



MERRY CHRISTMAS



SUNDAY

Published by
The Muleshoe Publishing Co.
Publishers of
Bailey County Journal
and
The Muleshoe Journal

Bailey County Journal

MULESHOE TEMPERATURES
Compiled by
R. J. Klump, Official U. S.
Weather Observer

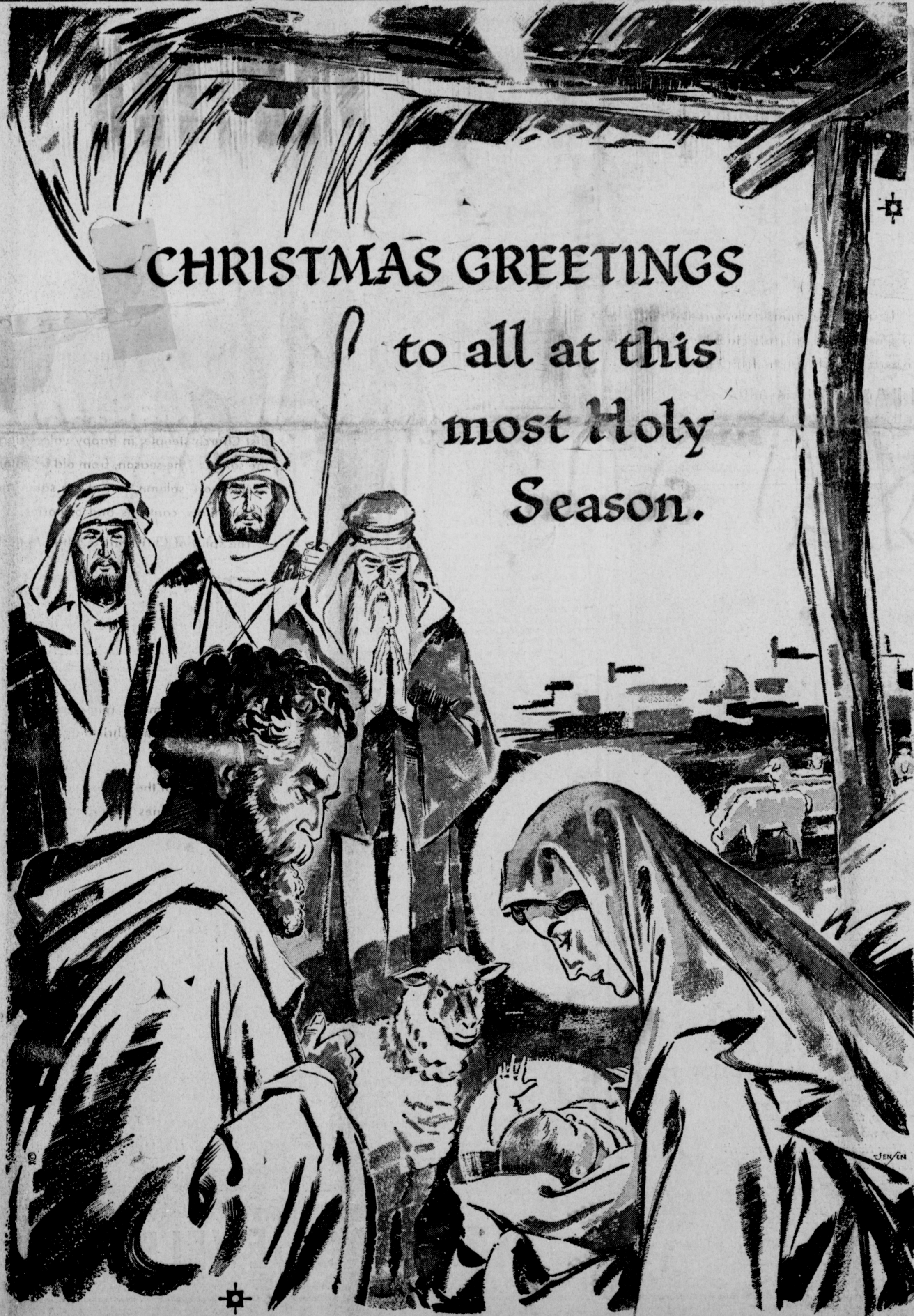
Dec. 16	48	25
Dec. 17	40	20
Dec. 18	57	20
Dec. 19	30	20
Dec. 20	58	26

"The Community of Opportunity — Where Water Makes the Difference."

VOLUME 1, NUMBER 34

Published Every Sunday At Muleshoe, Bailey County, Texas — 79347

SUNDAY, DECEMBER 22, 1963



CHRISTMAS GREETINGS

to all at this
most Holy
Season.

Spirit of Christmas Rules Celebrations

It's Christmas time! Everywhere glad sights and sounds reflect the spirit of the season, as Muleshoe and Bailey County celebrate the joyous holiday.

The spirit of Christmas is seen, in gaily decorated downtown streets and stores, in homes aglow with light and festive with evergreens, in churches and at the County Courthouse where manger scenes tell anew the wonderful old story of a Holy Babe who was born in Bethlehem nearly two thousand years ago.

The spirit of Christmas is heard, in bells ringing out from street corners and the First Methodist Church steeple, in happy voices singing all the songs of the season, from old familiar carols to the more solemn, but at the same time joyful anthems, cantatas and oratorios.

The spirit of Christmas is felt in Muleshoe, as last minute preparations for the big celebration are made. There are always, it seems, some more packages to be wrapped, some final trimmings to be put on the tree, some part of the many Muleshoe and Bailey County church and school pageants or choral programs that need just one more rehearsal, some extra touches to make the Christmas feast absolutely perfect.

In the midst of the hustle and bustle, the spirit of Christmas shines through with all its many meanings.

The spirit of Christmas means laughter and joy — best expressed, perhaps, by the faces of children, eager and smiling as they will visit Santa's Workshop on Ave. B., full of reverent wonder as they hear the Christmas story and see the manger scene.

The spirit of Christmas means giving, with love wrapped into every package. And it means sharing — the riches of thoughtful consideration and genuine interest, which the annual Goodfellow Food, Clothing and Toy Drive is a success, as well as time and money — with the aged, the ill, the needy and unfortunate.

The spirit of Christmas means a warm renewal of family ties and close friendships, and an enjoyment of traditions treasured through the years — the special customs each family creates for itself, as well as the traditions gathered from the lore and legends of Christmas.

Yule Program Given By Youths

"The Christmas Angel" presented by the youth group of the First Christian Church was the highlight of the Christmas program held at the church Wednesday evening.

Members of the cast were: Jona Kay Goucher, B. G. Warden, Dale Bell, Charles Bell, Paul Bell, Tom Warden, Nancy Warden and Jerry Lumpkin.

The play was directed by Rev. David Branson, pastor of the church.

Special singing was by the Primary Department and the Junior Choir.

The program was concluded by the group singing and followed by treats for the children, refreshments and a fellowship hour.

Plays, Singing Are Theme Of Yule Program

A Sunday evening Christmas program was presented at the Church of the Nazarene.

Recitations and songs by the Beginners and Primary Departments of the church were presented.

A playlet "The Unbelievers" was given by Cheryl Peters and the Junior Department.

The Young People's Department gave a play entitled "Put Christ Back in Christmas."

Earl Peugh played a Trumpet solo and Burnis Lambert and Piano solo.

COUPLE'S YULE PARTY

Hosts for a holiday party Tuesday evening were Mr. and Mrs. Red Glasscock.

Enjoying an evening of games, gift exchanging, and refreshments were: Mr. and Mrs. J. T. Eubanks, Mr. and Mrs. Howard Splawn and Sheriff and Mrs. Dee Clements.

'Snowball' Party Given By Club

Muleshoe Country Club was the scene of last Friday night's "Snowball Party" for members of Exeter Sigma Alpha and guests.

Party decorations were aqua and silver with the tables centered with snowball candles and flocked greenery.

Approximately 125 attended.

Parents Announce Arrival Of Son

Mr. and Mrs. John Farley have just received a cable from Mr. and Mrs. Charles B. Masterson, in Tehran, Iran, announcing the arrival of a son, Raymond Barclay Masterson, on December 18th.

Mrs. Masterson is the former Elizabeth Farley.

Grandparents are Mr. and Mrs. John H. Farley of Muleshoe, and Mr. and Mrs. T. S. Masterson of Dallas.

First Services In Richland Hills Baptist Church

Services were held in the Richland Hills Baptist Church for the first time Sunday.

Rev. Lynn Stephens, pastor delivered the sermon "Jesus Christ, Son of God" to a record setting crowd. Sunday school classes had 124 in attendance and 71 in Sunday evening Training Union classes.

The new structure houses 21 class rooms; 15 downstairs, and six on the second floor, an all-modern kitchen, a large room for special functions which also serves as two departmental assembly rooms with a folding door divider, a cry room equipped with speakers and a plate glass view window; an eight-bed carpeted nursery featuring built in beds with drop sides, a carpeted pastor's study which has built-in bookcases and cherrywood paneling.

The auditorium, finished in Cherrywood, has open beam ceiling and seats 250. The assembly room directly behind the auditorium seats some 135 and has a full width view window and public address system where additional space can be seated for services.

Rev. Stephens said the dedication ceremony and open house will be held at the church sometime in the near future, possibly the latter part of January.



HALF CENTURY CLUB — Hertha Walker was hostess for the Half Century Club Christmas party Thursday afternoon. Attending were: Anna Moeller, Bertie Paul, Maurine Ivy, Hazel Farrell, Lois Schoenberger, Pete Witte, Lula Kistler, Laura Gilbreath, Snow Davis, Mrs. I. W. Haney, Leta Wilterding, Clara Willman, Mary Young, Anna Stevens, Pearl Moore and visitors, Mrs. Dolmar Roming Rith Pierson, Madga Clements, Allie Barbour and Olabella Lamb. The program was by Mrs. Lamb who read a

poem, "My Get Up and Go, Got Up and Went" and a prayer, "Show Me the Way To Spread the Great Story" written by her friends, Dr. and Mrs. Charles Abney. The group sang carols and enjoyed Mrs. Walker, Mrs. Moeller and Mrs. Larry Smith, their granddaughter, singing, "Oh Christmas Tree" (Oh Tannenbaum) in German. KMUL presented all present a Christmas corsage and each received a gift from Mr. and Mrs. Pat Bobo.

HOME FROM HOSPITAL

Dewayne Fischgrabe, son of Mr. and Mrs. Dale Fischgrabe, returned home Friday following eye surgery and a stay in St. Mary's Hospital, Lubbock.



Old-Fashioned Best Wishes

HARVEY BASS APPLIANCE

222 MAIN

PHONE 3-0300

Santa Claus Pays Visit To Club

Santa Claus arrived at 3:33 at the G. C. Kirk home Tuesday where 33 members of the Muleshoe Hobby Club had gathered for a Christmas party.

While visiting with Santa, samples of all members favorite holiday delicacies were served and receipts exchanged among them. All types of cookies, candies, cakes, and other home made treats were brought by the women. Hostesses served punch.

Sunshine friends for the past year were revealed and names drawn for the coming year.

Mae Henderson was the unsuspecting, lucky member who sat beneath the mistletoe placed above one chair in the room.

Assisting Mrs. Kirk with the hospitality were Mrs. H.O. Barbour and Mrs. Mae Adkins.

Last year, 19 per cent of Americans' disposable income went for food.

Ford Employees Honored With Holiday Party

A dinner party, honoring employees of Ford Motor Company, their wives and husbands, was given last Friday night in Fellowship Hall of the First Methodist Church. Hosts for the event were the company manager and wife, Mr. and Mrs. Robert Hooten.

Tables were covered with white cloths and evergreen branches were placed down the center of each. Among the branches were Poinsettias and unique ceramic candle holders with red candles. The base of the holders was transparent with a small Christmas tree enclosed. A large centerpiece of red candles and Poinsettias centered the head table.

Hooten presented each employee a Bulova watch. Gifts were exchanged.

Entertainment was by a comedy group, the "Simple Phonies", Morton. More than 50 attended the annual event.

Instruction School Held For Rebeccas

A school of instruction was conducted for the local Rebecca Lodge Tuesday night by Stella Edwards, Littlefield, district deputy president.

Instead of the annual Christmas party, the members sent a donation to a Rebecca who is ill.

Seventeen members attended the school and guests from the Littlefield and Earth Lodges were present.

SHOP MULESHOE FIRST

Merry Christmas

E & W CONGCO

Grady Edelman

Assembly Of God Church Program

A Christmas program was presented Wednesday night at the Assembly of God Church.

The program featured the Youth Choir singing gospel songs and carols.

An unusual touch to the program was the presentations of J. L. Keel, Seagraves, a chalk artist. Mr. Keel depicted "The Christmas Story" with chalk accompanied by the scripture narration and the town of Bethlehem in the same manner.

The pastor, Rev. J. W. Farmer, said a large crowd attended the program.



Christmas blessings

MULESHOE Nursing Home

RESIDENTS AND EMPLOYEES



Silent Night

As on that holy night when Christ was born, the joyous message of His birth re-echoes throughout the busy world, filling every heart with peace and good will. May this true Christmas spirit enrich your life and the lives of your loved ones.

UNION COMPRESS and Warehouse Co.

MULESHOE, TEXAS

MERRY CHRISTMAS

within the reach of all!

NEW BULOVA

FROM ONLY \$24.75 plus tax

- 17 Jewels
- Shock-resistant
- Unbreakable Mainspring

\$24.75 Plus Tax

A brand new series of high-quality, 17 jeweled watches by Bulova—world leader in fine watchmaking. And that's why—even at this low price—when you buy **BULOVA**, you can be sure of getting a watch that's Bulova-built... for Style, Value, Performance!

AS LITTLE AS \$1 A WEEK

ROCK BOTTOM PRICES

Encore

Don't be fooled by fictitious pricing! Compare anywhere and see why Encore is your BIGGEST diamond ring buy.

1/2 CARAT of Diamonds (total weight) Seven brilliant diamonds flared in original 14K gold setting. **\$79.50**

1/2 CARAT of Diamonds (total weight) Blazing brilliance in 14K gold highlights 7-diamond bridal pair. **\$144.50**

1 FULL CARAT of Diamonds (total weight) The fiery splendor of seven magnificent gems glows in a lovely 14K gold setting. **\$275.00**

TRY US FIRST MURRAY'S JEWELRY

116 Main MULESHOE Phone 6170



PLAY — Nine Ed Bovell, Stanley Black, Dwayne Calvert and Wister Harrison hamming it up during a rehearsal of "The Wizzard of Oz", a musical — the first in the history of Muleshoe High School — to be presented by the Junior Class.



CAST — Jack Herndon, Shirley Smallwood, Johnny Dalton, Nine Ed Bovell, Wister Harrison, Stanley Black, Dewayne Calvert and Kay Baker beginning work on another scene from the play.

Wizzard Of Oz To Be Presented At High School

Everyone remembers "The Wizzard of Oz." The delightful musical fantasy about Dorothy, the Kansas farm girl, who gets transported to the magical land of Oz by a tornado, and her exploits in trying to go back to Kansas.

The list of characters include the funny Scarecrow, who wants to find some brains, the kind Tin Woodman always in search of a heart, and the lovable cowardly lion.

Cast members are: Dorothy, Nine Ed Bovell; Melinda, Becky Camp; Belinda, Carol Jarnigan; Scarecrow, Wister Harrison; Leon, Dwayne Calvert; Tin Woodman, Stanley Black; Jade, Kay Baker; Blinky, Judy Bell; Slinky, Sandra Rundell; Amber, Susan Birdsong; Topaz, Jean Killingsworth; Glinda, Shirley Smallwood; Ruby, Gloria Ragland; Verdo, Johnny Dalton; Inky, Kearney Scoggins; Winkle, Gene Atkins; Wonkle, Garland Henneyson; Wizzard of Oz, Jack Herndon.

Poppies: Charles Elrod, James Pitt, Glenn Clark, Bud Bruns, Clea Obenhaus, Lanell Spurgeon, Cynthia Pool, Betti eGuinn.

Munchkins: Tonyne Welch, Zela Boles, Donna Kelton, Jan Wilson, Carol Kelton, Dan Judd, Bruce Little.

Paul Durham will be music director, Mrs. Elizabeth Black is the technical director, and Kerry Moore is the director of the play.

New Tags Arrive; Sale Starts Feb. 1

Auto license plates for Bailey County will carry a "BK" or "BL" prefix next year, a change from the current "BJ". The lowest license plate number available to the public for 1964 will be a "BL 10". The BL series starts there, goes on up. The "BK" numbers start with 6700 and go up.

The new tags will be black with white letters, in Texas the system is to alternate the two colors every other year.

The Bailey County shipment came to about 10,000 pounds. The tags were made by the Texas prison system, delivered by the highway department.

The new tags will go on sale Feb. 1, and must be purchased and affixed by no later than April 1. In sales of pairs for motor vehicles and single tags for trailers, the county will sell about 10,350 registrations before the current year is completed. Registrations sold to date total \$10,334.

Auto registrations came to a sizable dollar figure for Bailey County motorists. This income is shared by the county and state on a formula that since 1961 has left Bailey County with \$108,000 in revenues. The state got \$58,892.

Most of the monies going to Bailey County are slated for its road funds. However, under the state law a percentage goes to support the school system.

Under the money division set-up the county retains the first \$50,000 of tag income. When that point is passed the monies are divided evenly between the state

Cotton Count Breaks 100,000

True Christmas Spirit Proven To Still Exist In This Area

In the quiet, relaxing hours following dinner last Friday, fire — the eternal friend and sometime enemy of man — turned upon an area family and all but completely destroyed its farm home. Today, through the good offices of friends, neighbors and other open hearted Bailey and Farmer County people that family has moved into another home — complete with furniture, lin-

Texas Farm Export Outlook For 1964

By Senator John Tower

Recent internal problems of the European Common Market have been capturing the economic headlines as 1963 draws to a close. Whether the problems are temporary or the splits become permanent will be a matter of vital concern to all of us in the new year, especially Texas agricultural interests.

Western Europe buys some 500 million dollars worth of U. S. farm commodities each year. But what few people realize is that our own state of Texas supplies a whopping 10 percent of these goods — or \$50 million worth. It is this \$50 million annual income to Texas that we not only hope to maintain but also to expand in the immediate future.

In September, I was a part of a Texas delegation appointed by

Governor Connally that was sent to Europe to study the coming prospects for Texas exports to the Common Market. It was an eye-opening experience.

Common Market officials were unanimous in their demand for "quality, not just quantity" in future U. S. exports. The day is past, they repeatedly told me, when the U. S. could expect to unload inferior commodities on European markets. "Don't expect us to eat what you won't eat, yourselves," was their terse way of putting it.

It is true that we have been guilty of this, to some degree. Yet, we produce enough high quality foodstuffs to supply our foreign markets without having to scrimp ourselves. Some of our exports merchants will have to revise their thinking, however, on the quality and cleanliness of farm commodities destined for Europe and other parts of the world.

Still another export pitfall is that we sometimes forget that foreign trade is rapidly becoming a broad superhighway, demanding heavy traffic in BOTH directions. We cannot expect to be too restrictive in our own imports and hope to sell in large volume abroad. The power of an economically united Europe was demonstrated in a small measure by the "chicken war" earlier this year. This crimp in our poultry exports to Europe was a graphic illustration that the Corn Belt if we only want to "sell" instead of "trade".

Of course we want to maintain a measure of security for our own domestic markets. A good balance between imports and exports is a vital necessity, calling for some delicate diplomatic maneuvers. How well we succeed will determine the fate of our foreign markets in coming years.

Cities Around Muleshoe Are Getting Plants

Cities near Muleshoe are getting new industries and payrolls in what seems to be a spurt of rapid growth.

It was announced this week that both Olton and Hereford will be the locations of new industries. Recently Sudan, our small neighbor to the southeast began negotiations for a million dollar fertilizer plant. Dimmitt has placed its bid to be the location of a \$20-Million dollar sugar beet processing plant. Plainview has placed its bid for the same plant.

The new \$1-million plus packing plant definitely slated for Hereford will process 100,000 cattle a year. The new packing plant will be the largest in the Texas Panhandle.

James Allan and Sons, San Francisco, will operate the new plant which will employ more than 50 persons.

Hereford has only recently shared the \$15-Million dollar Holly sugar processing plant.

It was announced this week that Olton would be the site of a new \$100,000 livestock mineral plant. Named Western Minerals Inc., construction of the new facility is to begin immediately.

Olton's city council annexed six acres into the city and gave the new industry a seven year moratorium on taxes.

At the present the Muleshoe Chamber of Commerce, the city commission and the county commission have no active plans for any negotiations involving the possibility of industry.

City Resident Fined On Liquor Charges Here

In county court this week, one person was fined for possession of liquor for sale and another fined on for exceeding the bag limit on sandhill cranes. Six other persons were fined on for worthless checks.

Manuela Alonzo plead guilty to a possession of liquor for sale charge and was fined \$150.00 plus court costs.

Leo Smith was charged with exceeding the bag limit on sandhill cranes. His case is pending.

Mrs. M. H. Meason, Mrs. O. C. Hall, Roman Aleman, Freddy Thomas, Geraldine Thomas and Manuel J. Mantz were all fined on for passing worthless checks, according to County Attorney's records.

Bid Awarded On Paving 84

A contract for a paving project from Muleshoe to 1.9 miles inside the Lamb County line on US-84 has been awarded to Henry L. Stafford of Lubbock.

Stafford's low bid, slightly in excess of \$317,000, was accepted, according to Rhea Bradley, resident engineer of Littlefield.

The project calls for 9.6 miles of graded structure, flexible base and one-course surface — from Muleshoe to 1.9 miles southeast of the Lamb-Bailey line.

In Lamb, the old lane will be reconstructed and a new lane built. In Bailey, the work will consist of reconstruction on the old lane of the 4-lane highway.

Cold, Wet Weather Slows Area Harvest: Small Loss Expected

Slowed by a combination of cotton harvesting enemies — dry winds with static electricity, light sleet and cold weather, the memorable Bailey County 1963 cotton harvest fought its way past 100,000 bales this week.

The total bale count for Bailey County now stands at 101,812 up 18,265 from 83,547 at the same time last week. This count includes only that cotton ginned in the County. Some farmers have and are taking their cotton out of the county for ginning. There is no way to accurately estimate the amount of cotton ginned outside Bailey County.

The figures were compiled by the Texas Employment Commission which phones each gin each Thursday. It compares with 94,322 bales counted at the same time last year. Last year's total bale count was about 110,000.

The count was still mounting Friday and Saturday, but slowly as inclement weather hung on. Farmers reported most cotton overly moist and too tough for good stripping, although some harvesting continued despite the frigid temperatures.

"Give us one more week like that first one in December and we'll be through," is the consensus.

Estimates are that the harvest is 65-75 percent complete today, based on an average of predicted production of between 90,000-100,000 bales.

Good weather in the upcoming week could make a difference of several thousand bales. If it turns back to the mild dry weather that has been the story through 1963's miracle Fall, the count will be at possibly 110-115,000.

Little cotton has been lost to weather so far this season. A prolonged cold, wet spell could lead to losses in fields yet to be harvested. Many farmers believe the harvest will be completed by Christmas.

Many county farmers and others concerned with cotton believe this year's cotton crop may break all existing production records. Last year the county produced 110,000 bales. This year, it is estimated Bailey County will top 112,000.

However, last year 96,397.9 acres were planted. This year 91,931.1 acres were planted. Figure on a per acre basis Bailey County farmers averaged 1.1 bales per acre for the 1962 season. If the count actually hits 115,000 this year, county farmers will have averaged 1.24 bales per acre on both irrigated and dry farms. Many believe this to be a record for the area.

Placing the average price a farmer receives for a bale of cotton at \$150, means Bailey Coun-

ty farmers will gross about \$15,000,000 this year.

There are some shadows in the picture, however. Because of bad luck in early Summer and late Spring weather, many area farmers will be doing well to break even on costs if they average three-fourths bale to the acre. The production cost per lint pound this year is expected to average far above last year.

Most irrigated farms in the area are producing between three-fourths and one and one-fourths bales per acre this year.

Most area farmers are unable to figure net profits at this time because they haven't yet received grading cards showing value of their bales.

Officials Confer In Special Call Meeting Here

Officials of the Texas State Highway Department conferred with the Bailey County Commissioners court last week in an unannounced special call meeting of the local group.

According to County Judge Glen Williams, the meeting was simply to iron out details of red tape and a discussion on the appointment of a negotiator to handle actual sale of county property involved in the widening of Hi-Way 84. According to the judge no one has yet been appointed to the position.

Thus far nine of the total of thirteen tracts involved in the widening have been returned as approved by the state. It was expected that the entire 13 would have been returned and negotiations in progress at this time.

No reason has been given for the delay. However, it is usually state police to make a through title search of each property involved before returning it as approved for purchase.



TESTING — Cecile Cunningham, city secretary testing a tricycle from the large assortment of toys, clothing and food collected at city hall by the Goodfellows. The assortment will make the difference between a Christmas and just another hungry day for 306 local children. Over \$150 in cash was also donated. The gifts will be distributed Monday and Tuesday by the organization.

Wasty Cotton Price Up Due To Demands

An unusual cotton buying situation developed in Bailey County recently when an unprecedented demand for wasty cotton brought the per pound price far above normal.

The unusual and probably short term demand brought the price — to the farmer — up to an average of 27 cents a pound, which is as much as three cents a pound above the government established loan value, according to local ginners.

The demand was brought about by heavy buying of the low grade cotton for export shipments. Since the market is based on supply and demand, farmers can expect the current situation to terminate as soon as demand is filled.

The present extent of the demand is undetermined. If any continue for some time, other de-

SAVE TIME AND MONEY SHOP MULESHOE FIRST Muleshoe C of C

High School Decorating Contest



CONTEST — Muleshoe High School's annual door decorating contest was held at the school this week. Upper Left: Barry Lewis, Larry Allison, and Sheryl Stevens, getting in some early decorating practice trimming the student council tree. Upper Right: Linda Griffiths standing next to Miss Gretta Paul's prize winning door. The teacher's first period class won a coke party. Lower Left: Kerry Moore examining his second place winning door. Lower Right: Terri Lynn Bryant, Jeannine Wagnon, Doris King, Mrs. D. B. Lancaster and Pat Malone standing by their door of Christmas Cheer.

Dinner Party Held For Employees

Approximately 200 attended the annual Christmas dinner party given for the employees and directors of the Bailey County Electric Coop and the Five County Areas Telephone Co.

The event was held Friday night at 7:30 in the Muleshoe High School Cafeteria. The dinner was served buffet style by Mrs. Jewel Blackwell and the cafeteria staff.

Evergreen branched decorated the tables with a centerpiece of Christmas ornaments on the head table.

Gerald Pruitt gave the Invocation. Santa Claus arrived to see the children and pass out gifts to them.

Mrs. Bonnie Haberer showed a film, "Follow the Bamboo" narrated by Cotton John. The film was made in the Orient some 3 years ago by a group on a tour.

Mrs. Haberer spoke on the film and the Orient.

A film "On The Line", narrated by Chet Huntley, NBC news-

man, was shown by Joe Harbin and concerned the facts of the rural Electric program.

E. W. Locker, president of the Bailey County Electric Co-Op, was master of ceremonies.

BRISTOW GATHERING

The sons and families of Mr. and Mrs. Clinton Bristow are visiting in the home of their parents this weekend.

They are celebrating Christmas early due to both sons having to return home before Christmas Day.

They are Mr. and Mrs. Wayne Bristow and family, Lubbock; and Mr. and Mrs. Dudley Bristow, Ralls.



CHRISTMAS TIME — "Let us go even unto Bethlehem." So spake the shepherds, one to another as they went to seek and find the Holy Child of whom the angels sang. Today, His light shines forth to bring happiness to the hearts of mankind. At this season, in remembrance of his birth, families join together in church services and other gatherings. Here Mr. and Mrs. Bob Kimbrough are pictured with their children Mike, Brenda, and Cindy, in the auditorium of Richland Hills Baptist Church.

Class Party Held At Kimbroughs

Mr. and Mrs. Bob Kimbrough entertained the members of the Young People's Sunday School class of the Richland Hills Baptist Church with a Christmas party in their home Thursday night.

Following the devotional given by Kimbrough, gifts were exchanged and games played.

Attending were: Rev. and Mrs. Lynn Stephens, Mr. and Mrs. Don Sanders, Mr. and Mrs. Sig Kim-

brough, Mr. and Mrs. Ed Nickels, Mr. and Mrs. Jake Saylor, Mr. and Mrs. R. L. Kimbrough, Mr. and Mrs. Jim Shafer, the hostess and host.

CARD OF THANKS
We wish to express our deepest appreciation to our many friends for the flowers, telephone calls, visits and cards at the death of A. E. Harrison, Clovis, Mr. and Mrs. Walter Harrison and family
Mr. and Mrs. Wister Harrison and family

SHOP MULESHOE FIRST



Greetings and Best Wishes for the Holidays

PROGRESS GIN

Trade With Your FRIENDS and NEIGHBORS SHOP MULESHOE FIRST Muleshoe C of C

HOBARD, OKLAHOMA
Mr. and Mrs. Charles Lenau and daughters will be spending Christmas in Hobart, Oklahoma with his parents, the Charles W. Lenaus.

T. Texas Tyler Speaks At Church

A capacity crowd attended the recent service held at the Assembly of God Church conducted by T. Texas Tyler, a man famous for his Grand Ole Opry appearances and as a western recording artist.

Tyler, converted in 1950 and now a minister, told of his days as an alcoholic and dope addict and how he reached the "end" of living in that type of world. He told of the turning point in his life and of becoming a minister.

Tyler also sang a number of songs.

Joyous Wishes

We wish for you all the joys and blessings of Christmas.

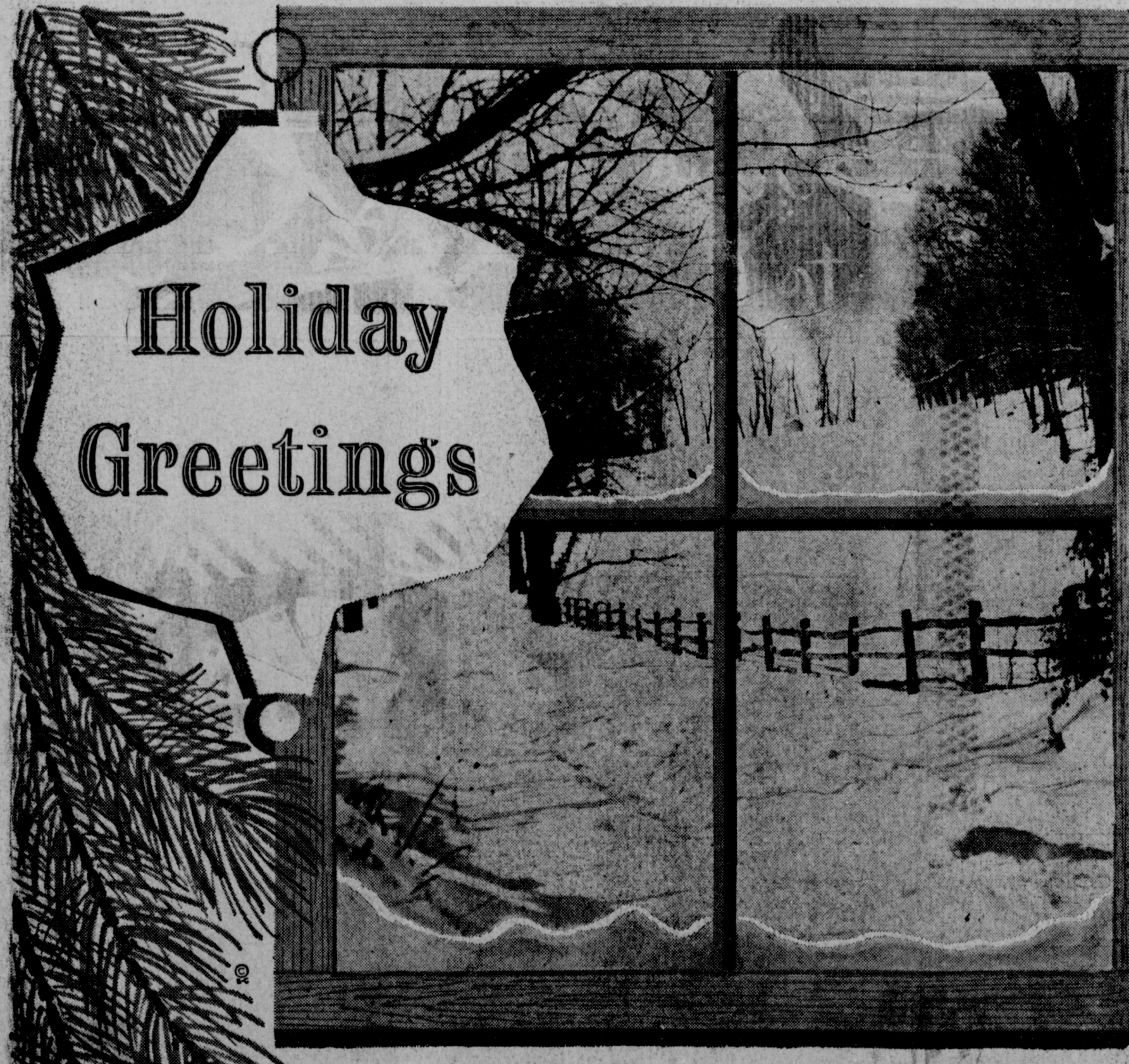
ECONO-MART SAVING CENTER
123 MAIN PHONE 7580



Good Tidings
TO OUR MANY FRIENDS

MILLS MACHINE, INC.

FRIONA HIWAY PHONE 7710



Holiday Greetings

These happy holidays come but once a year...and in the midst of all their flurry, scurry, fun and frolic, all of us here want to pause and wish each and every one of you a world of good cheer, along with our sincere hope that it will last throughout the coming year! A very Merry Christmas!

FARMERS CO-OP ELEVATOR
MULESHOE, TEXAS



Time for jingle bells, Santa and holiday laughter... for hurry and scurry, and toys warm and furry... for spirits as bright as the lights on the tree... for wishes as warm as wishes can be. Merry Christmas!

EDDIE'S FOOD MKT.
NEEDMORE, TEXAS

SHOP MULESHOE FIRST!

W. RAY CARTER INSURANCE
 BERTHA DANIEL — Secretary

TO ALL OUR FRIENDS

FRANKLY SPEAKING

By J. Frank Peery

MIRACLE OF THE MANGER

There is no wonder that when the angel appeared out of the quiet darkness the shepherds were frightened. Perhaps, in the moment, there was more surprise than fear. A shepherd of the old day had no real fear. He had to be strong and able. For the shepherds it was a dark night. They were forced to live with themselves. This was not easy. More than likely they were lost in their own thoughts and dreams of the day they could leave the hillside and return to the village. They thought of a future. They remembered the past. Perhaps, the greatest problem was that they did not know how to live in the present — the "now" of life.

Among the shepherds was one who readily admitted he cared for no one save himself. What mattered to him in any friendship was the profit that was in about his problem the more he realized that he didn't know how to love. He had loved himself so

long he had forgotten how to love others. His loneliness made him pity himself. He had hate and was jealous of others.

Another shepherd counted his change purse. He did this every night around the fire and while on watch. This seemed to be the only thing which really mattered. He set his goal on the possession of things. He was respectable; he seldom wronged others, and all envied his ambition. There was hate in his soul. Hate for those who stood in his way of achievement. People were fools to be used in achieving his goal, not to be shepherd of the flock but to own the flock. His was an impersonal universe.

One of the shepherds sat deep in his own sorrow. He was thinking of his sins and guilt haunted him. The nights were long and he had nothing to do but live with himself and his past. It was easy to hide from others among the sheep and the hills; but he could not hide from himself.

Long ago the angel's invitation came and the shepherds ran to the manger to see a miracle. The word "Savior" must have echoed in every step. The miracle had happened. Among the shepherds, loneliness was gone, self-centeredness disappeared, love replaced hate, personal ambition faded, people became important, sins were forgiven, faith and hope restored.

Frankly Speaking — Most of us are these shepherds. Lost in our-steeped in sin, self-righteousness invitation from the angel still comes inviting us to Bethlehem. Because there is a miracle in the manger we can still be changed. What counts is our willingness to say, "Yes" to Jesus the Miracle of the Manger — God.

PLENTY OF FREE PARKING SPACE AND FRIENDLY SERVICE
 SHOP MULESHOE FIRST
 Muleshoe, C of C

SHOP MULESHOE FIRST

CHRISTMAS CHEER

MERLE NORMAN COSMETIC STUDIO
 112 E. Ave. B Phone 8260

TIME TO WISH YOU A MERRY CHRISTMAS

SAM'S AUTO STORE
 121 Main Ph. 4570

With all Good Wishes for Christmas

The scene is set for gladness and cheer... so we send our brightest wishes with a happy "Thank you" for allowing us to serve you

LADD PONTIAC
 Muleshoe Implement & Supply Co.

Tax Savings Can Be Made On The Farm

Considerable income tax savings may be gained by spending a little time reviewing your farm records now, says C. H. Bates, farm management specialist with the Texas Agricultural Extension Service.

A farmer's or ranchman's net income may vary considerably from year to year due to fluctuations in yields, changes in price and production costs, he explains. However, some planning by the taxpayer who pays by cash, as the farmer does, can help level out year to year income and save tax dollars, according to the specialist.

The producer must study business records before the end of December and make an estimate of the taxable income. If the prospects for taxable income appear to be high, the taxpayer may reduce it by paying for needed business items before the end of December, says Bates. Repair parts for machinery, paints, seed, tires, are some items which may be paid for in advance.

If the taxable income prospects point to a rather low figure for the year, the process should be reversed and steps taken to increase income as much as possible. This can be done by obtaining payment for all products sold through December.

CHRISTMAS

E. R. HART CO.
 MULESHOE, TEXAS

Time to wish all our loyal friends and customers a Christmas season filled with joy and happiness, and express our sincere gratitude for their patronage.

Greetings

We wish you the greatest joys of the season... a festive holiday in a happy home where family and friends gather to exchange gifts and greetings, to light the fire, trim the tree, bask in the warmth of real affection.

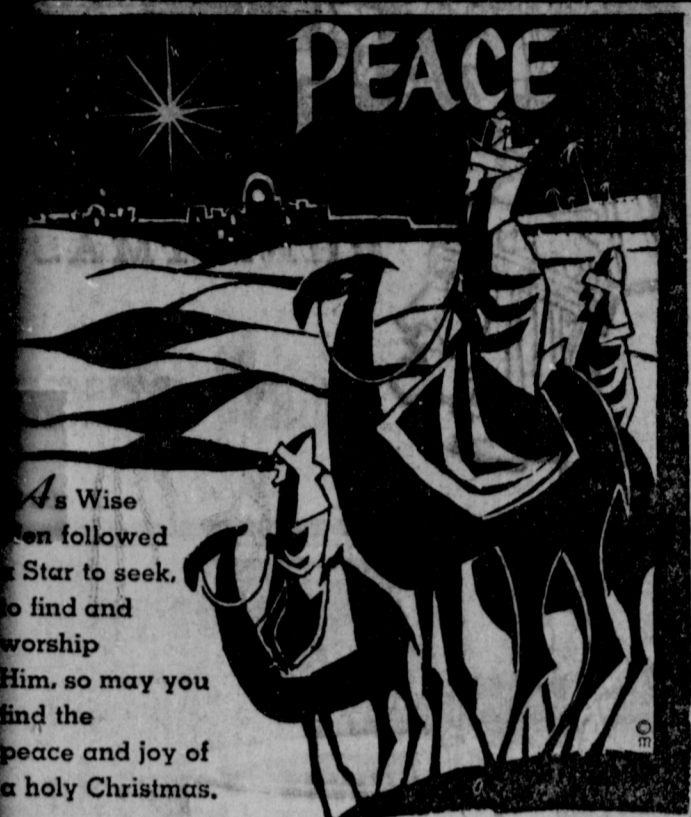
BAKER FARM SUPPLY

Greetings to All

In all the happy hustle-bustle of readying for this joyous season, we pause for a moment of thanks to you, our good friends and customers, and to wish you all the very Merriest of Christmases!

NEEDMORE CO-OP GIN
 M. H. "Pete" POTEET, Manager

SHOP MULESHOE FIRST!



A Wise man followed a Star to seek, to find and worship Him, so may you find the peace and joy of a holy Christmas.

MULESHOE FLYING SERVICE THE LOCKERS



BEST Christmas Wishes

MULESHOE AUTO PARTS AND MACHINE SHOP

Plainview, Hwy. Phone 3-0940



Best Wishes

With gratitude for your friendship and the loyal support you've given us, we extend our heartiest wishes that you have a very Merry Christmas.

S. E. CONE GRAIN & SEED

Shorty, Doyle, Virgle, and Edwin Phone 4900 Muleshoe



CHRISTMAS PARTY - A Christmas party was held in the home of Mrs. Sam Dameron Tuesday evening for Troop 70. Refreshments were served and numbers were drawn for gift exchange. Mothers and leaders assisting Mrs. Dameron were Mrs. Roy Dyer, Mrs. Ray Hardy, Mrs. Joe Langer, Vicki Hennison, Gerri Hardy, Glenda Calhoun, Penny Langer, Carla Ellington, Alice Gibson and Jean Haskins.

SHOP MULESHOE FIRST!



LOADS OF BEST Christmas Wishes

GREETINGS TO ALL OUR FRIENDS, PATRONS AND NEIGHBORS

ROBINSON BOOT SHOP 127 MAIN PHONE 7219



A JOYOUS Christmas

Let the joy of Christmas reach into every heart, as with scripture, song and prayer, we recall the wonder of His birth.

FRANCIS IMPLEMENT CO. Ford Tractor MULESHOE, TEXAS

Letters To Santa

Dear Santa, My mother is writing this for me as I am not in school yet and cannot write. My sister and I have tried to be pretty good this year. We hope you will have enough toys for all boys and girls everywhere. My sister Camie would like to have a small bicycle with trainer wheels and I would like to have a larger one without trainer wheels also some nuts, candy and fruit. Your little friends Mike and Camie Yeates P.S. Please deliver these to Dickens at my granny Yeates'.

bo Coloring Fun Set. My little brother wants a padded saddle. We both have pretty good this year. Yours truly, Ella Jo Myers

Dear Santa Claus, My name is Morgan Lee Pena.

Llano Estacado Entertains

Guests In Clovis

Members and guests of the Llano Estacado Civic Club held a Christmas party in a private dining room at Holiday Inn, Clovis with 36 attending. The room was decorated with candles, reindeers, floating golden balls, and other traditional ornaments. Brides, canasta and forty-two were played following the holiday meal of turkey and all the trimmings.

Hospital Staff Yule Party Given

West Plains Hospital Staff members were guests for a Christmas party held at 7:30 Monday evening in the dining room of the Nursing Home. Student nurses presented a skit "Surgery on Santa Claus" for the group with two playing the parts of Dr. B. O. McDaniel and Dr. W. F. Birdsong. Gifts were exchanged and refreshments served to more than 75 attending. Invocation was by Eric Stonechipper and the benediction by Dr. Birdsong.

Plays Presented Given By Youths

Twelve boys and girls of the Mexican Baptist Mission presented a play "Feliz Navidad" (Merry Christmas) at the church Christmas party held Thursday night. Mrs. Roque Puente was in charge of the program which began with the welcome address by Rev. Roque Puente. Each of the twelve held a letter spelling out the words "Feliz Navidad". A play "The Birth of Jesus," was presented by a group of young people. Santa Claus appeared and passed out treats to the children. More than 220 attended the program.

Now Is Good Time For Land Leveling

With crops just about all harvested on irrigated land, and most farmers making plans for next year's operation, land leveling might be considered, on some depressions or small lakes that have been problems in irrigation. Field leveling is a very good method of leveling, where it leaves a field in shape to fit in an irrigation system. Some advantages of land leveling are more uniform distribution of irrigation water and rain fall, which means in most cases saving of water and labor, and generally an increase in production. Average cost of field leveling will run approx. \$40.00 per acre, depending on amount of soil to be moved. One might think that it would take too much of his top soil by leveling. The soil conserving, map and works out a plan for leveling, taking in consideration the depth of soils and crops to be grown, and irrigation desired. Alton Briggs in West Camp community has just completed approximately 60 ac. of leveling on his farm, and D. L. Redwine plans to do some leveling in the near future. If you have a plot or field you would like to see about leveling you may call on one of the soil conservation technicians at the local SCD office.

Manager Hosts Buffet Dinner

Employees of the Muleshoe Piggy Wiggly store, their husbands and wives, were guests at a Christmas party given Wednesday night by the store manager and wife, Mr. and Mrs. Doug Haynes. A buffet dinner was served in American Legion Hall. Decorations featured individual centerpieces of glittered blue and green holly centered with lighted blue tapers over blue cloths. Recorded dinner music was played throughout the hour. Entertainment was the singing of Christmas carols and Bingo. Gifts were exchanged. Approximately 30 attended.

IN WELLINGTON Mr. and Mrs. James Crane and family will be spending Christmas with his parents, Mr. and Mrs. R. H. Crane, Wellington.

FROM COLLEGE Jim Young, Texas Tech student is at home for Christmas holidays.

VISITING PARENTS Mr. and Mrs. Doug Haynes and Debra will spend Christmas with her parents, Mr. and Mrs. Lee M. Shockley, Lubbock.

IN MINERAL WELLS The J. K. Adams family are to spend the holidays with her parents, Mr. and Mrs. W. H. McMillan, in Mineral Wells.



JOY Our warmest wishes for a happy holiday.

Clay's Corner Mr. and Mrs. J. H. Clay



Happy Holiday

STEGALL GIN

Maxine and Buck Ragsdale Needmore, Texas



FRIENDLY CHRISTMAS GREETINGS

With gratitude for your loyal friendship and support, we extend our warmest wishes for a very cheery holiday season.

WEST PLAINS Hospital and Clinic

AND EMPLOYEES

Southwest Greet Christmas With Mexican Pinatas

By BOB REYES

EL PASO, Tex. (AP) — The stick struck home with a loud whack. The colorful bird spilled candy, nuts and coins on the patio.

A crowd of anxious youngsters raced to grab the prizes and the child with the stick and blindfold quickly discarded these and joined the scramble.

The bird was a pinata (pronounced pin yah ta) and the scene could have occurred in anyone's backyard or patio during a birthday celebration, Christmas, All Saints' Day or numerous other youthful social functions in the Southwest or any Mexican community.

A pinata is a clay pot built into the shape of a boat, a donkey, a doll, blimp or anything. It can be highly decorative, with tissue fringes and streamers of a wide variety of colors for special occasions.

In one corner of the vast Juarez, Mexico, marketplace is a busy little pinata shop where several of the colorful figures are made daily.

Jose Refugio Esquivel, 18, explains their construction:

The clay pot usually is round, with wires running from the trunk in the case of a Santa, two wires extend to either side and two run downward.

Glue or a mixture of flour and water is smeared on scraps of newspaper and wrapped around the wires to form the arms and legs. The extending wire, which is wrapped around the neck of the pot, serves a double purpose. The head is fashioned around the wire with balled-up newspaper and the extension of the wire is used to hang the pinata on a line to guide it as it dangles invitingly for youngsters to hit.

At one time, a pineapple was used instead of a pot, thus the word "pina" which in Spanish means pineapple.

At a Southwest pinata party, a rope from the top of the pinata is placed over a high wire, rope or rafter and held at the other end by an adult. The adult can raise or lower the pinata, easily confusing the blindfolded child who has been whirled around and given a stick with which to swing at the pinata.

Usually the child gets three turns at swinging, then another youngster takes his place. If the pinata is not broken when all the youngsters have tried, the first child begins all over again until someone smashes it.

The pinata usually is filled with fruit, nuts, candy, gum and pennies.

After it has been broken and the contents have been gathered by eager hands, sometimes small paper sacks of goodies are distributed among the children who did not get a fair share during the scramble.

A MERRY CHRISTMAS TO EVERYONE
ALSUP INSURANCE AGENCY
JAMES "SUGAR" GLAZE

Peace and Happiness
As the Star shone on the Babe of Bethlehem, so may the peace and promise of His wondrous message shine brightly on you and yours, this Christmastide, bringing happiness in abundance.

JUDGE AND MRS. GLEN WILLIAMS AND RAKDY

Old Custom
Festive wreaths and garlands made of evergreens, cones and herbs are, nowadays, closely linked to the celebration of Christmas. The custom of making such garlands for gala occasions, actually dates back to the ancient Egyptians, a thousand or more years before the birth of Christ.

VISITING RELATIVES
Mr. and Mrs. Jim McPherson will leave today to spend Christmas holidays with relatives in Lubbock and Midland.

MAX KING HOME
Max King, son of the Harold Kings, is at home for Christmas holidays.

Season's 'First's' Are Traced

Shepherds watched angels, sang and wise men traveled far to hold the miracle of the first Christmas.

Since that holy night a multitude of legends and customs, both religious and secular, have developed as part of the holiday. Each legend was once told, each custom once observed for the first time, and though origins of many traditions are now lost in time, other Christmas "firsts" have been recorded for posterity.

There are historical Christmas "firsts," attested by church records and by scientific research into the early years of Christianity, as well as "firsts" of later history and "firsts" that blend fact with myth.

Setting the Date
December 25 was first assigned as the date for the celebration of the Nativity in about the year 330 A. D. Since the New Testament was written as religious instruction rather than history, the exact date of Christ's birth is no known.

The present day was selected as a means of unifying the observances of Christmas, "the mass of Christ."

Story of the first Christmas stocking is associated with the real St. Nicholas, a fourth century bishop known for his many kind deeds. Wishing to present an anonymous gift to help the daughters of an impoverished merchant, he threw a bag of gold down the chimney, where it fell into a stocking hung up to dry. The legend is reflected in today's custom of tucking "gold" — an orange or tangerine — into the toe of a Christmas stocking.

FROM COLORADO
Miss Pam Lenua, daughter of Mr. and Mrs. Charles Lenua arrived Saturday from Colorado State University for the Christmas holidays.

TRINITY UNIVERSITY
Miss Davy Jean Anderson, daughter of Mr. and Mrs. David Anderson came home from Trinity University Saturday. She will be here for the holidays.

GUESTS OF RELATIVES
Mr. and Mrs. Melvin Malone and Marty will be holiday guests in homes of relatives. They will be in the home of her parents, Mr. and Mrs. Roy Paek, Hart, for a Christmas Eve family gathering.

From there, they will go on to Wolfe City and visit his parents, Mr. and Mrs. W. L. Malone, his grandmother, Mrs. Berna Miller, a brother, M. L. Malone and a sister, Mrs. Jimmy McWhorter.

Others they will visit are his sisters, Mrs. Billie Jacobs, Arlington; Mrs. E. J. Collins, Garland and Mrs. Christine McKay Greenville.

VISITED NIECE
Mr. and Mrs. H. G. Barbour visited recently in the home of his niece, Mrs. Oscar Hooper, Snyder.

DINNER PARTY HOSTS
Mr. and Mrs. Hershel Ward, entertained employees and directors of the Farmers Co-op Elevator with a Christmas party in their home.

After the traditional holiday dinner was served, the group enjoyed entertainment and games.

WANT ADS
Missing: Black and white Boston Screwtail Bulldog. Has white face. Answers to the name of "Snooks". Reward offered. Like to have her back for Christmas. Contact Charles Mayhugh. Phone 4016 or 3-4940.

the Nativity in about the year 330 A. D. Since the New Testament was written as religious instruction rather than history, the exact date of Christ's birth is no known. The present day was selected as a means of unifying the observances of Christmas, "the mass of Christ."

real St. Nicholas, a fourth century bishop known for his many kind deeds. Wishing to present an anonymous gift to help the daughters of an impoverished merchant, he threw a bag of gold down the chimney, where it fell into a stocking hung up to dry. The legend is reflected in today's custom of tucking "gold" — an orange or tangerine — into the toe of a Christmas stocking.

Story of the first Christmas stocking is associated with the

Christmas Greetings

With grateful thanks to our friends for the pleasure and privilege of serving you.

L & H Grocery
CGIE WANNIF VELMA ANN and JESSE

A JOYOUS CHRISTMAS DAIRY DELIGHT

210 N. 1st Ph. 4829

WHILE YOU WAIT!

LUMINALL Color-Ette PAINTS are custom-blended for you! Choose the exact shade of interior or exterior paint you want! We'll mix it for you while you wait.

OVER 1,600 "personalized" COLOR CHOICES

LENAU LUMBER COMPANY

MERRY CHRISTMAS FROM RAY GRIFFITHS & SONS

To worship in the church of your choice... to hear the Christmas story... to sing Christmas carols... to greet your friends and neighbors... to share the joys of the season with your loved ones... that's Christmas, and may you and yours enjoy it to the fullest!

BILLY'S SUPERETTE

Across the years the Christmas story lives anew in all its glorious promise. And may the message from the sacred manger ever bring hope and joy to you.

MULESHOE CO-OP GINS

President W. H. Lee — DIRECTORS — E. W. Gray
Vice Pres. A. R. McGuire W. H. Stevenson
Secretary Kenneth Hanks W. O. Stacy
Earl Richards, Mgr. M. E. Little

What Wrath Hath The Mince Pie Raised!



In England, before the Reformation, mince pie was made in oblong form to represent the manger. Often a little figure of Jesus was added to the top. After the Reformation, the Puritans raised a cry against mince pie. They objected only to the shape and use of the figure Jesus, but they were so aroused that the dish itself was attacked, and finally forbidden. When the Puritan regime fell, mince pie returned, in a round shape. But for years after, mince pie was eaten along with qualms of conscience.

WHEN WAS CHRIST BORN: CHRISTMAS DATE REMAINS MYSTERY

Imagine celebrating Christmas in August! Christmas might well have been in that month, for many scholars estimate that the true date of Christ's Birth falls late in August or in early September. The exact month, day and even the year of Christ's Birth has been disputed for centuries. It will probably never be known because the Bible offers few clues, ancient manuscripts differ, and calendars have been changed too often.

The setting of the Day as December 25 was not even made until 354 A. D. The date was decided by the Church, then under Pope Julius I.

WHY DEC. 25th?
It is not known for sure why December 25th was chosen as the day, but it is thought that Christian leaders hoped that by celebrating Christmas about the same time as the Roman holiday, Saturnalia, and the European Winter Solstice, the impact of the pagans' festival would be lessened.

Also, a very early Christian tradition, recorded by St. Chrysostom and other writers, held that Christ's Birthday was December 25.

And, December was the time of many winter festivities in all civilized lands.

Even now not everyone celebrates Christmas on the same day. At one time and another, the festivities have been held in January, March, April, May, October and November. And almost every month has been "proven" by some scholar to be the month of the great event.

Today, many people celebrate His Birth on December 6 and January 6. And other days in December and January are "Christmas" in some places.

But no matter when Christmas is celebrated, it is always, everywhere, a time of rejoicing and feasting in honor of that happiest of all days.

FLOWERS AND PLANTS OF CHRISTMAS

Some of the world's loveliest legends are those that have grown up around flowers, plants, trees and greenery used at Christmas. Here are just a few:

Mistletoe was used in sacred rites long before Christianity arose, but it was the British Victorians who introduced the custom of kissing under the mistletoe at Christmas.

They probably got the idea from an old Scandinavian myth that tells about Loki, god of evil, killing Balder, god of spring, with a mistletoe arrow. However, and in thanks, his mother, Frigga, decreed that mistletoe would never again be used as a weapon and that she would kiss anyone who passed beneath it.

It is believed that during a pause in the flight into Egypt, the Virgin Mother placed the garments of her tiny son on the branches of a rosemary plant and the plant's blossoms changed from white to lavender so they might bear the hue of Mary's cloak. One of the loveliest stories about the poinsettia concerns a poor young girl who wished to give a gift to the Virgin Mary, but she had nothing of value. In desperation, she picked some weeds to give as a gesture of love. As she presented them, they suddenly transfigured into huge scarlet blooms.

Poinsettias were brought to America from Mexico by Dr. Joel R. Poinsett.

The burning of the Yule log began in England before the Christian era. It was believed that at the end of every year the sun stood still for twelve days. So a huge log was burned during that period, to burn away the evil of the past.

Because the pagan Yule and our Christmas came at about the same time of the year, the tradition of burning the log was continued.

Holly has been used as a religious symbol since ancient times, thus there are many legends about it. One tells how the holly berries entwined in the Crown of Thorns turned from white to red after the Crucifixion.

It's thought that a bay tree will never be struck by lightning because it once sheltered the Holy family during a storm.

Holy Meaning of Christmas Expressed in Church Services

"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."

Like the shepherds who left flocks to seek the Babe of Bethlehem, men, women and children of this community will put aside not only their everyday concerns but the more immediate interest in tree-trimming and "package-wrapping and go to find once again the holy meaning of Christmas, in special services held by local churches.

Catholic churches will proclaim the birth of the King of Christendom by solemn midnight masses. To commemorate the Nativity, Protestant churches will hold candlelight and communion services and children's programs.

The custom of saying mass at midnight derives from an old belief that Christ was born at that hour. Actually, mass may be said at any hour during the night before Christmas, and in some countries the first Christmas mass is said at four or five in the morning.

According to early Roman regulations, Christmas mass was celebrated "when the cock crows" — about three o'clock in the morning. Spanish-speaking people still call midnight mass "Misa de Gallo," while the Portuguese term is "Missa do Galo" — in both cases, "mass of the cock."

Candlelight services held in Protestant churches symbolize Christ as the light of the world, and the shining beams of the candles call to mind the Star that shone to guide the Wise Men.

Exemplifying the spiritual side of Christmas are programs which include special sermons, reading the Christmas story, prayers, carols and the Sacrament of the Lord's Supper.

Lovely Christmas Legends Surround Animals

Long before the Birth of Christ, Isaiah the prophet predicted "the ox knows his Owner, and the ass his Master's crib" (Isaiah 1:3). Because of the part animals played in the Nativity, legends have grown up all over the world about them.

It was a widespread story that animals had the power of speech at midnight on Christmas Eve, and that they then knelt in adoration.

Bees hummed a song of praise then, but only those dear to God could hear them. Birds sang all night on that holy Eve, and their song was more melodious than ever. . . . and because the cow warmed the Baby Jesus with her breath, it is sweeter than that of any animal.

The lovable St. Francis, friend to men and nature, felt that all creation should rejoice at Christmas. He had no other way of doing so, they should have better food and more comfort.

He asked that people throw corn and grain on the streets for the birds to enjoy the festival too, and all, as he says, "for reverence of the Son of God Whom on such a night the blessed Virgin Mary did lay down in the stall between the ox and the ass."

Christmas Crib

In northern Europe it is the Christmas tree but in southern European areas it is the Christmas Crib that is used as the center of Christmas festivities. In France it is called Creche, or cradle. Italians call theirs the Praesepe, or manger. Germans have the Krippe or crib, Czechs name theirs Jeslicky. In Spain it is called the Nacimiento or Nativity Scene.



GREETINGS

We join with Santa in wishing to our many wonderful friends a day filled with all the gladness of this Happy Holiday!

WESTERN DRUG

FROM WILMA & HARRY WADDLE AND EMPLOYEES

Merry Christmas

We wish you merriment and the many joys of giving and receiving, at this happiest of holiday seasons. May this truly be a Christmas to remember! With our best wishes we want to express our warm appreciation of your kind patronage and good will. We sincerely hope that our cordial relations will long continue.

MULESHOE MOTOR CO.

"CAR CAPITOL OF THE SOUTH PLAINS"

at the Crossroads Phone 2510

The Mysterious "Christmas Tree"

In Glastonbury, Somerset, England, stands a tree called the Holy Thorn which is believed to have bloomed without fail on Christmas Day for over a thousand years. The famous legend of the Holy Thorn says: Two days before Christmas, sixty-three years after the birth of Christ, St. Joseph of Arimathea, who had with him the Holy Grail, passed to rest on a hill outside of Glastonbury. He drove his staff into the ground. It took root and the next day, Christmas Eve, it had grown into a flowering thorn tree.

O Christmas Tree Means Fir to Most

Traditional for trimming, the fir is the tree most people think of when they sing "O Christmas tree, O Christmas tree, how lovely are thy branches."

Although there are close to 40 species of firs found in Central and Southern Europe, Asia north of the Himalayas, and North America, the holiday favorite — the Douglas fir — is not even a true fir.

Originally named false hemlock with yew-like needles, the Douglas fir is neither a yew, hemlock spruce nor fir. But it does have some of the characteristics of all four evergreens, and its identity confused botanists for years.

The Douglas fir's graceful, up-turned growth and ability to hold its needles when cut have put it in the top spot for Christmas use. It also produces top-quality lumber. The state of Montana is an important source of Douglas firs.

Next popular Christmas tree is the balsam fir. Also called Canada balsam or Balm of Gilead, according to The Encyclopedia Americana, balsam grows from Newfoundland to Virginia, west to Iowa and north and west deep

into Canada. Balsam retains needles well and give off a pleasing fragrance. It is especially well-liked in the Eastern United States.

Included among the many other Christmas choices are the Eastern red cedar, black spruce and Scotch pine.

Canadian Christmas trees, from seven provinces, are part of the holiday scene in many countries. The United States, alone, accounts for about 90 per cent of Canada's annual production of trees. Still others are shipped abroad, from Ethiopia to Venezuela.

Bayberry candles, which are said to foretell good luck for the coming year if they burn bright at Christmas, were first made by early settlers in America. They dipped bayberry branches in wax and burned them during the holidays.

The number of mince pies you taste at Christmas indicates the number of happy months you'll have during the coming year, according to an old English belief.

GIFTS of the MAGI

The frankincense and myrrh brought by the Wise Men were as valuable in that day as the gift of gold.

These fragrant resins were so highly treasured by both the Egyptians and Jews that precious pots and vases of ivory and alabaster were designed especially to preserve them.

Frankincense was used mainly as a curative, for a number of ailments including hemlock poisoning and leprosy.

Myrrh was the main ingredient of the anointing oil of kings and queens. It was also used as a stimulant, sedative, tonic and astringent.

Myrrh was the gum resin taken from a small tree that grows in East Africa and Arabia.

Frankincense comes from a tree of the Boswellia family, native of the same areas. It took many months to harvest these resins and carry them as far as Palestine. They were indeed rare gifts!

One Holiday Has Many Rituals

When Organ Broke

"Silent Night" was first sung at Christmas 1818.

The church organ in an Austrian village had broken down — impaired by mice, so the story goes. Father Joseph Mohr wrote the poem and his organist, Franz Gruber, composed the music.

The congregation, which had been saddened because there would be no music for Christmas, sang "Silent Night" to a guitar accompaniment.

In Germany

For German children the Christmas season begins with the hanging of a calendar showing a painted house, on December 1. Doors and windows of the house often hide pieces of candy.

Though Christmas comes but once a year, there is certainly no one and only way to celebrate it. In addition to the many customs that are generally shared — lights, bells, trees, gifts, Santa, prayer and feasting — the special ways of observing the holiday are as varied and numerous as the communities and families involved.

Often the history and culture of a community is the inspiration for the way it celebrates Christmas. In other cases the "customs" are consciously developed, in an effort to express the spirit of the season. It doesn't take long for these community projects to become well-loved, even "old-fashioned" traditions.

Volumes could be filled with an account of interesting community Christmases, each of them different. A few are summarized below.

In French Canada

In French-Canadian homes, one of the highlights of Christmas is the "Reveillon," a middle-of-the-night family feast, for adults. The meal is served after the return from midnight mass but the preparations start many weeks ahead, nowadays, centers around turkey and trimmings. But the traditional dishes, including goose with nut stuffing, and such specialties as "tourtières," or spicy pork pies, are still prepared for the Reveillon.

Actors Go A-Caroling

Community caroling in Hanover, Va., for the past 10 years has been provided by a group of actors from Barksdale theatre and friends.

Moving about the town in red costumes and carrying lighted candles, the carolers concentrate on houses with children and elderly people.

They approach the houses singing "Jingle Bells," render two more carols, and move away singing "We Wish You A Merry Christmas."

In New Orleans

Carol sings are traditional of the holiday season in New Orleans. Many of them are held across the street from St. Louis cathedral. This historic cathedral in the French Quarter is a focal point for the community's religious observances of Christmas.

Here youthful carolers from a private elementary school, La Petite Ecole, convene to sing the familiar songs, in both French and English.

"Christmas Tree Lane" Important part of the holiday season in Cuernavaca is the ritual ceremony of "Christmas Tree Lane" at Altadena.

Huge cedar cedars border a public thoroughfare in this city, and at Christmas it is transformed into "Christmas Tree Lane." The trees are lit with thousands

of bulbs, turned on at dusk on Christmas Eve, and motorists celebrate the spectacle by driving slowly along the lane.

The tall, graceful cedars were brought to California by Captain Frederick J. Woodbury who, while visiting in India, saw them growing on the slopes of the Himalayas. He returned with cedar seeds, which he planted on his ranch.

In 1885 his sons transplanted the young trees along what was then the principal roadway to the Woodbury ranch.

"City of Candlelight"

Richmond — City of Candlelight! Has been the Christmas theme for Richmond, Va., for the past five years.

Taking the cue from Colonial Williamsburg, Richmond sought to initiate the rebirth of an old-fashioned Christmas tradition by urging residents and organizations to "place an electric candle in every window."

The shopping area presents triple candles in evergreen bases set in the median strip; from the windows of the governor's mansion and the capitol glow electric candles; incoming planes are greeted with candles at the airport; virtually every building in the city cooperates.

In French Canada

In French-Canadian homes, one of the highlights of Christmas is the "Reveillon," a middle-of-the-night family feast, for adults. The meal is served after the return from midnight mass but the preparations start many weeks ahead, nowadays, centers around turkey and trimmings. But the traditional dishes, including goose with nut stuffing, and such specialties as "tourtières," or spicy pork pies, are still prepared for the Reveillon.

Community caroling in Hanover, Va., for the past 10 years has been provided by a group of actors from Barksdale theatre and friends.

Moving about the town in red costumes and carrying lighted candles, the carolers concentrate on houses with children and elderly people.

They approach the houses singing "Jingle Bells," render two more carols, and move away singing "We Wish You A Merry Christmas."

In New Mexico

Indian, Spanish and American cultures all contribute to the ways of celebrating Christmas in New Mexico.

"Prayer dances" performed by the Indians unite their ancient ceremonial with their present Christianity. Following midnight mass on Christmas Eve, they hold four days of prayer dances. At Taos Pueblo, Indians conduct a "procession of torches" during Christmas week.

The candles known as luminarias are a Spanish contribution. Put up early in December, they are used to outline walls of houses

and stores, as well as curbs and driveway.

Then there is the ceremony of the posada. For nine days, the story of the Nativity and the holy family's search for shelter is acted out by churches, hotels, social groups and families.

And, along with all the festive and religious observances of Christmas in New Mexico, it's certain that the American contribution, Jolly old Santa Claus, is well remembered.

Three Wise Men

The three wise men who appeared before King Herod to inquire about the birth of the King of the Jews were called the Magi. They were from a sect of priests from the ancient Medes and Persians and were noted for their knowledge of astrology and for their great wisdom.

Because of the Scripture reference to the three gifts, it is generally accepted by the church there were three in number. Melchior, King of Arabia, brought a casket of gold.

Caspar is said to have brought a gift of myrrh in a gold-mounted horn. He was a young man of perhaps twenty years and was King of Tarsus.

The third wise man, who was King Balthasar of Ethiopia, brought a gift of frankincense in an airlike container.

It is believed the three wise men appeared to the Christ Child on January 6, commonly termed the Twelfth Night or the Epiphany.



CREAMED COTTAGE CHEESE... so popular, flavorful. Goes with just about everything. The cottage cheese Sealtest made famous. (Delft Blue and Sealtest Red Carton.)

HALF AND HALF... richer than milk, lighter than cream. So good so many ways! Perfect for coffee, cereals, desserts. (Turquoise Blue and Sealtest Red Carton.)

WHIPPING CREAM... for full-bodied flavor in coffee. Makes the desserts that make the meal! Farm-fresh, rich, thick, smooth. (Navy Blue and Sealtest Red Carton.)

NOW! YOUR SEALTEST SHOPPING MADE EASY WITH GAY NEW CARTON DESIGNS!

Striking Colors, Delightful Designs
Help You Select Famous Sealtest Products

Here are the most exciting new packages in the entire dairy industry. These new, brilliantly designed cartons give each Sealtest product a personality of its own. Each package is color-keyed and carries a specially designed symbol to help you make your selection quickly and easily.

The highest quality foods deserve the finest packaging. That's why Sealtest has gone all out to bring you the ultimate in modern design... a fresh new look created to appeal to your own good taste. So look for the new Sealtest packages, your bright new guides to the quality Sealtest products you know and trust.



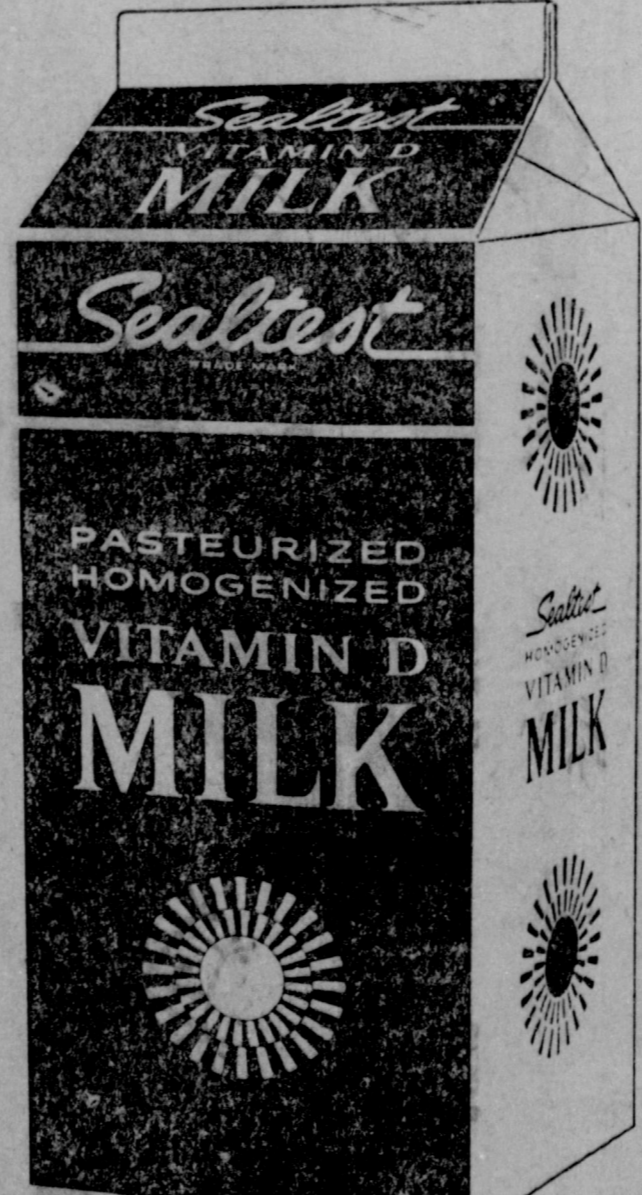
VITA-LURE... created for the busy men and women of today, whose milk needs differ from those of youngsters. (Royal Purple and Sealtest Red Carton.)



CHOCOLATE MILK... all the chocolaty goodness children love so much... plus the wholesome milk goodness they need. (Autumn Brown and Sealtest Red Carton.)



BUTTERMILK... with real old-time flavor. Thicker! Creamier! Smoother! With the sweet flavor that refreshes as it satisfies. (Meadow Green and Sealtest Red Carton.)



HOMOGENIZED VITAMIN D MILK... ultra-modern quality control assures your family that Sealtest Milk is the ultimate in purity, quality and freshness. Your family deserves the best... get Sealtest.



May your hearth-fire be bright and your tree all a-light,
And your home filled with sounds of good cheer;
Friends and kin there to feast, and the last (but not least)
May your heart receive all it holds dear!

St. Clair's

SHOP SIMPLY—SHOP SEALTEST!
LEROY HOLLEY, Distributor For Home Delivery, Call 3-0230 - 114 W. 6th - Muleshoe

**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 towards men. **ST. LUKE**

Christian Visitors Seek Nativity Place

Pilgrimage to Bethlehem is for thousands of Christians each year the focal point of the religious observance of Christmas. Visitors of many faiths make the trip to Bethlehem, now a part of Jordan, to the Church of the Nativity above the Grotto of the Nativity where Christ was born.

Christmas is observed three times at Bethlehem, and for each observance the Mandelbaum Gate between the Israel and Arab sectors of Jerusalem is opened to admit the Christian pilgrims.

Roman Catholic, Greek Orthodox and Armenian denominations share the Church of the Nativity.

The manger so familiar to all who know the Christmas story was an improvised stable in a cave hewn out of rock, near the center of the hill town of Bethlehem.

Early Custom

It was the custom in mediaeval England to begin all Christmas feasts with the ceremony of bringing in the boar's head. The custom is still followed in some old English schools and universities.

The ceremony called for the masterchef, preceded by heralds and musicians, and followed by hunters with boar-spears, to bring the smoking head to the table on a silver platter. It was usually garnished with rosemary, garlanded with laurel. The head traditionally held a lemon in its chops. Occasionally an orange or an apple was substituted.

We're sending you our very best at Christmas!



Lambert Plumbing & Heating
SHORTY - FAY - ROBERT - ALLAN

All About The Christmas Tree

The Christmas Tree! Today we regard it as a central decoration for our season's festivities... a focal point around which our loved ones gather. Why, the Tree just seems as if it always belonged to the Christmas celebration! Yet, we find that this cheery heartwarmer has not really been with us so very long after all.

The Christmas Tree originated in 16th century Germany from where this beautiful folk-tale of its beginning comes.

A poor wood-cutter, his wife and son lived deep in the forest. One stormy Christmas Eve while they were enjoying their simple fare, they heard knocking at the door. When they opened it they found a cold and hungry little boy outside. The family welcomed the tattered stranger, shared their frugal meal with him, and their young son Hans insisted on giving up his own bed to the pitiful child.

Christmas Traditions

December 25, Christmas Day, also is the date of the winter solstice, the turning point of the year when winter begins its decline towards spring.

In merrie old England, country gentlemen, in the fifteenth and sixteenth centuries, held open house for all. With daybreak on came to the manor for a feast of blackjacks and Cheshire cheese, toast, sugar and nutmeg.

Christmas was abolished in England by the Roundhead Parliament in 1643. For twelve years the observance of Christmas as a holiday ceased.

It was long believed in Poland that on Christmas night the heavens opened and the scene of Jacob's ladder was re-enacted. Only the saints, however, were permitted to see it.

The "reveillon" or Christmas Eve supper at midnight is more important to French people than the Christmas Day dinner.

In Denmark an interesting custom prevails. Broken crockery is accumulated through the year and on New Year, this crockery is tossed against the door of favorite friends.

Before Christmas Polish children write letters telling what they want for Christmas. These are placed on the windowsill or by the fireplace where tradition says it will be picked up by the Wise Men.

Scandinavian countries prepare Christmas trees for the birds. It is a long pole to the top of which is attached a large sheaf of grain.

An old superstition of England was humorous. On Christmas Eve the young ladies knocked loudly at the door of a pig sty. If a hog grunted first, the lady's husband would be an old man. If a pig grunted first, her husband would be young.

Scottish superstition says nothing is to be taken out of the house on Christmas Day unless it is a present for someone.

One of the most popular festivals of Puerto Rico is Bethlehem Day. It celebrates the coming of the Magi, or wise men.



*Merry
Christmas*


TO ALL OUR FRIENDS

One of the nicest things about Christmas is the opportunity it gives us to pause, putting aside all of our professional reserve, and to speak as one friend to another, extending our thanks to you for loyal patronage during this past year. And also to wish all of you a very hearty Merry Christmas!

MULESHOE STATE BANK

ZALE'S COMPLETE WATCH OVERHAUL

Only **\$5.95**



INCLUDES

- cleaning, oiling, polishing
- adjusting, electrical timing
- replacing needed parts
- Fully guaranteed by America's largest jewelers!
- ONE LOW PRICE for any standard watch

Put your watch in the hands of expert Zale's craftsmen use the latest scientific equipment, replacing all needed parts including crystals, mainspring and balance staff.

DIAL REFINISHING EXTRA

ZALE'S JEWELERS
Clovis

A Christmas Prayer

At Christmastime, we lift our hearts in a prayer for the blessing of lasting peace on earth.



TAYLOR METAL PRODUCTS

Holiday Open House

Wonder what to serve at an informal "open-house" during the holidays? Here is a suggested menu you might follow with something to please everyone on your guest list.

Holiday Punch
Olive and Cheese Ball
Crispy Cereal-Nut Snacks
Apricot Balls
Christmas Sugar Cookies
Christmas Candy

This might be served on gleaming white tablecloth, with the

punch bowl the center of interest, surrounded with an arrangement of greens, ornaments, etc. On either side place olive-cheese ball and sandwiches. Place dessert cookies and candies around to make a colorful arrangement. Place silver, plates and napkins on table for an informal buffet type open-house.

CHERRY NUT BREAD

2 cups flour
1 1/2 tsp. baking powder
1 tsp. baking soda

1-2 tsp. salt
4 tbs. melted shortening
1 cup brown sugar
1 egg
3/4 cup buttermilk
1-4 cup maraschino cherry juice
1-2 cup maraschino cherries, chopped
1-2 cup pecans, chopped

Sift flour, baking powder, soda and salt. Cream shortening and sugar. Add egg and mix well. Add alternately dry ingredients and liquids to creamed mixture. Add cherries and nuts. Bake in greased loaf pan . . . 9x5x3 inches in 325 degree oven for 50 to 60 minutes.

Allow bread to stand 24 hours

before making into sandwiches. Cut into thin slices and spread with favorite cream cheese spread

APRICOT BALLS

1 lb. dried apricots
2 cups sugar
1 cup pecans, finely chopped
1 orange

Grind apricots and orange in food chopper. Add sugar and melt over low heat. Remove from heat, add nuts. Chill, then drop by teaspoonful on waxed paper which has been sprinkled with confectioners' sugar. Form into balls, then roll each in sugar. Chill until serving time.

SUGAR COOKIES

1 cup butter
1 tsp. vanilla
3 eggs
1 1/2 cups sugar
3 1/2 cups sifted flour
1 tsp. soda
1-2 tsp. salt
2 tsp. cream of tartar

Cream butter and vanilla, add sugar, creaming until fluffy, then add eggs, one at a time, beating after each. Sift dry ingredients and add gradually to creamed mixture. Chill about four hours. Roll out on wellfloured surface to 1/8 inch. Cut in variety of shapes such as Christmas tree, bell, etc. Bake on ungreased cookie sheet in 375 degrees oven 7 minutes. Cool slightly then transfer to cooling rack. Decorate part of cookies while still warm with colored sugar, candied fruit, etc. When confectioners' icing in variety of colors and designs. The recipe makes about 7 or 8 dozen cookies, depending on size.

CHRISTMAS CANDY

1-2 cups sugar
1-2 cup white corn syrup
3-4 tsp. vanilla
1-4 lb. chopped candied cherries
3-4 cup thin cream
1-4 lb. chopped candied pineapple
2 cups chopped pecans
1-4 each chopped walnuts and Brazil nuts

Mix sugar, syrup and cream. Place over low heat, stirring until sugar is dissolved. Cook to soft-ball stage or 234 degrees. Beat until thick and light in color. Then add vanilla, fruit and nuts. Mixture will be thick and sticky. Pour in well-greased loaf pan and let chill 24 hours until firm.

HOLIDAY PUNCH

1 quart cranberries
1 quart water
2 cups sugar
2 cups water
4 cups pineapple juice
1-3 cup lemon juice
2 quarts gingerale

Simmer cranberries in quart of water until tender, then strain or put through sieve. Stir in sugar and water, then fruit juices. Chill until ready to serve . . . in punch bowl and add gingerale. Garnish with holly leaves and

Letters To Santa

Dear Santa Claus,
I want a Clancy the skating monkey, a football suit, Cub Scout suit and I want you to fill my stocking full of things. Even if nobody else believes in you I still believe in you.

Your little helper,
Vance

Dear Santa,
I am writing you a letter. It is almost Christmas. I am hoping you will come to my home. I would like to have a Barbie game and some Barbie clothes. We are going to have a Christmas party at school. I would like to have a Pebbles for Christmas. At my home we have put up our Christmas tree. We have drawn names at home and at school. I would like to have a Barbie dream house for Christmas.

Your friend,
Sherry Wagnon

Dear Santa,
I am a little boy 2 years old. All year I have been a pretty good boy and I want you to bring me a football helmet, a toy box, and a tractor I can ride. Also some candy and gum. Santa Claus please don't forget all the other boys and girls and mummies and daddies.

Love,
Gedonne "Jeep" Shanks

Dear Santa,
I have been wanting a Nancy nurse doll very bad. When you come to my house, don't feel left out because I will have a little

maraschino cherries.

CRISPY CEREAL-NUT SNACKS

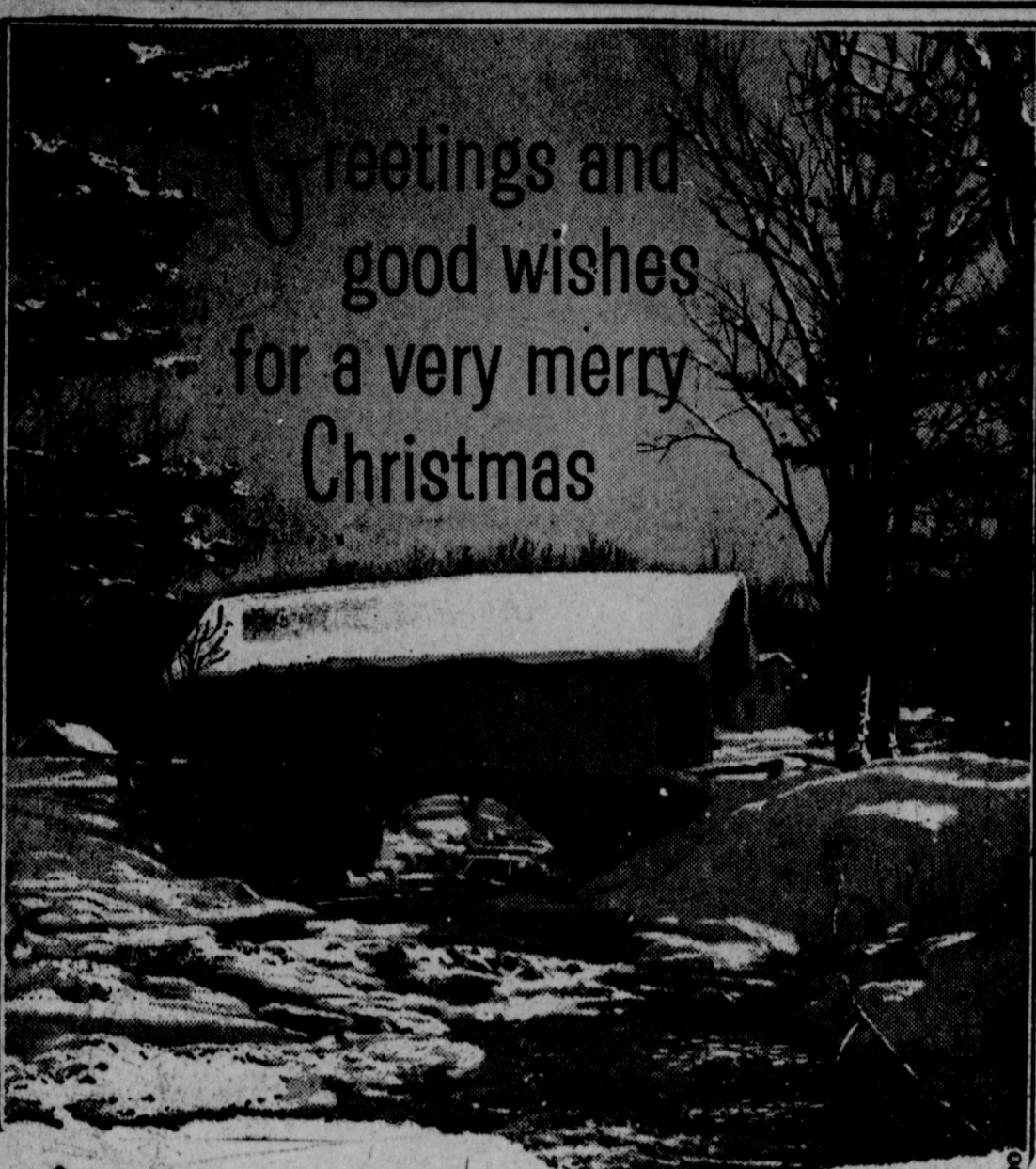
1 package each:
Chericoats, Kix, Rice Chex, Long pretzels, mixed nuts, and peanuts
1-2 lb. oleomargarine
2 tbs. Worcestershire
1 tsp. tabasco
1 tsp. savor salt
1-2 tsp. each hgaric, celery and onion salt
Combine cereals in large shallow pan.
Melt margarine and stir in seasonings, pour over cereal and stir to blend thoroughly. Bake in a slow oven (250 degrees) for about two hours. Stir every 15 minutes. Can be stored and kept in airtight containers for several weeks. Do not refrigerate.

OLIVE AND CHEESE BALL

1 8-oz. package cream cheese
8 oz. Bleu cheese
1-4 cup margarine
2-3 cup drained chopped ripe olives
1 tbs. minced chives
1-3 cup chopped walnuts or pecans
Soften and crumble cheeses and butter together. Stir in olives and chives. Chill slightly, then shape into ball on serving dish. Chill thoroughly. Just before serving, sprinkle chopped nuts over ball. Trim with parsley and serve with assorted crackers.

In The Holy Land

Jerusalem and the Holy Land at this time of the year attract thousands of Christians from throughout the world. In Bethlehem they find the Church of the Nativity, traditional scene of the birth of Christ. From the Mount of Olives, where Jesus prayed and wept over Jerusalem, visitors can see the great beauty of the Holy City. Near Jerusalem is the Garden of Gethsemane where Jesus prayed the night before he was killed. The tomb of Mary, mother of Christ, is close by. In Jerusalem is the Church of the Holy Sepulchre, erected over the place where Christ was crucified and buried. And these are but a few of the many shrines and Holy places to be visited.



Meetings and good wishes for a very merry Christmas

In life's journey, one of the great rewards is the good will of our friends. We thank you heartily and wish you a most Merry Christmas.

CARPENTER'S GULF
5th & Highway 34
Phone 3-9280

LITTLE GULF
2nd & Highway 84
Phone 3-9410

SEASON'S GREETINGS

In the spirit of this gladsome season, and with pride in the friendship of our customers, we offer our sincere best wishes and warm thanks.

JOHNSON-POOL HDWR. & APPL.

MULESHOE, TEXAS

something for you. I don't know if my stocking will be out this year.

Don't be surprised if you see me sneaking around the chair or under the couch or on the couch playing like I am asleep. I have been a good girl so if you can afford something else please! bring it.

Your friend,
Sandy

Dear Santa Claus,
My baby sister wants a doll. My other baby sister wants a little doll.

My brother wants a little train and a bus and car and a horse and a truck.

I want a set of play dishes and chairs and a table to play with. And a talking doll and a big piano.
Hope, Sylvia, Jr. Danny and Elizabeth Leybu

Dear Santa,
I want a Superman suit, I want the bubble gum, I want the car that runs by your control. I saw you on the wing of your airplane. I hope you had fun. One of my brothers and sister, we cleaned the house when we weren't told. Was our mother surprised! I am coming to visit you Saturday.

Your friend,
Diane Fischgrabe

Dear Santa,
Please bring me a Perky Miss Ponytail and her clothes. A night table with a lamp, and an identification bracelet.

We will leave some hotchocolate and cookies under the Christmas tree. We will be at home this year.

Tracy Cowan

Dear Santa,
Santa - I got a bicycle last Christmas. Is it cold up at the North Pole? This Christmas I want a wagon, Has Rudolph guided the sleigh yet. Santa has your

heard grown any longer?

Your friend,
Billy Nelson

Dear Santa:

I would like to have a Training Rifle, a Tiger Joe tank, a Blue and Gray set, an American Patrol set, a football set, and a Road Racing set. I would also like to have a Big inch set, and a pair of roller skates, a sleeping bag and tent. I would also like to have an Normandy set, a Jumpin Jiminy, and a Army helmet.

With Love,
Raymond Loyd, Davenport.

Dear Santa Claus,
I am six years old and in Mrs. Witherspoon's first grade room.

If you can possibly do it, I would like a doll Eatinette, and a "Little Miss Echo" doll.

Please remember all the other little girls and boys, especially Leesa, Prisca and Paul.

Love,
Judy Kim Bryant

Dear Santa Claus,
I want a Tiny Chatty Baby and Tiny Chatty Brother and Santa, may I have a nursery set. I want a blond doll. I would also

Love
Rhea Lyn

Dear Santa,
Bring me an Airplane, a pickup and train. Bring my sister, Ruth, a doll. Bring Linda a doll.

Thank you
J. B. Travis

Dear Santa:
Santa, I love you and when I get my toys I'll even love you more.

I want a BB gun, a road building set and Big Inch. I want a gum ball bank a bo-bo bear and a Kool-Aid Kooler and a speedometer for my bike and a light

Tracy Cowan

Dear Santa,
Santa - I got a bicycle last Christmas. Is it cold up at the North Pole? This Christmas I want a wagon, Has Rudolph guided the sleigh yet. Santa has your

too. Larry wants a pool table.

From Richard Meyers
Box 265

Dear Santa Claus,
I would like to have a doll for Christmas this year. And a watch a paint set, a Barbie doll, a bike, A doll house, a play house, a kitchen set.

Love Debbie Blaylock.

Dear Santa,
Please bring me a firetruck, bulldozer, Road Grader, and truck. I have tried to be a good boy. Don't forget the other little boys and girls and their Mommy's and Daddy's.

I love you,
Scotty Farley

Dear Santa Claus,
I want a transistor radio too! I want little Miss Echo and I want a record player. I want some candy and nuts. Santa Claus I will get four things for Christmas next year. I did not get very much.

Love,
Beverly McCamish

Dear Santa,
Please bring me a Barbie Train Case, a pair of fluffy house shoes, a housecoat, and if it's not too much, I would like a wig.

Your friend,
Patricia Ann Murray

P.S. Have a merry, merry Christmas and a happy New Year.

Dear Santa,
Please bring me a Kissy Doll, a Barbie Case and fuzzy house shoes.

Your friend,
Susan Murray
Age 6

Dear Santa Claus,
For Christmas I want a pair of guns called Frontier set. Then I want a real transistor radio. Well Santa I did not ask for Christmas this time but good luck where ever you go.

P.S.M. I forgot to name candy and nuts.

Love,
Boyd McCamish

Dear Santa Claus,
I would like to have a typewriter, for Christmas. I would like a doll for Christmas, could you get me a dress for Christmas?

Your friend,
Gloria

Dear Santa Claus,
I wish you would bring me an electric train, play airplane, football suit and a ball.

Lovingly yours,
Gary Merriott

Dear Santa Claus,
I would like to have a shooting shell rifle. I would like a buffalo hunter set. I would also like a wagon for my brothers and me. Please bring us a cotton candy machine. If it wouldn't be too much please bring me a scooter. Thank you very much.

Your friend,
Randy Burris

Merry Christmas from...

SOUTH PUBLIC SERVICE COMPANY

BEST WISHES FOR Christmas
To all our good friends, the very best wishes of the season.

PAUL'S CAFE

Spirit of Christmas Rules In Community Celebrations

It's Christmas time! Everywhere, glad sights and sounds reflect the spirit of the season, as joyful holiday.

The spirit of Christmas is seen in gaily decorated streets and stores, in homes aglow with light and festive with evergreens, in churches where the manger scene tells anew the wonderful old story of a holy babe who was born in Bethlehem nearly two thousand years ago.

The spirit of Christmas is heard, in bells ringing out from street corner to steeple, in happy voices singing all the songs of the season, from old familiar carols to the more solemn, but at the same time joyful, anthems, cantatas and oratorios.

The spirit of Christmas is felt, as last minute preparations for the big celebration are made. There are always, it seems some packages still to be wrapped, some final trimmings to be put on the tree, some part of the Christmas pageant or choral program that needs just one more rehearsal, some extra touches to make the Christmas feast absolutely perfect.

In the midst of the bustle and bustle, the spirit of Christmas shines through in all its many meanings.

The spirit of Christmas means laughter and joy — best expressed, perhaps by the faces of children, eager and smiling as they wait for Santa, full of reverent wonder as they hear the Christmas story and see the manger scene.

The spirit of Christmas means giving, with love wrapped into every package. And it means sharing — the riches of thoughtful consideration and genuine interest, as well as time and money — with the aged, the ill, the needy and unfortunate.

The spirit of Christmas means a warm renewal of family ties and close friendships, and an enjoyment of traditions treasured through the years — the special customs each family creates for itself, as well as the traditions garnered from the lore and legend of Christmas.

Naming the Day
As a holy day and a holiday, Christmas means both prayerful worship and festive merrymaking. The holy meaning of the day is expressed in its name.

The Latin name for Christmas translates as the Feast or Birthday of Our Lord. The English Christmas means the Mass of Christ, a meaning which is closely paralleled by the Dutch "Kerstmis" in German it's "Weihnacht," or "scared night."

The French "Noel" has several possible meanings — news, birthday or a "shout of joy." Whatever the exact origin, there's no question that Noel now means Christmas.

How the Tree Grew
When the German prince Alfred married Queen Victoria, he carried the custom of the Yule tree to England, and from there it spread by imitation and im-

migration to the United States and Canada.

The German origin is appropriate, since it was in Germany that the English missionary St. Bonifrid, first instituted the decorated fir tree, a tribute to the Christ Child, as a replacement for the sacrifices made to the oak, which was sacred to the pagan god Odin.

With the joyful strains of "Silent Night," "The First Noel" and other beloved carols, today's carolers carry on meaningful Christmas custom that originated centuries ago.

As early as the fourth century A. D., a musical poem was sung in honor of St. Basil and his victory in the fight for Christianity over the Byzantine emperor Julian. In Greece, legends of St. Basil were later put to music and sung at Christmas and the New Year.

The first real Christmas carols, however, were probably sung in the Italian mountain village of Greccio when St. Assisi created the first manger scene in 1223. He and his brethren led the villagers in singing hymns of praise to the Christ Child.

Giving gifts at the Yuletide season has many precedents. In the years before Christ, Romans gave branches of laurel, olive and myrtle to each other at the Saturnalia, a pagan festival that occurred about the same time as the present date of Christmas. In England and Northern Europe, Druid worshippers tied gifts on trees during the Yule festival held at the winter solstice.

Roman emperors often demanded Yule gifts of clothing, gold and silver from their subjects, and so did the kings and queens of medieval England. It is said that Queen Elizabeth I gained most of her wardrobe through these compulsory gifts.

In later years the idea of giving in a spirit of kind-hearted generosity developed.

Names of Xmas

Christmas is known by a variety of names in other lands. In Greece it is called "Genethlia," feast of the Nativity. Noel is the term used in France. An Italian name is "Nativita," from which probably derived the Spanish "Natividad." The German "Weihnacht" signified holy night. The best derivation of our own "Christmas" is from the Hebrew "mas" which means tribute.

CHRISTMAS INSPIRES A WORLD OF WORDS

Christmas stories, legends, myths, and the descriptions of the season's customs have filled dozen of books.

It's easy to understand how there could be such a wealth of information about Christmas when these things are considered:

The pagan Winter Solstice occurred about the same time as Christmas. In their sacred rites they used many of the same symbols we use at Christmas — mistletoe, evergreens, light (we use candles; they used fire), etc. This makes the history of these symbols a long one.

Customs are so different in each country, there are many traditions to be explained.

For example, Santa Claus as we know him, is unique. He's Father Christmas in England — a girl-angel in Switzerland, whose name is Krisskindl.

The way gifts are exchanged is not the same the world over — in some countries gifts are hidden and a note telling where to look may be baked in a cake.

The history and description of carols alone would fill volumes

of books. The very earliest carols were sung even before Christ's birth!

Christmas foods. Think of mince pie, plum pudding, wassail bowl, egg nog, turkey, boar's head, and you have just begun!

Then there's the history of bells, the Star, decorations that go on the tree, cards, seals, stockings — the significance of animals to the Holy Season — how to say "Merry Christmas" in every language — the names of "Christmas towns" — an explanation of "Advent" and the "Twelfth Night" — And much, much more.

Legends which have grown up around such things as — "how the holly tree got its red berries" — "how weeds turned into poinsettias" — "why candles must be burned in windows on Christmas Eve" — etc., not only take pages to tell in one version, but there are usually several versions of each story.

But — it is these stories, legends, myths and descriptions and use of the Christmas customs which add so much richness and beauty to this season in which we

The Season Comes Early; Stays Late

Christmas comes but once a year — but for some people the holiday season lasts a month or even more!

The season is a long one, starting four weeks before the December 25th Christmas and not ending until, at least, twelve days after. It begins with the first of the four Sundays which next precede Christmas. That is Advent. It ends, usually with Epiphany on January 6.

During this long period, there are a number of festival days in addition to Christmas Eve and Christmas Day.

For example, in many European countries December 6, the feast day of St. Nicholas of Bari, the original Father Christmas, is the big day of the season.

During the Middle Ages, Holy

celebrate that most beautiful of events: the Birth of Jesus in Bethlehem.

was an important day for children.

Epiphany, which marks the end of the Twelve Days of Christmas, falls on January 6 and is the feast of the Manifestation of Christ to the Gentiles.

Two important days which are in connection with the season remain after Epiphany. One is Plow Monday which immediately follows Epiphany. The other is Candlemas.

Candlemas Day, in memory of the Purification of the Blessed Virgin, doesn't come until February 2. So for some people, the Christmas season can be nearly two months long!

A YOUNG GIRL'S GIFT

The legend of the Christmas Rose says that a little girl followed the shepherds as they journeyed to the manger in Bethlehem. But she was sad because she shepherds had gifts for Christ, and she had none. Then as she fell further and further behind the shepherds, suddenly an angel appeared and scattered the white roses at her feet. She gathered them up and took them to the little Lord Jesus as her gift. When He touched them, the petals became suffused with pink.



Blessings of Christmas

May you be blessed with a joyous and holy Christmas season.

Mr. & Mrs. N. W. Lee

TRI-CO SNACK BAR

Of Wreaths

Using wreaths as decorations at Christmas may be traced to the customs of Advent season, the four Sundays before Christmas — a time of preparation for the coming of the Christ Child. Traditionally, the Advent wreath is made of evergreen branches interlaced with red ribbons. It holds four candles. One candle is lit at dusk on the first Sunday of Advent, two the next Sunday, three the next and four on the last Sunday before Christmas. The wreath may be placed on a door, set on a table or hung from the ceiling.

CHRISTMAS GREETINGS

To you, our good friends and customers, we're wishing a Christmas merry and bright with good times and good fellowship. And we warmly extend our grateful thanks for the pleasure of serving you all year.



KING GRAIN CO. KING FEED LOT

THE CHRISTMAS STORY



Once again we pause to observe, and gather new inspiration from the age-old story... the birth of our Saviour... and His divine, eternal presence. May every joy and blessing of this Holy Season come to you and your loved ones, bringing peace and happiness... making spirits bright!

Anthony's
YOUR FAMILY STORE

Holly Holds Sway

The holly tree and its brightly berried branches hold an important place not only in holiday decorations but in the legends and lore of Christmas.

An old belief in England and Germany was that there are "he" and "she" hollies — the "he" hollies with spined leaves, the "she" hollies smooth-leaved. The varieties brought into the house at Christmas supposedly showed who would head the household for the coming year — "he" or "she."

A variation on this custom said that if the holly was brought into the house in fair weather, the wife would rule, but if the weather was bad, the husband would be master.

Holly was credited with many magical and medical powers. It was believed to cure toothaches, banish rickets, and even foretell to girls the names of their future husbands.

Hints For A Happy Holiday

Plants received as Christmas gifts will last longer with proper care. Foliage plants should be watered when top soil is barely moist to touch, then only enough so that soil is moist. Feed plants about once a month and do not overfeed them. Glossy leaved plants need an occasional sparging off with lukewarm water. Keep sun-loving plants in a sunny spot and out of drafts.

To make an attractive "last minute" Holiday table decoration, fill one or two hurricane lamps with ornaments, place evergreen in them and add a few ornaments to the greens. Or use a candle and a piece of plastic foam. Stick twigs of evergreens, holly, etc., into the foam and wire cones, clusters of berries into the greens.

If you buy a "living" Christmas tree this year for transplanting later, do not keep it indoors more than a week, or the tree will dry out in the warm, dry air of the house. The tree should not be loaded with too many heated bulbs. Deal with a reliable nursery and purchase freshly dug tree with large root ball. Follow his instructions for decorating and transplant.

Fruits such as lemons, grape bunches, etc.; fill ice cube tray 2-3 with cooled boiled water. Freeze, the top each cube with red and green cherry halves, or fresh cranberry and mint sprig, then add more water and refreeze.

For prettily wrapped packages that can be enjoyed the year 'round, wrap lids and bottoms separately, so the tops can be removed without destroying the effect. Use bright remnants of satin, calico, c intz, mitering the corners, and securing the edges inside lid and box with glue. Trim with lace, braid, ribbons, fake flowers, other scraps from the sewing box.

For the children when you serve the traditional egg nog to grown-ups: A bowl of Fruit Nog, made with milk, eggs, and vanilla ice cream, topped with scoops of orange sherbet and served with short colored straws. Festive, delicious, and good for the youngsters.

For an unusual gift especially attractive to a girl of almost any age, why not a small Christmas tree decorated with "beauty gifts," such as tiny bottles of perfume, an atomizer, hair spray in purse size, a pretty sleeping cap, eyebrow pencil, eyeshadow, perhaps purple size lipstick, nail polish. Cotton balls in colors, along with small ornaments will help decorate the tree.

Naming Santa

Santa, the giver of many gifts, is a man of many names, too. While he is becoming almost universally known as Santa Claus, Santa or St. Nick, many European children still wait for the arrival of St. Nicholas.

St. Nicholas was the first of Santa's names and came from a real bishop in the fourth century, A.D. He is said to travel not by reindeer but on horseback, and wears bishop's robes.

Over the years, Santa has gained still other names. In France he's Pere Noel, in Finland Father Christmas, in Germany Kris Kringle, in Russia Father or Grandfather Frost.

before or after the Christmas feast. Perhaps mugs of hot soup or oyster stew, small sandwiches and salad. The rich foods of the Holiday feast will be enjoyed more for having eaten the plain foods the day before.

Little Known Little Items

The meaning of the word Bethlehem, the city where Christ was born, is "home of the bread". Although Beth resembles our word bread and lehem is close in sound to home... actually the translation is reversed: Beth is home; lehem is bread!

The pipes used by shepherds in the Holy Land today and at the time of Christ's Birth are said to be forerunners of the church pipe organ of today.

"The Well of the Wise Men," where the Magi stopped to water their camels enroute to Bethlehem, stands at the foot of a hill on the mountain route from Jerusalem and is in use today.

It was the reflection of the Star on the surface of this well which told the Wise Men they had almost reached their destination, although the little village of Bethlehem still was hidden just over the hill.

SHOP MULESHOE FIRST

Santa Claus To Celebrate His Birthday

The jolly figure we know as Santa Claus reached his one-hundredth birthday this year!

He was brought to "life" in New York City in 1863, beneath the pen of a cartoonist, Thomas Nast, who was commissioned to illustrate the poem "The Night Before Christmas" (originally titled "A Visit from St. Nicholas") written in 1822 by Dr. Clement Clark Moore, a seminary professor.

(It was Thomas Nast as the Harper's Weekly cartoonist who also created the Democratic donkey and the Republican elephant.)

THE FIRST SANTA
Dr. Moore's Santa was the product of legends dating back as far as 200 A. D. when the "first" Nicholas was born. The place was Patara, a village in Asia Minor, a portion of present-day Turkey.

Even as a young boy, Nicholas was known for his generosity, and he eventually became the Bishop of Myra.

After his death, Dec. 6, 343 A.D. adopted St. Nicholas as their patron saint.

JOLLY FRIEND

In 1613 in Nieuw Amsterdam (New York City) the Bishop-robbed St. Nicholas was introduced to this country by the Dutch settlers. He remained thin and wrinkle-browed until the early 1800's when American artists gradually began to picture him as short, fat and happy.

The twinkles in his eye appeared in 1821 through an illustration in a book "The Children's Friend." The picture showed him with a sleigh, reindeer, and bearing gifts.

Where did American artists get their ideas of how Santa should look? And where did the sleigh and reindeer come from?

Santa's red suit probably comes from the fact that as a Bishop, St. Nicholas wore red robes. Santa's rotund shape, jolly nature, and white beard are also seen in the German's version of "Sankt Nikolaus."

In Switzerland, "Santa" is an angel "Christkindl" (Kris Kringle) who arrives in a sleigh drawn by six reindeer.

Our Santa Claus in indeed a product of many lands, but that he's "Made in the U. S. A." there's no doubt!

Your Story

One of the loveliest times of the Christmas Season could be when you gather with your family and friends and each one recalls the joyous happenings of Christmas days in the past. Many families have made such personal story-telling a part of their traditions at this time of the year. Think back to your childhood — wouldn't it be fun to relate your memories of the Holidays: After all, your story too is a part of Christmas!

CHRISTMAS IN AMERICA

The first "true" Christmas in America was celebrated three-hundred and forty-four years ago, in Jamestown.

But the first time a Christian ever spent a Christmas in the new world was in 1492 when Christopher Columbus' ship was wrecked on the island of Bohio, Haiti. On December 6, St. Nicholas Day, an island chief sent Columbus and his crew food enough for a good meal.

Captain Smith was the first man to spend Christmas on the soil of the Colonies. At that time, he was a captive of Powhatan on Indian chief.

WOMEN ARRIVE
That first significant Christmas was held in 1619. It was the first December there had been women settlers.

The very next year the Puritans began their fight to abolish the celebration, as they held it to be frivolous and pagan. In 1659, a law was enacted making the celebration of Christmas illegal.

It was twenty-seven years later, in Boston, that the first legal Christmas celebration was held. Then in 1856, the Day was made a legal holiday in the state.

CHRISTMAS GOES ON
During the period that Christmas was outlawed, the Dutch settlers had gone ahead with their own traditions, and many Christmas traditions alive in their country.

The Germans together with the Dutch introduced to this country most of the "trappings" of our secular Christmas celebrations... holly, decorated evergreen trees, the inspiration for our Santa Claus, many carols, and other things as well.

In a nation as young as ours, as large as ours, and populated by so many different nationalities, races and religious sects, it is difficult to pinpoint the "American" Christmas. It has changed a good deal in the past three-hundred and forty-four years, and differs in many regions.

But in nearly all places in our country, Christmas is the time for family gatherings, for exchanging gifts, for worshipping in our churches — to give our thanks for God's Gift.

Dutch introduced to this country most of the "trappings" of our secular Christmas celebrations... holly, decorated evergreen trees, the inspiration for our Santa Claus, many carols, and other things as well.

In a nation as young as ours, as large as ours, and populated by so many different nationalities, races and religious sects, it is difficult to pinpoint the "American" Christmas. It has changed a good deal in the past three-hundred and forty-four years, and differs in many regions.

But in nearly all places in our country, Christmas is the time for family gatherings, for exchanging gifts, for worshipping in our churches — to give our thanks for God's Gift.

Christmas Waits

The origin of the Christmas Waits seems to be dated back to the fourteenth or fifteenth century. They were probably musical watchmen who were required to prove their vigilance by playing on a musical instrument of some kind at regular intervals.

Later the Waits became organized bands of musicians who were available as entertainers for wedding, banquets and other festive occasions.

Today, in England, the Waits are unorganized bands of boys and men who parade the streets during the holidays, singing Christmas carols and playing musical instruments for a small gratuity.

A group of archaeologists recently discovered the name of Jesus carved before 70 A. D. among inscriptions on 11 early Christian burial urns found in a cave on the Bethlehem-Jerusalem road.



A FOND NOEL TO EVERYONE

SWAP SHOP

209 American Blvd.

Ph. 3-0740

Free Pick Up And Delivery 2-DAY SERVICE

Littlefield Steam Laundry

232 W. 2nd

Phone 385-3870

PICK-UP STATION AT
LAMBERT CLEANERS

MERRY CHRISTMAS AND
HAPPY NEW YEAR...

... Thank you, one and all,
for making ours a prosperous
New Year in Muleshoe!



Ghost Stories: A "Strange" Custom

Strange as it may seem to us, telling ghost stories at Christmas-time is a popular custom in many parts of the world. But, there are a few feelings about the ghosts themselves.

One group of people believes

that during Christmas, no witch or evil creature can bring about harm.

In other places, it is believed that this is the important time for the dead to return and wander over the earth.

In the Scandinavian countries, a meal is often set out for the ghosts.

England is the place where time during this season, Shakespeare even makes mention of this custom in his writings.



MERRY Christmas

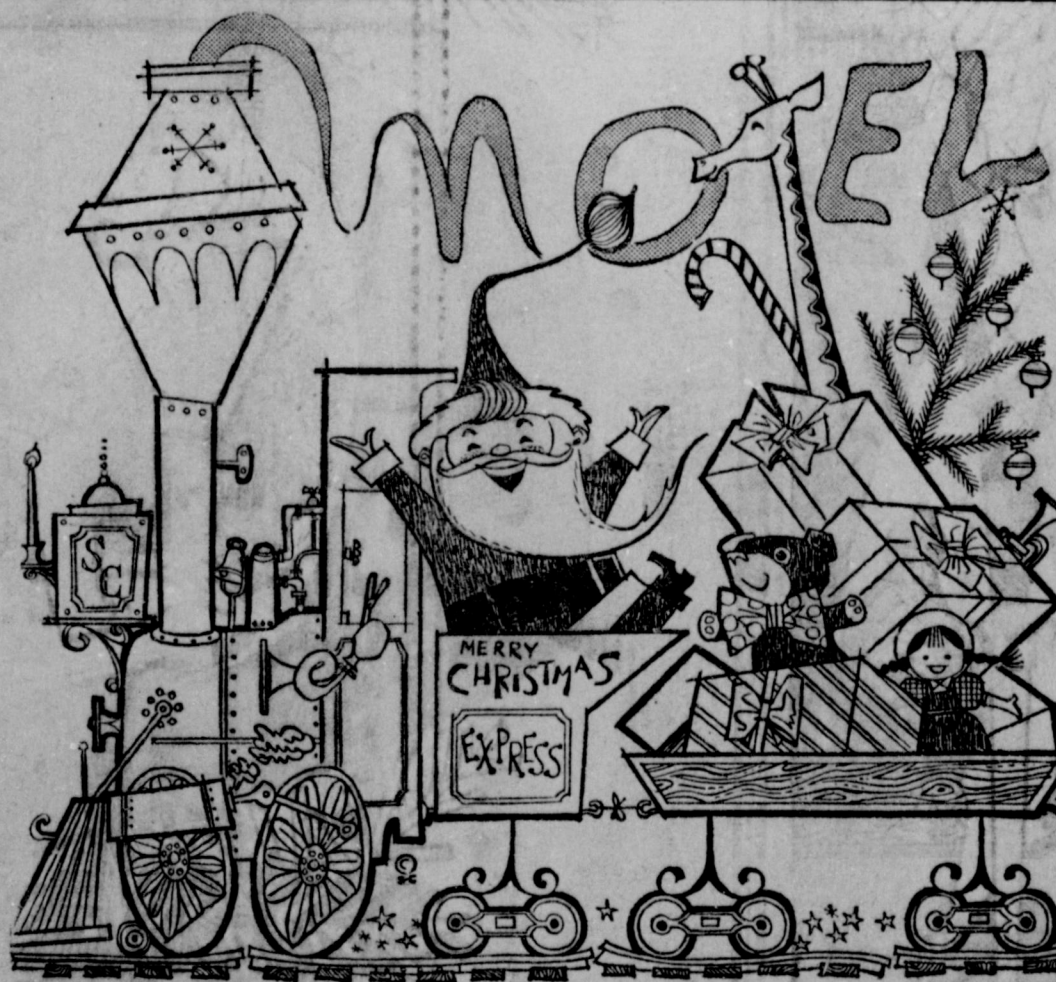
We welcome the glad Christmas season
and all the heartfelt joys it brings.

We welcome, too, the opportunity to pause in the midst of our daily occupations to recall anew how fortunate we are to have the favors and friendship of our valued customers. To all of you, we offer our real appreciation and our best wishes for your holiday enjoyment.

B. C. SCOTT

And All The Stockholders and Employees of

CLAY'S CORNER GIN



**Steaming Right Your Way
To Wish Holiday Happiness**

Santa's steaming down the track....

Loads of gifts tucked in his pack

And just carloads of Best Wishes meant for you.

To our many, many friends,

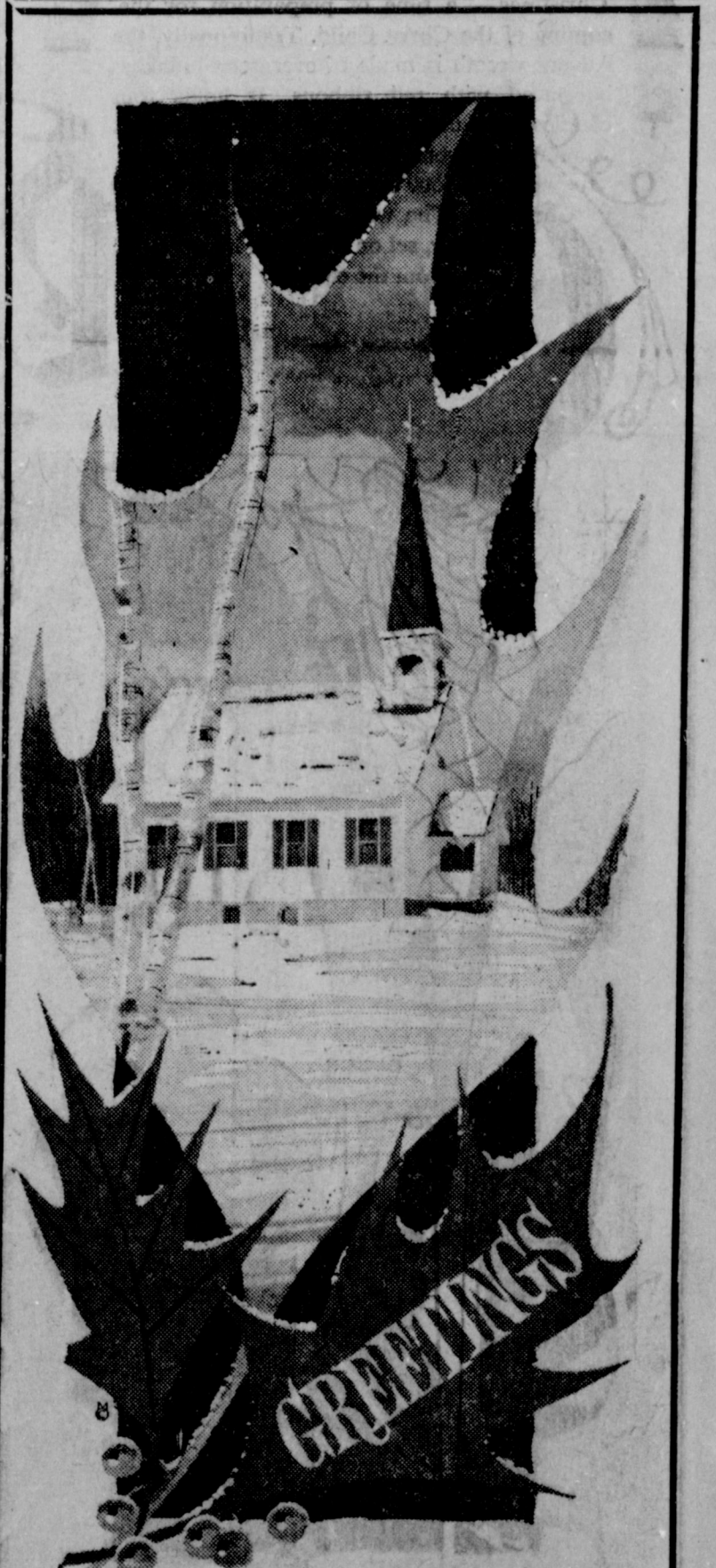
Each one here also sends

Warmest greetings and a Merry Christmas, too!

WHITE'S AUTO STORE

303 Main

Phone 3-5110



May your remembrances
of this holiday season bring you
everlasting recollections of joy
and friendship.

THE FASHION SHOP

MULESHOE

Andy & Opal Thompson

Mrs. Clyde Bray, Sr.

Bobbie Walker

Rita Johnson

Letters To Santa

Dear Santa,
I would like to have a rifle, a gun and holster, boots and a Guit. I also want you to fill my sack.

Thank You
Randy Waggoner

Dear Santa,
I want a Champion Tripod Archery set with rubber arrow tips, Small double hooter and gun set. I want a red cowboy hat with a white trim. I want a camping kit by Industrial Safety Belt. I want

a pet toy turkey shoot. I want a Structo Auto Transport. I want a Nylint Ford Econo Van. I also want a Parris Trainerifle.

Yours truly,
Ronnie Haney
1710 W. Ave. B

Dear Santa:
I would like to have some new shoes, a Billfold, Chatty Cathy, a sewing machine. Be sure and not forget my sock. Don't forget the other little boys and girls.

Thank You
Cammie Waggoner

Dear Santa,
Please bring me a tractor to ride and Sissie a car to ride on. Mommy and Daddy said we have been pretty good this year. We will leave you a snack under our Xmas tree.

We love you Santa Claus!

Darrell and Daria Hunt

Dear Santa Claus,
I am nine years old. I would like a pair of cowboy boots. I would like a Barbie Car and a Barbie Bed and a Barbie Dresser. My brother (age five) would like a Battle Wagon and a Camp-

ting Kit.
Debbie and Davey Engelking
Rt. 3 Box 59 Muleshoe, Texas

Dear Santa,
I want a Ohio Ari Traffic Control Van, Gnagy Learn To Draw Outfit, Revell Custom Car Kits, Parris Trainerifle, Eagle Rubber Basketball and Goal Set. Hubley Navy Fighter Bomber. Biocrazit Specimen Set.

Yours truly,
Marshall Huney

Dear Santa Claus,
I would like to have a Big Loo for Christmas and a building set. I would like a remote control car. And a model airplane. I would like a King Zor.

Chris Byrd

Dear Santa,
I am a student in the third grade at Richland Hills Elementary School in Muleshoe Texas.

At the present time we are studying about how people travel. Please see that all children everywhere have something in their stockings on Christmas. I would like for you to bring me a Big Shot and a Big Bruis-

er.
I will leave you some milk and cookies on our coffee table.

Love,
Joel Hays

Dear Santa,
I want a Tru-Action electric football set. I want a J. F. K.'s PT-109 boat. I want a Parris Trainerifle. I want a combat play set. I want a Buddy "L." Country Squire Wagon. I want an Andy Guard combat squad I want a Revell custom car.

Yours truly,
Bobby Haney

Dear Santa Claus,
My name is Randy Watkins and I am almost 3 years old. I have been a good boy this year so please bring me some toys. I want a cash register, a choo-choo train top, a basketball, some tinkertoys and some new boots. Also please leave me some fruit and nuts.

Please be nice to all the little children in the world. Thank You.

Love,
Randy Watkins

Dear Santa Claus,
I would like a Chatty Cathy doll for Christmas. I hope that I will have a very nice Christmas. If I get a Chatty Cathy it will be my last doll. Nearly ever-

Christmas we have Christmas candy.

Your friend,
Sherry Ann

Dear Santa Claus,
Please bring me a bow and arrow, and one barrel 22, and an erector set, too.

My birthday is Dec. 8th. I have been a good boy. I hope it snows on Christmas.

How are your elves? Have they helped you very much? I hope you have a Merry Christmas and a Happy New Year.

A friend,
Bill Tanner

Dear Santa,
I have been a good girl and I want a Barbie doll for Christmas and my brother wants a B. B. gun. My sister wants some books and my other sister wants a compact.

Your helper
Ralana Houston

Dear Santa,
I want a Barbie dream home and some clothes, too. I want a Barbie car, too. I want a merry Christmas for all my friends, too. How it is up in the northpole. Is Mrs. Santa all right? I hope so, and Merry Christmas to you and Mrs. Santa.

Love, Celia

Dear Santa,
I want a pony and a big bear. I would like a B. B. gun.

Your friend,
Roger Williams

Dear Santa Claus,
I want a watch and some toys to play with. I have been nice to my mother and to my father. When I come home, I do my lessons. I get to play when I do my lessons. I love Satna Claus, too, so I am thanking him. He is ours, He will come to see me, so I will get toys from him.

Bye,
Debra

Dear Santa Claus,
I want a watch, snow cone maker and a big baking set and Tammy with some of her sets. I hope you get Rudolph's nose fixed before Christmas. I have been watching Freddy the fireman's

show, and I see you on the Santa scope.

Your friend,
Rhonda Conner

Dear Santa Claus,
Please bring me a Barbie and a Ken and a Mig. Please bring me some dishes and a doll and

candy and a Princes suit too. Thank you for bringing me the things that you brought me.

Barbara Gray

NOEL

HAYDON'S SHOES
"Shoes For The Entire Family"
MULESHOE

A MIGHTY, SHORT STORY

His name was Luke. He was a physician. But history knows him best as the author of the most beloved story in all literatures: the Nativity story.

It contains only 416 words, but it has had a greater impact on the minds and hearts of men than any long novel, play or poem.

For more than 1,900 years it has been read and cherished by all kinds of men. It has been translated into more than 1,300 languages and dialects.

It has inspired a tremendous library of music and masterpieces of art.

And, as always at Christmas, this year it will be read in millions of churches and homes, keeping alive "Glory to God . . . on earth peace, good will toward men."

Peace

As we celebrate the glory of His birth, let us also remember how He taught that love of mankind is the true path to Peace on Earth.

Production Credit Ass'n.
Muleshoe Field Office W. B. LEVEQUE, Mgr.

Greetings

There is no better way than the good old-fashioned way of extending our sincere good wishes at this joyous holiday than to say: Hope you and yours have a very Merry Christmas Day!

FROM THE OFFICERS AND DIRECTORS

FIRST NATIONAL BANK

WISHING ALL OUR FRIENDS SINCERE AND HEARTY GREETINGS FOR

CHRISTMAS

AND EXPRESSING OUR GRATITUDE FOR THE WONDERFUL YEAR THEY HAVE GIVEN US.

From Mr. & Mrs. Billy J. Darnell
And All The Employees of

PAYMASTER GIN

CUSTOMS FROM OTHER LANDS

We are so accustomed to our own kind of Christmas, we sometimes forget that in other lands, the customs, the names, and even the dates of Christmas are often not the same.

In Mexico, for example, Christmas begins December 16 with the "posadas", which means "inns", in remembrance of the inn where the Holy Family sought to rest. Mexican families visit one another re-enacting the event. Christmas Day is spent rather quietly at home. Children receive gifts on Epiphany, January 6.

In South America, each region has its own particular customs, but basically they are our customs adapted to their midsummer climate, and guitars and castanets combine in music with bells. Epiphany is the day for exchanging gifts.

In China, Christmas is "Sheng Dan Jieh" or the Holy Birth Festival. It closely represents the Western Christmas with trees and Santa Claus prevalent.

In Holland, a big event is a parade where Saint Nick rides on a horse, with Black Peter (who tends to "bad" boys and girls) riding by his side.

In Switzerland, Christmas is generally a quiet family time. Christ-kindie, represented as a girl-angel, is the gift-bearer.

In Austria, the snow and quaint buildings make a lovely setting for the house-to-house caroling that the Austrian regards highly during this season.

In Turkey, where the first Saint Nicholas was born, there's a three-day festival.

In England, Christmas is much

like it is in our country. However, much of the gift-giving occurs on December 26, Boxing Day. The name comes from the tradition of presenting servants and the poor with boxes filled with money.

In India, Christmas is a holiday, but how much it resembles our Christmas celebrations depends upon whether or not a missionary is, or has been, in the area. Often it is just a time for fun because the British had declared it to be a holiday.

In Spain, music and mirth are the keys to the season. Here it is the Three Wise Men who bring the gifts on January 6.

In Japan, there is a great deal made of Christmas in so far as their adoption of Western secular traditions. There is a Santa and trees and gifts, but little or no reference is made to the religious meaning of the season.

In Scandinavia — Sweden, Denmark, Norway and Finland — customs vary slightly. In Finland, a visit to the Finnish bath is usually made on Christmas Eve. St. Lucia's Day, December 13, opens the season in Sweden, and girls wear a halo of candles as a crown on the day.

In Australia, because it is mid-summer weather, Christmas festivities are held mainly outdoors.

In Belgium, Christmas is a very colorful, custom-festival. Processions, plays, and singing are important.

In Italy, Befana, a lady, brings the children their gifts on Epiphany, but the Christmas season begins eight days before our Christmas.

In Germany, Christmas begins on St. Nicholas Day and is a very gay time. The decorated tree plays a large part in their celebration.

In France, St. Nicholas Day, December 6, is generally "Christmas", although it is not a legal holiday. Pere Noel places the children's gifts in their shoes. Creches contain not only the manger scene, but figures of the local baker, mayor, etc. as well. Christmas Eve is an all-night, joyous affair.

For Kissing

Secular and religious Christmas customs met in the old English "kissing bunch." This ever-green ball had mistletoe, for kissing, hung from the center. But it also contained small dolls to represent Jesus, Mary and Joseph, as well as an array of fruits and colorful ornaments.

Joy Of Xmas

LEARN THE JOY OF CHRISTMAS

Learn what Christmas is all about.

Watch the Children as Christmas draws near... see their wonder in their eyes, see their faces show delight at the ever-new wonders of the season.

Learn something of reverence from the rapt attention of a child as once again he hears the ageless story of the wise men and the shepherds and the stable and the bright star in the East.

This is Christmas.

A time for seeing the best things of life taking place every minute of every hour. Sure, there's a lot of innocence to it, and a lot of the wonderment and enchantment that can only come from children who have yet to meet any of the disappointments of life.

And yet... what an amazing lesson... what an unforgettable thought: That we teach children of the joy and faith of Christmas... And they in turn, with all their innocence and trust and love... Teach the meaning of Christmas to us.

SHOP MULESHOE FIRST



CHRISTMAS GREETINGS

We take this opportunity to extend warmest wishes to our many friends. Hope you are heading for the happiest holiday season ever!

WILLIAMS SEED CLEANING COMPANY
1424 Clovis Road Ph. 3-2510

Christmas Joy to All



JOHNSON-POOL TIRE CO.
301 N. 1st



Letters To Santa

Dear Santa Claus,
I want some roller skates.
I want a talking doll.
I want a ring for Christmas.

Dear Santa Claus,
I have been a good boy. I want an electric train. I would like to have a BeBee Gun. I like candy and fruit too.
Bring the other boys and girls.
Your friend,
Cynthia

I want a baton and a Jimmy Jet, a football and a football suit. And most of all a Sunday suit. A

playhouse with a table and chairs. I want to have 2 toy flags. And a wagon one of the big kind. I want a jump rope. Roller skates. I do want to help people and let

Dear Santa Claus,
I want an army suit, a football suit, and some wellington boots.
Your friend,
Earl

Dear Santa Claus,
I would like to have a transistor radio, a youth fitness gym,

and a monopoly game. My little brother is three and would like for you to bring him cowboy boots and a gun.

Please remember all the other children this Christmas.
Your friend,
Gary Hooten

Dear Santa Claus,
I would like a watch to tell time. And I would like a doll. Would you get me a Bible with my name on it? Also would you get me a toy bear? I would like some blocks. I would like a ball. I would like a drum. When

you come I would like to see your reindeer. I would like a toy elephant. And I would like a toy monkey.

Your friend,
LaDonna

Dear Santa Claus,
I want a High Gear a football, a Barbie sports car and a Vacuum-form. Please bring a little toy for my brother Benny Ray. And bring something for mother and father.

Lovingly yours,
Kathy Pena

P.S. There is some hot chocolate on the table.

hoster and a truck and some candy.

I also want some clothes for Ken and a Barbie dream house. I want a sport car for Barbie and Ken. Please give me a Tiny Tami with her seat. Will you bring me a transistor radio, and some oranges and nuts and candy and a merry Christmas.

I want a walking doll.
I want a kissing doll.
I want a story book.
I want a poodle.
I want a beach ball.
I want some old maid cards.

Your friend,
Toni Murray



To our many friends and customers, a **VERY MERRY** Christmas

This is the season of the year when gladness and joy prevails — and most especially for us, when we look back over the past and realize how much you have contributed to our success. To our many good friends and good customers...

OUR BEST HOLIDAY WISHES

CASHWAY GROCERY
Thurman & Marie White and all our Employees

A Christmas Story: Santa And The Haunted House

Jeremy dropped his flashlight and the three little haunts tore out of the Haunted House. They scrambled off the porch and over the crumbled stairs and were half way to the road when Miss Jo screamed, "Jeremy! Help!"

Jeremy's heart thudded as he realized that Miss Jo was not beside him. She had never gotten out the door and the towering ghost had clutched her.

"I'm coming," shouted Jeremy and with Siss at his side he turned and stumbled back to the house.

Miss Jo screamed, "He's got me. Oh Jeremy, he's holding on to me!"

Jeremy lurched up the broken steps and across the porch, tripped over his sheet and sprawled at Miss Jo's feet. He picked himself up and grasped Miss Jo's hands. "Why, there's nobody holding you!" he cried. "There's nothing here at all."

"But I can't move!" quavered Miss Jo.

"It's your sheet," said Jeremy. "It's caught on a nail!" He yanked at the sheet and Miss Jo came loose and spun into his arms. The two of them staggered backwards, piled into Sissy who had just reached the porch, and all three of them landed in a heap at

all three of them landed in a heap at the bottom of the brokendown stairs.

They picked themselves up and holding their sheets off the ground raced for home. Miss Jo went in first. Hardly had she gone through the door than she shook all over and backed out again. "He's in there! NOG'S in there!" "Right in the hall — across from the door!"

Jeremy peeped in and held his breath. Then he burst stout laughing. "It's only you!" he cried. He pushed Miss Jo ahead of him and pointed out her reflection in the hall mirror.

Miss Jo sobbed with relief. She took off her sheet and said, "I don't ever want to be a ghost again."

"Me either," cried Sissy. "But we've got to do something. Nog must have already sent that cake to Santa and if Santa eats it — I don't know what might happen to him!"

"Let's write a letter and tell him," said Sissy. "We could put the letter in the fireplace and Santa would get it and then he would know."

This seemed like a very good idea. Jeremy got out pencil and paper and wrote, "Dear Santa,

Don't eat any cake — wherever it comes from. It might be from Nog and it is a bad cake. It will kill you maybe and then there won't be any more Christmas. We know because we saw Nog making it and he told us what he planned to do. Love, Jeremy, Sissy and Miss Jo."

He sealed the letter and put it on the hearth. Sissy poured water on the dying coals in the fireplace so it wouldn't be too warm for Santa. Miss Jo put a glass of milk and two cookies beside the stove in case he might be hungry.

The children went to bed very pleased with what they had done. But the next morning the letter was still there. The children sat and worried all day. They couldn't manage to play any games at all. That night they pushed the letter further into the fireplace and went to bed hoping this time Santa would come.

But the next morning the letter was still there.

Jeremy said, "We'll have to go to him."

"To SANTA LAND?" cried Miss Jo.

"How could we do it?" asked Sissy.

"I don't know," said Jeremy. "But we've got to go."

Jeremy, Sissy and Miss Jo bundled up in their warmest clothes. They hung their skates over their shoulders and started out for Santa Land.

The only thing Jeremy knew was that Santa Land was in the North and there was a river flowing through the Kingdom of Poo and it flowed from the North. The river was frozen over and Jeremy was sure they could skate all the way to Santa Land.

"Do you think you can do it?" he asked Miss Jo.

"Oh yes," she declared. "I can skate around the whole world."

A moment later this didn't seem too likely because as soon as Miss Jo had fastened on her skates and scuttled onto the river she went plunk! flat on her back.

"I'll help her," said Sissy. She helped Miss Jo up and held her hand. Miss Jo's feet shot out from under and plunk! both she and Sissy were down.

Jeremy's brow furrowed. How would they ever get there? But Miss Jo jumped up and smiled joyfully. "I just remembered. I can't skate forwards but I can skate backwards!" She turned around and pushed with one foot and then the other and glided smoothly up the frozen river.

Jeremy sighed with relief. He sped after Miss Jo and Sissy followed. For hours and hours they skated but it seemed they hadn't

even gotten out of the Kingdom of Poo.

Jeremy's legs ached and Sissy's ankles kept turning on their sides and Miss Jo — sailing along backwards — kept tripping over bumps and ridges in the ice, crashing down so many times she was soon black and blue.

The sun rose high and then started down. Miss Jo rubbed her bruises and said, "If I fall down again I'm just going to stay there!" Sissy said, "Oh, Jeremy, won't we ever be there?"

"Soon," said Jeremy. "It's bound to be soon."

"Ice Sprites," said the leader of the Sprites. He was the grandfather or maybe even the great-grandfather of all the other Sprites. "We live on the ice and skate all winter long. In the summer we grow wings and get real tiny and we skate right on top of the water."

"Oh, I've seen you!" exclaimed Sissy. "I never could understand why you don't even get wet."

"That's because we have hardly any weight," said the Sprite. "But you are different, you know, and you should never skate on thin ice. It is lucky for you we felt the ice crack though we were miles and miles away. We thought a star had fallen on the river! Where on earth were you racing to, that you did not see the sign we had put on the ice to warn people?"

"We are going to Santa Land," said Miss Jo.

"Good heavens!" cried the Sprite. And all his descendants threw up their hands in astonishment. "Santa Land is mountains and oceans away!"

Jeremy looked gloomy. "But we've got to get there!"

"Why? Can't you wait for Christmas?"

"It's not that," said Jeremy. Then he told how they had seen Nog making a Trouble Cake filled with spider legs and worries and cobra eggs and all kinds of pains. And how Nog was planning to send the cake to Santa so San-

ta would eat it and die and there wouldn't be any more Christmas.

"So, you see," said Jeremy, "we've just got to get to Santa Land to warn Santa in time."

The Ice Sprites made sounds of alarm. They shook their heads and clustered in groups and whispered behind their hands. Then the grandfather Sprite said, "We will help you get to Santa Land. The way is long but you'll have help all along the way. There is not one creature in Fairyland who does not hate the name of Nog. All of us will speed you on for you are right — you must get to Santa Land!"

Then he pointed to a nearby mountain that reached as high as the lowest star in the sky.

"First," he said, "YOU MUST PASS OVER THE MOUNTAIN."

The children sighed and their spirits fell. "How can we do that?" asked Jeremy.

"You'll soon see," smiled the grandfather Sprite and he called all the Ice Sprites to his side.

The Grandfather Sprite gave orders and all the little Sprites set to work. They chopped down small trees and whittled and planed and waxed. They fashioned strips of leather and wove bark into ropes.

While they were doing this the children were putting on their clothes which had gotten dry and warm in front of the fire. Then the old Sprite said, "See what we have made for you."

He gave each child a pair of skis and two poles and a pair of sturdy boots!

Jeremy's eyes nearly popped from his head. All his life he had wanted a pair of skis and these were the most beautiful he had ever imagined. He put on the boots and fastened his feet in the straps. He took a pole in each hand and dropped a loop over each wrist. He felt like a king of the mountain.

Then his face fell and he said sadly, "I can't ski."

"On these skis anybody can ski," said the Sprite. "You can even ski uphill and that's some-

thing nobody has ever done before."

He helped Sissy and Miss Jo onto their skis and he said, "Just push on the poles and away you go — up and over the mountain!"

The children pushed hard on the poles and swooped away over the snowy banks of the river, across a meadow and UP the mountain side. The Ice Sprites raced behind them shouting and waving but the children went so fast that soon the Sprites were left behind.

Up, up they went until, before they knew it, they had passed right over the top of the mountain and begun to skim down the other side. They clutched their poles and bent their knees and the skis did all the rest. They did snowplows and stem turns and christies. They flew over huge hummocks of snow and landed on their feet. They traversed the mountain side and schussed straight down the steepest slope, their scarves flying over their shoulders, their faces shining with happiness.

Suddenly Miss Jo wailed, "My skis don't ski any more."

"Mine don't either," cried Sissy. She pushed hard on the poles but nothing happened.

Jeremy, too, had come to a stop. They pushed and pushed on the poles but try as they would they could only slide the skis along

like ordinary folk on ordinary skis.

"Oh, I wish we could ride some more," said Sissy.

"And so you shall," said a voice out of nowhere.

The children looked but they could not find where the voice came from. Jeremy called out, "Where are you? Who are you?"

"Coming right up," said the voice.

A funny little gnome climbed out of a hole in the ground not 50 feet from where the children stood. On his shoulder he carried a half a doughnut with each end tapered to a point.

"I am Manfred the Moonlighter," said the gnome as he set down his burden. "You probably have never heard of me but I've heard of you because the Ice Sprites sent me a message."

"Then — you're going to help us get to Santa Land?" asked Jeremy.

"Of course. That Nog has got to be stopped!"

Manfred rolled the enormous halfdoughnut-shaped thing around and set it on its side and the children saw it wasn't a doughnut at all but an honest-to-goodness crescent moon!

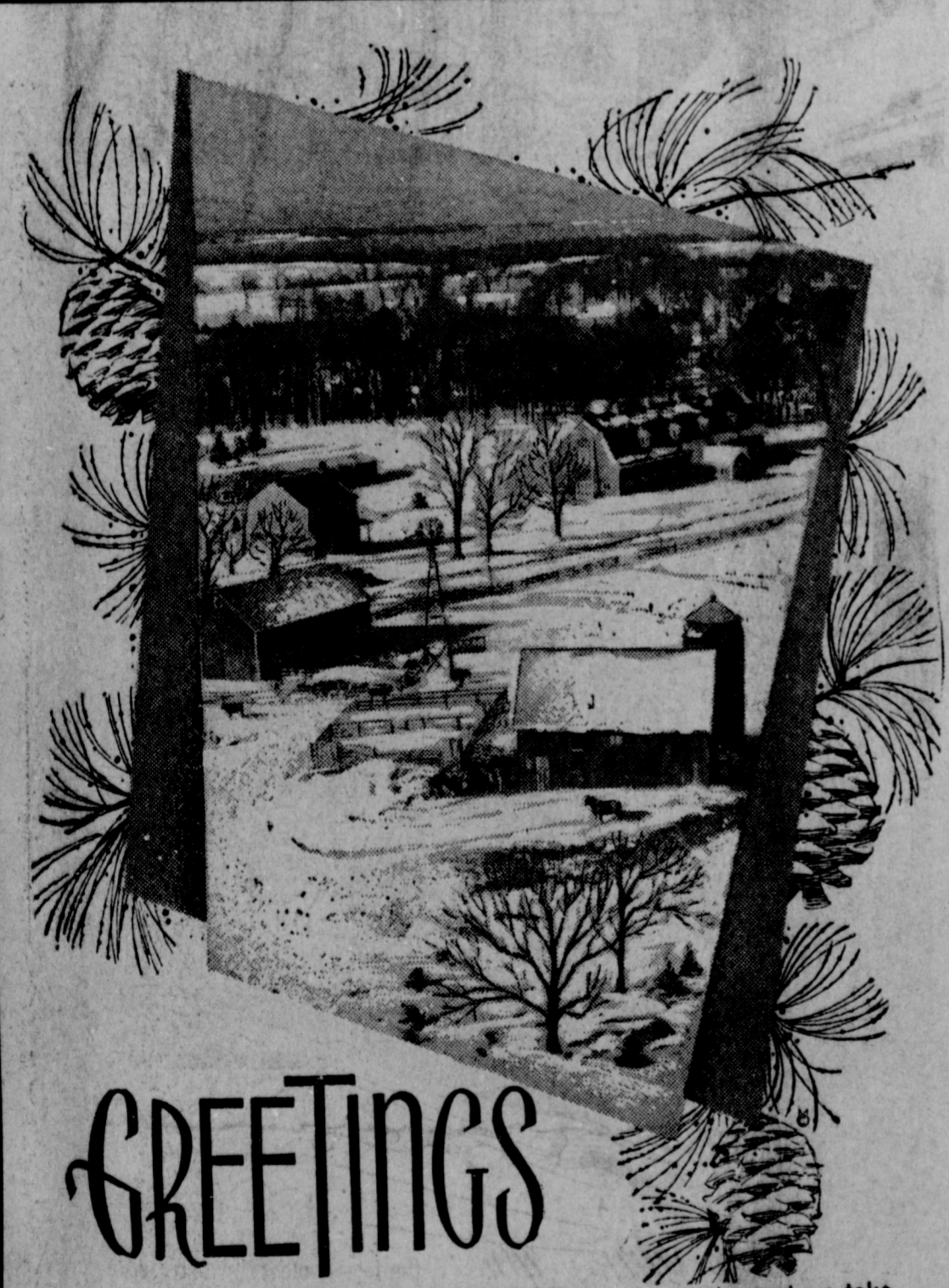
"Climb on," said Manfred. "This is your next ride to Santa (See SANTA, Page 3)

Manfred rolled the enormous halfdoughnut-shaped thing around and set it on its side and the children saw it wasn't a doughnut at all but an honest-to-goodness crescent moon!

"Climb on," said Manfred. "This is your next ride to Santa (See SANTA, Page 3)



JENNINGS INSURANCE AGENCY
102 E. Ave. B Phone 3-4970

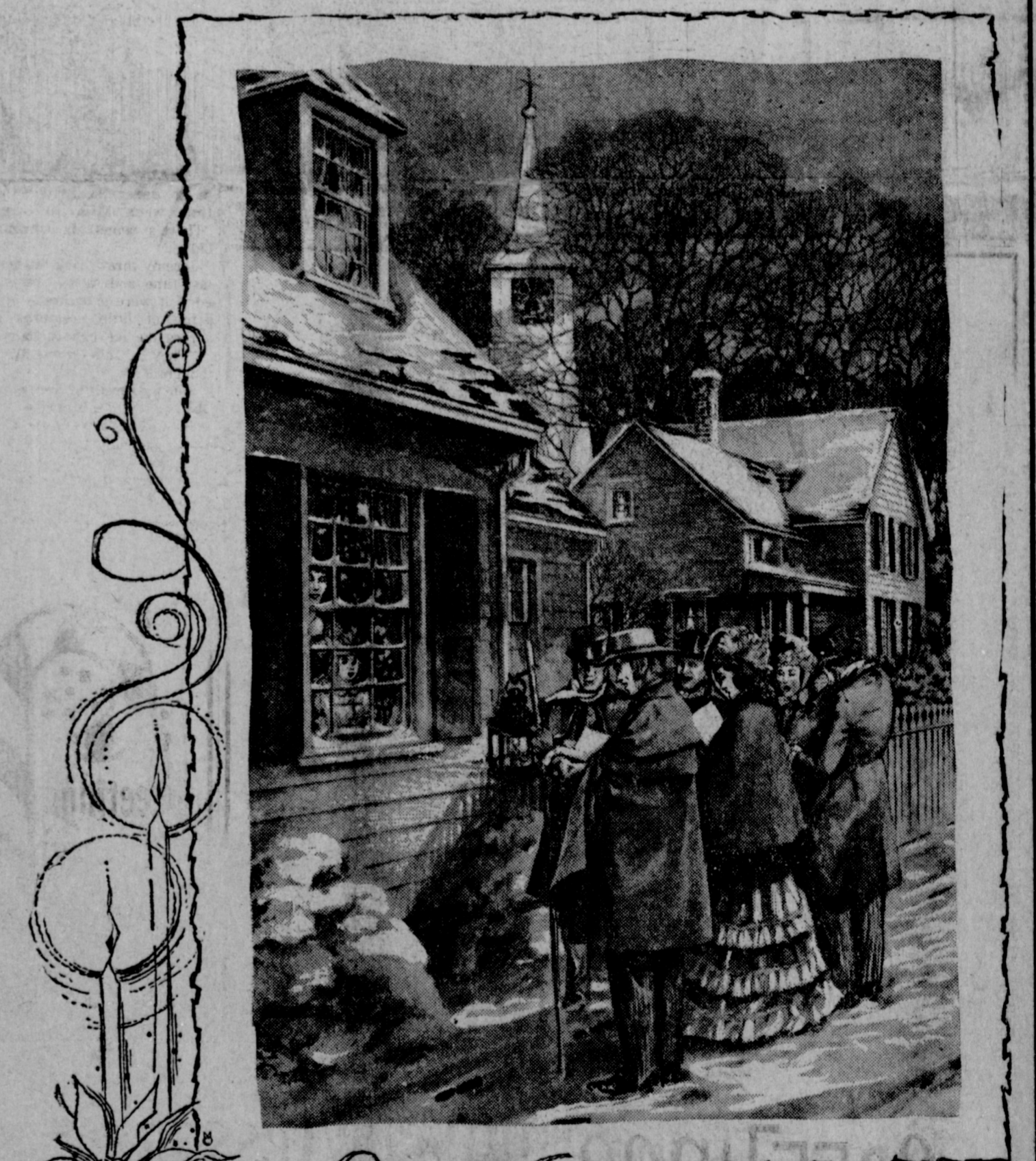


GREETINGS
Holiday time is here once again, and we take this happy occasion to wish every joy of the season to our good friends. It's always a pleasure to serve you, and we thank you!

JONES FARM STORE
"YOUR LOCAL PURINA DEALER"
MULESHOE



RAY'S ROCKET
Blondy & Erma Ray
2000 American Blvd.



Wishing you all the festive pleasures and merry companionship of the holiday season. It's wonderful to serve our many friends... and we thank you heartily for your thoughtful consideration and patronage.

BROCK IMPLEMENT CO., INC.
OLDSMOBILE MULESHOE BUICK

Bailey County Journal

Published each Sunday by the Muleshoe Publishing Co., 304 West Second Street, Muleshoe, Texas

Member of The Associated Press
Entered as second class matter at the Muleshoe Post Office under act of Congress, March 3, 1897.

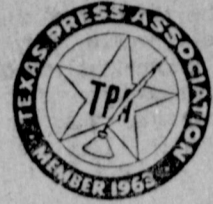
SUBSCRIPTION RATES

Immediate Territory	\$4.00
Outside Territory	\$4.50
In combination with the Muleshoe Journal (Published each Thursday) the following rates apply	
Both papers in territory	\$5.50
Both papers outside territory	\$6.25

(State Tax of 2% paid by Publisher)

L. B. Hall, Publisher
Doris Kinsler, Society Editor
R. F. Goodrow, Editor

(Advertising Rates on Application)



IN ARKANSAS

Mrs. T. M. Slemmons and son, Senn, are leaving Monday for Fayetteville, Ark., where they will spend the holidays with their daughter and sister, Mrs. James Bishop and family.

Mrs. Slemmons will stay indefinitely while Senn will return shortly after the holidays.

The average American ate 230 pounds of vegetables in 1962.

TEXAS A&M STUDENT

Texas A&M student, Nelson Shipman, son of Mr. and Mrs. Joe Shipman is spending the holidays here with his parents.

When the mother coyote produces a litter, usually seven, she ostracizes her mate but he brings food faithfully to the den. As the pups grow older, both parents spend all their time foraging for the family.

Election Outlook?

The tragic death of President John F. Kennedy at a single stroke has wiped out the tremendous 1964 election advantage up to now enjoyed by the Democratic Party.

Before Kennedy's death, the Democrats faced the election with an incumbent President, a popular Chief Executive who was a very capable politician, a natural leader and a man with great personal charm.

Thus the Democrats under Kennedy were confident, as to 1964. Now, however, they must face the election with a different prospect. They will almost certainly nominate

the President, Lyndon B. Johnson. Johnson is the first resident of a former Confederate state to become President since the Civil War.

And although he piloted the first two civil rights bills through the Senate in 80 years, he will probably try to impress Eastern and Northern voters with his liberalism. As a Texan, he isn't as strong in the Eastern areas as Kennedy was.

Thus, in the death of President Kennedy, the political picture has suddenly been transformed.

Nixon - Rocky

The latest of the many political possibilities which have come into the realm of political speculation is the possibility that Richard Nixon, the G.O.P. Presidential nominee in 1960, and Governor Nelson Rockefeller of New York might combine forces to check the onrushing bandwagon of Arizona Senator Barry Goldwater.

Republicans who thought the late President almost unboatable now find a new situation, in which the Republican nominee will be running against a native of Dixie, the first resident of the South to sit in the White House since the 1860's. How great can the appeal of a Texan be in the traditional anti-Southern East?

Republicans also find themselves with two residents of New York — Rockefeller and Nixon — both with qualifications. The transformation of the political picture could hardly be greater.

If Goldwater does win the G.O.P. nomination, the very liberal element, including some AFL-CIO circles, will be faced with the dim prospect of having to choose between Goldwater and the man they fought so hard, and blackmailed, at the 1960 Democratic convention.

But as Goldwater gets closer to the nomination, there is a distinct possibility that Rockefeller and Nixon forces will combine to stop him.

SUDAN NEWS

Mr. and Mrs. Lewis Fields have a new son, born Tuesday, Dec. 10. He weighed 7 lbs. and 6 oz. and has been named Gary Wade.

Maternal grandparents are Mr. and Mrs. Lynn Olds. Paternal grandparents are Mr. and Mrs. B. Y. Fields of Littlefield.

Mrs. Lavene Kamp underwent surgery last week in a Littlefield hospital.

Ellen Williams, daughter of Mr. and Mrs. R. C. Williams, was confined last week to a Littlefield hospital.

Mr. and Mrs. Byron Lynn and son, and J.W. Olds spent the weekend in the home of Mr. and Mrs. Pat Christal in Amarillo.

Among those from out-of-town attending the funeral services of Ronda Kay Barley, infant daughter of Mr. and Mrs. Gene Barley, held Friday afternoon were Mr. and Mrs. Joe Don Parrott, Littlefield, Mrs. Charles Heffington, Spade.

Elcese Engram spent the weekend visiting in the Lubbock home of her brother and wife, Mr. and Mrs. Roy Engram.

Mr. and Mrs. Macky Ballard will spend Christmas with her parents in Austin.

Robert Weir, student at McMurry, will arrive Thursday to spend the holidays with his parents, Rev. and Mrs. Frank Weir. While he is here he will accompany them to Childress where they will visit relatives during the holidays.

Mr. and Mrs. Charles Heffington of Spade will be holiday visitors in the home of her parents, Mr. and Mrs. R. E. Scott.

Mrs. Gilbert Masten was hostess for the annual Christmas luncheon of the Sudan Sewing Club last Thursday.

Gifts were exchanged by members. Those present were Mrs. Blanche Jones of Lubbock, Mrs. H. W. Qualls, Mrs. Otis Markham, Mrs. Joe West, Mrs. John Tacke, Mrs. Martin Maxwell, Mrs. Jink Danf, Mrs. A. F. Walker.

Mrs. Mary Bowman will spend Christmas day in the home of her children, Mr. and Mrs. Leland Bunting, in Plainview.

Among holiday guests in the M. C. Engram home will be their daughter and family, Mr. and Mrs. Dawson Popejoy of Sunray.

Mr. and Mrs. Acie Daniell were in Levelland Sunday to attend a family Christmas dinner held in the home of Mr. and Mrs. Earl Daniell.

Mr. and Mrs. Kerry Arnold of

Dallas, Mr. and Mrs. Carl Edes and children of Amarillo will be holiday guests in the home of their parents, Mr. and Mrs. J. B. Bottoms.

Mrs. C. M. Sparkman will spend the holidays in Lubbock.

Visiting in the Lindel McCarty home during the holidays will be their daughter and family, the Lindel Fairs of Austin.

Holiday visitors in the home of Mr. and Mrs. W. T. Vereen will be their daughters and their families, Mrs. Billy Scott and children, Mrs. Jean Crouch and children of Lovington; Mr. and Mrs. T. A. Henson and family of Littlefield.

Mrs. Lena Rollins and Mrs. H. W. Qualls were in Lubbock to spend the weekend with Mrs. Blanche Jones. Also there were former Sudan residents, Mrs. Floy Purvis of Seminole and Mrs. Sadie Smith of TYLER. The group were together to observe an annual Christmas dinner.

Edward Gaston has been confined to a hospital in Littlefield.

Rev. Frank Weir was in Littlefield for three days last week when he served on jury duty.

Mr. and Mrs. Jinks Dent were in Dimmit Sunday to attend the Silver Wedding anniversary celebration of his nephew and wife.

Mr. and Mrs. Weldon Bradley, Mr. and Mrs. Martin Maxwell returned home last week after being with her father, Fred Weaver, a number of days following the death of his wife, Mrs. Weaver.

ARCHAEOLOGICAL DISCOVERIES

There has been a tendency in the past few years to avoid the spelling "Xmas" for "Christmas", for it is thought that to do so is irreverent. Actually, it is not.

"X" is the Greek letter symbol that is used to represent the name "Christ". This symbol has been discovered by many archaeological expeditions on the walls of early-Christian period catacombs.

Wassailing The Orchards

Wassailing the fruit trees on Christmas Eve is an old English custom. The family, bearing a large pitcher of cider with roasted apples therein, encircling the most productive tree.

The party then drank a toast to the orchard three times and sprinkled the tree with cider or dashed the container of cider against the tree. There are variations of this custom but in all instances it was thought the process resulted in larger and better fruit crops.

CHRISTMAS JOY AND PEACE TO EVERYONE

MULESHOE FLORAL CO.
611 S. 1st. Ph. 2870

Wishing you all the joys and blessings of Christmas.

HOLTS

Santa Busy, But He Has Help

Even though Santa is sometimes pictured as traveling by rocket or by jet plane, his favorite mode of transportation still seems to be the famous reindeer-drawn sleigh. The only wonder is that he can remain as jolly as he traditionally is, when he has to cover the world in one night, delivering gifts by the billions.

Perhaps the explanation may be found in the number of helpers he has, and also in the fact that Christmas Eve is not his only day for delivering gifts.

St. Nicholas, a real bishop, was the first "Santa." Many legends grew up around his name, and many centuries after his death on December 6, about 342 A. D., he was honored as a friend to the young. December 6 became "Children's Day," and St. Nicholas, traveling by horse, brought gifts to reward children for good behavior.

Although Santa has to a large extent replaced St. Nicholas, in some European countries children still await the arrival of the bishop on the night of December 5, and set out shoes filled with hay and carrots for his horse.

In Scandinavian and some other countries, Santa gets an assist from St. Lucy, who is responsible for the distribution of gifts on her day, December 13.

Christmas comes after Christmas to many homes in France and French Canada, where the old tradition of giving gifts to children on New Year's day is observed. There's aresemblance to Christmas in the placing of gifts beside the fireplace, often in stockings.

Even then, the Santa season isn't finished. Many Spanish children expect the Three Kings to bring them gifts on Epiphany, January 6. They, too, set out shoes filled with straw and grain for the horses the Kings ride.

Whatever the gift-giving date, Santa has a host of helpers to lighten his load. In addition to St. Lucy, Scandinavian countries have bearded men who are said to hide gifts for boys and girls on Christmas Eve. The Christ Child or Krist-kind brings the gifts in many countries.

In Italy the traditional gift-giver is Befana, sometimes described as a benevolent fairy and sometimes as a witch. Legend says that she misdirected the Magi or that she refused shelter to the holy family. No wshs goes around the world, in repentance, seeking the Christ Child and doing good to children on Christmas Eve.

Centuries before Christ's Birth when Bethlehem shepherds heard angels sing, "Glory to God in the Highest", Christmas music had been performed!

Psalms about the Messiah's Nativity were composed many generations before by David, a shepherd boy of Bethlehem (who later became the second king of the Jewish nation).

About Christ we find David singing "Thous art fairer than the children of men; grace is poured into Thy lips" (Psalm 45: 2) reminding us of the Christmas hymn "Fairer Lord Jesus".

A favorite modern carol "The Little Drummer Boy" (telling of a poor boy who had no gift to give the Child Jesus except a sicle on his drum) recalls to us David, the poor boy-shepherd who shouted out happily, "Unto Thee will I sing with the harp, O Thou Holy One of Israel!" (Psalm 71:22).

David also gave us a preview of the well-known "We Three Kings" when he sang, "The kings of Tarshish and of the isles shall bring presents: the kings of Sheba and Saba shall offer gifts!"

These psalms and other canticles from the Old Testament which tell in prophecy of events concerning the Birthday of Jesus Christ can be considered Christmas music in a very real sense!

MUSIC BEFORE HIS BIRTH

These psalms and other canticles from the Old Testament which tell in prophecy of events concerning the Birthday of Jesus Christ can be considered Christmas music in a very real sense!

DAY AT HOME

Mr. and Mrs. E. O. Baker will be entertaining in their home on Christmas Day with a family dinner.

Attending will be their daughter and family, the Ernest Kerrs. Another daughter and family are in Nairobi, Kenya, East Africa, going there the latter part of July for a teaching assignment.

FRANCIS IMPLEMENT CO.
FORD TRACTOR
Muleshoe, Texas
Adv.



A Christmas Message

Reverently, we remember a night of awe and wonder, when angels sang, shepherds watched and a shining Star guided Wise Men to the manger where a Child was born. We celebrate this holy holiday with thoughts for all our good friends everywhere, and with the hope that for you, the meaning of Christmas may be ever deeper, its joys ever greater.

FRY & COX BROS.

Jim Cox, Jim Burkhead and
All Of The Personnel

401 S. 1st.

Phone 8430

Greetings

CROW CHEVROLET CO.
201 MAIN
PHONE 3-1000

Santa--

Continued From Page C1

Land." Jeremy and Sissy and Miss Jo took off their skis and sat down in the curve of the crescent moon. It was a very tight fit and Miss Jo kept slipping off the end.

Finally Jeremy climbed to the top of the curve and stretched out flat with his arms and legs wrapped around the fat sides of the moon. Now there was plenty of room for Sissy and Miss Jo. They straddled the lower curve. Sissy held on to Miss Jo and Miss Jo held on to the sides and they were ready to go.

All this time Manfred the Moonlighter held on to the moon with both hands. He kept saying, "Hurry now. This thing has to go up on time!" When they were all set, he looked at the big watch on his wrist and began to count off

the seconds.

"Six-five-four-three-two-ONE!" When he said ONE he let go of the moon and it sprang into the sky.

Jeremy poked his head over the side and waved at the Moonlighter. "How will we know where to get off?"

The gnome waved back and shouted something but what it was the children couldn't hear. They were already too far away. They could see whole towns and even whole kingdoms as lights went on in thousands of homes below them.

Presently the lights disappeared and the moon sailed on.

Then Miss Jo cried, "Look!" She pointed to a silver star passing by. Miss Jo and Sissy leaned far out and tried to catch the star in their hands but the star sparkled gaily and glided on, leaving a trail of silver star dust

behind.

A little cloud floated nearby. The moon sailed right into it. For a minute the children couldn't see anything at all — not even each other. Then a voice came out of the cloud saying, "So you are the children who are going to see Santa?"

Jeremy nearly fell off his perch. He was so astonished. But he said, "Yes, we are going to warn him about Nog and the Trouble Cake."

"Listen, then," said the voice. "Five more clouds will pass across the moon. In the fifth cloud count to seven and drop off the moon."

"You mean — just drop off?" stammered Jeremy.

But the voice was still and the moon had passed out of the cloud. Presently they passed through a second cloud.

"That's number one," said Jeremy, bending down a finger. After a while there was another and then another and another and now four of Jeremy's fingers were bent. He said, "The next one is the fifth and here it comes!"

A second later they were hidden in the fifth cloud. Jeremy counted to seven and shouted, "Let go!"

He couldn't see his sisters but he heard Miss Jo cry, "I'm afraid!" Sissy shouted, "Jeremy, my she won't let go."

They were right in the middle of the cloud now. In another moment they would be out of it and it would be too late. Jeremy slid down to the bottom of the crescent. He couldn't see anything but he could feel first Sissy's foot and then Miss Jo's. He grabbed one foot in each hand and threw himself forward. All three children tumbled off the moon and sank into the cloud.

For an instant they thought they were going to fall right on

President Sought Old Days

At Christmas time, nostalgia for "the good old days" is as prevalent as turkey and trimmings, decorations and gifts.

Everybody had more fun — or so the feeling goes — during those good old-fashioned Christmases when life was simpler and, according to tradition, the snow drifts were always piled high, the foods for feasting were always homegrown and home-cooked, the gifts and decoration always lovingly hand-made and the tree itself always chopped down by the head of the house on a personal foray to some hillside or lot.

Christmas nostalgia has even been known to affect heads of state — to be specific, a President of the United States. It was everyone's duty, the President felt, to make Christmas merry.

He and his family, he declared, were going to have an "old-fashioned" Christmas tree.

It Happened in 1891

A search through recent newspapers, or even through recent history, would provide no details, however, about this resolve. For the President was Benjamin Harrison, who, on December 22 in 1891, announced to reporters his plan for a "good old-fashioned Christmas."

Most people today whose thoughts turn to Christmases of yore would certainly settle for a date much later than 1891 as the time when the "good old-fashioned Christmas" had ceased to exist.

But if the spirit of an old-fashioned

through but the cloud was like a feather pillow. They lay in it as warm and comfortable as if they were in their own bed at home. (Continued next issue)

Christmas didn't vanish as early as President Harrison feared it had, when did it go? Or has it really disappeared forever?

Most of all, an "old-fashioned" Christmas is made up of traditions. Even in northern climates, only hope, luck and the weatherman can say, each year, whether the traditional snow drifts will be forthcoming. Other traditions, belong only to the past.

Not All "Store Bought"

Preparing foods for feasting was doubtless fun — and hard work — in the good old days.

But not all Christmas cookies, candies and fruit cakes today are "store bought." Many a family cherishes the tradition of having the children "help" Mother as the holiday goodies are concocted.

Even the ready-prepared foods have their traditions. For instance, some families deliver gift packages of cakes or candies to friends when they make Christmas calls; others set forth a table of treats in the home, ready

Cards Came Late in Yule Traditions

Many of today's Christmas traditions began somewhere in the dim past, but the practice of exchanging greeting cards is just a little over a century old.

In 1848 William Maw Egley, a "starving" young English artist, came up with the idea of designing a Christmas card and reproducing it on pieces of pasteboard for the public to buy.

Egley's card formed a family Christmas dinner, formal dance, skating, carolers, almshouse, a Punch and Judy show and other aspects of a celebration resembling the one in Charles Dickens' "The Christmas Carol," published a few years previously. Unfortunately, Egley's friends were not enthusiastic about his idea.

New Year's Apology
The "daddy" of all holiday cards was designed and etched in 1812 by J. A. Boerner, a young Londoner, who wanted to apologize to friends for his failure to pay a New Year's Day visit. Mr. Boerner's card made it clear he was tied to his home by depicting him with his coat caught in the locked doorway of his house.

In 1843, Sir Henry Cole, a busy English "missionary" of culture, hit upon the idea of sending out little missives at Christmas. John Calcott Horseley of the Royal Academy, famous for his campaign against nude art, designed the cards and Sir Henry sent out 1000 to friends.

It wasn't until the early 1860's that cards were issued for general distribution by a large English publishing company.

Christmas greetings were introduced into the United States by the Marcus Card company of London. They became popular immediately, and in 1874 Louis Prang, a German immigrant, started a Christmas card business at Roxbury, Mass.

Custom Lost Fashion
At the turn of the century, he ceased publishing rather than compete with imports flooding the market. For the next decade or so the custom of exchanging cards fell out of fashion.

Only after World War One did American manufacturers begin to achieve success in the card business. Then inexpensive printing and lithographing processes brought Christmas cards within everyone's reach.

Despite its relatively recent start in this country, the custom has caught the fancy of the American public to the extent that it sends billions of Christmas cards every year, according to Mrs. Peggy Gilbert of Norcross, Inc.

Red, Green Set Yule Scene With Meaning

The traditional colors of the Christmas season are red and green. Yet these colors have meant different things to different people over the ages. Color has been used as the symbol of abstract ideas from time immemorial.

In early and medieval Christian art colors had a mystic or symbolic meaning. Red indicated passion. In its good sense it was a symbol of divine energy and love and the creative power of the Holy Spirit; in its bad sense it was a sign of hate. In that meaning it became an emblem of Satan.

Emerald green is often the symbol of hope and growth in many Christian paintings.

Colors played an important role in medieval magic and superstition. For example, the famous "philosopher's stone," which the alchemists thought would turn base metals into gold and cure

all diseases, was thought to be colored red, according to the Encyclopedia Americana. Red was also a favorite curative color in more recent superstitions.

In Indonesia, the people think a piece of bright red coral will keep its owner's teeth in good order, and there are people everywhere who are sure that a person owning a ruby will live to a ripe old age.

Green was a sacred color among the ancient and medieval Egyptians who wore it as a symbol of hope and the joy of spring. The Muslims carried this symbolism throughout the Middle East, and the faithful on returning from the pilgrimage to Mecca, wear a green turban.

WHITE COTTONS VISIT
Mr. and Mrs. Paul Whitecotton are to be Christmas guests in his mother's home, Mrs. Lydia Al-len, Bowie.

Merry Christmas From Dorthy's Family!

DORTHY'S BEAUTY SALON
JEAN OPERATORS — CLARA SUE

Season's greetings

and Best Wishes
TO OUR MANY FRIENDS
And along with our fondest wishes that every wish will come true for you, we also extend our sincere "thank you" for your loyalty during this year.

BEN FRANKLIN STORE
128 MAIN Phone 3-4370

CHRISTMAS GREETINGS

We heartily wish, for you and yours, a most merry and festive Christmas...as filled with the joy of giving as jolly St. Nick himself...as full of happy wonder as the shining faces of children gathered around the tree. May your heart and home be brimming with all the most precious blessings of the Christmas season.

Cobb's

STORY OF THE STOCKINGS

"The stockings were hung by the chimney with care, in hopes that St. Nicholas soon would be there."

It's not known how this tradition got its start, but there is a lovely legend about the custom's beginning.

It seems that in the town where the "first" Saint Nicholas lived, there was a merchant who had three daughters who were not married. In those days, the 4th century, a maiden had to have a dowry before she could marry. And the merchant was bankrupt.

Nicholas, who was then a boy, heard of their plight. He went to the house late one night and dropped three bags of gold down the chimney. They fell into the girls' stockings which were hanging by the fireplace to dry.

The gold was enough for the girls' dowry so they were married and lived happily ever after taking care of their poor father as well.

WE RECOMMEND
Garner's Farm Tax Records

Completely Meets All Income Tax Requirements
Social Security Records Approved by Tax Experts
Bankers & Farmers Everywhere

- Simple
- Economical
- Complete

Price: \$1.75 Per Book Plus Sales Tax

Made for the Farmer who wants the best in protection and service at lowest possible cost

Sold By
THE JOURNAL

AFTER ALL WE'VE BEEN TO EACH OTHER.

AFTER ALL, have you been to Western Drug lately? Browse among our cosmetics, toiletries, magazines and gifts - you are certain to find items you need.

Western DRUG
Your Walgreen Agency
MULVANE, TEXAS

Greetings FOR Christmas

Because we realize how much our success is due to you, we are most sincerely appreciative.

FROM ALL OF US AT
JOHNSON-NIX

CHEERFUL Greetings

May the best of Christmas cheer fill the homes and hearts of our friends and patrons during the holiday season. It has been a privilege and pleasure to serve you all during the past year.

LAUX WELDING & MACHINE SHOP
LEO & JIMMY LAUX

Frank Gamble Robert Townsel
Walter Sain Robert Murray

Enochs News

By MRS. JEROME CASH
Mr. and Mrs. John Autry are the proud parents of a baby girl born Dec. 16 at the Littlefield Hospital. The young lady weighed 6 lbs. and 15 oz. Grandparents are Mr. and Mrs. J. E. Autry and Mr. and Mrs. H. C. Shakespear Morton.

Mr. and Mrs. Billy West of Midland spent the weekend with her parents, Mr. and Mrs. J. E. Autry.

Those visiting in the Jerome Cash home Sunday were their daughter and grandson Mrs. Ronnie Ethridge and Jerry, Mr. and Mrs. Jewel Brackman and Jewelle all of Muleshoe.

Lovetta Jo and Carol Sue Milsap of Muleshoe spent last week with their grandparents Mr. and Mrs. Joe Milsap.

Mrs. C. H. Byars spent several days this week in Lubbock help taking care of her daddy.

Mr. C. Roller, he is at the home of a son, recovering from a stroke. Those on the sick list are Mrs. Arnold Archer.

The farmers in this area have just about finished with their cotton pulling. Gins have begun to catch up.

Mr. and Mrs. J. D. Bayless spent Sunday in Lubbock visiting their daughter and family, Mrs. Leland Findley.

"TOM'S" AN AMERICAN

If asked to name the traditional main dish for the Christmas say "turkey." But "Tom" is not the center of attraction everywhere.

The goose rates high in Scandinavian countries along with a number of other meats and fish. The French, Irish, Germans and Hollanders also look with favor on the goose.

In Sweden, a sucking pig generally dominates the Smorgasbord; Latin countries select lamb, and the Englishman prefers roast beef.

Bells, Bells, Bells

Through the ages, bells have served many purposes — announcing the approach of vehicles, for instance, or signaling the beginning of curfew. Early associated with churches, by medieval times the pealing of the bells had come to signify the rejoicing of the Christmas season.

An early custom was the tolling of church bells on Christmas Eve, during the hour before midnight. The tolling joyous peals told of the death of Satan, and at midnight joyous peals told of the birth of Christ.

In England, where bell-ringing is an honored, family-taught art, the tuneful bells ring out at seven-thirty on Christmas morning.

It takes years of training and practice to learn the ringing of complex "changes," as the different chants and tonal combinations are called.

They Checked Bevo; Newt Does Strip Act

By MURRAY JANOFF

In thumbing through some files it was discovered that this is the 10th anniversary of Bevo Francis' invasion of New York's Madison Square Garden for a college basketball game.

A call to George Faherty, coach and athletic director at Adelphi College, brought laughter. It was 10 years ago that he laughed like that, when he exploded the biggest myth ever to come down the basketball pike.

Faherty's supposed - to - be-patsy Adelphi team chopped down the mighty Bevo.

"I've got a newspaper article from Dayton, Ohio right in front of me," Faherty said, still laughing. "It says Bevo is now a truck driver in East Liverpool, Ohio. It says also that Newt Oliver, who was Bevo's coach at Rio Grande College (Ohio), has gone back to teaching high school and runs a restaurant on the side.

"I'll never forget both of them. Bevo was one of the nicest young fellows I ever met, but he got mixed up with the wrong crowd and was exploited. Newt Oliver was the only coach I ever saw pull a strip tease on the bench. The night we beat them, he peeled off his coat, then his tie, and then his shirt."

Francis lived in his glory a decade ago and the hoopla that propelled this lonely country boy into national prominence is still one of the wonders of our time. It began as a big, scary rumor and ended in a burst of the bubble in Madison Square Garden.

Clarence (Bevo) Francis first began to get mention when he was called a basketball monster, a magician and the scrouge who couldn't be halted.

He was 21, married and the father of a one-year-old son. Reports said he was scoring 50 to 70 points a game, then came the momentous blast that he scored 116 points in a 40-minute game. When the season ended he had 1,954 points.

Disputes began. The NCAA refused to recognize his performances. Rio Grande didn't play anybody important. So Newt Oliver started a campaign to move Bevo into New York. The question in the big city simply was "Is he that great?"

Bevo was advertised as being 6-feet-9, but I recall the night he was "measured." He was standing with Joe Lapchick, former Celtic star who coaches St. John's and Sweetwater Clifton and Connie Simmons, who played for the pro Knickerbockers. Bevo was

a hair taller than Lapchick, who is 6-5. He was shorter than Simmons, who is 6-8. He was the same height as Clifton, who is 6-6.

Bevo, slow of foot, was awed by 13,832 who came to watch, yet got five points in the first two minutes.

Rio Grande led 60-55, going into the last quarter. Bevo had 29 points, much less than everybody expected. He still was better than most, but certainly no miracle man.

Then the real shocker occurred. Bevo was held to three foul shots in the final period and Adelphi zoomed ahead to an 83-76 victory.

Later Bevo and Newt tried to make it in the pros. Then Bevo became a sheriff back home, sought a comeback in pro ball two years ago at 29, and now has officially retired.

But Faherty still has his memories. "It's funny we should talk about Bevo now," says Faherty. "Somebody mentions him once in a while and the whole thing comes back to me. I guess we messed up a lot of things for a lot of people when poor little Adelphi beat him that night."

"Is it really 10 years? That's about 249 games ago. You know, I suddenly feel tired."

Three Way Baptists Hold Prayer Week

The Lottie Moon "Week of Prayer" was observed last week by the Three Way Baptist Church, with special meetings by the Women's Missionary Society.

Mrs. Bud Huff was in charge of the special programs which were held Monday and Tuesday afternoons, and on Wednesday evening at the church. Theme of the programs was "Crown Him Lord Of All"; and Mrs. D. P. Brinker arranged an interesting center of gold foil crowns, and Christmas flowers with a Bible.

Leaders of the individual services included Mrs. Jack Lane, Mrs. C. E. Strickland, Mrs. Edwin Neutzler, and Mrs. Brinker and Mrs. Huff. Average attendance was about six, except at the evening meeting which the entire church congregation attended. These special programs are given annually in connection with the Lottie Moon offering for foreign missions.

The Pleasant Valley Social Club

Bearing Gifts

In many countries Christmas is exclusively a religious observance and gifts are not distributed. In Belgium and Holland children receive their gifts from St. Nicholas on December 6. An angel accompanies St. Nicholas in Czechoslovakia on Christmas to distribute gifts to the children.

Presents are brought to Danish youngsters by an elf named Jule-nissen while in Greece it is the patron saint St. Basil. Syrian custom has the youngest camel of the Wise Men presenting gifts.

Polish families receive their gifts from the stars and in Hungary it is the angels who bestow Christmas gifts. There are some countries who connect the three Wise Men with their distribution of Christmas gifts.

Father Christmas, in a long-furred robe, accompanied by his wife, Lucy, marches around the villages of Switzerland on Christmas, according to Swiss tradition. He distributes the gifts for the boys and Lucy delivers gifts to the girls.

In America, of course, it is the traditional Santa Claus making the rounds on Christmas Eve, laden with gifts.

PLEASANT VALLEY NEWS

By SHERYLE STEVENS

PLEASANT VALLEY — Mrs. Bonnie Haberer was special guest at the banquet of the Bailey County R. E. A. Friday afternoon. She presented the film, "Follow the Bamboo Trail" as a part of the program. There were about 225 present.

Walter Lackey, son of Mr. and Mrs. W. D. Lackey, returned home for the holidays Sunday. He will report back to San Francisco on January 28th.

Mrs. Gerald Allison's mother, Mrs. W. L. Donaho and her husband, Chouteau, Oklahoma, are visiting with the Allisons this week.

Mr. and Mrs. S. K. Flatt went to a Christmas "42" Party Friday night at the Production Credit Building at Olton.

Fred Lynn and Regina Meeks, children of Mr. and Mrs. W. J. Meeks, spent Friday night with their aunt and uncle, Mr. and Mrs. James P. Arnold, Jr., of Summerfield.

Mr. and Mrs. J. M. Wilson, Fredrick, Oklahoma, are visiting with their daughter and her family, Mr. and Mrs. Joe Embry.

Mr. and Mrs. Glen Kenney and a Christmas Party at the A. P. Sutton home Sunday. Other families attending were: Mr. and Mrs. Kenneth Pool and Lance; Mr. and Mrs. L. M. Powell and Norma; Mr. and Mrs. A. H. Herman and their two daughters; and Mr. and Mrs. Clarence Woodall and Jeanie.

Mrs. Bonnie Haberer was a luncheon guest of the Harold Allison Friday.

The Pleasant Valley Social Club

had their Christmas Party Thursday, December 12 in the Community Building. The husbands of the members were special guests. It was a covered dish dinner and the building was decorated for Christmas. After the dinner Lenora Wells gave a welcome speech. Jean Allison introduced the guest speaker, Edward Wuerflein who brought a program on some of his experiences while in the service in Germany. He showed some interesting slides on Germany. Mrs. Wells presented Edward with a gift and introduced other guests who were: RM. and Mrs. F. L. Shelby; Mr. and Mrs. Raymond Roubinek; Mrs. Vera Engelking; Mrs. Bonnie Haberer; Mrs. Sam McKinstry; and Edward's mother, Mrs. George Wuerflein. Gifts were then exchanged.

Those from Pleasant Valley who attended the F. H. A. Christmas Party Monday night in the Muleshoe High School were: Ilene Flatt, Veta and Carolyn Allison, Sheryl Stevens, Mrs. S. K. Flatt, and Mrs. Harold Allison.

Origin Of The Christmas Card

The Christmas card originated from the "school pieces" which were popular in the early nineteenth century. Elaborate flourishes, forming scrolls and designs, were usually the basic pattern. School boys carefully prepared them to point out the progress they had made in chirography and composition.

The first Christmas card proper is said to have been placed on sale in 1846. It was printed lithography and colored by hand. Possibly 1,000 were sold. Cards for Christmas really caught the fancy about 1862.

CHRISTMAS TRIP

C. A. Barnett is leaving this weekend on a trip to visit his sister, Miss Mary Barnett, Vernon, and on to Neosho, Mo. for Christmas with a son and family, the Don Barnetts.

After Christmas, he will go to Houston and visit another son, Mr. and Mrs. Richard Barnett and family.

IN FARWELL

Miss Joelle Lovvorn is to spend Christmas with her parents, Mr. and Mrs. A. M. Lovvorn, her brother and family, the M. D. Lovvorns, and a sister and family, the Bob Dollars, in Farwell.

REJOICE

May it be a joyous Christmas for everybody.



EDDIE LANE
REAL ESTATE
So. Side of Courthouse



OUR FONDEST WISHES FOR

Merry Christmas

Knowing that we have so many wonderful friends... old and new, gives us a warm glow at this happy time! Thank you all!



HIGGINBOTHAM-BARTLETT LUMBER CO.

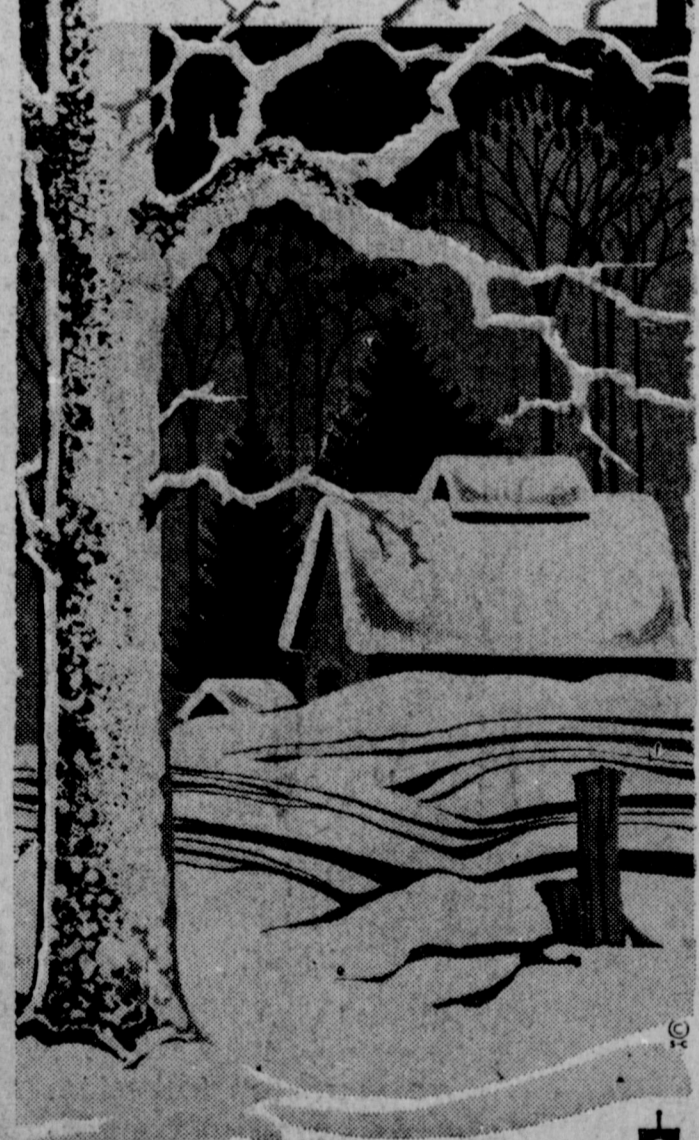
215 Main Phone 3-3510



Greetings
Wishing you and yours a happy holiday.

Dess Stafford
TAX ASSESSOR AND COLLECTOR and Deputies

Christmas Greetings



Our sincere thanks for your wonderful patronage and good will this past year.

Bernice Hazel Barbara Martha Nancy

MAIN STREET BEAUTY SALON

115 Main Phone 3-4480



GREETINGS

From all of us to all of you...with hearty good wishes for the holiday season, and with warm appreciation for the privilege of serving you, now and in the years to come.

LAMBERT CLEANERS

123 Main Phone 7260



LANE FURNITURE

MULESHOE LITTLEFIELD

Merchants Proudly Present Xmas Merchandise For The Pleasure Of 1963 Holiday Shoppers



Muleshoe merchants area proudly presenting the widest array of Christmas merchandise in the history of the city for the approval of gift shoppers this season. This year shoppers can "Shop Muleshoe First" not only out of loyalty, but with the assurance that in all probability local merchants will have what they want in stock.

Upper Left: Mrs. John P. Farias, Ecomo-Mart owner, showing a competitively priced jacket. Upper Right: Harmon Elliott suggesting a starter savings account as a Christmas present for son or daughter. Middle Left: Loyd Beaty eyeing a new hat shown by Ike Robnson, owner of Robnson's Boot Shop. Center: Helen Claybrook contemplating a original oil painting for Christmas. Paintings are being shown at Paul's Cafe. Center Right: John Gilbreath, owner of Thriftway Store, showing Tina Servantez a Christmas doll. Lower Right: Linda Darnell, Clair Coffman and Pat Glover, manager of Perry's waiting to serve Christmas buyers. Lower Right: Chic window display at the Fashion Shop represents only a fraction of smart styles available there.



Letters To Santa

Dear Santa Claus,
I want you to bring me a typewriter and a doll for Christmas. Here is a present for you and the present is you. There is another thing for you and her it is. Mer-

ry Christmas to you. And I wish you a merry, merry Christmas to those who are little. them have a merry Christmas. It would be good if everyone in the world would give everyone

a present. I hope every one in the world may have a happy Christmas. And I hope all the poor and orphans have a merry Christmas too. Santa do you go to France or Germany. And here is a poem

that my sister has made up.
CHRISTMAS
With jolly old St. Nicholas
With every little toy,
He brings a heart full of joy
For a boy, a girl,
For little girls and boys
A multitude of toys.
Merry Christmas,
Kenny George

Dear Santa Claus,
I want a magic bottle and a baby buggy.
Your friend,
Mary Beth

Dear Santa Claus,
I want a Barbie doll for Christmas. I do not want anything else. I wrote this letter at school. I just wanted to tell you what I wanted.
Your friend,
Rhonda Manasco

Dear Santa Claus,
I want a new collar for my dog. And I want a new pin. I want a brush for my dog, too.
Your friend,
Brenda G.

Dear Santa Claus,
I want a pair of boots and a box of pencils with my name on them. And I want a cornet.
Your friend,
Mike Grimsley
Apache cavalry set.
Your friend,
Danny Wheeler

Dear Santa,
I would like a doll, a car coat, a toy cash register, some candy and nuts. Please give everyone something. I will leave some hot chocolate and a cake for you.
I love you
Jeanette Harvey

Dear Santa Claus,
I would like a new bicycle for Christmas. I would also like a Bop-a-Bear. Also I would like

shooting shell rifle and a buffalo hunter set. I want a train and some cars. I also want a race car set. And a glider airplane.
Thank You,
Orvis Burris

Dear Santa:
I am a little girl 5 years old. (I will be six in Jan.) I am going to Mrs. Tate's Kindergarten but Mother is writing this for me. I have been a good girl this year. Please bring me Barbies' bed, Dresser and Closet and the blanket and things for her bed. Please remember all the other little boys and girls too.
Your little friend
Debra Millsap

Dear Santa,
Please bring me a Barbie Doll and her carrying case, Kool-aid machine, etch-a-sketch, play kitchen, pajamas, and house shoes. I have been a good girl.
I love you,
Le Ann Farley

Dear Santa,
How are you. I have been pretty bad most of the year, but I would like for you to bring me a doll and a hammer and a big red truck like my Daddy. Please bring me some candy and nuts. Remember everyone else. I will leave you some thing on the table.
I Love You
Pam Harvey

Dear Santa,
I am a little girl of 2. My sister is writing for me because I am too little. I would like for you to bring me a Spank Me I Cry Doll, a rocking chair, a doll bed and some candy and nuts. I will leave some hot chocolate and cake for you. Now don't forget all the little boys and girls.
By
Tammy Harvey

Maple News

By MRS. ORAN REAVES
MAPLE - Mrs. Hugh Yeates, Mike, and Carrie spent several days last week with Mr. Yeates' parents, Mr. and Mrs. Yeates of Dickens.

Mrs. D. Bord of Lubbock is spending some time with her granddaughter and family Mr. and Mrs. V. L. Wall.

Mrs. Kenneth Pyburn's Mother, Mrs. Murfey, of Lubbock spent last weekend with her daughter and family.

Mrs. Albert Smyer spent last week in the West Plains Hospital in Muleshoe, for medical care.

Mrs. Oran Reaves Jr. spent last Monday and Tuesday of last week with her parents, Mr. and Mrs. Finis Baldrige of Morton.

Mr. and Mrs. Kenneth Pyburn spent last Sunday in Whitharral with their son and wife Mr. and Mrs. Jim Pyburn and attended church services at the Church of Christ in Whitharral, where Jim is minister.

Mr. and Mrs. Wayne George and boys went to Lubbock Friday night to attend a Christmas party in the home of Wayne's Father's home.

Mr. Oran Reaves spent from Friday until Tuesday in the Green Hospital in Muleshoe for medical treatment.

Mrs. Oran Reaves and Sheila were dinner guest of Mrs. Dess Stafford of Muleshoe, Sunday.

MISS JOHNSON
Miss Rhonda Johnson, daughter of Mr. and Mrs. Randy Johnson, arrived here this weekend for the holidays.

Miss Johnson received a burn in Chemistry Class at the University of Texas last week and was in an Austin hospital.

VISITING MOTHER
Mr. and Mrs. R. C. Cline will spend Christmas visiting her mother, Mrs. W. A. Eakins in Odessa.

CHRISTMAS DAY
Mr. and Mrs. L. B. Hall and children, Perry and Lauren, will spend Christmas Day with her parents, Mr. and Mrs. E. Q. Peery, Plainview.

Jackie Oxford
To California
SHEPPARD AFB, Tex. - Airman Second Class Jackie V. Oxford of Maple, Tex., is being re-assigned to Vandenberg AFB, Calif., following his graduation from the technical training course for United States Air Force missile guidance mechanics here.

Airman Oxford was trained to operate and maintain the radio inertial guidance system of the Titan missile.

The airman, son of Mr. and Mrs. W. N. Oxford of Maple, is a graduate of Levelland (Tex.) High School.

ALL KINDS OF MUSIC

Once a group of kindergarten children went right to the heart of the Season's spirit in a Nativity Play. For the last scene, the children were to sing a song around the manger and they burst forth with a rousing, "Happy Birthday to You; Happy Birthday, dear Jesus; Happy Birthday to You!"

For His Birthday Party there have been composed magnificent mental and choral music of all kinds, but the form of music with which we're most familiar is the carol.

Some songs thought to be carols care really hymns or pious ballads, but it's easy to tell the difference.

Though all have a religious story to tell, a carol does so in a festive and even mirthful way. It is a song that could be "danced to."

Hum the old favorite "God Rest You Merry, Gentlemen", and see if you don't have a hard time keeping your feet from tapping out the rhythm.

At Christmas we look forward to gift-giving, to the cheerful gathering of loved ones, to the good food and fun associated with all of the deeps up.

All these wonderful things are summed up in the music we hear and sing at Christmas. Why, with out music, Christmas just would not be Christmas!

Christmas Quiz
DID YOU EVER WONDER... For fun with children (or grown-ups) pose these "unanswerable" questions about Santa as you enjoy fellowship around the Christmas tree.

... What is Santa's gift bag made of?
... What does Santa's house look like?
... How many helpers does Santa have?
... Where is Santa's first stop?
... Where is Santa's last stop?
... If you could ask Santa one question, what would it be?
... How did Santa pick his eight reindeer?
... What is Santa's favorite food?
... What would be your Christmas Gift to Santa?

FROM EL PASO
Miss Karen Jones, daughter of Mrs. Norma Jones will spend the holidays here.

She recently read the solo in the Sri Delt Sing Song held Thursday night.

She is a student at Texas Western College there.



A Very Merry Christmas

We take this happy time of year to wish you all the joys of the Holiday Season, and to join all men of good will in a prayer for worldwide peace and understanding. May your Holidays be merry and bright!

POOL INSURANCE AGENCY

114 E. Ave. C Phone 2950

Television Schedule For Muleshoe Area

C Indicates Color Program

Higginbotham
Bartlett
Building Needs
Lumber
Paint
Wallpaper
Hardware
Houseware
Gifts
Higginbotham
Bartlett
MULESHOE

We Have A Large Stock of ART SUPPLIES OIL COLORS CARTER'S TEMPRA Higgins Color Ink CHARCOAL STICKS BRUSHES MULESHOE Pub. Co. PHONE 7220

KGNC-TV (4) Amarillo	Muleshoe Cable 4 Mon. thru Fri. Daytime Viewing
6:45 - Devotional 6:50 - Weather 6:55 - Farming Today 7:00 - Today Show 8:00 - Cartoon Magic 8:45 - King & Odie 9:00 - Say When 9:25 - NBC News 9:30 - C-Word for 10:00 - Concentration 10:30 - C-Missing Li 11:00 - C-1st Impres 11:30 - C-T. or C. 11:55 - NBC News 12:00 - News 12:10 - Weather 12:20 - Ruth Brent 12:30 - Bingo 1:00 - C-People Tal 1:25 - NBC News 1:30 - The Doctors 2:00 - Loretta Young 2:30 - C-Don't Say 3:00 - March Game 3:25 - NBC News 3:30 - Open for D. 4:00 - Cartoon Magic 5:00 - Cartoons 5:30 - Hunt, Brinkley 6:00 - News 6:15 - Weather 6:25 - Sports	Daytime Viewing

KVII-TV (7) Amarillo	Muleshoe Cable 5 Mon. thru Fri. Daytime Viewing
8:30 - J. LaLanne 9:00 - Romper Room 10:00 - Price Right 10:30 - Seven Keys 11:00 - Ernie Ford 11:30 - Father Knows 12:00 - General Hosp 12:30 - Charlie Keys 1:30 - Day In Court 1:55 - Women's New 2:00 - Queen For D 2:30 - Do You Trust 3:00 - Major Adams 4:00 - Maverick 5:00 - Sea Hunt 5:30 - Texas News 5:40 - Weather 5:45 - Local News	Daytime Viewing

KFDA-TV (10) Amarillo	Muleshoe Cable 6 Mon. thru Fri. Daytime Viewing
6:25 - Sign On 6:27 - Thought for D 6:30 - AC presents-- 7:00 - Farm News 7:20 - News 7:30 - Editorial 7:35 - Weather 7:40 - Sports 7:45 - Freddie 8:15 - Capt. Kangary 9:00 - Freddie 9:30 - I Love Lucy 10:00 - The McCoy's 10:30 - Pete & Glad 11:00 - Love of Iife 11:25 - CBS News 11:30 - Guiding Light 12:00 - News 12:10 - Weather 12:15 - Farm & Ranch 12:30 - World Turns 1:00 - Password 1:30 - Art Linkletter 2:00 - To Tell Truth 2:25 - CBS News 2:30 - Edge of Night 3:00 - Secret Storm 3:25 - Pioneers 4:00 - Freddie 5:00 - Superman 5:30 - Cronkite News 6:00 - News 6:20 - Weather	Daytime Viewing

KCBD-TV (11) Lubbock	Muleshoe Cable 2 Mon. thru Fri. Daytime Viewing
7:00 - Headlines 7:05 - Farm Report 7:25 - Weather 7:30 - Today 8:25 - News Report 8:30 - Today 9:00 - Say When 9:25 - News Report 9:30 - C-Word For 10:00 - Concentration 10:30 - C-Missing Li 11:00 - C-1st Impres 11:30 - C-T or C 11:55 - Day Report 12:00 - Noon Report 12:15 - Closeup 12:30 - Price Is Right 1:00 - C-People Tal 1:30 - The Doctors 1:55 - Midday Repe 2:00 - Loretta Young 2:30 - C-Don't Say 3:00 - Match Game 3:25 - Afternoon Re 3:30 - Room for Da 4:00 - Father Knows 4:30 - Dick Tracy 4:35 - Comedy Carn 5:00 - Cartoons 5:30 - Hunt, Brinkley 6:00 - News	Daytime Viewing

KLBK-TV (13) Lubbock	Muleshoe Cable 3 Mon. thru Fri. Daytime Viewing
6:20 Sign on 6:25 - Farm Fare 6:30 - Sunrise Seme 7:00 - Cartoons 7:45 - King & Odie 8:00 - Capt. Kangary 9:00 - Seven Keys 9:30 - I Love Lucy 10:00 - The McCoy's 11:00 - Love of Life 11:25 - CBS News 11:30 - WTTN News 12:00 - Names in Ne 12:25 - WTTN Weathe 12:30 - World Turns 1:00 - Password 1:30 - Houseparry 2:00 - Tell Truth 2:25 - CBS News 2:30 - Edge of Night 3:00 - Secret Storm 3:30 - Trailmaster 4:30 - Popeye 5:00 - Amos N Andy 5:30 - CBS News 6:00 - WTTN News 6:10 - WTTN Weathe 6:20 - Roundup	Daytime Viewing

Abel Cable
For Year-Long Enjoyment

INSTALL NOW

Three Plans for Hook-Up

Call Now

Muleshoe Antenna Co.
107 East Third
Phone 3-3100

The First Baptist Church members of Muleshoe, Nebraska are here visiting this week with their daughter and family the Dalton Mimms.

Mr. and Mrs. Pete Mimms entertained a group of young folks with a party in their home Sunday evening after Church services. A group from the Bible Chair, E. N. M. U. Portales were also present at the party. The highlight of the occasion was Candy Making.

Congratulations to Mr. and Mrs. Jim Gorden, Midland on the birth of a son, Friday Dec. 13. The baby weighed 6-3 oz. and has been named Robert Scott Gorden. The Jim Gorden's have a daughter Melanie age 4. Jim is an ex-student of Lazbuddie school. Grandparents are Mr. and Mrs. J. H. Beaty, Midland and Mr. and Mrs. Bert Gorden, Lazbuddie.

Jerry Don Haskins, Muleshoe spent Saturday night with his grandparents, Mr. and Mrs. George Haskins Sr.

Mr. and Mrs. George Haskins visited in Lubbock Thursday and Friday of last week with their son and family the Edwin Haskins.

Birthday Greetings this week to: Mark Ramage, Lynn Cox, John Neil Ager, Annie Cargile, Mark Harris, Larry Morris, Kay Ann Smith, Barbra Johnston, Eddie Cartel, Jaunita Pierce and Rene Flores.

Word has been received from Bobby Blackburn, son of Mr. and Mrs. Claud Blackburn, that he is stationed at Ft. Polk La. Bobby left recently to serve in the Army.

Mr. and Mrs. K. C. Thosma,

RINGING-IN WISHES FOR A MERRY CHRISTMAS

BEAVERS FLOWERLAND
520 S. 1st Ph. 3-1160

WIEDEBUSH & CHILDERS

VEHICLES ARE 2-WAY RADIO EQUIPPED

To Assure You of Prompt Service in—

BUTANE PROPANE AMALIE MOTOR OIL FRAM OIL FILTERS DIAL 2810

We Deliver Anywhere
Clovis Highway Muleshoe

WARM WISHES for Christmas

We want to take this opportunity to thank you, our good friends, for thinking of us through the year, and to wish you and your families every joy of the Christmas Season.

WESTERN AUTO
MULESHOE

For All Your Needs PRESCRIPTIONS

We Fill All Your Prescriptions To The "N'th Degree" COMPLETE FOUNTAIN SERVICE

CALL ON YOUR WESTERN DRUG WALGREEN AGENCY

CLASSIFIED ADS

WANT ADS — PHONE 7220
 1 time per word 4c 3 times per word 10c
 2 times per word 7c 4 times per word 13c
 After 1st issue, 3c per word each additional time.
 Minimum charge 50c
 Card of Thanks \$1.00
DEADLINE FOR CLASSIFIED ADVERTISING PAGE:
 For Thursday's Issue: Monday, 12 Noon
 For Sunday's Issue: Thursday, 12 Noon
TO LATE TO CLASSIFY
 Thursday Issue — Tuesday 5 P. M.
 Sunday Issue — Friday 3 p.m.
 Double Rate for Blind Ads.

1. Personals

REXAIR Sales and Supplies.
 Phone 8190. 1-12-tfc
 Watkins Products for sale. Call
 W. O. Burford. Phone 965-3765.
 1-36-tfc
 Medical management of
 the overweight.
 Dr. G. Youngblood
 619 Pile. Phone PO3-7733
 Clovis, N. M. 1-49-tfc
 Wanted alterations 224 East 5th
 Street — phone 3-4682. 1-50-tfc

BUYING COINS

Pennies: 1908S, 6.00; 1909S, 10.00;
 1910S, 1.00; 1911S, 2.00; 1912S,
 1.00; 1913S, 1.00; 1914D, 8.00; 1915
 1.00; 1915S, 1.00; 1922D, .50;
 1924 D, 2.50; 1926S, .75; 1931D, .75;
 1931S, 9.00; 1933D, .50.
 Nickels: 1913S, 1.00; 1913D, 3.00;
 1913, 5.00; 1914 D, 2.50; 1915 S,
 1.50; 1921S, 2.50; 1924S, 1.50; 1926S,
 1.00; 1950D, 2.00.
 Dimes: 1916D, 25.00; 1921, 2.50;
 1921D, 3.00; 1926S, .75; 1931 D,
 .50.
 Quarters: 1913S, 15.00; 1914S, 1.00;
 Half: 1904S, 1913 and 1914, 2.00;
 1921 and 1921D, 3.00; 1960D, 1.00.
 Also all gold coins. Phone Good-
 roof 7220.

Office space for rent: Ideal for
 insurance or Real Estate,
 Telephone answering service.
 Good location. Phone 3-2420.
 1-32-8tc

Have 15 years experience in
 Interior and Exterior Painting —
 Spray and Brush Stucco re-
 pair and painting cotton trailers
 \$7.50. Cess Pool service. See Dub
 Ashley, 218 E. Ave. C. Upstairs.
 Phone 3-5930. 1-55-tfc

WANTED TO BUY — Low equi-
 ty in nice two bedroom with
 den or three bedroom house.
 Phone 3-2910. 1-33-tfc

RAWLEIGH PRODUCTS for
 sale. See J. M. Brown, 201 W.
 10th. 1-55-6tc
 Will trade uncirculated nickels
 for war nickels. Coin for coin.
 O'Neil Rocky. 1-36-4tp

CARD OF THANKS
 Words cannot express our heart
 felt thanks to each of you for
 your many kindnesses shown to
 us at the loss of our beloved wife
 and mother, Mrs. John Tyson. We
 wish to express our deepest ap-
 preciation to everyone who sent
 such delicious food and to those
 who served, to the ones who sent
 the many lovely flowers, and to
 every expression of thoughtfulness
 in words, visits, cards, and prayers.
 May God's richest blessings be
 upon each of you.
 Mr. John Tyson
 Mr. and Mrs. Truman Kelley and
 Family
 Mr. and Mrs. R. L. Davis
 Mr. and Mrs. Darold Roberson
 and Family
 Mr. and Mrs. Caton Tyson
 Mr. and Mrs. Jesse Wynn Tyson
 34-tfc

WANTED: 320 to 480 acres in
 8" water tight land. Castro or
 Farmer Co. from owner. Not to
 exceed \$400.00 acre. Box 449.
 1-34-3tp

3. Help Wanted
WANTED: Full time Beauti-
 cian. Call 3-4480. 3-41-tfc

WANTED: Welder and black-
 smith, for shop work. Permanent
 position for right person. No drink-
 ers. Phone 238-2332 or 238-4441.
 Kerby Welding Service, Bovina,
 Texas. 3-55-3tc

Sales agency with 25 years ser-
 vice on the South Plains has open-
 ing for man or woman that has
 sales aptitude and is willing to
 be trained. Salary open. Write Box
 449. 3-32-8tc
WANTED beautician Dorothy
 Beauty Salon call 8150 or 4370.
 3-55-tfc

4. Houses for Rent
 Two bedroom furnished
 house for rent or a years
 lease. Also two bedroom equi-
 ty to trade for good house
 trailer. Call 3-0098. 4-56-4tc

5. Apts. for Rent

FOR RENT: One bedroom fur-
 nished apartment, adults only —
 Phone 8120, 323 West Ave. E. 5-52-tfc
FOR RENT: Bachelor apart-
 ment private entrance, call 8120.
 5-53-tfc
FOR RENT: Furnished apart-
 ment, 3 rooms and bath. Layne
 Apartments. 5-55-tfc

6. Rooms for Rent

FOR RENT: Bedroom in my
 home. See Ida Tapp last house
 on right north of Calvert's Gro-
 cery or call Polly Otwell. 6-48-tfc

7. Wanted to Rent

Wanted to Rent: 2 or 3 bed-
 room furnish or unfurnished
 house. Call Muleshoe Publ.
 Co. Phone 7220 or 5400. 7-26-tfc

8. Real Estate for Sale

FOR SALE: 465 acres, 3/2 mi.
 South Needmore, Texas. 175
 acres in cultivation, 53 acres
 cotton. See R. C. Martin, Need-
 more 8-4-tfc
FOR SALE by owner 160 acres
 10 inch irrigation well, modern
 5 rooms and bath. Located 3
 miles east and 4 miles north of
 Muleshoe on pavement. Call 965-
 3537, C. M. Black 8-49-tfc
 Have buyers — Need listing
 on dry and irrigated land. Your
 listing appreciated. Edwin Neut-
 zler, Maple, Texas. 8-52-8tc

Farms-Ranches-Motels
City Property
HOLLAND REAL ESTATE
 Just West of Crossroads Cafe
 121 West American Blvd.
 Phone Day or Night 3-2930
 Muleshoe, Texas 8-41-tfc

FARMS — CITY PROPERTY
AND RANCHES
KREBBS REAL ESTATE CO.
 210 S. First Morton Hwy.
 Office Ph. 3-1910 Res. 5881
 Muleshoe, Texas. 8-46-tfc

FOR SALE
NEW BRICK HOUSES
 Two and three Bedrooms
 Country Club Addition
 Contact: Billy Morrison
 Billy's Superette
 Phone 4850 or 3-2139 8-25-tfc

HOUSE FOR SALE: 2 bed-
 room and den, 2 baths, fenced
 back yard in Richland Hills Dis-
 trict. Carpeting included. Ph. 3-52-
 50. 11-31-tfc

FOR SALE: 2 Labors dry land.
 85 a cotton base, 60 a wheat
 base, 5 miles South of Bailey-
 boro. C. J. Tiller. 8-54-8tp

FOR SALE: 4 Bedroom home.
 2 full baths with carport 90' X 140'
 corner lot. Well located at 402
 Beach Ave. Friona, Texas. This
 home is priced to sell and will
 sell to a veteran. Call or see Ed-
 die Lane or R. L. Houston. Phone
 4390 or 3-3100 Muleshoe, Texas. 8-85-6tp

Large ocean-going vessels can
 penetrate 2,300 miles along the
 Amazon — about three-quarters
 of the way across the South Ameri-
 can continent.

Political Announcements

The following candidates have
 authorized The Journal to an-
 nounce their candidacies for the
 offices indicated, subject to the
 action of the Democratic and Re-
 publican Primaries in May, 1964.

County Tax Assessor and Collector
DESS STAFFORD
Bailey County Sheriff
DEE CLEMENTS
District Constable
J. J. REDWINE

**Lithographer "Fathered"
 Greetings, Encouraged Artists**

To Louis Prang, a native of
 Breslau, Germany, goes the credit
 for being "father of the Ameri-
 can Christmas card."
 Prang, a lithographer who be-
 came a greeting card business in
 Roxbury, Mass., exhibited his own
 cards at the Centennial Exposition
 in Philadelphia in 1876. He then
 had the idea of holding an annual
 competition to obtain the best
 of American art for cards.
 Hundreds of paintings were en-
 tered in Prang's contest, for prizes
 from two hundred to one thousand
 dollars. Winners, with two excep-
 tions, were artists born in the
 United States.
 Women artists were well rep-
 resented among winners. Rosina
 Emmet was the mother of the

FROM PLAINVIEW
 Mr. and Mrs. J. C. Spain and
 sons will have as Christmas
 guests, his parents, Mr. and Mrs.
 J. C. Spain, Sr., his brother and
 sister, Tommy and Judy. Plain-
 view.

FOR SALE: 160A all in culti-
 vation. 54 A cotton, 95A feed 1-8"
 & 1-10" wells. 1500 ft. under-
 ground pipe. \$25,000.00. Will han-
 dle balance like rent. Near Mule-
 shoe. E. L. Black, Amherst. Ph.
 246-3226. 8-34-2tc

BARGAIN HOME FOR SALE
 2 bedroom and bath home insu-
 lated siding, new storm screens,
 new composition roof, redone in-
 side. Small down payment. Ex-
 clusive. ONLY \$4,750.00 total
 price. Cross Real Estate & In-
 surance Office Phone 5790 Res.
 Phone 5700. Muleshoe, Tex. 8-34-2tc

9. Autos for Sale
YANKEE MOTORS
 504 E. American Blvd.
 Phone 5620 Res. 3-3600
 9-26-tfc
FOR SALE: 1958 Ford V-8 tu-
 dor. See at Brantley Service Sta-
 tion or call 965-3435. 9-55-tfc

10. Farm Equip for sale
 Indexed List Finders — For
 efficient telephone lists - personal
 or business.
 Now only \$2.29 each at The
 Muleshoe Journal. 10-43-tfc

WANTED: Custom Breaking.
 New equipment. Ph. THARP-225-
 469. Also 238-2461 Bovina. 10-54-6tp

FOR SALE: High Head Lake
 Pump — Chevy engine, trailer
 mounted, 800 feet 6 in. sprinkler
 pipe and sprinklers — 1000 ft.
 5 in. — Transport Pipe, \$1500. M.
 H. Pace, Rt. 4, Dimmitt, 4 mi.
 S. Tam Anne Gin. 10-34-2tp

FOR SALE: Black 1962 Monza
 coupe with white wall tires. R.
 H. rear seat speaker, 4 speed
 transmission. Padded dash, seat
 belts, tinted wind shield. \$1,295.-
 00. Phone 946-2416. Buford Dates.
 11-34-4tp

11. For Sale or Trade
FOR SALE: 1957 Ford Station
 Wagon. Air conditioner, radio, and
 heater. Good condition. Good
 tires. Call Mary Reed, 4650. 11-55-tfc

12. Household Goods
**BARGAINS IN USED FURNI-
 TURE, 111 WEST AVE. G.**
 12-41-tfc

KIRBY SALES AND SERVICE
 Phone 7470
 1395 West Avenue B
 Muleshoe, Texas

FOR SALE: Frigidaire Electric
 Range, 3 years old. Call 2950 or
 3-2520. 12-32-tfc

13. Property for Lease
FOR LEASE — Section 550 A.
 cult. 3 good 8 in. wells — \$27.00
 per a. — Help house other con-
 siderations. M. H. Pace Rt. 4
 Dimmitt, 4 miles S. Tam Anne
 Gin. 13-34-2tp

15. Miscellaneous
 Water well drilling with spud-
 der. H. L. Stratton. 321 E. Dal-
 las. Ph. 3-9250. 15-32-tfc

17. Seed & Feed
FOR SALE: Alfalfa Hay in barn
 Call 925-3157 after 6 p.m. 17-55-4tp
FOR SALE: Heavy grain he-
 gari bundles. 1-2 miles E. West
 Camp. Lewis Embry. 11-55-6tp

December 25th

Although the date of December
 25 has long been accepted as the
 birthday of the Lord, no specific
 proof exists.
 It was a habit of early Chris-
 tians to look upon celebration of
 birthdays as heathenistic. The
 birth date of Christ was not ex-
 cepted. This old prejudice died
 out, and the date of birth became
 a matter of ecclesiastical investi-
 gation.
 In 336 it was reported to the
 Pope that Western churches had
 always observed the date as De-
 cember 25. Other communities of
 churches preferred different dates.
 Some Eastern churches accepted
 January 6. Others preferred April
 20, May 20, March 29 or Septem-
 ber 29.
 Pope Julius was satisfied with
 the report and about 450 estab-
 lished the Festival at Rome on
 December 25. By the end of the
 fourth century the date was ac-
 cepted by all nations of Christ-
 endom.

Letters To Santa
 Dear Santa,
 Please bring me a movie pro-
 jector with the Walt Disney films.
 I also want a snow cone machine.
 I want a battery operated gorilla,
 a chewing gum machine and a
 fido dog house.
 Your friend,
 Kevin Hall

Dear Santa,
 Please bring me a vanity dress-
 er, a doll, a doll layette set, a
 ring, a gown, and a Barbie car.
 Your friend,
 Karla Hall

Dear Santa Clause,
 I am a little girl three years
 old and my little brother is two.
 Santa please bring Glenn a truck
 and animals, a gun and candy,
 nuts and fruit. Please bring me
 a walking doll and make up kit
 also fruit nuts and candy. And
 Santa don't forget our brother David
 who is eleven years old. Don't
 forget the rest of the little boys
 and girls. We love you Santa.
 Mary Alice and Glenn Owens.

Dear Santa,
 I would like to have a "pretty
 baby doll", an E-Z-weaver loom,
 sports car, a child's typewriter
 and a 7-keys game.
 My little sister Tammy wants
 a Ken sports car, a rocking horse,
 a Tammy doll and clothes, and
 a suitcase for Ken.
 Please bring us some candy,
 fruit and nuts.
 Love,
 Andrea Hicks

P.S. We have tried to be good
 this year. We will leave you some
 milk and cake on the table.
 Dear Santa,
 I want a Clancy the Skating
 Monkey, Tiny Tears and a vanity
 set.
 Love,
 Lauren Hall

PENSACOLA, FLORIDA
 Mr. and Mrs. Paul Davis, Pen-
 sacola, Florida will be guests in
 the home of her parents, Mr. and
 Mrs. E. W. Evans, for approxi-
 mately two weeks. Their visit
 will include the Christmas holi-
 days.
 The Evan's son, Archie, a stu-
 dent at San Angelo college, is also
 visiting them during the holidays.

SHOP MULESHOE FIRST

**Candles Cast Festive Glow
 On Traditional Yule Scene**

Candles have cast a glow over
 Christmas festivities for centu-
 ries. During their Saturnalia Romans
 fastened candles to trees to dispel
 the darkness, thus indicating the
 sun's return.
 One of the very earliest of leg-
 ends tells of the Christ Child
 wandering the streets of the world
 in search of shelter on Christmas
 Eve. Lighted candles are placed
 in windows to welcome Him.
 From Germany comes a simi-
 lar belief that the Virgin Mary
 and a host of angels pass over
 the countryside each Christmas
 Eve. Candles are put in the win-
 dows of German homes as an in-
 vitation and guide to the food that
 is traditionally left for them.
 Many of the Christmas tradi-
 tions that have sprung up around
 the use of candles had their origi-
 n in pagan rites.
 The pagan Yule, nearly coincid-
 ing with today's date for
 Christmas, was accompanied by
 the burning of a giant log during
 the twelve days in which it was
 thought that the sun stood still.
 From this stems Yule log tradi-
 tion.
 In medieval Europe the custom
 arose of also lighting a giant
 Christmas candle that would burn
 brightly till Twelfth Night.
 During their Saturnalia Romans
 fastened candles to trees to dispel
 the darkness, thus indicating the
 sun's return.
**Donald Taylor
 Named Stripper
 At Academy**
 ANNAPOLIS, MD. (FHTNC)—
 Midshipman First Class Donald
 O. Taylor, son of Mr. and Mrs.
 Donald W. Taylor of 313 Birch
 Ave., Muleshoe, has been named
 a "Stripper" by the Superintend-
 ent, U. S. Naval Academy, Annapolis,
 Md.
 As a "Stripper" he holds mid-
 shipman officer rank in the 4,000
 man Brigade of Midshipmen.
 He will hold office for a four
 month period. Midshipmen are se-
 lected Brigade positions on the
 basis of over-all officer-like qual-
 ities, academic standing and con-
 duct.
 Appropriately enough, one of the
 loveliest of candlelight ceremon-
 ies takes place each year in the
 Central Moravian church at Beth-
 lehem, Pa. Complete with tradi-
 tional music, the program in-
 cludes reading of the Christmas story,
 prayers and carols.
 The average American ate
 about 37 pounds of poultry (chick-
 en and turkey) in 1962.

**As the
 wise men came
 to find the
 holy child, may
 joy and happiness
 come to you
 at christmastime**

EDWARD'S GIN CO.

BUSINESS SERVICES DIRECTORY

W. O. CASEY
 GENERAL INSURANCE
 Let Our Complete Coverage Take Care
 of All Your Insurance Problems
 Muleshoe State Bank Bldg. — Phone 2540

**See Us For
 FARM LOANS
 and
 LOCAL AUTO
 FINANCING**
**ONE STOP — COMPLETE
 INSURANCE COVERAGE**
POOL INSURANCE COMPANY
 Phone 2950 — Muleshoe
 W. M. POOL, JR. — LEE R POOL

**PRINTING—
 ART OR TRADE?**
 To us, printing is not merely a
 trade, it's a creative art, an ex-
 act science. Our staff has the tech-
 nical skill, with that plus factor:
 creativity — to make your every
 printing order distinctive!
**OFFSET AND LETTERPRESS
 COMMERCIAL PRINTING
 SOCIAL PRINTING**
Muleshoe Publishing Co.
 304 W. 2nd Phone 7220

COTTONSEED DELINTED
 Phone 3-2510 — Muleshoe
**WILLIAMS
 SEED CLEANING CO.**

**Kelton Barber
 Shop**
 — BARBERS —
 Omer Kelton
 Martin French

Sell Us Your
**USED FURNITURE
 And APPLIANCES**
SWAP SHOP
 Phone 3-0740

DR. B. Z. BEATTY
 dentist
 115 South First Street
 Office Hours 9-12 — 1:30-5
 Closed Saturday Afternoon
 Off. Ph. 4300 — Res. 8511

**PHILLIPS
 HOUSE OF MUSIC**
 219 1/2 E. Clovis - PO 8-5041

**HEATHINGTON LUMBER
 COMPANY**
 Lumber, Paint,
 Builders Hardware
 Clovis Rd. - Ph. 7970

WANT ADS
 • BUY • RENT • SELL • SWAP
...the market place of Muleshoe
 WHAT EVER YOU WANT ... OR WANT
 TO GET RID OF ... A JOURNAL CLASSIFIED
 AD WILL DO THE JOB FOR YOU.
ASK FOR POLLY or LIZ, Phone 7220

JOHN J. MOCK
 LICENSED STATE
 LAND SURVEYOR
 925 Clovis Hwy.
 Phone 6760
 MULESHOE

**JAKE DIEL
 DIRT & PAVING**
 Land Leveling
 Terracing
 Ph. 8410 or 3-5940
 unit 333
 Box 581
 Plainview, Hwy.

SINGLETON FUNERAL HOME
 24 HOUR AMBULANCE SERVICE



Play OUR NEW GAME

FREE! FREE! Hundreds of Dollars will be Given Away. Each Game Lasts Approximately one week.

Get Your Free Big Do Card Today!
No Obligations or Purchase Necessary

LATEST WINNERS

- | | |
|----------------------|---------------------|
| Mrs. C. S. Holland | Mrs. Kenneth Powell |
| Mrs. Carolyn Maxwell | Mrs. Rita Johnson |
| Mrs. Ruby Garner | Mrs. Mae Eubanks |
| Mrs. Pat Kirk | Mrs. Sim Clark |



These Values Good in Muleshoe, December 23 & 24, 1963.

We Reserve the Right to Limit Quantities.

- | | |
|--|-----|
| Borden's, 1/2 Pint Carton WHIPPING CREAM | 39c |
| Betty Crocker, 20 oz. Pkg. PIE CRUST | 39c |
| Aunt Jemima Whole, 2 1/2 Lb. Box CORN MEAL | 31c |
| Hunt's, Whole in Heavy Syrup, No. Spiced Peaches 2 1/2 Can | 25c |

AZAR, HALVES & PIECES

PECANS

10 OZ. PKG.

69

DOUBLE



MONDAY & TUESDAY
DECEMBER 23 AND 24
with \$2.50 Purchase or more!

Marshall Strained

CRANBERRY SAUCE

2 No. 300 Cans

35

CLOSED CHRISTMAS DAY!

MERRIEST CHRISTMAS DINNERS
START AT PIGGLY WIGGLY



Health & Beauty Aids

Hand Lotion

Jergens, Reg. 98c 12 oz. 6tl. plus 7c tax **67c**

- | | |
|---|--------|
| Sutton, Large Attractive Plastic Boxes, with Puff, Assorted Colors, Reg. \$1. Dusting Powder retail, tax 3c | 88c |
| Nestles, All Colors, Tax 8c | |
| Streaks & Tips Reg. \$1. Retail | 77c |
| Helene Curtis, reg. or Super, Tax 11c | |
| HAIR SPRAY Reg. \$1.35 Retail | \$1.09 |
| Miss Clairol, All Colors, Tax 10c, Reg. Hair Coloring \$1.25 Retail | 99c |

- | | |
|--|-----|
| Ocean Spray, Pint Bottle | 29c |
| CRANBERRY JUICE | |
| Borden's, None Such, 9 oz. Pkg. MINCEMEAT | 25c |
| Scott, Dinner, 50 Count Pkg. NAFKINS | 25c |
| Eagle Brand, Large Can MILK | 35c |
| Aluminum Foil, Heavy Duty, 25 Ft. REYNOLDS WRAP Roll | 59c |
| Doumak Miniatures, 19 1/2 oz. Pkg. MARSHMALLOWS | 19c |
| Bonabelle, Sweet Cream Quarters BUTTER 1 Lb. Pkg. | 69c |
| Baker's 5c off label, 12 oz. Pkg. CHOCOLATE CHIPS | 49c |

SHORTENING VEGETOLE 3 lb. can **59c**

COCA COLA 12 Btl. Ctn **59c**

MEDIUM EGGS Ideal, Grade A, Dozen **45c**

Get Your Christmas Turkey at Piggly Wiggly

TOM TURKEYS Clary's, USDA, Grade A, Fresh Frosted 16 Pounds Up, Pound **39c**

HEN TURKEYS Clary's, USDA, Grade A, Fresh Frosted 10 to 16 Pound / Pound **45c**

HAMS

Half or Whole Hormel's, Dairy Brand **59c** Pound

FREE - A 12 Pound Clary Turkey Hen given away each day until Christmas Register Now.

- | | | | |
|--|-----|--|-----|
| Armour Star, Aged, Heavy Beef, "Valu-Trim" ARM ROAST Pound | 59c | Town & Country, For Your Giblet Gravy, CHICKEN GIZZARDS Pound Pkg. | 39c |
| Armour Star, Long Island Duckling, 4-6 Lb. DUCKS Avg., Pound | 49c | Armour Star, Aged, Heavy Beef, Valu-Trim RIB ROAST Pound | 69c |
| Wilson's, Certified, Genuine Roasters, ROASTING CHICKENS Pound | 49c | Kraft's, Philadelphia, CREAM CHEESE 8 oz. Pkg. | 29c |
| Rodeo's or Decker's, 12 to 16 Pound, Shank HAMS Half or Whole, Pound | 49c | Hormel's, Dairy Brands, SLICED BACON Pound | 55c |
| Town & Country, For Your Giblet Gravy, CHICKEN LIVERS 8 oz. Pkg. | 39c | Rodeo's, Lean, Northern Pork, Semi-PORK ROAST Boneless Pound | 39c |
| | | Armour Star, SAUSAGE Pound Roll | 29c |

Fresh Frozen Foods

- | | |
|--|------------|
| PIES Banquet, Apple, Peach, Custard, and Coconut Custard, 20 oz. Pkg. | 29c |
| Rich's, 10 oz. Can TOPPING | 39c |
| Seabrook, 10 oz. Pkg. ASPARAGUS | 49c |
| Seabrook, PEAS 2 10 oz. Pkgs. | 39c |
| Seabrook, 10 oz. Pkg. BROCCOLI SPEARS | 25c |
| Holsom, 24 Count Pkg. PARKERHOUSE ROLLS | 19c |

Freshest Produce

- | | |
|--|------------|
| APPLES Washington, Extra Fancy Red Delicious, Pound | 15c |
| CELERY Calif. Green Pascal, Pound | 10c |
| Central American, Golden Bananas Fruit lb. 10c | |
| California, Large Size, Navels, ORANGES Pound | 23c |

Spruce, Sliced in Heavy Syrup,

PINEAPPLE

19

No. 2 Can

Samsonite FOLDING CHAIR

\$3.99 With \$15 worth of register tapes

Reg. \$6.95 Value

Strong enough to stand on!



Nationally Advertised!

LIMITED QUANTITY!
Don't miss this amazing offer!

Available in two popular colors: Tan with bronze frame

- | | | | |
|---|-----|--|-----|
| Marshmallow Creme, Pint Jar | | Betty Baker's, Pitted, 8 oz. Pkg. DATES | 19c |
| HIPOLITE | 19c | Towie Stuffed Manzanilla, 7 3/4 oz. Jar OLIVES | 39c |
| Bakers, Angel Flake, 3 1/2 oz. Can or Box COCONUT | 19c | Orleans Cove, 8 oz. Can OYSTERS | 39c |
| Lil Mill, Cut and Whole, in Syrup, YAMS No. 2 1/2 Can | 19c | Towie Marashino, 8 oz. Bottle CHERRIES | 29c |
| Stokely, Golden Cream Style or Whole CORN Kernel 2 No. 303 Cans | 29c | | |

Lowest Prices... Greatest Variety... always at

Piggly Wiggly