



THE LAND OF UNDERGROUND RAIN—WHERE THE WHEAT AND COTTON BELTS MEET



THE MULESHOE JOURNAL



Dedicated to the Progress and Development of Bailey County and the South Plains of Texas

LITTERA SCRIPTA MANET—THE WRITTEN WORD ENDURES

MULESHOE, County Seat of Bailey County, TEXAS, THURSDAY, DECEMBER 21, 1939

VOLUME 17 NUMBER 48

\$60.00 Cash and Several Turkeys To Be Given Away Here On Saturday Santa Claus Has Kiddie Gifts

That the Christmas spirit will reign supreme in Muleshoe next Saturday is the consensus of opinion expressed by business men here who are making arrangements for a combination celebration of Yuletide and Trades Day.

Information has been received from Santa Claus that he is leaving his home at the North Pole sometime this week and will be in Muleshoe not later than Saturday morning. He is anxious to meet all the children and will have gifts of various kinds for them.

Business men taking advantage of the crowd of both old and young who will be here on that day, are planning to make some big awards to good citizens present. For some time past they have had a pot of money that has been gradually accumulating until it has now reached a sum of about \$60.00 which is to be split into several gifts, the first being \$25.00. Other denominations will be \$15, \$10, and two of \$5 each. No one can tell upon whom Santa Claus will smile upon when these awards are made at three o'clock that afternoon, so everyone should be sure to be present.

Another anticipatory feature many will look forward to is the fact that several turkeys, fat and plump, all delightful birds to grace the Christmas table of anyone, will be turned loose from the top of the city water tower to fly off in the distance, and anyone who catches these birds may keep it for his own for himself and friends to enjoy Christmas day. These birds will begin flying from the tower at 11:00 a. m., and others will be turned loose each hour until 3:00 p. m., inclusive. Visitors are urged to get their running shoes on so as to take best possible advantage of these live planes of the air as they soar off into the distance.

Everybody for miles around is not only invited but urged to be here next Saturday and enjoy the various features of the day.

At the meeting here last Saturday awards were made as follows: N. H. Cummins, \$7.00; Mrs. Finley White, Gus Prioboth and Mrs. Maude James, \$2.00 each, while another \$2.00 in small change was cast over the crowd, "finds being winners."

WIDE REPRESENTATION OF TECH STUDENTS

Lubbock, Dec. 19.—One hundred eighty-two Texas counties, 21 states, Mexico, Hawaii and the Canal Zone are represented in Texas Tech's 3,800 students enrolled this fall. Seventy-six percent of the 152 students registered from other states are men.

Leading in numbers among Texas counties are Lubbock, with 978; Hale, 107; Dallas, 88; and Lamb 63. Tarrant and Hockley counties tie for fifth place with 76 students each enrolled.

POST OFFICE CLOSED ON CHRISTMAS DAY

The post office in Muleshoe will be closed Christmas day, according to A. J. Gardner, who also says the windows will be open, Sunday afternoon, Christmas eve, after the trains run to deliver packages, but no packages will be received for mailing at that time.

Buy it in Muleshoe!

Xmas Programs To Be Given By The Churches

A holy Christmas will be observed in Muleshoe this weekend by the local churches to which all members and visitors are invited to attend.

Friday night the Methodist church will observe a White Christmas and everyone attending the program are asked to bring a gift wrapped in white paper to be given to some needy family of the town.

The Christmas program composed of readings, singing of Christmas carols and other entertaining features will be presented in the church auditorium and possibly various Sunday school classes will have their Christmas trees in their respective rooms, according to report.

Mrs. Edna Buford Butts, Francis Gilbreath, Arnold Morris and Alvin Farrell are on the decorating committee, while Mrs. R. N. Edwards and Mrs. Mills Barfield compose the program committee.

Saturday evening of this week the local Baptist church will have their annual Christmas service and program. A Christmas tree will be a feature attraction and arrangements are being made for old Santa Claus to be present, according to report.

An interesting and entertaining Christmas program is being arranged to be given with Mrs. Byron Griffiths and her assistants in charge.

Christmas Party Is Held by Women Of Co. H. D. Clubs

The home demonstration clubs of Bailey county closed the years work with a Christmas party in the Legion hall in Muleshoe Wednesday evening of last week.

The hall was decorated in Christmas motif with a brilliantly lighted Christmas tree as the center of attraction.

The guests came filled with Christmas spirit and ready to enjoy the many games which were conducted by various club members in the county and by Miss Lillie Gentry, county home demonstration agent.

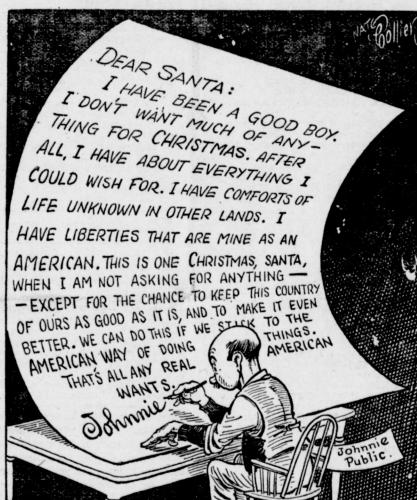
Numerous Christmas games were played, big saw puzzles of Christmas scenes were contended. New Year's resolutions were written, and Christmas carols were sung. Then came old Santa's part in the picture when gifts were distributed to every one present.

Miss Gentry seemed the most surprised of all when she drew the lucky number to receive lovely gifts from the clubs in the county and the county home demonstration club.

After the gifts were distributed, refreshments of candy and apples were served to about 60 people who attended.

A \$50.00 residence is to be built for Dr. Homer Price Raney, recently installed president of Texas university.

THE LETTER TO SANTA



1939 Study Club In Gift Mood For All Needy Of Town

The 1939 Study Club met at the home of Mrs. Connie Gupton, with Miss Lillie Gentry as co-hostess Thursday evening of last week for their Christmas party.

Roll call was answered by each giving their favorite Bible quotation, after which the regular business session was conducted.

Mrs. Joe Dameron was elected as a new member, and Mrs. Ray Griffiths gave Dickens's Christmas story in very entertaining manner.

"Silent Night," and other Christmas carols, were sung by the group. The entertaining rooms were appropriately decorated for the occasion carrying out the Christmas motif and spirit. A brilliantly lighted Christmas tree was a feature attraction and gifts were exchanged among members. Each attending brought a toy of equal value to be given to some needy child of Muleshoe.

Miss Elizabeth Harden and Mrs. Jess Osborn were elected as a committee to help distribute these toys and work with other like committees of the town to see that the needy children receive a gift Christmas.

Tasty refreshments of cheese and olive canapés, short bread cut in the shape of tiny Christmas trees and coffee were served. Baskets of Christmas candies were plate favors.

The next meeting will be held Thursday evening January 11, at the home of Miss Elizabeth Harden with Miss Helen Jones acting as co-hostess, at which time new officers for the ensuing year will be elected. A parliamentary drill will be conducted by Mrs. Earl Hicks.

The U. S. Treasury officials announced last Saturday the gold stocks in this country had increased \$52,232,100 over night raising the total to \$18,518,222,794; but refused to tell where the gold came from.

Muleshoe Boy Scouts Win High Honors And Banners

Muleshoe Boy Scouts are making a record of which the citizens of this town may well be proud, according to Geo. A. Holland field scout executive from Lubbock who was here last Tuesday checking upon their activities.

Holland says in a recent troop inspection Muleshoe scouts received a total of 692 points, giving them an A rating, and being one of 10 such troops to receive such high acknowledgment.

Holland explained, consists of boys attendance and advancement, activities, boys life, leadership and committee activity, camping equipment, first aid equipment, program-making, budget plan number of scouts in the troop and the degree to which the troop is putting over the scouting program.

Another award received by Muleshoe Scouts in a 100 per cent banner for Boys Life, the official scout magazine. This being the only troop in the South Plains council of 20 counties to receive such a banner.

Holland said Scouts of this area are now looking forward to a district meet to be held here the second week in February, the exact date not having yet been set. In this meet will be 20 patrols competing; four such patrols being from Muleshoe. It will be held in the local high school gymnasium.

There are now 28 active scouts in Muleshoe. Ed Lane is scoutmaster, with Jack Lenderson and Hardy Williams assistants.

LUBBOCK PLAYS FRIDAY WITH DALLAS SQUAD

Woodrow Wilson and the Lubbock Westerners will play the final state championship game at Dallas Saturday afternoon.

Lubbock lost the coin flip for the day being the first flip she has lost this year.

The game will start at 2:03 p. m.

Dairy Experts From Tech and Other Points Here Friday Discussing Need of More and Better Cows

Malby Drills A 2,000 Gallon Well On His Farm

R. C. Ireton, local driller, last week completed a fine irrigation well for G. T. Malby, who recently bought 160 acres of the Jim Cook land located about six miles west of Muleshoe.

The well, an 18-inch hole, was drilled 100 feet deep, in a high 90 feet of steel casing was set upon completion. The first stratum of water was encountered at 26 feet, according to Ireton, the second at 40 feet, and from there on down to the bottom of the hole there is water-bearing gravel.

In the well is installed a large size Peerless pump at a 60 foot level, which is propelled by a Ford V-8 Mercury engine, the well having been developed to produce 2,000 gallons per minute. It is said the flow from the well shoots out in horizontal line a full four feet before it begins to break down toward the earth.

Malby has an excellent tract of farm land, every foot being capable of irrigation and crops grown this coming year will all be produced in that manner.

Malby has recently finished a nice residence building and other necessary buildings for the farm for general agricultural purposes. He expects to move his family here from Clovis, N. M., in the near future, making this their future home.

Red Cross To Give Baskets Of Food Fruit and Candy

Under direction of the local Red Cross society, good-fellows, men and women of Muleshoe will participate in a Christmas cheer program of gifts for many of the underprivileged of this community. Co-operating with this organization will also be members of local churches, clubs and other organizations in the humanitarianism.

Nearly \$50 recently raised by the Red Cross at a basketball tournament has been expended for fruit, candy and food of various kinds, which will be sacked and given to the kiddies. Several toys of various kinds, are also on the gift list. Between 16 and 20 full dinners will be delivered to families who otherwise may not have any special Christmas cheer.

Lists of unfortunate needy are now being prepared by county officials and the distribution of Christmas cheer will be made Friday evening and Saturday morning.

PORTALES TURNS LOOSE 89 TURKEYS XMAS

Announcement is made that citizens of Portales, N. M., will release 89 nice fat turkeys at various hours Thursday of this week. Grabbers are keepers.

Plans are also made to give nearly 3,000 bags of candy, peanuts and fruit to the kiddies of that town.

Be loyal to home town interest!

A very interesting and instructive meeting of dairymen farmers and others interested in milk and cream production was held here at the High school auditorium Friday of last week.

The meeting was also attended by Pete Smith, Plainview Chamber of Commerce secretary, who was chairman of the meeting; Capt. Winfield Holbrook, Plainview; Mark Uderson, dairy manufacturing department Tech college Lubbock; N. C. Find, animal husbandry department, Tech college; E. I. Chilcott, FSA farm management division Amarillo; Henry Teubel, manager Swisher Co. Creamery, Tulsa; John Palermo county agent, Swisher Co. and J. W. Day, manager Plains Co-operative creamery Plainview, as well as by local county officials.

This meeting was one of a series being held over the Plains area of interest of increased dairying, and was sponsored by Tech officials and officials of the South Plains Dairy show held annually at Plainview.

Capt. Holbrook in the opening talk urged obtaining of better and more productive type of dairy cattle. He emphasized that dairy products were the biggest crop of any kind raised in America, being approximately 26 per cent of the total. He declared that Hale county had an annual sale of more than a million dollars worth of products and was steadily increasing.

He brought to the fact that the U. S. has more milk cows than any other country in the world, yet its average production is quite low. Denmark he said, has two and a half times as many cows as there are in the United States. He declared that in the West Texas milk and butter had been grading low, but was now coming on a par with the productions of other states, such improvement being noted during the past 10 years.

It was stated by Mr. Teubel that in 1927 there were no cheese factories in this state; but now there were nine on the South Plains area.

Mr. Pederson emphasized that the cost of producing butter fat in Texas ran from 17 to 48 cents per pound, according to the kind of cows kept and the feed given them. In West Texas he said that cost often ran up to 89 cents per pound. However he said such excessive cost did not take into consideration the value of skim milk when fed to hogs, calves and other animals.

Mr. Fine told of the low average production of milk covers the nation over, contrasting such production with that of pure bred animals of real milking strains. He emphasized the value of keeping correct records of receipts and disbursements. About 70 per cent of the cost of producing a pound of butter fat lies in the kind of feed fed the cows, he said. A balanced ration was advised for all dairy feeders.

The afternoon session was devoted to further discussion of dairy animal breeding and of diseases to which such bovines are subject.

Gov. O'Daniel, who has a record for not paying his poll tax, has been urged by officials to do so this year.

EDITORIAL AND FEATURE PAGE

THE MULESHOE JOURNAL

Entered as second-class matter at the Muleshoe Postoffice under the Act of Congress, March 3, 1879.
JESS MITCHELL, Editor.

SUBSCRIPTION RATES

In Bailey County, one year, \$1.50; Outside of County, one year, \$2.00.

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

Obituaries, cards of thanks, and resolutions of respect will also be charged for at the same rate.

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of the Muleshoe Journal will be gladly corrected upon its being brought to the attention of the publisher.

In case of errors or omissions in local or other advertisements, the publisher does not hold himself liable for damage further than the amount received by him for such advertisement.

Editorial

Every Great Attempt Is Glorious Even If It Fails

YOUR STAR

Creeds of men have been assailed, hopes of men have been destroyed, fear, hate and greed have been rampant, suffering endured, at other Christmas-tides. These hardships are old but this day is new with each year. Whatever creed you may profess, whatever home you may inhabit, whatever loss you have suffered, you come to this, your new Christmas. It is not a thing to disappear or to be lost through the power of any living being. Your Yuletide is your own and no man can take it from you. The spirit is inside of oneself and that will not be conquered. There is no command or tyrant, now or ever, who can rid this heart of the glory of God in the light that comes from the Christmas star.

The many nations who have heretofore celebrated this day for its real meaning, who have cried good-will and kindness, who have not been blinded by smoke and unable to see the star. If those great in world affairs, if those little in world events, could vision its glory as it continues to shine down on this earth, would not its sparkle, strength and wisdom guide them now as it did at the birth? Those were the wisest of men who followed in the wake of that star which led to a glorious young life, to a spiritual existence, powerful over life and free over death. The light is today just as bright as it leads to the white glory, the love of Christ for his children and the love of man for man.

How much springs from the Christmas star, what good will and faith it reflects to those who see its glow! There is not a man whose heart has not helped to reflect its radiance at sometime in his life. Can he cast out the beam if he would?

As we say our yuletide greetings we send a prayer to the following: The homes in Muleshoe are receiving our heartfelt recognition of the joyful season, the families of Bailey county share with our dear ones in the peace and the spirit of Christmas while the star of Bethlehem to overcome all clouds as we give love of each for the other shine as to overcome all clouds as we give our greeting of "Merry Christmas."

Farm Committee For Bailey Co. Is Re-Named

Last Monday night, community meetings were held at Progress, Needmore and Watson for the purpose of electing community committeemen for the three communities in Bailey county.

Community A which met at Progress, elected as community committeemen: Roland Bigham, chairman; E. L. Smith, vice-chairman; K. H. Burman, third regular member; Jeff White, first alternate, and John H. Farley, second alternate.

Community B, which represents the southwest territory of Bailey county, the meeting of which was held at Watson, elected the following members as community committeemen: Eugene F. Ezell, chairman, George Henderson, vice-chairman, Grady W. Newman, third regular member; Nolan O. Sullivan, first alternate, Bill Lebow, second alternate.

At the Needmore meeting, which is Community C and is composed of the southeast portion of Bailey county, there were elected as community committeemen the following: W. R. Carter, chairman; Artie B. Simmons, vice-chairman; Samuel H.

Pierce, third regular member; Jesse Richardson, first alternate; J. C. Williams, second alternate.

At each of these meetings a delegate and alternate delegate was elected for the purpose of meeting at the county office to select the 1940 County committeemen. The delegate elected for Community A was W. L. Key and the alternate delegate was Bill Brooks. The delegate for Community B was Dave V. St. Clair, James A. Johnson, alternate delegate. For Community C the delegate was W. M. Pool, Jr., and Jesse Richardson, the alternate delegate.

The above delegates for the respective communities met at the County office Tuesday and elected the 1940 County committee for Bailey county. Roy F. Sheriff was re-elected chairman, Lorne Arnold, vice-chairman and W. R. Carter the third regular member. First Alternate to the County committee is Eugene F. Ezell, Community B, and second alternate is John H. Farley of Community A.

MRS. GRIFFITHS HOSTESS TO YOUNG PEOPLE

Members of the Young People's department, Baptist church, were entertained with a delightful Christmas party at the home of Mrs. Ray Griffiths Monday evening.

Entertaining and amusing games were played. Gay Christmas decorations carrying out the holiday spirit were used throughout the entertaining room and the lighted Christmas tree held high attraction. Gifts were taken from the tree and exchanged among the members of the department, after which tasty refreshments of sandwiches, hot spiced tea and Christmas cookies were served. Clever plate favors carried out the Christmas colors of red and green.

Other guests besides members of the Young People's department were teachers and Mrs. W. C. Cox and Rev. and Mrs. F. B. Hamilton.

BUILDERS SS CLASS IN CHRISTMAS PARTY

Monday evening, members of the Builders Sunday school class, Methodist church, were entertained at the church annex with a Christmas party.

Each guest brought a toy for the nursery department of the church. Following a full evening playing games and singing Christmas carols, being accompanied by Mrs. R. N. Huckabee at the piano, delicious refreshments of cheese sandwiches, fruit cake and coffee were served.

Members of the class presented Mrs. Beulah Carles, substitute teacher of the class with a beautiful Christmas gift.

Those present were: Mrs. Katherine McNeess, Mr. and Mrs. Jack McNeess, Mr. and Mrs. Jim Cox, Mr. and Mrs. Buford Butts, Mr. and Mrs. Alvin Farrell, Mr. and Mrs. Alvin Hobbs, Mr. and Mrs. Jim Perle Little, Mr. and Mrs. Jim Burkhead, Mr. and Mrs. Francis Gilbreath, Mrs. Carles, Rev. and Mrs. R. N. Huckabee.

MIGHTY NIMRODS BRING BACK THE GAME

Ray Griffiths and O'Neill Rockey returned from South Texas last Sunday evening, each bringing back with them trophies of the chase, handsome young deer bucks with horns of legal length. Hides will be tanned and heads will be mounted.

It was Mr. Griffiths' first experience at deer hunting and the first buck he had killed. Fellow citizens thought for a while the price of hogs might be advanced a dollar per hundred; but Ray's better judgment finally prevailed.

Other members of the hunting party had a delightful trip and good hunting; but failed to connect with the game.

METHODISTS PLAN EARLY YOUNG FOLKS SERVICE

A worship service for young people will be held at the Methodist church Sunday morning, beginning at 9:45 o'clock, with college students who are home for the Christmas holidays in charge of the program.

The service will be conducted in the church annex and all young people are urged to be present.

Boys Lose While The Girls Win Games In Basketball

Tuesday night the first home basketball games of the season for the Muleshoe High school teams were played here at the local gymnasium with the girls and boys teams from Farwell, a large crowd of basketball fans and interested persons attending.

The local girls were victorious with scores of 33-15. The starting line-up being: Leona Lee, Catherine Starkey, Cleas Poinier, forwards; Maxine Harris, Vedna Lyn Bell, Mary Hays, guards. Substitutes were Eula Bell Starkey, Mary Hain, Viva Mae Askew and Imogene Lowry.

The Farwell High school boys teams took the larger end of the scores home with them 25-15.

The local boys starting line-up was: Jack McNutt, center; Gordon Morris, forwards; Thomas and Barbour, guards.

Walter Mueller was referee for both games.

The next home games will be played Tuesday evening, January 9. Friday night of last week the Muleshoe High School boys and girls basketball teams went to Amherst to participate in games with teams of that place.

The local High school girls played the Amherst outside team and brought the largest end of scores home, 21-5, while the Muleshoe High school boys were defeated by the Amherst High school boys team to the tune of 28-14.

Both games were interesting and thrilling throughout, with all players showing excellent sportsmanship.

THE PERSONS HOSTESSES TO WILLING WORKERS

Members of the Willing Workers class, Methodist church, were delightfully entertained Friday evening of last week in the home of Mr. and Mrs. Finley Pierson.

The entertaining room was beautifully decorated in Christmas colors.

After various games and contests, Rev. R. N. Huckabee acting as Santa Claus, distributed gifts to the delight of all.

The following members and visitors were present: Billie Pierson, Paul Gardner, Frank Foster, Gayle Farrell, Mary Frances Jordan, Eula Bell Hart, Emma Lou Locke, Helen Holt, Mr. and Mrs. Archie Pool, Rev. and Mrs. R. N. Huckabee, Mrs. R. N. Edwards, the host and hostess, Mr. and Mrs. Finley Pierson.

Refreshments of angel food cake, topped with whipped cream and hot chocolate were served. Archie Pool is teacher of this class.

ART NAMES SHOW IS HERE NEXT WEEK

Art Names Big Tent Theatre will be in Muleshoe all week starting Monday, Dec. 25. Art played Farwell last week and is in Priona this week, and the report from those places is that he has the best show this season he has had in years.

He has two feature comedians on the show this season, Jack Campbell, who is well known to the people of Muleshoe, and Duffie Arthur, formerly comedian with Brums and Harley Sadler.

Both of these clever comedians will be doing comedy parts in the play Monday night.

Art's tent is well heated and the admission Monday night will be only 10c for children and 15c for adults—and positively no extra charge for reserved seats.

CHRISTMAS PROGRAM AT Y L SUNDAY

Sunday night a Christmas program will be given at the Y. L. school building. A community Christmas tree will be a feature entertainment and all children of that neighborhood are eagerly looking forward to being greeted by old Santa Claus, according to report.

A joyful and entertaining evening is being planned. Donations have been made by people of the Y. L. community and Muleshoe citizens sponsoring the tree.

MULESHOE GINS TURN OUT 4,073 BALES

There were a total of 4,073 bales of cotton ginned here by the three Muleshoe gins up to Wednesday noon, of this year's crop.

LETTERS TO SANTA CLAUS

Dear Santa: I am a boy 8 years old. I go to school. I am in the second grade. Please send me a ship that explodes, and a air rifle and a pair of boxing gloves. Thank you. Billie King

Dear Santa: I am a little girl in the third grade at school and I love you Santa. Please send me a big doll and a trunk full of clothes, a set of dishes and a set of silver ware and a doll bed. Your friend, Imogene King.

BEAVERS HOME HOSTESS TO THE "MOORE" CLASS

The "Moore" class of the Methodist church met Tuesday night at the home of S. C. Beavers for the Christmas party.

Mrs. R. N. Huckabee was in charge of various games, carrying out the Yuletide season. One feature of the evening was an exchange of gifts, names having previously been drawn.

Refreshments of candy and fruit were served.

The following members and visitors were present: Deon Awtry, Marshall Morris, Willis Farrell, Doris Churchill, Catherine Starkey, Clea Nell Bayless, Rev. and Mrs. R. N. Huckabee and the host and hostess, Billie Beavers and Mrs. Beavers.

Mr. Lumsden is teacher of this class.

YOUNG METHODISTS PLAN GIFTS AND SONGS

Members of the Young People's department Methodist church, are planning to prepare several Christmas dinners to distribute to needy families of the town. Each class is contributing various courses for the dinners, with chicken being the main dish.

Last Sunday members of the Children's department brought candies to be given to needy children, Christmas.

Following church services Christmas night, a group of members of the Young People's department are planning to go Christmas caroling to various parts of town.

West Camp News

Mrs. Lois Blakely is reported improving rapidly from an operation sustained in a Clovis hospital last week.

Mr. and Mrs. H. H. Copeland and Woodrow visited relatives in Houston last week, Grandmother Copeland returned home with them.

Elder W. B. Wages of Morton, past pastor of the West Camp church visited her last Thursday and Friday.

Virginia Ruth Robertson attended to business in Lubbock, Monday.

More than 5,550 Texas farmers have bought farms with financing through agencies under supervision of the Farm Credit administration during the past four years, according to A. C. Williams, president, Federal Land Bank, Houston.

CHOICE FLOWERS

FOR PARTIES, CHURCH AND ALL SOCIAL AFFAIRS

Funeral Flowers

OUR SPECIALTY

Delivered to you Promptly and in Fresh Condition

Mrs. B. W. Carles

AGENT

PHONE 47, MULESHOE

Progress News

Clubbers Enjoy Christmas Party

Mrs. O. Q. Holley and daughter, Miss Evelyn, entertained members of the Progress H. D. club with a lovely Christmas party in their home, Friday afternoon of last week.

The Christmas tree was loaded with gifts for all. There were also several Polynya gifts exchanged. A delightful program was given.

Puns were recited and Christmas stories were told. The entire group sang "Silent Night, Holy Night," and "Jingle Bells."

Cake and hot chocolate was served to all.

The next meeting will be with Mrs. Jim Cook, January 2, 1940.

Mr. and Mrs. Rosa Goodwin left Wednesday of this week for Okla. to spend Christmas with their parents.

Don't forget the community Christmas tree next Sunday night.—Reporter.

MULESHOE STUDY CLUB HAS CHRISTMAS PARTY

The Muleshoe Study club's Christmas party was held at the home of Mrs. Melba Moore Thursday night, of last week.

Miss Eunice Florence, leader, gave a most interesting and enjoyable talk on, Christmas Customs of Other Lands. She then introduced Mrs. Jane Beavers, who told the Christmas story, "The Other Wise Man."

After this entertaining program, gifts piled around the beautiful decorated Christmas tree, were distributed by Ray Watson Moore to the members.

A delicious salad course with coffee was served to the guests with favors and color scheme carrying out the holiday season.

British airplane factories are reported to now be turning out planes at the rate of 1,900 per month, while French factories are making them at the rate of 400 per month.

The Muleshoe Journal

Announces A Special Subscription Rate to This Newspaper Of

\$1 per year

DURING THE MONTH OF
DECEMBER

THIS OFFER IS GOOD ONLY IN
BAILEY COUNTY

Add 50 cents for subscriptions outside of Bailey county, this also being a 50 cent reduction from the regular price.

By Special arrangement, subscribers may receive the Muleshoe Journal and the Dallas Semi-Weekly News, both for an entire year for only—

\$1.50

This special offer good for either New or Renewal Subscriptions and will

POSITIVELY CLOSE DEC 31st

Also, Money-Saving Prices on Other Newspapers and Magazines

The Muleshoe Journal

Stop
Scratching.
Santa..



THE IDEAL GIFT IS SOMETHING USEFUL... AND WHAT IS MORE USEFUL THAN "Something Electrical"?

There is still time left to pick out that "last minute something" that will please every member of every family. Any employee will be glad to assist with your Christmas shopping.

All the Employees of the Entire Company take this means of wishing you and yours...

The Merriest Christmas and the Happiest of New Years

Texas-New Mexico Utilities Company



Ray Griffiths
Elevator



We take this privilege in wishing our many friends and customers a Merry Christmas and a Prosperous New Year.

Kennedy-Yonaka
Washerteria
Glenn Yonaka, Proprietor



C. Layne
Welding Shop



Cecil H. Tate



MULESHOE MOTOR CO.



Merry Christmas to you—our friends, neighbors and customers. We gladly join with others whose privilege it has been to serve you, in sending our heartiest holiday greetings!

PALACE THEATRE



EDWARDS GIN CO.

R. N. EDWARDS, MRS. EDWARDS, W. O. HAMPTON, J. E. HIVEY
R. E. WILLIAMS, CLETIS HOLLOMON, R. L. MURDOCK,
B. F. MURDOCK, O. W. HENDRIX, W. T. HENDRIX, J. E. BURRIS
MORRIS DOUGLASS



O. G. Dickenson



Muleshoe
Elevator, Inc.



W. C. COX



May boundless holiday cheer be yours during this glorious Christmas season. To our friends and customers, whose numbers are ever-increasing, we express our appreciation for your loyalty.

Muleshoe Ice
and Produce



Holt Oil Co.



One of the greatest pleasures of Yuletide is the opportunity to wish each of our customers and friends a Merry Christmas.

VALLEY MOTOR COMPANY
Chevrolet Sales and Service



MAGNOLIA PETROLEUM
Wiedebush and Childers, Agent



Muleshoe
Abstract Co.



I hope the Christmas star shines bright for you, lighting your way to success and happiness during the holiday season and the coming year.

Helen Jones



BORDER GROCERY
ORDER FROM BORDER



THE TEXAS CO.
Sam E. Fox



PHILLIPS PETROLEUM CO.
Harold Wyer, Agent



FINLEY R. WHITE, BULA KISTLER, THURL J. LEMONS, LONNIE ARNOLD
JOE B. ALSUP, MILDRED DAVIS, ROY F. SHERIFF, MRS. LILLIAN SELLERS
J. C. SMITH, HAZEL SEEDS, W. R. CARTER



The spirit of friendliness of this glad season reminds us of your good will during the past year. To each of you I wish a very Merry Xmas!

J. J. WILLIAMS



We wish to take this opportunity to wish each of you a very Merry Christmas and to express our appreciation of your patronage during the past year.

DAMRON DRUG STORE



McREYNOLDS LUMBER YARD



A Merry Christmas to You!
And along the New Year's trail,
May Joy be waiting everywhere,
Good Fortune—NEVER FAIL!

R. L. Brown



**Muleshoe
Bakery**



TRIPLE O BEAUTY SHOP



December 26th marks our first anniversary of service to Muleshoe business concerns, and coming the day after Christmas gives us double reason for greetings. We sincerely appreciate your patronage during the past year and wish you a Merry Christmas and Happy twelve months throughout the coming year.

DALBY MOTOR FREIGHT LINES INC.

FISHER FRANKS,

Agent



Best Wishes for the Christmas season! Your continued patronage will be appreciated, and we shall endeavor to serve you to the best of our ability.

PANHANDLE SERVICE STAT'N

and Wholesale
H. C. HOLT, HORACE HOLT, CLYDE HOLT
ARTIE COX, HOWARD COX, WAYNE WALLACE
EBB STERLING, JOHNNIE JONES



St. CLAIR VARIETY STORE



W. E. RENFROW, SHERIFF



**CHRISTMAS PEACE ON EARTH
1939 * 1939**

BEAVERS GROCERY & MARKET

We wish success to all our friends,
Now can't you guess the reason?
We're grateful for your patronage,
And 'tis the Christmas season.



Ray C. Moore

MRS. NEIL ROCKEY
MRS. GEO. JOHNSON
N. L. JOHNSON
JACK BARBOUR
MRS. D. A. WINBOURN
MRS. OLAN JENNINGS
MRS. LEON MCINN
MRS. JACK LENDERSON
MRS. ALVIN FARRELL



May the spirit of Christmas remain with you throughout the coming year. We pledge ourselves to strive harder than ever before to merit your confidence and patronage.

**King's Food
Market**



Along with our thanks and appreciation for your patronage, we wish you a Merry Christmas.

**Taylor Ice &
Produce**



HERES WISHING
YOU ALL THE
HAPPIEST
HOLIDAY SEASON
Christmas
TO BE JOLLY
1939

Your Mileage Merchants in Muleshoe

**R. L. BROOKS SERVICE STATION,
LOUIS RICE SERVICE STATION
CONTINENTAL OIL CO.**

W. M. McHORSE
Commission Representative



Our Christmas would not be complete unless we expressed our deep appreciation for your patronage, and wished you every success for the coming year.

E. R. HART COMPANY



Merry Xmas and
Good Wishes

Gilbreath's
Grocery



HIGGINBOTHAM-BARTLETT CO.

CLARENCE GOINS



Merry Christmas to you—our friends, neighbors and customers. We gladly join with others whose privilege it has been to serve you, in sending our heartiest holiday greetings!

WAGNON GROCERY & MARKET



**O. K. RUBBER WELDING AND
SERVICE STATION**
WILL HARPER



**OPAL'S SHOPPE
and BEAUTY SALON**



**TAYLOR'S
Cleaners and
Barbers**

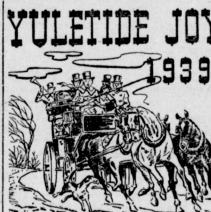


**Robinson's
Shoe Shop**



ARNOLD MORRIS AUTO CO.

MARSHALL MORRIS, J. W. HOLMES, FRANCIS GILBREATH
ALVIN FARRELL, BUFORD BUTTS, ARNOLD MORRIS



**Phillips Service
Station**
Herstine Beller

**Dyer Hardware
and Furniture**



One of the greatest pleasures of Yuletide is the opportunity to wish each of our customers and friends a Merry Christmas.

MODERN FOOD MARKET

G. O. JENNINGS

MELVIN PRIBOTH



FRY & COX BROTHERS



LANCASTER-GREEN CLINIC



We wish to take this opportunity to express our appreciation for your patronage and hope that we may continue to serve you in the year to come. It is our sincere wish that every one of you enjoys the joy and happiness of Christmas and the holiday season.

CARL LAMBERT IMPLEMENT Co.

John Deere Tractors and Zenith Radios



May boundless holiday cheer be yours during this glorious Christmas season. To our friends and customers, whose numbers are ever-increasing, we express our appreciation for your loyalty.

**Little's Feed and
Seed House**



**Alsop Insurance
Agency**
General Insurance



We wish you peace,
We wish you joy,
Success in all you do!

May all good things
You're wishing for
This Christmas bring to you.

M. G. MILLER



We hope the Christmas star shines bright for you, lighting your way to success and happiness during the holiday season and the coming year.

MULESHOE STATE BANK

LOCALS

● Mrs. H. B. Mathis was nominating in Clovis, N. M., last Monday.

● Misses Elizabeth Hadden and Little Gentry observed the sights of Clovis, N. M., last Monday.

● Rev. and Mrs. R. N. Huckabee and daughter, Miss Elizabeth, were in Lubbock, Tuesday.

● Arthur Briggs of Lubbock, transacted business in Muleshoe Friday of last week.

● R. E. Willis, of Tech college Lubbock is home for the Christmas holidays.

● Mr. and Mrs. Ed Evans and small daughter, of Taft, Calif., are here and Mrs. Ray Griffiths, parents, Mr. and Mrs. Good Harden made a trip to the Curry county, N. M., metropolis last Tuesday.

● WANTED: Cream, Poultry, Eggs, Schaeffer Produce, Muleshoe. 43-1fc

Damron's

THE Drug Store of Muleshoe
"In Business for Your Health"

IDEAL XMAS GIFTS

● **PHILCO**
CONSERVATOR ELECTRIC
REFRIGERATOR
6 1/2 foot, regular \$228, Special
Price only—
\$169.95

5 foot REFRIGERATOR, regular
\$179.95 for only—
\$139.95

Contains extra storage space—
guaranteed under five year pro-
tected plan. Makes an IDEAL
Christmas Gift!

Ladies—

Wardrobe Bags
Overnight Bags
Gladstone Bags
Nice Brush Sets
69c to \$5.00

Men's Shaving Sets
Package Sets
Razors

Ladies and Men's
Coty Sets

Perfume and Toilet
Sets of All Kinds

HAIR BRUSHES
DuPont and Prophylactic

LAMPS
BEDROOM and READING

BIBLES
ALSO, NICE ASSORTMENT—
PHILCO RADIOS
To Suit the Desire of Everyone!

NICE PIPES
SCHAEFFER FOUNTAIN PENS
KINGS CANDIES
OF ALL KINDS

DAMRON'S DRUG
STORE
THE REKALL STORE
We fill any Doctor's Prescription

● A real two hour show at Art's
tent on Monday night. Adm. Kids,
10c; adults, 15c. No extra charge for
reserved seats. 48-1fc

● Atty. Charles Clements of Plain-
view attended District court here
Monday.

● J. M. Locke and Sam C. David-
son of Amarillo, were in Muleshoe
on business, Monday.

● Mr. and Mrs. A. W. Copley and
daughter, Doris Jean, were in Lub-
bock on business, Thursday.

● Carl Tidwell of Enoch, attended
to business and visited various ac-
quaintances in Muleshoe, Monday.

● Attorney Sam Aldridge of Far-
well, attended District court in
Muleshoe, Monday morning.

● Miss Lillie Gentry attended to
business and visited in Lubbock
Saturday evening of last week.

● Johnny Tucker, student at Tech
college Lubbock, is spending the
Christmas holidays here with home-
folks.

● Mrs. James A. Gowdy and daugh-
ter, Miss Gloria Gowdy, visited in
Clovis, N. M., Saturday afternoon.

● Mr. and Mrs. Morris Childers and
Mrs. Rudolph Weidubush were Am-
arillo visitors Thursday of last week.

● C. C. Hopper of Watson, transacted
business in Muleshoe Monday
morning.

● Attorney J. D. Thomas of Far-
well, attended District court in
Muleshoe, Monday.

● V. C. Weaver of Bula, transacted
business and visited in Muleshoe
Monday morning.

● Mr. and Mrs. Arnold Morris and
family will spend the Christmas
holidays at Petrolia visiting her
relatives.

● Mr. and Mrs. Cecil H. Tate and
family will leave Friday for Gid-
dings to spend the Yuletide holidays
with her parents.

● Rochester Haddaway of Fort
Worth was here Friday of last week
looking after his extensive land
interests in Bailey county.

● Prof. and Mrs. C. L. Sone left
Thursday for Pampa where they
will spend the Christmas holidays
visiting relatives and friends.

● Jim Alsop of Littlefield and
Charles Alsop of Sudan, spent the
weekend in Muleshoe visiting home
folks and friends.

● WANTED: Clean cotton rags, no
woolens, rayon or strips. Hooks and
buttons must be removed. 3c pound,
Journal office. 40-1fc

● Mr. and Mrs. Ray Moore and
Glen Rockey attended the annual

banquet of the Lions club at Post
Tuesday night. Gens was on the
program, playing several different
piano numbers.

● Mrs. Pluma Whitman of Long
Beach, California, came in Wednes-
day to spend the Christmas holi-
days with her sister, Mrs. L. P.
Bynum and family.

● Mr. and Mrs. B. Whit and daugh-
ter, Eunice of the Lazbuddie com-
munity, visited in the home of Mr.
and Mrs. L. P. Bynum and family
Sunday.

● Mr. and Mrs. Elvin Smith and
daughter, of Clovis, N. M., visited in
Muleshoe Sunday in the home of
Mr. and Mrs. Julian Lenua.

● Mrs. Radie Boone, teacher in the
public school at Dora, N. M., visited
relatives and friends here last
weekend.

● Miss Ida Lou Glaze, teacher in
the Longview school, spent the
weekend visiting her parents, Mr.
and Mrs. Ross Glaze and friends.

● Dave Schubert of Seagraves was
here Friday of last week looking
for a chunk of Bailey county land
he might call his own.

● Mrs. J. H. Sharp, formerly of
Muleshoe, but now residing at Lit-
tlefield, visited friends here Friday
of last week.

● Mr. and Mrs. Alex Paul made a
business trip to Clovis, N. M., Mon-
day where he underwent a medical
examination.

● H. G. Perry and F. M. Rumph
of Stephenville, were here Monday
purchasing turkeys from Levi
Churchill.

● Miss Marie Gooch visited rela-
tives and friends in Lubbock last
weekend, returning to Muleshoe, Sun-
day evening.

● J. H. Lucas of Littlefield, at-
tended to business and visited vari-
ous acquaintances in Muleshoe
Monday.

● Miss Betty Ruth Moeller, stud-
ent of Tech college, Lubbock ar-
rived home Tuesday to spend the
Christmas holidays with her moth-
er, Mrs. Anna F. Moeller.

● Miss Chrystal Kennedy student at
Tech college, Lubbock is spend-
ing the Christmas holidays here
with her parents, Mr. and Mrs. W.
G. Kennedy.

● Mr. and Mrs. A. W. Copley and
family left Sunday for Roosevelt,
Oklahoma, after having received
word of the death of her uncle,
Ralph Farrar, sr., who resided there.

● Miss Florence Stone, student at
Tech college, Lubbock, is spending
the Christmas holidays in Muleshoe
visiting her parents, Mr. and Mrs.
A. P. Stone and friends.

● Buster Lee pleaded guilty Mon-
day afternoon to a charge alleging
drunkenness in Judge Klump's
court and was assessed a fine and
costs totaling \$14.00.

● Mr. and Mrs. J. A. Lumsden left
Thursday (today) for Chico and
Ropesville where they will visit
homefolks and friends throughout
the Christmas holidays.

● Miss Ruth Suddarth, teacher in
Muleshoe Grammar school, left
Thursday (today) for O'Donnell
where she will spend the Christmas
holidays with homefolks.

● Supt. and Mrs. W. C. Cox, accom-
panied by Mrs. W. B. McAdams of
Whitesboro, were Clovis, N. M., vi-
sitors Saturday afternoon of last
week.

● Mr. and Mrs. Clyde Prather, for-
merly of Muleshoe, but now re-
siding in Littlefield, visited in Mule-
shoe Sunday afternoon with her sis-
ter, Mrs. C. L. Ellis.

● W. H. Awtry Jr., who is attending
Texas Tech college at Lubbock,
here visiting his parents, Mr. and
Mrs. W. H. Awtry and friends.

● Supt. and Mrs. W. C. Cox left
Thursday morning for Winsboro
where they will spend the Christ-
mas holidays visiting homefolks
and friends.

● Geneva King of Los Angeles,
California, arrived in Muleshoe,
Monday afternoon to spend the
Christmas holidays with her father
H. D. King.

● Miss Rosa Rinfrow, student at
Tech college, Lubbock, is spending
the Christmas holidays in Muleshoe
visiting her parents, Mr. and Mrs.
W. E. Rinfrow and friends.

● Miss Lola Dunham left Thursday
morning for her home at Reagan
where she will spend the Christmas
holidays visiting her parents and
friends.

● Miss Ruby Duncan, student at
Texas Tech college, Lubbock, return-
ed here Tuesday to spend the
Christmas holidays visiting her pa-
rents, Mr. and Mrs. Gordon Duncan
and friends.

● Clyde Holt, accompanied by R.
E. Willis, went to Abilene, Wednes-
day, after Miss Mary Holt, who is
a student at McMurry college there.
She returned here for the holidays
with her parents, Mr. and Mrs. H.
C. Holt.

● Mrs. Levi Churchill, Miss Grace
Churchill, Mrs. J. W. Harden, Mr.
and Mrs. John Bickle visited rela-
tives and friends in Amarillo, Sun-
day. Mrs. Churchill and Grace re-

mained in Amarillo and the latter
underwent an appendicitis operation
Monday, while the remainder of the
party returned to Muleshoe Sunday
evening.

● Miss Frankie Deppin, who is at-
tending West Texas State Teachers
college at Canyon, is spending the
Christmas holidays here visiting her
parents, Mr. and Mrs. Sam Gorrell
and friends.

● Miss Dorothy Murchison, com-
mercial teacher in Muleshoe High
school, left Thursday morning for
Farmersville to spend the Christmas
holidays.

● Miss Mary Lock Howell, home
economics teacher in Muleshoe High
school, left Thursday morning for
Lubbock, where she will spend the
Christmas holidays visiting home
folks and friends.

● Miss Jaunita Smiley, teacher in
the Muleshoe schools, left this
week for Emory and various other
points in Texas where she will
spend the Christmas holidays
visiting homefolks and friends.

● Mr. and Mrs. L. R. Hogan and
family left Friday of last week for
points in Oklahoma, Tennessee. In
pamphlet she plans to visit Mrs.
Hogan's brothers and sisters, also
relatives of Mr. Hogan.

● Miss Lillian Tarter and Miss Elsie
Dale Hargis, who are attending
Tech college, at Lubbock, returned
from the Hub city Tuesday to spend
the Christmas holidays visiting their
parents and friends in the Lazbuddie
community.

● Miss Mildred Barton, teacher in
Muleshoe Grammar school, left
Thursday morning for her home at
Spring Lake where she will spend
part of the Christmas holidays
visiting her parents, Mr. and Mrs.
Lubbock and various other
points before school resumes.

● Art Names visited to Muleshoe each
Christmas event which everyone en-
joys, and this year you will enjoy
their visit more than ever for he has
the best show he has had in years
and the admission is only 10c for
children and 15c for adults, and
to extra charge for reserved seats.
Plan to attend every show. A complete
change of program each night. Adv. 48-1fc

● Mrs. Bob Bradley and two chil-
dren of Fort Worth, arrived in Mule-
shoe Wednesday for a visit with her
mother, Mrs. Beulah Carles and
family. They plan leaving the latter
part of this week for Los Cruces,
N. M., where they will attend a fam-
ily reunion at the home of Mrs.
Carles' sister, throughout the
Christmas holidays.

● Miss Elizabeth Huckabee, who is
attending college at Colorado
Springs, Colorado, arrived in Mule-
shoe Sunday afternoon to spend
the Christmas holidays visiting her
parents, Rev. and Mrs. R. N. Huc-
kabee. She was met in Hereford Sun-
day by her parents.

● Mr. and Mrs. Ed Hupp and
daughter, Miss Lola Hupp of the
Y L community left Wednesday
morning for Los Angeles, California,
to spend the Christmas holidays
visiting their son and brother, re-
spectively, Mr. and Mrs. Maynard
Hupp and daughter. They accom-
panied Chet Layne who will also
visit relatives in Los Angeles thru-
out the holidays. They plan re-
turning to Muleshoe January 1.

● Judge M. G. Miller H. E. Schus-
ter, Johnny Williams, D. Warner,
Johnny Alford, members of Bailey
County Commissioners court left
Saturday evening of last week for
Austin to attend to real and other
county business. They desire to get
another WPA authorization for road
work so as to give continued em-
ployment to men now working on
State Highway No. 214. It will be
completed in the near future.

● The most important question in
the world today is "To whom does
the world really belong?" Whose
world is this anyway? Is it yours, or
is it mine? Hitler says it is his! Stalin
says it is his. Mussolini says it
is his! Be sure and see Art Names
big feature play in Muleshoe next
week, "The World Belongs to the
Man Who Takes It." It is full of
comedy, also plain horse sense. It
answers the question that is con-
fusing the world today. You will
say it is the greatest play you have
ever seen. Adv. 48-1fc

● Mr. and Mrs. Bill Collins, this
city, Mrs. C. J. Roach and daughter,
Miss Christine Roach of Morton,
attended the funeral service held for
Joe Holland Friday of last week
at Pampa, he having died from
injuries received in an automobile
wreck the previous Sunday. His
widow was the former Miss Lillian
Roach who once lived in Muleshoe,
being the daughter of Mr. and Mrs.
C. J. Roach. Mrs. Roach and Miss
Christine and other relatives accom-
panied the remains to Tulsa, Okla.,
where burial was made in Memorial
park, the city. Mrs. and Mrs. Col-
lins returned here Friday afternoon
following the funeral service.

● Mrs. Bob Lowry is
HONORED GUEST
Mrs. Melvin Priboth entertained
Wednesday afternoon of last week
at her home in honor of Mrs. Bob
Lowry with a surprise miscellaneous
stork shower, there being a large
group of friends present.

● The entertaining rooms were ap-
propriately decorated for the oc-
casion.

● The honoree was recipient of
many lovely and useful gifts. Fol-
lowing presentation of the gifts, they
were unwrapped and passed for
guests to view.

● Delicious refreshments were served
by the hostess.

● Several who did not attend sent
gifts.

MISSIONARIES HAVE THEIR ANNUAL XMAS PARTY

Circle No. 1 of the Women's Mis-
sionary society, Methodist church,
met Tuesday afternoon in the home
of Mrs. Arnold Morris for their an-
nual Christmas party.

The rooms were decorated in the
Christmas colors.

After a short business session the
program was opened by the con-
gregation singing "Silent Night." The
group was led in prayer by Mrs.
Roy Bayless, Mrs. Clay Beavers, in
her charming and graceful manner
very comprehensively gave the story
of "The Other Wise Man," which
was thoroughly enjoyed by all.

Mrs. Arnold Morris and Dixie Lee
Jennings acting as Misses Santa
Claus, distributed gifts, to the de-
light of all present.

The following were present: Mes-
dames Roy Bales, Clay Beavers, H.
C. Holt, C. R. Farrell, R. N. Ed-
wards, Fred Wallace, H. M. Shofner,
Howard Carlie, H. O. Barbour,
Olen Jennings, and Dixie Lee, Mills
Barfield, Fred Wallace, and the
hostess, Mrs. Arnold Morris.

Refreshments of hot lemonade and
cookies were served with plate
favors of Xmas candy, wrapped in
cellophane paper.

MARY SUE OSBORN HOSTESS TO 'LOYAL FRIENDS'

Members of the "Loyal Friends,"
Sunday school class, Methodist
church, were entertained in the
home of Mr. and Mrs. Jess Osborn
last Tuesday evening with a Christ-
mas party. Christmas decorations
were placed about the living room,
and after games and contests, Mary
Sue, as Miss Santa, distributed
gifts to each one present, names
having previously been drawn.

Refreshments of chicken sand-
wiches, cookies and hot chocolate
with marshmallows were served
with plate favors of Christmas
candy daintily tied in cellophane
bags.

The following members and vis-
itors were present: Theresa Pierson,
Barbara Moore, Jaunita Far-
rell, Betty Jo Jordan, Buck Robin-
son, James Jennings, H. A. Douglass,
Holt, Ike Bayless, Gerald Churchill,
Jack Owens, Pinnacle Barbour, Clar-
ence Thomas, Norma Lee Osborn,
Geraldine Taylor, Mrs. Good Har-
den, Mrs. R. N. Edwards, Rev. R. N.
Huckabee, and the hostesses, Mary
Sue and Mrs. Jess Osborn.

Mrs. Good Harden is teacher of
this class.

CONFIDENCE

IS THE MAINSTAY
OF ALL LINES OF BUSINESS
AND IT IS THE

CONFIDENCE

We have in West Texas
and Bailey County, in its people and
in our business that

MAKES US GLAD TO BE
HERE AND EVER READY
TO SERVE YOU

We Solicit Your
Patronage and
Confidence

S. E. CONE

GRAIN CO.
Muleshoe, Texas

LET YOUR CAR ENJOY

CHRISTMAS

WITH THE FAMILY

Treat it to a tank full of good
Panhandle Ethyl Gasoline and
watch it perk up with double
speed.

Slick up the machinery with
a good shot of Panoline Lubricat-
ing Oil and it will certainly take
you over the road.

A smooth running and snappy
acting car will add much to your
Christmas enjoyment.

WE'LL BE LOOKING FOR YOU

PANHANDLE

SERVICE STATION

HORACE & CLYDE HOLT

MULESHOE, TEXAS

GENERAL ELEVATOR SERVICE

BUY AND SELL GRAIN, HAY AND
FEED OF ALL KINDS

SEE US FOR FERTILIZER

Let Us Grind Your Heads and
Threshed Grain

PROMPT SERVICE — YOUR BUSINESS APPRECIATED

RAY GRIFFITHS ELEVATOR

Muleshoe, Texas

HOLIDAY EXCURSION

LOW ROUND TRIP COACH FARES
To All

POINTS IN TEXAS AND LOUISIANA

One and one-third of the one-way coach
fare for the round-trip—approximately
11-13 cents per mile.

Tickets on sale December 19 to Texas destination only, and on
December 20, 21, 22, 23, and 24 to all points in Texas and Louisiana
Limit January 8, 1940.

For complete details—
Call—
H. O. Barbour
Agent,
Muleshoe, Texas

Or write—
Elmer B. Johnson,
General Passenger Agent
Amarillo, Texas



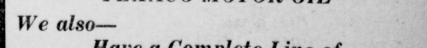
TEXACO PRODUCTS

YOU ARE INVITED
TO FILL UP WITH—

FIRE CHIEF GASOLINE

—AND—
TEXACO MOTOR OIL

We also—
Have a Complete Line of
Service Needs



PROVED BY THE PAST—IMPROVED FOR THE FUTURE

Beavers' SPECIALS For FRIDAY—SATURDAY

WE APPRECIATE YOUR BUSINESS

BANANAS, per pound04
MIXED NUTS, per pound18
ORANGES, per dozen10
CELERY, per bunch10
LETTUCE, large heads04
IRISH Potatoes Colorado Reds 10-lbs17
BEANS, whole, green, 3 No. 2 cans15
BEANS, Mexican style, 3 cans for15
CATSUP, "Waco" brand, 14-oz. bottle10
STRAWBERRY PRESERVES, 2-pound jar30
COFFEE, "Bright and Early," per pound20
BOSTON Baked Beans, "Brown Beauty," No. 2, 4 cans30
PICKLES, sour, per quart15

Peaches, 'Texo' brand, gal., 3 for \$1.00

MARKET SPECIALS

SAUSAGE, 2 pounds25
LARD, pure 8-lb. pail78
BACON, "Laurel" sliced, lb.20
PORK CHOPS per pound15

..BEAVERS..

GROCERY and MARKET

Phone 2, Muleshoe

WEEKLY LAY SERMON

SHADOWS vs. SUNSHINE

By JESS MITCHELL

Christmastime should always be happytime for it represents an important event in human history both for the here and the hereafter. Matthew, in opening the front door of the New Testament enumerates three sets of fourteen generations each, or a total of forty-two generations from the time of Abraham on down to that of Jesus of Nazareth, and intimates that all of these various generations had their effect and influence upon the Christ-life. Modern science has not been able to go back that far in the study of hereditary influences upon a particular person, yet it does agree that influence may have its potent effect for at least sixteen generations past. That the theory of pangenesis is correct is little to be doubted today, though just how far back in one's genealogy it reaches in influential manner is not yet definitely known. It is, however, generally

agreed by pathologists, that there is a two-sided responsibility of parentage, the offspring inheriting a fourth of its developmental tendencies from each parent and a sixteenth from each grandparent. Sufficient is the scientific evidence of today for us to realize that in the general development of the human race, the influence of the cradle is much more important than is that of the grave.

The genealogy of every individual reveals its lights and shadows in the influence of past virtues or propensities of parents and grandparents upon the life of their offspring. As in the genealogy of Jesus there was a beautiful Ruth, a devout Aza and a holy Mary, so there was also a vicious Ammon, a cruelly dominating Rehoboam, a vacillating David and some others whose lives were more or less lacking in commendable virtues. So in every present life there are fore-

parents whose lives of goodness have effected for continued virtue, whose lives of badness have effected for continued violence, or whose past lives have had an intermingling influence upon the living present.

History is replete with a multitude of instances of good people living today who were born of undesirable ancestors, while on the other hand, there are many people who have come from the most desirable type of ancestry, yet almost give up in despair in their attempts to live true and noble lives. That heredity has its influence upon newborn generations there is today no doubt; yet very little of a definite nature is known of the modus operandi of the laws and application of that influence. Some fundamental hypothesis have been quite fully developed by experiments covering hundreds of years past, some theories have been quite well proven in innumerable instances, yet largely by means of knowledge regarding heredity must come from the nucleus of the fleshy germ-cell which contains the life principle of all living beings, and no one yet has been able to analyze life and tell us just what it is, we must still be guided by manifestations in our explorations, and our deductions become more or less uncertain and unsatisfactory.

Since we are all more or less affected by our ancestors and know so little regarding the pathology of that influence, we should all be more or less sympathetic one with another for none of us know just when nor how we may become the victims of unhappy antecedents. Christmastime, I think, is an excellent time for us to withdraw or at least hold in abeyance and derogatory opinions, feelings or actions against our fellowman which may not be in exact accordance with those of our own. It is the one time of the year when the shadows of every life should be dissolved as nearly as possible and the floodlight of opportunity and possibility be allowed to illuminate every being in utmost fullness.

I have no doubt but there are plenty of people who are the victims of past generations. The influence of those earlier generations may be constantly pushing them in the wrong direction. They are the victims of corrupt parentage which they have not entirely succeeded in overcoming. No man can be blamed because he cannot successfully swim across the sea of the world's trouble or climb the mountain heights of its difficulties. No woman can be individually blamed because she cannot emulate the character of a Virgin Mary. The father and the mother of that man or that woman may have been all right, but somewhere away back in the centuries there was started a perversion of some kind, a nucleus reversion, a general modification, an initiation, a propensity which he or she now feels and which they must fight with all their determined powers. It is far better for us all to be merciful and charitable toward one another, for none of us ever know when some hitherto latent germ influence may manifest itself in our lives, as it often does, and sometimes in later years, or, perhaps skipping our own lives become manifest in the life or lives of our children causing them to have to put up a terrific fight for the right.

While science has pretty well established the truth that every body cell throws of characteristic gemules, which multiply by fission, retaining their individual characteristics, and become concentrated in the reproductive elements, where in development they grow into cells like those from which they were originally given off, it has also been proven there is much more than what Jager and Gautier called "organic memory" for environment, both functional and organismal, also has its vast influence in the moulding of a human life. We, individually, are not only the product of our own germ cells, but also the product of the influence of a multiplicity of other germ cells, that live round about us and with whom we have social intercourse, and which eventually effects the sum and total of our personal characteristics.

It was the custom of most of our parents and grandparents to give the family Bible an honored place on the center table. In that old Bible there were placed a few blank leaves between the Old and New Testament where the birth and death records of that particular family were kept. I cherish very greatly such record as is found in the old Bible of my own parents which to me is quite sacred; but I have often thought how helpful it would have been to the children if parents when recording births and deaths could they also have included a little prophecy of hope in the one and a little history of life in the other. How helpful it might have been to those children as a guide, a warning or an admonition in forming their lives as they grew into adulthood.

History tells us that Jesus, whose birthday we celebrate at Christmastime, was born during the reign of a depraved king and that his birthplace was in a rather small and obscure village; yet we know, notwithstanding these apparent handicaps, how great became his life and how renowned in history became the little village of Bethlehem. So, I

LOE-HARRIS

Mrs. Leona Loe and Clarence (Pete) Harris were married Thursday morning, (today) at 10 o'clock in Muleshoe at the Baptist parsonage with Rev. F. B. Hamilton officiating.

The bride is the daughter of Mr. and Mrs. T. J. Loe and the groom is the son of Mr. and Mrs. D. J. Harris, both families residing near Muleshoe.

The bride was dressed in blue velvet with black accessories. She is a Senior in the local high school this year. Mr. Harris was a member of the 1935 graduation class of Muleshoe High school.

Among those present at the wedding were the bride's parents, Mr. and Mrs. T. J. Loe, Mr. and Mrs. D. J. Harris, Mr. and Mrs. Bobby

an similarly reminded that as the years have gone by there has been many a man or woman born under pay taxes when the bride's parents, Mr. and Mrs. T. J. Loe, Mr. and Mrs. D. J. Harris, Mr. and Mrs. Bobby

The Bible tells us Joseph and Mary had gone up to Jerusalem to pay taxes when the infant Jesus was born. Tax-paying is always a shadow upon every life, especially the excessive kind which prevailed in those days and which is in this day becoming prevalent. My further reading of the Bible, however, convinces me that those parents had gone to Jerusalem to register their names for patriotic purposes, which was certainly of a commendable and sunny character and which their son in later life might well have been proud. It was an indication that Jesus had loyal, wholesome parents, though they paid that allegiance to the Roman Empire. Seventy-five miles is a long walk, especially for an expectant mother to take, merely to visit the census taker and manifest their individual loyalty.

I think it was a gleam of sunshine in that the infant Jesus was apparently protected from the ravages of that hateful king. He did almost everything conceivable that was disreputable and damnable to get the life of that Babe, yet so how it was spared. Many of us to this day believe it was a divine act. Many cradles since that time have also been divinely protected and their tiny occupants grown up into honored men and women. Truly the cradle holds more for the babe than the grave. It is the starting place of many a career that has had a wonderful influence upon the race as that life was made manifest.

We know little of the educational opportunities and qualifications of Jesus. We naturally assume his training in the home must have been close to the ideal. We have been told by theologians that his heredity was two-fold, both human and divine. I have sometimes thought that might be against him as a proper illustration of perfect manhood because it contained an element of deity, and while I accept the churchly interpretation of his deity, yet I confess the perfection of his human divinity appeals much more to me as an illustration of what I also desire. It does the argument of his deity. His wisdom was certainly profound, his humanitarianism far above that of his fellowman, his logic without exception, his oratory of a type unequalled to this day. "Never man spoke like this man." His entire life was such as to appeal to people in all phases of social and economic conditions. Everywhere he went, both in word and deed, he pushed back the shadows and let the sunlight flood the scenes.

Today, all over this land of ours, there are innumerable empty cradles put away in garrets or store-rooms never to be rocked again. There are empty cradles in log cabins, sod houses and city mansions over which Rachel once mourned for her children and would not be comforted, because they were not. It is a comfort, however, to realize something of what these little ones have escaped as they leaped with single bound from their cradles into the arms of that great One of the Holy Land, whose spirit today is joined with that of the great Creator of all mankind. Instead of celebrating the birth of Jesus on earth they are today enjoying that birthday anniversary in his holy presence.

It is true the shadows have their place. Every person must have a background of shadow, or at least a few cloud-flecks in the distance. So every life needs its shadows that the coming sunshines may be the greater appreciated. As we celebrate this Christmas may all foreboding and discouraging shadows of very kind be pushed aside, letting the full flood of sunshine prevail. May the bells ring louder, the songs become sweeter, the laughter be gayer—may all the cares be dissipated at least for this day. May that early Bethlehem star of hope point down to every home in this nation, flooding every cradle with its intense and prophetic brightness, so that every hovering cloud and every suggestion of a shadow may be filled with chanting angels of mercy.

Beller, Otto Smith, Miss Imogene Lowry, Miss De Lila Tipton, Mrs. Margaret Jackson, the bride's grandparents, Mr. and Mrs. J. R. Loe of Childress, her other grandmothers, Mrs. Julia Mooney, an uncle and aunt, Mr. and Mrs. Ray Porter and family of Tahoka, the groom's sisters, Mrs. Opal Harris, and Mrs. Bernice Daughte of Amarillo, Miss Maxine Harris and Allen Harris.

The couple left immediately after the ceremony for a two weeks trip to Salem, Illinois where they will visit his two brothers.

They will be at home near Muleshoe after the first of the year.

SCHOOL Supt. Approves Bailey Co. Schools

E. Esten Day, deputy State school superintendent, Lubbock, visited various schools in Bailey county the first of last week, and Wednesday of last week he was at the Muleshoe schools inspecting various phases of school work.

He was well pleased with all of the work and everything checked O. K. according to report, and he plans another visit here in April.

Controlled by Scots
The city of Göteborg, Sweden, was once largely financially controlled by Scots, and such surnames as Seaton, Barclay, Dickson and Gibson are still prominent there.

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For quick relief from the misery of colds, in 666 Liquid - Tablets - Salve - Nose Drops

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Drive Carefully
for a
MERRY CHRISTMAS
and
Return Home Safely
for a
HAPPY NEW YEAR

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"CARE WILL SAVE YOUR CAR"
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1938 CHEVROLET TRUCK

This truck is in good serviceable condition, has 7.50x20 dual rear tires. Going at a — BARGAIN PRICE

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New Paint job tires nearly new and good mechanical condition \$275

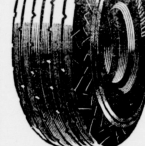
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I'LL RUN MY OLD TIRES AWHILE
OH YEH! AND ONE DAY THE MULESHOE JOURNAL MAY CARRY A STORY ABOUT A TERRIBLE ACCIDENT AND THE UNDERTAKER WILL HAVE A CALL FOR FINAL SERVICE.
OLD, WORN TIRES DANGEROUS!
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The Cord-Lock Sidewall, Duro-Mix Tread and 700 per cent Safety Factor Bead are extra features in the MANSFIELD you can't afford to overlook. Thousands of Trucks and Cars are wearing Mansfield Tires and Tubes because their superior value has been well proven by past experiences.

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WE HAVE— Practically Everything Desired For THE X-MAS DINNER

A Choice line of Groceries of wide variety, tasty, appetizing and appealing to every appetite. The very best of Meats of various kinds, Fruits and Nuts of all kinds, a wide assortment of Candies—and many other desirable table items especially suitable for the Christmas dinner.

YOU WILL BE ASSURED THE GREATEST ENJOYMENT FOR THE YULETIDE SEASON IF YOU BUY FROM THIS STORE
All Food Priced Very Reasonable!

WAGNON'S
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Make Every Farm a Factory Every Day of the Year

Helpful Service

As a private individual or business man, you will find this bank's services helpful in adding to your personal efficiency and in cutting down the cost of transacting your daily financial business.

Progressive individuals, with an eye to the future, are invited to open accounts and to establish friendly, cooperative relationships with this bank.

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DON'T FORGET—**Treat Your Car to a Nice
CHRISTMAS PRESENT**

Perhaps there are several accessories it would enjoy and show its appreciation by giving you much better service.

A new set of TIRES, a new WILLARD BATTERY, WINDSHIELD WIPER, DEFROSTER, RADIO, STEERING KNOB, HEATER, OIL FILTER—Oh, there are so many things a car could use at Christmas time.

**YOUR CAR SERVES YOU FAITHFULLY EVERY
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YOUR APPRECIATION CHRISTMAS!**

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J. H. Felton
Superintendent
Business Mgr.
X-RAY AND RADIUM
Pathological Laboratory
SCHOOL OF NURSING

**John Garner Throws
Hat Into The Ring
For President**

That Vice-president John Nance Garner will be a presidential candidate "regardless of a third term or anything else," was the announcement made last week by E. B. Germany, co-chairman of the Garner for President committee.

"We have proceeded from the first on the sound and natural assumption that Mr. Roosevelt will not be a candidate for a third term," Germany told a nationwide radio audience last night.

Office Should Seek Man
"Mr. Garner is not running against anybody, but will be in the race regardless of any other candidate—regardless of a first term or a third term, or anything else."

He said that Garner had not announced his candidacy because he feels that "the exalted character of that office makes it the one elective position in the American democracy where the office should always seek the man."

He Is A Liberal
Garner is, philosophically, a liberal "but not a liberal tainted by radicalism," he said.

"Mr. Garner has differed with his own Democratic administration, and with the president himself on some questions. He is opposed for example, to the unnecessary and wasteful public spending, believing as he does that the government of the United States is the biggest business can expect to survive if it continues to spend more than it takes in," Germany said.

**ALLOTMENT OF COTTON
FOR BAILEY HERE**

The U. S. cotton allotment for Bailey county for 1940 was received here this week at the AAA office, according to J. C. Smith administrator, the factor or per cent being 26.34 acres of the total.

Those farmers who have received 40 per cent of their tilled land for cotton during the past year will receive a percentage in 1940, due to the 40-50 amendment passed by Congress in 1938, i. e., a farmer will be allowed to plant 50 per cent of the amount of cotton he planted in 1937, provided this does not exceed 40 per cent of his tilled land.

The cotton factor of 26.34 is 247 per cent decrease from 1939. This decrease has been largely due to the breaking out of new land from year to year.

The total 1940 cotton allotment for Bailey county is 67,367 acres.

**PUPILS CELEBRATE
BEFORE DISMISSAL**

Muleshoe schools celebrated with their annual Christmas entertainment Wednesday afternoon when all pupils enjoyed very delightful programs and gaiety.

Various grades in the Grammar school had Christmas trees and exchanged gifts in their respective rooms, while pupils of the high school presented a joint program in the auditorium. One act plays, readings and singing of Christmas carols and other songs were features.

A Christmas tree was a highlight attraction with pupils exchanging gifts and enjoying fruit, candy and nuts.

School dismissed Wednesday afternoon for the holidays and resumed work, Tuesday, January 2.

A majority of the teachers are spending the holidays visiting at various points in Texas and adjoining states also several pupils are enjoying the Yuletide season elsewhere.

**MESDAMES SANTA CLAUS
VISIT THE OES**

Members of the local Eastern Star chapter, their husbands and a few guests enjoyed a Christmas turkey dinner at the Masonic hall Friday evening of last week, this being their annual Christmas celebration.

The hall was beautifully decorated for the occasion, carrying out in holiday spirit. A brightly lighted Christmas tree was a feature highlight.

Mrs. Mary DeShazo worthy matron gave the welcome address in her usual gracious manner after which the delicious dinner was served in buffet style.

Following the dinner the group sang Christmas carols and gifts were taken from the tree and presented to the guests by Mrs. Hattie Griffiths and Mrs. Bonnie Isaacs, acting as Mesdames Santa Claus.

Approximately 50 were present to enjoy the occasion.

**CONSERVATION APPLICATIONS
BEING SENT TO STATTON**

The Bailey County AAA office has 1,230 applications for conservation payments, of which 896 have been submitted to the state office at College Station, and it is expected a total of around 1,100 will be so submitted by Christmastime.

No 1940 conservation payments have yet been received here; but some are expected, according to J. C. Smith, AAA adjuster. However, he said it is expected most such payments will be made during January or February.

Be loyal to home town interests.

**CLUBBERS NEVER TOO OLD
FOR XMAS PARTIES**

Members of the Half Century club were entertained by Mrs. Beulah Carls Thursday afternoon of last week with their annual Christmas party.

An outstanding and enjoyable feature of the entertainment was the exchanging of gifts, everyone receiving something useful and beautiful.

Following a most enjoyable afternoon, refreshments were served to the following members: Mesdames T. L. Esson, A. C. Gaede, W. H. Kistler, Cora Givens Beulah Motheral, I. W. Harden J. H. Wallace, Joel Lee sr. Alex Paul, H. E. Musson, A. P. Stone, Mary S. Davis, C. C. Mardis, T. L. Snyder, Neil Rocky, Coston, L. W. Haney, Dora Riddle and the following visitors: Mesdames Kate Yarbrough, Hunt, Maude Jones and the hostess, Mrs. Carls.

Thursday afternoon of this week, Mrs. Cora Givens will be hostess to members of the club and January 4, Mrs. Esson will be hostess.

**METHODIST PARSONAGE
GETS IMPROVEMENTS**

Work of painting, painting, varnishing and cleaning was completed on the local Methodist parsonage the latter part of last week by members of the Maude Hart Circle, Women's Missionary society.

Several afternoon and evenings, groups of the Missionary women have gone to the parsonage to work on these improvements.

Members of the Women's Missionary society Circle No. 1 purchased a new divan and chair to be used in the living room.

Members of the Fidelis Sunday school class are doing considerable improving on the exterior of the parsonage such as repainting the roof, painting and a general overhauling.

**MOTHER RIDDLE HONORED
ON 65th BIRTHDAY**

A shower was given Friday afternoon at 2:30 in honor of Mother Riddle's 65th birthday, at the home of Mrs. Ruby Troutman.

Those present were: Mrs. W. B. Carls, Bert and Lettie Darnell, Mesdames Ray Eckler, Rice, Cash, Holmes, Garland, Taylor, Carter and Seid.

Gifts were sent by: Mesdames Yarbrough, Mother, Carter, Owens, Totten, Hammons, Bell and Dorald Stallings Robb, Fry, Witte, Hampton, Young and Hall.

Refreshments were served by Mesdames Jack Riddle, Jennings, Geo. Riddle, C. B. Graves, R. T. Riddle and Frank Lee.

A very nice time was reported.

**"PALS SWAP CHRISTMAS
GIFTS, ENJOY EVENING**

Members of the Pals Sunday school class, Baptist church, were entertained with a Christmas party at the home of Mrs. Tye Young, Thursday afternoon of last week.

The entertaining rooms were gayly and appropriately decorated for the occasion, carrying out the Christmas motif.

A brightly lighted tree was a highlight feature and gifts were exchanged, after which a delicious refreshment course of sandwiches, cookies and spiced tea was served to the following: Mesdames Byron Griffiths, C. E. King, Cecil H. Tate, Lela Barron, Dudley, W. G. Harlan, Ray Griffiths Ed Lane, W. M. Gaston and the hostess Mrs. Tye Young.

**FINLEY WHITE QUILTS
AS FARM-AGENT**

Finley White, farm agent in Bailey county since January 24, has resigned effective, December 21, to accept the place of agency supervisor for the Connecticut Mutual Life Insurance Co. at Dallas.

Mr. White, before coming to this county, was farm agent in Brisco county for about five years.

Mr. White's position he takes the first of January will not be new to him as he spent six years in insurance supervisor work before taking up county agent work under the Smith-Lever act.

**METHODIST MINISTER
AND WIFE POUNDED**

Wednesday evening of last week regular prayer meeting was held at the Methodist church with an exceptionally large crowd attending.

After a very interesting and beneficial meeting, Rev. and Mrs. R. N. Hucklebee were asked to go to the annex where they were very pleasantly surprised with a pounding of many useful articles of food, canned goods of all descriptions and other valuable articles.

Approximately 50 people were present and several who did not attend sent gifts.

**DISTRICT COURT
IS CONCLUDED**

The Fall term of Bailey County District court was concluded Tuesday afternoon.

In the case of Parah Lowery et vir., vs. Clarence Schoonmaker, a case to try title, judgment was awarded defendant.

Divorces were granted Katie Crouch vs. Joe Crouch and to Loreta Kent vs. Ernest Kent.

Several civil cases of various kinds were continued to the next term for hearings.

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**BUYERS OF ALL KINDS OF GRAIN
FEED AND SEED**

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**GREETINGS**

for the coming

Christmas and New Year

May Christmas bring you joy and
each day of the year add to your
joy!

West Texas Gas Co.

Natural Gas—Your Quick-Clean-Economical Servant

**GREAT CAESAR**

packed a high-powered
mouthful into 6 little words...
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No wordy trimmings... and
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Winter gasoline, when the
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1, 2, or 3 extra miles per
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