always be placed so they do not touch needles. Bulbs of 15 wattage are sufficient. Use only weatherproof electrical fixtures designed for outdoor use. Check the position of the lights each day and turn them on only at eventide. Be sure to turn them out before retiring.



**HOLIDAY NOTE . . .** Even in whiskers and costume, this Santa would give himself away with the first note. He's Gordon McRae, popular baritone, probably dressed to play Santa for the three children in his household.

**SAVE THE TREE**  
If your tree holder is the type that allows the butt of the tree to rest in water, you can help keep needles from dropping by dissolving plant food in the water. If you use a pebble or rock-filled pail to support the tree, cover the pebbles or rock with a plant food solution. Use one teaspoonful of plant food (or one plant food tablet) to each gallon of water in the container.  
Mistletoe, the most popular New Year's and Christmas green, has been an emblem of purity, friendship and goodwill since ancient Greek times. Ancient Britons revered it as a symbol of protection from evil spirits.



**YULETIDE GREETINGS!**

WEST PLAINS HOSPITAL AND CLINIC



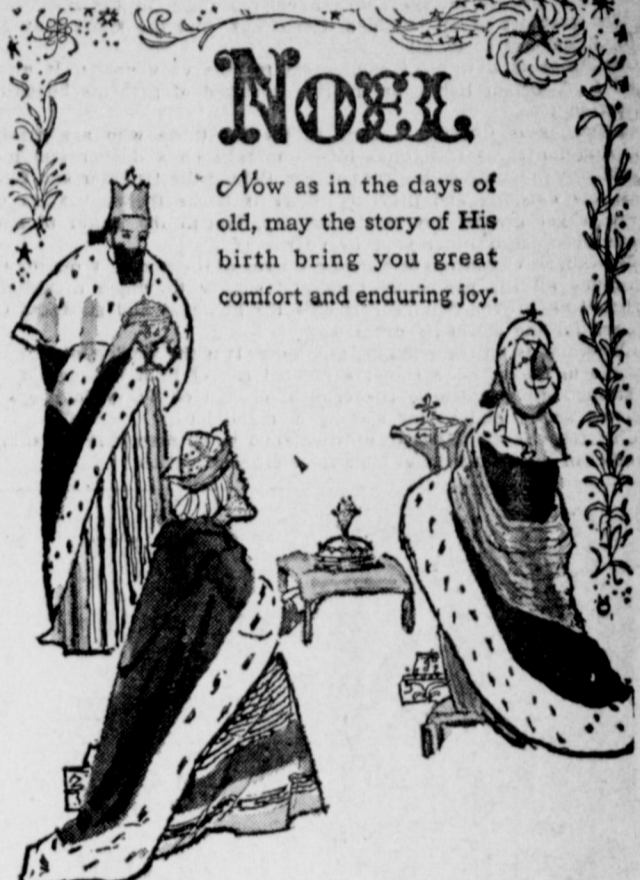
COME LET US ADORE HIM... let us reserve a part of our joyous holiday for thoughts of Him Who is The Christmas Spirit.

EDDIE LANE INSURANCE and REAL ESTATE



Here's to you, our good friends and patrons... our sincere appreciation for the privilege of serving you and best wishes for a happy holiday season.

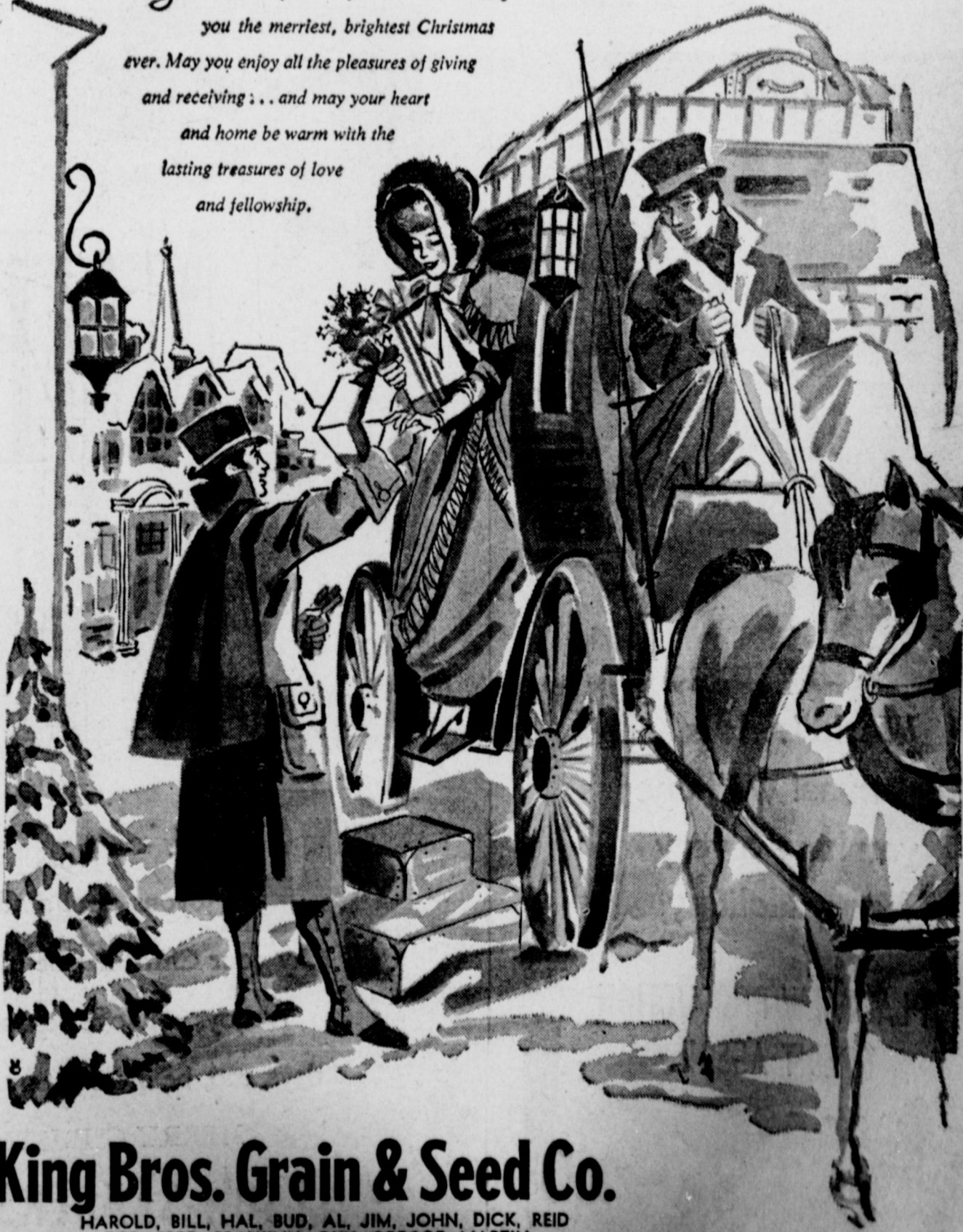
MULESHOE FLORAL



FRY & COX BROS.

**Christmas Greetings**

Good cheer to you and yours! We're wishing you the merriest, brightest Christmas ever. May you enjoy all the pleasures of giving and receiving . . . and may your heart and home be warm with the lasting treasures of love and fellowship.



**King Bros. Grain & Seed Co.**

HAROLD, BILL, HAL, BUD, AL, JIM, JOHN, DICK, REID, BOB, FRED, FRANKLIN, GUY, GEORGE, MARTIN, LAURA AND JO



May your Holiday be a gay one...

E. and W. Conoco Service



Greetings and best wishes to you for a happy holiday season. May your Christmas be the merriest!



ALSUP CLEANERS



Brings the old, old wish to you! MERRY CHRISTMAS

WEST TEXAS FARM LABOR ASSOCIATION



## CHRISTMAS- UNIVERSAL HOLIDAY

Of all the world's holidays, Christmas is the holiday that belongs to one and all. Christmas is for everyone, the sad and the weary, the sick and the infirmed, the happy children and their more serious elders.

Yes, Christmas belongs to no one alone. Men of different nations and diversified beliefs always share a certain unity in the observance of this greatest of all holidays. Christmas, and the spirit that goes with it, belongs to us all.

Christmas is a time of excitement for the very young. It means good food, bright lights, an inviting pyramid of presents beneath a glittering tree.

Christmas is likewise a time of joy for those who are growing up. And for these Christmas begins to take on a deeper and more significant meaning with each holiday. Behind the laughter and festivities, the earrolling and presents, there is borne the realization that there is yet greater joy in the holiday, though the glitter of Santa Claus becomes dimmer year by year.

For others, Christmas is a magic mirror of memories, a mirror that discloses all the prejudice, hate and sorrow to which mankind is afflicted; a mirror that reflects only the kindness and goodness God wished for the world He created.

Christmas is all these things, and more. It is the shadow of a church steeped in the winter's snow; a pointed ray of light shining through a stained glass window; the crunch, crunch of heavy footsteps on eroded snow; and voices singing in the night.

Christmas is all things to all men; and to all men it is the shining symbol of man's continual hope for eternal salvation.

### St. Francis Gave Much to Christmas

Some 400 years before Saint Nicholas, Bishop of Myra, performed the many acts of generosity and kindness which made his life a great legend and gave him the "Santa Claus" character we know today, another Saint—St. Francis of Assisi made other contributions to our celebration of Christmas.

St. Francis lived in the small Italian village of Garcia. In the year 1200 A.D., St. Francis arranged the first manger scene in a cave near the monastery where he lived. The scene was typical of that at Bethlehem. There was a manger filled with hay, an ox and an ass. St. Francis and his followers celebrated mass at the cave and sang hymns in honor of the Christ Child.

Himself a lover of music, St. Francis believed that the early chants (written in Latin) were too theological to be popular. He felt that Christmas music should be religious, yet should be more in keeping with the festive spirit. He is generally credited with being the influence behind the more modern Christmas carols, which spread from Italy to France, from there to Germany; then to England and elsewhere.

### Health to You



In the days of the Saxons, "wassail" was a popular greeting meaning "health to you." It later became a Yuletide drinking toast, and cups of hot wassail were given to visiting Christmas carolers.

Here is the recipe for a cherry bowl which will help extend a hearty welcome to your Christmas guests.

**CHRISTMAS WASSAIL**  
 2 quart sweet cider  
 6 whole cloves  
 1 three-inch stick of cinnamon  
 6 whole allspices  
 1/2 cup light brown sugar  
 Juice of 6 oranges  
 (16 to 20 punch cups)

Simmer the cider, spices and sugar for 15 minutes. Let stand for 12 hours. Then add orange juice. Strain, reheat and serve.

Serve wassail hot from a large bowl and green cherries, orange slices or small baked apples floating in it. Place the bowl on a 4-ly-trimmed tray.



THE TREE . . . Part of the joy in preparing for Christmas centers around the selection of a tree. These young residents of New York City are deciding between a long and a short pine for their home.

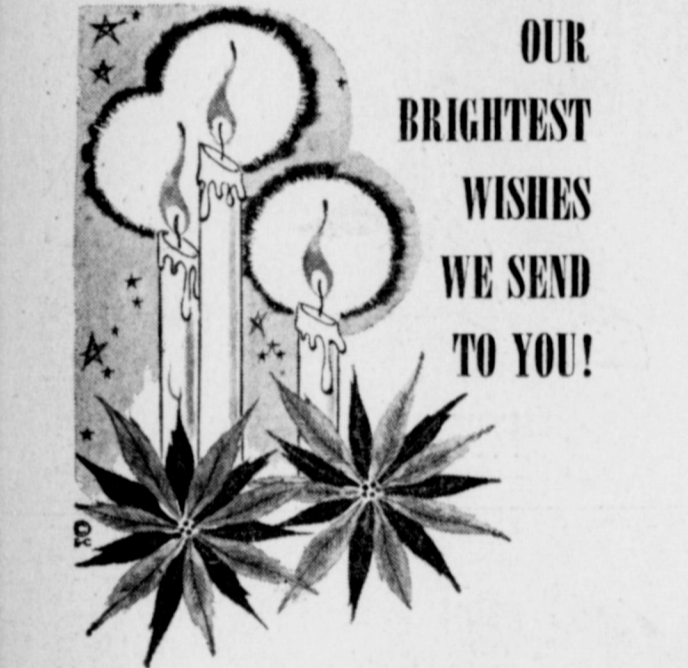
**Save Time in Making Holiday Plum Pudding**

President Theodore Roosevelt, an ardent conservationist, once disapproved of Christmas trees and dried fruits but lacking plums and for several years forbade any — is perhaps one of the oldest and being brought into the White House most famous of Christmas dishes.

Most plum puddings require four to six hours of steaming, but this and Quentin, smuggled out in and time can be cut to about one-third set it up in Archie's room. After by steaming the dough in a pressure sauce pan. When this method is used, pressure is omitted during the first 30 minutes (because the dough is rising) then 15 pounds of pressure and steam are applied for one-third of the time given in the recipe.

But one year his sons, Archie and Quentin, discovered the discovery, Gifford Plachot, a great forester and conservationist, is used, pressure is omitted during the first 30 minutes (because the dough is rising) then 15 pounds of pressure and steam are applied for one-third of the time given in the recipe.

Ever since, the White House has had an indoor tree.



OUR BRIGHTEST WISHES WE SEND TO YOU!

LANG TRANSIT and HUB MOTOR FREIGHT  
 ED GARNER, Local Agent



*Greetings of the Season*

Merriest holiday wishes to you, friends and neighbors, and a full measure of the best things in life for now and always.

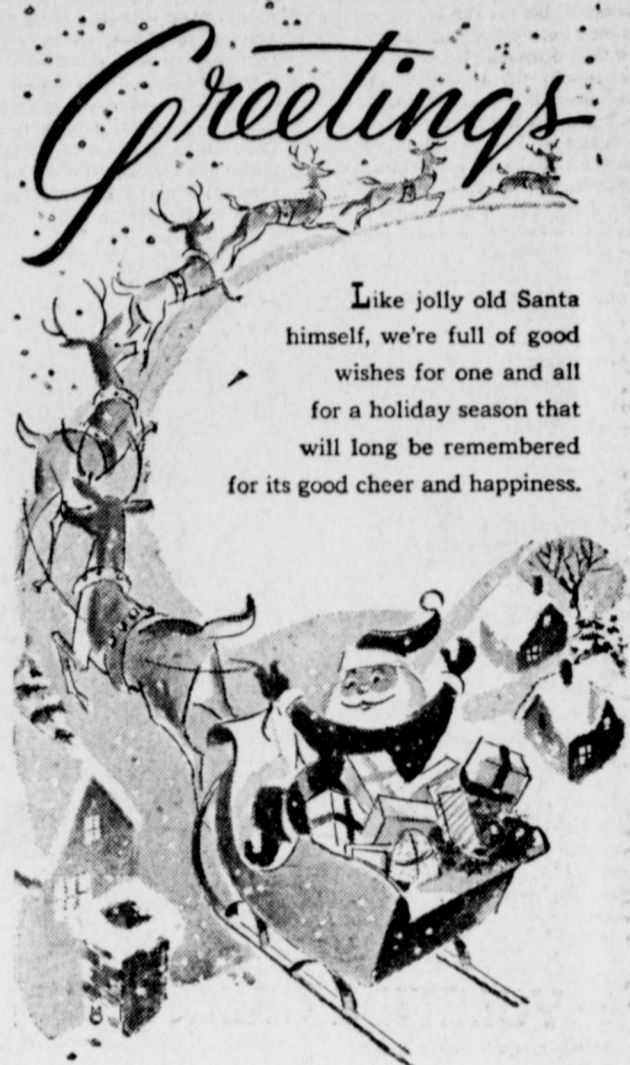
SINGLETON FUNERAL HOME



OLD-FASHIONED Christmas Wishes

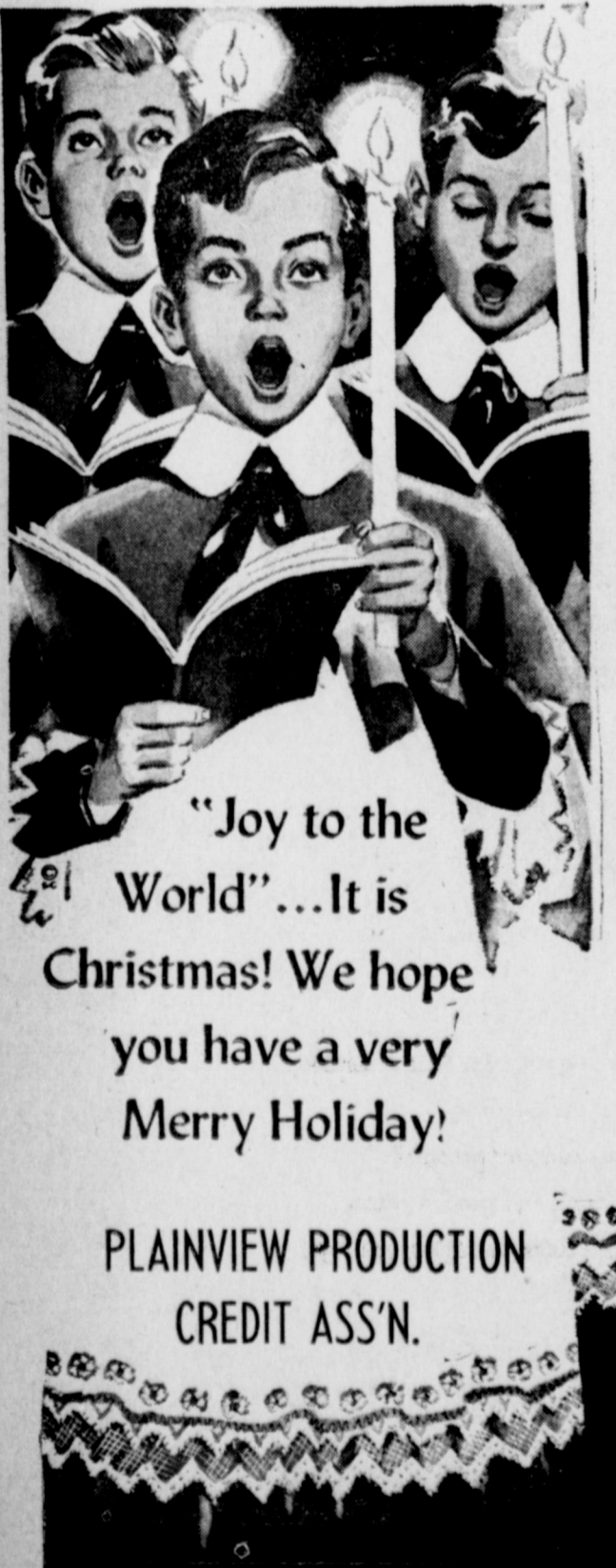
We're old-fashioned enough to get sentimental about Christmas . . . to conjure up visions of happy reunions, stockings hung by the hearth, tinsel hung on the tree. In this hearty spirit, we wish you the season's best!

BOBBY'S BEAUTY BOX



Like jolly old Santa himself, we're full of good wishes for one and all for a holiday season that will long be remembered for its good cheer and happiness.

Western Auto Associate Store  
 EARL HARRIS, Owner



"Joy to the World" . . . It is Christmas! We hope you have a very Merry Holiday!

PLAINVIEW PRODUCTION CREDIT ASS'N.



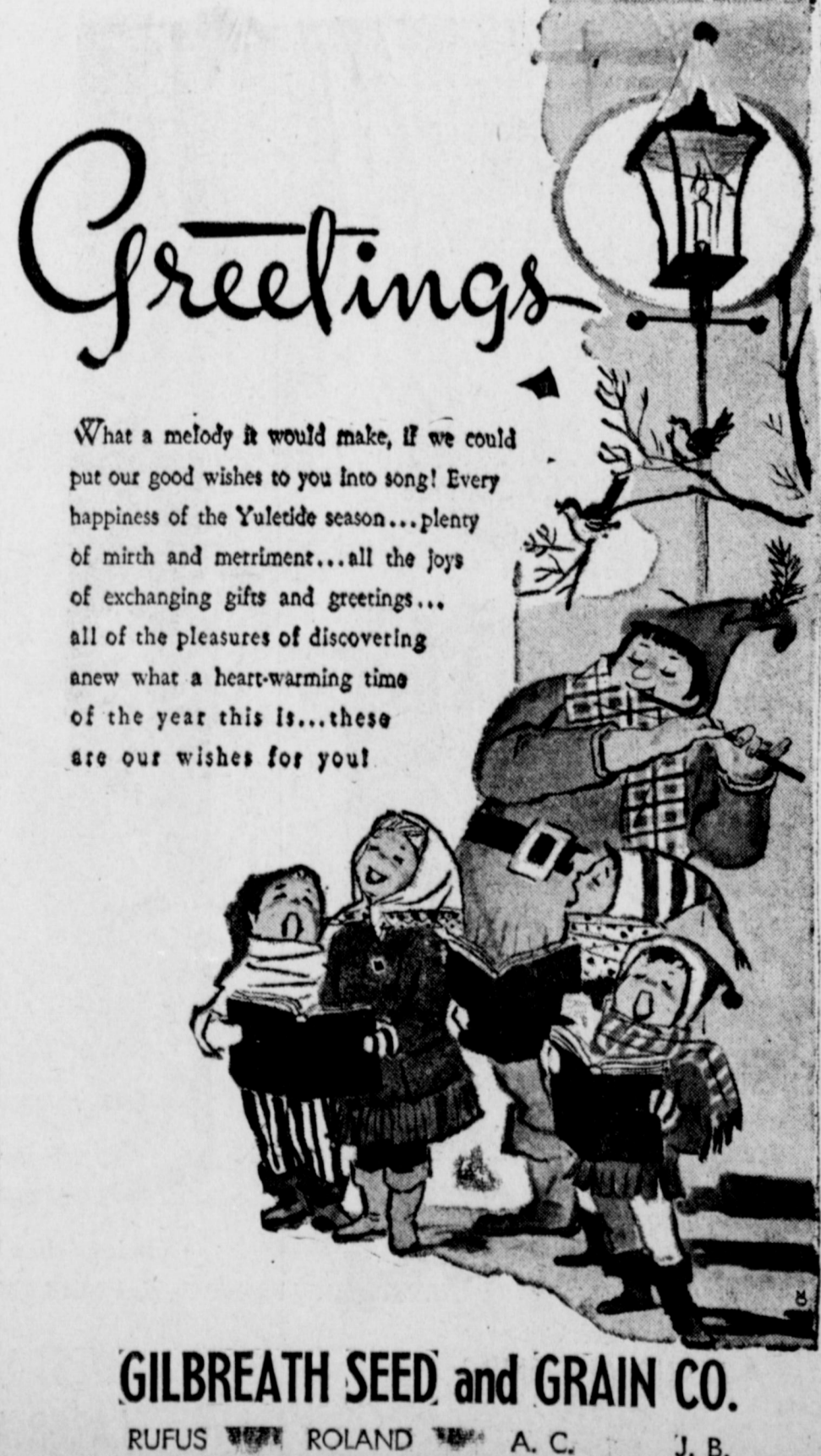
NOEL

A joyous carol sends our Greetings!

May your Christmas be blessed with the joys you love best, and may all your days, too, be most happy for you...

MERRY CHRISTMAS

WILLSON-SANDERS LUMBER

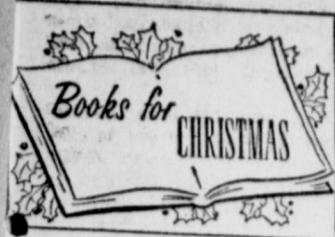


Greetings

What a melody it would make, if we could put our good wishes to you into song! Every happiness of the Yuletide season . . . plenty of mirth and merriment . . . all the joys of exchanging gifts and greetings . . . all of the pleasures of discovering anew what a heart-warming time of the year this is . . . these are our wishes for you!

GILBREATH SEED and GRAIN CO.

RUFUS ROLAND A. C. J. B.



When you start buying presents to all the stockings belonging to younger children and relatives, don't overlook the versatility of books. Good books are a good buy, because they can be educational and appealing to children, and at the same time inexpensive to you.

In selecting children's books, be sure the subject matter is both accurate and interesting to the child and his particular age.

Story books for preschool children should be realistic, with colorful pictures and a simple narrative. Avoid fantastic stories and abstract pictures because preschoolers haven't yet separated the real from the unreal.

Color books are better for older children than for preschool youngsters. Preschoolers cannot keep inside the lines and may become discouraged. The lines hamper their creativity. Give them instead blank pieces of paper to color.

Information books having large pictures, with details about each picture, are good for preschoolers, often giving them ideas for play.

Books are appropriate Christmas gifts, are helpful to children and are easy on the pocketbook.



It was December 23, 1818 in a tiny mountain village in Austria. The night was cold and clear and a heavenly canopy of stars stretched over a peaceful earth as far as the eye could see.

Father Joseph Mohr, a young parish priest, had just administered the last rites to a dying woman. Walking thoughtfully homeward, he looked down at the twinkling lights of the village and the bright stars above. A soul was about to depart from this world, to sleep forever in heavenly peace. Tomorrow at midnight the village and the Christian world would reverently observe the greatest birth—the Nativity that took place that holy night so long ago.

How sad, the young priest thought, that the church organ was broken and the musical program for the holiday services had been cancelled. Franz Gruber the organist, had suggested they find a simple melody that could be sung to the accompaniment of a guitar. Give him the words, he'd said, and he would compose the music. Give him the words . . . and there would be music.

As he thought of birth and life and death and looked down upon the sleepy, starlit village below, Father Mohr found these words. They sing the praises of the Holy Infant born to the world, and we wonder if they do not also ask for the departed soul "rest in peace."

Thus came the famous "Silent Night, Holy Night." Franz Gruber, true to his word, put Father Mohr's words to music that will endure till the end of time.

MERRY CHRISTMAS to One and All and Peace On Earth To Men of Good Will.



In the distance there was a star, a bright and shining emerald in the sky, a guiding beacon for all those who would come forth in humble reverence to recognize the King of Kings.

And in the night were the voices of angels singing His praises and announcing His wonderful birth, their voices loud and clear, "Come forth and adore."

And so they came, the Wise Men and the shepherds, the rich and the poor, humanity united through One Great Love, sharing together the realization of man's great hope for eternal salvation.

There in the manger they found the Christ Child, the silence of Heaven gathered about Him and they lifted up their voices with prayer and each heart filled with love and courage and hope.



The same mistletoe which makes boys bold and girls blush at Christmastide had other meanings in other times.

Mistletoe, as one story goes, once was a full grown tree. Then its timber was cut for the cross on which Christ was crucified. Since then, it has retrogressed to its present state as a parasite, a plant which grows on other trees.

Ancient Druids worshipped mistletoe because it grew on their sacred oak. At the end of every year a Druid priest would cut down the mistletoe with a golden sickle, and not one twig was allowed to touch the earth. Later sprigs of mistletoe were often fastened over doorways to ward off evil spirits.

In Colonial days mistletoe was high and the lad who stole a kiss had to reach up and pull off one berry for every kiss. His kisses stopped when the berries were gone.



Merry Christmas, Everyone!

Taylor Metal Products

Don and Owena Taylor • Carl Buck  
D. T. Garth • Carlos Reyes



Come All Ye Faithful

... COME LET US ADORE HIM THIS DAY

REMEMBERING THE TRUE AND LASTING

MEANING OF THIS HOLY CHRISTMAS SEASON.

MAY YOU FIND THE BLESSINGS YOU SEEK!

HAPPY HOLIDAY TO ALL

ARNOLD MORRIS AUTO PARTS

ROBERT LANCE CLARENCE DICK  
BOB LAWRENCE ARNOLD

Christmas Greetings

One of the deepest pleasures of the holiday season is the friendly tradition of exchanging cheery greetings. This pleasure is most happily ours, as we extend to you, friends and patrons, our warm appreciation for your good will and patronage, and our personal best wishes for your happiness, health and good fortune.

May you have everything you're wishing for, to enrich your days and bring you joy.

SHERLEY-ANDERSON GRAIN COMPANY  
LARIAT, TEXAS



**ABOUT THAT STABLE**

Perhaps the most authentic duplication of the first manger scene was that prepared by St. Francis of Assisi in the year 1209. The Stable of Bethlehem did not in any way resemble the elaborate and decorative scenes which we see about us today, with greenery, bright lights, and plaster of Paris animals and adoring shepherds. There was no room in the inn that night, so Jesus was born in a stable; a crude shelter hewn into a rocky ledge of the Judean countryside. It was cold and dark and damp, and bare of ornaments. With our many modern conveniences of today, we find it hard to imagine that weary Judean travelers often spent the night in such caves, welcoming rather than disdainful joint tenancy with beasts because the breath of the cattle and the heat of their bodies provided a little warmth. The cave which was the birthplace of the Saviour is now a grotto beneath Bethlehem's Church of the Nativity, and though fascinated by the simplicity of the original Nativity scene, Christianity has still embellished it with comfort and ornamentation.

**Christkindli Visits Kids in Switzerland**

In Switzerland, it is not Santa Claus, but Christkindli, the Christ Child, who makes the rounds of Swiss homes on Christmas Eve. The radiant angel is said to come from the North, traveling on a fairy-like sleigh, pulled by reindeer much like our Santa. Christkindli brings good Swiss children a beautiful tree, and many gifts. Like Santa, he insists that little children be good at all times, and he admonishes naughty youngsters.



**SANTA CLAUS TOWN . . .** Santa Claus, Indiana, the town with a famous postmark, is always bustling for months before Christmas rolls around. Santa can be found here, busy in his workshop of playing host to thousands of boys and girls from all over the country.

**How Santa Claus, Ind., Got a Famous Name**

A familiar looking old gentleman with a red suit and a white beard was partially responsible for naming the town of Santa Claus, Indiana. Except for a lucky break, the town might have had another name and thus would not have enjoyed the annual fame that it enjoys with each Yuletide season. Originally the name Santa Fe was chosen, but officials in Washington suggested another name be chosen, since there already was a Santa Fe in New Mexico. So it was that on Christmas Eve, in 1882, citizens of the nameless town gathered to select another name. Suggestions were tossed about for some time, until Santa Claus, making his yearly visits in the neighborhood strode in to get warm. He was attired in proper costume and his arrival seemed to put one name in every mind. And so the town was named Santa Claus.



**Christmas Greetings**

**SWAP SHOP**  
Mr. and Mrs. Butler Stevens



**COMMUNITY PARTY**

Wouldn't it be wonderful if we could have a Community Christmas party for the whole town, just like the Sunday School classes, office staffs and individual families enjoy?

Such an undertaking is impossible, of course, but we do have something pretty close to a holiday get-together and it adds up to a fine Community Christmas Spirit. It's the feeling that comes to each of us as we do our gift shopping in local stores. Store clerks, managers, people we meet on the street, the hundreds of friendly faces we see the year round seem to take on a new and warmer appearance. Their cheery greetings and salutations, like our own, truly reflect the happiness that surrounds us all with the coming of the Yuletide season.

Sure, it's a community party, this holiday shopping—and a good one—because it lasts the entire Christmas season. And further, the entire community benefits. Every Christmas dollar spent with local merchants buys more . . . does more . . . and means more . . . to everyone.

Maybe there's an idea here worthy of consideration, not only during this great season of gift-buying, but for the whole year . . . for sure as Santa Claus wears a snow-white beard, the entire community benefits each time someone invests in local economy by doing business with local people.

And it would indeed be a wonderful gift for our town if this wonderful spirit, so alive at this Christmas season, could remain as strong and glowing throughout the entire year.



**Merry Christmas!**  
And, Thank You for Your Patronage...

**Corral Drive-In**  
Roy and Hazel Dyer and Employees

**Greeting Cards Christmas Gift Of Englishman**

Greeting cards are an English contribution to the Christmas observance.

This simple idea of wishing your friends a Merry Christmas was originated in 1846 by Henry Cole, a middle class Englishman and the idea brought Cole great honor as well as knighthood.

Cole's original cards depicted a Victorian family gathered at the festive board and he had a thousand of them struck off by lithograph. Although the cards met with immediate popularity and brought fame to Sir Henry Cole, it was two decades before Christmas cards were sold generally.

Today the demand for cards is so great that many companies spend the full year designing and producing only Christmas greetings.

While today's mass-produced cards are quite superior to the original cards produced by Henry Cole, neither time nor poets have been able to improve on the classical message the Englishman penned to the first Christmas greeting cards: "A Merry Christmas and a Happy New Year to you."

Burning of trees on "Twelfth Night" is an outgrowth of the special observance by early Christians on the last day of a twelve-day celebration of the Feast of the Nativity of Christ.



**BOY, OH, BOY . . .** If this isn't the biggest and brightest candle this youngster ever discovered, it will do until some future year when maturity will bring the deeper significance of this great holiday.

**Bethlehem Basilica Among Oldest Churches**

The Basilica of the Nativity at Bethlehem, constructed more than 1,620 years ago, is one of the oldest churches in Christendom.

As it stands today it represents the original building as erected by Emperor Constantine and restorations and additions made under Justinian.

It is surrounded by three convents of separate faiths, Greek, Latin and Armenian. All three have the privilege of worshiping in the Grotto of the Nativity.



*Greetings*  
Our Sincere Best Wishes for a Happy Holiday to Each of You!

**Clayde A. Bray Agency**

Mr. and Mrs. Clyde Bray — H. O. Barbour

**Holiday Centerpieces Easy, Fun to Arrange**

A little bit of imagination and work can transpose common articles into elaborate and effective holiday centerpieces.

Try setting up a mound of stars with white plastic foam blocks. Fasten set tall red candles on each step and insert sprigs of holly or pine in the base for extra trimming.

Desserts can be as decorative as your centerpiece. Make white snowball cakes with a small red candle set in each one, and place them on a holly tray. Individual place decorations are easy and fun to make. Cut out cardboard stars and glue a 3/8-inch strip of cardboard around the star outline. Paint or cover them with foil.

**Favorite Carols Came From Many Lands**

Three of our favorite carols were brought to us by early settlers from European lands. England contributed "God Rest You Merry Gentlemen." France gave us "Cantique de Noel," from Germany came "Away in a Manger." "Adeste Fideles" belongs to no one country, but has been translated into 119 different languages and dialects.

Three Americans enriched our heritage of lovely carols. The earliest contribution, "It Came Upon a Midnight Clear" was made by Edmund H. Sears in 1849; Dr. John Henry Hopkins, Jr., in 1859 composed "We Three Kings of Orient Are" and in 1868 "O Little Town of Bethlehem" was written by Phillip Brooks.



**BACKYARD SPECIAL . . .** This electric locomotive is signed for use in the backyard and comes complete with train and all the trimmings. For 1958 are designed to appeal to both boys and girls—and attention of this young one from New York City.



To our many good friends and neighbors, we send a special greeting at this wonderful season of the year. Heartily, we wish for all a holiday time glowing with happiness . . . packed with fun and festivity. And to all we say a most sincere "Thank You" for your patronage throughout the year.

**MORRIS DOUGLASS IMPLEMENT**

H. A. — PETE — WISTER — NONA BLAKE AND MORRIS



White and light and lovely is the day. There's peace! And we pray it will always stay. The bells ring clear in the new crisp air, and with every true note falls a care. The day is Christmas and it's lovely.

**Muleshoe Chamber of Commerce**




*Warm Wishes*

We take a gift of words, wrap it with good cheer, adorn it with a friendly smile, and send it on its way to you and yours. What it is? It's our package of holiday wishes, warmly felt, heartily said. May your Yuletide season be merry and bright . . . filled with lasting contentment.

**S. E. Cone Grain & Seed Co.**

# Christmas Quiz



1. What was the famous deed George Washington performed on Christmas day?
2. When did Santa's sleigh first make its appearance?
3. Where did the real Saint Nicholas live?
4. Legend has it that the crown of thorns was plaited from which Christmas plant?
5. What was the message inscribed on the first Christmas cards sent by Henry Cole?
6. What does the name Kris Kringle mean?
7. In Norse mythology, who killed whom with a mistletoe arrow?
8. For how long has Christmas been observed on Dec. 25th?
9. Where did the Yule Seal idea originate?
10. Who was Joel R. Poinsett?

**ANSWERS**

1. Creating of the Delaware 2. In Clement Moore's famous poem, "The Visit From Saint Nicholas" 3. Saint Nicholas was the Bishop of Myra, in Turkey 4. From the holly plant 5. "A Merry Christmas and a Happy New Year to you" 6. Christ Child 7. Loki killed Balder, the son of Odin, after Balder's mother had obtained a promise from all living things, other than the mistletoe, that they would not harm him. 8. Since 551 A. D. 9. In Denmark, the idea of Elmer Halstead, a postal clerk. 10. An American statesman, Ambassador to Mexico, for whom the poinsettia plant is named.

## Santa, As We Know Him Today, Created By Two Famous Men

Santa Claus, as we know him today—jolly smile, round, red cheeks and chunky figure—is the creation of two famous men. The first was Clement Clark Moore, author of "A Visit to St. Nicholas," better known to us as, "Twas the Night Before Christmas." Moore actually described Santa and gave him the famous reindeer and sleigh. The second man, who put the actual likeness of Santa on paper to illustrate Moore's poem, was Thomas Nast, a great cartoonist. Nast drew the familiar, fat, merry old fellow with red cheeks and white beard, dressed in red, wearing a cap and boots, carrying a pack of toys and smoking a short pipe. The artist then gave Santa a spy-glass so that during the year he might pick out the good children from the bad, and also a big book in which to write their names and keep records. This conception of Santa Claus first appeared in 1863. Since that time the pictured Santa has been the same, although the spy-glass and pipe seem to have been dropped by the way.



## CHRISTMAS SHOPPER

Ponder the case of Poor Ole Dad who said, and I quote "Christmas shopping is easy, I'll just run over to the big city and get it all done in a couple of hours." As you can see, Dad's expression comes under the heading of "famous last words." Oh, he completed his shopping list, or rather most of it—but look at the shape he is in now. It took him all day, rather than a "couple of hours" because he decided to walk his feet off rather than have to make another trip. He felt pretty pleased about the whole thing (when he started home—that is), until he ran out of gas in the middle of nowhere. So busy thinking about the things he wanted to buy he just forgot Bessie refuses to run without fuel. He lost thirty minutes or so waiting for a gas station to send out some fuel from a nearby community, but that didn't upset him very much. He didn't really blow a fuse until he picked up a nail and a slow leak in one of Bessie's tires. But he got home—a tired but happy man, apparently. Mom, who believes in shopping at home where value and satisfaction are always guaranteed by the local merchant's reputation, probably made the situation worse by remarking that practically every item on Dad's list could have been bought here at home for the same price, or less. I guess that's what made Dad light up like the Christmas tree—it was a sure insinuation that he wasn't a very smart businessman and that blow at his pride was just too much for a man with aching feet.

Early Saxons named the curious barbed tree parasite used as a Yule-time decoration "Mistletoe", meaning a shoot of a tree. Early Nordics dedicated mistletoe to their goddess of love and started kissing under it as a gesture of friendship and love.

The little metal trumpets decorating Christmas trees date from early Danish custom of blowing in the Yule with four hymns representing the four corners of the world.

## From Where Came Christmas Trees?

Like so many other Christmas customs, the origin of the tree tradition is not definitely known. One theory holds that the 8th-century missionary Boniface persuaded the heathens to transfer their worship of Odin's sacred oak to an evergreen decorated in honor of the Christ Child. Popular legend has it that the first Christmas tree originated in Egypt where the first trees used were palm trees. Another story says that Martin Luther decorated a tree with candles to simulate an evergreen shimmering with starlit snow. We do know the Germans did much to popularize the use of Christmas trees, introducing them into both England and America. The German Prince Albert, consort of Queen Victoria, started the custom in England when he had a tree for his young daughter. The tradition crossed the Atlantic with Hessian mercenaries during the American Revolution.

## Thousands Send Cards To First Family

Last year some 15,000 Americans sent Christmas cards to President and Mrs. Eisenhower. This number was almost twice the total received by the Eisenhowers the year before. About 75 per cent of the senders wrote personal messages on their cards last year and most of them said they were praying for the First Family.

Charles Wesley, a Methodist minister England wrote "Hark, the Herald Angels Sing" on a Christmas morning. The brother of John Wesley, founder of Methodism, was inspired by the pealing of church bells when he penned the famous carol.

## Outdoor Decorations Began in Small Towns

Today nearly every community in the land has some kind of outdoor Christmas decorations and in nearly every big city you can find two or three spectacular displays. It was a small town that first came up with the idea of lighting up the outdoors at Christmas time, but no one is quite sure which town gets credit for the idea. Four communities are believed to have thought of it about the same time, as early as 1913. Two of them, McDonald and Germantown, are in Pennsylvania. Salem, Ore., decorated a Sitka spruce and Riverside, Calif., illuminated a large evergreen, an Aracuria.



**TOYS FOR REAL . . . Toys for 1956 are realistic as shown in this electric sports car and hobby-horse bike. Manufacturers this year are concentrating on toys that will appeal to the whole family.**



# Happy Holiday

Flying high are our hopes for your happiness during the Holiday season. But deeply rooted is our appreciation of your patronage and good will in the past year. We shall look forward to the opportunity of continuing to serve you throughout the new year.

READY MIX CONCRETE & RAMAGE TIRE



CAROLING FORTH OUR SEASON'S GREETING OF FONDEST WISHES THAT YOURS WILL BE A LOVELY CHRISTMAS!  
**Johnson & Nix Co.**

**SEASON'S GREETINGS**

We'd like to set the air ringing with our best wishes to you and your family for an abundance of love, friendship and good cheer all through the holidays.

**GREETINGS**

**THE FASHION SHOP**  
Elizabeth Barnett • Dorothy Matthiesen



Old St. Nick will soon be coming down your chimney and we'd like to "present" you with our best wishes for a joyful holiday!

**Ray Griffiths & Sons Elevator**  
Ray • Hattie • Cliff • Herb



## Season's Good Wishes

As the holiday season glides merrily in, we would like to take the opportunity to express our appreciation to all the good people who have helped make this year such a wonderful one for us. Thank you . . . and best wishes for loads of Yuletide happiness!

## MILLS MACHINE SHOP

FRANK • DALE • GLENN • DON • INA  
• FLORENE • LES



By J. Conrad Inselberger

NANCY Miller, aged ten, had twelve Christmas cards left when she reached the last house on the street. She decided to try her luck with Old Martin. She mounted the steps of the aging, deteriorating, red brick house and rang the bell. For a long moment she felt the urge to run, but the thought of the minister's surprise if she should sell the old man was too strong.

She waited there shaking and suddenly the door was opened.

"Well, What do you want?" The tall old man glared down at her.

"I'm Nancy Miller, I've got—"

"Come in. Come in. You'll freeze out the house."

Nancy's heart leaped. She was inside and that was something. "I'm selling Christmas cards to help the church. Would you—"

Old Martin snorted. "I thought I'd seen you before. Your father owns the garage. You pestered me last year and the year before. And now you're here again. What makes you think I'll buy your cards? I haven't before."

"No. But I thought maybe you'd change your mind. The other kids—"



Old Martin snorted. "I thought I'd seen you before."

"The other children! Humph! Why don't they come here with their cards? They're afraid, eh? I'm Old Martin, the meanest man in town."

Nancy smiled up at him. "I don't think so."

"Well— I'll buy the box of cards just to get rid of you. But mind you don't ever come again."

**Memories**

Nancy left and the old man stared at the door wondering if he had really bought the cards to get rid of her. Could it be that she, with shining eyes and long golden hair and warm smile, reminded him of another little girl much like her? She who had left her widower father bereaved for the second time within a year?

Meanwhile, Nancy raced toward the minister's house with the great news.

Late that night in the red brick house the old man spread the cards on a table and glanced over the warm and happy greetings. In the right hand corner of each card he noticed a tiny red and white Santa Claus. "Sentimental rubbish," he snorted and replaced the cards in the envelopes.

The next morning he discovered that the ancient wall paper in the back-hall had loosened and a large strip was hanging. He could fix that, he decided, and realize some return for the dollar he had given Nancy. He spread glue over the faces of the cards and used them to patch the torn wall paper.

Christmas for Old Martin was to be no different than it had been for the past thirty years. He would receive no gifts and he would give none.

It was not as easy as it had been the past many years. The memory of the little girl who had visited him the day before blended with the memory of the little girl of thirty years before. She too had looked forward to Christmas with all the excitement and wide-eyed wonder of childhood.

A light burned late in the old house.

**Usual Holiday**

Most everyone in town, except Old Martin, received a share of Christmas greetings. He got only one; that from a little girl. Eleven needy people received cards with no signature and each card was accompanied by a five dollar bill. The face of every card was rough as though something had been pasted to it and then removed.

Nancy received the twelfth card in care of her father's garage, and though she recognized it as of the style she had sold she couldn't recall to whom she had sold it. It contained a ten dollar bill.

Christmas Eve, an old man knelt and prayed for the first time in thirty years, but from the outside the old brick house looked the same as usual.

**PLATE MATS**

If you feel your Christmas cards are too pretty to throw away, make them into place mats. Cardboard such as a shirt pasteboard makes a good base for them. Paste the cards to the cardboard with shellac. Then coat the surface with one or more coats of thinned fresh, white shellac.

**Christmas Ornaments May Stain Carpets**

Christmas crepe paper and New Year's confetti can permanently stain rugs and carpets.

Party papers are colored with a wide range of cheap dyes. When the paper becomes wet, the dyes run badly. The dyes will transfer permanently to textiles. If crepe paper and confetti accidentally get wet, keep them off rugs and carpets.

Should a rug become marked with a paper stain, immediate first-aid is necessary. Mix a teaspoonful of neutral soapless detergent in one-half pint of lukewarm water.

Apply the detergent solution directly to the stain a few drops at a time. Use an eye dropper. Sponge the stained area with clean, white, unstarched cloth or cleansing tissue. This will blot up moisture. Begin at outer edge of stain and work in. Repeat if necessary.

Finish by absorbing any remaining moisture with a clean, damp cloth. Complete absorption is important.



**NO FOOLING . . .** Gil Hodges swapped his baseball uniform for a Santa Claus outfit but he wasn't able to fool this young Dodger fan at the children's clinic of a New York hospital.

**BRIGHT DECORATIONS**

The conventional wreaths which adorned Christmas doors and doorways for years have given way to popular use of bells and tree ornaments.

You can make both doors and window frames bright and cheerful by framing them with ribbon and sprigs of holly. Hang ribbons in festoons across the curtains and tie at the sides in wide sash bows for colorful effect.

Make cream-puff shells and freeze them for use during the holiday rush. For good eating in a hurry, fill them with creamed meat, ice cream or custard.

**Simple Christmas Best for Children**

Crowds of faces glowing with the Christmas spirit. Santa with his laughing eyes and hearty chuckle, gifts you can use and some you can't—that's a grownup's-eye-view of the holidays.

A forest of legs, a frustrating heap of things to touch and see and an endless journey of being pushed and pulled through a hot, noisy place—that's a child's-eye-view of the holidays.

If you give children a happier view of the holidays they'll give you a happier one too.

First of all, avoid crowds with your children. If they shop with you, it's best to take them immediately after a rest and not stay

Preschool children often don't understand Santa Claus. Take them to see him if they want to go. Forcing them to sit on his lap often makes them cry and leaves unpleasant memories because they were frightened.

Children often receive so many gifts that they're confused and can't decide which one to play with first. After they open the gifts, put some away for a rainy day. See which they'd like to save for later.

The holiday season will be a pleasant time for your children if you keep it simple.

As you store holiday foods in your freezer, you'll save time if you put them in the pans in which you're going to heat them.



**SAY, NOW . . .** From the looks of things, it appears this young gentleman has some serious doubts about the merits of the stocking hanging over his fireplace. Maybe he thinks it is much too small to hold all the things Santa will bring or perhaps he thinks Christmas has already arrived and the stocking appears much too empty.

**Christmas Trees, Though Beautiful, Potential Killer**

Your Christmas tree is a beautiful and necessary Christmas decoration. It's also a potential killer. Decorative as it may be, your holiday tree is filled with pitch and resin—among the most combustible substances known.

Here are some suggestions that will eliminate the dangers of a tree fire in your home this holiday season:

Choose a small tree. It's less dangerous than a big one. Don't set it up until a few days before Christmas. Until then, keep it outdoors. Place it in the coolest part of the house, well away from fireplaces and radiators. And don't let it block an exit.

Stand it in water, or use a live tree planted in a tub. Never use cotton or paper for the decorations on or around the tree. Do not put electric trains under the tree. Use only electric lights, never candles, and see that wires are not frayed. Be sure that wiring sets for lights show they have been tested for safety. Provide a switch some distance from the tree for turning tree lights on and off. Don't plug or unplug them beneath the tree. Throw away all gift wrappings as soon as the presents have been opened. Don't let them pile up near the tree.

Don't leave the lights burning when no one is home. If needles near the lights turn brown, move the lights. When needles start to fall, take the tree down and discard it.

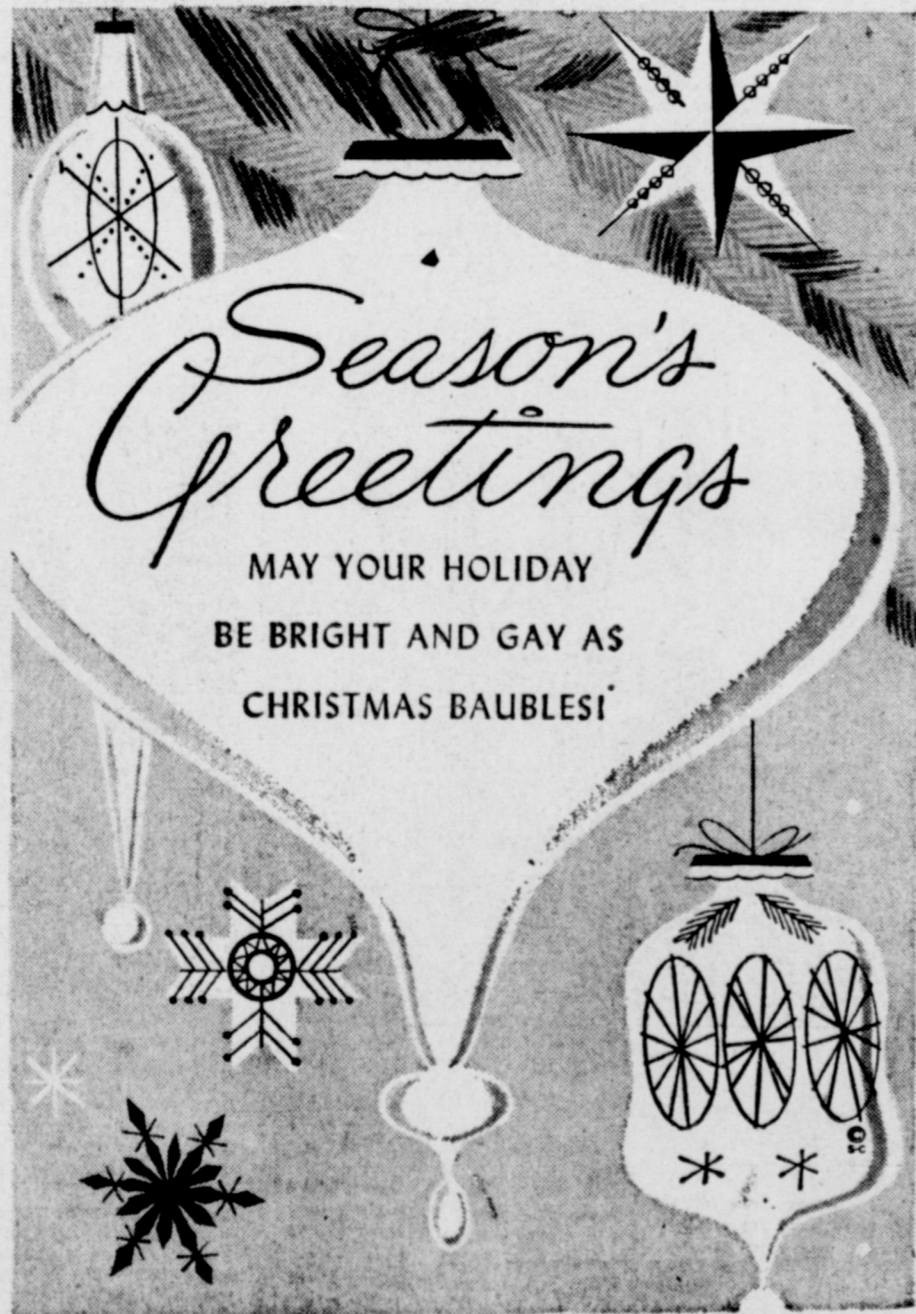
For happy holidays, see that children get at least their usual amount of sleep.



*Season's GREETINGS*

Warmly, we welcome the happiest season of the year, with hearty wishes to our friends and customers, for a holiday abounding in joy and good fellowship.

TEXAS SESAME GROWERS, INC.  
MULESHOE AND PARIS, TEXAS



To all our friends and many patrons... We wish the very best during the coming year!

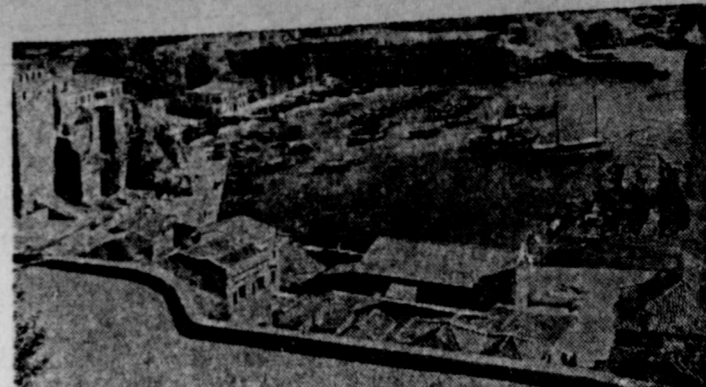
**HOLTS**

Mary Frances and Clyde — Frank — Short  
Walter — Ernest — Henry

**Personalize Your Greeting Cards**

You can personalize the greetings you send to special friends by making your own cards. Handmade Christmas cards are fun to make, send and receive and truly reflect the personality of the sender.

One simple way to make cards is to trace a design that reflects your family personality or a symbol of the season on a block of linoleum. Cut away all but the part you want to print, dip this part into colored ink, and stamp it on a folded piece of good quality paper. Then hand-letter your holiday message on the inside.



**SANTA CLAUS LAND . . .** You'd never convince the younger set, but this photo shows the real Santa Claus land—Antalya in Southern Turkey, capital of the province where St. Nicholas was born, lived and became a legend 1600 years ago. Snow and reindeer are never seen in this lush land on the shores of the Eastern Mediterranean where swimming on Christmas Day is common.

*Best Wishes*



With sincere gratitude for the warm friendships which we have enjoyed, we extend greetings of the season to all of you, whose good will and loyalty we count among our most cherished possessions. May the holidays find you in hearty good health, surrounded by devoted family and friends.

**ROBINSON BOOT SHOP**



*Season's greetings*

We'd like to rap and softly tap

Upon your big front door

Then swing it wide and step inside

And call to you once more—

*Merry Christmas*

To thank you, as we'd like to do

Is far beyond our powers;

For if we had no friends like you

There'd be no firm like ours.

**ALSUP INSURANCE AGENCY**

"Muleshoe's Oldest"

PHONE 3200

MULESHOE

## Superstitions, Traditions Mark New Year Scene

Traditions and superstitions have long been a part of the New Year scene around the world.

The Chinese believe one must pay up all their debts if the New Year is to be a successful one. The English, on the other hand, consider it a good idea to start a savings account on January 1, since what you do on the New Year's Day is indicative of what you will do the rest of the year.

One of the most widespread superstitions concerns the "first-footer," the first person to enter a household on New Year's morning. In early days, women and light-haired men were considered "unlucky" first-footers.

Ancient custom in Japan was to scatter parched beans about the house, supposedly driving away evil influences and inviting good luck to enter.

The Romans were accustomed to hanging tiny masks of Bacchus upon trees and vines, the idea being to impart fertility to every side of the tree to which the masks were turned by the wind.

Peasant families in various parts of the world once baked special cakes for the New Year. The cake was dashed against the door and as the family members gathered up the pieces to eat them they prayed that neither hunger nor want should enter the house during the new year.

In olden times some families also sought a glimpse into the New Year by "dipping" into the Bible. The head of the family, with his eyes closed, opened the family Bible and indicated a passage with his finger. The text, read and interpreted, was supposed to be indicative of the luck—good or bad—that would be in store during the twelve months ahead.



### Lincoln Proclamation Issued on New Year's

On New Year's day, 1863, President Lincoln issued a proclamation freeing the slaves in states and parts of states where the people were then in rebellion.

The areas designated were Arkansas, Texas, Mississippi, Alabama, Florida, Georgia, South Carolina, North Carolina and large parts of Louisiana and Virginia. Tennessee was excepted from the proclamation, although the Union armies were far from complete success in their task of bringing it under government control.

The Emancipation Proclamation did not abolish slavery. That was accomplished by the thirteenth amendment, which went into effect Dec. 18, 1865.

#### FIRST CABLE

The first cable across the Pacific between San Francisco and Honolulu, 2,600 miles was completed on January 1, 1860 and the first message sent that same day. The cable was played out by the "Sulverton" a cable ship which departed from San Francisco, Dec. 14, 1860 and arrived at Honolulu on January 1, 1861, the same day the first message was sent.

## Gifts That Sparkle Add to Holiday Joy

Attractive gifts under a Christmas tree add as much sparkle to the holidays as decorations on the tree.

Plastic foam has unlimited use on packages. A foot three inches high, cut from one-inch-thick plastic foam makes a nice decoration for children's packages.

Brush the foot with shellac and sprinkle red glitter on the wet shellac. Then glue a collar 2 inches thick by 1 1/2 inches high on the foot.

You can make a wagon from a rectangular box by cutting wagon wheels and a tongue from 3/4-inch plastic foam. Edge the wheels and tongue with pipe cleaners and glue them to the package.

For a three-dimensional look, cut a picture from an old Christmas card. Make paper strips 1/4-inch by 2 inches and pleat them. Attach the picture to the package by gluing one end of the strip to the picture and the other end to the package.

## Poinsettia Plant Can Be Kept for Next Christmas

The poinsettia, long a most popular Christmas plant, is one of a group of plants known as short day plants because it will bloom only in the season of the year with the shortest day length periods, preferably 10 hours or less. That is why it is always in bloom during the Christmas season and not during the summer.

The so-called blooms are really leafy bracts which color up a brilliant red. The true flowers are the small insignificant yellowish cups found in the center of the whorl of red bracts.

Poinsettias require regular watering—every day if necessary—but not excessive watering. They should be placed where they will get a maximum amount of daylight and sunshine. Day temperatures should be about 70-72 degrees and night temperatures should never be allowed to drop below 60 degrees.

Your poinsettia need not be discarded after the holiday season is over. To keep your plant until next year, place it in the basement or some other dry place, where there is no danger of it freezing. Water it very little. If at all, allowing the soil to dry up. Next May bring the plant out, cut the stem back about two-thirds, wash the old soil off the roots and re-pot in new soil. Softwood cuttings taken in July and rooted will give you good Christmas blooms.

## SECTION THREE — SIX PAGES

The Muleshoe Journal

The Muleshoe Journal Thursday, Dec. 25, 1958

### Christmas Edition



NEW YORK SPECTACULAR . . . Among the brightest Christmas displays anywhere is the annual Rockefeller Center arrangement. In this display flickering bulbs are set into 300 giant red and white tapers in the channel gardens while the tree, symbol of peace and good will, lights up the surroundings.



Oh Silent Night  
May your Christmas  
be this calm and bright!

Homer Millsap Motors

Homer Millsap • Oran Sims • J. W. Barker

## Proper Tree Cuttings Help Forests Grow

Cutting an evergreen for a Christmas tree is not a harmful practice, so don't feel guilty about it. Even the trees that are sold in market places were "harvested" as a crop

plantings. Christmas trees are grown on poorer forest soils and wet bog areas where evergreens grow far too slowly to produce a lumber or pulpwood crop—thus Christmas trees are the only profitable harvest that can come off that land. Some trees do come from top

tings. In growing woods as a crop it is often necessary to thin out the smaller trees so others will have room to live and grow. Thus it is that the "thinnings" serve a number of uses: they bring Christmas joy into the home; provide income for the forester; and serve as "life insurance" for



Have a heavenly Christmas! We hope that it is merry and gay—one to recall as a heavenly day!

Goss "66" Service



McCormick Upholstery

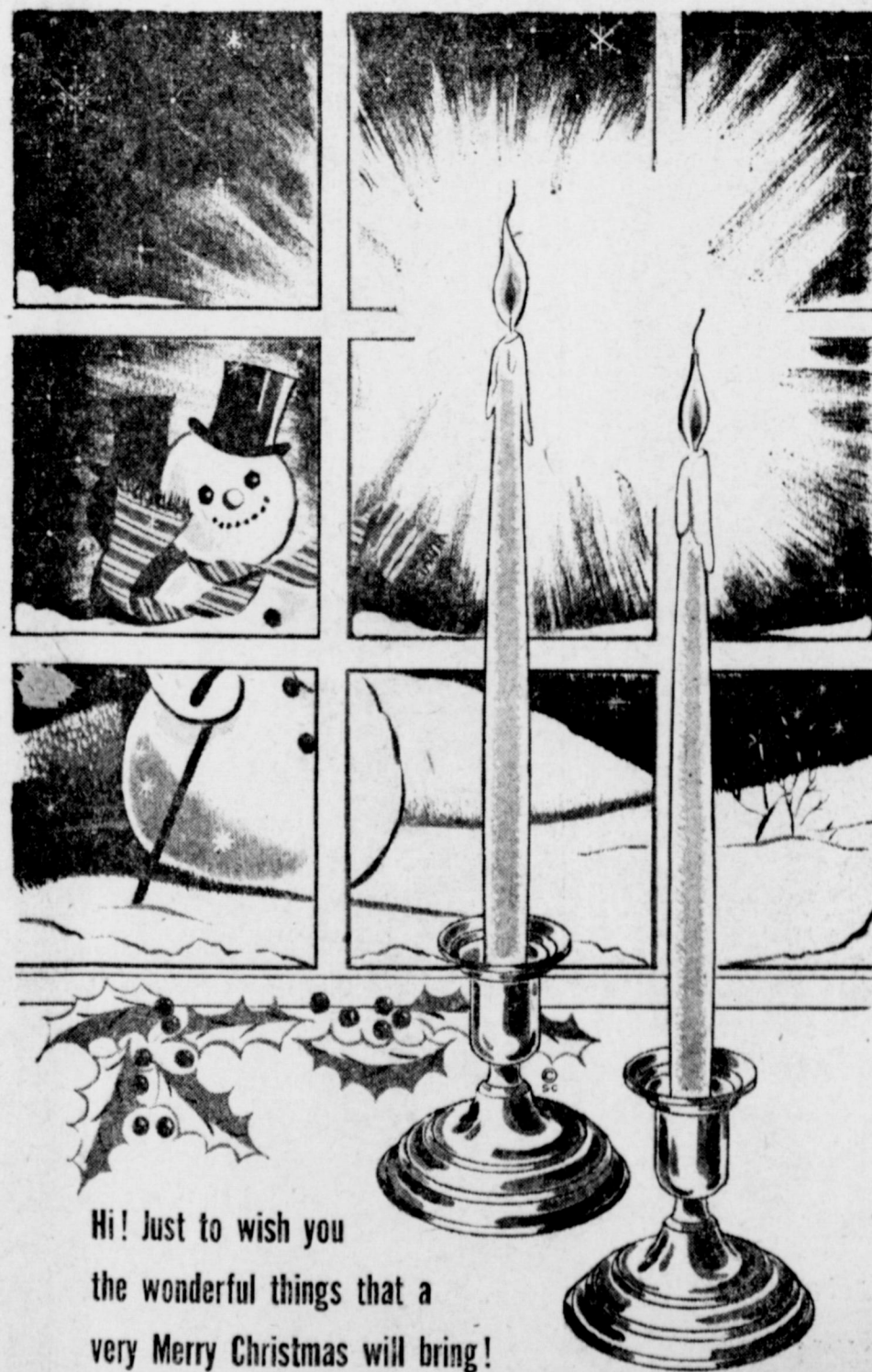


Our best wishes, our grateful thanks to all our good friends, whose loyal patronage we value so highly. May you have a holiday season that's happy, hearty and healthy!

Lindsey Credit Jewelry  
Truman and Viva Lindsey — Elaine Moore



CITY CLEANERS



Hi! Just to wish you the wonderful things that a very Merry Christmas will bring!

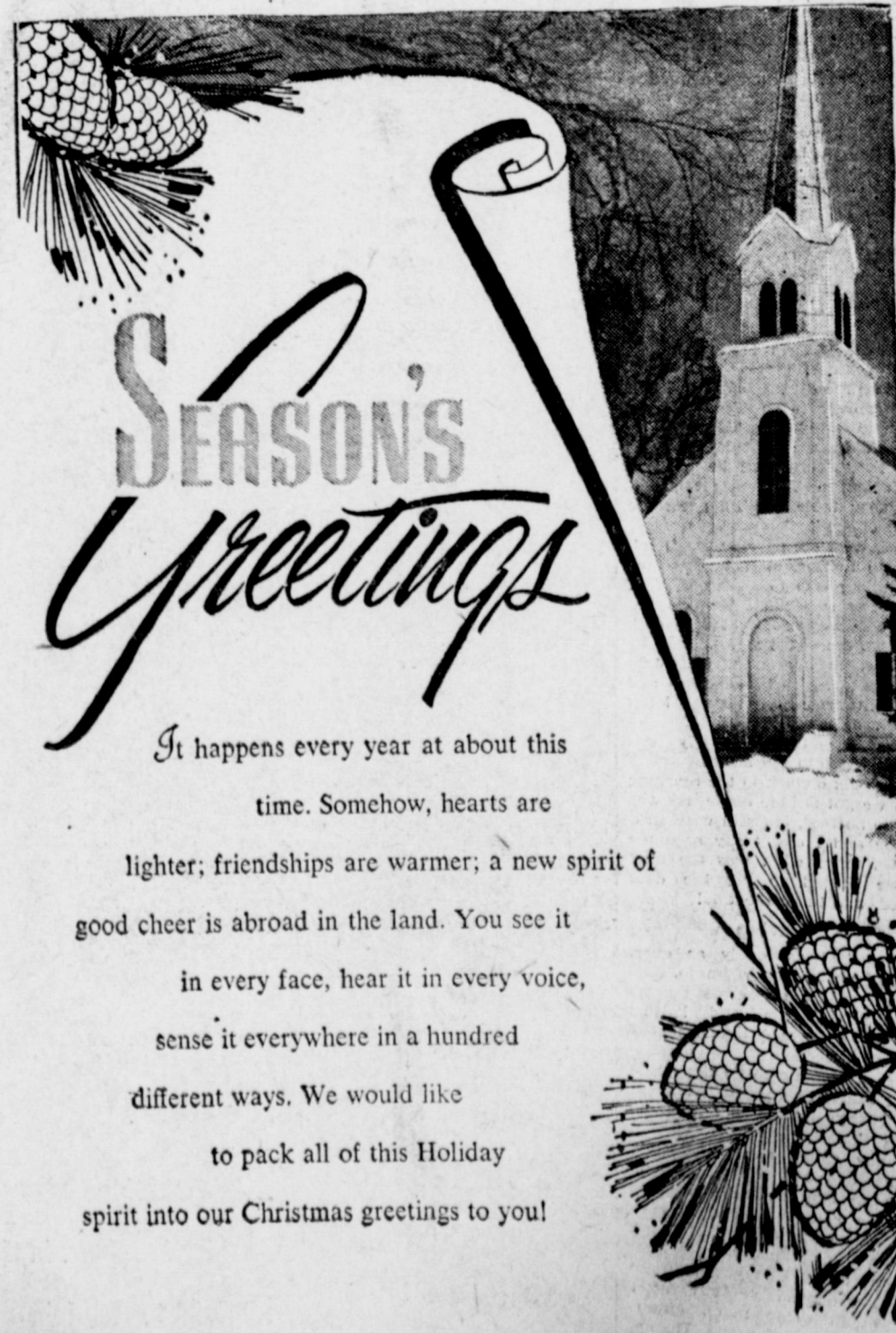
JOYOUS HOLIDAY GREETINGS

B & C MOTORS

H. A. BECKER

AND EMPLOYEES

H. H. CURRY



It happens every year at about this time. Somehow, hearts are lighter; friendships are warmer; a new spirit of good cheer is abroad in the land. You see it in every face, hear it in every voice, sense it everywhere in a hundred different ways. We would like to pack all of this Holiday spirit into our Christmas greetings to you!

COX DRIVE-IN THEATRE

GENE AND HOWARD



**By F. L. Rowley**  
**BOBBIE SMITH** may not be the handsomest guy in the world but he sure is the luckiest. That's what the gang said when they found out he was going to marry Penny Shelley. Not only was Penny easy on the eyes, but she was about as nice a kid as you'll find anywhere. The only one in town who wasn't exactly wild about the idea was Benny Blake. Benny had been sweet on Penny for a long time.



Bobby got his ginger ale and for a time all went fine.

The night Benny came storming into Charlie's Place we all knew what had happened; Penny had told him she loved only Bobbie Smith and that was that.

"Here it is New Year's Eve," complained Benny, "and I ain't even got a date. A handsome guy like me with plenty of money and a new car. What's the matter with girls in this town?"

"Well, you're not exactly a church-goer," observed Charlie, "and if you're talking about Penny Shelley, as I believe you are, you know as well as I do that she steers clear of guys who drink."

"Hates 'em like poison," I agreed.  
 Benny scowled at me.  
 "Anyway, it's still early," said Charlie. "Why don't you call a few numbers to see if they're booked for tonight? No girl wants to sit home alone on New Year's Eve."

Benny ducked into the phone booth. About this time Bobbie Smith sauntered in.

Benny, who had come out of the phone booth, began to choke. I had to pound him on the back to bring him round. Then, to everyone's surprise he turned to Bobbie with a big smile:

"Hello, Bobbie old pal! How about a drink on me?"

Charlie and I looked at each other. Things like this just didn't happen.

"Well—O. K. Benny, I'll have a ginger ale."

**Trapped**  
 Bobbie got his ginger ale and for awhile everything went fine. He and Benny got to talking about this and that, while Charlie and I made fishing plans for the following summer. Suddenly we noticed Bobbie had his arm around Benny's neck. His talk was thick and his eyes were glassy and he didn't look good at all.

"What you been feeding him?" asked Charlie, glaring at Benny.  
 "Of all the dirty tricks!" I cried, running over to Bobbie. I sniffed his 'ginger-ale.' It was loaded.

"Look at the clock!" groaned Charlie. "Penny will be here in five minutes. You steer this guy over to a table and I'll get some black coffee."

Well, we were pouring black coffee into Bobbie, slapping his face and telling him to snap out of it, when Penny walked through the door. She was dressed like a doll, although the effect was spoiled by the look in her eyes. I thought she was going to break down and cry right there. Charlie and I felt like crying ourselves.

Then she turned slowly and walked out into the street.

It was six o'clock in the morning when we got Bobbie home. He was back to normal, but still very sick. Charlie and I didn't say anything about Penny; what was the use? As we turned to go, the door opened, and there she was!

**Forgiving**  
 She looked as lovely as ever. Rushing across the room to Bobbie, she threw her arms around his neck. Charlie and I just blinked; we never did start a year out feeling better.

After promising to be their best man I asked Penny: "What made you change your mind about Bobbie?"

"Benny called me," she said, with her eyes still wide from looking at the ring Bobbie had given her. "He said that he'd done a mean thing—that he'd like to start the New Year with a clean slate."

Funny thing, Benny got to be a pretty dependable guy after that; didn't drink much either. Makes me kind of proud, Benny, you see, is my big brother.

Prior to the fourth century, the Christians observed only Epiphany (the commemoration of the Baptism) and Easter with festivals and religious rights; the physical birth of Christ not being widely recognized. In such countries as Spain and Armenia, the month prior to Epiphany was a time of fasting and repentance.

**With Proper Care, Poinsettia Plant Will Bloom Again**

That popular Christmas plant, the poinsettia, need not be discarded when the holiday is over. The right care can keep it in condition for blooming again next year.

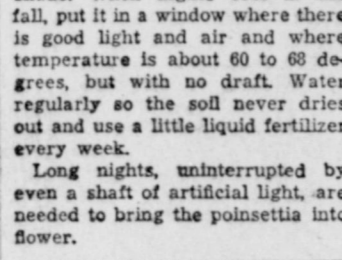
Horticulture specialists say you need not be alarmed about dropping leaves. Leaf dropping simply means the plant is going into its normal rest period, which lasts until about May 1.

After the leaves fall, put the plant in a cool place—40 to 50 degrees—and water sparingly. About May 1, cut the plant back quite heavily, to remove excess wood and make it more shapely.

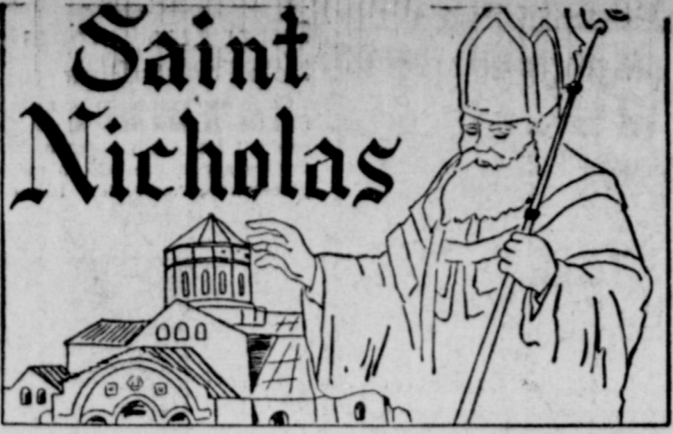
Shake off the old soil and repot in a mixture of three parts garden loam, one part well-rotted manure and one part leafmold. Use a pot just large enough to hold the mass of roots without crowding and still provide good drainage. Water enough to keep the soil from drying out.

In about another month, when weather is warm, set the potted plant outdoors, submerging the pot in the soil at ground level or a little below. Put it in full sunshine unless the weather is very hot. In that case, give it light shade. When nights cool in the fall, put it in a window where there is good light and air and where temperature is about 60 to 65 degrees, but with no draft. Water regularly so the soil never dries out and use a little liquid fertilizer every week.

Long nights, uninterrupted by even a shaft of artificial light, are needed to bring the poinsettia into flower.



**CHRISTMAS TREE . . .** The holiday tree is as important to a good Christmas for the children as is the visit by Santa Claus. Bringing in the tree, like the ancient custom of bringing in the Yule Log, has become an American tradition cherished by the younger generation.



**Saint Nicholas**

The original Santa Claus was St. Nicholas who was born in the ancient port city of Patara, in Southern Turkey, on the Mediterranean coast, during the 3rd century. St. Nicholas was for many years Bishop of Demre (ancient Myra) and it was at Myra that he died in 342. He is buried in Demre in a church which bears his name, the Church of St. Nicholas.

Renown for his many kind deeds, and especially for his loving generosity towards children; the good bishop has become a legendary figure in the folklore of many nations. To accommodate the many travelers who visit the Church of St. Nicholas in the blue mountains of Demre, the Turkish government recently completed a new road. Just last year the government honored him by issuing a special stamp in his name.

Biblical tradition is very rich in the ancient land of Turkey. In the city of Antioch, where the followers of Christ first called themselves Christians, the site where St. Peter led the first Mass can still be seen. Many other saints, including the Apostles Paul, John, James, Luke and Barnaby were born in this region. Mary, Mother of Christ, retired after the Crucifixion to the city of Ephesus, where her abode has been excavated and opened to the public by the Turkish government.



**Merry Christmas**

We send you a bountiful load of good wishes, friends and neighbors.  
 At this joyous season, may you know all the happiness and contentment of a good old-fashioned Christmas.

**W. Q. Casey Insurance Agency**

**Most Children Want Simpler Type of Gifts**

An early report from Santa reassures the fact that our younger generation isn't too much fazed by this electronic world in which we live today.

Although some precocious youngsters ask for the outlandish in toys when they write to Santa, the majority still request the old stand-bys—such things as red wagons, tricycles, balls and gloves for the boys and dolls and such for the girls.

It is indeed reassuring in this modern age to know that children still find security and happiness in the simpler things of life, the things that pleased us most when we were children ourselves.

**Water Is Key to Safe Fresh Indoor Tree**

Water is the key to keeping a Christmas tree fresh after it has been brought indoors.

Every indoor tree should be anchored in a container that holds five or six inches of water. The butt of the tree first should be cut on a slant an inch above the end of the trunk.

Water should be added to the container every day to replace that taken up by the trees or lost by evaporation. Ample water makes a tree less inflammable and gives it better color.

Any Christmas greenery will stay fresher if sprinkled with water.

**Christmas Customs From Many Peoples**



The observance of Christmas in the United States, is a combination of customs which have come to us from Germany, England, Italy, Turkey, and many other countries, customs which have been combined into a beautiful and varied observance.

Christmas customs, combined with a proper appreciation of the spiritual nature of the observance, gives the real meaning of Christmas and the universal message it holds for all mankind.



**Season's Greetings**

It's such a pleasure to say thank you to our many friends and customers at Christmas. May this Yule be filled with wonder and happiness for everyone. . . .

**SNEED SUPPLY**



**GREETINGS**

During this merriest season of the year, we send our greetings and good wishes to all our cherished friends and neighbors. May your Holidays be bright with all the joys of Yuletide. May they find you in good health and leave you lighter in heart, happier in spirits — looking forward with confidence to the year ahead and all that it holds for you and yours.

**LAMBERT CLEANERS**



**Oh Holy Night . . .**

...with "tidings of great joy!" Again the Savior is reborn in the hearts of all mankind! May love and peace light your way this Christmas!

**LEIGON'S CAFE**  
 SKIPPER and JAMES LEIGON



**Merry Christmas**

All aboard for the merriest Yuletide ever . . . bright with good cheer, light with laughter and filled with the warmth of close friendships and family reunions.

And to our host of friends and neighbors we send good wishes for the Holiday Season and offer our deep appreciation for their continued loyalty and good will.

**CITY OF MULESHOE**





progress of Christianity—and our civilization as well—has accompanied by the far-reaching message of the bells—bells call the reverent to worship, that herald the approach of a holiday immemorate a great or blessed event.

It, particularly at Christmastime is the message of the bells effective. From the echoing ring of the bell in a small mission to the resounding peal that comes forth from massive cathedrals, the bells tell of joy and peace and call to the world to adore.

Der themselves than the story they tell at Christmas, bells were used to sound the alarm in fire or tumult. Rich burghers jealously hid their bells and used them to rally their followers when danger threatened.

Shop Paulmas of Nola in southern Italy is commonly credited with introducing the first church bells about 431 A. D., when he put a huge copper kettle on the roof of his church and struck it with a hammer. Before that, a crier had announced services by running through the streets ringing a hand bell.

From Italy, the idea spread to France and thence to England. Not until the 11th Century did bells appear in the towers of German and churches. Competition among bell casters developed the bells for quality of tone and beauty. A founder had to be a metallurgist, a painter and musician as well. The race for bigger and better bells on until a bell was cast in Russia that proved to be too heavy machinery to lift into place.

### Three Famous Americans Born New Year's Day

January 1, perennially celebrated as the start of a new year, is also the birthdate of three famous Americans.

On January 1, 1735, a boy was born in Boston, Mass. He grew up to be a silversmith and engraver, designed and printed the first Continental money and the first official seal of the colonies. An amateur inventor, he discovered a process for rolling sheet copper. But he is most famous for a horse ride he made on the night of April 18, 1775. His name: Paul Revere.

Seventeen years later, in 1752, a girl was born in Philadelphia on the first day of the year. She was Betsy Ross—maker of the first American flag. On the same day was born the great poet—Philip Freneau.

Other events that took place on January 1: George Washington at Cambridge raised for the first time the flag of the United Colonies, 1776; Florida adopted the constitution, 1820; Union of Ireland and Great Britain, 1801; de-Sousa discovered Rio de Janeiro, 1531; The United Nations Declaration signed, 1942; the first Tournament of Roses, 1889.



**TELL ME, TELL ME...** This lovely lady has succeeded in bringing Old Santa into view by gazing into her crystal ball, yet it seems that the vision isn't clear enough to foretell the gifts that he is bearing. Oh, well, Christmas is only a short time away.

#### CHRISTMAS TREES

Tradition has it that Christmas trees were first used in Germany when Christian missionaries chopped down trees worshiped by the pagans and made a decorated tree part of the Christian celebration.

Earliest records of the use of Christmas trees in the United States indicate that German immigrants, who wanted to preserve the type of Christmas they had in Germany, were responsible for popularizing the use of trees in this country.



#### GOOD TIDINGS...

*"She brought forth her first-born son, and wrapped him in swaddling clothes, and laid him in a manger; because there was no room for them in the inn.*

*"And there were in the same country shepherds abiding in the field, keeping watch over their flock by night. And, lo, the angel of the Lord came upon them, and the glory of the Lord shone round about them; and they were sore afraid.*

*And the angel said unto them, Fear not: for, behold, I bring you good tidings of great joy, which shall be to all people. For unto you is born this day in the city of David, a Saviour, which is Christ the Lord. And this shall be a sign unto you; Ye shall find the babe wrapped in swaddling clothes, lying in a manger.*

*And suddenly there was with the angel a multitude of the heavenly host praising God, and saying, Glory to God in the highest, and on earth peace, good will to men."*



With the advent of another year we might well be skeptical and say, "Why celebrate with such fervor and excitement? A good year had to die so 1938 could be born."

We might say this, but no one does. If 1938 was a good year, it will be well remembered, but few will dwell upon its passing. It must give way to a bright new year bringing with it the profound impression that we are again blessed with an invaluable supply of new days, hours and minutes. We have found a new reservoir of time; time in which to make plans, to do things, to live and think, and to make our dreams come true.

Time is indeed the true coin of our mortal realm, a deeply personal possession that each is free to spend, squander, sell, give away, devote to the glory of God and to the causes of humanity.

And though 1938 marks yet another milestone along the journey of life that is all too short and quickly travelled, it is joyfully welcomed as the giver of a new and magical handful of time. With this magical handful it is possible to defeat the worries of age; to conquer fear; to see through the shadows of disillusionment.

With unified determination and with the help of God, this handful of living, this New Year 1939, can be recorded in the book of life upon earth as a year of achievement in man's hopeful quest for a better world—where all nations and all people live together in joy, peace and harmony.



Let us rejoice, for once again Christmas is here, to lift our hearts with its inspiring promise of peace on earth... good will toward all men.

AMERICAN T. V.



Merry Christmas To One and All!

Hunke's Music & Electric



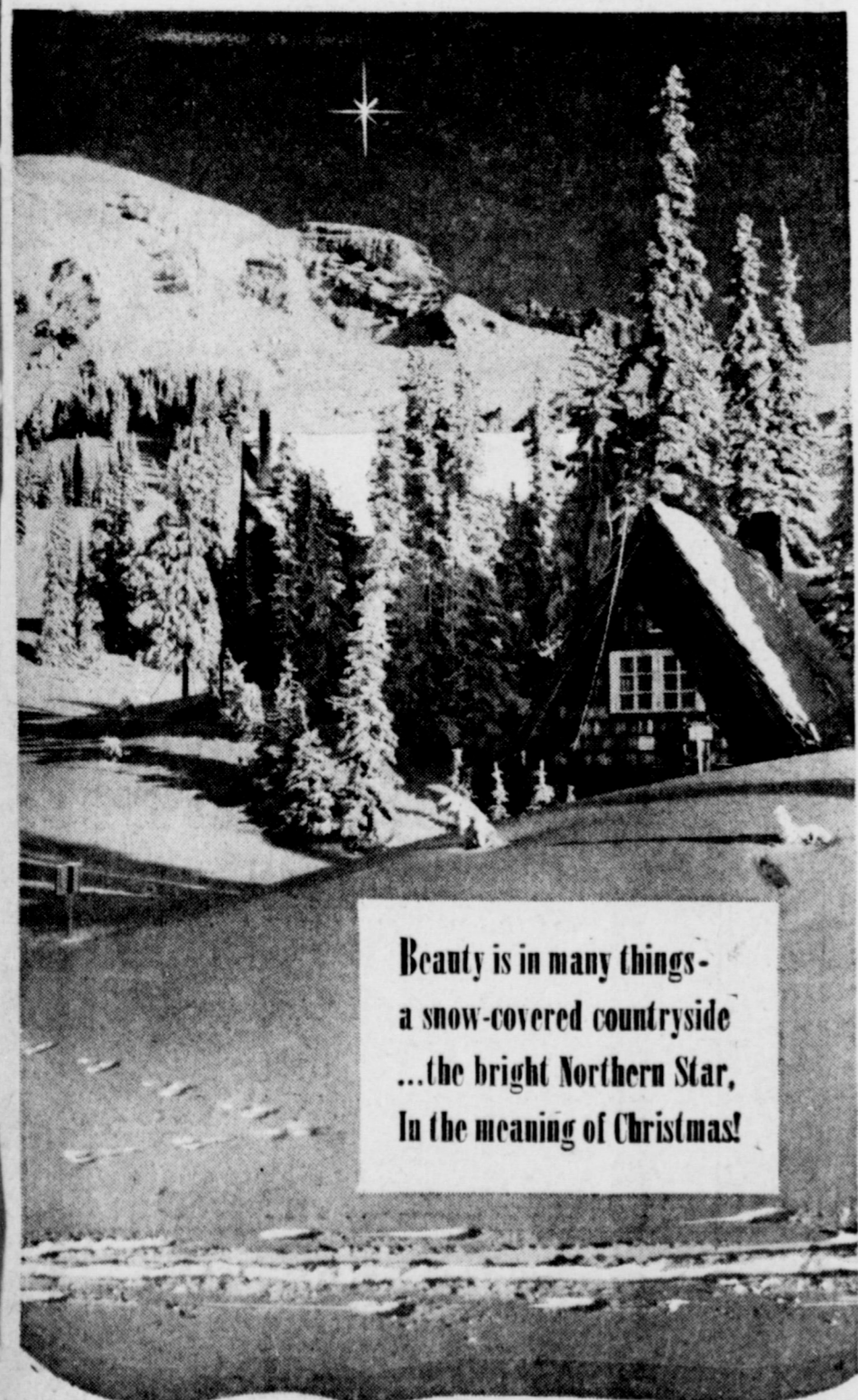
THE DAIRY MART  
MRS. HAROLD FREEMAN



**"DECK THE HALLS"**

We hope your home and heart will be filled with laughter, joy and good will this glad Holiday season—  
**MERRY CHRISTMAS!**

Dave Aylesworth & Co.



Beauty is in many things—  
a snow-covered countryside  
...the bright Northern Star,  
In the meaning of Christmas!

**PAYMASTER GIN**  
JIMMY CRAWFORD, Manager

To wish you every blessing that Christmas can convey—with all the joy and promise of the first glad Christmas day!

**MERRY CHRISTMAS**

**GORDON'S**  
Conoco  
Service



#### CLOSEST TO HEAVEN IS A CHILD

New arrival on this earth,  
So soon from Him at his birth,  
Does, in his heart, God extol  
Not in reason, but of soul—  
Thus he knows what was meant  
When The Child to us was sent.

**BOVELL MOTOR SUPPLY**  
BO — SPENCER

**HANDY GIFTS**

How often at Christmas time have you experienced that panicky feeling that comes when you discover you've forgotten someone? It happens nearly every year.

You can, however, save yourself a good deal of embarrassment by having gifts wrapped and on hand in case someone drops by with a gift for you—someone accidentally omitted from your gift list.

A safe bet and a gift that will be appreciated is something that you, yourself, have made—perhaps seasonal cookies and candles, nuts, and stuffed fruits. These are gifts with a particularly personal touch. And that, after all, is what the spirit of Christmas giving should be—giving a little of yourself to others.

You can pack your handiwork in wooden or earthenware bowls, a flower pot, small basket, or inexpensive cake or loaf pan. Other handy and inexpensive packaging items are oatmeal boxes, coffee cans, or paper plates covered with gay paper.

A gaily wrapped package makes even the smallest gift look good. Use odd ends of wallpaper, brightly colored magazine covers, shelf paper or scraps of material.

If you have a favorite candy, cookie or fruit or nut bread recipe, use it, by all means. And for an additional touch, tuck a copy of your pet recipe into your gift.

**Christmas**

THROUGH THE YEARS

Christmas was first observed in England around A.D. 821, during the reign of King Arthur. Observance of the holiday (as well as that of Easter) was forbidden when the Puritans conquered in 1642. They passed an act in Parliament forbidding the celebration of both holidays and it was not until the Restoration of Charles II that these Christian practices again became prevalent in England.

Most historians credit Charles Dickens' immortal "Christmas Carol" as being perhaps the most effective force behind England's return to the observance of Christmas.

Celebrating Christmas was at one time forbidden on American shores. In 1639, the general court of Massachusetts Bay colony passed a law stipulating a fine of five shillings for anyone "found observing any such day as Christmas, or the like, either by forbearing labor, feasting or any other way, as a festival . . ."

Almost thirty years later, the first "legal" Christmas was observed in America when Gov. Andros conducted services in the town hall of Boston.

Many of our modern Christmas customs resulted from early efforts to transform major pagan customs under Christian influence. In the eighth century, St. Boniface an English missionary to Germany, persuaded his converts to substitute a green fir tree for their sacred oak and to adorn the green tree in a way that would pay tribute to the Christ Child.

**AMERICAN CAROLS**

Three of our loveliest Christmas carols were written by Americans. In 1849, Edmund H. Sears composed "It Came Upon a Midnight Clear" and in 1859 Dr. John Henry Hopkins Jr., composed "We Three Kings of Orient Are." "O Little Town of Bethlehem" was written in 1868 by Phillips Brooks.



**GUESS WHO . . .** Everybody is impersonating Santa or Mrs. Santa these days. Here Hilda Estavez gives her impersonation of Mrs. Santa Claus—and while it may not resemble a reasonable facsimile, the gift-laden pack on Hilda's back may give a vague clue.

**TEST PILOT . . .** This seven-year-old is wide-eyed with delight as he operates a remote control plane, pylon and airport shown at New York's Ninth Annual preview of toys. Helicopter is actually piloted by the propeller and responds only to the junior "test pilot" at the control panel.

**SUNNY CHRISTMAS . . .** It's always Christmas at the little post office at Christmas, Florida, and about this time every year thousands of packages pour into Christmas, to be mailed again, under the famous postmark of "Christmas, Florida." Here, Santa gets an assist from a young helper.

**Christmas Hazards**

Each year we read or hear of a family that has had their holiday season marred by a Christmas tragedy.

Little careless acts—that seem so unimportant at the time—are the cause of death or some accident which mars the spirit of joy that should accompany the holiday.

Tragedies—especially at Christmas—are needless, so take a moment to think about the dangers that may be present in your home. Christmas trees cause many fires, so choose your tree wisely. Don't buy a larger tree than your family needs, and be sure it isn't dried out.

The many and varied assortment of lights now being used to decorate Christmas trees can, if not properly handled, cause an electrical fire.

Be sure you use only electric lighting sets that have been properly approved.

Christmas time has a lot of "do it yourself" tasks about the house. Watch out for frayed wires, loose connections and broken sockets on Christmas tree lights.

Don't plug too many cords into one outlet.

If you leave the house, be sure all tree lights are turned off.

**Evergreens Mourning Symbols for Finns**

Evergreens are never used as decorations in the homes and churches of Finland because the Finns regard them as symbols of mourning.

At Christmas most homes where there are children suspend a "heaven" from the living room ceiling. Such "heavens" consist of a cord framework covered with straw and different colors of paper ribbon, etc., and decorated with paper stars and silhouettes cut in various designs. The effect, when reflecting the firelight and the candles' glow, is mysterious and fascinating.

Candles are used profusely in the churches; the altars are banked and the windows are filled with them, so that before dawn on Christmas morning the churches beckon approaching worshippers like brilliant lanterns.

**LONGEST YEAR**

Once there was a year which contained 445 days—or an extra two months.

Numa Pompilius supposedly created the Roman calendar in the seventh century B. C. Although revised several times, the calendar by Julius Caesar's time was two months behind the sun.

When Caesar set his experts to the task of revising the calendar in the 16th century, they found they had to meet the problem of catching up with the sun. So two months were inserted between the months of November and December for the year 46 B. C.



**TOYS FOR ADULTS**

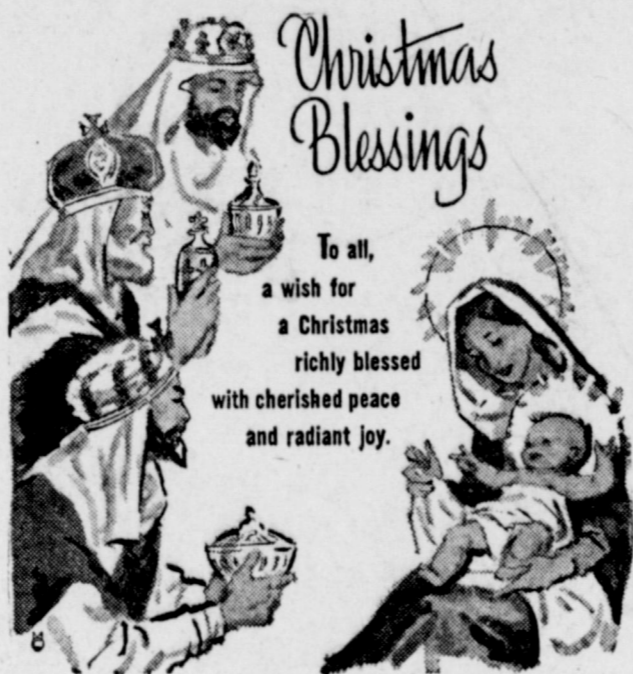
Most experts expect a booming adult toy market to make this a record year for manufacturers and sellers of toys and games. For several years, toy makers have been catering to the hobbyist and the "over 65" age group and now they find themselves with a toy market that is brisk at both ends of the age group.

Today's adult who works, and the elder who has retired, have plenty of leisure time on their hands and each year hundreds take up such hobbies as miniature shipbuilding, model railroading, or the less strenuous word or card games.

Some of the grown-up items on the market for the last year's top toy selling Christmas season included a \$10 scale model kit of the liner S.S. United States, "HO" gauge electric trains, model power boats, pool tables, shuffleboard sets, and an endless list of word games.

Biggest volume item in the adult toy field are the word games and the increased popularity has been so marked that within the past year two manufacturers doubled their plant capacity for producing games. The toy makers have no intention of forgetting the nearly 60 million youngsters under 14 who are their principal market, but they are cultivating the "over 65" group—and their reasoning is simply that the older age group has more money to spend and is more interested in finding ways to occupy time.

Some manufacturers of "do-it-yourself" tools and gadgets are cashing in on the adult toy market by putting models of their products on the toy counters. Among items in this category last Christmas were a "mobile" loudspeaker, an intercom set, and a hand drill. Plenty of these were sold to grown-ups who put them to practical use.



**Christmas Blessings**

To all, a wish for a Christmas richly blessed with cherished peace and radiant joy.



It's time to send greetings your way . . .

Allen Guinn's Body Shop  
ALLEN • JOE • DAVID

Farley Insurance Agency



A JOYEUX NOEL

TO OUR MANY GOOD FRIENDS

AND LOYAL CUSTOMERS!

BILL'S DRIVE-IN CAFE

BILL and MARGARET

The Light Shown Down  
Leading The Way  
To Where The Crown  
Of Peace Did Lay—  
And There They Found  
Him, Born That Day,  
Who Was Ever Bound  
To Right Our Way.

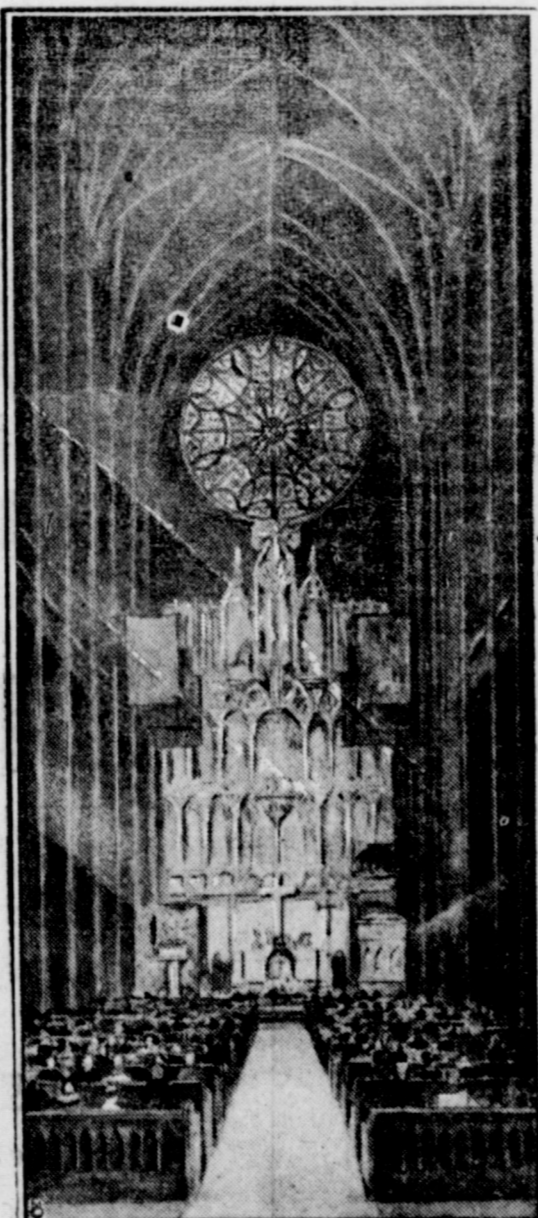


WILLIAMS  
Seed Cleaning Co.



OUR VERY BEST WISHES  
FOR A MERRY CHRISTMAS

JOHN'S CUSTOM MILL



**Silent Night**

"All is calm, all is bright." So beautifully expressed in the hymns and carols of blessed memory, the Christmas message strikes a responsive chord in every heart today. May you and your family partake in fullest measure of the deep and enduring joy that makes Christmas the happiest time of the year.

EDWARDS GIN

**Merry Christmas**

This olden greeting, we send to you,  
For its meaning to all rings ever-true...  
And so sincerely we mean what we say,  
We will repeat—have a Happy Holiday!

**POOL INSURANCE AGENCY**



**MONKEYSHINES . . .** The Santa Claus who comes to Junior's house on Christmas morn has his counterpart in Monkey land. At least that is the implication here as Jocko, garbed as the monkey's santa, visits "Teddo" a five-month-old java monkey at Teddo's home in Brooklyn.

**Medieval Dinner Once Was Popular Custom For Coeds**

Eating peas with a knife is contrary to Emily Post and doesn't seem to have much qualification for observance as a Christmas tradition, but for more than 25 years coeds at Pennsylvania State University partook of a fork-less meal each Yule season.

The traditional medieval dinner, complete with everything from costumed lords and ladies to the legendary boar's head, dated back to 1919, finally had to be cancelled when coed ranks swelled to almost 1,000.

The affair, sponsored by the Women's Student Government Association, began with a formal procession through the dining hall, led by the coed president, and a dinner was held in McAllister Hall which included noble lords and ladies, heralds, a poet, a cardinal, pages, and two jesters bearing the boar's head.

All these girls were appropriately costumed and sat upon a raised dais in the center of the holly-bedecked room, which was illuminated by candlelight.

**Christmas Ideas: Helpful Hints for the Holidays**

Cocoa puffs are another child's favorite. Combine 4 cups fine vanilla wafer crumbs, 1/2 cup cocoa and 1/4 cup light corn syrup. Add 1/4 teaspoon salt, 1 cup finely chopped nuts and 1/4 cup orange juice. Add enough liquid to make the mixture stick together. Roll into tiny balls, dip in powdered sugar and chill. This recipe makes 50 cocoa puffs and is just right to satisfy all sweet teeth.

Spiced crabapples are especially tasty when baked for a few minutes and served hot. Sprinkle with a little sugar, and then slip them under the broiler. Use on a ring of parsley surrounding the turkey.

Coconut marshmallows are fun to make. Just dip the marshmallows in slightly beaten egg white and roll them in shredded coconut. This is especially pretty at Christmas time if you tint the coconut red or green.

Fill baked Rome Beauty apples with hot spiced cranberry sauce for breakfast on Christmas Day.

Fruit-filled cookies will not break and crumble so easily as other types when mailed in Christmas boxes.

You can move your holiday centerpiece from table to mantel to buffet to add variety to the more "permanent" decorations.

Use a turkey-shaped cookie cutter to make a jellied cranberry sauce cut-out to garnish a bowl of Waldorf salad.

What is thought to be the first electrically lighted Christmas tree was hung in 1896 in the lobby of San Francisco's Palace hotel. It had 500 lights.

When buying kitchen equipment for gifts, see that it is strongly constructed, well balanced and has firmly attached handles.



**New Year Day Double Holiday in Haiti**  
For Latin America's Republic of Haiti, January 1 marks not only the beginning of a new year, but also the anniversary of its independence. It was on January 1, 1804, that Jean Jacques Dessalines formally declared the island's freedom from France and the adoption of the Indian name of "Haiti" for the new nation.

In defying the great Napoleon and winning its freedom from France, Haiti became the second nation of the Western hemisphere to win independence as well as the first and only French-speaking republic of the New World.

**New Year Celebration Popular in England**  
The English have always had a big time on New Year's Eve. When the Puritan government abolished Christmas and absolutely forbade any celebration of that day, the English vented all their holiday spirit on the New Year.

Although restoration of the Stuarts brought about a revival of Christmas customs and traditions, the New Year celebration never faded in popularity, surviving Puritanism and later, in 1752 the switch to the Gregorian calendar when the date of its observance was changed from March 25 to January 1.

**Egyptians Pioneers In Study of Time**  
The Egyptians were probably the first to develop any "exact" method of calculating time—about 4,000 B.C. they devised a "calendar."

The Christian era begins on January 1, in the middle of the fourth year of the 194th Olympiad, the 753rd year of the building of Rome and in the 4714th year of the Julian period.

The Jewish calendar reads 5717 in relation to 1956 A.D., since according to Jewish dogma and tradition the Creation antedated the birth of Christ approximately 3,761 years. The Jewish calendar was adopted during the 15th century.

Use of the notation A.D. (year of our Lord) was inaugurated in 679 by Charles III of Germany.

**ROSE BOWL HISTORY**

After Michigan routed Stanford 9-0 in the first Rose Bowl football game. January 1, 1902, there was no football game supplement to the Tournament of Roses until 1918. Chariot races were substituted for the gridiron spectacle in known as the Calends, to announce the sacred days and festivals to be observed during the month. The people checked the days on their "fasti", marking the important feasts in red.

**CALENDAR FROM ROME**

The word Calendar comes down to us from Ancient Rome. The priests called the people together on the first day of every month, to announce the sacred days and festivals to be observed during the month. The people checked the days on their "fasti", marking the important feasts in red.

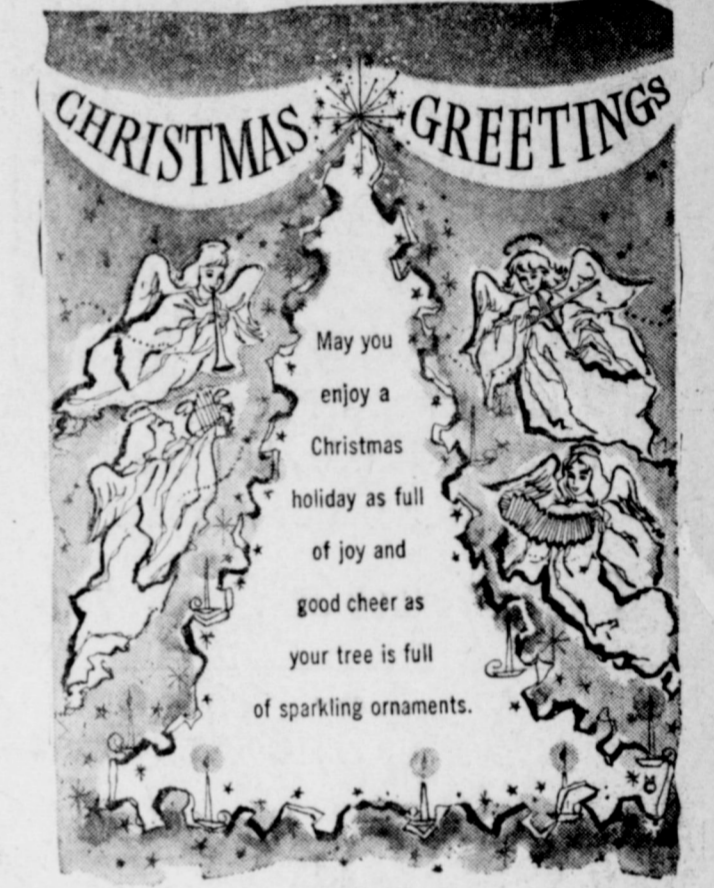
**PARADE OF FIREMEN**

Firemen have always been popular heroes in Japan because of construction of Japanese homes makes them fire hazards. So an annual feature of New Year's Day is the annual dezomeshiki—parade of the fire brigades.



"Merry Christmas"—the most universal of all greetings—is repeated thousands of times around the world. Here's how the greeting may be extended in various languages:

- Italian . . . . . Buon Natale!
- Japanese . . . . . Kinge Shinnei!
- Norwegian . . . . . Gledelig Jul!
- Polish . . . . . Wesołych Swiat!
- Portuguese . . . . . Feliz Natal!
- Romanian . . . . . Sarbatori Ferice!
- Russian . . . . . Vesolye Rojdyestvo!
- Serbian . . . . . Kristos Se Rodi!
- Slovak . . . . . Vesele Vianoc!
- Spanish . . . . . Felices Pascuas!
- Swedish . . . . . Glad Julen!
- Bohemian . . . . . Vesele Vanoce!
- Chinese . . . . . Tin Hao Nian!
- Croatian . . . . . Sretan Vanoce!
- Czech . . . . . Vesela Vanoce!
- Danish . . . . . Gledelig Jul!
- Dutch . . . . . Frolijke Kerstmis!
- French . . . . . Joyeux Noel!
- German . . . . . Froehliche Weihnachten!
- Greek . . . . . Chrystovjasi!
- Hawaiian . . . . . Mele Kalkimakai!
- Hungarian . . . . . Boldog Karacsony!
- Unnesckei!



May you enjoy a Christmas holiday as full of joy and good cheer as your tree is full of sparkling ornaments.

COBB'S DEPT. STORE



**cheerio**  
BEST OF THE SEASON TO YOU AND YOURS!

A. S. Stovall  
Alf • Jessie



**At Christmas**

May this Christmas Season lift your spirits, warm your heart and bring you untold joy and happiness.

MULESHOE HOSPITAL and CLINIC



Merry Christmas  
Just a note from us to say, have a Most Happy Holiday!

HIGHLAND MOTEL  
MR. AND MRS. HARROL GRIFFITHS



and, thank you for your patronage!

BERRY ELECTRIC  
MR. AND MRS. T. W. BERRY



**Greetings of the Season**

In the spirit of a good old-fashioned Yuletide, we wish for you and your family all of the traditional joys of the season.

May your days be bright and your hearts light, as you store up a rich treasure of happy memories.

MULESHOE CO-OP GINS  
EARL RICHARDS, Manager



**Peace on earth**

A Child was born, and there came to earth glad tidings of great joy . . . of Peace on Earth, Good Will to Men. As the Star of Bethlehem shone on that Holy Night, may the true spirit of Christmas shine upon you and yours at this glorious season.

FARMERS COOPERATIVE ELEVATOR



**PERFECT ANGELS . . .** Being good is always easier when it gets near to Christmas time and these little ladies, dressed for the role of angels in a Christmas pageant, are certainly taking their roles to heart.

### Choose Holiday Tree Wisely if You Hope To Transplant Later

Are you buying this year's Christmas tree with the idea of planting it on the home grounds after the holidays?

If so, be sure that you locate it properly. Chances are your earth-balled and burlapped evergreens will have to suffer through the excessive heat of your home for a week or ten days. If it survives this hurdle there is still the problem of selecting a sunny, well-drained site where it won't drown before planting.

Poor planting sites plus mid-winter planting are certain to cause a high mortality rate among these double-duty trees.

Sandy or gravelly soils drain naturally and present no special problem. Planting in heavy clay is another matter and may require the installation of drainage tiles.



**Sincerest Wishes**  
that your holiday be filled with peace and contentment  
Central Texaco Service Station

### Many After-Holiday Uses for Family Tree

There are a number of uses to which you can put your Christmas tree after it has served its purpose in the home.

You can cut off the longer branches and "plant" them as windbreaks to protect outdoor plantings such as low-growing boxwood, azalea, yew, rhododendron and juniper. Little teepees can be built around exposed shrubs and tender plants. This will protect them from biting, drying winds and prevent snow and ice from accumulating and bending the plants out of shape.

Other branches curved end up over flower beds when the ground is exposed will prevent heaving of soils during alternate freezing and thawing. Heaving may force bulbs and roots of perennials from the ground.

The entire tree may be used as a bird feeder in the back yard. It may be either anchored securely or fastened to a fence. Pieces of suet tied to its branches and a container of water nearby will provide a constant supply of food for your feathered friends.



"I don't know that I can answer your question, son, but I'll try."

"The Christmas spirit . . . well, it's something you can't touch as you can the tree or feel as you do the cold and the wind and snow. It's greater than the distance to a star or the silence of the night, more wonderful even than Santa Claus . . ."

"Oh, yes, Christmas trees and snow, presents and things, they're all part of the Christmas spirit. But these are things that we could have the whole year round without the Christmas spirit. It's only at Christmastime that they . . ."

"Why? Well, it's because the Christmas spirit sort of changes the way we look at things and the way we feel. Little, everyday things, usually so important, go off somewhere and are lost among the Christmas tree lights or the evergreen arches along Main Street. We completely forget about ourselves as we gather presents for all our friends. Our troubles just seem to melt away. We buy gifts the year round for birthdays and anniversaries, it's true, but it's not the same. When the Christmas spirit moves us, we feel happy. We just want everyone in the whole world . . ."

"Is it being happy?" Not just being happy as such. It's being happy, and kind, and generous, full of peace, and, most important of all, being reverent, all at once.

"Sure, like when we are in church. Outside the snow is deep and the midnight wind whistles through the trees. But inside there's warmth and comfort and a quiet peacefulness that you don't find anywhere else. Though just outside, the world, with its wind and snow and trees and stars and sky seems far removed. The flickering altar candles seem to be repeating a humble prayer in a language of their own. Your heart swells inside you and suddenly you are warm to the very tip of your toes. It's then that you know . . . that you feel it . . . the true Christmas spirit. With every breath you know that you are nearer and closer to Him . . . you know . . ."

God? Surely God. You knew it all the time. The Christmas spirit doesn't come from Santa, nor does it come to any man as a present. It comes only when each of us, though we may have been careless or forgetful, reaffirm our faith in His presence and goodness and so strengthen our hopes to be with Him forever and forever. Then we have the Christmas Spirit, the most wonderful feeling in the world.



A Sincere Wish for a Merry Christmas — and, Thank You to Our Customers!  
**LONG'S GARAGE**  
Mr. and Mrs. Homer Long • Don Smith

### Holiday Spirit Dies Too Quickly

With all the excitement and bustle that precedes Christmas, it often happens that the day after Christmas is an anti-climax. It shouldn't be, although many new toys will already be broken, a few are certain to be disappointed because they didn't get what they really wanted from Santa—and, of course, there are bills that must be paid.

Yet, it isn't quite right to put Christmas so far behind us when December 26th arrives. There are many things that can and should be done to keep the Christmas spirit alive. This is the time for everyone in the family to write thank-you notes. Writing at once to acknowledge a gift serves two purposes. The giver appreciates such prompt thoughtfulness and it's always much easier to write a thank-you note promptly than to keep putting it off.

The day after Christmas is also a good time to start taking memos that will help make the next celebration of the holiday a greater event. And, before discarding those Christmas cards and letters, be sure that your address book is up to date.

Take a look around you at some of the gifts your friends received—and you may get some idea that will help you do a better shopping job for upcoming birthdays, anniversaries, and for the next Christmas, which on December 26th, is less than a year away.



Just as vari-colored Christmas tree lights add to the Christmas spirit in practically every American home, so does flickering candlelight add to the enjoyment of holiday decorations.

This year's candles take on a glitter and sparkle to go with their glow. Tall or short, fat or slim, all candles lend themselves to jewelry. And here, as with other Christmas decorations its "doing" that increases the fun and deepens the joy.

Popular on Christmas shopping lists this year are trim-a-candle kits which "do-it-yourself" fans can use to transform plain-Janes of candleland into tapers of striking loveliness which may be used.

### SMART SANTA

From the looks of things, Santa might be on a sit-down strike. Seems he should be much too busy this time of year to be caught in such a relaxed mood.

But don't worry, kiddies, Santa is hard at work. He's doing his Christmas shopping, believe it or not.

Santa, you see, is like a lot of other smart folks here in town who believe in shopping local stores. Santa knows well the service and satisfaction are guaranteed when you do business with people you know. And, tho you may not have seen him, Old Santa, has been spending his spare moments in our hometown stores, just browsing around and making notes on what they have to offer in the way of gifts for everybody on Santa's list. Now that the list is completed, he's doing his shopping the easy way—by telephone. On the opposite end of the line, a courteous clerk is taking Santa's order. The gifts will be gaily Christmas wrapped and delivered—or held at the store on call until Santa comes by for them at his leisure. How modern can this Christmas shopping be?

Lots of folks in town are taking a tip from Santa this year. They're doing their Christmas shopping with our local merchants, either by telephone or through a casual visit to the stores.

And, just in case, you haven't had the opportunity to visit our local merchants this holiday season, we have it straight from Santa that their shelves and counters are bulging with hundreds of wonderful Christmas items available at prices that just can't be beat!



## Season's GREETINGS



Best wishes of the season to all our friends. In the spirit of this holiday time, we wish you a heart full of good cheer, a home full of friends and loved ones, and a life filled with happiness. May all the joys of the Yuletide be lastingly yours, to brighten and enrich every day.

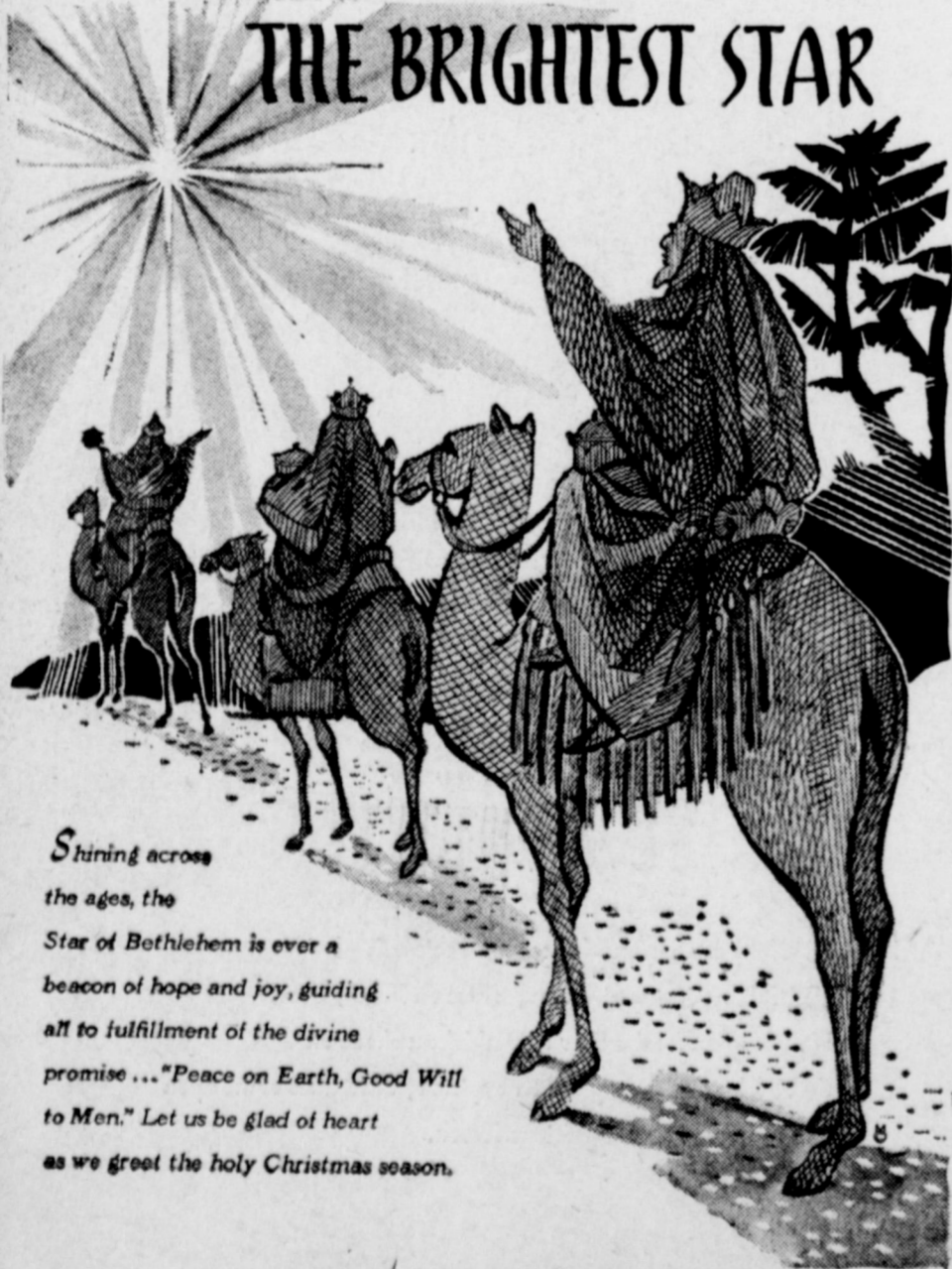
**MULESHOE STATE BANK**



### The Christmas Story

May the Christ Child born in Bethlehem so many years ago bring his message of Peace and Good Will into every heart on this most joyful Day.

**C. & H. CHEVROLET CO.**



### THE BRIGHTEST STAR

Shining across the ages, the Star of Bethlehem is ever a beacon of hope and joy, guiding all to fulfillment of the divine promise . . . "Peace on Earth, Good Will to Men." Let us be glad of heart as we greet the holy Christmas season.

**ED HICKS REAL ESTATE**  
GEORGE HICKS, Salesman



### GREETINGS

This is the time of year when we take account of our assets. Among them all, we find none nearly so valuable as the confidence and good will of our patrons. To them go our hearty thanks and warmest holiday wishes.

**STATE LINE BUTANE CO-OP ASSOCIATION**

George Tompkins — Howard Parker — Cecil Lindsey  
Mildred Reasner — Bobby Newman

## From All of Us to You and Yours... MERRY CHRISTMAS!



Our gift to you . . . the comfort and convenience assured by the bright blue flame of natural gas.

At this time of the year, particularly, it is extremely gratifying to be providing a service which contributes so much to warmth and contentment in the home during the Holiday Season.

So from each and every one of us at Pioneer, Best Wishes for good health — and the happiest Christmas you've ever had!

fuel for a growing empire **Pioneer Natural Gas Company**