## temperatures <br> The Muleshoe Journal <br> 3 $\begin{gathered}\text { Shapping } \\ \text { Days } \\ \text { Tis }\end{gathered}$ <br> a DEDICATED TO THE PROGRESS AND DEVELOPMENT OF BAILEY COUNTY AND THE GREAT MULESHOE COUNTR

d All Through Bailey County


| Ray's Ritin | 120,00-Bale Cotton Crop |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Ran | Sugar Beet ladustry Boosted; Area Gets '64 Allotments |  |  | Ginnings |
|  | 4 Counties Yule Trade Here Lisfed in Picking up Speed | Bishop Named to Area Post | 14 Cases Slated For County Court |  |
| $\underline{5}$ | New Quota |  |  |  |
| $=$ |  | $\cdots$ |  |  |
| - $=$ |  |  |  |  |
| $=$ |  |  |  |  |





Timmons Heads Business Club



##     <br> Birthday Party Fetes Sisters  <br> CALVARY BAPIIT CHURCH <br> SEASON'S GREZINGS <br> Wo Hope <br> OUR DOORS ARE OPEN TO <br> YOU IN SERVICE TO THE LORD <br> MER Thew Us end Wo win to hes coe

Alpha Sunday School Class Observes Yule

 - $\left\lvert\, \begin{aligned} & \text { Elton Stephensons, Miss Janie } \\ & \text { Oliver, Miss Carilyn Hicks and }\end{aligned}\right.$

つ Sue
col
aro
aro

ARE YOU PUZZLED ABOUT WHAT TO GET FOR THAT SPECIAL FRIEND OR AN EIDERLY AUNT FOR CHPISTMAS?


DO YOU KNOW WHAT YOUR SISTER'S FAVORITE COLOR
IS? DO YOU KNOW WHAT SIZE SHIRT YOUR UNCLE WEARS?
OR WHAT BRAND OF LINGERIE YOUR WIFE ADORES?
SOLVE THIS PROBLEM WITH A GIFT CERTIFICATE FROM
ST CLAIR'S
GIFT CERTIFICATE

ST. CAIR's

Afternoon Program of Christmas Music Given By Piano Students

Page 3A, Muleshoe (Tex) Journal, Thursday, Dec 20, 1962


MAIN STREET BEAUTY SHOP Ph. $\mathbf{3}-4480$


JOYEUX NOEI, TO EVERYONE

We sincerely hope that each of you enjoys a heavenly, blessed Christmas.

Wen WESTERN DRUG JW

Club Expresses
Thanks for Help In Polio Drive

family Sunday in Clovis and at.
tendod
the Reore ingtrict oconferane o of
Christ.

 Mid-Winter Meet Set in Lubbock

(2) $n$ the happy spirit of the Christmas season, we send sincerest greetings to our loyal friends and customers, with hearty thanks for their patronage.

## LAZBUDDIE EIEVATOR Sherley-Anderson

Melvin McCoy, Former Muleshoe Man Named Morton's 'Outstanding Citizen'


Sculad Dressing 49 SUGAR

| come |
| :---: |

Broccoli Spears Hays hay
TURKEY HENS
мов

OYSTERS


CELERY

10

## BUCCANEER STAMPS <br> ox winns

WAGNON
Grocery \& market



Ray




Muleshoe Flying Service Frieda, Morgan, Gail, Karen
Don and Freddie Locker


Beets(Contimued from page 1)
The order by USDA, however,
definitely includes the four coundies mentioned.
Santa began clipping the presents will be built near Hereford, he
off the tree and distributing them
said the company had ord




Christmas Story
Read At Social


Fellowship Class Luncheon Held

$\qquad$ and and nay emenum on ine
 and sman nem nere pas

$\qquad$ carm of manks Nome we bue of manss



$\qquad$



Accompanies Every New FORD or MERCURY Purchased Before Christmas


Robert Hooten, Manager of Muleshoe Motor Co., presents a miniature Santa to George Wheeler, who has just purchased a new Mercury Colony Park Station Wagon

## "See The Men In The Red Vests"

## Muleshoe Motor Co.

-AT THE CROSSROADS-

| CHRISTMAS GIFT |
| :--- |
| Remington Electric |
| Adding Machine |
| Con Key. Eight |
| Column Total for the |
| person who only wants to |
| add and total. |
| only $\$ 79.50$ plus tax |
| WILLIAMS BROS. |
| OFFICE SUPPLY |
| 204 W. 2nd. Pho. 3.1 30 |

From All of Us to You and Yowrs...



## $20 \%$ OFF TOYS \& APPLIANCES

 SATURDAY. DEC. 22 AND MONDAY. DEC. 24
# CLOSE OUT ON ALL FURNITURE 

 HURRY!SELECTION IS WIDE AND PRICES ARE RIGHT HURRY ON DOWN!


ALL GLASS

## Cooking Ware

 NOW! 2 for 51.00

## Candles Gleam. Bells Ring, St. Nick Arrives, And Then If's Merry Christmas Once Again!


help the Red Cross blood donor national Airport is located abou


BAKER FARM SUPPLY


## OLDSMOBILE

 will give youbetter service better service
with AMALIE
$100 \%$ Pure Pennsylvania 100\% Pure Pennsylva
Motor Oil Why? Today's high eom-
pression engines running at
high or low seeds running
ing rueling ste snd high or low speeds; running
ing rueling stop and on traf.
fic require the superior
oilinesq ire the sit oilinesq, the heat resistancer
found only in AMALIE
Pennsylvania Oil. Sound only in AMALIE
Pennsylyania Oil.
AMALIE is the oilier oil
refined from the world's fin-
 down, thin out, drain off.
Cuts wear, insures long
mileso st smoth engine
performance.... change to
AMALLE
$100 \%$ Pur Pennsylvania
Motor Oil!
Osin AMALIE
Your service station man
will stock AMALIE for you

Wiedebush \& Childers



Get a Better Stock Watering System With NSF-Approved

## Plastic Pipe

Meets USDA Requirements for Practice B-8 Plastic Piping

<br>OUTHWESTERN'S "THRIFT-INE" POLYETHYLENE Pipe con-<br>Iorms to Commercial Standards of the U. S. Department of Com. nerce. It is resistant to solts, minerals and acids, which some-<br>mes damage metal piping. Plastic water lines do not scale of<br>\section*{Consider These Imporfant Cost-saving Eenefits}

- COSTS LESS PER FOOT!
- COSTS LESS TO TRANSPORT AND INSTALLI
- LIGHTWEIGHT, EASIER TO HANDLE!
- $1 / 2^{\prime \prime}$ TO $2^{\prime \prime}$ DIAMETERS - LONG LENGTHS!
for Free Set of Literafure and Prices on Southwester
Sat or
SOUTHWESTERN PLASTIC PIPE CO.

$$
\begin{aligned}
& \text { MINERAL WELLS, TEXAS } \\
& \text { eppresented in Your Area By }
\end{aligned}
$$

CURTIS RIPLEY E. W. FELTY


To folow the IVhtio or o
tar...to worship and to pray
to give of our plenty
ers...to share the joy
are the true gifts of Christmas
as
May we treasure them mange
HOMER MILLSAP MOTORS
T. C. Millsap and C. H. Millsap

Page 38, Mulethoo (Tox.) Journal Thursday. Doc 20, 1862
Pagan Hawaiians Now Accept Chris'


TRI-CO SNACK BAR
Mr. and Mrs. N. W. Lee

allowing us to serve you.

## NORTH LAZBUDDE GIN


good wishes for the holiday season, and
with warm appreciation for the privilege of
serving you, now and in the years to come
from
Ike and Lois Robinson and Staff ROBINSON'S BOOT SHOP
 all has indeed made our Season bright and happy-

WHITES CASHWAY GROCERY


Shop Piggly Wiggly for CHRISTMAS Dinner

## HEN TURKEYS <br> VORBEST, USDA, <br> Grade A, Fresh Frosted

 TOM TURKEYSCLARY'S USDA
Grade A, Fresh Frosted
6-22 Lb. Avg., Lb

Armour's St
Nalu Trim RIB ROAST Pound Atmour's Star, Gene Spring or Whole. Horme 's Litle Sizzler's
LINK SAUSAGE 12 oz pkg 49c Hormel's, Dairy Brand SLICED BACON Pound 59c East Point, Fresh Frosted OYSTERS 10 oz . Can BORDEN'S CREAM CHEESE 8 oz. Pkg. 29c KRAFT'S, Coon, Extra Shar
CHEESE 10 oz. Pkg.

## FREE

## REGISTER FOR

 LARGEST TURKEY IN TOWN! (30-35 Pound Average)DRAWING MONDAY, DECEMBER 24, 1 P.M.

## (20) ${ }^{2} 0000000000000000$

200000000000000000 (20)



LJCKY HOMEMAKERS WILL WIN UP TO ${ }^{5} 1000^{\circ 0}$ IN PIGGLY WIGGLY'S GIANT

## ${ }^{5} 60.000^{00}$

 No purchase or other consideration is required to receive your Piggly Wiggly The validation of free punch section is in no way dependent upon the completion of the purchase section.
Bo suro to pick us your profit sharing PREMIUM CARDS at Piggly Wiggly

DOUBLE STAMPS EVERY DAY UNTIL CHRISTMAS

PIGGLY WIGGLY'S BONUS TO YOU

> CHRISTMAS Supplies
ibbon Poper Toas, Snow \& Icicles
THRSTMAS SUPPLIES
$1 / 2$ Price


Oeto $24 \times$ 60 Size
Silk of Magnesia ${ }_{\text {and }}^{12 \text { or }}$

## (20)

| Shop Piggly Wiggly for Chrisłmas Produce APPLES Washington, Extra Fancy, Red Delicious, | 150 |
| :---: | :---: |
|  | $10^{\circ}$ |
|  | 15 |
| ONIONS | 5 |
| Cranberries | $25^{\circ}$ |

## GREEN BEANS

 ancy Cut fancy Cut MiniaturesCOOKING OIL
beSSIE LEE Pure Vegetable CHERRIES TOWIE Moraschino $101 / 2$ oz. Jar. GOLDEN CORN Libby's Whole Kernal or Cream Style.

2 290

No. $2^{1 / 2}$ Can


With gratitude for your friendship and the loyal support you've given us, we extend our heartiest wishes that vou have a very Merry Christmas. Laux Welding \& Machine Shop Leo and Jimmy Laux

In Alaska If's Christmas Time, too,


## 



JONES FARM STORE
From all of us to all of you


Television Schedule For Muleshoe Area
 Bartlett
Building Needs





BUTANE
PROPANE
AMALIE
MOTOR OIL
FRAM
OIL FILTERS
DIAL 2810


 For Year-Long
Enjoyment INSTALL NOW
Three
Plans
for
Hook-up

## Call Now

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Antenna Co.
107 East Thrd
Phone 3-3100


For All Your Needs PRESCRIPTIONS COSMETICS veterinary WALGREEN AGENCY WESTERN DRUG

Chas. L. Lenau
LUMBER
COMPANY
Phone 2220

ORDER
YOUR
XMAS
CARDS
EARLY
AT
THE
MULESHOE
JOURNAL


## Precious Gifts Of Perfume \& Gold Based On Biblical Lore

The Bible relates that the is known of these sub- churches, Indian and Chi frst gifts the Christ Child
stances even
received from the Three
are still in use
Wise Men were gold, fran- $\quad$ Since St. Matthew say
 the way the story is related $\begin{aligned} & \text { that the Three Wise Men trees which grow in Africa } \\ & \text { were from the east, it is as- }\end{aligned}$ in the Book of Matthew. $\begin{array}{ll}\text { were from the east, it is as- } & \text { and Arabia. Since early } \\ \text { sumed that the gold they } & \\ \text { times it has been used as a }\end{array}$ To the modern world there brought with them for the base for perfume and inis no mystery about the val- infant Jesus came from the cense - and is still so used ue of a gift of gold. Yet in mines of Indian Mysore. ancient times, this precious Frankincense, or olibanum, metal was only possessed by is a resin obtained from the kings and very rich men. bark of trees which grow on
Thus, the gift was espe. Thus, the gift was espe- bare rock in the mountain. a King. $\quad$ of southern Asia and north The other gifts were rare east Africa. Once upon and precious as well. How- cine. Today it is principally
ever in today's world, little ever in

SHOP MULESHOE FIRST!

|  |
| :---: |

Cotton Research Grants Approved



YOUR HEALTH
Texas Studies Air Polution; 'Samplers' Used


Panel Features Lazbuddie FHA

|  | FOR |
| :---: | :---: |
|  |  |
| Somer |  |
|  |  |
| To wish you |  |
| all the joys of |  |
| Christmas Season |  |
| RIS |  |
| Service |  |
| Floyd and Mary | WILLIAM |
| Pho |  |



Beet Wioher for this Seatom

MULESHOE MOTOR COMPANY


Page 2C, Muleshoe (Tex.) Journal, Thursday, Dec 20, 1962


Christmas Story Borrows Legends From Ancients In establishing the date oy which Christmas is cele-
brated commemorating the brated commemorating the effect on the had their irth of Christ it is birth of Christ, it is inter- Christmas as it is practiced esting to note that Christ- today, and none of them endom did not begin its cal- "Christian in the true $\begin{array}{ll}\text { cudar somputations until } & \begin{array}{l}\text { sense of the word. Yet, with }\end{array} \\ \text { aimost } 550 \text { years after the } & \text { them lies the true, roman }\end{array}$ birth of Christ. $\quad$ tic, rich beginnings of the Much of the Christmas story is still unknown and History tells us that from untold; but legend and every epoch of history, story has traced its history from the old, old Babylonian since the beginning when
Cnrist preached among the Festivals, to the Druid Mys Crist preached among the
people, "Love thy neighbor , from the Roman Sat-

urnalia, to the Egyptian as thyself," $\begin{aligned} & \text { Midwinter Festival of Foods } \\ & \text { and finally to Christ Him }\end{aligned}$ | Christ was thirty years | and finally to Christ Him |
| :---: | :--- | :--- |
| of age when the people of | self, has come segments of | $\begin{array}{ll}\text { His time recognized Him } & \text { the whole of the Christmas } \\ \text { as the Messian }\end{array}$ as the Messiah of God. In

face of the shepherds and face of the shepherds and
Three Wise Men, it wasn't
until the Holy Spirit scended upon Him at the baptism in the Jordan that
His teachings were acceptdis teachings were accept

But there is more to th Christmas Story. Much of this twentieth century in serves, stems century oblong years and even time turies before Christ.

Christmas Card
Traced to 1843


Sorine?


BUCK'S "66" SERVICE STATION

## 



Times Have Changed But Shepherds Srill Watch Over Sheep al Night



Muleshoe Implement \& Supply
mus .vicary: Land neame


Happy Holidays


We sincerely hope family have a grand, carefree Christmas holiday. SPURGEON'S Moior Machine


WISHING ALL THE JOYS OF THE SEASON TO OUR MANY FRIENDS

HOLTS


MULESHOE GIN COMPANY


FIRST NATIONAL BANK
Officers, Directors, \& Employees


## THE MULESHOE JOURNAL

Beasts and Birds Share in Yule Legends


(Muritumas Prager
Almighty God, Who hast given
nature upon Him, and as at this time to be born of
and made Thy Children by adoption and grace, may daily be renewed by Thy Holy Spirit; through the same our Lord Jesus Christ, Who liveth and reigneth with Thee and the same pirt ever, one God, wor without end. Amen,

Yuletide Spirit Lasts All Year


## POOL INSURANCE AGENCY


Ofcross the years, the miracle of Christmas shines like the light of the Star, casting its eternal radiance into our lives and hearts. As we celebrate this holy season, let us rejoice anew in the wonder of Christmas...let us cherish its glad message. Let us take pause from the turmoil and stress of our daily life to rededicate our spiritual aspirations toward "Peace on earth, good will to all men.".

## THE MULESHOE JOURNAL



Page 6C, Muleshoe, (Tex.T Journal, Thursday Dee 20, 1962


Mullins \& Waller Appliance W. W. Mullins and Frank Waller and Families


Kisses Numbered spanish children, at Epiphany
expect the Three Kings to bring
High"
"Angels we Have Heard on them gits, and they set out sho- some sources say that it origi- $\begin{gathered}\text { Mistletoe figures in many leg- } \\ \text { end }\end{gathered}$ es filled with straw or grain for
the horses the Kings ride. ing. Romans thought that enem-
ies who met beneath the mistel-
分e must kiss toe must kiss and declare a day's
truce.
Today truce, $\begin{aligned} & \text { Today, kissing beneath the } \\ & \text { misteloe remains a happy holi- } \\ & \text { day custom. Correct procedure }\end{aligned}$ mistietoe remains a happy holi-
day custom. Correct procedure
is that a berry must be removed for every kiss taken, and when
all the berries are gone, there
are no more kisses available. Italy's Santa Santa Claus is gaining favor
with Italian children, but the tr-
south of Rome, is Befan south of Rome, is Befana. Usual.
ly represented as a gray-haired
witch who rides a bres. witche who rented as a a gray-haired a broomstick
she brings toys for she brings toys for bood chick,
ren, but a stocking full of coals
or ashes for naughty ren, but a stocking full of co
or a shes for naunhty ones.
Legends say, variousl,
she misdirected the Magio or


MULESHOE COVER SHOP


We deeply appreciate the manner in which you the people
of this area have accepted us in our new business. Thank you
K. C. F. Jones - R. L. Harrison - Francis Gilbreath

## PLAINS AUTO PARTS

 "and on eatty peace, good will toward men"
"Let us pray that strength and courage abundant be given to all who work for a world of reason and understanding - that the good that lies in every man's heart may day by day be magnified -
that men will come to see more clearly not that which divides them, but that which unites them -
that each hour may bring us closer to final victory, not of nation over nation, but of man over his own evils and weaknesses that the true Spirit of this Christmas Season, its joys, its beauty, its hope, and above all its abiding faith, may live among us that the blessings of peace be ours, the peace to build and grow, to live in harmony and sympathy with others, and to plan for the future with confidence"



Liwle Known 'Night Eefore About Wise Men Pasior's Song

The Ulited Siates consumes The Melong River spitits ithe




MULESHOE AUTO PARTS
 wishes to youl and yours this Ilappy Christmas Senson. BROWN SUPPLY COMPANY


## LANE FURNITURE CO. IN MULESHOE TEXAS

|  | BIGGEST AND GREATEST |
| :---: | :---: |

BARGAINS GALORE
OPEN NIGHTS TIL 9 P.M. $+* * *$

## alle

SUNBARGAINS GALORE NO PHONE ORDERS


$\qquad$
$\qquad$
$\qquad$

DOORS OPEN FRIDAY - 10 A.M. SHARP

## ALL ADVERTISED ITEMS SUBJECT TO PRIOR SALE



Prices Slashed So Low That Everybody Can Celebrate!
Birtidaybargan
$\$ 29.95$
student
DESK
'10

${ }_{\star}^{\star}$ ㅊOUR CHANCE TO BUY FINE FURNITURE FOR A SONG,, $\star$ MERE FRACTIONS OF ACTUAL WORTH! DON' MISSIT! ${ }^{+}$

| \$99.95 | \$269.95 | \$199.95 | \$199.95 | \$249.95 |
| :---: | :---: | :---: | :---: | :---: |
| FOAM | 4 Pc. Foam | 2 Pc . | Naugahyde | Early American |
| MATIRESS | LIVING ROOM | Modern | RECLINING | SOFA SLEEPER |
| \& BOX SPRINGS | Sectional | BED ROOM | CHAIRS | $w$-innerspring mattress |
| $\$ 40$ | $\$ 99$ | \$0] | S9 | \$190 |

WALL TO WALL SELL OUT of FINE FURNITURE and APPLIANCES

CASH or CREDIT -FREE DELIVERY-


SAMPLE PRICES! HUNDREDS OF BARGAINS

* Brand New Living Room Suits
$\star$ Brand New Bed Room Suites ${ }_{\text {Pricedas low as }} \quad \$ 48$
* Brand New Baby Bed
* Brand New Innerspring Mattress

514
s18

Never Again! BARGAINS Like These
Never Refore
$\$ 14.95$

Three Way FHA Stages Party


## $\bigcirc^{\text {Obristmas }}$ Oreetings Kiong them wall of ws wh wo all of yous <br> LANG TRANSIT CO. <br> Ed, Marie and Ronnie Garner



## FARMERS COOPERATIVE ELEVATOR




Last Month's Automobile Accident Record: One Killed, Two Injured

Page ID, Muleshoe (Tex) Journal, Thursday, Dec 20, 1962
 Nation's Best


MORRIS DOUGLASS IMPLEMENT CO.


May joy dwell in your heart at Christmas We sincerely wish each and every one of our many friends and customers a truly blessed
Christmas, one that's filled with peace, and ever-lasting happiness.
Ray Griffiths \& Son Elevator Mr. and Mrs. Ray Griffiths Herb \& Cliff


We take this'happy time of year to wish you all the joys of the Holiday Season, and to join all men of good will in a prayer for worldwide peace and understanding, May your Holidays be merry and bright!
Lorene Quisenberry, Bernice Lambert, Marie Lane, Grace
LAMBERT CLEANERS




