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MULESHOE TEMPERATURES
Compiled by
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Weather Observer

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

VOLUME 1, NUMBER 35

EIGHT PAGES

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SUNDAY, DECEMBER 29, 1963

C of C Strives For A Better Muleshoe

Cotton Reapportionment Rules Changed For Next Year

The Question Is: Will Muleshoe Area Continue To Grow During 1964

The Muleshoe Chamber of Commerce had today posed a question to its members which is of primary and vital interest to all persons living in Muleshoe and Bailey County.

The question came in a letter to its members requesting their opinions as to what improvements are needed in Muleshoe and Bailey County. The question is: "Will the Muleshoe area continue to grow and prosper, and at the same time, become a better place to work, live and raise our families?" According to the chamber, the years to come in Muleshoe will be directly effected by what the area's citizens do in the coming months.

The letter listed 18 areas of immediate concern. The questions are those of the C of C. The analysis is by the Journal staff. Let's take a look at them:

1. Agriculture. Basic agriculture in Bailey County is healthy and progressive. The chamber has a continuing policy of attempting to assist area agriculture whenever and where ever possible.
2. Relations with Area Rural Residents. The primary problem experienced today by Bailey County-Muleshoe residents is a deep cleft between city and county residents and their elected representatives, particularly between the southern end of the county and the city.

Various reasons are given for this split. Some say it goes back to the early history of the county school system. Others say it is due to the basic difference in farm-vs-city thinking. All agree it's silly and is retarding the growth of both the city and the county.

Last year the C of C attempted to hold a series of Rural-City informal dinners where differences could be discussed informally. One dinner was held. The rest of the program never got off the run-way. This year it has been suggested the C of C form a strong area relations committee composed of farm and city representatives to keep its finger on the pulses of the various communities in the area, make sure they have representation in all community affairs and a platform from which to air their views.

3. Governmental Services and Facilities. Bailey County is in very bad shape where its facilities are concerned. The county courthouse is old and inadequate. There is no proper protection for public records, working space is

at a minimum, the jail is so sub-standard as to be inhumane. Prisoners must be kept at jails in other counties. No resident of the county can get on a solid financial footing, inadequate welfare facilities, totally inadequate library facilities, a lack of public meeting facilities, parking lots and better city paving and lighting.

4. Citizenship, Legislative and Governmental Affairs. The problems here are difficult to separate from item three. However, they encompass one basic problem — the lack of cooperation between city and county elected officials. Groups of citizens approaching either group on improving civic affairs or facilities are passed on to the other without action in most cases. The county court does not understand the mechanism of city government. The same holds true of the city in regard to county government. Both sides say joint meetings to work out problems fail due to a lack of cooperation by (See Muleshoe Page 5)

Contest

J. Lewis Morris, 429 E. Dallas, won first prize in the annual Christmas Lighting Contest. Bill Hunt won second prize and Truman Lindsey third prize.

The prizes were an electric yard light donated by Southwestern Public Service, a \$20 cash prize and a \$15 cash prize.

Cotton On Individual Farm Is Limited To 50% Of Cultivation

Changes in Texas' Release and Reapportionment program for 1964, made by the State ASC Committee, have been announced to Plains Cotton Growers, Inc., and may result in the High Plains area getting a larger share of released cotton acreage. The 23 counties in Plains Cotton Growers' territory received 91,684 acres of cotton under this program in 1963.

Under this program farmers who do not wish to plant all of their allotted cotton acreage can release the unwanted portion to their County ASC Committee for reapportionment to farmers who request additional acres. After reapportionment within the county, excess acres are turned to the State Committee for distribution within the zone in which the acres were released.

Final date for releasing acreage, and for requesting additional acreage, was set for March 4, 1964 in Zone 2, which covers Bailey County. It is important that area farmers understand that requests for reapportioned acres will take place on March 25 in Zone 2.

The two zones were slightly rearranged for 1964, with Zone 2 losing 11 counties and adding three others: Angelina, San Augustine and Sabine counties were added to Zone 2. Taken out of zone 2 and added to Zone 1 were Schlicher, Sutton, Menard, Humble, Mason, Llano, Gillespie, Blanco, Burnet, Williamson and Milam counties.

Other changes in the 1964 program deal with limitations placed on the number of acres a county or individual farm is eligible to receive under the program. Briefly, the limitations state this:

1. No county or individual farm can be given reapportioned acreage that will bring total acres in cotton to more than 50 percent of the total land in cultivation, nor can a county's base allotment be increased by more than 50 percent.
2. No farm can receive reapportioned acres unless at least 75 percent of that farm's effective 1963 cotton allotment was planted or unless failure to plant the allotment can be explained by other good cause beyond the farm-

Earth Youth Hurt In Car Accident

Faustino Garcia, Jr., Earth, returning home from Clovis, was seriously injured when the borrowed car he was driving struck a tree five miles east of Farwell. The vehicle belonged to Rene Robles, Earth, who had been jailed at 5:30 a.m. charged with drunkenness.

Another group of Earth youths were returning Christmas morning wrecked their car two miles West of Texico at 11 a.m. Garcia is in Clovis Memorial Hospital suffering from a shattered left leg and arm.

The car he was driving went off the highway on the right, then back across on the left side and was in the process of going back toward the highway when it hit the tree.

Muleshoe Not Rated For Plant

Officials of the Great Western Sugar Company have demonstrated "definite interest in establishing its new sugar beet plant in either Plainview or Dimmitt. Muleshoe is not being considered.

Before making a formal announcement company officials are waiting to see what the agriculture committee in Washington will do about allotting enough acreage for a mill.

This was the report from committees representing the High Plains Sugar Beet Growers and the Floyd County Beet Growers Associations. The committee met with Frank Kemp, president of Great Western and other officials in Denver last week, according to the report.

Seeing the future possibilities of sugar beet growing in the High Plains area a five county group formed the High Plains Sugar Beet Growers two years ago to woo the company into seeing Plainview as the logical center for a sugar beet processing plant.

Dimmitt has been working more or less alone. Bailey County has made no serious attempt to snare the proposed new plant. Nor is it a member of the High Plains Sugar Beet Growers, which may receive the final allocation of sugar beet acreage for the area.

The proposed mill will be a multi-million dollar industrial facility with a possible payroll of over \$100,000 a year.

The High Plains organization must now get to work collecting data and making plans for presentation to the House agriculture committee before February 15. In a recent appearance before the committee they were given 60 days to collect and present more specific information about the need for additional sugar beet acreage and the area farmers willingness to grow them.

Poll Tax Payments Are Lagging Here

Sales of poll tax receipts in Bailey County by the Bailey County Tax Office to date have totaled 456. The 1963 poll tax which went on sale October 1 is the receipt which will be required to vote in all 1964 elections.

January 31, 1964, is the deadline which this poll tax can be paid. Many people who normally pay their poll tax in October as they also pay their state and county taxes preferred to wait on payment of the poll tax pending the outcome of the November election concerning the poll tax amendment.

That amendment did not carry and consequently poll tax payments must still be made in order to vote.

The county collector and assessor, states that the office will be happy to advise anyone as to whether or not his poll tax has been paid if there is any doubt. Poll tax payment is required of all persons desiring to vote from the ages 22 through 60. Those qualifying for exemptions are the newly aged 21 voters and the over age 60 residents, who became 60 years of age prior to January 1, 1963.

The 1964 election year is a general election year with many important elections forthcoming.

Fire Goes Thru Gin Barracks

A raging fire whipped by steady winds destroyed about 90 percent of the Springlake Gin Company's labor barracks Friday afternoon. Cause of the fire which was fought by fire companies from both Springlake and Earth, is unknown. W. H. Braden, owner of the gin stated the loss is fully covered by insurance, and adequate emergency housing is available for the workers. The gin itself was unharmed, according to the report, and business will continue without interruption.

At the time of the fire there were about 36 cotton trailers on the lot. So far this year the Gin has processed about 2,100 bales of cotton. Braden stated that this figure represented only about one-half the number of bales generally ginned by this time. He attributed the low bale count to heavy hail which repeatedly struck at the area's cotton crop during May, June and July.

Muleshoe Water Department Head Gets Citation

An official State Health Department citation for outstanding proficiency in public utility work has been awarded to Marshall L. Haney, superintendent of the Muleshoe Municipal Water Department.

The document is signed by the state health commissioner and authorities of the Texas Water and Sewage Works Association. It signifies that the holder has completed a prescribed amount of actual work experience and long hours of special study on modern methods of plant management.

Under the State Health Department's operator certification program, utility plant personnel are carefully examined on their technical skill and an understanding of their work's importance to community health. Each must pass a stiff written examination to qualify for certification.

Haney qualified in all phases. Sponsors of the certification program praised him as a "credit to the Muleshoe public utility system."

In addition to work experience and successful passage of an examination, candidates for certification earn points by attending annual state and regional short schools which deal with the technical details of public utility operation.

Sponsored by the state health agency, the engineering extension service of Texas A and M University, and the Texas Water and Sewage Works Association, the short courses have earned an international reputation as a method of training water and waste water plant personnel in public health protection through proper plant operation.



CHAPTER SWEETHEART — Kay Baker has been chosen Muleshoe Distributive Education Sweetheart for 1963-1964. She is a Junior being trained as a bookkeeper at Plains Auto Parts, and will represent the local chapter at the state confab in San Antonio from Feb. 27 to 29.

Bond Sales

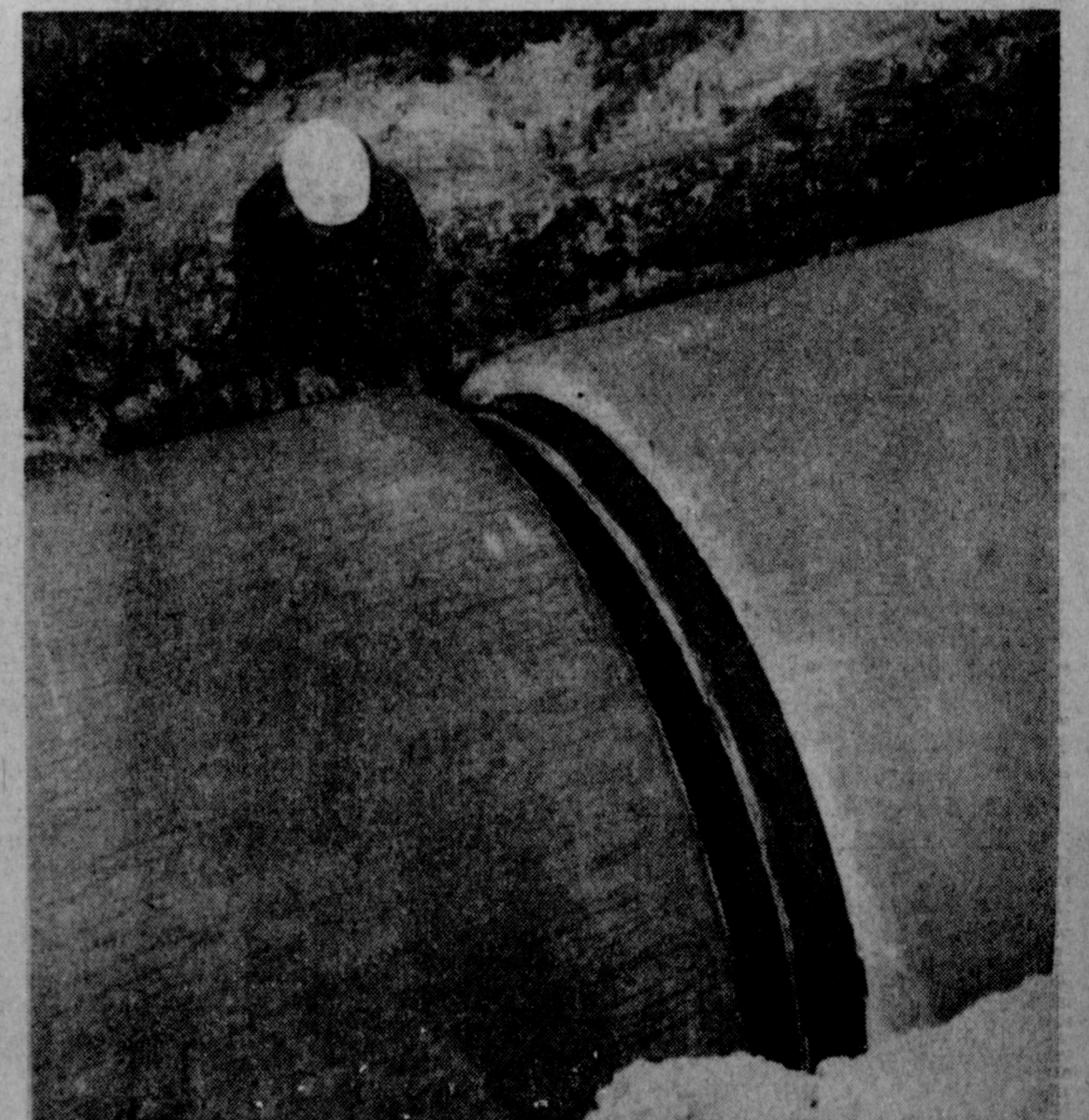
Sales in Bailey County totaled \$1,762 for the month of November, which represents 57.1 percent of the 1963 goal for the County, according to M. D. Gunstream chairman of Bailey County Savings Bonds Committee.



Workmen on the Canadian River Aqueduct southeast of Amarillo prepare to receive another 22-foot joint of the massive pipe and place it in position. This particular



Despite its girth and weight, a joint of the huge pipe is a relatively simple object to handle when swung into place by a crane. One man here guided a joint to its destination in a pre-shaped hole formed by another machine operating some 75 feet on farther down the hole.



This workman watches carefully as the six-inch walls of the pipe come together. A rubber-like gasket encircles the liner of the pipe at right and will insure a leak-proof

fit. Each joint of the pipe is numbered and detailed records are kept of the mixture from which it is made.

Store Employees Feted At Party

Employees of three stores, White's Cashway, L&H Grocery, Muleshoe; and Cashway Foods, Olton were honored with a Christmas party Thursday preceding Christmas at Muleshoe Country Club. Store owners, Mr. and Mrs. Thurman White were hosts for

the occasion attended by approximately 65. Special guests were Rev. and Mrs. David Branson, Walter Parker, Tanya Cherry and Marjorie Flatt.

Party decorations were Christmas motifs with a stemmed vase of red filled with holly centering the serving table with a tiered candelabra holding red candles inside globes. Other tables were decorated with red candles in bowls of holly.

The traditional meal of turkey, dressing and all the trimmings were served.

Santa Claus arrived for a visit with the guests and distributed gifts from underneath the Christmas tree.

Concluding an evening of entertainment, red Christmas punch was served.

DINNER GUESTS

Mr. and Mrs. T. R. White had as Christmas dinner guests, Mr. and Mrs. J. Pat Wagon, Debbie and Tyree; Mr. and Mrs. John Young and children, Clifford White, and Mrs. Marjorie Flatt.

FRANCIS IMPLEMENT CO.

FORD TRACTOR
Muleshoe, Texas

Search For Missing Son Ends In Christmas Reunion After 14 Years

Fourteen years of searching for a son ended with a happy reunion just before Christmas.

It was 1949 when Robert Otwell, then 9 months old, left Gracemont, Okla. with his mother. It was from that day until December 19 that his father, Jerrell Otwell, long-time resident, followed up every lead, traced each move until all leads became chattered, then began anew with each bit of information concerning his possible whereabouts. Many times coming very close to contact with him.

With the assistance of local attorneys, Robert, now 15 years of age was located in Tacoma, Washington. Only 12 hours after he was located the Otwell family talked with him by phone, and

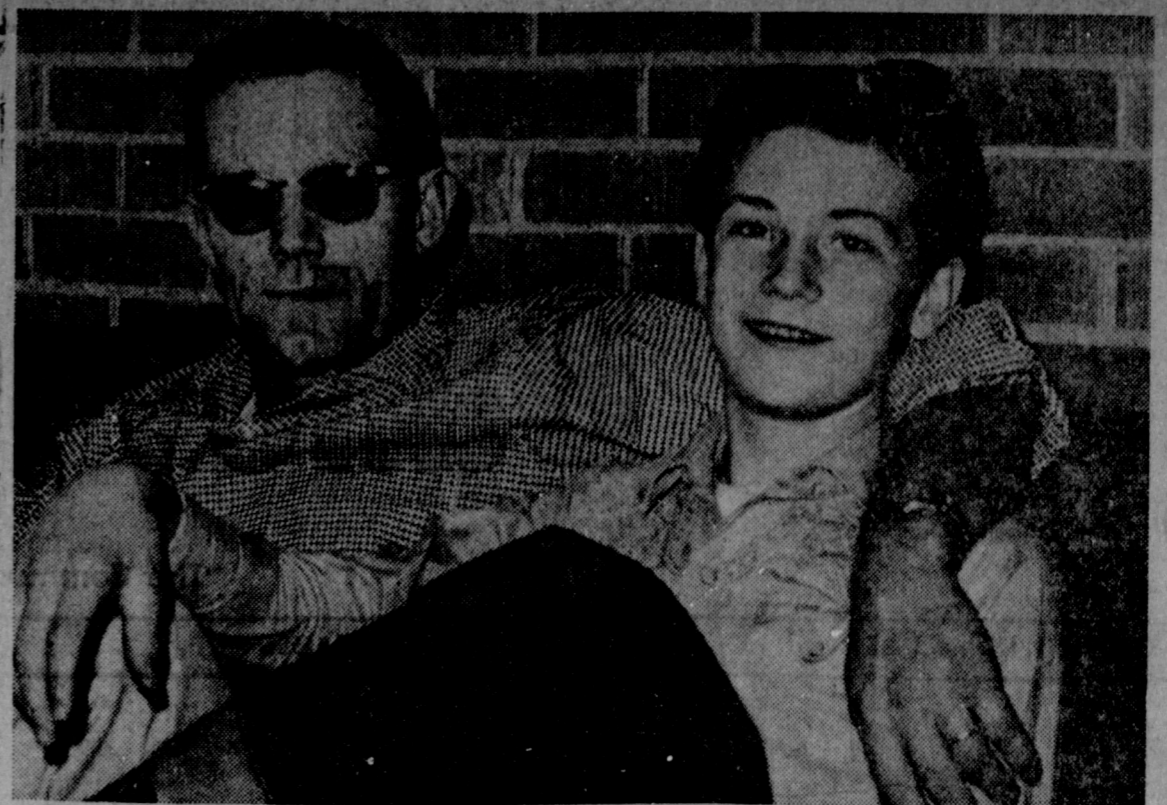
plans were made for him to spend Christmas holidays with them.

Otwell said, "I never gave up. I always felt that sometime, somewhere, we would find him." Robert made the trip to Muleshoe by airplane and was met at Amarillo Airport by Mr. and Mrs. Otwell and children, Jerry and Narssia.

His first impression of the Plains was, as he described it, lack of trees and mountains. "It looks like it got wiped out . . . no hills or trees". He compared the terrain to that of a devastated area near Tacoma which had all vegetation destroyed by a hurricane.

Robert, an eighth grade student at Jason Lee Junior High School, says hunting and fishing are his favorite sports.

Otwell was separated from his own father at the age of two years and they were re-united 32 years later at his grandmother's funeral in Oklahoma. In the years during their separation, he looked for his father and after seeing him, found they served in the Navy and at many times during World War II were seeing action in the same spots.



SEARCH ENDS — Jerrell Otwell is pictured here with his son, Robert, for whom he has searched, unceasingly, for the past 14 years. With the assistance of Muleshoe attorneys, Robert was located in Tacoma, Wash. and is spending the holidays with his father and family. Otwell said, "When we found him, I knew it was going to be a wonderful Christmas . . . and it was."

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New Thermal weave—construction produces thermal warmth without weight. Also cool in summer.

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Guaranteed for 100 washings

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72x108—Reg. \$1.98 **\$1.79**
Twin Bottom—Reg. \$1.98 **\$1.79**
81x108—Reg. \$2.09 **\$1.99**
Full Bottom—Reg. \$2.09 **\$1.99**
CASES—Reg. 98c **89c**

COLORED

Twin Size
Flat or Fitted—Reg. \$2.49 **\$2.29**
Full Size
Flat or Fitted—Reg. \$2.59 **\$2.39**
CASES—Reg. \$1.29 **\$1.09**

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All of the finest quality Pima Cotton in whites, high fashions, colors, checks and stripes.

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Twin Bottom—Reg. \$3.29 **\$2.49**
81x108—Reg. \$3.59 **\$2.69**
Full Bottom—Reg. \$3.59 **\$2.69**
CASES—Reg. \$1.78 **\$1.39**

COLORED PERCALE

72x108—Reg. \$3.69 **\$2.79**
Twin Bottom—Reg. \$3.69 **\$2.79**
81x108—Reg. \$3.99 **\$3.29**
Full Bottom—Reg. \$3.99 **\$3.29**
CASES—Reg. \$1.98 pr. **\$1.59**

FANCY STRIPES AND CHECKS

81x108 & Fitted—Reg. \$4.98 **\$3.99**
81x108 & Fitted—Reg. \$4.49 **\$3.49**

-PIECE GOODS-

SPORT DENIMS — Special purchase of spring colors. 36" wide. Values to 89c now **67c**

DACRON & COTTON — All new spring colors. Ideal for blouses and etc. 65 per cent daron and 35 per cent cotton. Values to \$1.19 yd. **88c**

SPECIAL PURCHASE — STRIPE AND SOLID CHAMBRAYS by a famous maker in 45" width. Spring colors. Reg. 98c values **67c**

BLEACHED MUSLIN — 80 sq. bleached muslin. 3 yds. **\$1.00**

UNBLEACHED MUSLIN — 80 sq. muslin. 4 yds. **\$1.00**

-SALE OF LOVELY FIELDCREST TOWELS-

Rose Bouquet Group—A rhapsody of roses. Colors, beige, pink, blue or gold.

Bath Towel—27x50—Reg. \$3.98 **\$2.99**
Guest Towel—16x30—Reg. \$1.99 **\$1.69**
Wash Cloth—11x11—Reg. 79c **69c**

COUNTRY GARDENS—Gold, blue, pink

Bath Towel—Reg. \$1.98 **\$1.69**
Guest Towel—Reg. \$1.29 **99c**
Wash Cloth—Reg. 49c **39c**

SONATA SOLID COLORS

Large selection of colors, Antique Gold, Bittersweet, Blue, Curry, Macha, Green, Pink, Lemon, Lilac, White, Beige, Topaz.

Bath Towel—25x48—Reg. \$1.99 **\$1.59**
Guest Towel—16x28—Reg. \$1.29 **89c**
Wash Cloth—13x13—Reg. 59c **39c**

LEXINGTON SOLID COLORS

Large selection of colors—Stock up now at these special prices.

Bath Towel—24x44—Reg. \$1.19 **89c**
Guest Towel—16x26—Reg. 69c **49c**
Wash Cloth—12x12—Reg. 39c **29c**

-Mattress Covers & Pads-

High quality—100 per cent cotton filled—sanforized and double locked stitch.

Twin Flat—Reg. \$2.98 **\$2.49**
Twin Fitted—Reg. \$4.98 **\$3.89**
Full Flat—Reg. \$4.50 **\$3.49**
Full Fitted—Reg. \$5.98 **\$4.89**
Pillow Covers—Reg. \$1.39 **\$1.09**

MATTRESS COVER

Extra heavy sheeting with zipper closing

Full Size—Reg. \$3.98 **\$2.49**

-BEDSPREADS-

Large range of woven cottons, assorted patterns and colors. Stripe, plaids, solids and fashion spreads. Prices ranging from \$7.98 to \$25.00. New reduced from **\$4.99 to \$19.99.**

-THROW RUGS-

Multi-color braided type. Completely washable.

Reg. \$1.98 **\$1.59**

100 per cent Rayon Pile Rug

Large selection of colors. Machine washable Non-skid Back.

Reg. \$3.49 **\$2.79**

-BATH MAT SETS-

Group consists of two and three piece sets. Large selection of colors. Guaranteed washable.

Reg. \$3.49 **\$2.69**

DISH TOWELS

JUMBO SIZE . . . Birdseye weave dish towel with multi-color border.

4 For \$1.00

-Veloura Rugs and Lid Covers-

Made of low pile of 100 per cent cerel Modacryle. Completely washable by machine or hand.

24" round—Reg. \$4.98 **\$3.99**
24x36—Reg. \$7.98 **\$5.99**
27x28—Reg. \$10.98 **\$8.99**
Standard Lid Covers—Reg. \$2.98 **\$1.99**
Large Lid Covers—Reg. \$3.98 **\$2.99**

MANY OTHER ITEMS REDUCED FOR THIS SPECIAL EVENT SHOP EARLY!

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Mr. and Mrs. Tom L. Smith

Couple To Be Honored With Reception on Anniversary

Mr. and Mrs. Tom L. Smith will be honored with a reception and reaffirmation of vows in observance of their Golden Wedding Anniversary.

The event will be held at 6 o'clock, January 4, at the Progress Methodist Church and Fellowship Hall.

Hosts will be their children, Joe L. Smith, Evergreen, Colo.; Mrs. Lusk Green, Muleshoe; Mrs. Wyman Dickinson, Albuquerque, N. M.; and Mrs. Dalton Murrah, Colorado Springs, Colo. The former Miss Callie Shelton, Whit, Texas and Smith, Perrin, were married January 4, 1914 at

Red Dress Yule Party Held For Members, Guests

Friendship Study Club and guests held a "Red Dress" Christmas party in American Legion Hall Thursday with each member wearing a red dress.

Tables were covered with white cloths and a large Poinsettia arrangement centered the head table. Pine cones, candles and holly decorated the other tables.

Special guests were Rev. and Mrs. Don Boles. Rev. Boles presented the program.

Taking time back 2,000 years, Boles, a former newscaster, told the story of the birth of Christ as he would have revealed the news through the radio media at the time of his birth. Mrs. Inez Kennedy provided background music at the piano, played in keeping with the topic, as the

Relatives Gather At Cloudcroft

Spending Christmas holidays with the Rex Briscoes in Cloudcroft were his parents, Mr. and Mrs. C. E. Briscoe, Muleshoe.

Other children of the Briscoes who joined them there were Mr. and Mrs. Merriman Vise and Mr. and Mrs. Kenneth Briscoe, Muleshoe; and Mr. and Mrs. Bob Hardy and children, Clovis, N. M.

The families enjoyed watching people ski, for the most part on their sides and back, Mrs. Briscoe said.

After Christmas, the Vises, Kenneth Briscoes, and the Hardy's went on to Phoenix, Ariz. to visit another sister and family, the R. L. Freemans.

Three Way Holds Union Christmas Church Services

The Three Way Methodist Church was the scene of the union Christmas program last Sunday evening, with Three Way Baptist and Methodist Churches participating.

The evening began with Christmas carols by the congregation, and invocation by Rev. C. E. Strickland. "Christmas Around the World" was then demonstrated by children and youth, as the Yuletide customs of eleven different countries were related.

The pageant of the Nativity, as celebrated in India, America, and other Christian countries, was the climax of the evening. The shepherds, wise men, and the Holy Family were portrayed by children and youth; and a group of modern children sang and recited a poem. Rev. Ruth Cooper read the scripture accompanying the pageant. Mrs. Jack Lane sang a solo, "O Holy Night".

Those taking part included Jana Sue and Danette Lane, Kathy Wittner, Mike and Kandace Sower, Rena Neutzler, Mark Corkery, Johnny and Donna Kay Furgeson, Judith Strickland, Shirley Batteas, Katherine Masten, Tommy Terrell, Ricky and Madalyn

Relatives Visit In Griffin Home

Mrs. Mattie Griffin had as weekend guests her seven children, eight grandchildren and 10 great grandchildren.

They were: Mr. and Mrs. Fred Griffin, Mr. and Mrs. J. C. Griffin, Randleman N. C.; Mr. and Mrs. Louis Griffin, Richard, Ronnie, and Linda, San Diego, Calif.; Mrs. J. D. Langley, Bakersfield, Calif.; Mr. and Mrs. Harvey Whittenburg, Whiteface; Mr. and Mrs. Horton Griffin, Vicki and Connie, Longview; Johnnie

Galt, A. W. Hunter, Johnny Harris, baby Melissa Jo Mayo, and a choir from both churches led by Ed Neutzler. Because of bad weather the attendance was about 60.

Friends Visit Miss Joella Lovorn Thurs.

Visiting Miss Joella Lovorn Thursday were Mr. and Mrs. Robert Civil and Jeff, Cannon Air Force Base, Clovis, N. M.

The family were enroute to visit relatives in Florida, tour Virginia, Washington, D. C. and other points of interest along the way.

Miss Lovorn and Mrs. Civil were roommates when they were attending Wayland College and had not seen each other for several years. The couple were stationed in Louisiana, then in Japan for some time before being transferred to Clovis.

Edwin Hall Will Conduct Service

Edwin Hall, former pastor of the Muleshoe First Methodist Church will deliver the message at the First Presbyterian Church today, Sunday, in the absence of the pastor, Rev. Don Boles.

The public is invited to attend these services. Hall is presently counselor for the Littlefield school system.

United States citizens averaged consumption of 111 pounds of potatoes and seven pounds of sweet potatoes in 1962.

Anthony's WHITE SALE

Fine Martex Towels

Superb Quality, Extra Heavy, Special Low Prices

98c Value 24 x 46 Size	77c
59c Value 16 x 26 Size	47c
29c Value 12 x 12 Size	27c

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Fill Your Linen Need Now At These Special Low Prices

72 x 108 Flat 81 x 99 Flat or Contour Twin Bottom Sheets	1.57 EA.
PACIFIC 81 x 108 Flat or Contour Full Bottom Sheets	1.77
42 x 36 CASES 2 FOR	77c

Fine finish Pacific Truth Muslin sheets. Choose flat or the original contour bottom sheets with easy-on flexi-corners that make bed making as easy as a child's play. 100% cotton, snow white.

Chenille Bed Spreads

Special Purchase for our White Sale

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Regular 6.95 Values

Choose from solid colors with debby border. Petal pink, candlelight gold, and many more.

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Choose Muslins or Pecoles, all at Extra Low Money Saving Prices

Colored Sheets 72 x 108 or Twin Fitted	2.07
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42x36 Colored Cases 2 for	97c
White Dancoles 72 x 108 or Twin Fitted	1.97
White Dancoles 81 x 108 or Full Fitted	2.17
42 x 38 1/2 Cases 2 For	1.07
White Muslins 72 x 108 Sheets	1.77
White Muslins 81 x 108 Sheets	1.97
42 x 36 Cases 2 For	87c

Anthony's Annual White Sale brings you big savings on these fine quality Dan River sheets. Choose fine Dancoles or muslins now at your nearby Anthony store. 100% cotton.

Pretty Floral Stripe Tick

21 x 27 Bed Pillows

New 50% Poly Foam and 50% crushed feather filling. Colors Pink or Blue

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A big plump pillow filled with shredded poly foam and crushed chicken feathers. Corded edges. You'll like the look and the feel of these pillows!

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9 Ft. x 12 Ft. APPROXIMATE SIZE. ACTUAL 8 1/2 x 11 1/2

Viscose Rayon with cushion foam base
First Quality. Special White Sale Price

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Spice Brown

A fine quality rug at a terrific low price. Viscose rayon for long wear, cushion foam base for added luxury feel. Suitable for any room in the house.

Quilted Mattress Pads

Alnico - better quality quilted mattress protectors at a low, low White Sale price. 100% cotton.

39 x 76 TWIN FLAT PAD	2.27
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Big Savings

Ironing Board Pad and Cover

Silicone Treated Low Sale Price

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Deluxe pad and cover. Pad is 100% cotton, cover is 100% vinyl. Aluminum coating. Scratch resistant - silicone treated.

WANT ADS

FOR SALE: 240 A. dry land farm, Stegall Community. First time on market. Part of Estate 68 A. cotton-wood base. \$185.00 per A. Cash or terms. Worth the money. Weider Criswell, 410 Dallas, Ph. 3-0980. 8-95-tfc

FOR RENT: Two room furnished apartment. Rosie McKillip, 410 W. 2nd. 5-35-tfc

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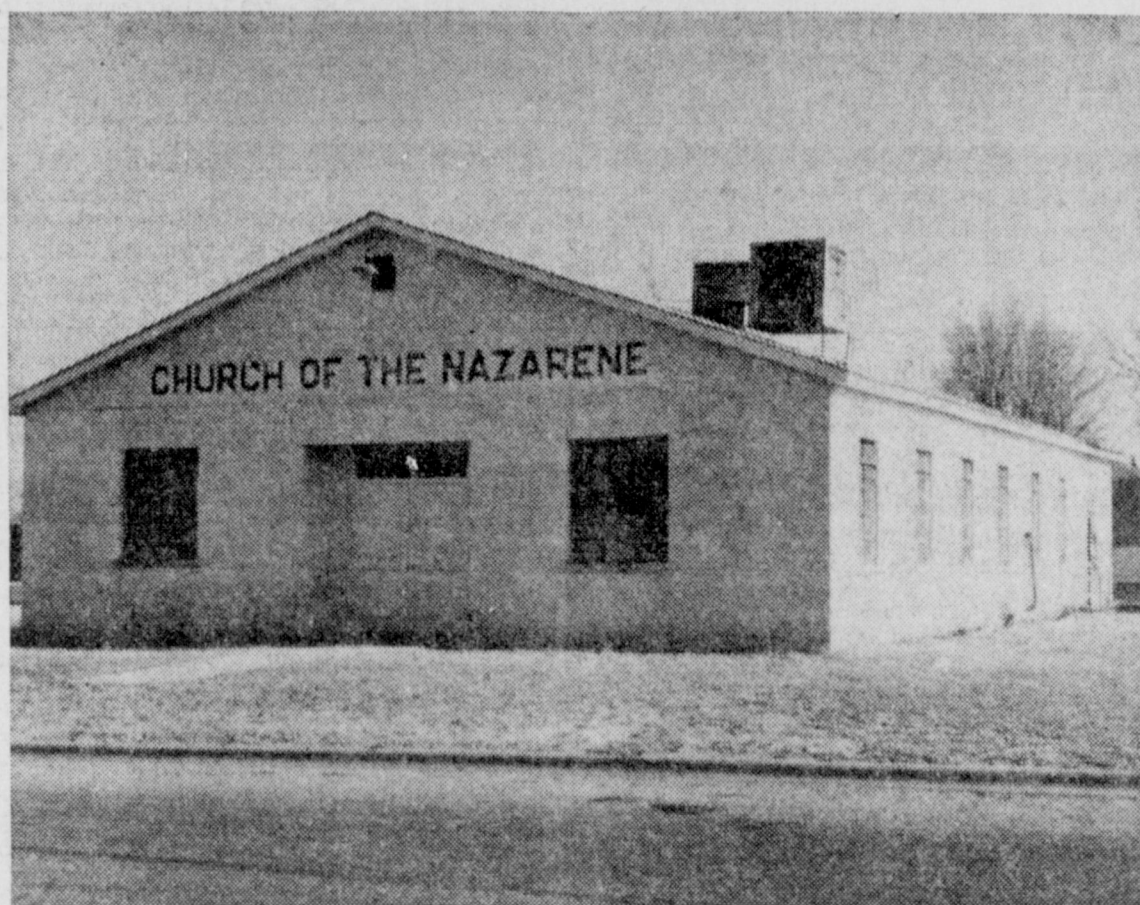
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"Teach me Thy way, O Lord, and lead me in a plain path." — Psalm 27:11

"Happy New Year!" These words are ringing forth in greetings from the lips of both young and old. These words are spoken concerning the future and are spoken in hope that the future will be a happy one. But this is not always so. Trials, temptations, tragedies and sorrows plague man's footsteps and all realize that in the days to come, maybe, some of these will be our lot. The unknown future fills most people with fear, but the ones that know God can face the future with courage and a lively hope because they know that "all things work together for good to them that love God." When trials come, we remember that Jesus went through many trials. When temptation becomes our lot, we recall that He was in all points tempted like us yet was without sin. If sorrows cross our path, the words of God become solace for aching hearts and we can hear Him saying, "Let not your heart be troubled, believe in God, believe also in me." Why can the person who knows God face the future with courage, hope, and expectation? The Scriptures give the answer. They tell us that He does not change. That He will never leave us or forsake us. His promises are true, but we must meet the conditions of the promises. If we meet the conditions, we may be assured that God will fulfill His promise. If this is true, and it is, we can face the unknown with courage and say without any reservations that the new year will be a happy one.

REV. JAMES PETERS

Church of the Nazarene

FRY & COX BROS.
Farm Equipment
401 So. First — Phone 3-3660
Muleshoe, Texas

MULESHOE MOTOR CO.
Ford & Mercury—Sales & Service
Muleshoe, Texas

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114 East Ave. C — Phone 2950
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Moran Locker — Plainview Hwy.
Phone 3-0660 — Muleshoe, Texas

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CLOVIS RD. — PHONE 3-0000
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ST. CLAIR'S DEPT. STORE
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MULESHOE

CHURCH SCHEDULE

ASSEMBLY OF GOD

Muleshoe Assembly of God
219 E. Ave. E. - Ph: 3-9840
J. W. Farmer, Evangelist
Sunday School - 9:45 a.m.
Morning Worship - 11:00 a.m.
Youth Meeting - 6 p.m.
Sunday Evan. Service - 7 p.m.
Midweek Ser., Wed. 7:30 p.m.
W. M. C. - Thurs. - 2 p.m.

BAPTIST

Calvary Baptist Church
1733 W. Ave. C.
Bible School - 10:00 a.m.
Morning Worship - 11:00 a.m.
Evening Worship - 7:00 p.m.
Wed. Midweek Ser. - 7:30 p.m.

First Baptist Church
220 W. Ave. E. - Ph: 6900
Rev. Don Murray, Pastor
Sunday School - 9:45 a.m.
Morning Worship - 11:00 a.m.
Training Union - 6:00 p.m.
Evening Worship - 7:00 p.m.
Midweek Services:
Teachers & Officers - 7:30 p.m.
Bible Study & Prayer - 8:00 p.m.
Choir Rehearsal - 9:00 p.m.

Main Street Baptist Church

424 Main St. - Ph: 8130
Rev. Lynn Stephens, Pastor
Sunday School - 10:00 a.m.
Morning Worship - 11:00 a.m.
Training Service - 6:00 p.m.
Evening Worship - 7:00 p.m.
Midweek Prayer Ser. - 7:45 p.m.
Sat. KMUL Program - 9:45 a.m.

Primitive Baptist Church

621 S. First
W. R. Dale, Pastor
1st and 3rd Weeks:
Saturday Services - 7:30 p.m.
Sun. Morn. Services - 10:30 a.m.
4th Sundays
Elder Jimmy Bass - 7:30 p.m.
Wed. Midweek Services - 7:30 p.m.

Trinity Baptist Church

—A Southern Baptist Church—
314 E. Ave. B. — Ph. 3-4794
Troy Walker, Pastor
Sunday School - 9:45 a.m.
Training Union - 6:30 p.m.
Wed. Prayer Meeting - 7:30 p.m.
W.M.S. Thurs. - 9:30 a.m.

St. Matthew Baptist Church

W. Third
Rev. E. McFrazier, Pastor
Spanish Baptist Mission
409 E. Ave. F.
Roque Puente, Pastor
Sunday School - 9:45 a.m.
Morning Worship - 11:00 a.m.
Sun. Evening Service - 6:30 p.m.
Training Union - 7:00 p.m.
KMUL Sun. Radio - 5:30 p.m.
Midweek Service Wed. - 7:30 p.m.

CATHOLIC

Immaculate Conception Catholic
(Fr.) Clifton J. Corcoran
Northeast of City
Sunday Masses:
8:30 a.m. - High Mass
12:15 p.m. - Dialogue Mass
Daily Masses:
Mon. 4 p.m.
Wed. - 7:30 p.m.
Other days - 8 a.m.
Christian Doctrine Classes
Sundays: After 8:30 a.m. Mass
Mondays: After 4 p.m. Mass
Wed. After 7:30 p.m. Holy Mass

CHRISTIAN

First Christian Church
130 W. Ave. G - Ph. 3-4380 or 7310
David Branson, Pastor
Church School - 10:00 a.m.
Morning Worship - 10:55 a.m.
Evening Worship - 7:00 p.m.
Youth Meeting - 6:00 p.m.

JEHOVAH'S WITNESS

Kingsom Hall
Friona Highway
Boyd Lowery, Minister
Phone: 965-3391.
Sunday - Watchtower Study - 4 p.m.
Tuesday - Bible Study - 8 - a.m.
Thursday - Service Meeting and
Ministers School - 7:30 p.m.

CHURCH OF CHRIST

Muleshoe Church of Christ
517 S. First - Ph: 3-0700
D. L. Thompson, Minister
Sunday:
Radio Program KMUL - 8 a.m.
Bible Classes for all - 9:30 a.m.
Morning Worship - 10:20 a.m.
Evening Worship - 6:30 p.m.
Wednesday:
Mid-Week Meeting - 8:00 p.m.

Northside Church of Christ
117 E. Birch St. - Ph: 3-4110
Frank Duckworth, Evangelist
Services:
Sunday - 10:30 a.m.
Night - 6:30 p.m.
Wednesday - 8:00 p.m.

Church of Christ
West Birch and Chicago
H. R. Stevens, Minister

EPISCOPAL
St. Phillip's Episcopal Church
First Nat'l. Bank Bldg.
Community Room
Rev. James M. Mock, Rector
Phones 3-1810 or 7490
1st Sunday each month:
7:30 p.m. - Holy Communion
Other Sundays:
10:00 a.m. - Morning Prayer
10:00 a.m. - Sunday School

METHODIST
First Methodist Church
507 W. Second Phone 8470
J. Frank Peery, Pastor
10:50 a.m. - Morning Worship
8:30 a.m. - KMUL Radio Prgm.
6 p.m. Youth Fellowship
9:45 a.m. - Sunday School
7 p.m. - Evening Worship
8 p.m. - Wednesday Service
Dial-A-Prayer - Ph: 6490

Latin American Methodist Mission

Ave. D & 5th St. - Ph: 3-8829
Vicente Mareno, Pastor
Sunday School - 10:00 a.m.
Morning Service - 11:00 a.m.
Evening Service - 7:30 p.m.
Bible Study Wed. - 7:30 p.m.

NAZARENE

Church of the Nazarene
Ninth & Ave. C. - Ph: 5124
James H. Peters, Pastor
Sunday School - 10:00 a.m.
Morning Worship - 11:00 a.m.
N.Y.P.S. - 6:00 p.m.
Sun. Evening Worship 7:00 p.m.
Mid-Week Ser. Wed - 7:00 p.m.

PRESBYTERIAN

First Presbyterian Church
Morton Highway Phone 3-0180
DON BOLES, Pastor
Sunday School - 9:45 a.m.
Morning Worship - 11 a.m.
Youth Fellowship - 7:30 p.m.
Jr. Activities - 7:30 p.m.
Adult Study - 7:30 p.m.

FRANKLY SPEAKING

By J. Frank Peery


God - Intoxicated
 The rugged Peter Cartwright after more than fifty years as an itinerant preacher published his memoirs in 1857. He had known the austerities of the American

frontier in its westward movement to the Mississippi. He had pursued his ministry in the heat of summer and the cold of winter. Without food or shelter he had camped numberless nights in
 forest or field. Veteran of the most famous frontier camp meetings of the early nineteenth century, he had preached powerfully the name of Christ. He had been God's instrument of salvation to thousands of souls. He served with no formal education. His books, his constant companions, were the Bible and the Hymn Book.
 Now in 1857, he contrasted the

straitened circumstances of the past with the more comfortable and superior education of the rising generation and allowed that he was "confoundedly" perplexed why they accomplished no more, and seemed to do no better than they did - seeing that their advantages over their predecessors were many times multiplied.
 We may as well admit that Peter Cartwright's perplexity is still with us, is still pertinent. We must face the fact that superior culture and education do not of themselves assure effectual growth toward happiness and security. These things in themselves do not make powerful witnesses of our Christian faith or our American way of life. They do not make wise and good citizens even in our modern day enthusiasm and sense of high urgency.

The pages of history may often foster the impression that citizenship is empowered, restored, and renewed in the main by the genius, and the scholar full of enthusiasm. However, just as nothing is accomplished without enthusiasm, so also enthusiasm is often blind, unstable and false without discipline.
 A person living in the new year of 1964 may strive to stand firm in the great truths of the modern day. He may live and understand them. He may seek to inspire and relate them to family and friends in home and business. There may be harnessed a degree of correlation, relevance, and power. The one thing missing is the solid foundation.
 Frankly Speaking—Our advantages in 1964 are way beyond our predecessors. Culture, education, discipline and enthusiasm are not enough. For we have only appearance without substance; reliance upon the half without the whole; we remain half informed and only a part of a person. In 1964, if we do not adhere to spiritual things, we will live only half a life. We must become transfigured and radiant with a divine fire and a God-intoxicated purpose.

Who will be the FIRST BABY of 1964?

ONE
INFANT SEAT
 FROM

Anthony's
 G. R. ANTHONY CO.

--ENTRY RULES--
 INFORMATION BELOW MUST BE IN BY JANUARY 15TH.

- GIVE EXACT TIME AND PLACE OF BIRTH, SEX, WEIGHT & NAME.
- NAME AND ADDRESS OF PARENTS
- BABY MUST BE BORN IN COUNTY
- IF BABY IS BORN AT HOME, JOURNAL MUST BE NOTIFIED WITHIN 48 HOURS

ROYAL TREATMENT IS IN STORE . . .
 . . . FOR THE FIRST CITIZEN OF OUR COUNTY TO BE BORN AFTER THE STROKE OF MIDNIGHT, DECEMBER 31, 1963. THE GALAXY OF USEFUL GIFTS ON THIS PAGE WILL BE HIS OR HERS. WINNER'S NAME AND PICTURE WILL APPEAR IN THE JOURNAL.

A
BABY TOPPER SET
 FROM
Econo-Mart
SAVING CENTER
 MR. & MRS. JOHN P. FARIAS
 123 MAIN PH. 7580

A
BABY BLANKET SLEEPER
 FROM
Damron Drug
 303 MAIN PH. 2100

TO THE MOTHER
 A \$5 GIFT CERTIFICATE
 REDEEMABLE IN DRY CLEANING
 AT
Alsup Cleaners
 215 S. 1ST PH. 3-0760

TO THE MOTHER OF
 1964's FIRST BABY
FREE SHAMPOO SET AND HAIRCUT
 FROM
Main Street BEAUTY SALON
 115 MAIN PH. 3-4480

ONE
PEPPERELL BABY BLANKET
 FROM
White's Auto
 303 MAIN PH. 3-5110

ONE DOZEN
GAUZE DIAPERS

Cobb's

AUTOMATIC ELECTRIC
BABY BOTTLE STERILIZER
 8-BOTTLE CAPACITY
 FROM
Western Drug
 114 MAIN PH. 3-1060

26-PIECE EVENFLO
FORMULA KIT
 Bottles, Strainer, Nipples, Discs, Tongs, Tops And Bottle Brush
 FROM
Ben Franklin Store
 128 MAIN PH. 3-4370

A
 BEAUTIFUL & APPROPRIATE
FLORAL ARRANGEMENT
 FROM
Beaver's Flowerland
 520 S. 1ST PH. 3-1160

24 CANS
Gerber's Strained BABY FOOD
 FROM
WHITE'S Cashway Grocery
 402 MAIN PH. 2440

ONE
CHRISTENING OUTFIT
 FROM
the Fair Store
 120 MAIN PH. 3-5000

\$5.00
Savings Account
 WILL AWAIT THE NEW ARRIVAL AT
First National Bank

FOR THE
 FIRST BABY BORN IN 1964 AT OUR HOSPITAL. WE WILL PRESENT 1 DAY FREE HOSPITALIZATION!
WEST PLAINS HOSPITAL AND CLINIC
 708 S. 1ST PH. 2240

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AWAY!



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DEC. 30 & 31**

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- ICE CREAM Plains or Glacier Club, Assorted Flavors, 1/2-Gallon **69c**
- DETERGENT BOLINE HEAVY DUTY GIANT BOX **53c**
- EGG NOG BELL BORDENS, OR FOREMOST, QT. **49c**
- POP CORN 3-MINUTE WHITE OR YELLOW, 32-OZ. BAG **25c**
- MEDIUM EGGS IDEAL GRADE A DOZEN **43c**

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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.

- BIG-DO WINNERS**
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 - Mrs. Rita Johnson
 - Mrs. Pat Kirk
 - Mrs. Kenneth Powell
 - Mrs. Ruby Garner
 - Mrs. Carolyn Maxwell
 - Mrs. Mae Eubanks
 - Mrs. Sim Clark



Freshest Frozen Foods

- Dinners**
- Banquet, Chopped Beef, Ham, and Salisbury Steak, 11-Oz. Pkg. **39c**
 - Hill's O Home, 10-Oz. Pkg. **19c**
 - Ashley's, 10-Oz. Can **49c**
 - Blackeye Peas **19c**
 - Ashley's, 10-Oz. Can **49c**
 - Chili Con Queso **49c**
 - Ashley's, 10-Oz. Can **49c**
 - Guacamole Salad **49c**
 - Seabrook, Italian, 10-Oz. Green Beans, pkg. **27c**

- Grape Juice**
- Minute Maid 6-Oz. Can **19c**

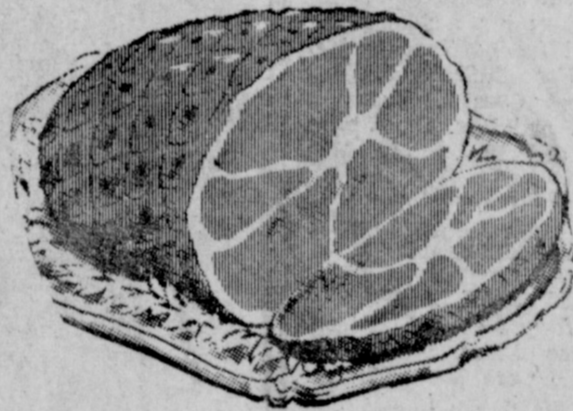
Health & Beauty Aids

- VO-5** REG. OR DRY 12c OFF LABEL REG. 98c **66c**
- Johnson & Johnson, or Mennens, Reg. 89c Retail Baby Powder, Econ. **69c**
 - Jeannette White, Reg. 15c Retail, Cereal Bowl or Coffee Mug 2 or 25c
 - Johnson & Johnson, Reg. 39c Retail, 2-Oz. Box Cotton **33c**
 - Wildroot, Cream Oil, Reg. 79c Retail, Large Size Hair Dressing **63c**

- Vigo, Blue or Yellow Label Dog Food, No. 1 Can **10c**
- Zee, Assorted Colors Paper Towels, Jumbo Roll **25c**
- Zee, 75-Count Package Sandwich Bags **19c**
- Sioux Bee, Extracted, 16-Oz. Jar Honey **39c**
- Chicken of the Sea, Chunk Light Tuna, No. 1/2 Can **33c**
- Wilson, All Meat, No. 1/2 Can Vienna Sausage **15c**

Lowest Prices All Year Long At Piggly Wiggly

- Chuck Roast Armour Star, Aged, Heavy Beef, "Valu-Trim", Lb. **49c**
- Salt Jewels For your Blackeyed Peas, the Traditional New Years Meal, Lb. **12c**



HAMS
RODEO'S OR DECKER'S, SHANK HALF OR WHOLE, LB. **49c**

- Armour Star, Aged, Heavy Beef SIRLON STEAK, "Valu-Trim" Lb. **89c**
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- 100% Pure Beef, Dated for Freshness Lean, GROUND BEEF 3 Lbs. **\$1**
- Kraft's, Variety of 5 Flavors, CHEESE LINKS, 6-Oz. Link **35c**
- Kraft's, Variety of 7 Flavors, CHEESE DIPS, 8-Oz. Pkg. **49c**
- Clary's USDA Grade A Fresh Frosted Hen Turkeys 10-16 Lb. Avg., Lb. **45c**
- Clary's USDA Grade A Fresh Frosted Tom Turkeys, 16-22 Lb. Avg., Lb. **39c**
- Peeled, Deveined, Belle of Sea SHRIMP, 1 1/2-Lb. Pkg. **\$1.69**
- Butcher Boy, All Meat SLICED BOLOGNA, Lb. **49c**

- Hunt's, No. 2 1/2 Can Pork & Beans **23c**
- Liquid Bleach 1/2 1Ga. PUREX **39c**
- Household Cleanser Old Dutch, 1ge. **17c**
- Detergent for Dishes, Pink, clear, 22-oz. btl. Liquid Trend **49c**
- Powdered Detergent Trend Gt. box **49c**

FRESHEST PRODUCE

- Oranges California Extra Fancy Navals, Lb. **12 1/2c**
- Thin Skin, Large Size Fresh and Crisp, Cello Bag
- Avocados 2 for 25c Celery Hearts **29c**
- Carrots Texas, Table Size, Lb. Cello Bag **19c**



These Values Good in Muleshoe December 30 & 31, 1963.



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