

News FOR Women

Benningfield-Vinson Vows Read November 28

Mr. and Mrs. J. A. Benningfield announce the marriage of their daughter, Jessie Marie, to Herma Vinson, Monday, Nov. 28, at 7 p.m. in the parsonage of the Trinity Baptist Church. Rev. Troy Walker performed the ceremony.

The groom is the son of Monroe Vinson and Eunice Vinson of Muleshoe. The bride was wearing a pink brocaded taffeta street length dress complemented with white accessories. Her corsage was of white carnations.

A reception followed in the home of Mrs. Bill Vinson.

The serving table was covered with a lace cloth. Strawberry punch and a three tiered wedding cake topped with a miniature bride and groom were served.

Those present for the wedding were: Mr. and Mrs. A. C. Price and children, Mrs. J. A. Benningfield, Janice and Tommy and Mrs. Billy Vinson.

DONALD TAYLOR HOME FROM ANNAPOLIS

Mr. and Mrs. Donald Taylor and Sandra, along with La Nelle Boothe departed for Dallas this morning to meet the Taylor's son, Midshipman Donald Taylor, who is arriving from Annapolis for a 12-day holiday visit.

Guests in Taylor home: Mrs. Donald Taylor's parents, Mr. and Mrs. Owen Stone of Mercedes, Texas, are holiday visitors in the Taylor home.

Official Board, greeted the guests at the door.

The planning committee and the Sunday afternoon hostesses were: Mmes. Walter Colbert, Ray Edwards, Bill Elrod, Ralph Douglas, Jay Weyer, Hilbert Wislan, Dean Bishop, Horace Edwards, Sonny Kirklen, and Earl Ladd, Jr.

The out-of-town guests were from Seminole, Plainview, Lubbock, Petersburg, Quanah, and Wichita Falls. Mrs. Bertha Price of Lubbock, a sister of Rev. Brooks, was a special guest.

Rev. and Mrs. Brooks received several lovely gifts in addition to the love offering.

Electric Cooperative Plans Christmas Dinner

D. B. Lancaster announced this week that the Bailey County Electric Co-op is expecting about 175 people to attend their Christmas dinner to be held Friday, Dec. 23.

The dinner is to be held at Leigons Cafe for the associations directors, employees, and their families.

Chamber of Commerce manager Carroll Pouncey, will speak to the group and Santa Clause will put in an appearance to distribute Christmas stockings to the children.

Lancaster also announced that the employees may, on a voluntary basis, bring gifts of food, clothing, toys etc. for the Goodfellows to distribute to needy families for Christmas.

Christmas Dinner Is Enjoyed By Los Planos Club

The Los Planos Study Club held its annual Christmas dinner Tuesday, Dec. 13, in the Muleshoe Country Club, with husbands of the members as guests.

The club room was decorated with lovely Christmas arrangements. Silver candelabra with white candles decorated the serving table.

A buffet dinner consisting of turkey and dressing and all the trimmings was served to approximately 40 people.

Following the meal, games of bridge and dominoes were played.

Sophomore Class Candidates for Contest Selected

The sophomore class recently took tests to find out what career they are best suited for in the future. The tests were very successful.

The class also selected their candidates for the Most Beautiful Girl and the Most Handsome Boy contest. The candidates are Davy Jean Anderson, Sue Willman, Dick Allison, and Jerry Gilbreath. "We are very proud of our candidates and are sure they will represent us well."

ADDITION TO CHURCH IS PLANNED

The members of the Trinity Baptist Church have voted to build a 30x80 ft. addition to the church. The building will provide needed space for the elementary department. The plans are to begin the building as soon as possible.

TO CALIFORNIA
Mr. and Mrs. Jack Lenderson are in Los Angeles to spend the Christmas holidays with his sister and family.

TO COLORADO
Mr. and Mrs. Fred Johnson have gone to Colorado to spend Christmas with their son, Jim and family.

Famous Editorial Proves Santa Legend

What is perhaps the nation's most reprinted editorial was written in the year 1897, in response to a school girl's simple question about the validity of the Santa Claus legend. Virginia O'Hanlon, then eight years old, sent this question to the editor of the New York Sun: "Dear Editor: Some of my little friends say there is no Santa Claus. Papa says, 'If you see it in the Sun it's so.' Please tell me the truth, is there a Santa Claus?"

The answer to this question, penned by an editorial writer named Francis Pharcellus Church has become an American classic. Here it is, in full:

"Dear Editor—Some of my little friends say there is no Santa Claus . . ."

Virginia, your little friends are wrong. They have been affected by the skepticism of a skeptical age. They do not believe except what they see. They think that nothing can be which is not comprehensible by their little minds. All minds, Virginia, whether they be men's or children's, are little. In this great universe of ours man is a mere insect, an ant, in his intellect, as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole of truth and knowledge.

Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas! how dreary would be the world if there were no Virginias. There would be no child-like faith then, no poetry, no romance to make tolerable this existence. We should have no enjoyment, except in sense and sight. The eternal light with which childhood fills the world would be extinguished.

Not believe in Santa Claus! You might as well not believe in fairies! You might get your papa to hire men to watch in all the chimneys on Christmas Eve to catch Santa Claus but, even if they did not see Santa Claus coming down, what would that prove? Nobody sees Santa Claus, but that is no sign there is no Santa Claus. The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not there. Nobody can conceive or imagine all the wonders there are unseen and unseeable in the world.

You tear apart the baby's rattle and see what makes the noise inside, but there is a well covering the unseen world which not the strongest man, nor even the united strength of all the strongest men that ever lived, could tear apart. Only faith, fancy, poetry, love, romance, can push aside that curtain and view and picture the supernal beauty and glory beyond. Is it all real? Ah, Virginia, in all this world there is nothing else more real and abiding.

No Santa Claus! Thank God! he lives, and he lives forever. A thousand years from now, Virginia, may, ten times ten thousand years from now, he will continue to make glad the heart of childhood."

Rebekah News

To complete the election of officers, Dianne Stewart was elected Vice-Grand of the Muleshoe Rebekahs Tuesday night, Dec. 20.

The other officers elected are: Noble Grand, Cora Snyder; secretary, Barbara Burton; treasurer, Grace Kemp; representative, Mary Tabor; alternate representative Grace Morgan and Vice Deputy, Argillee Milten.

Thelma Gage of Needmore was recommended for the District Deputy.

Noble Grand Cora Snyder will appoint the other officers at the ceremony of the joint installation held with the Odd-fellows, the date to be announced later.

Refreshments were enjoyed by 14 members. After the meeting, all the members went to the L. A. Green home and presented a Christmas shower of toys to little Tommie Green, 9 months old who underwent surgery recently.

CHRISTMAS DAY CHURCH SERVICES ANNOUNCED

The First Methodist church will have one service only at 9 a.m. on Christmas day.

The Trinity Baptist church will have Sunday School at 9 a.m., and preaching at 10 a.m. for the morning service and training union will be held at 9:30 p.m. with the evening worship service at 7:30 p.m.

The First Baptist church will have regular services at the regular time with Rev. Donald Brown of Ft. Worth doing the preaching.

Midnight Mass will be observed at the Immaculate Conception Catholic church Dec. 24 and regular mass at 8:30 a.m. Christmas day.



BIG, BIG WISHES

May everything you hope for this Christmas be yours.

Leigon's Cafe
James and Skipper

WILL BE CLOSED DEC. 25 AND 26

Open House Is Held At The Methodist Parsonage December 18

One hundred fifty-three guests registered at the Open House at the Methodist Parsonage Sunday, Dec. 18, honoring Rev. and Mrs. Horace Brooks on their 25th wedding anniversary. The Women's Society of Christian Service and the Wesleyan Service Guild were the hostesses for the affair.

Miss Marka Lynn Brooks, another daughter, served the guests strawberry punch and cookies. The serving table was covered with a white damask cloth. The beautiful floral arrangement, a gift of the Wesleyan Class, was composed of silver magnolia leaves pink carnations, silver wedding bells, pink tapers, and pink flocked branches. The colors of pink and silver were used throughout in the decor.

Mrs. Louis Powers was in charge of the gifts. Roy Whit, chairman of Official Board, greeted the guests at the door.

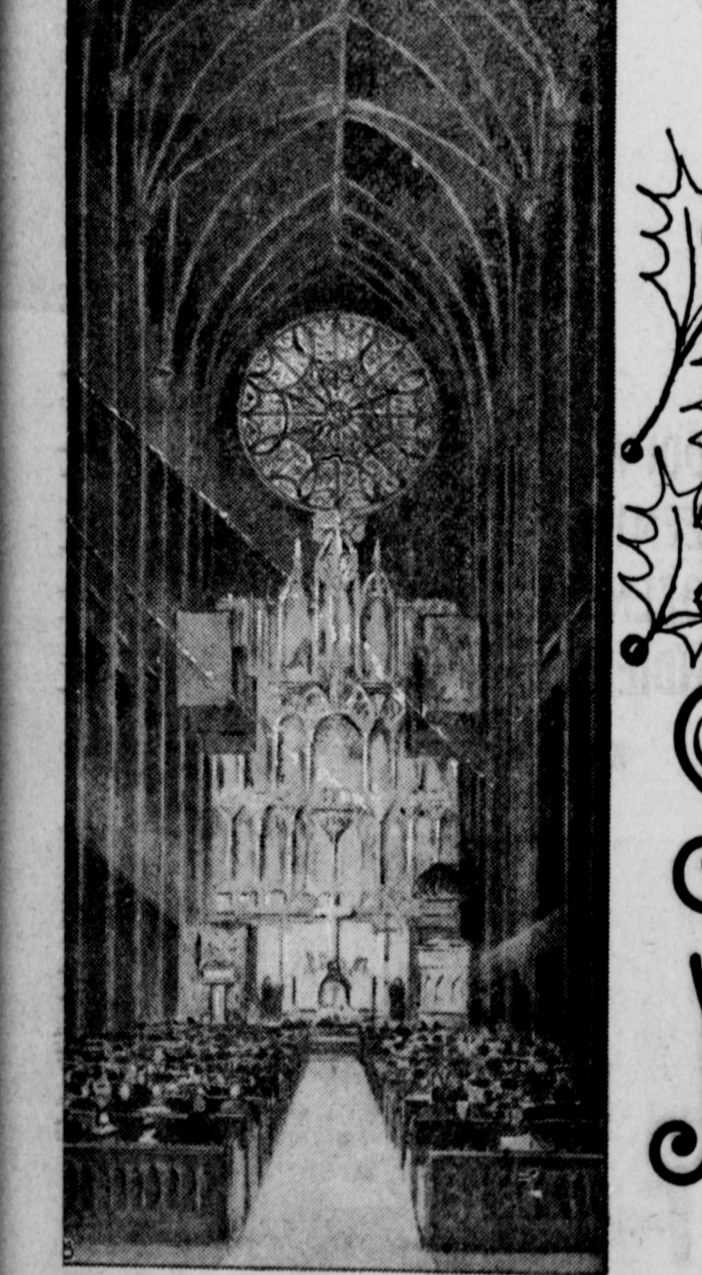
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Rev. and Mrs. Brooks received several lovely gifts in addition to the love offering.



MERRY CHRISTMAS!
We're just loaded with happy wishes for the Holiday...and they're all for you!
BEAVERS FLOWERLAND
PHYLLIS AND SPENCER



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.

THE PERSONNEL OF THE
BEN FRANKLIN STORE
LOCALLY OWNED — NATIONALLY KNOWN

- Mr. and Mrs. W. C. Whittle
- Mr. Neil C. Whittle
- Mr. Herbert Blair
- Miss Kay Wilson
- Mrs. Holly Millsap
- Mrs. Margaret Hendon
- Mrs. Mary Ann Gallegos
- Miss Alene Hawkins
- Miss Lora Meyers



May the blessing of Christmas bring joy to your home!

YOUR CITY COUNCIL AND STAFF
CITY OF MULESHOE

ATTENTION FLOWER LOVERS AND LAWN OWNERS

UP TO \$1.50 VALUE
With Any Purchase From
Jerry's Nursery
YOU GET 5 BULBS FREE

CONSISTING OF:

- Hyacinths
- Daffodils
- Tulips
- Narcissus

CHOOSE YOUR FIVE BULBS AS YOU SEE FIT FROM OUR REGULAR FRESH STOCK.

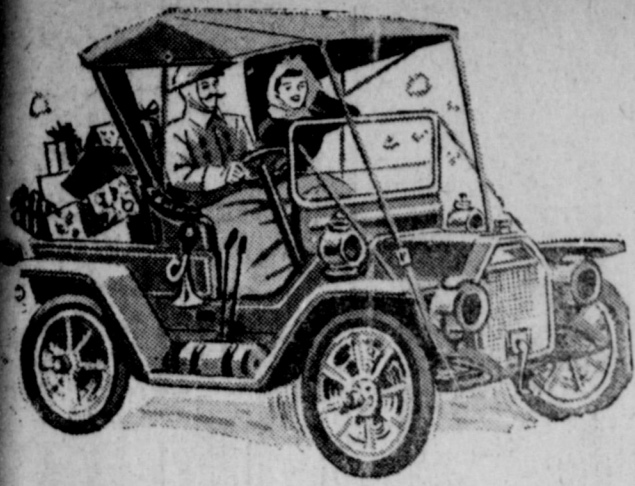
You Are Entitled To Five Bulbs With The Purchase of Any of These Nursery Plants Listed Below and Others:

● FRUIT TREES	Red Leaf Peach	Boxwood Evergreen
Montmorency Cherry	Elberta Peach	Austrian Pine
Bing Sweet Cherry	Keiffer Pear	Magnolia
Moorpark Apricot	Everbearing Fig	Juniper
Burbank Plum	Hazelnut	Cedar
Purple Leaf Plum	English Walnut	Japanica
Jonathan Apple	Black Walnut	● OTHER
Red Delicious Apple	Papershell Pecan	Sycamore
Dwarf Apple	● EVERGREEN	Silver Maple
Fruit Cocktail	Burfordi Holly	Weeping Willow
Chinese Peach	Nandinas	Pyracantha
		Wisteria Vine

JERRY'S FEED & SEED

WE GIVE 5 & H GREEN STAMPS

208 Ave. D. Muleshoe Phone 3-0029



Styles change, but our Christmas Greetings to you still convey same old-fashioned best wishes!

Andy B. Davis and Staff of Northside Texaco

502 NORTH FIRST

Progress News

Mrs. M. O. Nigh
Methodist Church News
MCS held their annual Christmas party in the home of Mrs. Byron Gwyn. The program "What Christmas Means to Me", was very inspiring. A love offering was taken in lieu of exchanging gifts, and this will be sent as undesignated supply work. Refreshments of nuts, cookies, cake, Cokes, and coffee was served to nine ladies and two bands. Everyone enjoyed the fellowship that followed.

Bro. Tommie Gleaton was able to be back in the pulpit Sunday, after several weeks of illness. Visiting the Gleatons over the weekend were Mrs. Gleaton's cousins, Mr. and Mrs. Kenneth Neal of Tucumcari, N. M.

The MYF presented the play, "The Criminal", at the First Methodist Church of Muleshoe last week. The young people also had part of the program at the Sub-district meeting Monday night at Muleshoe. They presented "The Littlest Angel".

Mr. and Mrs. Roland Gibson and family of Enochs visited over the weekend with his parents, Mr. and Mrs. R. M. Gibson.

Mr. and Mrs. Troy Actkinson visited in Lamesa this past week with Troy's mother, Mrs. Mandy Actkinson, who has been ill. But is feeling better and they also visited Mr. and Mrs. Guy Madison.

Diane Bryan and Leslie Johnson are here visiting their grandparents, Mr. and Mrs. O. S. Richards. Also visiting the Richards over the weekend were Mr. and Mrs. Leander Sims and daughter of Lubbock.

Mr. and Mrs. J. L. Redwine, Sr., are the proud grandparents of a new granddaughter, born this past week to their daughter and son-in-law, Mr. and Mrs. Robert Hunt.

Baptist Church News

Baptist church program for this week are as follows: Intermediates Christmas social, Tuesday night at the Fellowship Hall; A Christmas program Wednesday night at the church, and the monthly Out Rally at Frio Friday evening at 7:30 p.m.

Mr. and Mrs. Don Monroe and children moved back to Chickasha, Okla., this past week. Mr. and Mrs. Monroe have been good workers in the Baptist church, and will be

I. S. Speech Club to Show Talent

The Muleshoe High School Speech Club is sponsoring a talent show to be held the night of January 6, 1961. The show will be in the High School auditorium.

Odus Echols of Clovis, N. M., will be the master of ceremonies, also appearing, but not as talent entrants, are Sandie Nell of Clovis and a band from Carrizo Air Force Base.

Trophies will be awarded to the winners and a large turnout is expected. The entrance fee is 25c which may be mailed to: Speech Club Talent Show, Muleshoe High School.

Three Band Students Selected For The All Regional Band

Kathy Phillips, band director, took several of her band students to Lubbock Saturday, Dec. 17, to audition for the All-Regional Band.

The students that made it were Zona Millen, trumpet; Ann Brooks, Oboe; and Jeanne Gray, clarinet.

Jeanne Gray was selected as first alternate clarinetist for the All State Band.

The All Regional Band will rehearse in Lubbock all day Saturday, Jan. 7 and will present a concert that evening.



GREETINGS

Bill's Drive-In
Bill and Margaret Collins and All The Crew

**BEST SURPRISE PACKAGE OF ALL . . .
YOUR CHRISTMAS DINNER**



WE WILL BE
CLOSED
DEC. 25 AND DEC. 26
Stock Up Now!
MERRY CHRISTMAS!



COCONUT Durkee, 14 oz. Pkg. 49c
MINCE MEAT Marvin, 9 oz. Pkg. 19c
HIPOLITE Marshmallow Cream, 16 oz. Jar 19c
MARSHMALLOWS Kraft Miniature, 6 1/4 oz. Pkg. 15c

HENS, PRATER'S OR CLARY'S FRESH FROSTED 12-14 LB. SIZE, LB. 53¢
BOOTH'S FRESH MEDIUM 12 OZ. CAN 69¢

TOMS, PRATER'S OR CLARY'S FRESH FROSTED 16 LB., UP, LB. 47¢

TURKEYS OYSTERS

Chicken Livers Mrs. Chessher's 8 oz. Pkg. 49c
Chicken Gizzards Mrs. Chessher's 8 oz. Pkg. 19c
HAM Swift's Premium, Boneless 5 LB. CAN \$3.98
HAMS Decker's or Hormel's Dairy, 14 to 16 Lb. Ave., 1/2 or Whole, Lb. 59c
PORK ROAST Fresh Picnic, 3 Lb. Can \$2.79
Cream Cheese Kraft's Philadelphia 8 oz. Pkg. 39c

Save on your favorite brands at Piggly Wiggly

MIRACLE WHIP PUMPKIN PECANS

Qr. Jar 49¢
Cock-o-the-Walk No. 303 Can 10¢
LPaso 10 oz. Pkg. 79¢



Frozen Pumpkin and Mince, Banquet

PIES 3 Family Size FOR \$1

BROCCOLI SPEARS Seabrook, 10 oz. Frozen 23c
REDDI WIP Pure Whipped Cream, Frozen 49c
GREEN PEAS Seabrook, 10 oz. Frozen 2 For 35c
FROZEN ROLLS Suzanne, 24 Count Frozen 19c
CANDIED YAMS Hills-o-Home, 14 oz., Frozen 2 For 49c

FILM:

BLACK & WHITE Kodak, 620, 127, 120 3 For \$1
COLOR FILM Kodak, 620, 127, 120 89c
MOVIE FILM Kodachrome, 8-mm Type A and Daylight \$1.89
35MM SLIDES Kodachrome, Type A and Daylight \$1.35

Flashbulbs

Sylvania Press 25 Carton of 12 99¢

XMAS NUTS WALNUTS, ALMONDS, BAZIL, FILBERT Mix Them If You Like LB. 39¢
CELERY Fresh Green Med. Stalk Each 7 1/2¢
Cranberries Ocean Spray 16 oz. Pkg. 19c

POULTRY STUFFING Scandia 13 oz. Pkg. 59c

Coca-Cola 12 Bottle Ctn. Plus Deposit 49¢

Corn Chips Fac's 49c Size 39¢

POTATO CHIPS Fac's 49c Size 39¢

These Values Good In Muleshoe Friday, December 23 Thru Thursday December 29



WE RESERVE THE RIGHT TO LIMIT QUANTITIES

PEACE ON EARTH

We hope that the spirit of brotherhood and goodwill expressed so often at Christmas may endure forever.

ALSUP CLEANERS



For a Merry Christmas!

CENTRAL TEXACO



Here's our chance to say, "Have a very Merry Christmas and a Happy Holiday!"

BOB'S GROCERY & MARKET



Our Greeting To You: A Great Big Stack of Gay, Good Wishes!

A. J. Lenderson Implement

"YOUR JOHN DEERE DEALER"

From the personnel of Pool Insurance Agency



We greet you with a friendly note of thanks for your good will and kind patronage.

LEE POOL
MELBA PHIPPS
YAUNDA MARTIN
POOL INSURANCE AGENCY

Over 20 Years In Muleshoe

MYRON POOL
DOROTHY HENSINGER
W. M. POOL, II

Phone 2950

GREEN IS MY THUMB

Topsoil Preparation Discussed: Native Greenery Supported

Now that the ground is good and wet, West Texas gardeners won't have to worry about watering their plants and flowers before late January. By that time we may have received additional moisture. If you plant something now it should still be watered, however.

Irrigation Still Expanding Rapidly

Despite the past three years of favorable rainfall conditions, irrigated acreage in Texas has continued to show a slow but steady increase instead of a curtailment.

This was brought out in the latest biennial survey completed last year by the Texas Agricultural Extension Service.

The survey was compiled from information gathered by county agents from each Texas county, and the results have been carefully checked with figures from previous surveys.

The total irrigated area in Texas in 1959 amounted to 7,140,443 acres. In 1957 the total acreage under irrigation was 6,962,234 acres, and in 1955 it was 6,208,022. The increase in acreage from 1957 to 1959 was markedly lower than in the preceding two years, and this was attributed to conditions of favorable rainfall which were generally in nearly every area of the state.

Reports by counties show that there is at least a sprinkling of irrigation in 239 of the 254 counties in Texas. Areas of heaviest irrigation, of course, are in the Rio Grande Valley and in the High Plains.

The 1959 survey showed that some 6,445,155 acres are irrigated by surface methods and 695,288 acres by sprinkler systems, and indications are that the sprinkler method is growing steadily in spite of the heavy expense involved in installation.

In all, irrigation is used on 48,110 farms out of approximately 292,000 farms enumerated in the state. Ground water supplies, obtained from 60,708 wells are used to irrigate 5,914,753 acres.

The leading irrigated crop is cotton, which shows a total of 2.2 million acres, and grain sorghum is second with slightly more than two million acres. Wheat comes third with 637,000 acres, and other top-ranking irrigated crops include rice, with 436,000 acres; vegetables, 375,000 acres, and pastures, 200,000 acres. There is also irrigated acreage in lesser amounts for corn, forage, sorghum, alfalfa, oats and various other types of production.

While irrigation did not expand as rapidly during the past 2 years, any increase at all during a period of highly favorable rainfall was taken as a sound indication that irrigation is being widely accepted by farmers as a practice of good management instead of simply as an emergency measure used to maintain production in drought periods.

Replenishing ground water supplies, of course, is one of those problems yet to be solved along with many others in the Texas water outlook.

Gardeners in the Muleshoe area can either plant their trees and shrubs now, or prepare the ground for spring planting. The advantage of planting now will be that your trees and shrubs will be nearly a year ahead of those planted next spring.

Most of the soil in the Muleshoe area is of a caliche base. If you wish to prepare the ground for good growing it would be advisable to remove the top 12 to 18 inches of soil. Refill this excavated area with a sandy and/or loamy topsoil mixed with decaying leaves, grass, hay, or peat moss.

If one wishes to have a good looking year round garden in West Texas he may consult his local nursery about cacti and succulent and even some of our native yucca plants.

There are several varieties of barrel type cactus plants which will grow here with hardly any care. Century plants (a member of the Yucca group) will grow if it gets a good start. The Century Plant, when flowering may reach to 18 feet high. You would have to wear a pair of stilts to get a close look at the flowers but they are impressive.

Little thought has been given to cultivating gardens in the southwest, which consist principally of local plant species. Aside from ordering special plants through your local nursery, you will find prickly pear, staghorn, and a small barrel type cactus in stream bottoms of the Panhandle, but primarily on the banks of the Canadian river and its tributaries.

It's fun to go hunting these rare plant species on weekends and they are most easily found during the winter season. They make beautiful gardens.

THREE WAY, BULA WIN SMYER CAGE TOURNAMENT

Three Way and Bula won championships in the Smyer basketball tournament that ended there Saturday night, while consolation crowns went to Pep and Cooper.

Three way beat Bledsoe, 49-31 to win the boys title; Bula edged Loop, 48-45, to take the girls decision; Pep licked Smyer, 50-34, for the boys consolation; and Cooper trimmed Smyer, 41-29, for the girls consolation.

Kenneth Sims and James Long of Three Way headed the boys all-tournament team, rounded by Larry Pollard of Bula, Perez Prado of Pep and Jim Ness of Bledsoe.

Chosen to the girls all-tournament team were Emma Floyd and Ellena King of Loop, Betty Holt and Kay Spence of Bula, Beradine Decker of Pep and Gwen Huff of Cooper.

LAW VIOLATIONS

The City Police jailed three men for petty theft last week. Also last week they jailed four drunks, one for illegal possession, and two for carrying prohibited weapons.

Sheriff's Department activity last week included jailing one for felony theft, one vagrant, one for attempting to pass a forged instrument, two for breaking and entering, and three for worthless checks.

The Highway Patrol put two traffic violators in jail.



SEASONAL SCENE . . . One of the things that most of us, especially the young, like best about Christmas is that our everyday scenes are transformed into colorful wonderlands that come aglow at night with hundreds of gaily colored lights. The outdoor Christmas tree, now an established American tradition, is to be found in most every village and hamlet in the land.

Dear Santa,
I would like for you to bring me an electric train, a holster with one gun and a tool belt and anything else you want to bring me.
I have a new baby brother. I want you to bring him something too.
Love,
Larry Shafer



The nativity theme is by far the most popular of all Christmas card illustrations. Many are reproduced from famous paintings, but each year others are created especially for the Christmas card industry.



The date of December 25, as the birthday of Jesus, has been generally observed in most Christian countries since the fourth and fifth centuries. Before that time only the Epiphany (commemoration of the Baptism) was observed.



SIMPKINS '66' SERVICE

NOTICE OF CLOSING

The Three Cleaning Shops Named Below Will Close

AT NOON SATURDAY
DECEMBER 24

WISHING FOR ALL OF YOU A
Merry Christmas and A
Happy New Year

ALSUP CLEANERS
CITY CLEANERS
LAMBERT CLEANERS



A CHRISTMAS WISH FOR YOU

To our friends and patrons...
a tree-load of happiness
and prosperity

MORRIS DOUGLASS IMPLEMENT CO.
and Personnel

CHRISTMAS PARTY FOR COURTHOUSE EMPLOYEES

About 30 County employees gathered in the District Courtroom Tuesday, Dec. 20 for their annual Christmas party. The group exchanged gifts and had dips, candy cake, spiced tea, and coffee.

HOME ON LEAVE

Jerry Brackman came home Dec. 18 for the Christmas holidays. He is with the Guided Missiles in California.

Journal Want Ads Get Quick Results.

-NOW SHOWING-

- AT -

MOELLER THEATRE
IN MULESHOE

FRIDAY & SATURDAY
December 23-24



SUNDAY ONLY
December 25



-NO SHOW AT PALACE THIS WEEK-

We Extend Our Best Wishes To Everyone
For A Merry Christmas and a
Happy New Year

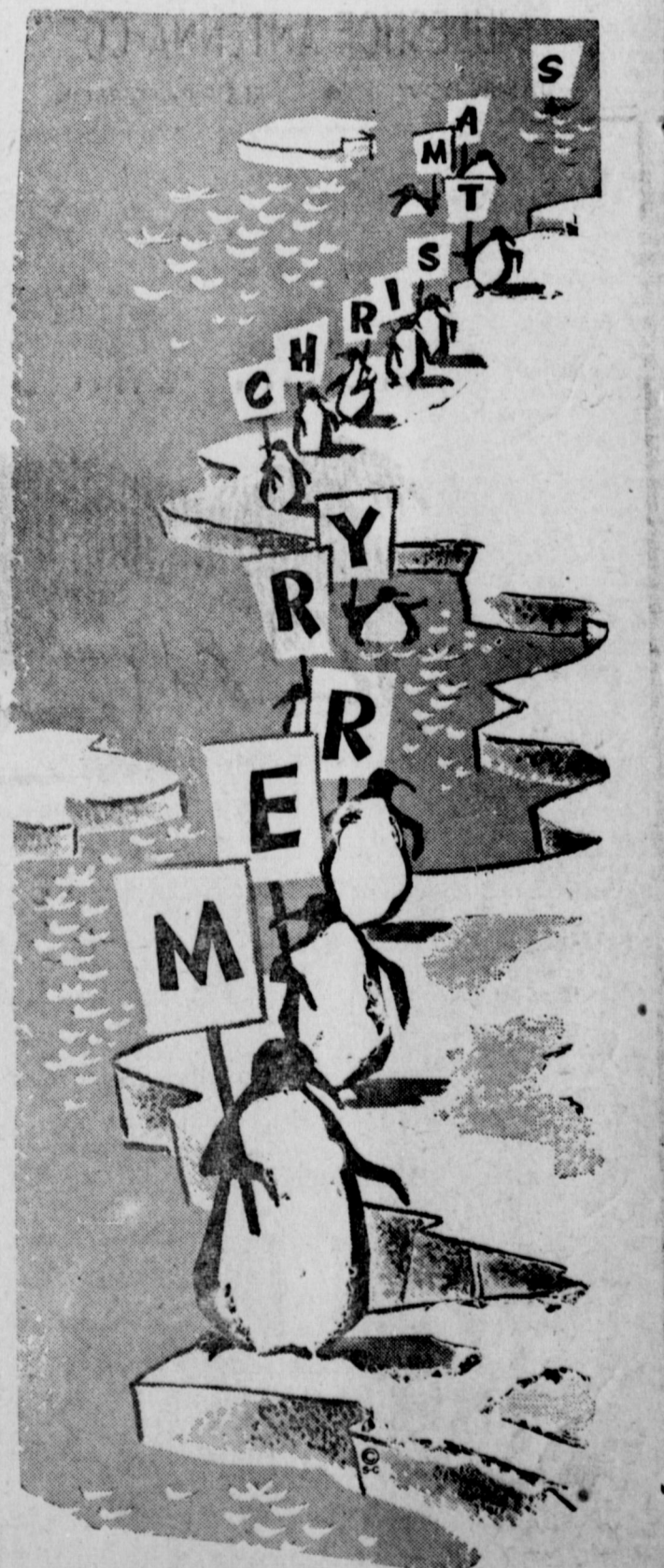


Our wish is simple but sincere...

May you enjoy a Merry Christmas

Muleshoe Shamrock Service

WINIFRED PAYNE AND FAMILY



TAYLOR METAL PRODUCTS



We pray that your
Christmas will
be rich in all the
Spiritual Blessings
of this Holy Season.

Sanderson's
Chevron Service
Dub, Elizabeth,
and Leon

The Muleshoe Journal

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

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Cherry Hoybook	Society Editor
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Mrs. Polly Otwell	Bookkeeper
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SANDHILLS PHILOSOPHER COMES

Out Once More For His Yuletide Gift-Giving Equalization Board

Editor's note: The Sandhills philosopher on his Johnson grass farm will never get anywhere with this idea, but he keeps on trying.

Dear editor:

An neighbor of mine claims Christmas comes too often, says it couldn't be over a couple of months since the last one and here another one is at hand.

This is because he works too hard. No day is ever long enough for him to get in all the work he feels he ought to do and by the end of the year he feels like he's 3 years behind, but I don't look at it that way. A day is about exactly the right length to suit me, a week is about right, nothing wrong with the length of a month, and I'd hate to see Congress start tampering with the size of a year.

Consequently, I'm ready for Christmas, and as is my usual custom, I'd like to once more argue for a piece of legislation I've been advocating for years.

It's called the Christmas Gift Equalization Act, and I hope it gets more attention from President-Elect Kennedy's administration than it has from the past three or four administrations.

Here's the thing. When a person starts out buying gifts for his required list, and the people on his required list start out buying gifts for the people on their lists, with him included, nobody has any notion of how he'll come out. Somebody is bound to buy more gifts than he gets, and that's where my Equalization Act comes in.

What Congress ought to do is set up a fund for deficit payments to anybody who spends more than he gets. All you'd have to do is keep track of the money you spend, set up a fair value on gifts you receive, and then if you spent more than you get, Congress would pay the difference. And if you got more than you spent, forget about it. Ain't Congress reasonable of the Christmas spirit?

I think this would be a great boon to getting gifts to the people who otherwise might not get any, and probably would increase the number of gifts to those who don't need anything in the first place, and as any economist knows, the more we spend, the more the country thrives and the more we thrive the more taxes there are, and the more we can demand of the government.

I will appreciate your using your influence to get this legislation passed. Merry Christmas.

Yours faithfully,
J.A.



MULESHOE ANTENNA CO.

JAMES DOW • ELSIE PATTERSON

The Personnel of Cobb's Department Store

extend to each of you a

MERRY CHRISTMAS



God's blessing rest upon you

We would like for you, our customers, to take a bow.
You are the reason for our company being in existence.
We are grateful.

Cobb's personally welcomes you each to return in 1961. We are here to serve you courteously.

Cobb's

of Muleshoe

Mr. and Mrs. Roger Albertson
Mr. and Mrs. Franklin Mann
Mrs. Beryl Wingo
Mrs. George Provence
Mrs. Charlie King
Mrs. Bert Mathis
Mrs. Clyde Monk

Mrs. G. R. Howell
Mrs. J. T. Eubanks
Mrs. E. W. Tucker
Mrs. J. H. Evans
Mrs. Lora Brown
Mrs. Lud Taylor

Letters TO THE EDITOR

To The Editor and Journal Readers:

The Bailey County Sheriff's Department urges all drivers to drive with extreme care over the holidays.

The death toll has been set high and we want it to be incorrect. This can only be realized if drivers heed warning signs, obey all traffic rules and above all make that "one for the road coffee".

For the Safest driving Christmas ever,
Dee Clements, Sheriff
Garland Freeman, Deputy
John Moore, Deputy
Irene Splawn, Deputy

To The Editor:

Every year, the Christmas holiday season takes a terrible toll in lives and injuries caused by crowded streets and highways, speed and drivers who are drinking. I urge every person who will be in control of an automobile to drive well within the posted speed limits, be alert at all times, check your car carefully for mechanical difficulties and do not under any circumstances, mix alcohol and gasoline.

Your life is the best present you can give your family. Other peoples lives are the best present that you can give them.

Yours for a safer Christmas
Arch March
City Manager
Muleshoe, Texas

Journal Editor:

The Texas Department of Public Safety has predicted 176 violent deaths over the Christmas-New Year Holidays, of these 90 persons are expected to meet a violent death in traffic accidents.

We of the Texas Highway Patrol urge each and every driver to do his best to make our predictions as incorrect as possible.

A Safe Driving Christmas To All,
James Freeman
John Bentley

CARD OF THANKS

We wish to acknowledge with sincere appreciation the many gracious expressions of kindness and concern for us during the recent home-going of our loved one, Mr. Alton Wilbanks Coker.

Valton Coker
Mrs. Earl Farr
Mrs. Olie Brown
Mrs. Noel Culpepper
Mrs. Anthony Marcus
Itt.



May the
Joy and Peace
of Christmas
always be
with you

SINGLETON FUNERAL HOME

Frank and Sally Ellis

C & H CHEVROLET'S NEW CAR LOT WEST ON HIGHWAY 70-84 NOW OPEN

WATCH FOR FORMAL OPENING



We take sincere pleasure in extending to you our BEST WISHES for a HAPPY HOLIDAY SEASON!

W. Q. Casey Insurance Agency

W. Q. — Betty Hoover — Pat Prater

ANNOUNCING PAYMENTS TO RAMBLER BUYERS AS RAMBLER'S SALES VOLUME INCREASES

Why You Should Join Rambler's New Crusade For Adequate Progress Sharing With Customers



GEORGE ROMNEY
President, American Motors Corporation

"I believe participation by all consumers in economic progress is absolutely necessary in meeting the nation's economic needs."

engineering advances such as the acid-proof, rustproof Ceramic-Armored muffler and tailpipe.

The Rambler line includes three basic sizes of compact cars—Rambler American, Rambler Classic and Ambassador, the latter two developed after the original American series.

RAMBLER SALES SOAR

In two years, Rambler's per cent of market has more than doubled. For the last 38 straight months, Rambler sales have established a new record for that month. We want to continue this growth by serving you even better.

THE NEW RAMBLER CRUSADE

Our new Rambler crusade, like our compact crusade, is based on sharing Rambler progress with car buyers.

We believe the new Rambler crusade has timely significance. Our country currently is experiencing a mild economic slowdown—with rising foreign competition and weakness of the dollar. Our larger competitors are considering partial manufacture and importation of cars for the U.S. market from abroad. There is a general profit squeeze.

We believe the greatest single economic cause is that relatively too much of the fruit of industrial effort has been going to a few well organized economic groups, not to the consumer.

CUSTOMERS TO SHARE RAMBLER PROGRESS

We decided there was something we could do. We decided to share future progress with ALL customers who take

HOW PAYMENTS TO BUYERS WILL BE DETERMINED IN AMERICAN MOTORS' CUSTOMER PROGRESS SHARING PROGRAM

BUYERS RECEIVE		BOND PAYMENT SALES LEVELS			
IF SALES ARE UP over last year	U.S. SAVINGS BONDS (Maturity Value)	DECEMBER (Dec. 31st)	JANUARY (Jan. 31st)	FEBRUARY (Feb. 29th)	MARCH (Mar. 31st)
50%	\$ 125	45,247	97,671	140,139	195,946
40%	\$ 100	42,231	91,159	130,796	182,883
30%	\$ 75	39,214	84,648	121,453	169,820
20%	\$ 50	36,198	78,136	112,111	156,757
10%	\$ 25	33,181	71,625	102,768	143,694
SALES FOR SAME PERIOD LAST YEAR		30,165	65,114	93,426	130,631

NOTE: In all cases, "BUYER(S)" means a person who actually takes delivery, not places an order.

WHY IT WILL PAY YOU TO BUY NOW. This unique program is cumulative and retroactive. Early buyers can get more, but never less bonds, than buyers in succeeding months. Your Rambler dealer will be happy to give you the complete details of the plan but here is a quick example of how it works and keeps on working for you: If December Rambler deliveries increase 20% over last December, December buyers of new Ramblers or Metropolitans will receive \$50 bonds. As the four-month period progresses, additional bonds will be mailed to the December buyers each time the cumulative sales reach a higher bond payment sales level. Also, if sales increase for the four-month period exceeds 50%, proportionate additional payments will be made to all buyers during any of the four-months.

delivery of a new Rambler or new Metropolitan between December 1, 1960, and March 31, 1961, from an authorized Rambler dealer (excluding governmental sales), giving them most of the benefit of additional cost reduction resulting from further increases in Rambler sales volume.

This can mean a sharing with Rambler buyers during the 4-month period of government savings bonds (Series E) with a maturity value from \$3,679,850 (10% sales increase), to \$24,930,750 (50% increase). See chart for details.

BOTH CUSTOMERS AND AMERICAN MOTORS GAIN

You have everything to gain and nothing to lose by joining this crusade. The same is true for us.

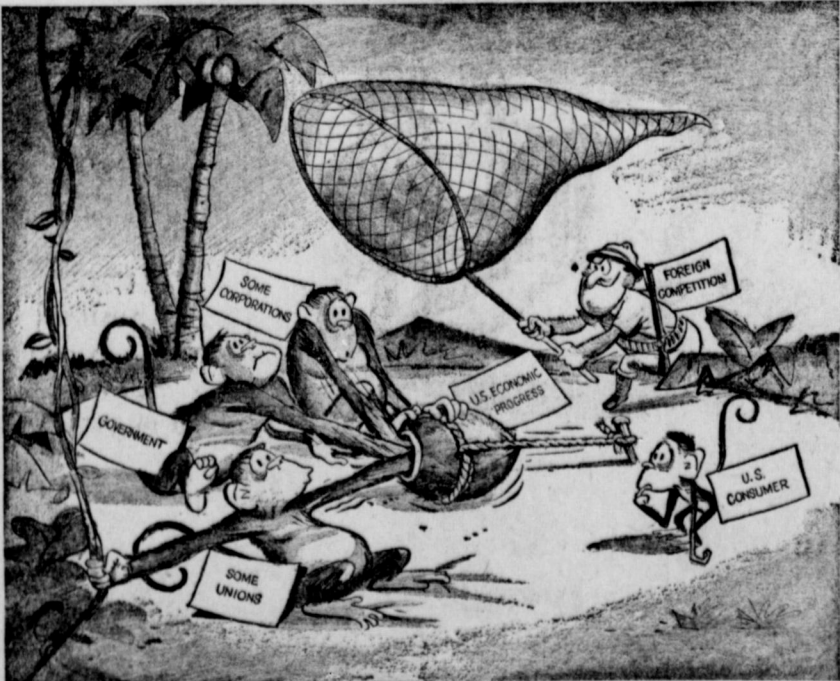
You can't lose because Ramblers are better than big cars and the best of the compacts. Ramblers are more trouble-free, more useful, lower priced.

You make your regular deal in the regular way for a new Rambler. You then may share proportionately in the economies and profits of higher Rambler volume in December, 1960, and the first three months of 1961.

We gain by acquiring more Rambler owners, which will make our growing market even larger in the future. That's because Rambler owners become Rambler salesmen and are the most loyal "repeat buyers" of any make.

Ask your neighbor all about his Rambler, then join the Rambler crusade. Join us in focusing the nation's attention on the essentiality of equitably sharing economic progress with ALL consumers if the WHOLE NATION is to prosper.

P.S. Some may say one company can't do much about national problems as big and complex as those cited above. Well, that's what skeptics said about Rambler's first crusade. Let's remember, every great thing is born small. If this new Rambler crusade is right, it can succeed and spread, just as the compact car concept did.



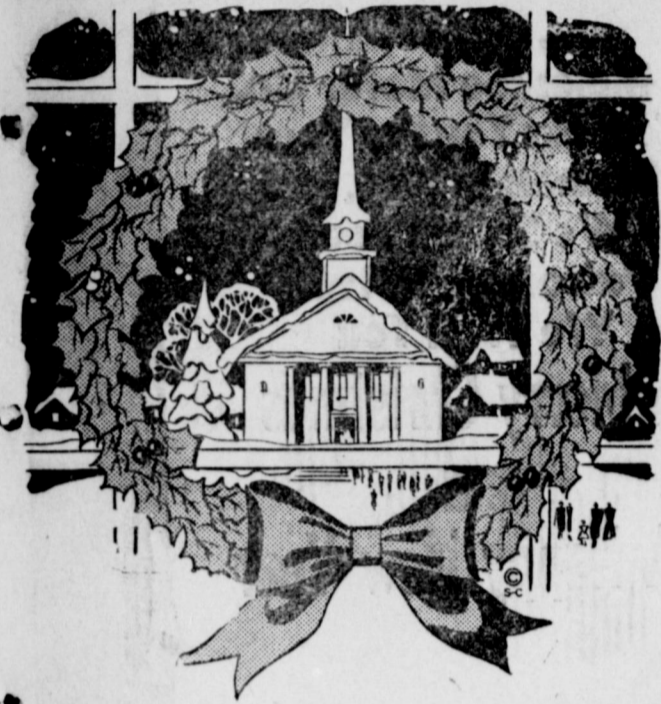
Monkeys are caught by filling a coconut shell with chopped coconut meat. The monkeys grasp a fistful and, unwilling to let any go, cannot withdraw their paws. So, they are easy victims. The U.S. consumer is not yet as scrawny as shown, but unless there is a more equitable division of the productivity increases, he will get that way. One of the three American groups must let go and set an example—or all will be captured and, along with the consumer, all will suffer.

Mr. Romney's recent New York Press Conference on "Customer Sharing and the Nation's Economy" attracted nationwide notice. For complete text of his statements, write American Motors, Box 29, Detroit 32, Mich.



Joy to the World this Christmas!

Spurgeon Motor Machine and Supply



Season's Greetings to All Ladd Pontiac

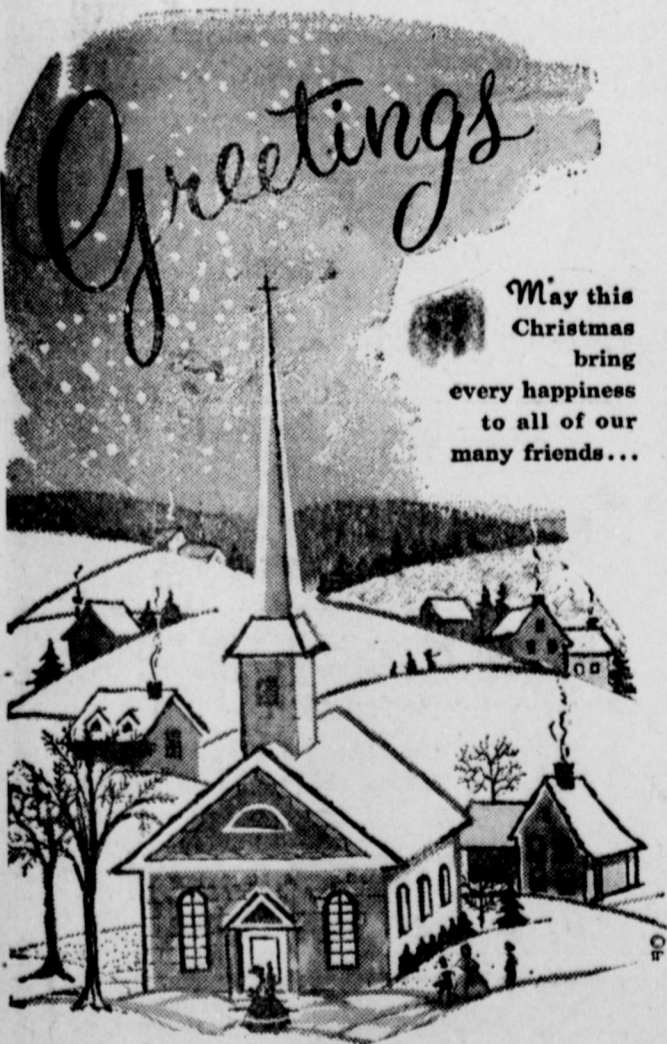
— AND —
Muleshoe Implement & Supply Co.



HELLO, ALL!

Our greetings ring out loud and clear: Merry Christmas Everyone!

WESTERN WRECKING



May this Christmas bring every happiness to all of our many friends...

Damron Rexall Drug

Water Conservation District To Hold Directors Election

LUBBOCK — On January 10, 1961, the High Plains Under-ground Water Conservation District will again conduct its annual election of Directors and County Committeemen.

A total of five men serve on the Board of Directors of the Water District. Also, each county within the district has a County Committee that consists of five members.

The terms of office of three members of the board of directors expire this year, and the terms of office of two committeemen in each county also expire. Board members are elected for two years, and committeemen are elected for three years.

All qualified voters who reside within the bounds of the water district may vote in this election. The poll-tax receipt used for voting in the recently held general election is the one that will be used for the water district election.

Voters who reside within District Director's Precincts No. 1 (Lubbock and Lynn Counties), No. 3 (Bailey, Castro and Parmer counties), and No. 4 (Armstrong, Deaf Smith, Potter and Randall counties) will elect one member to the Board of Directors from each precinct.

Voters will also elect two committeemen in each county. In Lamb County, only the voters who reside within County Commissioner's Precincts No. 1 and No. 4 will be eligible to vote in the coming election. Qualified voters who reside within the district in any one of the other eleven counties that make up the High Plains Water District are eligible to cast a ballot.

Voting places are:
Bailey County: Enochs Gin office, Enochs, and Community House, Muleshoe.

Parmer County: Wilson & Brock Real Estate Office, Bovina, 2. County Courthouse, Farwell, 3. American Legion Hall, Friona, and 4. Schoolhouse, Lazbuddie.

John Gammon of Lazbuddie is the only nominee for District Director in Director's Precinct No. 3. Precinct 3 includes Bailey, Castro, and Parmer Counties.

Nominees for County Committeemen are:

Millen Elected Beet Assn. Pres.

W. T. "Bill" Millen was elected chairman of the newly organized Muleshoe Sugar Beet Growers Association, at a meeting Friday night in the community room of the First National Bank.

James "Sugar" Glaze was named secretary of the group. Membership dues were set at \$25 per person.

James Witherspoon, Lee Benfield and Austin Rose, of the Texas Sugar Beet Growers Association of Hereford, spoke briefly, explaining that their group and similar local groups are working to get the Sugar Act changed to provide for growing of more domestic sugar, when the Act expires on March 31, 1961.

They also said that the three ways people can help to build the Plains sugar beet industry are: to demand beet sugar for their personal use, write letters to their congressmen and join the Muleshoe Sugar Beet Growers Association.

Thirty-six farmers and businessmen were present for the meeting, which was sponsored by the Agriculture Committee of the Muleshoe Chamber of Commerce.

Bailey County: (Residents of Commissioner's Precinct No. 2, Vote for One):

1. Ralph E. Ethridge, Rt. 5, Muleshoe, and 2. Leidon Phillips, Rt. 2, Muleshoe.

(Residents of Commissioner's Precinct No. 4, Vote for One):

1. Lester Howard, Rt. 5, Muleshoe, and 2. L. H. Lewis, Rt. 5, Muleshoe.

Parmer County: (Residents Vote for One Committeeman-At-Large).

1. Wayne Garth, RFD, Friona, 2. Walter Kallwasser, RFD, Farwell, 3. Raymond Schueler, RFD, Friona, 4. Gene Smith, RFD, Muleshoe, and 5. A. B. Wilkinson, Bovina.

(Residents of Commissioner's Precinct No. 4, Vote for One).

1. D. B. Ivy, RFD, Friona, 2. Joe B. Jennings, RFD, Muleshoe.

School Break-In Tuesday Night

Sheriff Dee Clements stated that quite a bit of damage was done Tuesday night when someone broke into the High School office and School Administration Building. So far investigation has shown nothing missing from either buildings.

The person forced the doors in both buildings resulting in minor damage and chiseled a good sized hole in the administration building vault but was unable to open the vault door.

The case was investigated by Clements, Deputy John Moore, and City Patrolman Don Berry.

Berry arrested a man on a petty theft charge Wednesday morning. The man is a very strong suspect in the breaking and entering violation also.

College Students Home For Xmas

by Lu Nello Boothe

Christmas holidays are here and Muleshoe college students are flocking home to be with their families for Christmas.

Here from college are: Don Taylor, Mr. and Mrs. Don W. Taylor; Pat Childers, Mr. and Mrs. Morris Childers; Tommy Thompson, Mr. and Mrs. Bill Thompson; Joe King, Mr. and Mrs. Liz King; Derrell Oliver, Mr. and Mrs. Derrell Oliver; and Don and LaVoe Copley, Mr. and Mrs. A. W. Copley; Roger Gorrell, Mrs. Lula Gorrell; James Towns, Mr. and Mrs. Vernie Towns; Jack Roubinek, Mr. and Mrs. R. L. Roubinek; Kay Brown, Mr. and Mrs. Murrel Brown; Pat Barrett, Mr. and Mrs. Stan Barrett; Lyndal Black, Mr. and Mrs. R. L. Black; Bob Camp, Mr. and Mrs. Camp; Sandra Broyles, Mr. and Mrs. E. N. Darsey; Lealand Dean, Mr. and Mrs. Dean; Bobby Cason, Mr. and Mrs. Cason; Don Ethridge, Mr. and Mrs. S. M. Ethridge;

Sharon Cuans, Mr. and Mrs. Cuans; Nancy Julian, Mr. and Mrs. Jack Julian; Rita Lewis, Mr. and Mrs. Lewis; Sue Logan, Mr. and Mrs. Odell Logan; Kenneth Phipps, Mr. Phipps; Robert Robinson, Mr. and Mrs. Jesse Robinson;

Don Lee Smallwood, Mr. and Mrs. Smallwood; E. H. Wagon, Mr. and Mrs. B. H. Wagon; Eddie Wilt, Mrs. Edith Wilt; Joan Green, Dr. and Mrs. L. T. Green; Elaine Evans, Mr. and Mrs. Evans; Don Alexander, Polly Briscoe, Mr. and Mrs. Kenneth Briscoe; Sandie Weeks, Mr. and Mrs. Clarence Weeks; Lyndal Fletcher, Mr. and Mrs. Lynn Fletcher; Marka Brooks, Rev. and Mrs. Horace Brooks; Charles White, Mr. and Mrs. Jim White; Randall Goar, Mr. and Mrs. T. W. Goar; Dorothy Hickman, Mr. and Mrs. Hickman; Melba Johnson, Mr. and Mrs. "Red" Johnson; Tommy Hicks, Mr. and Mrs. T. B. Hicks; Gary Sharkles, Mr. and Mrs. Shankles.

Mary Jo Holt Black and Bill Black; Dolores Wagnon Williams and James Williams, Nan Allison Pool and Buddy Pool; Janelle McGuire Turner and Royce Turner; Sandra Briscoe Turner and Royce Turner; and Rita Turner Hawkins and Eugene Hawkins.

Farmers Union Urges Jack To Appoint Poage

Texas Farmers Union President Alex Dickie, Jr., sent the following telegram to President-elect John F. Kennedy:

"Texas Farmers Union continues to urge the appointment of Congressman W. R. Poage as Secretary of Agriculture."

Dickie stated that he has said many times before and since the election that Congressman Poage would be the best Secretary of Agriculture that President Kennedy could name. Congressman Poage is listened to more in Halls of Congress on Agriculture than has any other man.

Dickie pointed out that Congressman Poage has operated his own farm and ranch spread all of his life. "We need a man as secretary who has had this producer experience that Mr. Poage has had", Dickie said.

"Texas Farmers Union strongly supported the Poage Bill during the last session of Congress and our membership intends to fight all the way for Congressman Poage to be appointed Secretary of Agriculture", President Dickie stated.



MULESHOE COFFEE SHOP

RUBY STICKNEY



We're happy to have this opportunity to say "thank you" for your loyal past patronage.

DINNER BELL CAFE

Mr. and Mrs. Joe Carroll
Mr. and Mrs. Paul Whitecotton



We wish you every traditional Holiday Joy, with an abundance of good health and happiness. MERRY CHRISTMAS!

BLEEKER'S HUMBLE

Vernon, Mary Nell, Richard Hambricht, and Percy Jackson

NEWS—

FOR EVERY FARMER who owns a one-way disc, drill or other disc-type tools...

...HAVE THEM SHARPENED with the —

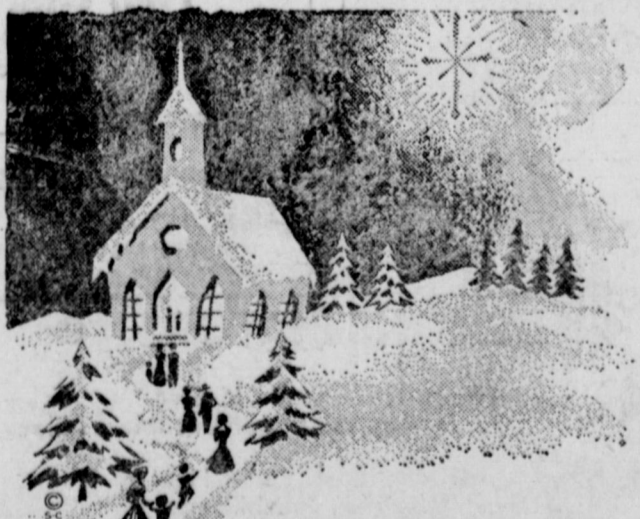


Does a better field job... less draft... lower fuel consumption. Stays sharp longer than other sharpening methods.

Original blade concavity maintained. Actually toughens the steel to withstand greater abuse. Increase of worn blade. Sharp blade wears less than dull edge.

More than doubles life of any disc type tool. FOR PROMPT ON-YOUR-FARM SERVICE CALL:

WRINKLE WELDING & MACHINE Clovis Highway Phone 4860



OH, SILENT NIGHT

Expressing our wish that your Christmas will shine as brightly as the star at Bethlehem shone on that Holy Night so long ago.

BLACK OPTOMETRIC CLINIC

A-1 APPLIANCE SERVICE

1919 Clovis Road

Phone 5290

Service All Makes of Appliances — Both Electric and Gas Appliances

We Fix Anything — Reasonable

BILL AYLESWORTH, Manager



It is our sincere wish that the Christmas season will bring health and happiness to your home!

MULESHOE BEAUTY SALON



PEACE ON EARTH...

And the angels sang, "On earth peace, good will toward men." May the Christmas message bring you joy

WESTERN DRUG

YOUR WALGREEN AGENCY
On Main In Muleshoe — Phone 3-1060



Christmas Greetings

JOHNSON FURNITURE cordially invites you to return often in 1961 and allow us to continue to give you the same friendly and most courteous service you've grown to expect at our store.

JOHNSON FURNITURE

317 Main

Muleshoe

Phone 5051

Muleshoe Motor Company's Big Used Car & Used Truck

HOLIDAY CLEARANCE SALE

OPEN 'TIL 8 p.m.
For Your Convenience
During the 5-Day
Holiday Clearance Sale

5 BIG DAYS

DECEMBER 27-28-29
30 and 31

January Clearance Sale
In December. Bargains
Galore. Big Savings!

ON THE SPOT FINANCING

HERE'S THAT CHANCE FOR YOU
TO GET THAT EXTRA CAR REAL CHEAP!

Come Early For The
Best Choice of Your Life

The Management and Personnel of
Muleshoe Motor Co.
Thanks You For Your
Business In 1960, and
We Solicit Your
Patronage In 1961.
We Wish You
A Merry Christmas
and
A Happy New Year

STOCK NO. A-11

1958 Chevrolet

Power Glide Transmission, Good Condition
4-Door Belaire Sedan, Radio, Heater,

Down Payment \$400
Monthly Payments \$ 59

STOCK NO. A-5

1955 BUICK

4-Door Sedan, Radio, Heater,
Dynaflow, ARA Airconditioner.

Down Pmt. \$235
Month. Pmt. \$ 42
(incl. Ins. and Finance Charges)

STOCK NO. C-14-A

1956 Plymouth

Belvedere Sedan, Radio, Heater,
Automatic Transmission

Down Pmt. \$235
Month. Pmt. \$ 39
(incl. Ins. and Finance Charges)

STOCK NO. C-7-A

1959 FORD FAIRLANE

4 Door, V-8 Sedan, Radio, Heater, Tu-Tone Paint
One Owner Car. Good Condition.

Down Payment \$450
Monthly Payment \$ 66

STOCK NO. C-63-A

1957 FORD FAIRLANE 500

4-Door Sedan, Radio, Heater, Fordomatic

DOWN PAYMENT \$375
MONTHLY PAYMENTS \$ 52

STOCK NO. D-1

1959 Mercury Monterey

4-Door Sedan, Radio, Heater, Auto. Trans.

DOWN PAYMENT \$450.00
MONTHLY PAYMENTS \$ 68.75

STOCK No. C-157-A

1959 Ford Custom

4-Dr. V-8, Radio, Heater
DOWN PAYMENT \$400, MONTHLY \$52.50

DEMONSTRATORS

1960 Falcon 2-Door Sedan, Radio, Heater,
Fordomatic, Air Conditioned, Low Mileage

1960 Mercury 4-Door Sedan, Radio, Heater,
Multi-Drive, Low Mileage

MANY MORE MODELS ON THE LOT TO CHOOSE
CASH OR TRADE-IN ACCEPTED FOR DOWN PAYMENT
ALL SALES LISTED ABOVE ARE NEW CAR AND TRUCK TRADE INS
**SAVE AT MULESHOE MOTOR COMPANY'S
A-1 USED CAR LOT!**

At The Corner of 12th and Highway 84

Phone 2510

A-1 USED CARS

STOCK NO. R-24
1955 FORD COUNTRY SEDAN
Radio, Heater, Automatic Transmission

DOWN PAYMENT \$235
MONTHLY PAYMENTS \$ 43
(Includes Insurance and Finance Charge)

STOCK NO. C-82-A
1959 FORD CUSTOM 300
4-Door V-8 Sedan, Radio, Heater, Air Conditioner

DOWN PAYMENT \$425
MONTHLY PAYMENTS \$ 61
(Includes Insurance and Finance Charge)

STOCK NO. A-8-A
1957 PLYMOUTH 4-Dr. SEDAN
Radio, Heater, Push Button Drive

DOWN PAYMENT \$300
MONTHLY PAYMENTS \$ 52
(Includes Insurance and Finance Charge)

STOCK NO. C-27-A
1957 FORD FAIRLANE 500
V-8 Club Victoria. One Owner Car.
Radio, Heater, Automatic Transmission

DOWN PAYMENT \$350
MONTHLY PAYMENTS \$ 53
(Includes Insurance and Finance Charge)

STOCK NO. M-8-A
1959 MERCURY MONTEREY
4-Door Sedan, Radio, Heater, Power Steering,
Power Brakes, One Owner

DOWN PAYMENT \$500
MONTHLY PAYMENTS \$ 73
(Insurance and Finance Charges)

STOCK NO. B-13-A
1955 CHEVROLET
Radio, Heater and Overdrive

DOWN PAYMENT \$195
MONTHLY PAYMENTS \$ 38
(Includes Insurance and Finance Charge)

STOCK NO. C-69-A
1957 FORD FAIRLANE 500
4-Door Sedan, Radio, Heater, Overdrive,
Air Conditioned

DOWN PAYMENT \$400
MONTHLY PAYMENTS \$ 55.30
(Includes Insurance and Finance Charge)

USED COMMERCIALS

1955 FORD PICKUPS
Three To Choose From
Your Choice \$550

1954 FORD V-8 PICKUP
1/2 Ton, Good
Condition \$495

1954 FORD 6-CYL. PICKUP
1/2 Ton
Fordomatic \$395

1958 CHEVROLET PICKUP
V-8, 1/2 Ton, Long Wheel Base
6-Ply Rear Tires, Good Condition \$995

1952 Ford Pickup \$295
1956 Ford Pickup
V-8, 1/2 Ton, Good Condition \$695
1955 Chevrolet Pickup,
Motor Overhauled \$750
1958 Ford V-8 1/2 Ton Pickup \$1195
1956 GMC Pickup \$695
1958 Chevrolet Long Wheel Base
1/2 Ton Pickup \$1195
1957 Ford 2-Ton Truck
Completely Reconditioned \$1495
1952 GMC 1/2 Ton Truck \$895
1948 Chevrolet 1 1/2 Ton Truck \$395

NEW 1960 MODELS FORD FAIRLANE 500 SEDAN

TWO TO CHOOSE FROM

FALCON 2-DOOR SEDAN
STANDARD TRANSMISSION — HEATER

FALCON STATION WAGON
THREE TO CHOOSE FROM

COMET STATION WAGON
ONLY ONE LEFT IN STOCK

A Customer Is The Most Important
Person To Us. We Are Dependiant On
Customers, But A Customer Is Not
Dependant On Us!



ERLINE ELDRIDGE ties while Jean Bunyard lends her finger to help wrap the multitude of packages for Christmas. The more they wrap, the ladies discovered, the more there was to wrap.



CAROLYN, MELANIE, and Louise Pouncey have a hard time deciding what to buy mother and daddy for Christmas. After long discussion the girls concluded that Carroll Pouncey would love a Barbie doll and mother couldn't possibly exist without a doll that wets. After further consideration the girls decided to hold off on their purchases until they were sure their parents would have a use for these presents.



GAYLE McKOWAN, five year old son of Mr. and Mrs. Bill McKowan, decided to wait for Santa this year. Gayle thought it would be a wise idea to watch the proceedings so he would be sure to get what he ordered. Strangely enough he missed the jolly gentleman's visit.



"FOR UNTO YOU IS BORN this day in the City of David, a saviour which is Christ the Lord." Mrs. Frank Ford reads the true meaning of Christmas to the two Ford girls, Laura Lynn, 2, perches on the arm of Mrs. Ford's chair while Linda Key, 1, claims a position in mother's arms.

The Muleshoe Journal

VOLUME 38, NUMBER 51

THURSDAY, DECEMBER 22, 1960



T'was Just Before Christmas In Muleshoe

BRENTS DAVIS

T'was a few days before Christmas and Muleshoe was all a flutter.

As the joyous season approaches the heart grows merry.

Shopping, buying, decorating, and hurley burley reigns supreme.

This is the time to stop and think just what Christmas is.

What is Christmas?

It is hustle and bustle and searching for a downtown parking place.

Making long lists and then trying to make the budget fit them.

It is buying and hiding gifts from wandering eyes.

It is baking and roasting and a thousand good smells.

It is receiving and sending cards to friends and gathering with our friends to sing the old carols and pop corn and be merry.

It is Santa Claus and the shrieks of happy children.

But Christmas is a great deal more than this.

Christmas is a great intangible. It is of the spirit. It is the good things and the triumph of all that is good.

A simple cry of "Merry Christmas" can overcome a year of grudges.

Who, after witnessing a child's Christmas and seeing the faith, love, and trust in his eyes, could possible fear for the future?

And after hearing the Christmas Story once again, who could doubt that there is peace on earth in the hearts of men.

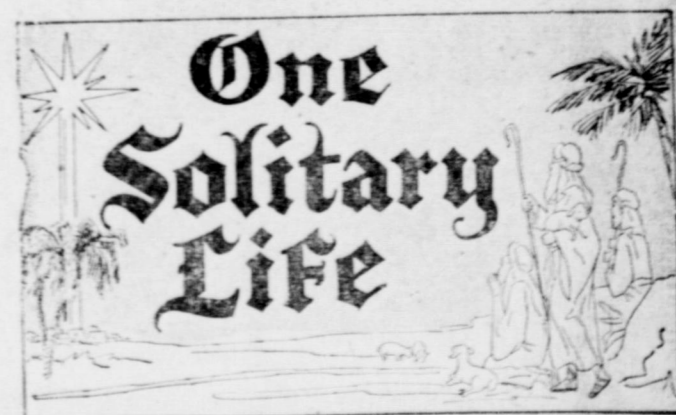
Why are we so fortunate? Why do we have all these good things?

Why?

Because many years ago a bright star shone, and the angels sang, "For unto you is born this day, in the City of David, a saviour, which is Christ the Lord"



JEANNE GARRETT, possessed of the Christmas spirit, puts the finishing touches on her Chamber of Commerce decorations.



Here is a young man who was born in an obscure village, the child of a peasant woman. He grew up in another village. He worked in a carpenter shop until he was thirty, and then for three years he was an itinerant preacher. He never wrote a book. He never held an office. He never owned a home. He never had a family.

He never went to college. He never put his foot inside a big city. He never traveled 200 miles from the place where he was born. He never did one of the things that usually accompany greatness. He had no credentials but himself.

While he was still a young man, the tide of public opinion turned against him. His friends ran away. He was turned over to his enemies. He went through the mockery of a trial. He was nailed to a cross between two thieves. While he was dying, his executioners gambled for the only piece of property he had on earth, and that was his coat.

When he was dead, he was laid in a borrowed grave through the pity of a friend.

Nineteen centuries have come and gone, and today he is the central figure of the human race and the leader of the column of progress.

I am far within the mark when I say that all the armies that ever marched, and all the navies that ever sailed, and all the parliaments that ever sat, and all the kings that ever reigned, put together have not affected the life of man upon the earth as has that ONE SOLITARY LIFE!

CAMPBELLS MAKE CHRISTMAS ROUNDS

Mr. and Mrs. Chester Campbell left last Tuesday night to spend the Christmas holidays with Mrs. Campbell's parents.

Mr. and Mrs. Mike Bradley of Lubbock and with Mr. Campbell's parents, Mr. and Mrs. S. R. Campbell of Crosbyton.

The Campbells will return to Muleshoe December 26.

1960's Present A Manpower Problem

With one year of the new decade now past, the question of just how high the 1960's will soar in the United States of course remains to be answered.

There have been many forecasts, most of them optimistic, and one of the most optimistic of all is a study published by the U.S. Department of Labor, entitled "Manpower Challenge of the 1960's."

The main thesis of the study is that American manpower potential is great enough, with an improving technology, to increase the production of goods and services by about 50 per cent from 1960 to 1970. In other words, beginning the decade with a gross national product of \$500 billion, the study purports to show how a level of \$750 billion can be achieved by 1970.

This would mean that by 1970 the expanding U. S. population could be provided with a 25 per cent increase in its standard of living. The population is expected to increase from 180 to 208 million over the decade, a growth of 28 million, or 15 per cent.

It is predicted that employment will continue to grow faster in the service industries than in the production industries. As U. S. technology advances, proportionately fewer workers will be needed to produce the goods we need. More workers will be needed to provide the increasing services required as the standard of living goes up.

The forecast is that biggest increase in demand for workers will be in occupations re-

quiring the most in education and training. It is also foreseen that the shift from an agricultural economy to one that is predominantly industrial will continue.

By 1970, according to the study, there will be about 30 million women workers, six million more than in 1960. This would represent a 25 per cent increase for women, as compared with a 15 per cent increase for men. One out of every three workers will be a woman.

During the past decade, professional, office, and sales workers as a group exceeded for the first time in U. S. history, the number of workers employed in manual occupations, in skilled, semi-skilled, and unskilled jobs. During the coming decade, this trend is expected to continue. The fastest growth will occur among occupational and technical occupations, especially engineers, scientists and technicians.

Such predictions are of major importance in planning for the future of agriculture as well as the future of U. S. business and other activities.

Today's Meditation

Read John 8:12-17

The true light that enlightens every man was coming into the world. (John 1:9, RSV.)

In the world in which we live there is much darkness. We see peoples and nations groping in the dark. Some think they have seen the light; but they are following an illusion—some false light which guides no more, some light which has burned out in the course of time.

But the light which people have seen in Christ never fades because its very source is God. There are, of course, moments in our lives when we doubt this. There was such a moment in the minds of the early disciples of Jesus. When He was crucified, dead and buried, they thought that was the end of the one whom they called Master and Lord.

But to them, and to thousands of believing Christians throughout the ages, in their moments of doubt, anxiety, and despair it has been proved repeatedly that Jesus Christ rises victoriously over every evil force. The light which people have seen in Him will shine eternally.

PRAYER

O Thou art the eternal light, shine in the darkness of our world and in the darkness of our souls. In Thy light may we see light and follow it to the end of our days. In our great Redeemer's name. Amen.

THOUGHT FOR THE DAY
Jesus Christ — the light for the world yesterday, today, and forever.
—Annie Zachariah (India)

YULE BOX DRAWING CHRISTMAS EVE

Don't forget the big Yule Box drawing Saturday, Dec. 24 at 2 p.m. on the west side of the Court House. If you haven't registered stop in at Yule Box merchants and register now.

MULESHOE BOY WINS CONTEST

Jack Welch, 5½ year old son Gene Welch of Muleshoe, received word this week that he had won an 85-piece Gilbert Frontier electric train set in a Post Cereals contest.

TO SPEND HOLIDAYS WITH THEIR PARENTS

Mr. and Mrs. Gene Richardson of Austin plan to spend the Christmas holidays with his parents, Mr. and Mrs. Jess Richardson of Floydada and also with her parents, Mr. and Mrs. Bill Collins.

MARINE RECRUIT COMPLETES BASIC

San Diego, Calif. — Marine Pvt. Boyd M. Gilbreath, son of Mr. and Mrs. Boyd Gilbreath of Bovina, completed recruit training Nov. 29 at the Marine Corps Recruit Depot, San Diego, Calif.

The 11-week course included instruction in all basic military subjects and infantry weapons.

Upon completion of training the new Marines are assigned to a unit for further infantry training, or to one of the many Marine Corps schools.

Parmer County Farm Bureau News

by Raymond Euler

We enjoyed the four days in Denver, attending the 42nd Annual American Farm Bureau Convention, along with about five thousand others from the forty-nine states and Puerto Rico. There were to have been three hundred or more Texans there, but due to road conditions, several we know of didn't make it. Even the weather and roads were pretty bad on the way up, the weather during the convention was beautiful.

Messages to the convention were received from both President Eisenhower and President-Elect Kennedy. President Shuman replied that Farm Bureau would give "full support and co-operation in all efforts to strengthen America, increase farm income, and advance the cause of individual freedom."

One of the most significant resolutions passed at the convention, we thought, is the one stating that "Action should be taken to prevent the Supreme Court from changing its long established interpretations of the constitution. These changes should only be made through the constitutional amendment procedures."

Although the voting had not been concluded when we left, we feel pretty sure that the delegates also gave support to adoption of the 23rd amendment that would force the Federal Government to dispose of businesses that is maintained in competition with private business, and also certain land holdings. This action would result in a situation that would make possible the elimination or drastic reduction of federal income taxes, among other things.

The farm labor situation held the spot light for several hours during the convention, and many references were made to the TV show of a few weeks

ago, called "Harvest of Sham", in which all the bad features of farm migrant labor situation were shown, and none of the favorable features were revealed. It is our personal opinion, as well as that of some others, that it is important that each farmer be sure he is not the one these kind of "publicity against farmers people" would like to investigate and publicize."

CONSIDER THIS: As a thorn goeth up into the hand of a drunkard, so is a parable in the mouth of fools. Prov. 26:9.

Conference Call Connects Sisters For "Gab Fest"

Mrs. Bill (Margaret) Collins talked with her five sisters via a telephone conference call Sunday morning, Dec. 18.

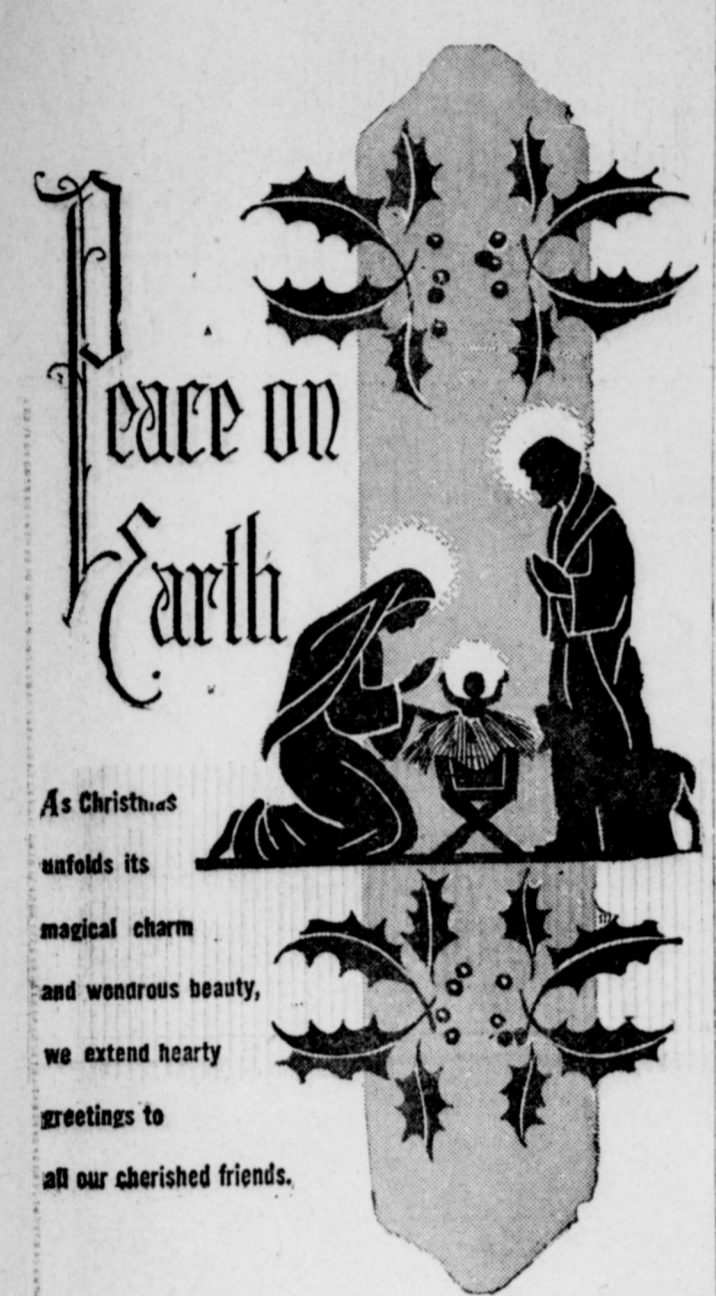
Jean Ray of Lawton, Okla., started the call. Lillian Hargrove of Lemoore, Calif., Christine Wilkins of Corcoran, Calif., Kay Yokum of Hanford, Calif., and Treva Hooper of Tehachapi, Calif., all joined in for a "gab fest"

Kay Yokum talked from her bed in the Corcoran hospital. She told her sisters she was doing fine and will return to her home in a day or so.



May you share abundantly in the many joys of Christmas!

HOMER MILLSAP MOTORS
Richard Hawkins — Homer Millsap

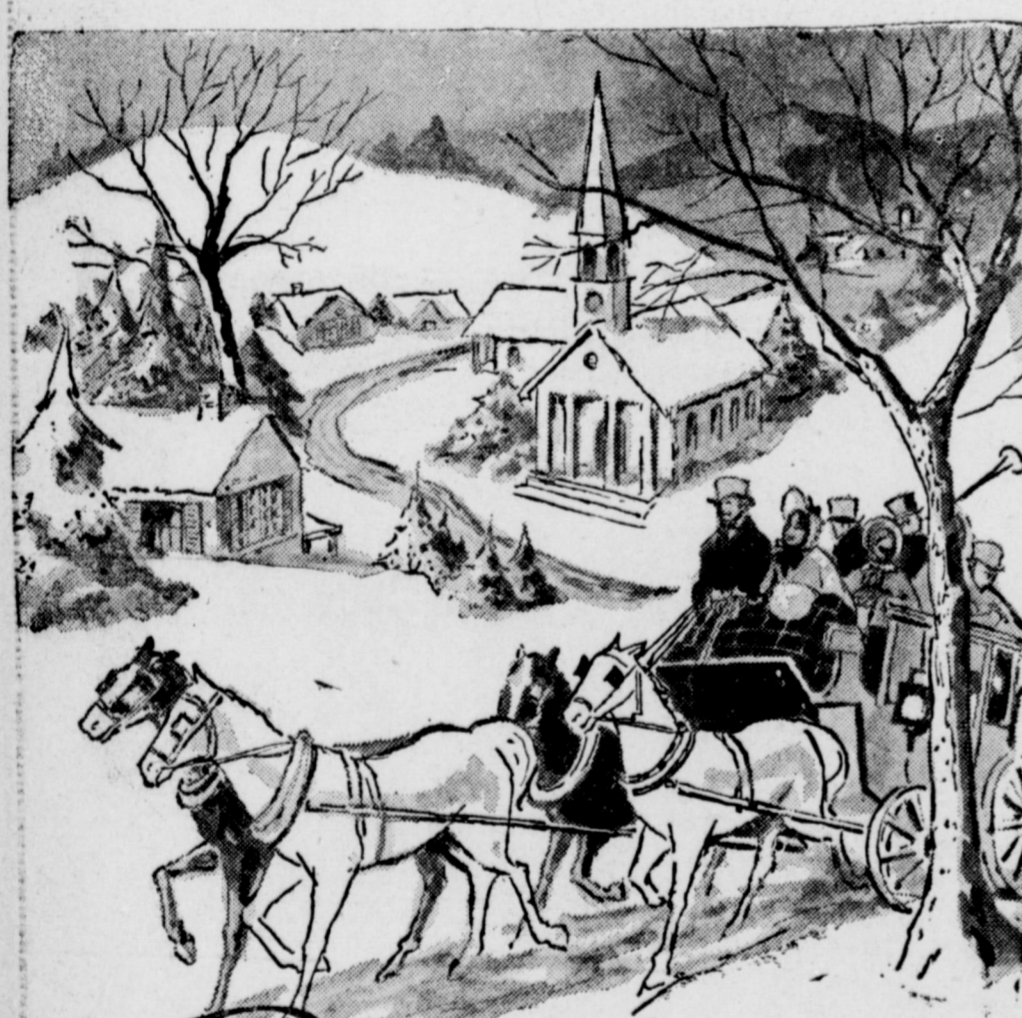


As Christmas unfolds its magical charm and wondrous beauty, we extend hearty greetings to all our cherished friends.

Plainview Production Credit Ass'n.
W. B. LeVEQUE, Muleshoe Representative
114 E. Ave. C — Muleshoe Tex.

RUFFY TWINS
By LEE POOL

NEIGHBOR, I KNOW OF TWO REASONS YOU SHOULD BUY INSURANCE RIGHT NOW FROM POOL INSURANCE AGENCY Insurance and Loans DIAL 295 114 E. Ave. C — Muleshoe Tex.



Greetings of the season

Glen, Gladys' and Randy Williams

MOBIL TIPS
SERVICE with a SMILE
SERVICE STATION

Goo-goo-ga... He ain't kiddin'!

Our service begins when you hit our drive, all right—but you'll recognize it as friendly and competent. Drive in soon and give us a trial.

Jack's Mobil Service
300 E. Amer. Blvd. 3-9490

MERRY CHRISTMAS

As the sights and sounds of Christmas gladden your heart and home, we wish that you may enjoy many Holiday pleasures... many memorable delights.

SHORTY — MAJOR — JAMES ED AND VIRGIL
S. E. CONE GRAIN & SEED CO.



BOWLING NEWS

POWER PUFF LEAGUE
3 High Team Games
 St. Clair's, 911; Clay's Corner, 819 and KMUL, 805
3 High Team Series
 Clay's Corner, 2379; St. Clair's, 2382 and KMUL, 2319.
2 High Individual Games
 Ann Little, 239, new member "235 Club"; Beverly Heathington, 221, and Evelyn Sevel, 212.
3 High Individual Series
 Ann Little, 239; Beverly Heathington, 215, and Cheryl Ford, 539.

Standings

	W	L
KMUL	42	14
St. Clair's	42	14
Clay's Corner	31	25
First Nat'l Bank	31	25
Car-y Ins.	23	28
Progress Gin	23	28
Shelby's Ins.	23	28
M'shoe Coop Gin	25 1/2	29 1/2
M'shoe Beauty Salon	17	33
Lone's Furniture	17	33
Cerl's Meat Mkt.	17	33
Nightingales	15 1/2	40 1/2

Joyous Christmas Greetings to All
Sanitary Barber Shop
 Phone 5219
 J. W., Frank, and Carl

Lazbuddie News Letter

by Penny Gausendorf

Those having birthdays this past week are:
 Lonan Foster, Dec. 12; Johnny Gully, Dec. 12; Mary Katharine Watkins, Dec. 12; Patsy Marrow, Dec. 15; Leroy Cox, Dec. 15; John Bond, Dec. 17; Barbara Johnson, Dec. 19; John Agee, Dec. 19; Andy Cargle, Dec. 20; Kay Ann Smith, Dec. 21; Larry Marsa, Dec. 21; Gaudita Price, Dec. 22; Mrs. Everett Maxwell, Dec. 25; Norman Prantley, Dec. 25; J. R. Harris, Dec. 25; John Littlefield, Dec. 26; Kay Burreson, Dec. 28; Ruby Hargrove, Dec. 29; Dickie Richard, Dec. 29, and Fred Wilbanks, Dec. 30.
 We wish all of these a very Merry Christmas and Happy Birthday.

Mr. and Mrs. Wesley Barnes and family plan on going to Corpus Christi over the Christmas holidays to attend the wedding of Keith Menefee, son of Mr. and Mrs. Joe Scott Menefee of Corpus Christi.

Maudine Barnes is home from Hardin-Simmons University at Abilene. She is a freshman at the college.

Mr. and Mrs. Dan Schuman and family plan to go to California Tuesday and visit relatives and friends for the holidays.

David Smith, son of Mr. and Mrs. Leon Smith, of Lazbuddie is home visiting from NMMI at Russell, N. M.

Mr. and Mrs. Leon Smith, David and Paul plan on going to Tyler Thursday to see their mother and father. Mr. and Mrs. D. Smith, and plan to see Maudie and family and their daughter, a student at the University at Louisiana.

The Lazbuddie Baptist had a Christmas program Sunday night. They showed some

films, talked, then Santa Claus arrived and gave out candy, nuts and fruit to everyone.

The Lazbuddie school grades first through fourth put on an operetta on Christmas, Monday night at the Lazbuddie school auditorium. Quite a few attended and everyone enjoyed it.

The Lazbuddie school turned out Wednesday afternoon for the Christmas holidays and will return January 1. We hope everyone has a happy holiday.

The Lazbuddie Methodist church will have a board meeting Wednesday night at the church beginning at 7 p.m., then a Christmas party beginning at 7:30 p.m., and everyone is invited to attend.

The Lazbuddie Methodist will have preaching service at 10 a.m. Sunday and that will be all.

The Lazbuddie Baptist will begin early Sunday with Sun-

DeGraffenreid Rites Attended

Mrs. J. W. Roberts and Mrs. H. H. Williams returned from Whitney, Texas Dec. 8 where they attended the funeral of their grandmother and mother respectively.

Mrs. Williams and Mrs. Roberts both of Muleshoe, attended the funeral of Mrs. Laura DeGraffenreid on Wednesday, Dec. 7.

Mrs. DeGraffenreid was born January 7, 1860, in the state of Tennessee and moved to Hill County, Texas, from there

day with Sunday School starting at 9:30 and preaching service at 10:30.

Mr. and Mrs. Allen Gausendorf and family plan on leaving for a trip to Arizona the latter part of this week for a small Christmas vacation.

when she was 13 years old. She died in Hill County the rest of her life.

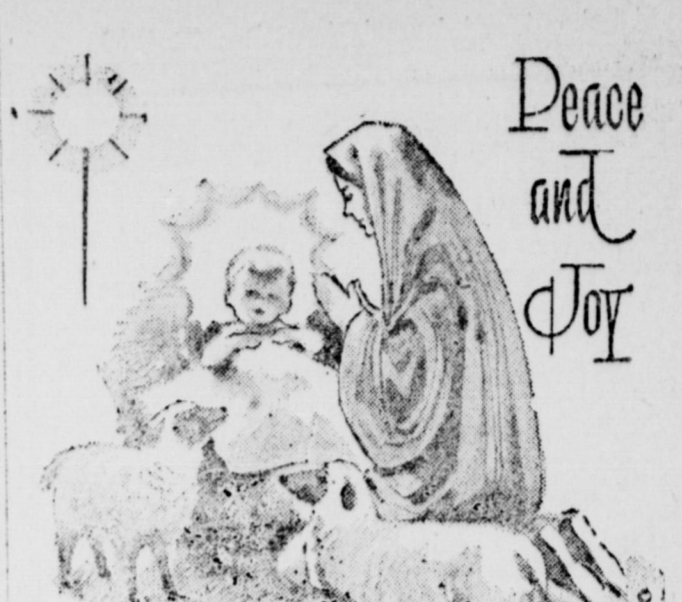
Mrs. DeGraffenreid is survived by four daughters and one son. She is also survived by four daughters and one son. She is also survived by 121 direct descendants.

Mrs. W. B. Kittrell Returns From Her Trip To Denver

Mrs. W. B. Kittrell has just returned from Denver, Colo. She spent 10 days visiting with her sister, Mrs. Tuggle and attending the National Farm Bureau convention.

She reported that 5,000 people attended the convention. They were from every state except Alaska. There were 218 Texans present.

Mrs. Kittrell stated that there were many good speakers and she enjoyed her 10 days in Denver very much.



WEST 6th TEXACO

W. C. BROWNING

BEST WISHES FOR Christmas

The very best of Holiday Wishes to all our friends.

JERRY'S SEED & FEED

Willie Wirehand Says:

Merry Christmas Everyone

Silent Night

To you and yours, our wishes that you may know all the joys of Christmas.

BAILEY COUNTY ELECTRIC COOPERATIVE ASSOCIATION

A Locally Managed, Tax-Paying, Farm Organization

MULESHOE MORTON

Sherley-Anderson Grain Co. wishes each of you a truly Merry Christmas

We are pleased indeed, that the grain men of the High Plains have chosen us to serve you. We have enjoyed a wonderful year on your behalf. We will feel honored when chosen to serve you again in the New Year ahead..

ASA G. SMITH	HOWARD WOLFE	WAYNE WEBB
JORDAN GILCREASE	MARTIN MENDOZA	WILLIE WOLFE
JEFF RAINEY	KENNETH WHITE	RICHARD ANDRADE

SHERLEY-ANDERSON GRAIN CO.

With 6,400,000 Bushel Storage Capacity Federally Bonded

LARIAT, TEXAS — PHONE 825-2565

MULESHOE COTTON CO., INC.

321 American Boulevard

Office Phone 3-3390 — Residence Phone 5729
WALT COLBERT, Buyer

We Contract "B" Loan Cotton

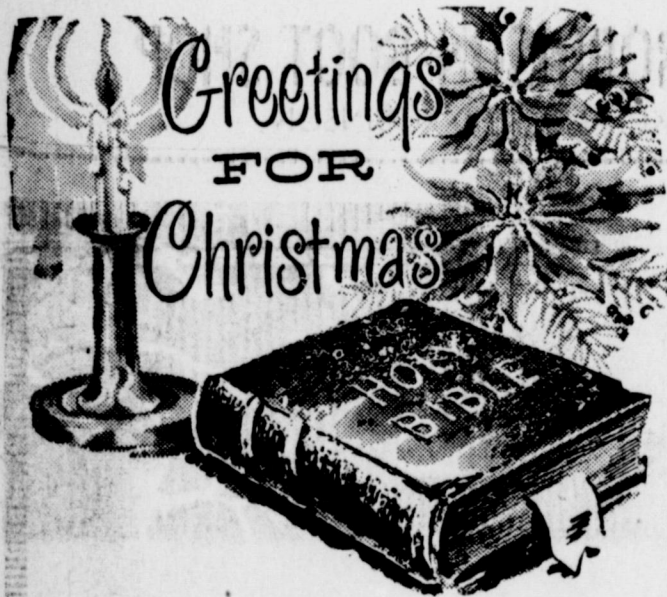
We Prepare All Types of Papers and
Have Equipment To Give Prompt
and Satisfactory Service.

Your Satisfaction Is Our Success

1 1/2 Blocks East of Main on Sudan Highway



CORNER DRUG



McCORMICK UPHOLSTERY

MR. AND MRS. L. F. McCORMICK



Best wishes
and many thanks to
all our good friends and patrons.

We Will Be Closed

Christmas Day — Also Sunday and Monday
December 25, 26, and 27
Open Wednesday Morning, Dec 28—5 a.m.

CROSS ROADS CAFE

AT CHRISTMAS

Thousands Visit Holy Land

Jerusalem and the Holy Land at this time of the year attracts thousands of Christians from throughout the world. They come by every means of transportation to visit the shrines and Holy places so important to the Christian world.

In Bethlehem they find the Church of the Nativity, traditional scene of the birth of Christ, which is cared for by monks of many sects.

From the Mount of Olives, where Jesus prayed and wept over Jerusalem, visitors can see the great beauty of the Holy City and the great wall that Herod built. Beyond it is the Dome of the Rock which tradition says marks the place where Solomon built his temple and Jeremiah hid the Ark of the Covenant.

The Garden

Near Jerusalem is the Garden of Gethsemane where Jesus prayed the night before he was killed. Some of the olive trees are said to date from the time of Christ's entry into the Holy City. The garden is cared for today by Franciscan fathers.

The tomb of Mary, mother of Christ, is near here and attracts many pilgrims.

Visitors to Jerusalem today can not enter by the Golden Gate. It has been blocked and they must use the Dung Gate which leads into the North African Quarter.

The Holy Place

From inside this gate one can see the holiest places in Christianity—the Church of the Holy Sepulcher, erected over the place where Christ was crucified and buried.

It was completed in the twelfth century by the Crusaders and many different Christian orders have shrines here.

One of the many traditions of the church is that the keys are kept by a Moslem of the family of Nusaibeh. This custom has been in practice since the time of Saladin, who was Sultan of Egypt and Syria from 1174 to 1193.

Supposedly by letting the family of Nusaibeh keep the keys to the church it will keep peace among the many Christian factions.

These are but a few of the many shrines and Holy Places that have attracted millions of pilgrims throughout the centuries and will continue to do so for centuries to come.

BUSINESS GIFTS

Modest Gifts In Good Taste

Formed last year by a group of sales managers interested in clearing the air relative to the subject of business gift buying, the Business Goodwill Advisory Council has taken the first significant step in this direction.

In a folder entitled "Business Gifts At Christmas—Good or Bad?", the organization set forth seven basic "Keys to Success" in the selection and distribution of business gifts. The rules developed by BGAC are:

1. Keep your gifts of modest value in relation to the importance of each recipient as an employee, prospect or customer. Extravagant gifts smack of bribery.

2. Choose your gifts individually, considering the tastes of each group of recipients, or preferably, of each individual recipient.

3. Choose only high quality gifts that are useful, durable and dependable.

4. Personalize each gift, if possible, with the recipient's name or initials.

5. Package each gift attractively and securely.

6. Accompany each package with a personal note, greeting

card or at least a special gift label.

7. Deliver each gift with a flair, if possible—personally or by special messenger—and preferably to each recipient's home rather than to his office.

The organization makes a strong point of the fact that "as a result of occasional abuses . . . businessmen have made the mistake of forbidding their employees to accept business remembrances before realizing that such a public statement bares basic mistrust of the employees and inevitably results in very poor employee and public relations."

On the other side, detailed surveys have shown that "business giving is generally on the upswing; that the practice is definitely worthwhile, but it does depend on how it is done."

"The giving of well-chosen remembrances can be a highly rewarding practice," the survey concludes. "Goodwill generates easily and it generates best when the remembrance is presented in a truly thoughtful manner as an honest token of appreciation."

Christmas Is Not "X's" Birthday

Today is the day of commercialization and advertising. Throughout the year we are bombarded with ads and promotions of one kind or another proclaiming the merits of everything from shoes to \$10,000 autos. Everybody has something to sell and Christmas is the biggest selling season of all.

In our efforts to buy and sell, we too often lose sight of the true meaning of Christmas. We seem, some of us, to forget who's birthday it is. Evidence for this can be found in the word "Xmas." It's easier to say, and much easier to write on an ad layout or sign. However we are not celebrating X's birthday. Who was, or is "X?" Put the "Christ" back into Christmas.

Christmas Recipe

Take equal amounts of joy and peace; mix well until thoroughly blended. Spread evenly across the whole world. Add equal amounts of faith and hope. No other ingredients are needed, except, perhaps, a prayer to insure there will be a generous share for all.

Christmas In Brazil

Christmas comes to Brazil in mid-summer and is associated with picnics, fireworks displays, fiestas, and other outdoor events. The religious observance however, is quite similar to ours, with home and church decoration centered around a "presepio"—representation, in miniature of the holy nativity of Christ. A procession of priests, in full ecclesiastical regalia, lead the way to the cathedrals for midnight mass.

About Decorations

Keep the following points in mind when decorating your home for the yule season.

1. Include some symbol of the season in your decoration plans. A Nativity scene would be ideal. Have some kind of religious decoration or your decorations will be incomplete.
2. Encourage your children to help in the decorating.
3. Fresh flowers such as a blooming poinsettias add that extra something to your arrangements.
4. All decorations should harmonize.
5. Keep them simple.



May you and your family be blessed with peace and contentment this Christmas!

18 & XG '60 Form 13

Mr. and Mrs. Horace Blackburn
Cliff Odum, Market Manager
Mrs. T. B. Hicks, Checker
Hoyt Lumbleton, Clerk



FIREMEN'S SWEETHEART, La Nelle Boothe, is pictured receiving this year's most fashionable chapeau from Earl Ladd, at the Firemen's Christmas dinner last Thursday. The monogrammed hat is white with red letters. Hats were also presented to all the firemen.



The popularity of holly as a Christmas decoration is not merely because the plant retains its prickly green leaves and bright red berries after winter's cold has withered other forest greenery.

Before the Christmas, Romans sent gifts of holly to friends to mark the December festival of Saturn. The superstitious Druids kept holly in their dwellings, as an invitation to the "spirits" to enter and seek shelter from winter cold and winter winds. The early Germans used holly in an observance which marked the return of the sun from its southward pilgrimage.

In medieval times, holly was used as a remedy to treat a variety of aches and ailments. Some early American Indians even attached twigs of holly to their shields. In the belief that some special powers within the holly would make them more formidable in battle.

Holly, like mistletoe, is surrounded by legends and superstitions, dating back to pagan rites and rituals. We moderns attach no particular significance to our use of holly as a Christmas decoration—other than that it is "traditional" and "pretty." Yet, we use so much more holly than our ancestors used that today the plant has all but disappeared in some sections of the country.



RESTING . . . We aren't sure whether this is before or after—whether Santa is resting up for the big job that he will have this Christmas night distributing toys and goodies to little children everywhere; or, perhaps, he is still tired out from last year's ordeal. At any rate, it is a safe bet that he will be on his toes when Christmas Eve rolls around and, in the hush of the night, make his merry way to most every home in town.



CORRAL DRIVE-IN

ROY AND HAZEL DYER



MULESHOE ELEVATOR CO.



BEST WISHES FOR THE HOLIDAYS

B & C MOTORS

H. A. BECKER — H. H. CURREY



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!

HOLTS

CLYDE — MARY FRANCES — SHORT
FRANK — ERNEST — WALTER — TRAVIS

HAPPY HOLIDAYS



We've but one wish for you this Christmas—that it be better than any you've ever had before.

Farley Insurance Agency
JOHN AND MARY

BOOKS FOR CHRISTMAS

Toys, of course, are the first thing we think of when we start running down the list of young folks on our gift list. For the very young, that is. When we start deciding what to give to the pre-teen and early teen set, we have to use a bit of imagination—as well as a bit of realistic thinking. Too often, we overlook the wonderful world of books.

To the impressionable youngster, good books open the door to adventure, travel, mystery, to endless hours of entertainment, recreation and education.

Books are easy to select and give. All one must know is the age, reading ability and capacity, and interests of the youngster for whom the gift is intended. While books are ageless, youngsters are not; they have their own individual likes and dislikes and a book on a subject in which they are not interested would be as useless to them as a shirt four sizes too big. The same is true if the subject matter of the book is "too old" or "too young." There is no such thing as a book for youngsters "6 to 16." The age span is too wide and the diversity of interests will be even wider.

Buy Wisely

Some well-intending persons buy books as gifts for infants, thinking they are purchasing a "lasting" gift. Actually, they are wasting their money. If the books are not torn or misplaced by the time the child is old enough to read and appreciate them, most likely the information contained in the books is outdated.

Books for youngsters are written for a select age group—not for a select age. At 13, two boys may have entirely different reading tastes—as well as reading abilities.

Books make excellent gifts for persons of all ages. But, like a love or a shoe, they must "fit" the recipient if they are to be fully appreciated.

LEGAL NOTICE

NOTICE OF ROAD BOND ELECTION

THE STATE OF TEXAS,
COUNTY OF BAILEY:

To the Resident Qualified Electors of Road District Number 1-A, Of Bailey County, Texas, Who Own Taxable Property in Said District and Who Have Duly Rendered The Same For Taxation:

TAKE NOTICE of an election to be held on the 5th day of Jan., 1961, within ROAD DISTRICT NUMBER 1-A OF BAILEY COUNTY, TEXAS, for the purpose of submitting to the qualified electors who own taxable property in said District and who have duly rendered the same for taxation, the following proposition:

"WHETHER OR NOT the bonds of said ROAD DISTRICT NUMBER 1-A OF BAILEY COUNTY, TEXAS, embracing lands wholly within said Bailey County, shall be issued in the total principal sum of FIFTY THOUSAND DOLLARS (\$50,000) for the purpose of the construction, maintenance and operation of macadamized, graveled or paved roads and turnpikes, or in aid thereof, within and for said District, under and by virtue of the Constitution and laws of the State of Texas, particularly Section 52 of Article 3 of the Constitution, and Chapter 16 of the General Laws passed by the Thirty-ninth Legislature of Texas at its First Called Session in 1926 and amendments thereto, and which bonds are to bear interest at a rate not to exceed THREE AND ONE-HALF PER CENTUM (3½%) per annum, and to be issued in such denominations and payable at such times as may be deemed most expedient by the Commissioners' Court, but not to exceed ten (10) years from the date thereof; and shall ad valorem taxes be levied on all taxable property within said Road District for the purpose of paying the interest on said bonds and to provide a sinking fund for the redemption or payment hereof at maturity?"

FURTHER TAKE NOTICE that the manner of holding said election and canvassing and making return thereof shall be governed by the General Laws of this State, when not in conflict with the provisions of Chapter 16 of the General Laws passed by the Thirty-ninth Legislature at its First Called Session in 1926; that the ballots for said election shall be prepared in sufficient number and in conformity with Chapter 6, V. A. T. C. S., Election Code, as amended, and that printed on such ballots shall appear the following:

"FOR THE ISSUANCE OF BONDS AND THE LEVY OF AD-VALOREM TAXES IN PAYMENT THEREOF."

"AGAINST THE ISSUANCE OF BONDS AND THE LEVY OF AD-VALOREM TAXES IN PAYMENT THEREOF."

EACH VOTER shall mark out with pen or pencil one of such expressions thus leaving the other as indicating his or her vote on the proposition.

AND FURTHER TAKE NOTICE that the polling places and officers of said election shall be, respectively, as follows:

Precinct No. 1, Muleshoe, Texas, Bailey County Election House, Ernest Kerr.

Precinct No. 2, West Camp Community, Baptist Church, Partin Austin.

Precinct No. 3, Mays Community, Longview Church, Bert Seales.

Precinct No. 4, Three Way Community, Three Way School, George Tyson.

ONLY qualified electors who own taxable property in said ROAD DISTRICT NUMBER 1-A OF BAILEY COUNTY, Texas, and who have duly rendered

the same for taxation, shall be qualified to vote at said election.

The above and foregoing NOTICE OF ROAD BOND ELECTION is issued and given by me, pursuant to authority conferred by order of the Commissioners' Court ordering said COUNTY, TEXAS, this the 2nd bond election, duly passed and adopted on the 2nd day of December, 1960.

WITNESS MY HAND AND THE SEAL OF THE COMMISSIONERS' COURT OF BAILEY COUNTY OF TEXAS, this the 15th day of November A. D. 1960.

Hazel Gilbreath
County Clerk and
Ex-officio Clerk of the
Commissioners' Court of
Bailey County, Texas
(SEAL) 49-3tc.

Dear Santa Claus,

I am 2½ years old and I have been a very good little boy this year. Please bring me a choo-choo train that I can ride and be sure and bring it to my granddaddy's and Grandmother Freeman's house.

Also remember all my cousins who will be here Christmas. Also remember all the other little boys and girls in the world. I love you, Santa.

Love,
Randy C. Sanderson

C & H CHEVROLET'S

NEW CAR LOT

WEST ON HIGHWAY 70-84

NOW OPEN

— WATCH FOR FORMAL OPENING —



Greetings

and good wishes for the Holiday Season

MULESHOE HOSPITAL and CLINIC

Books for youngsters are written for a select age group—not for a select age. At 13, two boys may have entirely different reading tastes—as well as reading abilities.

Books make excellent gifts for persons of all ages. But, like a love or a shoe, they must "fit" the recipient if they are to be fully appreciated.



Greetings and Best Wishes for a Merry Christmas

Dess Stafford
Tax Assessor & Collector
—Also—
Jean and Alta

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Precinct No. 4, Three Way Community, Three Way School, George Tyson.

ONLY qualified electors who own taxable property in said ROAD DISTRICT NUMBER 1-A OF BAILEY COUNTY, Texas, and who have duly rendered

LEGAL NOTICE

TO: Helen Marie Edmiston, Defendant—Greeting:

YOU ARE HEREBY COMMANDED to appear before the Honorable District Court of Bailey County at the Court-house thereof, in Muleshoe, Texas, by filing a written answer at or before 10 o'clock a.m. of the first Monday next after the expiration of forty-two days from the date of the issuance of this citation, same being the 2nd day of January A. D. 1961, to Plaintiff's Petition filed in said court, on the 15th day of November A. D. 1960, in this cause numbered 2407 on the docket of said court and styled:

A. R. Edmiston, Plaintiff, vs. Helen Marie Edmiston, Defendant.

A brief statement of the nature of this suit is as follows, to-wit:

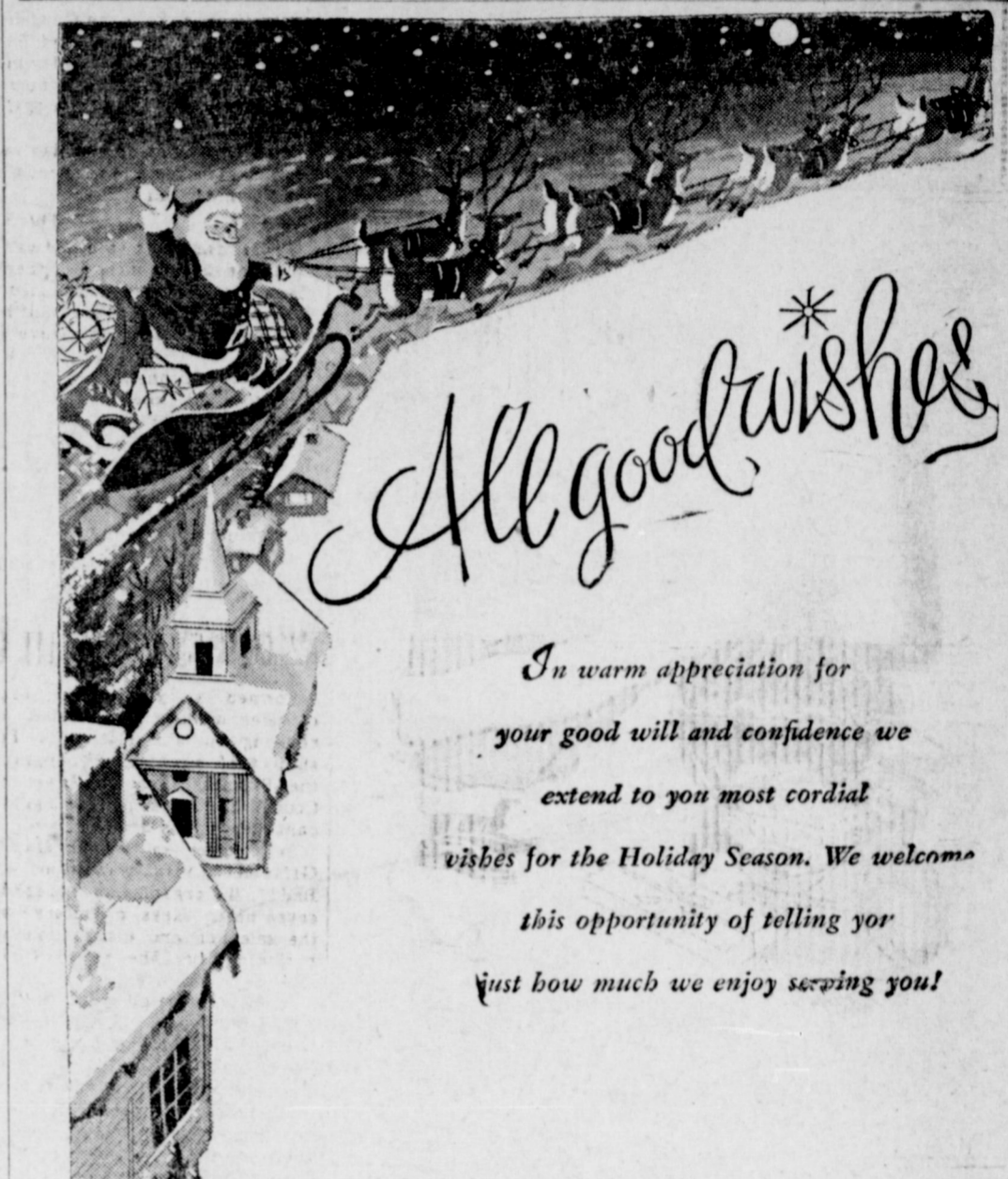
Suit For Divorce as is more fully shown by Plaintiff's Petition on file in this suit.

If this citation is not served within ninety days after the date of its issuance, it shall be returned unserved.

The officer executing this writ shall promptly serve the same according to requirements of law, and the mandates hereof, and make due return as the law directs.

Issued and given under my hand and the seal of said court at Muleshoe, Texas, this the 15th day of November A. D. 1960.


Attest: Hazel Gilbreath, Clerk,
District Court,
Bailey County, Texas.
By Nelda Merriott, Deputy
(SEAL) 48-4tc.



All good wishes

In warm appreciation for your good will and confidence we extend to you most cordial wishes for the Holiday Season. We welcome this opportunity of telling you just how much we enjoy serving you!

ROBINSON BOOT SHOP
IKE AND LOIS ROBINSON



Greetings

Whether Santa arrives by reindeer or jet, we hope he brings you a happy holiday season... just as you've brought us a happy year, through your patronage and good will. Many thanks!

The Personnel of

ARNOLD MORRIS AUTO PARTS

Clarence — Robert — Lance
Dick — Bob — Lawrence
Grace and Arnold
Wish You All A Happy Christmas



MERRY CHRISTMAS

Peace on Earth . . .
Good Will Toward Men.

Lone Star Gift Shop
MRS. FRANK SNYDER



Season's Greetings

Wishing you a most happy holiday season, with sincere thanks for the pleasure of serving you.

The Muleshoe Lumber Yards Will Be Closed Saturday — Sunday — Monday, December 24, 25, & 26. We Will Re-open Tuesday, December 27.

HEATHINGTON LUMBER CO.
HIGGINBOTHAM - BARTLETT LUMBER CO.
CHARLES L. LENAU LUMBER CO.



Silent Night
May the spirit of Christmas bless you and yours.
We Are Closed For the Christmas Holidays.
Drop In Tuesday, Dec. 27 For Home-Cooked Food and Any Day Thereafter
CAMPBELL'S COFFEE SHOP
Across From West Plains Hospital



Wishing you a Merry Christmas
ALLEN GUINN'S BODY SHOP
ALLEN • JOE • DAVID



SEASON'S Greetings
MULESHOE AUTO



Add to the good things of Christmas — our wishes for a joyous holiday!
JOHN'S CUSTOM MILL

Letters To Santa



Dear Santa
I would like to have a pair of skates, doll buggy, and a doll and a pair of new shoes. I love you Santa.
Debbie Browning

Dear Santa
I am three years old and I have been a good girl and I would like a tricycle, a doll and some play dishes, and don't forget my little one year old sister, Sherry. She loves dogs and dolls.
I love you, too,
Julie Browning

Dear Santa,
I would like a doll, skates, a doll bunk bed and typewriter. I have been a pretty good girl this year.
I love you,
Donna Kay Browning

Dear Santa,
I would like skates, new shoes, a cowboy hat, boots and a bike. I love you.
Jan Browning

Dear Santa Claus,
Please bring us a dolly record player, a necklace and bracelet, and some new clothes, and house shoes and our little brother Scotty a ball, some pull toys, tractor, and donkey.
We love you,
LeAnn and Susan Farley

Dear Santa Claus,
I'm a little girl three years old. I've been a good little girl this year. Please bring me a Dream House, train, doll. Please go to see all the other little boys and girls. Don't forget my little brother, Timmy.
Love,
Janice Di Ann Cannon

Dear Santa
I want a paton fore Christmas and I want some boots with it. And I want some doll clothes.
Love,
Beverly Ewins

Letters To Santa
Dear Santa,
I want a black football suit if you have it with white No. with hip pads and knee pads also shoulder pads with a white helmet with two red stripes.
Love,
Tommy Glass

TRAVEL
THE HOSPITALITY ROUTE
70 COAST TO COAST

Dear Santa,
I am a pretty good little boy five years old.
Would you please bring me a bicycle, a road grader and an auto transport truck.

I have a baby brother just one month old and would you please bring him a little teddy bear that makes music.
Thank you and I'll try to be good next year too.
Love,
Gary Hooten

Dear Santa,
I am a little girl four years old and I surely do need a cabinet like mummies to put my dishes in. I would like to have a Tiny Tear Doll that can blow bubbles.
Please don't forget our baby Lary.
Love,
Gayla Hooten

Love,
Gayla Hooten



Warmer than ever
And cheerier too,
Are the Holiday wishes we're sending to you.

Clyde A. Bray Realtors

Dearest Santa Claus
My name is Darwin Green. I am 7 years old. I am in Mrs. Slemmons' room. I would like to have a 24-in. bicycle and some roller skates. My brothers are Gary and Dwight. Their ages are two and three. They want a tractor and tricycle to ride. Don't forget my mother and daddy. Also remember my sweet teacher at school.

Dear Santa Claus,
Hi! I want to tell you what I want for Christmas. I'd like a rocking chair, dolly, baton and some doll dishes.

We will leave you a cake and something to eat.
Please don't forget all the other little boys and girls.

Love,
Judy Kim Bryant

HOME FOR CHRISTMAS
Mr. and Mrs. Jerry Inman of El Paso and Mr. and Mrs.

Marlon Inman of Clovis, N. M., plan to spend the Christmas holidays in the home of their parents, Mr. and Mrs. Sherman Inman.

TROY WALKERS TO VISIT IN ARKANSAS
Rev. and Mrs. Troy Walker and children, Alvin, Zan and Kella, plan to spend a few days with her parents, Mr. and Mrs. Buck Harris in Yellville, Ark. They plan to leave Dec. 26 and will return Dec. 31.

TO STANTON FOR THE HOLIDAYS

Kathy Phillips will spend the Christmas holidays in Stanton with her parents, Mr. and Mrs. G. R. Phillips. Her sister, Mr. and Mrs. E. J. Hill and sons of Wichita, Kans., will also be present.

ROY T. BRATCHER SERVES ON SUB

Charleston, S. C. — Roy T. Bratcher, machinist's mate fireman, USN, son of Mr. and Mrs. L. E. Bratcher of Route 2, Muleshoe, is serving aboard the submarine USS Thornback operating out of Charleston, S. C.

Journal Want Ads Get Quick Results.



May this Yuletide impart New Joy and Happiness into your heart.



We thank our many friends for their nice business over the years.
TIBBITS Fruit Stand

Junior Class Names Favorites

The Junior class at Muleshoe High School have named their candidates for "Most Beautiful Girl" and "Most Handsome Boy". The students chose Maria Reed and Ronda Johnson as candidates for "Most Beautiful Girl" and Nelson Shipman and Billy Gilbreath as candidates for "Most Handsome Boy".

The class also named their class favorites. They are Shirley Henry and Jerry Don Coulter.

Game Violators Pay Heavy Fines

During the month of October game law violators paid fines and court costs amounting to \$8,304.

Of the 341 arrests, 102 paid fines for failure to buy their new fishing license, and 47 thought they could get by hunting without licenses. Season jumpers accounted for 37 arrests. 27 tickets were issued for shooting from automobiles.

CHRISTIAN SCIENCE SERVICE

The steadfast light of the Christ, Truth, will be emphasized at Christian Science services Sunday.

The Christmas story to be read in the Lesson-Sermon entitled "Christian Science" will include the following: "Now when Jesus was born in Bethlehem of Judaea in the days of Herod the king, behold, there came wise men from the east to Jerusalem. Saying, Where is he that is born King of the Jews? for we have seen his star in the east, and are come to worship him" (Matthew 2:1-2).

From "Science and Health with key to the Scriptures" by Mary Baker, Eddy the following will be read (95:23): "Let by a solitary star amid the darkness, the Magi of old foretold the Messiahship of Truth. In the wise man of today believed, when he beholds the light which heralds Christ's eternal dawn and describes its effulgence?"



Heigh ho!
Happy Holidays

DAVE AYLESWORTH & CO.



May the Christmas Star bring you the Gifts of Faith, Love and Happiness.
We wish you a Joyous and Blessed Christmas!

Muleshoe Chamber of Commerce

MHS Student Council Is Hard Working Group

The Muleshoe High School Student Council is working hard this year and according to Principal Callan, "doing a magnificent job." The council has just purchased a photocopier for the high school office which Supt. Dillman reports will cut the time spent on copying transcripts about 90 per cent.

The council is also working on a student lounge and are raising money for that project now. They are putting up drapes, getting lounge furniture and painting the room.

Pleasant Valley News

Mrs. James Danfel is visiting in Lubbock for a few days while she recuperates from an attack of strep throat.

Mr. and Mrs. Roy Taylor went to Brownfield Sunday to visit with Mrs. Taylor's sister for a few days.

Mr. and Mrs. Cleo Holt and children spent the weekend in Aspermont with Mrs. Holt's parents.

Mrs. Harold Allison, Mrs. Oscar Allison, Veta and Carolyn Allison, Mrs. John W. West, and Kathryn recently attended the Christmas Show and Open House of the Lovington Floral Art.

Art Faulkner, son of Mr. and Mrs. Cliff Faulkner, was dismissed from the hospital in Clovis Monday. Art had been in the Muleshoe Hospital before transferring to the Clovis hospital. The Faulkner's other son, Bob, has also been ill. Mr. Faulkner's mother is here helping care for the boys.

The Pleasant Valley Social Club's Christmas Party has been postponed due to the bad weather.

Mr. and Mrs. Harold Allison were in Lubbock one day last week.

RECRUIT O'HAIR FINISHES MARINE TRAINING

Marine Pvt. Michael C. O'Hair, son of Mr. and Mrs. Fred O'Hair of Route 1, Farwell, completed recruit training Nov. 29 at the Marine Corps Recruit Depot, San Diego, Calif.

The 11-week course included instruction in all basic military subjects and infantry weapons.

Upon completion of training new Marines are assigned to a unit for further infantry training, or to one of the many Marine Corps schools.

R. B. Luke Finishes Special Training

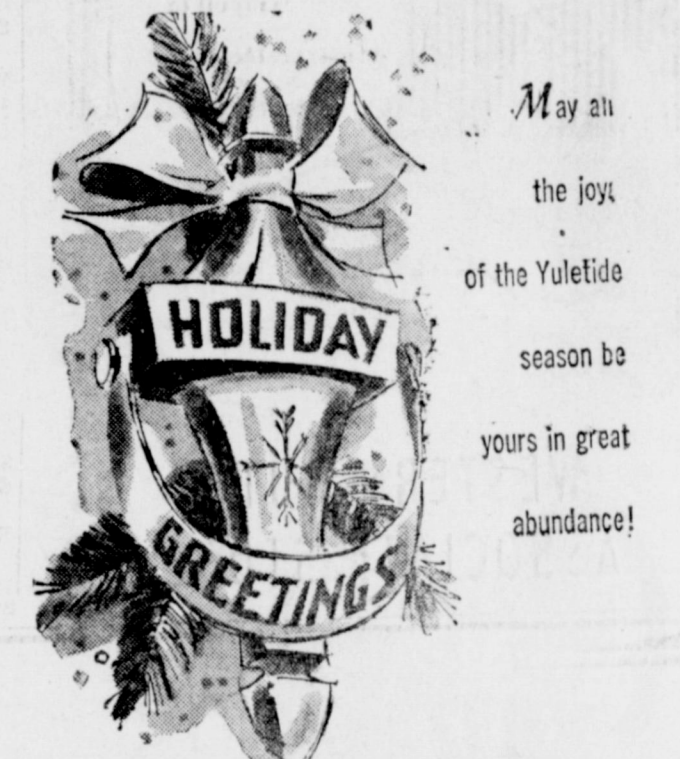
Army Recruit R. B. Luke, whose wife, Doris, and mother, Mrs. Jessie M. Luke, live on Rt. 2, Sudan, completed eight weeks of advanced individual training in the 2nd Armored Division at Fort Hood, Dec. 3.

Luke entered the Army last August and received basic combat training at the fort.

The 18-year-old soldier is a 1960 graduate of Collins High School.



E. & W. CONOCO
GRADY EDELMON



May all the joy of the Yuletide season be yours in great abundance!

Bailey County Farm Bureau
W. R. "Ray" CARTER, Service Agent



Santa is here, bringing good cheer from all of us to each of you... and extending our sincere wishes that this will be the Merriest Christmas you have ever known.
137 XG 60 Form 15

FIRST STREET CONOCO
Highway 84 — Billie Bruce — First Street
Alfred Flores — Johnny Gonzales
J. A. Mills and Claude Riley
Wish You A Happy and Merry Christmas

COUNTY AGENT'S CORNER

Increased Premiums Set In Jr. Stock Show

The Board of Directors of the 1961 Bailey County Junior Stock Show met Monday, Dec. 19, and formulated the following rules and premium list to govern the show to be staged next March 16th.



A BLESSED CHRISTMAS

Ever new, ever glorious, Christmas comes with all its blessings. May it bring joy to you and yours.

WESTERN AUTO ASSOCIATE STORE

by the County Agent or Vocational Agriculture Teachers of Bailey County and attending school in Bailey County will be allowed to show in any or all divisions of the show.

2. Time rule: Club members must own and have the show animal on feed not later than January 7, 1961. He must also report to the show barn with show stock and required entry fee in cash not later than 9 p.m. Thursday, March 16, 1961.

3. Description of each division and livestock permitted to show:

A. Barrow division: limited to purebred barrows from the five major breeds which are Durocs, Hampshires, Poland Chinas, Chester Whites, and Berkshires. Barrows must weigh between 170 and 245 pounds on arrival with a five pound tolerance. They will be weighed and ear tagged on arrival and shown by breeds and will be equally divided into light and heavy classes.

B. Steer division will be restricted to steers from one of the beef breeds and will be equally divided into light and heavy classes.

D. Lamb division will be limited to purebred gilts from the five major breeds listed and will be open gilts farrowed after August 1, 1960.

D. Lamb division will be limited to wether lambs that still carry milk teeth on show day. Bailey County business men and farmers will again be depended on to furnish the following prizes:

Fat steer prize will be: 1st—\$60; 2nd, \$50; 3rd, \$40; 4th, \$30; 5th, \$20; 6th, \$10; 7th, \$8; 8th, \$6; 9th, \$4; 10th, \$3; 11th, \$2; 12th, \$1. Grand champion will receive \$100 and Reserve Grand Champion will receive \$50.

Barrows, gilts, and lambs will earn the following prizes in accordance with numbers being shown in each class.

Classes with 10 or more entries: 1st, \$30; 2nd, \$25; 3rd, \$20; 4th, \$15; 5th, \$10; 6th, \$5; 7th, \$4; 8th, \$3; 9th, \$2; 10th, \$1; 11th, \$1; 12th, \$1.

Classes with six to nine entries: 1st, \$25; 2nd, \$20; 3rd, \$15; 4th, \$10; 5th, \$5; 6th, \$4; 7th, \$3; 8th, \$2; and 9th, \$1.

Classes with five or less entries: 1st, \$15; 2nd, \$10; 3rd, \$5; 4th, \$3; and 5th, \$2.

Grand Champion Barrow, \$25; Reserve Champion Barrow, \$15.

Grand Champion Lamb, \$15; Reserve Champion Lamb, \$10.

Necessary reductions in premiums will be made if contributions are not sufficient to

H-D Club Clatter

TOYS THAT TEACH

Toys are more than just playthings—they teach too. They contribute to a child's development and should be selected to fit that development at any stage.

Push and pull toys, wheel toys, balls, sports and gym equipment are typical playthings which aid physical development. Blocks, construction toys, drawings, and painting equipment and hobby kits are aids to creative play. Dolls, housekeeping equipment, train systems and dress-up costumes are typical of the kind of equipment which stimulates imitative and dramatic play.

How much you spend is not important. It is important to consider the child's play interests and his or her stage of development.

GUARD AGAINST "THE CHRISTMAS COLD"

Fatigue, too much food and not the right kind, tension and excitement, all are factors in lowering body resistance to the common cold. The holiday season, with its crisp, colorful vegetables served with special dips can be just as tasty and appealing as rich, heavy foods.

Tension and fatigue may be hard to control when the rush starts. But proper food before and during the busy season will help keep resistance up.

We still have "Christmas Time at Home" bulletins, also "Let's Eat Turkey", "Eat More Pecans", and the cranberry bulletins. If you would like to have these just call or write to us and we will see that you can easily set the stage for scuffles or a really bad cold.

pay prices listed.

Entry fees: \$1 per head will be paid in cash on arrival of all calves, hogs, and lambs to defray cost of bedding and pens.

The following named directors will be responsible for the successful conduct of our show and with strict enforcement of all rules printed above. They are also equally eligible to accept funds from businessmen and others for payment of premiums.

The directors are: Robert Blackwood, Eugene Black, Pete Black, John Gunter, Jr., Jimmy Darieck, L. H. Medlin, Buford Bates, Gordon Murrain, J. J. Smallwood, Leste Hward, and Jack Julian.

Plan now to help your family to guard against this health hazard.

Food makes a difference. Start family members with a good, wholesome breakfast every day. Plan for simple balanced meals during the holiday rush. Keep in-between meal refreshment snacks light and nutritious. Fruits, fruit will get them. They are free.

This is the last time I will write this column before Christmas so I will take this opportunity of wishing you the MERRIEST CHRISTMAS that you have ever had and a most prosperous NEW YEAR.

Driving Tips

by Linda Scott
by Marsha Buhman

Adverse driving conditions put special responsibilities on you while you are driving. Each unfavorable condition lengthens stopping distance and the danger zone. Under these conditions you should reduce speed merely to maintain a safety margin.

During the winter months death on the highway increase. During the winter the night hours increase causing more accidents.

Roads are much more dangerous in the winter because of ice and snow on the roads. Tires cannot grip the road as they are supposed to. This makes stopping, starting, and turning corners more difficult. Visibility is another hazard of winter. Rains, snow, sleet, fog, and mist often lower visibility to nothing.

Ice and snow make skidding a special hazard in winter. You can help maintain our "road grip" by keeping car speed well below dry-road speed. By keeping the car pulling steadily. But mostly by making no sudden changes of direction, speed, gear-ratio, or use of brake.

There are many causes of skids. You may be driving too fast on curves or applying brakes suddenly or too hard.

Speed is a killer on slippery roads. You can no longer rely on stopping distances, in fact you may find you cannot stop. When you let speed take over you are the cause of any accident that may result. When your car skids you are in trouble. Try to keep the car under control and avoid any sudden changes.

Remember to reduce speed on slippery roads.



**C & H CHEVROLET'S
NEW CAR LOT
WEST ON HIGHWAY 70-84
NOW OPEN**

— WATCH FOR FORMAL OPENING —

"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 toward men. And it came to pass, as the angels were gone away from them into heaven, the shepherds said one to another, Let us now go ven unto Bethlehem, and see this thing which is come to pass, which the Lord has made known unto us. And they came with haste, and found Mary, and Joseph, and the babe lying in a manger. And when they had seen it, they made known abroad the saying which was told them concerning this child."

The Management of
Edwards Gin Company
wish all our patrons and
friends a warm and
**JOYFUL
CHRISTMAS**
and a prosperous New Year



We Look Forward To
Serving You Again In
The Year 1961

EDWARDS GIN CO.

Muleshoe

Phone 5670

Greetings

"And they came with haste, and found Mary, and Joseph, and the Babe lying in a manger." Let us hear, in reverent wonder, the sacred words of the Christmas story... let us lift our voices gladly in the hymns of Christmas... as hearts unite in prayer, for "Peace on Earth, Good Will to All Men."

**HIGGINBOTHAM - BARTLETT
LUMBER COMPANY**

WE WILL BE CLOSED FROM
SATURDAY, DEC. 24 TO TUESDAY, DEC. 27

Mistletoe Legends

There's more to mistletoe than just its reputation as "the kissing plant." Everyone knows, of course, that, for some reason no one is quite sure about, it's permissible for a boy to kiss the young lady so unlucky (?) as to be caught standing beneath one of these sprigs of green with white berries (a plant, someone has placed on a chandelier—for some young girl to stand under, to be kissed by some young lad . . . unexpectedly, of course).

All this notwithstanding, it is supposedly an all-healing plant that will ward off poisons and keep animals healthy. At least, this is what the superstitious believed, in earlier days. Some considered it a present from the sun, others a gift from Jupiter. In voodoo rituals, it's the accepted antidote for palsy, apoplexy, epilepsy, and what-have-you.

Druid priests sought mistletoe preferably growing on an oak tree, "on the sixth night of the moon", so that it might be cut with a golden scythe and caught in the flowing robes of the priests. Thus gathered, and following the sacrifice of two white bulls to show gratitude for the gift, mistletoe was supposed to possess all sorts of magical powers.

The Greeks are generally credited with associating mistletoe with love, as it was used in their marriage rites and the ceremonies of Hymen are reputed to be the forerunners of present usage as a kissing plant.

Time To Reflect

In the midst of it all, with once-ornate decorations reduced to floor litter, with toys scattered all about the house, in the tumult and the din of it all, there should be one moment for quiet meditation, for reflection, and for thanksgiving; not for the gifts, nor the well-wishes of the givers; but instead for another Christmas—lest we forget the real purpose of it all.

UNIQUE DECORATION

Christmas isn't exactly the season for moth balls, but they can be used to make a unique Yuletide decoration. Use modeling clay to anchor a tall red or green candle in an apothecary jar. Put in a handful of moth balls and then a quarter cup of vinegar plus a teaspoon of soda for every glass of water needed to fill the jar.

The results may surprise you. The moth balls will dance merrily around the candle for an hour or so. When they stop, another dash of vinegar and soda will start them dancing again.

Observance Was Once Against Law

At one time it was illegal to observe Christmas in this country. In 1659 the Massachusetts Bay Colony's general court passed the following resolution: "Whosoever shall be found observing any such day as Christmas or the like, either by forbearing labor, feasting, or any other way, as a festival, shall be fined five shillings."

It is believed that the first "legal" observance in this country was in 1687 when Governor Andros conducted services in Boston's town hall. However, it was not until 1856 that the Massachusetts State Legislature passed laws making Christmas a legal holiday.

Gift Giver Has Different Names

The Christmas-time gift-giver has many different names in the various lands of the world, and even in Russia youngsters annually await the arrival of two legendary benefactors.

Kolya (Nicholas) is supposed to go about Russia on Holy Night, leaving tiny wheat cakes on the windowsills and in addition there is "Babushka" who also gives gifts to little boys and girls (in repentance, a legend says, for supposedly mis-directing the Magi on their trip to Bethlehem).

Italian Children await the arrival of "Lady Befana," a fairy queen who presents gifts. Some Spanish children believe the gifts come directly from the child Jesus—"el Nino Jesus."



HOLIDAY TREE . . . This is one tree, for sure, that didn't grow on the hillside. It's a sparkling aluminum foil tree, widely available this year which has a beauty all its own when simply decorated with Christmas ornaments or lights of one color.



HERE THEY COME . . . The Christmas parade has come to be a tradition in most American cities and crowds gather all along the way as beautiful floats pass in review, many of them laden with toys and reindeer and, somewhere in the lineup, old Santa Claus himself.



NOËL

From our entire staff to all of our many friends . . . sincere wishes to you and yours for a Christmas that's filled with love, peace, happiness, and hope for the future.

LANE'S FURNITURE AND CARPET CO.

111 Main St. Phone 6430



The personell of Bovell's wishes you all a . . .

MERRY CHRISTMAS
and a prosperous
NEW YEAR

It has been a pleasure to have served you in years past. We look forward to serving you often in the year 1961 and many years after.

BOVELL MOTOR SUPPLY

BO • SPENCE • CARL

CASHWAY

From each employee . . .

- Mr. and Mrs. Thurman White
- W. D. Nicewarner
- Jackie Blaylock
- James Roy Jones
- James Whitson
- Jimmie Kemp
- Lucille Nash
- Gladys Wimberly
- Jerry Garlington

We take this happy holiday season to express our sincere gratitude to our customers who have given us a wonderful 1960.

- Harold Maxwell
- Kenneth Johnson
- Raymond Cabrera
- C. T. Heard
- Walter Parker
- La Juana Blaylock

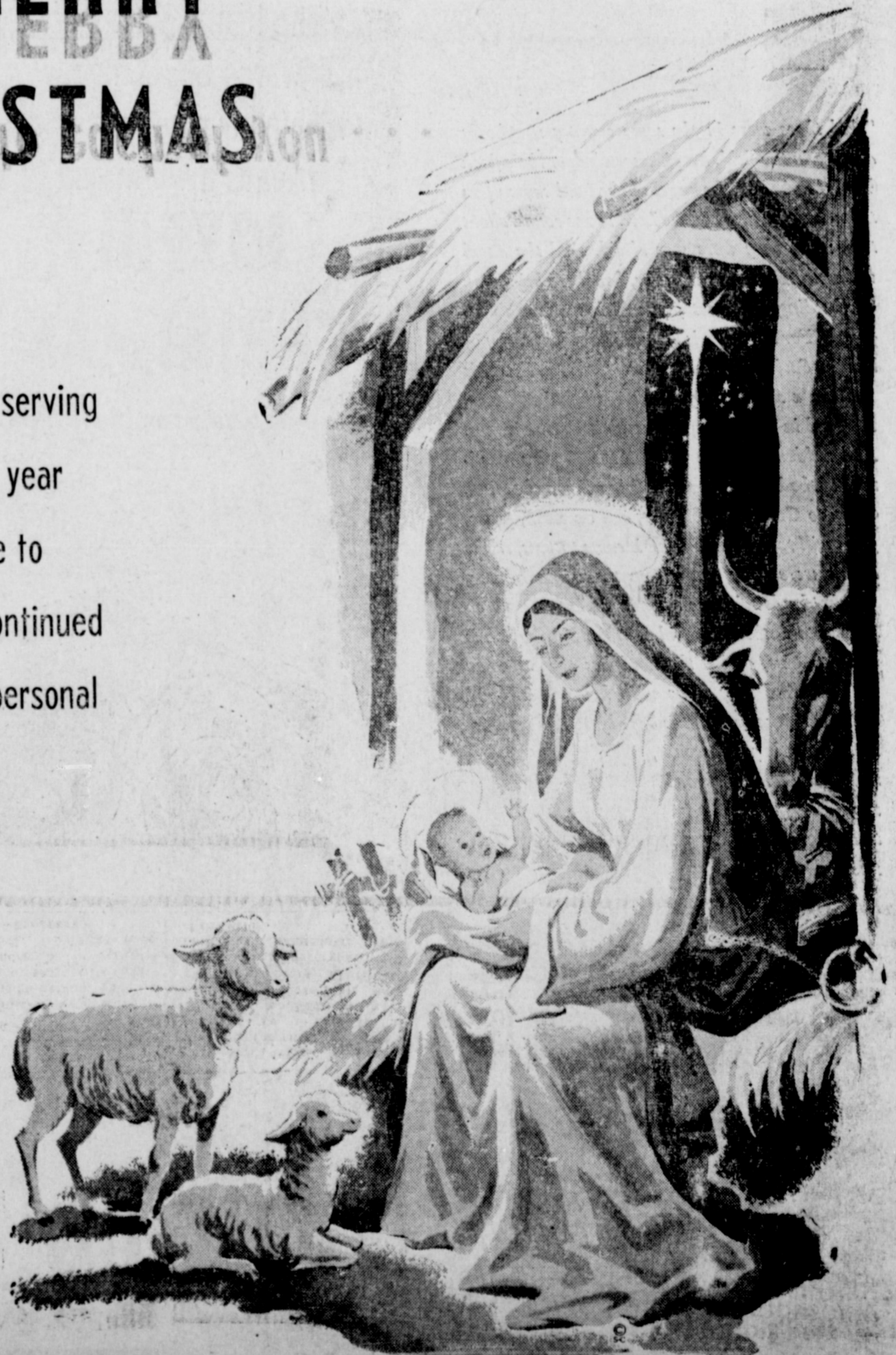
We extend to each of you . . .

A MERRY CHRISTMAS

We look forward to serving you again in the year 1961. We pledge to give you our continued friendly and personal service.

CASHWAY Is A Home-Owned and Home-operated Store.

Where friends meet and prices talk!





EAT UP. Kiddos take their pick from a bountiful table laid out by the Volunteer Firemen Thursday, Dec. 15. The firemen gave their Christmas party for the members and their families and a long list of guests and their families. After the dinner the fireboys passed out Christmas sacks filled to the brim with goodies for the children. Many extra sacks will be distributed to less fortunate children this week.

School Names Favorites

President Danny Miller called the meeting to order, secretary Timmy Foster read the minutes of the last meeting. Ronald Mayfield led the 4-H Club in the 4-H pledge. Those giving demonstrations at the December meeting were Ronald Mayfield, Timmy Foster, Terry Parham, and Mike Hinkson. Mr. James Mabry met with us and we discussed our 4-H Tractor Maintenance Program for 1961. Mike Hinkson and Danny Miller gave a council report.

Those giving demonstrations next meeting are Bobby Redwine and Bobby Gleason on "Getting Calves Ready for Show", Terry Parham and Kirby Burch on "Windbreaks", Royce Barnes and Mike Ward on "Snake Bites", Larry Vaughn and Mike Hinkson on "Making A Lamp".

We are going on a tour January 14, 1961. Those on the committee to plan the tour are Danny Miller, Timmy Foster, Ronald Mayfield, Bobby Redwine, Bobby Gleason, and Terry Parham, committee chairman.

TRAVEL THE HOSPITALITY ROUTE COAST

Holiday Toll Set At 176 Deaths

The Texas Department of Public Safety predicted this week that 176 persons will meet violent death in traffic, murder, and suicide, and other fatal accidents during the 10-day period embracing the Christmas-New Year holiday.

A break down of the estimated 176 deaths, based on experience gained in past holiday periods, shows 90 persons will be killed in traffic, 46 homicides and suicides, and 40 persons will die in fires and other non-traffic accidents.

"Operation Deathwatch", a grim tabulation of holiday deaths, will be in effect from 12:01 a.m., Friday, Dec. 23 to 11:59 p.m., Sunday, Jan. 1.

Col. Homer Garrison, Jr., stated that the Department of Public Safety will be doing everything in their power to hold the traffic deaths down.

The department will have every available man on duty and all radar units will be working during this period in a special effort to maintain the existing reduction in traffic fatalities effected so far in 1960.

All indications are that Saturday, Dec. 24 will be the high "motorcade" day with Friday, Dec. 23 and Sunday, Dec. 25 to be for second New Year's day is expected to be third.

CHRISTMAS IDEAS

Is your Christmas budget running low? Here are three excellent gift ideas that cost very little more than the time it takes you to make them.

1. Copies of favorite recipes can be put on file cards and made into a scrap book.
2. If there is a flower lover on your list, carefully selected bulbs and seeds would make an ideal gift. Bulbs can be packed in small cookie boxes or old egg cartons, covered with wax wrapping paper.
3. One group of gifts can be certificates of service such as baby sitting coupons.

Christkindl-Austrian Mailing Center

The postmarks, "Christkindl, Fla." and "Santa Claus, Ind." are well known in the United States, as thousands of Americans like to send their holiday gifts to others bearing seasonal postmarks. But, other countries have such holiday mailing centers, too, and a typical one is the "Christkindl" (Christ Child) Post Office in Austria.

Since it was established 11 years ago, the Christkindl Post Office has enjoyed great popularity inside the country and out. It is a special post office, open to the public only between December 6 and January 6 each year. All mail is cancelled with a special slogan. The office handles about 797,000 letters and packages a year, many of which are sent abroad.

Letters To Santa

Dear Santa,
I'm a good little boy 21 years old, and I would like to have a 1961 Cadillac convertible and a good-looking blonde.
Gary Shankles

Dear Santa,
Please send me a doll and a stuff animal and some clothes.
Love, Vickie Freeman
P. S. Please be good to all little children this Christmas.

Dear Santa,
I want a tiny tears doll and my sister wants a bride doll. Cindy wants a tiny tears doll

Dear Santa,
I'm 4. I want a talking doll. A tiny tears doll and I want Blackie back and some toys and a pair of house shoes.
Love,
Cindy Stovall

Dearest Santa,
I am a little girl 4 1/2 years of age and am spending Christmas with my grandparents and will you please bring me a doll that has a bottle and buggy. And remember my brothers Charles and David. Also all the other little children.
I love you very much.
Susan Hensley

Dear Santa,
I want a tiny tears doll and a pair of house shoes.
Love,
Dora Jene Stovall

Dear Santa,
Will you bring me a bride doll and highhill shoes and a pair of house shoes.
Love,
Rosanna June Stovall

Dear Santa,
I will be seven years old Christmas Eve. My little brother and sister are five and have been trying to be good. Ricki wants a real horse and some guns. Vicki wants a mink coat and cowgirl boots. I would like a bike and a Coke machine.
And please don't forget all the other little kids and everyone I love.
And be sure to take "Jesus" a birthday gift.
Debbie McDaniel



RAISED IN SONG . . . Young voices, raised to a chorus of Christmas hymns—this is one of the memorable moments of every Christmas. And when the sounds of "Silent Night" fill the silence of a mighty church, there comes within every heart the urge to sing out with happiness and joy.

A MERRY CHRISTMAS EVERYONE!

From the officers and Employees of the MULESHOE STATE BANK

W. Q. Casey

Norman Thomas

Bobby Airhart

Elizabeth Thomson

William Edd Jones

Bertie Harrison

Mildred Neely

Glenda Dale

Alice Burge

Betty Hoover

Mary Moore

Pat Prater

George Cabrera

Francis Sowder

Joyce Eaks

Vera Diel

Laverne Winn

Sharon Evans

Jean Lee

We Are Pleased To Have Had The Privilege of Serving You in The Year 1960 With The Best Banking Services Available In Muleshoe.



- Electronic Banking
- Personal Loans Service
- Financial Counseling
- Complete Trust Services
- Safe Deposit Vaults
- Six Courteous Tellers To Serve You
- Free Personalized Business and Personal Check Service
- Insured Savings
- 3% Interest Compounded Quarterly
- Federally Insured and Licensed

Muleshoe State cordially welcomes each of you to return as our 1961 patrons. We pledge to render continued friendly and courteous service.

MULESHOE STATE BANK

304 MAIN STREET

MULESHOE'S OLDEST AND STRONGEST BANK

PHONE 2540

• Now Paying 3% On Savings Compounded Quarterly

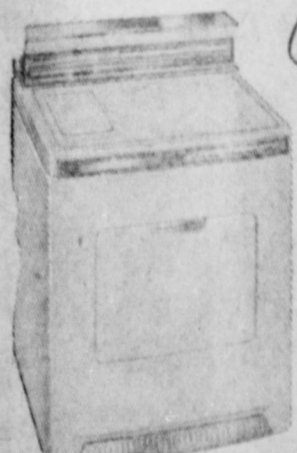
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MAN, THESE DRYERS ARE THE GREATEST! BUT WHY ARE THEY ALWAYS GAS?

ANY FAMILY MAN CAN ANSWER THAT ONE! GAS IS FASTER, SAFER AND COSTS LESS. WHAT ELSE?

There are good reasons why 97% OF ALL COMMERCIAL LAUNDRIES USE GAS CLOTHES DRYERS



Gas goes to work instantly, with no warm-up wait. Gas is faster by far, reducing drying time to a minimum. Its low heat, high air-flow principle makes short work of even difficult-to-dry shag rugs and bedspreads, yet is ever-so-gentle on even the daintiest synthetics. And as for economy, a Gas Dryer operates for about 1/9th the cost of the other kind. When Gas drying rates first with those who know, wouldn't it be best for your family, too?

SEE YOUR GAS APPLIANCE DEALER NOW FOR THE YEAR'S BEST DRYER BUYS!

Watch the BARBARA STANWYCK SHOW Monday nights on NBC television. fuel for a growing empire Pioneer Natural Gas Company

Tree Customs

The Christmas tree custom was started in the United States by Hessian soldiers fighting with the British Army in 1776. German immigrants who later came to this country continued the custom as they had done in the "old country." Christmas trees were in general use in America by the mid-eighteenth century. The first White House Lawn Christmas tree appeared in 1823, placed there by President Calvin Coolidge.

Mighty Mistletoe

Perhaps the reason that most young ladies do not object too strongly to paying the penalty for standing beneath the mistletoe stems from an ancient superstition—that the maiden who was not kissed at least one time beneath the mistletoe at Christmas would not be married in the following year. In olden times, a berry was plucked from the mistletoe with each kiss.

Payola Scandals Will Have Effect On Business Gifts

Businessmen will give Christmas gifts in greater numbers this year, but the value and suitability of each gift is being examined with greater care, according to the Business Goodwill Advisory Council.

"Extravagant business gifts of the type associated with the 'payola' are on their way out, replaced with modest gifts selected with an eye toward value and good taste." That's the finding of this non-profit research organization supported by gift-conscious sales managers, the business gift industry's two national trade associations and the industry's trade information service.

The average cost of a 1959 business gift was about \$7.50, BGAC reports, down from \$14.00 only five years ago. But, the number of individual gifts is estimated to be running 22% above last year; 110% more than five years ago.

Because of the considerable increase in number of gifts, the sales volume of the business gift industry will be close to \$300,000,000 this year; up from \$253,000,000 last year and \$276,000,000 the year before. And these figures do not include liquor and other gifts purchased through retail stores.

"The 'payola' scandals have alerted businessmen to choose their business gifts with greater care," a spokesman said. "Businessmen are now striving earnestly for tasteful gifts that can be presented in a truly thoughtful manner as honest tokens of appreciation."



How about some delicious Swedish cookies for the Christmas season?

These delicate flavored cookies remain tender and crisp when stored. You can make them in various shapes by using different patterns in a cookie press. For more variety, sprinkle them with colored sugar, frost or decorate with citrons or candied cherries.

The following recipe makes about 10 dozen or more cookies, depending on the size.

SWEDISH COOKIES

3 cups butter
1 1/2 cups sugar
2 eggs beaten
1 cup almonds
8 cups sifted all-purpose flour
Cream butter and sugar together. Add eggs, nuts and flour. Mix well. Run through a cookie press. Place on an ungreased baking sheet. Bake in moderate oven (350°F.) for about 5-8 minutes or until delicate brown.

Select Toys That Suit Children; Not Their Parents

Many parents forget when choosing a child's toy for Christmas that the use of the toy is the most important thing to consider.

Adults are inclined to choose toys that appeal to them, forgetting to consider what the child might like and what would be most practical.

For instance, intricate windup toys have a limited use since they do only one thing and are very apt to get broken quickly.

Useful Toys

A toy with a variety of uses would be best. Blocks and other construction toys can be used in many games and do not break easily. Boys enjoy dump trucks and transportation toys, while girls like toys that imitate mother's appliances.

Beautifully dressed, expensive dolls are a temptation, but most little girls like a doll that can be handled and carried about with them.

They are noisy, but peg boards, hammers and construction toys are popular with the pre-school set. They like active toys—wagons, toy horses and sleds.

School-age children like games with numbers and letters, crayons, pencil boxes and notebooks. Books are popular and will provide much quiet entertainment.

For Girls

Little girls like to play dress-up and it is a clever parent who can fashion an inexpensive gift by cutting off old clothes to fit the children and find old gloves, shoes and hats.

Above all, however, consider appeal to the child rather than to the adult.

Broken Organ Led To Hymn 'Silent Night'

The Rev. Josef Mohr was a priest of implicit faith and childlike trust in the goodness of man. He had a close friend, Franz Gruber, who was versed in music and labored now and then in composition.

Between them they composed the world's most simple and beautiful Christmas song—"Silent Night, Holy Night."

The song is sung in practically all civilized tongues. Yet little or no thoughts, are given to the poet and composer and the little town and country in which they worked and lived.

World at Peace

Europe was at peace on Christmas eve, 1818. The Napoleonic wars were over and there was much happiness in the little town of Oberndorf, Austria.

There was one minor note of sadness. The organ in the little church had finally given out and there would be no music for the traditional midnight mass.

But the people of Oberndorf did not know that Mohr had written a poem and given it to his organist Gruber. In a few hours during the afternoon and evening of December 23, 1818, Gruber set the words to music.

Accompanied

And strange as it may seem, Gruber used a guitar to provide the musical accompaniment.

Thus was born the song that is universally loved and which has made Mohr and Gruber immortal.

Mohr died as vicar on December 4, 1843, in Wagrain, Salzburg. He was greatly loved and respected, but so poor that the town had to pay the funeral expenses.

Franz Gruber fared a little better, but according to our standards both author and composer were as poor as the shepherds or the fields near Bethlehem.

The church of St. Nicola at Oberndorf no longer stands. A simple memorial chapel has been built there and is a shrine receiving pilgrims from all parts of the world.

Christmas Question

For some reason, most of us have come to look upon the first day of the year as the ideal time for examination of conscience and for the setting up of a new set of ideals. Would not Christmas be a much better time? What better time than Christmas for all of us to ask this question of ourselves: "What am I contributing to my fellow man; to Christianity; and to the world in which I live?"

G. L. Pellham Returns From Cruise

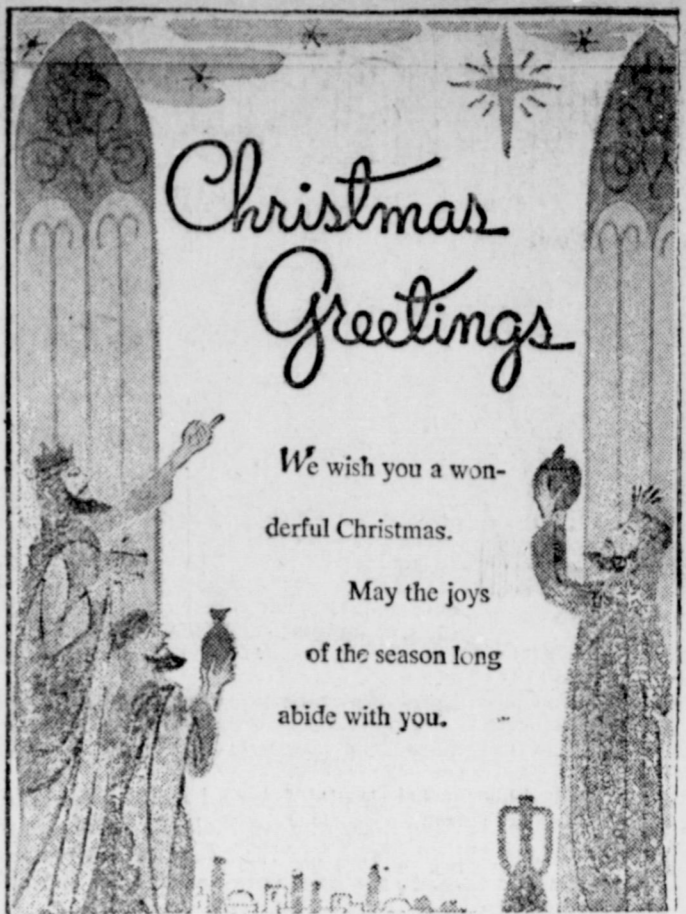
LONG BEACH, Calif.—Gerald L. Pellham, seaman, USN, son of Mr. and Mrs. G. L. Pellham of Route 4, Muleshoe, returned to Long Beach, Calif., Nov. 16 aboard the radar picket destroyer USS Ernest G. Small following a six-month

cruise in the Western Pacific. The Small visited Hawaii, Midway Islands, Guam, Japan, Taiwan, and Hong Kong as a unit of the Seventh Fleet.

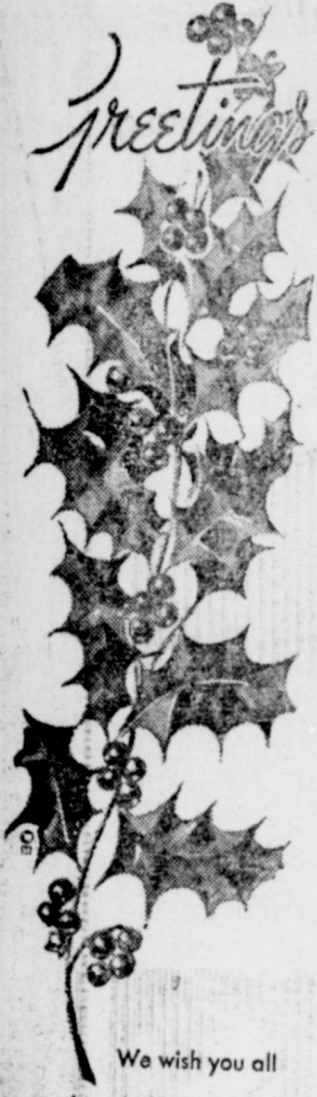
The destroyer's primary purpose is radar detection of aircraft or ballistic missiles, but also conducts anti-submarine warfare and carrier defense maneuvers.



The Fashion Shop
Dorothy and Elizabeth



Ray Griffiths & Sons



We wish you all the good cheer and pleasure that Christmas Day can bring.

Muleshoe Floral
Mary, Rheata, Jewel and Robert

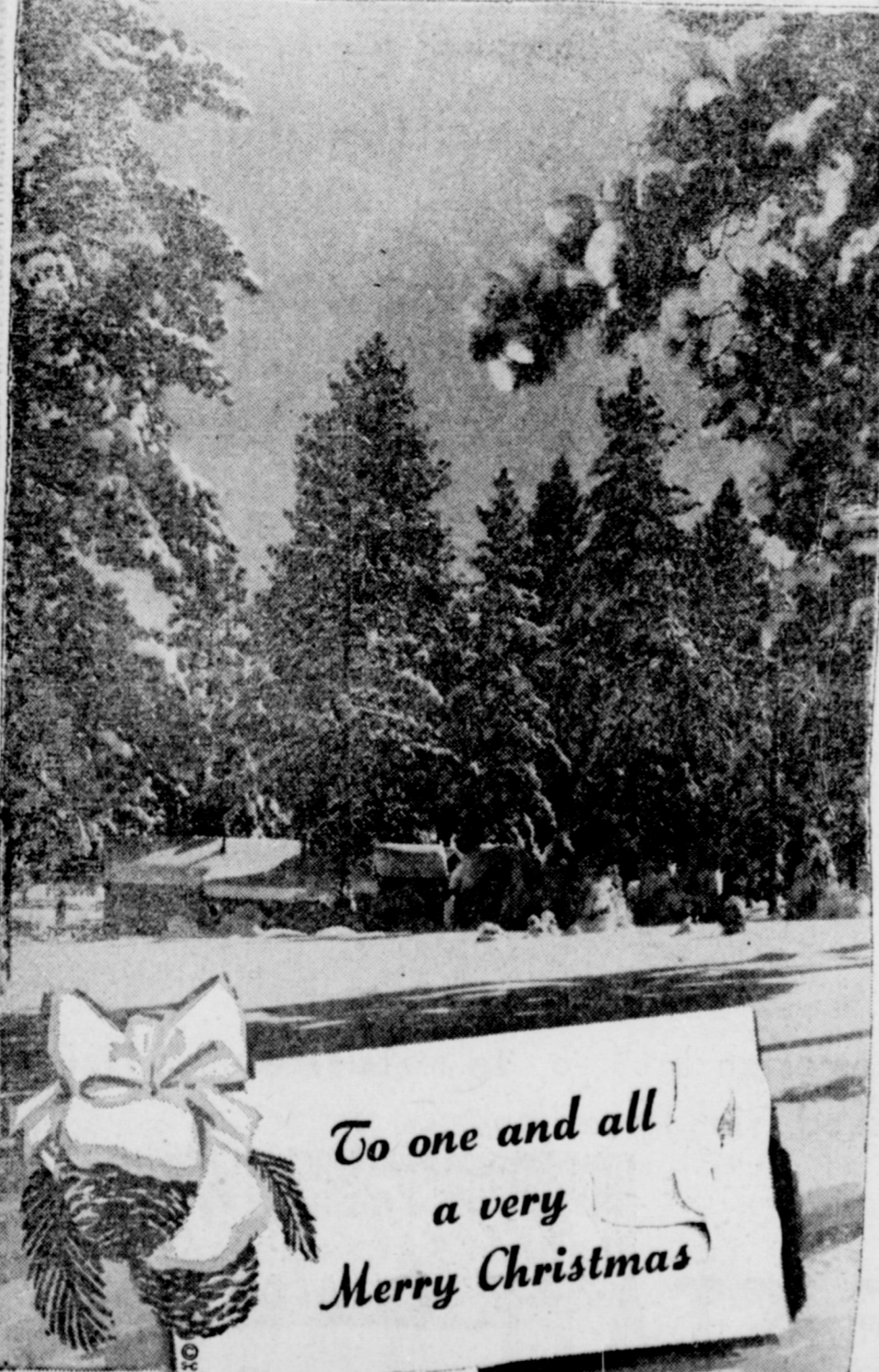


We wish a Merry Christmas to all

Triple "C" Taxi
Phone 4600



MILLS MACHINE SHOP
Muleshoe, — Texas



To one and all a very Merry Christmas

GOSS "66" SERVICE

The Management and Personnel of Texas Sesame Growers Grain Elevator Extend to all a warm and sincere

MERRY CHRISTMAS

- CUSTOM SEED CLEANING
- SEED STORAGE
- ASGROW SEED
- GRAIN ELEVATOR
- AND BONDED
- GRAIN STORAGE

NORTH OF SANTA FE TRACKS
IN NORTHWEST MULESHOE
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TEXAS SESAME GROWERS GRAIN ELEVATOR

- ROBERT PARKER • RAY HODGES • WARNER LAWSON • LEE MAGBY
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DAVID SHEPHERD

David Shepherd, 1958 graduate of State U., has been named Junior Class Favorite together with Miss Linaa Steinkuebler, Elkman, Kans. at Wayland Baptist College. Shepherd and the seven other Class Favorites were honored at the annual Christmas Banquet, Dec. 15.

Shepherd, the son of the Rev. and Mrs. E. K. Shepherd, who recently moved to Broomfield, Colo., is editor of the college weekly newspaper, "The Trail Blazer", and president of Circle K, student service club sponsored by Kiwanis International.

During the past two years he has served in various capacities with Student Government Association and in class affairs. He has been sports editor on the Public Relations Office staff for the past three years and for two years has been sports editor of "The Traveler", the yearbook.

Shepherd will spend Christmas with his family in Broomfield, a suburb of Denver.



STUFFED Turkey

How will you stuff your holiday turkey? One certain way of insuring a successful Christmas dinner is to include generous servings of appetizing and tempting stuffing.

No matter what method you select to cook your turkey, you will find carefully prepared savory stuffing a popular part of your menu. Turkey without stuffing is like a cake without frosting.

Every family has a FAVORITE recipe for stuffing turkey or other fowl. We would like to share a stuffing recipe with an exciting taste . . . a special holiday treat.

Here's how you go about it; out be sure to remember that stuffing expands during the roasting process. So be careful not to over-stuff the bird:

- Wild Rice 'n Franks Stuffing**
- 3 cups par-boiled wild rice
 - 1 tspn. salt
 - 2 beaten eggs
- NOTE: You may use fresh canned or dried mushrooms. Dried mushrooms should be soaked overnight and thoroughly washed before using.
- Par-boil wild rice until it is almost soft. Drain thoroughly. Roasting time will be sufficient to make rice completely palatable. Sauté onion in 2 tablespoons butter until lightly brown and set aside. Cook the mushrooms in remaining 2 tablespoons of butter for about 5 minutes, stirring constantly, and remove from pan. Beat eggs slightly. Slice SKIN LESS frankfurters in strips, and brown lightly in drippings. Remove from heat and toss all ingredients, including sausage onion, mushrooms, wild rice, beaten eggs and seasonings. Stuff bird between crop and tail. This will make about 5 cups, enough for a 10-pound, ready-to-serve turkey.



Eddie Lane Real Estate
Grace and Eddie C. L. Campbell



THAT'S FOR ME . . . This is the time of year when young eyes have a special glow when they stop to admire the bright store windows along Main Street. The sight of a girl and a doll . . . well, that's a part of Christmas, too.

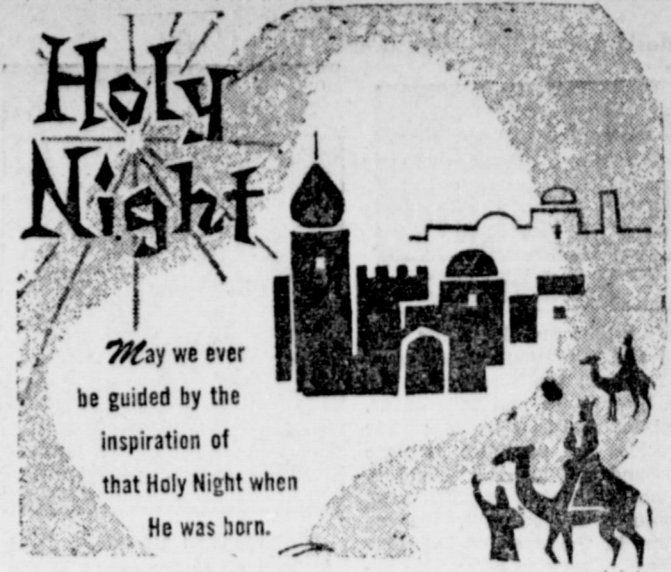
Old Custom
The custom of having friends and relatives over for egg nog during the holiday season is traced to the English practices of "wassailing." In Elizabethan times, no celebration was complete without the wassail bowl, brimming with nuncient ale.

ATTRACTION . . . There's something about a Christmas tree, burning brightly in the night, that warms the heart, no matter how chilly the weather may be. Reflected against a background of city lights, this tree is a colorful reminder of the significance of this great holiday season.



Hi!
Merry Christmas

Murray's Jewelry



Holy Night
May we ever be guided by the inspiration of that Holy Night when He was born.
Tri-Co Bowling Center



MULESHOE, TEXAS

Thank God
For
That Little Bit of
Santa Clause
In Each of You!

- | | |
|------------------|----------------|
| Lindal L. Murray | Betty Jackson |
| Garner Eldridge | Alda Odom |
| Toxie Bunyard | Rosie McKillip |
| Ruth McCarty | Mary Phipps |
| Edna Findt | Flois Toten |
| Mattie Shafer | Frances Bland |
| Viola Auzaldua | Anna Bearden |
| Jewell Johnson | |



from all the personnel
of Anthony's
to each of our 1960
customers

we extend a warm . . .

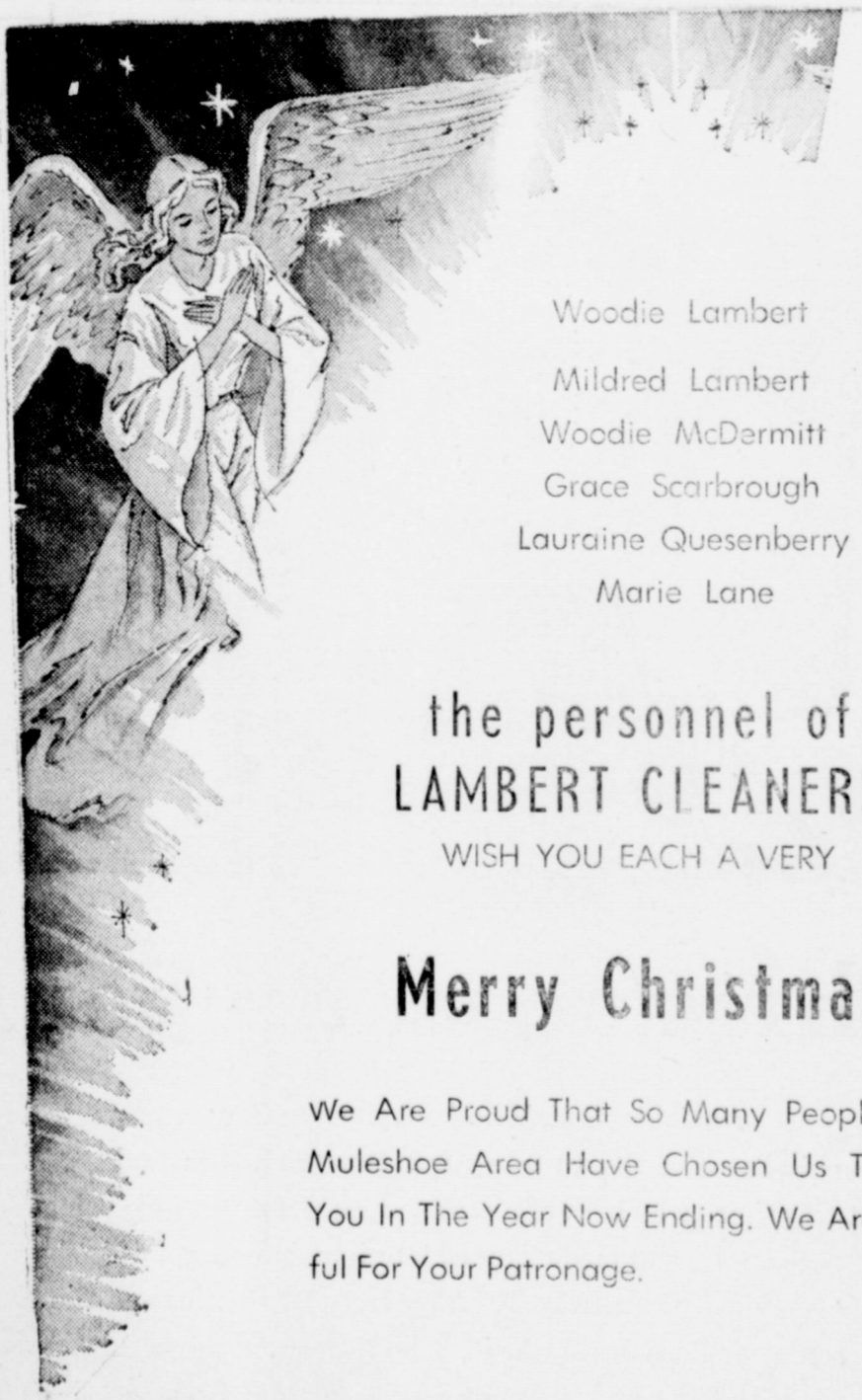
Merry Christmas

We anticipate the opportunity to serve you again in the year 1961. We pledge ourselves to give you friendly, speedy, and above all, courteous service

Your Hometown



MULESHOE, TEXAS



- Woodie Lambert
- Mildred Lambert
- Woodie McDermitt
- Grace Scarbrough
- Lauraine Quesenberry
- Marie Lane

the personnel of
LAMBERT CLEANERS
WISH YOU EACH A VERY

Merry Christmas

We Are Proud That So Many People of the Muleshoe Area Have Chosen Us To Serve You In The Year Now Ending. We Are Grateful For Your Patronage.

We Cordially Invite You To Return To Lambert's Again and Often In The New Year, 1961.

LAMBERT CLEANERS

113 Main — Muleshoe — Phone 7260



Christmas LIGHTS

How bright are the lights that shine at Christmas: the colors of the rainbow, the forest and the sky. They shine and they beam, they blink and they beckon; their reflections are captured in plate glass and passing car windows. But where are they brighter still? Capture, if you will, the reflection in the eyes of the very young . . . eyes so alive with excitement and anticipation, so full of joy and brimful of hope and eagerness.

Christmas lights the eyes of the young, but it is not a mere reflection. It is a light that comes from deep within, from the realization that there is something deeply wonderful about the season of Christmas; that there is a significant meaning about to be grasped and yet to be realized.

This is the light that shines in the eyes of the young. It is hope; it is anticipation—and eagerness—to grasp the meaning of Christmas, completely, fully.

May the true spirit of Christmas come to each and every one.



CHRISTMAS DOLL . . . All dressed up in the finery of the season, as if she had just emerged from a life-sized doll box, Mona Freeman makes like a lady Santa, her way of wishing the happiness of the season to one and all.

Perfumes
Perfumes are almost as traditional as holly and mistletoe. Early pagans burned fragrant woods and spices as offerings to the gods; priests used perfumes in religious rites; at their coronation kings and emperors were anointed with fragrant oils; the Wise Men brought gifts of frankincense and myrrh to the Holy Infant. Today, perfumes rank high on milady's "want" list.

DESERT CHRISTMAS

By Shirley Sargent

WE can't go home for Christmas," Bart Stockton scowled, looking from the check-book out the huge window at the Joshua trees so he wouldn't have to meet his wife's eyes.

Peggy Stockton's eyes were a deep blue that contrasted with her short honey-blond hair. Usually her eyes sparkled, but now they reflected astonishment, sorrow and then welled with tears. "Oh, Bart," she cried, "are you sure we can't manage a trip to Wisconsin?"

Grimly he said, "I'm positive we can't even afford a holiday week-end in Los Angeles. Our first Christmas together will have to be right here on the desert."

Hard Luck
"No snow," Peggy was staring out at the hot sand. "No family no fire in the fireplace . . . why can't we go by bus if we can't afford to fly?"

"Hon, look around you!" Bart was tall, tanned, crew-cut and at the bleak moment, careworn beyond his twenty-two years. "We're broke because we bought the air conditioner and the TV and because I'm not a good manager."



She clung to him. "Hush! We're quarreling. We must economize, even if we celebrate Christmas without a tree."

Holiday Customs
In Norway, there is always an almond hidden in the Christmas pudding and the finder, according to tradition, will be married during the next year. In Sweden, the Yule table is laden with buns, cakes and loaves of varying shapes and colors. Roast goose is the holiday menu headliner for the Danes, who stuff the bird with apples and prunes, and serve it with cabbage and potatoes.

A GOOD TREE

It's not necessary to wait until the last minute to get your Christmas tree. In fact, it's smart to get your tree early, when the choice is wide. The important thing is to test the tree for freshness before you buy it.

The first test is important. If the tree fails to pass this examination, pass it over and look for another: bounce the butt end of the tree on the ground. If the needles shower down, the tree has already begun to dry out.

Next, tug at the needles at the end of the branch. If they pull out easily, the tree has already started to dry out.

Rub a finger over the butt end. If it's sticky, the tree is fresh.

Spread the lower branches. As they're springy and bounce back they will hold the weight of ornaments. Spread out, the lower branches should measure half the height of a tree, the stump should be at least 6 to 7 inches long.

Other healthy signs: good color full needles, a fragrant odor Warning sign: patches of brown needles, a sign of a sure-fire fire hazard.

After buying the tree, cut an inch or two on a slant from the butt, then peel back the bark an other inch. Keep tree in a bucket of cool water until you are ready to decorate it.

Water is the key to keeping the tree fresh.

Observance Was Once Against Law

At one time it was illegal to observe Christmas in this country. In 1659 the Massachusetts Bay Colony's general court passed the following resolution: "Whosoever shall be found observing any such day as Christmas or the like, either by forebearing labor, feasting, or any other way, as a festival, shall be fined five shillings."

It is believed that the first "legal" observance in this country was in 1687 when Governor Andros conducted services in Boston's town hall. However, it was not until 1856 that the Massachusetts State Legislature passed laws making Christmas a legal holiday.

CHRISTMAS IDEAS

Is your Christmas budget running low? Here are three excellent gift ideas that cost very little more than the time it takes you to make them.

1. Copies of favorite recipes can be put on file cards and made into a scrap book.
2. If there is a flower lover on your list, carefully selected bulbs and seeds would make an ideal gift. Bulbs can be packed in small cookie boxes or old egg cartons, covered with gay wrapping paper.
3. One group of gifts can be certificates of service such as baby sitting coupons.

Give Toy Box

The do-it-yourselfer who is handy with hammer and saw can come up with a good, personalized gift for his favorite youngster—a box to hold all the toys he will receive from others. Both the child and the parents will appreciate a toy chest large enough to hold the Christmas collection. For those not so handy with hammer and saw, an unpainted chest can be purchased inexpensively; a couple of coats of enamel will make it bright and the name stenciled on the front adds that "personal" touch.

George H. Chambers, D. O.
announces the association
R. L. GUSHWA, D. O.
Medicine, Surgery, Obstetrics
MULESHOE HOSPITAL & CLINIC
120 West Avenue C

GLAD TIDINGS

May your Christmas Ring with Laughter and Joy!

LANG TRANSIT CO.
Ed and Marie Garner and Ronnie
We will be closed December 25, 26, and 27

At Christmas

May this Christmas be one of resounding joy and good cheer for you and all those dear to you.

WEST PLAINS HOSPITAL and CLINIC, INC.

HAPPY HOLIDAYS

Greetings to all!

It certainly is a great pleasure to serve fine folks like you!

AND Thank You

THE SPUDNUT SHOP
Cecil and Viola Rundell

Always a phone at hand in a home that's Telephone-Planned!

Automatically lights at night

Compact beauty...
new **Starlite** phone

Only half the size of a desk phone, smart little STARLITE® brings new beauty and convenience to telephoning. Slender and light, its amazing PANELESCENT® dial glows automatically all night for easier dialing (and for less than 1¢ per year for electricity). You can even find it and dial it in the dark! Simply turn a tiny knob, the dial glows bright enough to serve as a night light.

Somewhere in your home is an ideal place for this practical little extension phone. Just call our business office and order your STARLITE today. Available in five decorator colors to match any room. Remember, the second phone costs far less than the first.

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America's Largest Independent Telephone System

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LET US DELINT YOUR SEED NOW!
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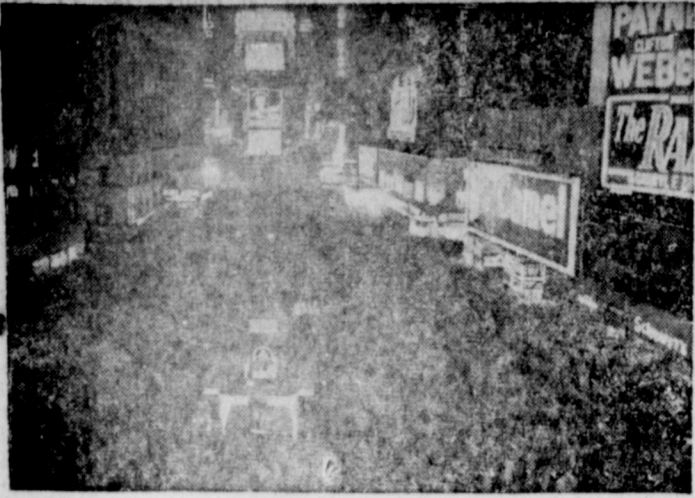
noel

Christmas Prayer

Almighty God, Who hast given us Thy only-begotten Son to take our nature upon Him, and as at this time to be born of a pure virgin; Grant that we being regenerate, 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 Spirit ever, one God, world without end. Amen.

—The Book of Common Prayer

PUBLIC SERVICE COMPANY



MAGIC HOUR . . . This is an old photograph, but it is a scene that is repeated year after year as thousands of merry makers jam into the streets of Times Square to await the magic hour when the old year passes and the New Year is born.



HOLIDAY DRESS . . . This may or may not be the homeland of Santa Claus. But it is a scene that is typical of the Christmas season. Trees bend down their branches under weight of winter's snow and in the distance a white-capped mountain rises into the sky.



SEEING SANTA . . . Visiting Santa to inform him in advance of the things to put under the tree is a yearly tradition just about everywhere. Santa is a kindly, big man—sometimes, it seems, too big for the very young, especially if mommy happens to get more than a couple of feet away. Santa, stout-hearted fellow that he is, seems to take it all in stride. Just part of a day's work, you know.



BUSY BUYERS . . . Scenes like the one above are repeated all over the land at this time of the year as holiday gift shoppers throng in and out of department stores, toy shops, and gift centers. This is part of the fun of getting ready for Christmas — and the crowded streets and stores only seem to add to the enthusiasm.



CHRISTMAS SPIRIT . . . The magic of photography, through a well-planned double exposure, captures the spirit of Christmas on film. After the first exposure of the bible and candles, a second was made of a masked light bulb. Small gauge screen wire placed before the lens produced the star's points.



It wouldn't be Christmas if we didn't get in touch and extend our greetings to those we like so very much... Have an old-fashioned Very Merry Christmas!

HEATHINGTON LUMBER CO.



SANTA A LADY? . . . That's good for a laugh, even to the Japanese. When 14 Santa Claus uniforms arrived at the American Red Cross Far Eastern Area warehouse in Tokyo, Miss Margery Tonge, an ARC employee from Australia, tried one on and got a big hearty "Ho-Ho-Ho" from two Japanese warehouse workers. The suits, destined for use at ARC Christmas parties in U. S. military hospital wards in Japan, Korea, Okinawa and the Philippines, were made by Red Cross volunteers in Baltimore, Boston, Toledo, Washington, D. C., and Youngstown, Ohio.

Holiday Cards Now In Many Languages

Foreign-language greeting cards, once available only on a limited basis, now are available for a number of foreign countries. For example, if you wish, you can send holiday greeting cards in respective languages to such countries as Norway, France, Germany, Italy, Spain, Sweden, Hungary, Poland, Lithuania, Czechoslovakia. The cards are available in many colorful designs ranging from religious motifs to the traditional symbols of Christmas such as holly leaves and candles.

Much the Same Actually, manufacturers say, people in other lands are just about the same taste in greeting cards as we here in America. The Three Wise Men, for example, one of the most popular motifs in the United States, is also greatly favored by people of foreign lands. Church scenes, angels, bells, and Christmas decorations—all familiar scenes on American cards—are prominently featured on their foreign counterparts.

Whether the message on the card says "Sanhug Kaleda," "Ex God Jul," or "Buon Natale," it is a universal wish: "Merry Christmas To You."

CHRISTMAS BLESSINGS



Christmas comes, and renews the glorious inspiration of that Holy Night long ago.

To all, we wish a season rich in many blessings.

During the Holiday Season decorative flowers may be placed in memory of your loved ones
BAILEY COUNTY MEMORIAL PARK



C & H CHEVROLET'S NEW CAR LOT
WEST ON HIGHWAY 70-84
NOW OPEN
WATCH FOR FORMAL OPENING

MERRY CHRISTMAS TO EVERYONE!

Thank You for Your Loyal Patronage
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Complete Abstracts of Title to All Lands and Towns in Bailey County, Texas
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Williams Seed Cleaning Co

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Oma: Kelton Jimmy Carpenter

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We can save you money when you buy a new or used car. We're here to help you . . . with low cost, easy-to-repay loans. We can help you in other ways too, it will pay you to talk to us, and no obligations.

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Pool Ins. Office Ph. 2950 W. M. Pool, Jr. Muleshoe Lee R. Pool

For Economical Selling and Buying Read and Use THE MULESHOE JOURNAL

Wrapping Hints

If you have trouble gift-wrapping such items as vases and bottles? If so, aluminum foil will solve your problem. The foil molds easily to the shape and makes a very attractive package when set off with a pretty bow.

Don't Overdo It

Be careful not to overdo your outdoor decorations. Your house and yard might end up looking like an amusement park. Even the most expensive decorations will have this effect if not used in good taste. Harmony and simplicity are the key words in planning an attractive outdoor display.

Make Candle Fit

Often a candle is too large for the opening in the candlestick. To remedy this, dip the base of the candle in very hot water, then press it gently into the holder.

Plant Your Tree

Why not plant that living Christmas tree after you are through with it this year? Be sure to get it in the ground as soon as possible after Christmas. The sooner it is planted, the better chance it will have to survive.

Original Gift

Want to give mother and her little girl an original gift? Make them both aprons of similar design and material. Make one for the doll, too.

A Solution

Christmas shopping bags always seem to fall over when set down. But there's a solution. Place the top of a cardboard shoe box in the bottom of the bag.



DECORATING TIPS

You don't have to spend all your money to have a beautifully-decorated home at Christmas. Use ingenuity. Make most of your own decorations. In addition to the savings, you'll find that it's fun—and highly satisfying.

For example, stir up your own tree ornaments in a mixing bowl. Combine plastic starch and laundry detergent to make a stiff mixture. Then make frosty icicles by dipping bobby pins into the mixture. A loop of string tied through the closed end of the bobby pin serves as a handle for the dipping and as a hanger to put it on the tree.

Burned out flash or light bulbs make lovely tree balls if painted in gay colors. Stick on colorful seals, sequins, or ribbons for a finishing touch.

Popcorn strings, an old favorite, are colorful Christmas-tree ropes if you pop the corn two or three days before stringing, and dip it in a thin sugar syrup colored with vegetable coloring.

Save lids from paper ice cream cups, then trim by pasting on colored designs cut from old Christmas greeting cards. To hang, slip a paper clip or wire through a hole punched in the tab of the lid.

Doctoring Dolls Rewarding Task

Tears filled the eyes of a little girl as she handed her doll to the "doctor."

"My Nancy is hurt. Can you help her?"

"Don't worry," the doctor told her, "Nancy will be all right." And one hour later Nancy was all right.

The "doctor" who worked this non-medical miracle is one of the nation's foremost experts in the forgotten art of repairing dolls—Irving Chase.

"Doctor Chase" handles "patients" from all over the globe, but most of them come from New York, his home base.

Handed Down
Doll repair has been the Chase family's vocation for at least three generations. Irving Chase learned from his father and grandfather, the latter of whom repaired dolls in Germany.

Chase is referred to by his customers as "Doctor Irving." He refers to the dolls as "patients" and calls his assistants "nurses."

During a typical day Chase does everything from repairing a damaged head to complete refinishing a doll's surface (skin).

His busiest season is from December through February. In December, dolls are brought in to be repaired so they can be used as Christmas gifts. Following Christmas, his "hospital" is literally swamped with newly broken dolls.

Christmas Tree Industry Grows To Big Business

The growing, cutting, and marketing of Christmas trees has grown, within the last 20 years, into an important industry. This year, for instance, approximately 45 million trees will be harvested.

Forest areas no longer supply enough quality trees to meet growing demands. Many farmers, in all sections of the country, grow Christmas trees as a supplementary crop.

The demand has required that the industry become more mechanized, especially in the Northwest where millions of trees are harvested each year.

Big Business
Trees are stacked by the thousands in collection yards. Conveyor belts carry them directly into railroad freight cars for shipment to all sections of the nation.

A spokesman for the Christmas tree industry reports there is a trend toward nursery-raised trees. Big picture windows are partly responsible. Home owners want neighbors and friends to see trees that are symmetrical or unusual.

Also, there is a great demand for very small trees. They are for trailer dwellers.

Popular Size
The most popular size of tree is from five to seven feet. This is due, in most part, to the passing of high ceiling rooms and modern home construction.

Commercially grown Christmas trees have been shipped from the United States to many distant lands. There seems to be a growing demand for them in Hawaii, Mexico and Cuba.



SANTA A LADY? . . . That's good for a laugh, even to the Japanese. When 14 Santa Claus uniforms arrived at the American Red Cross Far Eastern Area warehouse in Tokyo, Miss Margery Tonge, an ARC employee from Australia, tried one on and got a big hearty "Ho-Ho-Ho" from two Japanese warehouse workers. The suits, destined for use at ARC Christmas parties in U. S. military hospital wards in Japan, Korea, Okinawa and the Philippines, were made by Red Cross volunteers in Baltimore, Boston, Toledo, Washington, D. C., and Youngstown, Ohio.

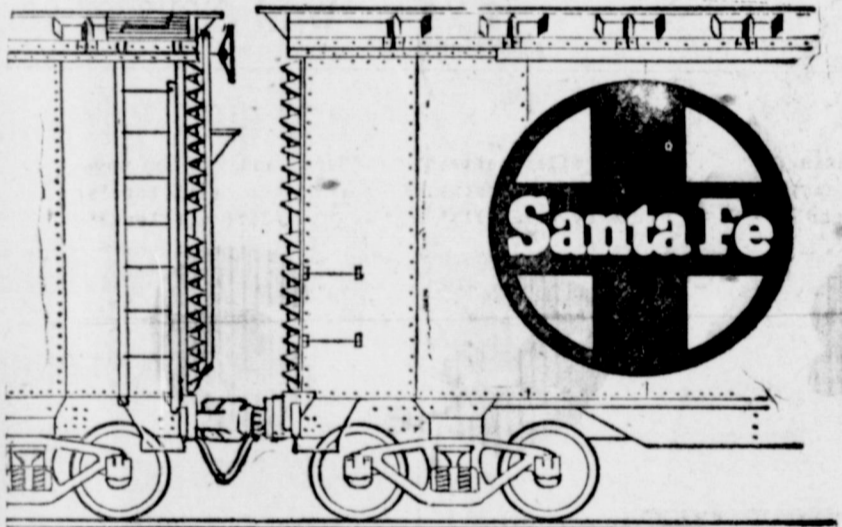
HOLIDAY GREETINGS

"Merry Christmas" . . . in these two words we wish to express our appreciation for your unwavering goodwill and friendship.



CLINE'S STUDIO
R. C. and Rena

Ship the better way



No matter what you ship, call your local Santa Fe Agent and let the railroad that is always on the move toward a better way go to work for you.

A FAMILY CHRISTMAS

We hear many complaints today about the modern generation's lack of that old-time Christmas spirit. Maybe this is because in times past, much of the pleasure was derived from preparing for the holiday. The whole family worked together in order to get ready.

In those days, there were no ready-made Christmas trees. The men of the family went to the nearest hillside or wood plot and chopped one of their liking. Tinsel, angel's hair, ornaments, and electric lights could not be bought anywhere. All the tree decorations were homemade and it was custom for the entire family to take part in their preparation.

Old Spirit

It would be foolish indeed, not to take advantage of today's many beautiful ornaments and decorations made possible by modern industry. Yet, we can still recapture a little of that old-time Christmas spirit by making some of the decorations as a family project.

A variety of ornaments are possible from such materials as plastic foam. A cookie cutter, for instance, can be used to outline such shapes as snowmen, Santa Clauses, gingerbread men, dolls, clowns, and stars on a one inch sheet of plastic foam. After the shapes are cut out with a sharp knife, each member of the family can decorate an ornament. They can glue sequins to the figures to form features. The foam can be tinted with food coloring or felt can be glued to the ornament to add extra details, such as hats, eyes, and buttons. A pipe cleaner inserted and glued to the top of the ornament provides a hook.

Decorating the tree, is usually a family project, enjoyed by both young and old. Preparing the decorations for the tree can be equally enjoyable and memorable.

Christmas Greetings

from the officers and employees of

The First National Bank

YOUR HOME OWNED BANK OF MULESHOE

OFFICERS: EMPLOYEES:

- | | |
|------------------------|-----------------|
| M. D. Gunstream, Pres. | Dean Sprayberry |
| Harmon Elliott | Janice Gaede |
| E. O. Baker | Fern Warren |
| Robert Alford | Josephine White |
| Gladys Myers | Janice Oliver |
| | Alva Lee Peeler |
| | Coralyn Hicks |
| | Jo Dean Jarman |
| | Linda Ethridge |
| | Ann Broyles |
| | George Cabrera |

The First National Bank looks forward to serving each of you many times again in the year 1961. We pledge to hold our standards of friendly and courteous service high.

Member Federal Deposit Insurance Corporation

224 South First Phone 7770



Season's Greetings

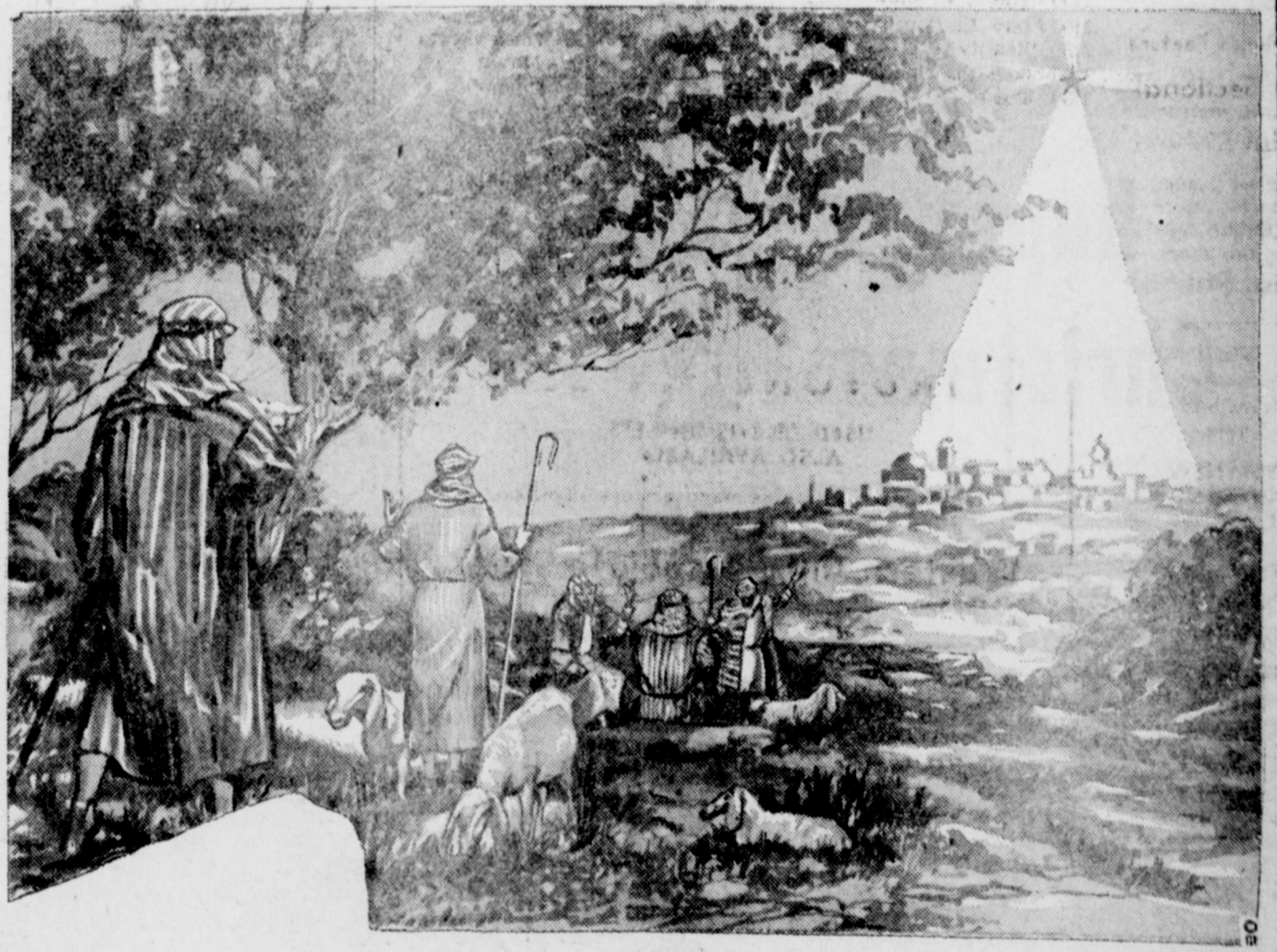
We take this opportunity to express to our many friends our sincere appreciation for their loyalty and good will.

WIEDEBUSH & CHILDERS

The Management and Employees of KING BROS. GRAIN & SEED COMPANY

Wish You Each A

Merry Christmas



We publicly thank our many patrons for their continued trust in the service of King Bros. Grain & Seed Company. We welcome you again throughout the year 1961.

We hope you will each enjoy a prosperous 1961

KING BROS. GRAIN AND SEED CO.

PHONE 2410

MULESHOE, TEXAS

Merry Christmas to All

May the Joy and Peace of Christmas always be with you



We appreciate the patronage our customers have brought our way in the year 1960. To each of you may we extend our most sincere best wishes for a most happy Christmas

It has been a pleasure to serve our many customers on the West Plains of Texas with elevator service and quality fertilizers. We take great pride in having opened a new service in 1960 for our regular customers — the CO-OP FARM SUPPLY STORE of Muleshoe

FARMERS CO-OP ELEVATOR

C. L. PEAT, Manager

Muleshoe and Clay's Corner, Texas

CO-OP FARM SUPPLY STORE

A. W. KIMBREL, Manager

Muleshoe, Texas

Serving The West Plains