# Bailey County Journal <br> "The Community of Opportunity -- Where Wafer Makes the Difference" 

0 PAGES


## Miss Marsha Blackman CrownedHomecoming Queen



KING AND QUEEN--Muleshoe Football Homecoming king, Micky Wilson congratuates queen
Marsha Blackm2n after she was crowned during halitim? activities at Benny Douglas stadtum Friday night.
(NowLin PHOTO)

## Canyon Eagles Defeats

 Mules in Final Minute$\qquad$
Muleshoe and Marsha Black- The Eagles made three first
man, daugter of Mr. and Mrs. downs and moved to the Mule-
Buddy Blackman was crowned shoe Buday Blackman was crowned shoe 24 yard line before being
Football Homecoming queen stopped. during half-time activities. She In the second quarter
was sscorted and crowned by starting a drive on the Eagl
Micky wilson
 Phelps escorted by Ranson moved to the Muleshoe 6 yard
Jones and Gail Locker, escort- line betore being stopped. Can-
ed by Terry Kendall
The Canyon Eages Yon then tried a field goal
The Canyon Eagles came which was too wide.
to Muleshoe and edgedthe Mules As Ahe half ended, Cayyon had
$8-0$ in a tough defensive battle worked their way back to the
before a large homecoming Mules one yard line and the half before a large homecoming Mules one yard line and the half
crowd in Benny Douglass Stad- ended with the scoreboard read-
ing 0 . Canyon's only score came The Mules, taking the kick-
when Joe Moore ran over trom off on their is yard line workthe one yard line with only 20 ed their way to the Canyon
seconds left in the ballgame. 28 yard line before having a The defensive battle started pass being intercepted by the
from the first kick-off of the Eageles.
ball game. As the first quarter For the rest of the thirdquarended, the Mrles had madee one ter and 10 minutes of the forrth
first dowa, handling the ball auarter the Mules swaped the first dowa, handling the ball auarter the Mules swaped
for seven plays pentrated to See FOOTBALL on p. 3


BLOCKS CANYON FULLBACK--Micky Wilson (43) heads for Canyon's fullback (30) for the
btg block during the homecoming game Frftay nigh:
(JOURNAL PHOTO)

## Success Stories for Merchants, Farmers

Hi-Plains
Happenings
than the record of the world's largest retailers, Searts $\&$ Roebuck
and $S$. Sresge, two of the fastest growing retail chains in
the world," reports Texas Press Association bulletin of Now The same fast-expanding, big newspaper advertising Abilene-
2,
originated Gibson chain is a Texas example of another large
growing retailer. growing retailer.
Sears says its 1966 investment in newspaper advertising
will run $\$ 130,000,000$, TPA states. will run $\$ 130,000,000$, TPA states.
Kresge
will
put
$98 \%$
of their ad budget (about $\$ 15,000,000$ ) in local newspapers. W. E. Sturges, Kresge executive, says
"In our opinion there is no better advertising buy in the nation
todia than local newspapers. With newwpapers and newspaper
advertising space. we would not be able to advertising space, we would not be able to acquaint the public
on a ... (reguar) basis with quality and price of our wares. As
you well know, there has never been a more efficient way of getting an advertising message to the public than through news-
paper ads.". TpA report also notes that "merchants and newspapers
The
in farm areas can take heart in current predictions that tarming soon will become a booming, more profitable operation. Foo
shortages and price wars are causing big changes in nationa
and company policies.
(The Journal would like to hear more details of this from
area farm leaders and economists.)
As for comannitites in such "booming farm areas" - sucn
as the Mulestoz area, remember that a booming econom, of any
sort means growth and prosperity, to all of the surrounding area

New Man, Bold Plan

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|  | growing institution. This is the development of its International Center for Arid and Semiarid Land Studies. |  |
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| Surrounded by cotton and grain farm |  |
| this research. The same vision and spirit that developed storm- Roy Hartman and Bill Phillips will fill in until per |  |
| proof coitons, hybrid sorghums, adapted mechanical harvesters, nent arrangements are made for a replacement. new irrigation methods and other means of making the High Plains Kelley's letter stated that he would have a higher salary, |  |
|  |  |  |  |
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| phasized, challeages face scientists throughout the West. Salt cedars sap soil water. Up to 36,000 playas, part-time lakes that |  |
|  |  |
|  |  |  |  |
| now irrigate some 5 million acres above the Cap Rock. <br> organization in Hockley County. <br> Leral, economic and sociological questions revolve around <br> For the Civil Defense organization to now be completed it |  |
|  |  |
| problem, As Rep. Jim Wright of Fort Worth has written, "We Since the city has already agreed to cooperate with the county, |  |
|  |  |  |  |
| resources and too preoccupied with growth to think enough Located in Levelland, at the Joe Beesinger home is one of |  |
| conservation.' <br> the most complete short wave radio setups to be found anywhere |  |
| unexplored course that is filled with opportunity. As it trains young use, and will be used for that purpose, As we understand it, |  |
|  |  |  |  |
| which is its primary goal, it can also contribute greatly it is tuned both to the Citizens Band radios as well as the policeand county radios, and can receive and send messages at anytime |  |
|  |  |  |  |

## Remember Me ?



âAlè cóouño journal


Micronaire, Grade Lower in South Plains Cotton Cotton classed during the
week ending Friday at the Lubbock Classing Office of the
USDA was considerably lower in grade and micronaire than
during the preving during the previous week,
according to W. K. Palmer, in
charge of the Lubbock Micronaire is much lower
this year than at this year than at this time in
1965 . Only 57 par cent of the
cotton cotton classed past cent of the
the desirable categ in the desirable category of 3.5
and better compared to 81 per
cent during the corresponding
TAKES TWO
YOUR CHANBER AND
Y

week last year.

Twelve per cent of the cotton
was in the micronaire range of
3.3 to $3.4,18$ per cent
$\qquad$
$\qquad$
 conditions, making recom- Grades of the cotton classed
mendations to the Officers and at the Lubbock Office werealso Board of Directors, whio in turn lower than the previous week,
take action. No person, no firm,
Middling made up things.
This is where YOU coms in.
. Middling 13 per cent, Middling
 With this avenue of commun-
ication it becomes your most $\begin{gathered}\text { ted } 10 \text { per cent. } \\ \text { Average staple }\end{gathered}$ length im . he living expression of our average $15 / 16$ of an inch.
ambitions and our hopess for
Eighty-three per cent of the cot: the Muleshoe Area. Its power ton classed at he Lubbock
lies not in a few people, but in Classing office last week was
many. The larger the mem. $15 / 16$ of an inch and longer
bership the wider the repres- compared to 72 per cent the ber needs your voiceto incham- inease $\begin{gathered}\text { previous week. } \text { The USDA Cotton Classing } \\ \text { Offlces at Lubbock, Browafiel }\end{gathered}$
its abilfy to take comore-

WELCOME TO MULESHOE
 hensive and intelligent action and Lamesa classed approx-
on matters involving our future.
imately 31,000 samples during Many people reap great bene- ember 4th. This Friday, Noov-
the ween end the totar classed. This the trought offices
this season to 44,000 , Throug November 4th, last year
100,000 samples of the crop had been classed.
The Consumer and Marketing The Consumer and Marketing
Service of the USD Service of the USDA reported
increased trading in the new
crop cotton with prices steady.

$\qquad$ Strict Low Middling 29 29 31/32 -18.90, Middling Light
Spotted
$29 / 32-18.20$, MiddSpoted
ling Light Spotted $151516-18.65$,
Midaling Light Spotted $31 / 32$ Ligh.15, Strict Low Middling
Spoted 29/32. 17.15
Strict Low Midding Light Spot-
ted $15 / 16$. 17.65 , Led $15 / 16=17.65$, and Strict
Low Midaling Light Spotted
$31 / 32-18,05$. Prices paid farmers for
cottonseed ranged from $\$ 60$ to issued to Guy Smith and Don Schacht, Plainview and Jimny
Barker, Littlefield
Bon Barker completed his train-
ing here under the instruction of David Ellis, a Muleshoe Fly-
ing Service flight instructo Also a local flight was made


MULE SHOE MOTOR CO.




## 



Tatia says,
'Please Gin With My Daddy and All of Our SMILES Will Be This BIG!'


Highway Patrol Investigates Rural Accidents The Aes Hetway pat


Pros and Cons of Cotton

 ice scrapers, snow tires or
tire chatns. The Sergeant stated, "To-
day's inspection is tomorrow's Pep Thanksgiving Festivities Set

## Legislation to be Presented

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## Yule.

$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$ Church Study Course Set

Big travel bargains are back on the Santa Fe!

TOMS SIRLOIN 1 b. 79 c :T-BONE Row STEAK RUuP

What's the gimmick?



Diana Martinez, Mike Caberera United in
Tucumcari Ceremony

Miss Diana Martinez and
Mike Caberera were united in
.

## Society News


message to the young mothers
of the club. The presiddnt of
the club introduced the speak

Members Sell Cook Books

| SEARS | $\cdots \mathrm{E}=3$ SAVE $\begin{gathered}\text { St } \\ \text { dr } \\ \text { SARS }\end{gathered}$ |
| :---: | :---: |
|  |  |
|  | Sewing Machine |
| GAS RANGE | Dishwasher |
|  |  |
|  |  |



YES! DOT'S SHOP is THANKFUL. Dot's Shop Wants To Pass On To Their Customers.. A Thanksgiving Savings. Starting Monday, 14-- Lasting 4 Days.
 '3.98 VALUES-- 2 ryd $^{5}$ ' 4.98 ${ }^{\text {s }} 2.49$ VALUES-- 2 rd. ${ }^{\text {s }} 3.98$ DOT'S Shop Has Many Other Good Values

DOT'S SHOP
PRE- Shinlésgivinu,' SALE

## In Fall And Winter Prints.



Cora Paine Fred Kepley Exchange Vows


## Herb Potter

 Speaks to HomemakersFresh Apple Cake is Mrs. Brackman's Favorite








 Class Plans Yule Party

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 MENUS

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Miss Williams is New Member Of Society



Homemaking Tips testa Duffer


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Bailey County Journal, Sunday, November 13, 1966, Page 7


## Hi, World

HOSPITAL BRIEFS GREEN MEMORIAL


Charlie Crume's Rites are Set



TRASH CONTAINERS-- A new trash container was given Mary DeShazo by the James Glaze Co. He and Mark Washington, left, and Kim Miare posing by the new facilities. Mark and Kim are trying it out and decide it is a pretty doo are trying it out and decide it is a pretty good idea. (JCURNAL PHOTO)

 | His wife, Susan, is the daugh- $\begin{array}{c}\text { His father, Car } \\ \text { ter of Stanley C. Sides in Farwell. }\end{array}$ |
| :--- | ter of Stanley C. Simmons who

resides on Cambo Street,


Multicolored floral blouse, by Joy Stevens, stretch pant, by
Stocton of Dallas, both come in a multitude of vivid fall colors ..Ankle height shoes and Pixies, by Mercury, in dozens of
colors - including gold. All on display in the window at

St Clairs'


Put on a happy face
One gift works many wonders/THE UNITED WAY
GET A MOTOR TUNE-UP.

IN Our SERVICE DEPARTMENT

Gift worles many wonders
GIVE THE UNITED WAY

We Feature These


## Leaders of the Week

Muleshoe High School
Twirlers- Majorettes
With pride Muleshoe commends these two iunior students at Muleshoe High School for their ability and tolent and charm in representing MHS as maiorettes with the Mule-
she Mighty "M shoe Mighty "M" Band.

Cur MHS mojorettes won twirling top honors for first-ploce duet team, and Dione
ploced first ond Val second with their indiPloced first ond val second with their indi-

Both girls are active in various other organizations in addition to their twirlingposition duties.


BUT WE GIVE "OLD-FASHIONED AUTO FINANCING SERVICE b your buggy geling old? Dont put of ding a new car. Sove outo repair bils now for financing your next car.

MULESHOE STATE BANK
Member Foic
New Fall and Winter Clothes
or custom talone clortes fon wen
November 14-15
PAUL DYGARD
STORRS - SCHAEFER
noted strle authority from the house will be here TO GIVE YOU PROFESSIONAL AEMES SIENTIC MEASUREMENTS
oo insure the best fitting, best tooking clothes


Hold your head high
One gift works many wonders/THE UNITED WAY

IRRIGATION MOTOR REPAIR.
Jess Dalton, Mechanic, Has Had Many Years Experience With Irrigation Motors

We Make Service Calls
BMG MOTORS


No Job Too Large or Too Small for B \& C Builders

| any size, anywhere? Lonnie | large and small, here | and adopts whatever ideas he | their insurance programs, and |
| :---: | :---: | :---: | :---: |
| Bass, president of B and C | throughout Texas and New M | thinks will improve his cons- | hox they were expanding to meet |
| Builders, Inc. of Muleshoe | B\&C Builders are dealers | truction work. | the needs of our modern society. |
| says "No Job is too large | for Inland Steel Products Co., | The home office of this or- | He also cominented on the im- |
| or too small.' | pre-engineered buildings, roof | ganization is located at 217 E . | portance of financing as an aid |
| This firm has recently | deck, floor deck, wall panels, | Ave. B, and the phone number | to achieving the farm programs |
| completed a 47,200 foot build- | bar joist and structive systems. | is 272-3078. They also have | stressed by the Texas, and Nat- |
| ing for Fin-Tex Engineering | They sell steel to contractors | offices in Clovis and Lubbock. | ional organizatioa. Novak |
| Company at Breckenridge and | in this area as well as using | Business men and tarmers | praised the press for taking |
| are now erecting a 90,650 foot | it themselves. | are more and more coming | and offers security against loss. |
| strueture for Hancock Manu- | B $\& \times$ Builders does a turn- | to recognize the value of steel | If you are planning to build |
| tacturing Company in Lubbock. | key job. They design build- | as a construction material be- | any type of structure, a visit |
| They will erect a 51,000 square | ings, do the dratting, engineer- | longer lasting qua- | or call to Bass at B8C Build- |
| foot building in Fort Worth | ing and construction work and |  | ers will be of great benefit to |
| which will house the R. L. | produce a building complete in |  | you, Let Bass explain to you |
| Smith Manufacturing Company. | every detail. | steel building such as there | the advantages and economy of |
| In the small building line, the | Mr. Bass has been in busi- |  | using steel in place of wood or |
| B \& C Builders have recently | ness in Muleshoe since 1956 | and the new types of steel are | cement blocks. |
| 13 by 32 foot car p | and is well known th |  | There is no obligation |
| lex Willia ms here in Mule- | this area as a contractor. He | keep. Then the most important | estim |
| . They have erected num- | th new develop- | feature is that it is fire-proof |  |


\$2

## Lumber Co.

Builder's Hordwore

## BERRY

ELECTRIC 10.
Electric wirng
REPAIRS
REFRIGERATION service
lea E. AVE.b
Phone 272.337


SINGLETON FUNERAL HOME
W. O. CASEY

Our Complete Coverage Take Care of All Your Insurance Problems

Texas Farmers Union State Convention Held in Mineral Wells

| Over 250 members of the Texas Farmers Union registered Tuesday, November 1 for their 63 rd annual convention in the Baker Hotel in Mineral Wells. They were welcomed to the city by Mayor L. J. Varnell, Jr. daring the opening session. | time to look into the rising cost of food recently brought to the nation's attention through housewives boycotts which started in the Denver area. He said it would have been natural for anyone not familiar with the problems of Amer- |
| :---: | :---: |
| Following the Mayor's address, Texas State President Jay | matically placed the b spiraling food costs |
| of Waco, delivering his |  |
|  |  |
|  |  |
| ntrate its efforts dur | tio |
| rdachieving full $p$ | the morning sassion |
|  | Congressman W. R, |
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| $m$ by | Poa |
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| dies the people | about the r |
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|  |  | cont certificates; ;elp the eot-

oon producers increase theif in-
come marketing and development
program, and to help relieve the
excessively high interest rates
which he said are bleeding the Hoage, wao is a member of the
House Committee on Agri-
culture, said continuation of
government paymeats to ers to keep down surpluses is alk of allowing farmers topro-
duce all they can must stop.
The keynote aisiress of the convention was given by Farm-
ers Unioa National President Tony. Dechant on Wednesday
night. He arrived in Mineral
Wells on Tuesday evening and spoke informally to the coaven-
tion during a ate night sessioa. tion during a late night sessio.a.
As State President Jay Naman
put it: "Tony wearing his overDechant told the late night
session aboat some of the naional programs and policies he
intended to support during the oming year. He also stressed Johnson Administration to their promise of full parity for tarm-
ers during the sixties. He added This is already 1966 , and there



## ven at the Wednestay addres was <br> does not permit farmers who allow a few rows



## 

| WANT ADS PH. 272-4536 <br>  <br>  $\qquad$ $\qquad$ <br> The Journals resarve the right to classify, revise, <br> Check advartisemen: and repoct any orror im:aedi |
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Two ladies with car to help
with Christmas rush business in Muleshoe and surrounding
towns, , hours daily. 50 . week-
ly, For interview call Stanley
Home Prodect $\underset{3-45 \mathrm{~s}-3 \mathrm{te}}{\text { Home }}$

## Beautic 3448. 3 -16t-tfi




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## BUY FOR CASH! Pay less in this ALL ECLIPSIIG

## Quitting 1 1)

## DEEPCUT-SALEPRICES ON FAMOUS MAKE BRANDS

 A Sale with a Reason . . . and Not gust an Exense After 11 years of serving you in the dry goods business, wehave decided to sell out to our customers, our entire stock of
quality merchandise including Gay Gibson Dresses, Donovan-
Galvani Sportswear, Ship 'N Shore Blouses, Paddle and Saddle
Sportswear, Kingston Sportswear, Tom Sawyer Boy's Wear,
Arrow Shirts, Curlee Suits and Pants, Stetson Hats, Freeman
Shoes, and many, many more of the finest nationally known
brands. SALE STARTS TOMORROW

9 AM


## RUTHERFORD and CO.

