Volume 49, Number 20

Thursday, February 21, 1974

Super-Chiefs Gain Regional Playoffs

AT LUBBOCK

The FRIONA * STAR



KEEP AWAY GAME....Friona's Dale Parsons [23] tries to take the ball away from Lockney's Willie Phillips [30], but Phillips says. "Oh. no you don't." The action came in the second hectic half of Tuesday's bi-district tussle at Levelland, won by the Chiefs, 54-50 to advance to the regional meet Friday at Lubbock.

Friona To Face Childress Next

Friona's Chieftains, who have advanced farther in the basketball playoffs than any FHS team since 1945, will square off against the Childress Bobcats Friday at Lubbock in the regional semi-finals.

The semi-finals game begins at i p.m. If the team wins, the finals are slated for 8:30 that evening. Games are scheduled for the Lubbock Municipal Coliseum.

The Chiefs, fresh from a pressure-packed 54-50 win over Lockney in the bi-distric: [first round regional] contest Tuesday at Levelland, will be facing Childress for the second time this season.

Coach Ray DeBord's team downed the Bobcats, 80-63 in the semi-finals of the Amarillo tournament during the Christmas holidays.

However, Coach DeBord warns that the Bobcats are a much-improved team since the Chieftains played them the first time, having added a player who became eligible after Christmas.

The Bobcats' season record of 18-14 doesn't sound as impressive as Friona's 25-6, but Childress came on strong to win District 2-AA with an 8-0 record, and then pulled a fantastic rally to down Spearman, 58-54 in bi-district Tuesday night.

While Friona is just a novice in the playoffs, the situation is "old hat" to Childress, which has won district in basketball four consecutive years and five out of the last six.

The Bobcats have been in the playoffs 20 times since the University Interscholastic League reorganized into the present multi-classification setup, compared to only twice for the Chiefs.

However, the Chieftains feel they have the best team in the school's history, having had a battle royal to win district over defending state finalist Morton and always-tough Dimmitt, and then having to put down tough Lockney in bi-district.

"We're real excited about our chances," Coach DeBord said this week.

Many observers thought the Chieftains might be facing Spearman, which finished with a 20-11 record Tuesday. The Lynx had the lead over Childress but couldn't hold it.

Another surprise was Frenship of District 5-AA's 71-66 win

over Hamlin of District 6. The Hamlin team is a perennial power, and this is Frenship's first year in the playoffs.

10 Pages

Thus, there will be some new faces in the regional meet. Only twice before in the school's history has Friona advanced to the regional level. The last time was in 1945, when a team composed of Wayne B. Stark, Bob Roden, W.B. Norwood, R.B. Miller, W.C. Reed, Robert Lacewell, R.J. Renner, Jr. and Emmett Day, Jr. won district and went to Lubbock for the regional tourney, falling to Spade in their first game.

In 1936, the team (22-4) had won district, and went to a regional tournament at Canyon. However, the Chieftains of that year, paced by Harry Gowers, Price Brookfield, Kenneth Houlette, Eugene Dixon, O.B. McLellan, Carl Schlenker and Eugene Boggess, lost to Pampa 41-20 in the first round, came back to down Abernathy 38-26, but then were eliminated by a second loss to Pampa, 33-32.

So, it appears that Tuesday's 54-50 win over Lockney may have been the first time a Friona boys team ever won a first round regional game, since that is what the bi-district game amounts to.

Now-the team has its eye on an even bigger goal, and it's entirely within their grasp.

School Dismisses

School will dismiss Friday, February 22, for students and faculty who would like to attend the regional basketball tournament in Lubbock, in which the Friona High School Chieftains will appear.

Superintendent of Schools Alton Farr stated that in the event the team wins regional and goes to Austin, the following Friday is a "teacher's work day." with students already scheduled not to attend class. Should the team be eliminated at the regional level,

the school would use the Friday [March 1] to make up the missed day. Otherwise, it would be added to the end of the school schedule on May 31.

Chieftains Outlast Lockney, 54-50

BY BILL ELLIS

It may not nave been as classy a win as some of their earlier wins, but it was a win, never-the-less.

And the 54-50 victory over the Lockney Longhorns pushed the Friona Chieftains into the regional tournament Friday in Lubbock-a place they've never been since competing in class AA basketball.

The Chieftains trailed only once in Tuesday's bi-district win, at Levelland, but their fans got a bit edgy when Lockney trimmed the margin to 51-50 and then had four chances to take the lead that could have sealed Friona's doom.

Credit the Friona defense for turning the tide at a time when the offense was having its problems.

The Chieftains missed a bushel basket full of opportunities to salt the game away in the final quarter, but due to turnovers and missing seven out of 12 free throw attempts in the quarter. Lockney was given an opportunity during the last minute of play to upend the favored Chiefs.

But Dale Cleveland, who played a masterful game for Friona, hit a free shot in a do-or-die situation with only 23 seconds left, and Gene Strickland sewed it up with a pair with 14 seconds left, as Friona pulled the game out of the fire.

A time or two in the game, the Chieftains threatened to break the game open, but the hustling 'Horns wouldn't let them.

Cleveland, the big offensive weapon for Friona, got the team off and running in the opening quarter. Dale canned a free shot 33 seconds into the game, and after Dale Parsons' long jump shot made the score 3-0, the 6-4 junior went to work.

Four consecutive baskets by Cleveland, one a jump shot from the top of the key, one a layup against Lockney's talented John Clark, and then a pair of turning jump shots paced the team to an 11-4 lead with 2:05 remaining in the opening period.

Then Gene Strickland drove the baseline for a layup and Friona had its longest lead for the night, 13-4 with 1:36 left in the opening period.

But Lockney hadn't come this far to see a rout of the Longhorns. Clark tipped in a misseu free shot, then tipped the ball to Dart Carthel (20) on a fast break for a lay-in to trim the lead to 13-8. A moment later, Willie Phillips (30) stole a Friona inbound pass for an easy layup, and the team's nine-point lead had melted to three, 13-10 as the period finally ended, much too late for the Chieftains.

Clark scored on a layin, and Carthel made the first Lockney free shot to tie the score at 13-all. His second shot would have given the Longhorns the lead, but it missed.

Bobby Lewellen canned a pair of free shots at 6:54 for a 15-13 lead, and this broke a scoring drought that had lasted since the team took its nine-point lead in the first quarter.

Lewellen came back with a jump shot from 20 feet, and a 17-13 lead. Clark and Cleveland traded baskets for a 19-17 Friona advantage.

Dale Parsons, not having one of his better scoring nights, zeroed in for a basket and a 21-17 lead at the five-minute mark, but a three-point play by Lockney's Clark (big number 24) cut the margin to one, at 21-20.

Lewellen's layin, and Strickland's bank shot from the side kept Friona in front by three at 23-20 and 25-22, but Clark got a tip-in and then a layin with 1:25 remaining before halftime for Lockney's only lead of the evening at 26-25. Friona countered with a layup by Cleveland and a 27-26 lead before Clark's free shot tied the count at 27-all with 1:06 left.

Strickland hit a jumper, and Parsons got his favorite shot from the top of the key with seven seconds showing and Friona took a four-point lead to the dressing room, 31-27.

During the first half, the Chieftains ripped the nets on 50 per cent of their field goal tries, 14 of 28, and hit three of seven from the free throw line.

The third quarter started off great, then suddenly someone turned off the offense.

Strickland's jump shot and Kent Patterson's layup off Strickland's fine lead pass upped Friona's lead to 35-29. Then Parsons hit a jump shot for an eight-point Friona advantage, 37-29 halfway through the period.

However, the Chiefs managed only four points the rest of the quarter, while Tony Gross [44] was getting hot for Lockney. The Longhorns scored seven more points, to trim the margin to three, 41-38, entering the final eight minutes.

Strickland's layup and free shot, sandwiched around a basket by Lockney's Mathis gave Friona a four-point lead at 44-40, but the Longhorns rallied behind Clark and Gross to tie the count at 46-all at 4:28. A long jump shot by Gross (44) turned the trick.

Cleveland responded with a follow-up of a missed shot at 4:10 for a 48-46 Friona lead. The team would never be out of the lead again, but no one knew it at the time, and it was anybody's ball game.



CLEVELAND FAKES....Dale Cleveland [with ball] attempts to put a fake on Lockney's big center, John Clark, who is behind him. Cleveland, a junior, won the battle of the big men from the scoring standpoint, 21-17, even though Clark out-rebounded the Chieftain star, 15-12. Cleveland made a layup with 3:15 left, on John Clark's fourth foul, but missed the three-point play and Friona led, 50-46. Dave Clark then missed the front half of a one-and-one, and Mark Sherman, a non-starter for the Longhorns, stole the ball and drove for a layup to trim Friona's lead to two at 50-48 with 2:25 to play.

Cleveland enticed Clark's fifth foul on a layup attempt with 2:05 remaining-a big break for the Chieftains to have Lockney's big man on the bench, if even for the last two minutes. Dale made the first shot but missed the second, to make the score 51-48.

Then Mathis scored again to cut the margin to one at 51-50, and Friona fans began to squirm in their seats, as the Chieftains turned the ball over three consecutive times without getting a shot.

Cleveland missed an opportunity with 42 seconds left, as his 1-1 free shot attempt bounded away and Lockney got the ball.

The Longhorns came up with the ball with 33 seconds left and called time. With 25 seconds left, Phillips saw a shot opportunity and took it, but missed. Here Cleveland came up with one of the biggest rebounds of his basketball career.

The big Chieftain forward was fouled by Phillips, angry at missing the shot, as only 23 seconds showed on the board. Although Dale still made only one of the two shots, for a 52-50 lead, he rebounded his own miss on the second shot, and Lockney had to foul Strickland to prevent the clock expiring.

Strickland improved the team's sagging free throw shooting, somehow managing both shots, around a time out by Lockney, and that wrapped up the game at 54-50 with 14 seconds left.

Lockney had ont last shot but missed, and Lewellen was intentionally fouled with three ticks left. Bobby missed both shots, and the score remained at 54-50.

Cleveland, with nine out of 20 field goal attempts and three of eight from the line, led all scoring with 21 points. Strickland, with six out of 12 from the field and three of five from the line, backed him up with 15 points, and Parsons (5 of 9 field goals) added ten points.

Clark was Lockney's high point man with 17 points, and Phillips added 10.

Lockney outrebounded the Chiefs by one, 31-30. Clark had 17 of the Longhorn caroms, with Cleveland pacing the Chiefs with 12.

As a team, the Chieftains hit 46 per cent of their field goal shots, 23 of 50, to 39.2 per cent for Lockney, which hit 22 of 56. At the free throw line, the cold Chieftains made only eight of 19, or 42.1 per cent.

Friona committed 16 turnovers, but Lockney had 20.

The Chieftains made only five out of 12 free throw attempts in the hectic fourth quarter, and could have had 10 more points from the line in that quarter alone.

Although having a great night with 45 per cent of his field goal tries (nine of 20), Cleveland missed all five of his shots in the third quarter, when the team couldn't buy a basket. Dale had been assessed three quick fouls just before the half, and he perhaps was playing a little tight in the third quarter. He managed to loosen up again in the final stages, when it counted. The 54 points represented the second lowest score registered

by the Chiefs this season, but at least it was in a winning cause. The lowest score came in a 51-55 loss at Canyon February 1.

The win, number 25 for Friona against six season losses, added to the season record in this category which goes back at least to 1936. "It was a big win-by far my biggest as a coach," said Chieftain Coach Ray DeBord. "I thought we were fortunate to win the game, no more breaks than we got and considering the fact that we didn't play our best game," he continued.

DeBord said he felt that the Chieftains were a bit cautious. "We had the 'playoff jitters' for awhile, but we should have gotten that out of our system," DeBord said.

The Chieftain coach said he appreciated the fan's backing and enthusiasm, and indicated he thought that if the fans can keep it up, the team would respond as well.

BOX SCORES

Friona	FG	FT	Pts.
Kent Patterson [13]	1-2	0-0	2
Clay Bandy [11]	0-1	0-0	0
Dale Parsons [23]	5-9	0-0	10
Dale Cleveland [25]	9-20	3-8	21
Gene Strickland [35]	6-12	3-5	15
Bobby Lewellen [41]	2-4	2-5	6
David Clark [45]	0-2	0-1	0
Totals	23-50	8-19	54
Lockney	FG	FT	Pts.
John Clark [24]	8	1	17
Tony Gross [44]	5	2	12
Willie Phillips [30]	5	0	10
Dart Carthel [20]	2	1	5
John Mathis [32]	2	0	4
Zach Cummings [14]	0	2	4 2
Totals	22	6	50

Fouls-Patterson 5; Bandy 1; Parsons 1; Cleveland 3; Strickland 4; Lewellen 2; Clark 2. Lockney: John Clark 5; Carthel 2; Phillips 2; Mathis 4; Gross 2.

CHIEFS	13	31	41	54
Lockney	10	27	38	50

Clark Hurt In Freak Acciddent

Dave Clark, 6-3 junior member of the Friona Chieftain basketball team, sustained a freak injury Tuesday night following the Friona-Lockney bi-district game.

Clark jumped up to dislodge a Lockney "spirit" banner which was draped across the entry of the tunnel leading to the team's dressing room, and an "exit" sign struck his forehead, cutting a large gash that required 20 stitches to close. Clark was treated and released at a Levelland hospital following the accident.

Coach DeBord said that Clark, a first-line reserve who saw considerable action Tuesday, would be slowed for the regional tournament, but should be available for duty by Friday.

"That's about our worst injury this season, and it had to come on a freak deal," DeBord remarked.

Clark has appeared in 16 games for the Chieftains, having been moved up from the B-team when Dale Cleveland hurt his shooting hand prior to Christmas. He has scored 67 points for a 4.3 average, but is particularly valuable on the boards.

大小市にあったのながあるとないのないである

PAGE 2, THE FRIONA STAR, THURSDAY, FEBRUARY 21, 1974



Mrs. Mingus Buried In Friona Tuesday

Funeral services for Mrs. Ethel May Mingus, 72, of Friona were held Tuesday, February 19 at 2:30 p.m. at First Baptist Church. Rev. Charles Broadhurst officiated at the services.

Burial was in the Friona Cemetery under direction of Parsons-Ellis Funeral Home. Mrs. Mingus, a resident of Friona for 48 years passed away at her home on February 17. She was born at Richhill, Missouri on November 3, 1901,

and was a member of the First Baptist Church. Preceding her in death were her husband, George Lester in 1970 and a son, Glen, in 1971

and one grandchild in 1946. Pallbearers were Haywood Vaughn, Randol Allen, John Bingham, Joe Fallwell, John S.

Thompson and G.E. Reed. Survivors include two sons, Lloyd and Ernest, both of Friona; two daughters, Elsie Allen and Mildred Agee, all of Friona; 11 grandchildren, Gary Mingus and Dean Agee of Canyon; Janet Mingus of Ennis; Karen Agee of Lubbock; Krystal Agee of Friona; Vicki Harrison of Wheeler; Glenda Mingus of Portales; David Parsons of Monahans: Louis Parsons of San Diego, Calif .: and Tammy and Tracy Mingus of Liberal, Kansas; and five

Chamber Speaker Is Man Of Many Talents

National Football League official, and humorous speaker, will be the speaker for Friona's **Chamber of Commerce banquet** on March 11. Following is an article about Mr. Holst.]

The Chamber speaker has been a soldier, a salesman, a businessman, a foundation administrator, and a Professional Football official in the National Football League.

In fact, he is still active in most of these activities, excepting the Army-from which he "graduated" as a optain in World War II.

A Knox College graduate, with graduate work at the University of Illinois in Salesmanship and Marketing. he was a successful salesman for ten years before his appointment as Administrator of the Forest Park Foundation of Peoria, Illinois for 12 years prior to forming his own company in January 1969.

Active in community affairs, Art has served two years as Vice President of the Community Chest of Peoria, he served three years on the Church Council of First Federated Church, and he is a member of the Executive Board of his local Boy Scout Council. He had his own radio program entitled,

"Art Holst-Man on the Go." He was a member of the

Economic Security Committee the Miami Dolphins. Letters To The Editor SCHOOL

> February 25-28 MONDAY-hamburger pat

ART HOLST

of the United States Chamber

of Commerce for two years and

is active in his local chamber.

Art has just recently recorded

his second Lp stereo album of

Holst criss-crosses the Uni-

ted States countless times each

year speaking for sales.

marketing, and management

groups, as well as conventions

He is a member of the

officiating staff of the National

Football League, serving as a

line judge, and if you're looking

for him on TV, he wears

number 33 on the back of his

Holst was selected to

officiate Super Bowl Six in New

Orleans when Dallas defeated

his talks.

of all kinds.

striped shirt.

ties, mashed potatoes, hot Dear Mr. Ellis. We the board of directors of rolls-butter, green beans,

TUESDAY-Frito pie, Ranch want to thank you and your style beans, corn bread-butter, staff for the cooperation we mixed greens, apple crisp and have received publishing con- milk

> dressing, buttered carrots, giblet gravy, hot rolls-butter, THURSDAY-potato chips,

hamburgers, pork and beans, Sincerely, lettuce, tomatoes, pickles, whipped jello and milk. Leon Grissom



Want Ads Ring the Bell!

WELCOME TO FRIONA



Mr. and Mrs. Richard Kimbrough and their daughter Julie moved to Friona recently from Plainview. Kimbrough

is the new loan representative for the PCA office here. He is originally from Littlefield.



e FRIONA * STAR Th



great-grandchildren. Kayce Nixon; Stephanie Harrison, Sandy, Paul and Holly Parsons.

Believe County.

Bill Ellis

Friona Star

county.

highway deaths take place on dry pavement. drive

friendly

LUNCH MENU Friona, Texas the Parmer County Soil and peaches and milk. Water Conservation District

servation news in Parmer WEDNESDAY-turkey and

With your good cooperation we can better accomplish our cranberry sauce, chocolate cake objective of applying sound and milk conservation measures in our

Founded in 1925 by John W. White

Published Every Sunday at 916 Main Street Iona, Texas, 79035

nber, Texas Press Association; Member, Panhandle Pres Association; Member, West Texas Press Associat

1958, 1959, 1960, 1961, 1963, 1964, 1965, 1967, 1968, 1969, 1970, 1971, 1972, Prize-winner in Texas Press Association, 1959, 1960, 1962, 1963, 1964, 1965, 1966, 1968, 1969, 1970, Prize-winner in West Texas Press Association, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1968, 1969, 1970, 1972, Prizewinner in National Newspaper Association, 1971.

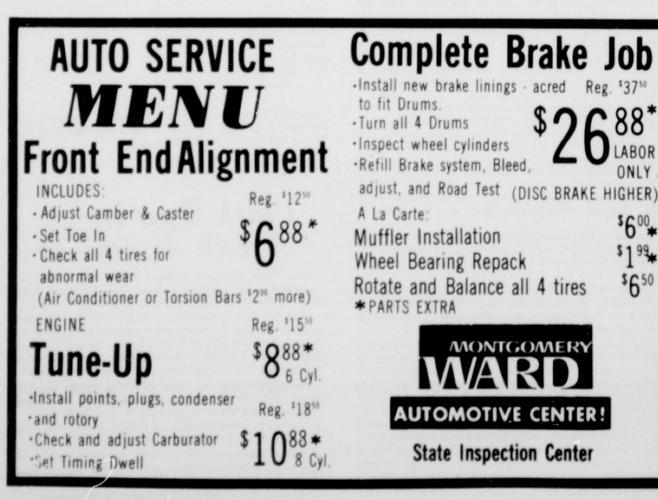
General Excellence Winner, Texas Press Association, 1970. General Excellence Winner, Panhandle Press Association, 1969. General Excellence Winner, West Texas Press Association, 1961. 1963, 1965, 1968.

nunity Service Award, West Texas Chamber of Commerce 1970 [WTPA] and 1972 [PPA]

Second class postage paid at Friona, Texas, 79033

SUBSCRIPTION RATES Parmer County, adjoining counties, \$6.30 per year. Elsewhere, \$7.87 per year.

Bill Ellis, Editor & Publisher Wahleah Beck, Bookkeeper Vickie Copley, Back-Shop Foreman





you shore know how to hold a crowd's attention!"

88*

ONLY

\$6°0*

\$199*

\$650

LABOR

HEAP-BIG SALUTE CHIEFS

We Know All Of Friona Will Want To Join Us As We Wish Our Best To The Friona Chieftain Basketball Boys As They Go Into The Regional Playoff In Lubbock Friday.

FRIONA STATE BANK

THE REAL PROPERTY AND THE PARTY AND THE PART

THE FRIONA STAR, THURSDAY, FEBRUARY 21, 1974, PAGE 3

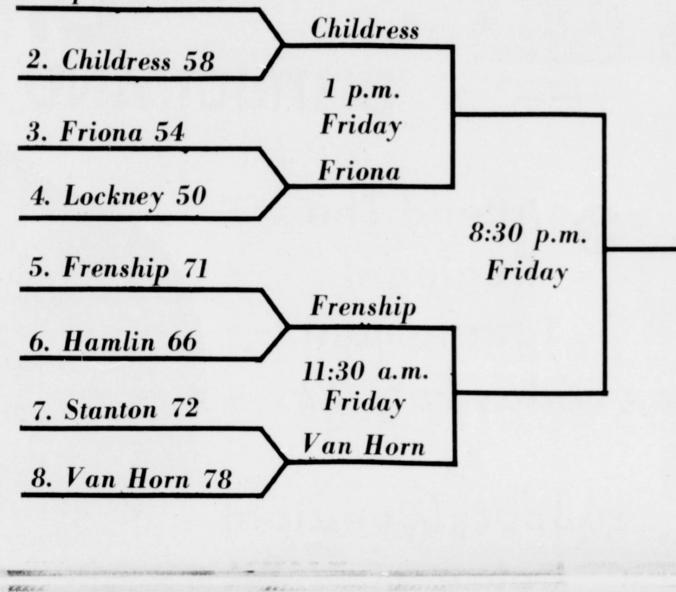
Regional Class AA Bracket

All Games In Lubbock Coliseum **Texas Tech Campus**

Bi-District Results

1. Spearman 54

STR.





Was this strange wall in the Andes designed by an extraterrestrial visitor thousands of years ago? This is one of many provocative suggestions posed in "Chariots of the Gods?", G-rated film from Sun International Productions which shows Friday and Saturday, at the Star Theatre in Hereford. The film is based on the controversial best-seller by iconoclast Eric von Daniken.

Stock Show DEAD ANIMALS **Auction Sets** New Record FREE REMOVAL OF A preliminary, unaudited report this week indicated that the auction sale at the 26th DEAD annual Parmer County Junior Livestock Show Saturday in Friona set a new record with over \$59,000 paid for the prize steers, sheep and In addition to the above figure, it appeared that over \$12,000 was raised to go toward paying for the showbarn. It was announced that at least an additional \$20,000 was needed prior to the special auction sale. Many buyers at the sale donated the animals back to the showbarn fund. One steer was WHEN YOU HAVE DEAD STOCK, given back and resold twice, for WHY FUSS & CUSS? a total of \$3200 and one lamb FOR FREE REMOVAL CALL US! was auctioned off eight times for a total of \$2500, all of which went into the showbarn fund TRI-STATE INDUSTRIES, Inc. Read and Use CTOAR Plainview Friona Star Amarillo 505-763-5513 293-4431 Classified Ads

Undung.... A Change In Ownership For Parmer **County Spraying Service**



Junior Lambert & Wife Virginia

Junior Lambert And Buck Gregory Have Purchased The Interest Of T. C. Wiseman In The Business. Ovid Lawlis Will Be Associated With Us Once Again For All Your Spraying Needs,

CALL

barrows.

PARMER COUNTY SPRAYING SERVICE

Ph. Tharp 225-4990

Junior Lambert

Buck Gregory

Ovid Lawlis

THE FRIONA STAR, THURSDAY, FEBRUARY 21, 1974



DALE PARSONS

Sr. Forward





Junior Forward







District Record: 8-0

Season Record: 25-6



Junior Guard

BILL FALLWELL Senior Guard

Attend The Regional Tournament Friday Feb. 22 At Lubbock Municipal Colise m

BOBBY LEWELLEN Senior Guard

CONGRATU FRIO CHIEF **DISTRICT AND BI-DIST**

Avg. Points: 71.0 vs 55.5





BEAT CHILDRESS!

THIS PAGE IS SPONSORED AND MADE POSSIBLE BY THE FOLLOWING MERCHANTS:

REEVE CHEVROLET-OLDS NELLIE JANE'S TASTY CREAM DRIVE IN WHITE'S SUPER MARKET CARROL GATLIN LAND CO. HERRING IMPLEMENT CO. E-Z WAY LAUNDRY **BENGER AIR PARK ROY'S TIRE SERVICE AZTEC DRIVE IN** WHITE AUTO STORE

MADEMOISELLE HEALTH & BEAUTY SALON BOBBY'S AUTO & COACH CLINIC RUSHING INSURANCE AGENCY DALE HOULETTE MOBIL FRIONA MOBIL STATION **TAYLOR & SONS WELDING SHOP HICKS PLUMBING & HEATING** PARMER COUNTY IMPLEMENT CO. PARSONS-ELLIS FUNERAL HOME FRIONA STANDARD SERVICE STATION FRIONA WHEAT GROWERS CARROL'S Printing & Office Supplies

NITA'S SNACK BAR **MURPHREE TEXACO** CROW'S MEAT CO. **KENDRICK OIL** FOSTERS WELCH AUTO SUPPLY FRIONA MOTORS FRIONA STAR ALLSUP'S 7-11 FRIONA PARTS & SERVICE

THE FRIONA STAR, THURSDAY, FEBRUARY 21, 1974.

ULAT IONS NA IONS TAINS STRICT 3-AA CHAMPS



TED KING Senior Guard KENT PATTERSON Senior Post









DAVE CLARK Junior Post



LARRY DYESS Assistant Coach

ON TO

RAY DeBORD

Head Coach



Friona Chiefs vs Childress Bobcats 1 p.m. - Friday SUPPORT THE HOME TEAM!



WIN REGIONAL!

AUSTIN!



This Page Sponsored By FRIONA BOOSTER CLUB



Political Calendar

The Friona Star has been authorized to make the following political announcements, subject to the Democratic Primary May 4, 1974. * * * *

FOR COUNTY JUDGE Archie Tarter [re-election] Paul Fortenberry FOR COUNTY TREASURER Mrs. Benna Felts Mrs. Jenovce Ford FOR COUNTY CLERK Bonnie Warren [re-election] FOR DISTRICT CLERK Dorothy Quickel [re-election] FOR JP. FRIONA PRECINCT Mrs. Frances Euler |re-election| FOR COMMISSIONER, PRE-CINCT 4 Pete Jesko Roy M. Miller FOR COUNTY CHAIRMAN: H.H. Horton, Jr. [re-election] FOR FRIONA PRECINCT CHAIRMAN: Mrs. Ira [Bessie] Holt

The following candidates have authorized the Friona announce their Star to candidacy for office, subject to the action of the Republican primary May 4: FOR COMMISSIONER, PRE-

CINCT 4: Jimmy C. Briggs

SWCD Holds **Regular** Meet

The Parmer County SWCD held its regular monthly meeting last Tuesday, February 5. Four conservation plans were approved by the board.

The entries in Texas Conservation Awards Program were reviewed and approved. The entries are: the district's entry; Margaret Durben, conservation teacher; Jack Patterson, wildlife conservationist; and Deon Awtrey, conservation The board was farmer. informed that the essays were being judged.

on February 27, was discussed.

City of Friona for the Sanitary Landfill was reviewed.



1945 CHAMPS The last Friona High School team to advance to a regional tournament was the 1944-45 team, which won the district tournament in a whirlwind finish. Shown, left to right are W.C. Reed, R.B. Miller [a Korean war victim], W.B. Norwood, Bob Roden, Dean Hall, Wayne B. Start [accepting

trophy], Emmett Day and [behind Stark] R.J. Renner, Jr. and Robert Lacewell. Kenneth Houlette, the team's coach is behind the man making the presentation, who is unidentified. Exact record of the 1944-45 Chieftains was not available at press time. The team lost its first round regional game to Spade that year.

> Fashion > Nylon jersey is seen on many of the long dresses used for evening occasions at home or for formal dances or dinners. Some of these have long sleeves and full skirts, falling gracefully to

> Other dresses for evening are tent shaped and widen considerably at the hemline. Prints and solids are good. Many have bare shoulders with narrow straps.

THE FRIONA STAR, THURSDAY, FEBRUARY 21, 1974,

Current Food Shortage Windfall For Plains

Texas A&M.

We are all concerned with fuel and energy shortages, but this business of food shortages-another form of energy-has been with us always during periods of crop failure and famines," says Dr. Wayne G. McCully.

McCully believes that the Rolling Plains area has a vast potential for producing more of these vital food crops needed at home and abroad

Miller said McCully is one of the nation's leading researchers in vegetation management and range science.

McCully, is accepting the appointment, said that Texas agriculture faces its sharpest challenge in the years just ahead. "Farmers and ranchers point to the continuing squeeze between production costs and income, while the urban housewife is concerned about rising food costs at the market," he said.

"To meet these challenges in the Rolling Plains, we will continue to utilize the expertise of the present research staff and add other scientists with specialities that fill important links in the overall production chain," McCully said.

Major research concerns in the Rolling Plains area include rangeland improvement, increased livestock efficiency and maximum crop production.

In coordinating research responsibilities in the Rolling Plains agricultural complex, Mc Cully will be assisted by Dr. James Milkey, noted soils scientist, who has served as acting director at the Center since its dedication in September, 1972.

McCully, a Missouri native, has been professor in vegetation management in

plant physiology, herbicides Texas A&M University's Range Science Department since 1968 and forages.

McCully organized and has and was acting head for one served as chairman for the year. He also has headed the annual Industrial Weed Control vegetation management Conference held at Texas A&M department for Texas Tran-University for the past eight sportation institute since 1962. years. He was on the univer-He holds a B.S. degree in range sity's Committee for the Selfmanagement from Colorado Study Project and is currently State University and M.S. and chairman of the Committee for Ph.D. degrees in range Rangeland Roadsides for the management and plant Society of Range Management. physiology, respectively, from He is active in a number of scientific societies, including He has been awarded several grants and has conducted

the American Society of Plant Physiologists, American Inresearch on improved planting stitute of Biological Sciences, materials for range seeding for Weed Society of of America and the Experiment Station, as well Society of Range Management. as research on control of un McCully has written about 40 desirable woody plants or bush technical and professional on Texas rangeland. His major journal papers and publications professionals interests besides and has contributed materials range science have included for several books.

eneral agriculture, ecology Buick - GMC - Pontiac John Orsborn Buick - GMC - Pontiac 25 Years In Hereford See Us And SAVE 42 Miles St. - Hereford-Phone 364-0990



Pitman Announces Personnel Changes

The Pitman Feed Yard East and Pitman Feed Yard West will be combined into one, and the responsibility for company cattle operations, joint ventures and partnerships will also be centered under a single manager, it was announced this week by John Pitman, President of Pitman Industries.

Stallings has been the manager

of the East feed yard for the

The other major change

involved the company's grow-

ing cattle feeding operations

and its related interests in joint

ventures and partnerships. For

past two years.

in Hereford.

Pitman Industries about four

years, serving as manager of

the Pitman Feed Yard West.

Prior to coming to Hereford, he

the floor headed by Dean Stallings. Kristin. He is an Air Force veteran and a member of the First United Methodist Church Harrison has been with

THE FRIONA STAR, THURSDAY, FEBRUARY 21, 1974

IN D. C.

Farmer Testifies Before Committee

Pat Northcutt, a Silverton farmer and secretary-treasurer of Grain Sorghum Producers Association, testified on grain sorghum marketing and prices before a Senate subcommittee recently.

Speaking for GSPA, Northcutt asked the Senate Subcommittee on Agricultural Production, Marketing and Stabilization of Prices to increase loan rates and target prices for grain sorghum.

"There simply is not enough money available through private sources to finance the total grain crop throughout the year. A more reasonable government loan level would assist farmers and their buyers in a more orderly marketing of the Northcutt told the grain." subcommittee.

Northcutt termed an annual Owens 0. price escalator clause is vital to farm legislation because "with United States who could survive if the market dropped to or below current target prices."

Under the present farm law the escalator clause was declared for 1974 and the cost of production is estimated to

increase by 25 percent or more. The subcommittee heard Northcutt's testimony Feb. 4 in Washington, D.C.

7th Graders Win District

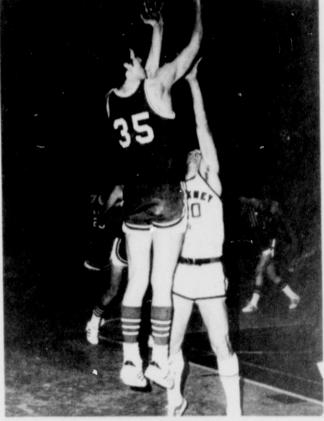
The Friona seventh grade girls won the district championship. They played Dimmitt at Muleshoe on Wednesday, February 13. Varla Welch scored 10 points

for the Friona team.

FRIONA 7 22 30 36 Dimmitt 1 4 10 10 Varla Welch 11; Reneau Monroe 10; Vicki Smiley 9; Cynthia Bermea 0; Stephanie Schueler 2; Rosa Esquivel 4; Alicia Tucker 0; and Julie

Guards--Kim Frye, Delia Snyder, Donna Rector, Teresa the higher cost of production, Clark, Robin Martin, Debbie there is hardly a farmer in the Menefee and Christy Cunningham

> Call 247-2211 With Your Classified Ad



UP FOR TWO Gene Strickland [35] goes up for a two-point play in Tuesday's 54-50 Friona win over Lockney. Dart Carthel of the Longhorns is Strickland's defender. Gene scored 15 points to pack up Cleveland's 21.

FRIONA 12 19 31 38 Littlefield 5 10 11 23 Reneau Monroe 20; Varla



Welch 13; Vicky Smiley 5; Julie Owens 0; and Cynthia Bermea Guards-Delia Snyder, Donna Rector, Kim Frye, Teresa Clark, Robin Martin and Debbie Menefee.

8th Graders Lose Finale

The eighth grade Braves lost their last game of the season at Morton Monday, February 11 by a 42-34 score. The first half was close all the

way ending in an 18-18 tie. The longest lead either team had in the first half was four points.

Morton's longest lead of the game was eight points, the final score and 38-30 with 2:23 left in the game. The difference in the game came at the free throw line where Morton hit 10 of 13 and Friona didn't hit either of their two tries which came with 29 seconds left on the clock.

Friona hit 17 from the field while Morton hit 16. Morton was called for fouling eight times and Friona drew 13 fouls. The Braves finished with a 10-5 season record. Two of their losses were to Dimmitt and the other three were to Morton.

FRIONA 6 18 26 34 Morton 10 18 32 42 Glen London 4-0--8; Edward Castillo 4-0--8; Raul Braillif 4-0--8; Ernest Mills 2-0--4; Terry Wilcox 2-0--4; Jeff Whiteside 1-0--2.

The V.F.W. Congressional Award was first presented to the late Sen. Carl Hayden of Arizona in 1964. Recipients since have been Rep. John W. McCormack of Massachusetts; the late Senator Everett Dirksen of Illinois; Rep. Wilbur Mills of Arkansas; the late Sen. Richard B. Russell of Georgia; Rep. Olin E. Teague of Texas; Sen. Henry M. Jackson of Washington; Rep. Leslie C. Arends of Illinois; Rep. Thomas E. Morgan of Pennsylvania; and Senator John C. Stennis of

Mississippi.

Mahon Receives 11th VFW Award

Representative George H. V.F.W. Congressional Dinner Mahon (Texas), Chairman of held Saturday at the Sheratonthe House Appropriations Park Hotel in the nation's Committee and Chairman of the capital. In addition to honoring Defense Appropriations Sub-Representative Mahon, the committee, was selected to dinner also pays tribute to all receive the Veterans of Foreign members of Congress and ends Wars 11th annual Congression- the annual four-day Washing al Award for outstanding ton Conference of V.F.W service to the nation. National Officers and Depart

ment Commanders. V.F. W. Commander-in-Chief Ray R. Soden, in announcing uously in the United States the 1974 recipient of the House of Representatives since organization's highest indivi-1934 and has been Chairman of dual award said, "No one man its Appropriations Committee. better deserves this honor and one of the most powerful, for 10 the gratitude of this country years. He is also a member of than George Mahon who has the Joint Study Committee on given 40 years of faithful and Budget Control, and is the dedicated service." Chairman of the Joint Senate

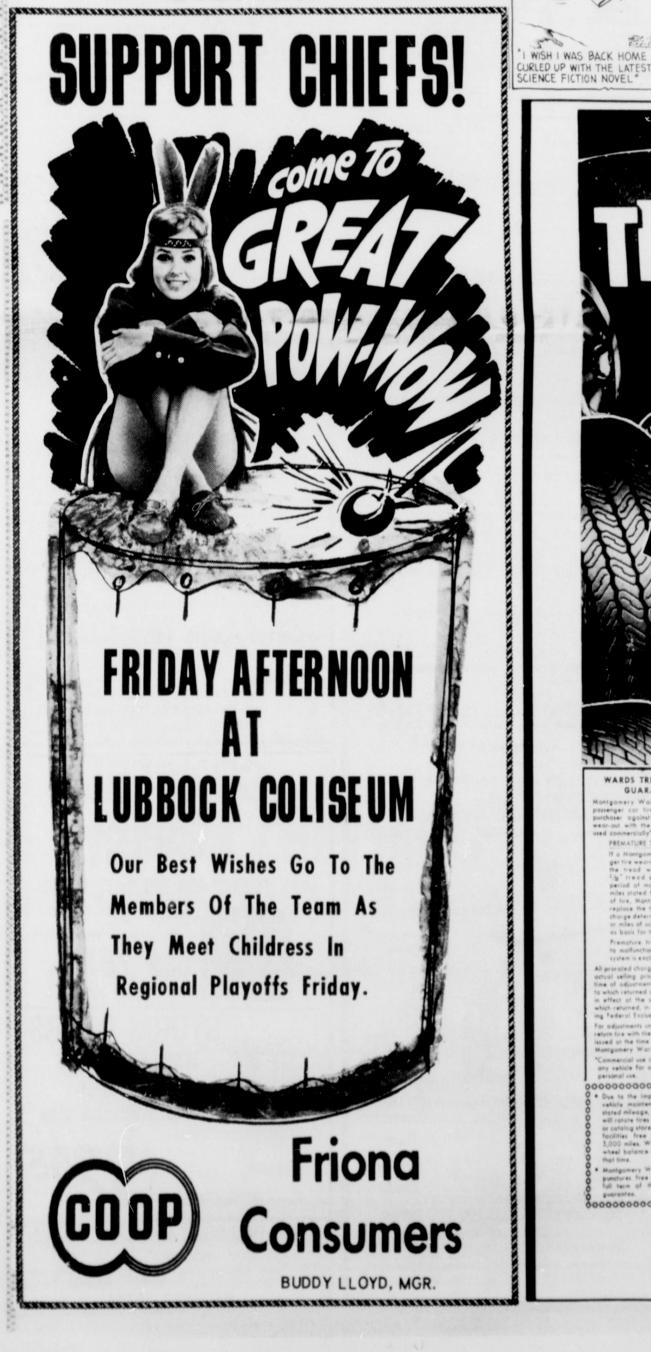
Presentation of this coveted award highlighted the annual

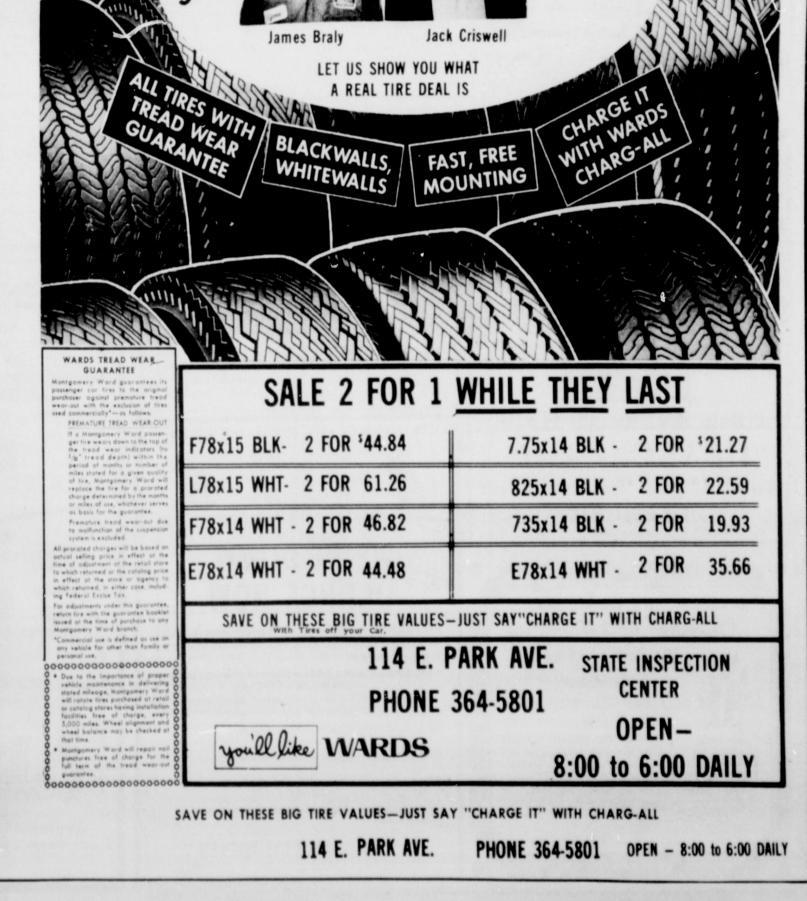
of Federal Expenditures.

House Committee on Reduction

Mahon has served contin-







THE FRIONA STAR, THURSDAY, FEBRUARY 21, 1974



FOR DPS **New Applications Now Being Accepted**

Major C.W. Bell, Regional Commander of the Texas Department of Public Safety, announced today the DPS is accepting applications for the post of State Trooper.

Applicants selected as cadets will enter 18 weeks of training at the DPS Law Enforcement Academy in Austin in a class tentatively scheduled to begin June 11, 1974.

Bell said general qualifications for DPS Troopers are: Applicants must be 20 through 35 years of age (inclusive); good moral character; excellent physical condition; height not less than 68 inches nor more than 76 inches; weight not less than two pounds nor more than three and one-half pounds per inch of height; visual acuity no worse than 20/40 correctable to 20/20; and a citizen of the United States. Educational qualifications, which are now a minimum of 45 semester hours of college, will increase to 60 semester hours on September 1. 1974.

He pointed out that qualified female applicants are now being accepted for the uniformed services of the DPS, and that the Department has been increasingly successful in recruiting persons from minority groups.

During the training period, cadets participate in some 850 hours of law enforcement classes on a wide variety of subjects such as criminal and traffic law, human and community relations, and investigative techniques. The schooling includes rigorous

Bank's Rate Was Error

The interest rate for passbook savings at Friona State Bank was stated in error in the company's advertisement in last Sunday's edition of the Star.

The rate should have been 5 per cent for passbook savings, rather than $4^{1/2}$ as the ad stated.

HEAR

physical training, marksmanship, and skills related to pursuit driving.

Some of the classes are taught under an agreement between DPS and St. Edward's University, and Academy graduates receive credit for six semester hours of college work.

After graduation, cadets will be commissioned as Probationary Trooper I at a salary of \$743 monthly and assigned to the Highway Patrol, License & Weight Service, Motor Vehicle Inspection Service or Driver License Service according to the needs of DPS and consideration of personal preference.

The salary automatically increases to \$768 per month after six months. Upon completion of 12 months commissioned service, Probationary Troopers are promoted to Trooper I at a salary of \$820 monthly. Officers electing to remain in a non-supervisory uniformed position are eligible to compete for promotion to Trooper II after 60 months commissioned service.

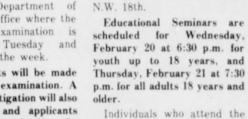
All DPS officers receive fringe benefits including hospitalization and life insurance, paid vacations and six leave, and holidays as for all State employees. Uniforms, vehicles and equipment are furnished and Troopers receive a uniform cleaning allowance. Expenses are paid when away from home station.

Bell said prospective applicants should contact any DPS office or Trooper for application forms. The completed material should then be taken to the nearest Regional, District or Sub-District Department of

Public Safety office where the competitive examination is given each Tuesday and Wednesday of the week. Arrangements will be made

for a physical examination. A character investigation will also be conducted and applicants who are selected for the Academy will be notified prior

school



seminar will be encouraged to pre-register for the sickle cell to the start of the recruit testing to determine if he/she carries the trait.



DOUBLE HONOR Representative Bill Clayton of Springlake receives two gavels in a presentation by House Speaker Price Daniel and other members of the Texas Legislature. The gavels were presented Clayton for his service in the Subcommittee on Water and the Local Government Committee.

Sickle Cell Drive **Begins Next Week**

Plans for an area-wide sickle The testing will be Monday, cell anemia drive for youth and February 25 and Friday, March adults have been announced. 1 from 12 noon to 8 p.m. The seminars and testing dates will The four-day program is be at the Hilltop Service scheduled to begin Wednesday night, February 20 at the Center. Hilltop Service Center, 1338 Norma White, District Cha-

N.W. 18th, Amarillo. Claudia Stuart, Health Educa-The project is to be tor for Planned Parenthood; sponsored by the Panhandle and Don Brown, Community Planned Parenthood Associa-Service Director for the Branch tion, 604 West 8th and the Y.M.C.A. will present the North Branch Young Men's program. Christian Association, 1330 Nurses, lab technicians, and

counselors will be on hand during the testing, said Claudia Stuart. The sickle cell anemia drive is headed by Claudia Stuart, Health Education of Planned Parenthood, Earl Bledsoe, Executive Director of the branch Y.M.C.A. and the Program Staff of the Y.M.C.A.

Claudia Stuart, in announcing the sickle cell program said the following clubs and organizations will also be

FM

106.3 Mhz

co-operating: Kappa Alpha Psi (Alumis Chapter of Amarillo): Sam Jackson; Black Student Union of West Texas State i versity, Walter Hibbler; Nor. irman for March of Dimes;

Center, Rev. H. Romaine. Persons seeking additional information on the drive should contact Betty or Connie Garza.

Amarillo Ministerial Alliance, Rev. Hackett; March of Dimes, Norma White; Delta Sigma Theta Sorority, Rhonda Jackson; Hilltop Learning

Parmer County Planned Pa renthood Assn., Bovina, 238-1366.

are showing declines. The key point to remember here is that most of the areas of softness, though vital to real economic growth, involve only a small

amount of industrial production. For instance, residential construction involves very little industrial production in our

rate of 50%.

1974 and 1975.

most of 1974.

the economy, the stock market

and your pocketbook during

We can assume that 1974 fuel

costs, on the average, will be

double the 1973 prices. The

Administration hopes to sta-

bilize food prices late in the

year, but you will see food

prices rising sharply through

The unpleasant fact is that

we will see a rate of inflation of

8% to 9% in 1974 and in some

are not Residential construc-

tion; consumer durables (auto-

mobiles account for 50% of

consumer durable spending),

aircraft and international trade

We can get a hint at 1974 about half of our consumer durable spending is for slowdown in our economy will developments by taking a look automobiles. Yet automobile at the preliminary Gross National Product figures for production in the aggregate accounts for only 3% of the the last quarter of 1973 which were just released. The rate of the U.S. Industrial production inflation in the last quarter was 7.7%, the highest in 23 years. From just November to December, consumer prices for fuel oil and coal rose by a

> These industries will show increased sales in 1974: Railroad equipment, machinery, steel and aluminum, chemicals, rubber products, paper, foods and beverages, tobacco, textiles, apparel, leather products and mining.

around six months from now **Steak Eating Contest Slated February 26**

The fourth annual Texas this state-wide competition has steak eating championship will be held February 26 at The Big Texan Steak Ranch on I-40 East in Amarillo, Texas.

Contestants from throughout months it will probably exceed the panhandle area are 10%. Inflation will also expected to participate in this continue to plague us in 1975 state-wide event which is and 1976. In fact, inflation is scheduled to begin at 6 p.m. and almost chronic in our economy. end at 8 p.m. It's important to point out

Last year's winner, former which areas of our economy are Golden Gloves champion Carl showing real growth and which McClure of Dumas, Texas became the steak eating champion by devouring twelve one pound steaks in a little less than two hours. For his efforts he received the \$100 cash first prize. His closest competitor quit eating after putting away eleven and a half pounds of

> the City Commissioners and City Manager of Amarillo, Texas.

steak. Judges for the contest were eating championship should contact Mr. Bob Lee at The Big

A registration fee of \$5.00 is During the past few years



THE FRIONA STAR, THURSDAY, FEBRUARY 21, 1974, PAGE 9

More Inflation Seen As Possible In 1974

seasonally adjusted annual rate maintaining an adequate flow of 132%. The price of gasoline to industry. and motor oil rose at an annual The numbers themselves are not so important. It is the change in trends that we try to spot early in order to get some insight on what will happen to

be moderate in 1974 with the second half beginning to show increases in corporate earnings. total industrial production in The stock market will move above the 900 level for two will hold up well in 1974, reasons. Stocks are the only assuming the Administration is way to purchase a stream of successful in restricting fuel earning power at knockdown demands by consumers while prices and they do not have an inflation premium built into their prices. Remember, you have to make 10% on your noney just to offset the loss it purchasing power caused by inflation. If earnings increases come through as they appear likely, these bargain prices of many stocks aren't going to he

grown in stature and popu

larity. This expanding interest

is evidenced by a recent

citation from the Texas House

of Representatives which

publicly called attention to The

Big Texan Steak Ranch for

"sponsoring the annual state

championship steak eating

contest" and referred to the

Amarillo restaurant as "an

appropriate site for this

challenge to gargantuan gour-

mand appetites in a state

known nation wide for its beef

production." The citation was

signed by the speaker of the

House of Representatives and

attested to by the Chief Clerk

Those wishing to participate

in the annual Texas state steak

Texan Steak Ranch in Amarillo

of The House.

To sum it all up, the

HERE

Says . . .

KPAN-AM/FM

CONGRATULATIONS

To The **FRIONA CHIEFTAINS BI-DISTRICT CHAMPS**

Hear Friona's Games In The Regional Tournament

*FRIDAY, 1 p.m. KPAN-AM/FM

If Friona advances to the finals, KPAN-FM (106.3 mhz.) will broadcast live following the Hereford-Plainview game. Tune to 103.6 FM for live play-by-play action, Hereford vs. Plainview 4-AAAA Playoffs, 7 p.m., followed by Friona basketball in progress to conclusion.

KPAN-AM/FM

Friona State Bank Friona Clearview TV **Rushing Insurance** Friona Consumers CHAS. CARTWRIGH Crow's Meat Co. 'Between you and the weather, either my conscience or my arthritis is always riled up!" ASSEMBLY OF GOD SIXTH ST. CHURCH OF CHRIST 502 W. Sixth-Terry Brown, Preacher 10th and Ashland-R. Bates, pastor Sunday School-9 . . . Worship-11 a.m. Young People-6 Bible Study-9:30 a.m. Worship-10:30 a.m. Evenng-6 p.m. p.m. Evening -7 p.m. Wednesday Worship-7:30 Wednesday evening-8 p.m. p.m. Sunday Men's Fellowship-7 p.m. LUTHERAN CHURCHES CALVARY BAPTIST Rev. Duat e Kirchner 14th and Cleveland-Rev. R.C. Hester, pastor Redeemer-Sunday School & Bible Class, 10 a.m. Worship Sunday School-10 a.m. Worship-11 a.m. Christian Training Service-11 a.m. Union-9:30 p.m. Evening Worship-7 p.m. Wednesday Immanuel-Worship Service, 5 a.m. Sunday School & Bible Prayer Meeting-8 p.m. Class, 10 a.m. CALVARY BAPTIST MISSION UNION CONGREGATIONAL CHURCH 5th and Main-Rev. I.S. Ansley, pastor Euclid at 16th-Rev. Paul Lee Sunday School-9:45 a.m. Worship-11 a.m. Evening Sunday School-9:45 a.m. Worship-11 a.m. Worship-7:30 p.m. Wednesday Prayer Meeting-7:30 p.m. FIRST BAPTIST TENTH ST. CHURCH OF CHRIST Sixth and Summitt-Rev. Charles Broadhurst 10th and Euclid Sunday School-9:45 a.m. Worship-11 a.m. Training Union-6 Sunday Worship-10:30 a.m. Evening-7 p.m. Wednesday p.m. Evening Worship-7 p.m. Wednesday Prayer Evening-8 p.m. Meeting-8:30 p.m. MEXICAN BAPTIST CHURCH SIXTH ST. IGLESIA de CRISTO 4th and Woodland-Rev. Donnie Carrasco 408 W. Sixth-M.R. Zamorano Sunday School-9:45 a.m. Worship-11 a.m. Training Union-Bible Study-9:30 a.m. Worship-10:30 a.m. Evening-8 p.m. 5 p.m. Evening Worship-6 p.m. Wednesday Prayer Thursday evening--8 p.m. Meeting-8 p.m. FRIONA UNITED METHODIST CHURCH NEW ZION BAPTIST CHURCH 8th and Pierce-Rev. Albert Lindley Highway 60 & Pierce-Rev. L.V. Mays, pastor Sunday School-9:45 a.m. Worship-11 a.m. MYF-6 p.m. Evening Worship-7 p.m.

Sunday School-10 a.m. Morning Worship-11 a.m. Wednesday Evening Services-8:30 p.m.

ST. TERESA'S CATHOLIC CHURCH 16th and Cleveland-Father John Coppinger Mass-10:30 a.m. and 8:00 p.m. Confessions-Sunday, 10 a.m.

UNITED PENTECOSTAL CHURCH Fifth and Ashland-Pastor Jim Robinson Sunday School-10 a.m. Worship-11 a.m. Wednesday Evening-7:30 p.m. Sunday Evening-7 p.m.

PAGE 10, THE FRIONA STAR, THURSDAY, FEBRUARY 21, 1974



医医斯勒斯特氏视频的 医白豆豆 医白豆 医白豆 医白豆 医白豆 医白豆 医白豆 医白豆