

HERE THURSDAY

Ex-POW Chief Sets Appearance

THIS WEEK we want to tip our hat to the folks of General Telephone Company. Last Saturday, we had all of the Democratic and Republican precinct chairmen in Parmer County primed to call us at the office beginning at 7 p.m. with the election returns, for which we held the last issue of the Star.

If you recall, we had a little violent-type weather blow in just ahead of 7 p.m. last Saturday, and as luck would have it, our telephone at the office went on the blink just as we were all primed to get the calls with the vote totals.

We ran home, reported the trouble, and presto! Within seven or eight minutes, Sam Richards, local serviceman, had our trouble cleared up, and we were back in business.

We thought that was an example of good service when it was needed—and on Saturday night, of all times.

SEVERAL HAVE commented on our ability last week to "scoop" the Amarillo and Lubbock papers with the vote totals in our "little old" weekly newspaper.

We've replied that it was real simple. All we had to do was to stay up most of the night.

Our friends at North Plains Printing Co. (Hereford) co-operated by offering to print late if we wanted to hold for the election results.

The Hereford (Sunday) Brand also held up, due to its three-way judge's race, and two commissioner's races with a number of candidates.

As it turned out, four newspaper customers of North Plains elected to print late—all of the plant's Sunday publications but one.

Joining the Star and the Brand in a "late night" newspaper party were the Moore County News of Dumas and the Canyon News.

It was a lot of fun (though a bit tiring), but was especially enjoyable in light of the fact that our local man (Paul Fortenberry) ran his successful race and enabled us to have the "good news" type of headline we had hoped for while holding up our printing.

HAVING CONTESTED races definitely helped the voter turnout in our county last week, although we personally thought the turnout would have been just a shade higher.

We were looking for a 50 per cent turnout of registered voters, and the count failed to reach this height, reaching around 47.6, figuring a percentage of absentees for Friona voters.

The Lazbuddie precinct set the pace for county voters, with a whopping 61.2 per cent of their registered voters taking part in the election. Helping that turnout, of course, was the contested commissioner's race, with three Democrats and a Republican on the ballots.

If Friona had turned out percentage-wise like the Lazbuddie precinct did, we would have had 970 voters, instead of the 775 we had.

Three other precincts topped the 50 per cent level in voter turnout. They were Black (where Paul Fortenberry managed Black Grain Co. for a number of years), with 57.5%; Rhea, 59.2%; and Farwell, 51.7%.

Friona's percentage of voters ranked fifth in the eight county voting places, so we still need to work harder in this precinct.

PAUL FORTENBERRY carried 9.25 per cent of the Friona vote, which was a great example of "getting behind the local candidate." He carried the entire precinct, 720-61, or 92.1% of the vote.

By carrying Bovina and Rhea, Fortenberry had a total of 905 votes in Precincts one and two. This was just 43 votes short of the majority he needed, from the total number of votes cast in the judge's race.

THAT SQUAW RELAY team that hasn't lost a race this season just has to do the trick once more this year for a state title. Terri Patterson, Paula London, Jaton Widner and Lucinda Aguirre were to seek the state mile relay title at about 4 p.m. Saturday.

Colonel Robinson Risner, the senior ranking officer in Hanoi POW Camp for eight years, will speak in the Friona Junior High Auditorium at 8:30 p.m. Thursday, May 16.

At the present time, Colonel Risner is commander of the 832nd Air Division, headquartered at Cannon Air Force

Base, Clovis, New Mexico.

A native of Arkansas, he enlisted in the Army Air Corps in April, 1943 and after attending flight training at Williams Air Force Base, Arizona, was awarded his wings and commissioned as a second lieutenant in 1944.

Col. Risner flew more than

100 combat missions over North Korea and was the 28th jet ace during the Korean War. Then in 1964 he was assigned as squadron commander of the 67th Tactical Fighter Squadron, Kadena, Okinawa, where he flew the F-105 Thunderchief. He was shot down over North Vietnam in April, 1965 and was rescued. He was returned to duty and was shot down and captured in September, 1965.

While held prisoner in Hanoi, Col. Risner served first as the senior ranking officer and later as Vice Commander of the 4th Allied POW Wing. He was

released from prison in July, 1973.

Colonel Risner has an immensely important story to tell, a story that reveals as much about Americans as it does about the Vietnamese, for these POW's were not unique, but representative of all our servicemen.

Risner tells of his Prisoner-of-War experiences in a gripping book, "The Passing of the Night," which is on the way to becoming a best-seller.

His lecture in Friona is being sponsored by the local Parent-Teachers Organization and the public is invited to attend.

Mrs. Clyde Woodard, president of the organization, says, "Colonel Risner has given so much to preserve the American way of life, let's all give him our time and attention Thursday evening."



RISNER TO SPEAK...Col. Robinson Risner, right, shown presenting a copy of his book, "The Passing of the Night" to President Richard Nixon, will speak here Tuesday evening at 8 p.m. in a program sponsored by the Friona P-T.O. [Photo Courtesy Clovis News-Journal]

Risner Gets Promotion

The Department of the Air Force announced Wednesday the promotion of Colonel Robinson Risner to the grade of Brigadier General.

Risner is currently Commander of the 832nd Air Division, headquartered at Cannon AFB, Clovis.



Band Wins Title Of "Outstanding Band"

Friona High School's Band was named "Outstanding Band" in its division while performing in the Six Flags Over Mid-America band festival this week in Missouri.

Competing with eight other bands from across a large section of the country, the FHS band won a "Division I" rating as well as the "Outstanding Band" trophy.

The bands in Friona's division competed in the festival on Friday morning.

The 75-member band had left by chartered bus last Tuesday morning at 6 a.m.

Band members and their adult leaders spent some time at Six Flags Over Mid-America, and other side trips.

The band was accompanied on the trip by band director and Mrs. Charles Faulkner; assistant director and Mrs. James Andrews, and by Mrs. Lloyd Reuter.

The prize-winning band and its adult chaperones were due to return to Friona around 2 a.m. Sunday.

Industries' DELEGATES NAMED

3rd Quarter Report Told

The third quarter report by Friona Industries was released by the company last week, and was impressive, in light of unfavorable conditions in the cattle business.

Revenues of \$39.7 million and net income of \$1.43 million or \$1.26 per share, was reported for the first nine months of the company's fiscal year.

This compared with \$31.6 million in sales and net income of \$1.55 million, or \$1.56 per share for the same nine months of the prior year.

Third quarter revenues ending March 31 were \$14.2 million, and net income of \$96,695, or eight cents per share, compared with sales of \$10.7 million and net income of \$588,916 or 59 cents per share in the same quarter of 1973.

Friona Industries had 25 per cent more average shares outstanding in this year's third quarter as the result of its initial offering of common stock in October of 1973.

Operations of Hi-Pro Feeds, and the company's eight veterinary supply stores were running considerably ahead of the previous year.

"We feel that in recent months the cattle feeding industry as a whole has been involved in the worst cost/price squeeze in its history," said Jack Carrothers, chairman of the board for Friona Industries.

(Continued on Page 5)

Marilyn Jones Gets Girls State Honors

Marilyn Kay Jones, daughter of Mr. and Mrs. Tommy Jones, has been selected as Friona's delegate to the American Legion Auxiliary's annual Bluebonnet Girls State convention June 11-21 at Texas Lutheran College.

A junior in Friona High School, Miss Jones will join some 515 girls from throughout the state in learning more about government and citizenship.

The alternate from Friona will be Jeanine Jarboe, daughter of Mr. and Mrs. Tom Jarboe, who also is a junior student at FHS.

Friona's American Legion Auxiliary, Post 216 will sponsor the appearance of Miss Jones in the annual convention.

The Auxiliary will also have girls from Bovina and Farwell attending under their auspices, although they will have local sponsors as well.

Attending from Bovina will be Tina Marie Isaac, daughter of Mr. and Mrs. Edward Isaac. Alternate is Stephanie Wiseman, daughter of Mr. and Mrs. T.C. Wiseman.

Farwell's delegate will be Karen Kay Herrington, daughter of Mr. and Mrs. J.W. Herrington. Alternate is Paula Martin, daughter of Mr. and Mrs. Preston Martin.

The purpose of American



CHEERLEADERS...Named last week as cheerleaders for Friona High School for 1974-75 were the five girls shown above. From left to right [back to front] are Amal Malouf, Sherri Thorn, Paula London, Jaton Widner and Cindy Gammon.

SITING WITHIN CITY

Guidelines Given For Mobile Homes

The Friona City Council approved the recommendation of the city's Planning and Zoning Commission regarding siting of mobile homes at the regular council meeting last Monday night.

In its recommendation, the Planning and Zoning Commission recommended no change be made in the present city zoning ordinances.

Individual exceptions were authorized for siting single mobile homes, provided that the homes be sited on an owner's single lot, used as his residence only, and provided he secure written approval from adjacent property owners.

Such mobile home siting is to be allowed if up-grading of the property is obtained through the siting. It was further provided that the mobile home be permanently or semi-permanently sited, that the property be maintained commensurate with adjoining property, and the structure complies with all other pertinent parts of the city's zoning and building codes.

PAVING APPROVED

In other business, the council authorized the mayor and city manager to enter into contract with Jake Diehl Dirt & Paving, for 20 blocks of sealcoating, for an estimated cost of \$13,587, such work to be done this summer.

A request from the city's consulting engineer, requesting an increase in the engineering fees for the city, was approved after much discussion.

A resolution was passed authorizing Friona State Bank to make substitutions for funds now on certificate of deposit for the City of Friona.

The appointment of Steve

Messenger as the city's official representative to the State Library Association was approved.

City Manager Jake Outland discussed with the council a "planned use report" on the city's Revenue Sharing funds, which is due to be filed on or before June 24, 1974.

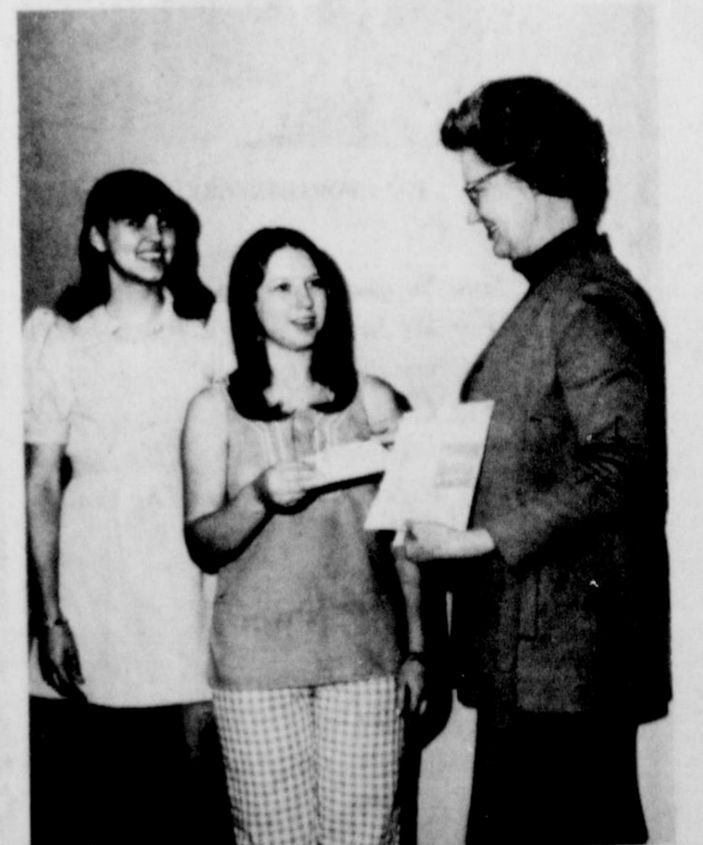
The city expects to receive \$39,072 in the funds, from January of this year through June 30, 1975. Outland requested guidance from members of the council as to recommended uses for the funds.

In miscellaneous business, it was noted that Pioneer Natural Gas Co. filed for a rate adjustment according to its current monthly adjustment agreement.

TEMPERATURES		
DATE	Hi	Low
Sat., May 4	73	47
Sunday, May 5	74	46
Monday, May 6	70	46
Tuesday, May 7	75	48
Wed., May 8	84	50
Thursday, May 9	92	55
Friday, May 10	92	55
No moisture.		



WIN MEDALS...Friona High School debaters Mickey Harrelson [left] and Trip Horton battled to the state finals in class AA for boys debate, and won the second place medal for debate. The debate team missed the first place medal by an eye-lash, on a split 2-1 decision in the finals.



GIRLS STATE REP...Marilyn Kay Jones, center, was named this week as Friona's representative to attend the Girls State Convention. Her alternate, Jeanine Jarboe, is at left. Making the presentation is Geneva Williams, on behalf of the Friona American Legion Auxiliary.

Friona Flashbacks

... from the files of the Friona Star

45 YEARS AGO—MAY 17, 1929

This locality was visited with a much-needed rain which fell last Friday night and again Saturday night, Sunday and Sunday night, removing the gloom from the faces of the wheat farmers and replacing it with ear to ear smiles.

A grader was at work cleaning the sides of Main Street, preparatory to building concrete curbs on the west side of the street between Fifth and Seventh Streets.

The committee of the local organization of the Texas Wheat Growers Association and Pool Elevator Corporation completed the arrangements last week whereby the organization becomes owner of the elevator owned by John Gishler and son. No manager has been named for the elevator.

40 YEARS AGO—MAY 18, 1934

A large number of the wheat growers of this locality have incorporated under the name of "Friona Wheat Growers, Incorporated," and have purchased the elevator and other property of the Farmers National Grain Corporation here. Quite a number of the local growers have taken stock in the corporation.

30 YEARS AGO—MAY 19, 1944

Carolyn Lange is the valedictorian for the class of 1944 at Friona High School, with an average of 90.02, and Dale Treider is the salutatorian with an average of 89.99, it was announced by school officials. Others with top averages included Loretta Johnston, Petrolia Scott, Rosalie Messenger, Viola Weis and Jean Crawford.

25 YEARS AGO—MAY 13, 1949

Wheat prospects in Friona and the surrounding territory were looking much better due to the rains which fell over the weekend. According to J.T. Gee, 3.3 inches of rain fell within the city limits.

Valedictorian for the graduating class of 1949 is Lunell McFarland, with a four-year average of 93.175. Pat Deaton is second with an average of 93.1. Lee Cranfill was third.

20 YEARS AGO—MAY 14, 1954

Gay Ann McFarland has been announced as valedictorian for the Friona Class of 1954, with a four-year average of 95.6. Clyde Hays is salutatorian with a 93.6 average, and Donna Miller ranked third.

Air rides from Benger Field will be available this Sunday, with all proceeds going to the hospital building fund.

15 YEARS AGO—MAY 14, 1959

Alton Farr of Paducah has been named by members of the Friona Independent School District board of trustees as superintendent to replace Dillie Kelley, effective July 1. Kelley recently tendered his resignation to become associated with the Brownfield schools as director of finance.

10 YEARS AGO—MAY 14, 1964

An Australian girl, who will reside in the home of Mr. and Mrs. E.G. Phipps, will be Friona High School's exchange student for 1964-65, it was announced this week. Her name is Brenda Eileen Hawker.

6 YEARS AGO—MAY 16, 1968

In only its second week of operation, Missouri Beef Packers' Friona plant will slaughter more cattle than any other Texas meat packer. The plant plans to slaughter 3,500 head this week, after killing almost 2,000 in its first week of operation.

★ ★ ★
Thank You!



PAUL FORTENBERRY

For Your Support, Encouragement and Vote For Me In The May 4 Primary, I Humbly Say "Thank You."

Words Cannot Adequately Express My Appreciation To Those Who Made It Possible For Me To Win The Race For County Judge.

Again, Thank You.

Paul Fortenberry

★ ★ ★

Political Adv. Paid by Paul Fortenberry

Letters To The Editor

Bill Ellis
Friona Star
Friona, Texas

Dear Bill,

I am writing in regard to the new jail that is to be built to replace the present one. I would like to raise the question of the feasibility of building a new jail without further study. I would like for the commissioners to give it more thought. We need a new court house as well as a new jail. If anyone has been to our present one in the last five years then they have to agree that there is a need. Since we are going to build a jail then why not do it all at once. Why build a jail and then go right back and add a new court house.

Since it is going to be tax payer's money that is to be spent, then the commissioners should study it carefully. I think it should be put in a more central location. A place that would be more convenient for all people of the county.

I also would like to see more younger men run for the office of County commissioners. I'm sure they can do a good job given the chance. Maybe we don't want to get involved, but we do need to be interested.

Respectfully,
Betty Smith
Friona, Texas

Bond Sales Are Noted

In releasing Treasury figures, County Bond Chairman Frank A. Spring, announced recently that sales of Series E and H United States Savings Bonds in Parmer County during March totaled \$5,177. Sales for the first quarter of 1974 were \$25,310 for 25% of the yearly goal of \$100,000.

Sales in Texas amounted to \$19,563,901 during the month while sales for the first three months totaled \$61,244,066 with 26% of the \$236.8 million goal achieved.



Sincerely Yours

By Rev. Albert Lindley

I NO MORE THAN got real upset with the way computers treat me until I find out a fascinating attribute of their's and really get "turned on."

I heard of a robot out in California that is "computerized" to the extent that when sent down the hall of a building with several class rooms, for the purpose of unstacking some boxes, continued to look in the various rooms until he found the one containing the boxes. (Now a Ph. D. in Physics told me about this just last week—honest.)

This robot [I think he was a he] moves around on wheels and when he couldn't climb upon the big box to knock off the smaller box he found a ramp [previously placed in the room by some scientist to see what he would do about it] and then pushed the ramp over to the large box, rolled [remember, he has no legs] up the ramp and knocked off the little box.

Don't look at me like that! I told you it was a WTSU Prof that told me this story. You might want to check the Profs at WTSU but don't blame me. (Besides, with no rain around here I'm getting about all the blame I can stand right now....)

Well, back to Shakey—that's the robot's name—the word is out (from the same source) that he knows when he is running down on power. He has a storage battery that can be recharged from an electric wall plug. Now don't get ahead of me...Knowing when he is low on power he stops by a certain plug (he always stops at the same one) plugs himself in and gets his charge.

One day, just for the fun of it, the scientists killed the electrical power to that plug to see what Shakey would do. The story continues—he didn't waste much time but simply found a "hot" plug and recharged himself.

I'm telling you, don't think I'm off. I just told you what I heard.

Now when one thinks of a computer being able to do more than the human brain, that computers can possibly build themselves, (Shakey would probably be the foreman) and that we have progressed so far with them that to turn off their current (we could do that) would mean that our style of living would have to digress back to an earlier time and with many fewer conveniences—just think about it....

Bro-o-t-h-e-r-r-r, I sure hope they don't organize.... I think in all sincerity I should tell you that the Prof doubted some of the tales about Shakey but the "box story" was true.

THANK YOU
To The Voters Of
Parmer County
Precinct 4

Many thanks for your vote, support and influence in the May 4 primary election. Your continued support and influence will be greatly appreciated in the general election in November. Candidate for Commissioner, Precinct 4, Parmer County.

Roy M. Miller

AN EDITORIAL

Welcome Extended To Gen. Robinson Risner

When a man chooses a military career, it's a lot like taking a wife—it should be "for better or for worse."

Gen. Robinson Risner, an Air Force ace in both Korea and Vietnam, found out about the "worse" part during a seven-year stint as a prisoner of war in North Vietnam.

The fact that he survived the ordeal, and came home determined to complete his military career, says a lot for his integrity. Gen. Risner's book "The Passing of the Night," describes the terrors involved in a communist prison camp, and makes you appreciate this man, and all of our prisoners of war, even more.

Ever a public servant, this man graciously consented to speak for the Friona Elementary Parent-Teachers Organization, even though he doesn't make too many public appearances.

It behooves the residents of Friona to give an hour of their time on Tuesday night to hear this man, who gave up seven years of his life in our behalf.

Let's give a good old-fashioned Texas welcome to Gen. Robinson Risner!

TB Cases Reported To Be On Increase

American Lung Association of Texas today reported that statistics on reported cases of tuberculosis throughout the state are making a definite climb, with 85 cases of the disease reported in Texas for the first week of April.

Parmer County representative on the Top of Texas area program board of ALAT is Mrs. Cordie Vargas. "For awhile, the five year median was stabilized at about fifty cases of tuberculosis per week," Mrs.

Vargas said. "Because of the increase in reported cases, that median has now climbed to 68 cases."

The Lung Association's medical division, the American Thoracic Society, has advocated that physicians include the Mantoux tuberculin test as a part of the standard physical examination, that positive reactors be x-rayed for signs of lung disease, and that individuals considered to be at high risk of developing TB be treated preventively with daily doses of INH for a year. "A lot of people have been under the false impression that TB is a thing of the past," the Christmas Seal spokesman said.

If you can't get PIONEER Brand 8311

here are some excellent alternative hybrids for High Plains farmers.

Pioneer Brand 8311, the "Golden Bronze Yield Leader," has been our most popular hybrid this year — so popular, in fact, that it may be in short supply in some areas. One reason is that the demand has been so great downstate where 8311's disease tolerance is so important. Fortunately, there are several other Pioneer Brand hybrids that are proven top performers on the High Plains. If you can't get 8311, ask your dealer about these.



PIONEER Brand 8417

This versatile yellow endosperm sorghum is a champion yielder in the medium-late maturity class, for irrigated or non-irrigated land. It has large open heads, uniform head height, strong stalks for easy threshing, good tolerance to smut and anthracnose.

PIONEER Brand 820

This top-notch full-season hybrid, is a consistently high yielder. Excellent drought resistance and standability plus good roots and stalks make it a good choice for irrigated or non-irrigated farming on the plains.

PIONEER Brand 828

One of the highest yielding sorghums you can plant, this full-season hybrid responds well to good management on good land with plenty of water. Plains growers like it because it holds its quality and threshes well even after an early freeze. It produces sturdy stalks with semi-compact heads of dark red grain.

PIONEER Brand 846

Famous for its versatility and adaptability, this medium maturity hybrid yields along with the full-season varieties. Resistant to smut, rust and MDM, its outstanding hybrid vigor and excellent drought resistance help it turn in consistently high yields even under stress.



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The American profit system offers many opportunities.



Failure, for one.

You've heard it. "In America, you can go as far as your ability and ambition will take you." However, they don't say in what direction.

Opportunity has its ups and downs.

That is the way it should be. It is the possibility of failure that makes success smell so sweet.

It is the consumer who really benefits from this fragrance. Because in most cases, it is he who represents the opportunity. It is only by catering to his whims, satisfying his needs, meeting his price and winning him over that a business in the free enterprise system can be successful.

And, this offers a great opportunity for the consumer.



We urge everyone to attend the PTO program May 16, featuring Col. Robinson Risner, former American prisoner of war in Viet Nam.



FRIONA STATE BANK



PLAQUE AWARDED...Billy Wayne Sisson (on the right), President of the High Plains Underground Water Conservation District, was recently presented a plaque by Arthur Duggan, chairman of the WTCC Water Committee. The group was recognized for 23 years of leadership in regulation and conservation of groundwater.

SCHOOL Lunch Menu

Week of May 12-17
MONDAY--pizza, buttered corn, crackers-butter, lettuce and tomato salad, peaches and milk.
TUESDAY--fish, English peas, hot rolls-butter, mashed potatoes, chocolate cake and milk.
WEDNESDAY--frito pie, pinto beans, buttered green beans, mixed greens and chocolate milk.
THURSDAY-- Barbecued chicken, mashed potatoes, hot rolls-butter, green beans, banana pudding and milk.
FRIDAY--hamburgers, potato chips, fruit salad, lettuce, tomatoes, pickles and milk.

District Receives Conservation Award

The West Texas Chamber of Commerce (WTCC) recently paid tribute to the High Plains Underground Water Conservation District for "23 years of innovative pioneering leadership in local regulation and conservation of groundwater."
 Billy Wayne Sisson of Hereford, President of the Board of Directors, was present to receive the plaque at the West Texas Chamber's Great West Texan Luncheon April 19 in Odessa.
 Arthur Duggan, Littlefield attorney and Chairman of the

WTCC Water Committee, presented the award.
 In his remarks prior to the presentation, Duggan cited the significant contribution West Texas has made to the increased agricultural production of the past year, and the effect this effort has had on the United States' balance-of-payments record on the world trade scene.
 Speaking of the importance of water to this activity, Duggan said, "The life of water production from these great underground reservoirs already has been extended until importation of water can be achieved to enable production, perhaps, for all time to come."
 "For this notable achievement, the West Texas Chamber of Commerce hereby presents... an award for conservation of water."

FFA Leaders Attend Meet

Friona High School's Future Farmers of America (FFA) officers were in Lubbock this week for an area convention of the FFA.
 Those attending were Mitchell Wiseman, Kevin Welch, Ronnie McLellan and Garvin Thorn.

Name '74 FHS Cheerleaders

Cheerleaders at Friona High School for the 1974-75 school term were elected last week.
 Those elected were Paula London, Jaton Widner, Cindy Gammon, Amal Malouf and Sherri Thorn.
 Janice Richards is cheerleader sponsor.



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Betty Crocker **Cake Mix**
 19 Oz. **2/89¢**

Chinet **LUNCHEON PLATES** 40 Ct. **89¢**
CRISCO OIL 38 Oz. **\$1.29**

SPAM LUNCHEON MEAT 12 Oz. **97¢**

Lipton **INSTANT TEA** 3 Oz. **\$1.09**

Shurfine Crushed **PINEAPPLE** #2 Can **3/\$1.00**

Stokeley **GATORADE** 32 Oz. **37¢**

Calif. Purple Top **TURNIPS** Lb. **15¢**

Formula 409 **CLEANER** 22 Oz. **69¢**
 Gold Medal **FLOUR** 5 Lb. **93¢**

Washington Winesap **APPLES** Lb. **23¢**

Hawaiian Red **PUNCH** 46 Oz. **39¢**

RADISHES or GREEN ONIONS 2 Bunches **25¢**

FREEZER SPECIALS
 Minute Maid **ORANGE JUICE** 6 Oz. **31¢**
 Shurfine **CUT GREEN BEANS** 10 Oz. Pkg. **2/49¢**
 Johnston **GREEN APPLE PIES** **\$1.09**

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 Repeat insertions without copy change, per col. inch... \$1.25

Repeat insertions without copy changes, per col. inch... \$1.25
 Cards of Thanks...same as classified word rate, minimum charge... \$1.25

DEADLINE for classified advertising in Sunday's issue-5 p.m. Thursday,
 Check advertisement and report any error immediately; The Star is not responsible for error after ad has already run once.

ANNOUNCEMENTS

FRIONA LODGE NO. 1332
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 Stated Meetings First Tuesday Of Each Month at 8 P.M.
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34-tfnc

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THE MOST DISTINCTIVE GIFT FOR ANY OCCASION...
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For your **MERLE NORMAN** Cosmetics call: Sondra Nichols Phone 247-2587 605 Arrah 19-tfnc

Christmas Jeweled Kits, 1975 Calendars, Tablecloths, Tree skirts, Stockings, Ornaments, Needlepoint. Over 400 colors Needlepoint Yarn.
DAN'S OF CANYON
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 Made Fresh Daily
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 BOVINA Ph. 238-1434
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Lose weight with New Shape Tablets and Hydrex Water Pills
 Bi-Wize Rexall Drug. 32-7tp

REGISTER NOW at Country Crafts, 617 Main, for Beginner's Tole Painting Classes beginning this week. Limit 8.
COMING SOON-John Birdsong's water color classes. Contact us now if you are interested. 32-1tc

AUTOMOTIVE

Have you seen the **WHITE MAGIC 50 STEEL RADIAL TIRES?**
 You'll be impressed
 24-tfnc

FOR SALE...1969 Dodge, 47,000 miles. \$900.00. Dishwasher, \$35.00. Call 247-3362.
 31-2tp

FOR SALE...GMC Street Bus, partially equipped for camping. Call 247-2833 during day.
 32-tfnc

FOR SALE...1969 Chevrolet Nova. One owner. See at 711 Woodland. Call 265-3844.
 30-tfnc

FOR SALE...1971 Yamaha 175 Enduro. 1407 Jackson. Phone 247-3690.
 27-tfnc

FOR SALE

FOR SALE...2 white China base table lamps, white shades, 1 oven-baker, 3 piece luggage set. All like new-cash or stamps. Call Nell Davis, 247-2887 after 1 p.m.
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ATTENTION FARMERS
 Don't Worry About the Fertilizer Shortage We Have a Good Supply of Feed Lot Manure
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 Ph. 481-3288 or 505/763-5575 Unit 5408
WE NEED NEW LISTINGS NOW
 THIS WEEK'S SPECIAL
 Beautiful 2-Bedroom, 2-Bath Brick with garage. Lots of storage. Fenced back yard. In Bovina. Excellent location.
 760 Acres, 5 wells, 2 houses, 2 quonset. Rhea Community.
 840 Acres, 6 wells, 2 good houses and quonset.
 160 Acres dryland North of Bovina on highway.
 320 Acres dryland, lays good, north of Bovina, one-half mile from highway.
J. B. SUDDERTH REALTY
 23-tfnc

Take up small monthly payments on Kimball Swinger Organ, 6 mos. old, new warranty. Write Donna Rowland, Credit Mgr. P.O. Box 2522, Lubbock, Texas 79408.
 32-3tc

FOR SALE...10x55 ft. mobile home, good carpet and drapes. Partially furnished. Phone 265-3852 or 247-3719.
 28-tfnc

FOR SALE...Chest of drawers. Excellent condition. Call 247-3643.
 32-1tc

FOR SALE...Clarinet. Call 265-3313.
 32-2tc

FOR SALE...Rabbit Hutches. Call 265-3462.
 32-2tc

FOR SALE...Good girl's bike, \$35.00. Call 247-3483 after 4. Leon Coffey.
 31-tfnc

GARAGE SALE

GARAGE SALE...1110 Etta (Reeve Addition). Saturday, May 18, 9 a.m. to 6 p.m. Linens, appliances, furniture, plus assorted items.
 32-1tp

GARAGE SALE...Saturday, May 11, at 905 Maple Street. Also like new room air-conditioner.
 32-1tp

GARAGE SALE...Monday Only, 9 a.m.-6 p.m. 1103 West 6th Street.
 32-1tc

HELP WANTED

WANTED...collector. Contact and telephone, work after hours or part time. Good commission. Write Southwestern Credit Service, P.O. Box 6133, Lubbock, Texas 79413.
 32-2tc

PETS

FOR SALE...English Bulldog puppies-AKC registered-excellent blood lines-Call Clovis, N.M. 505/763-7643 day or 763-4087 night.
 32-1tc

REAL ESTATE

FOR SALE...3 Bedroom Brick. Bath and 3/4, fenced back yard and large garden area. 904 Virginia. Call 247-3608. 30-tfnc

HOMES FOR SALE
 Spacious 3-bedroom, two baths. Panelled living room and den. Large panelled kitchen with built ins. Refrigerated air, fenced yard. Reasonably priced for quick sale to responsible party willing to put some work and paint into home. 272-4521, 9 to 4, or 272-3848 after 7 p.m.
 29-tfnc

Foreclosed commercial property for sale. 3,500 square foot building at 510 Main in Friona. \$10,000. Contact Mr. Freeman at First Federal Savings & Loan Association, 801 Pile St., Clovis, N.M. Phone 505-762-4417.
 19-tfnc

MARSHALL M. ELDER
 Representing
Rushing Real Estate
 Phone 247-3370
 Res. 247-3266
 Box 1075, Friona, Texas
 26-tfnc

FOR SALE...Western Addition. 3 Bedrooms, 2 baths. Practically new. Sunken den. Cathedral ceiling. Wood burning fireplace, large patio. Shown by appointment only. Phone 247-3375.
 27-tfnc

FOR SALE...three bedroom brick home. Two baths, fenced yard, storage house. Phone 247-2218.
 28-tfnc

FOR SALE...Nice two bedroom house at 220 West Sixth. Carpeted living room, dining room, re-modeled kitchen. Appraised at \$14,500.00. Selling price-\$11,500.00. A very good buy. Call 295-6566 or 247-3276.
 31-tfnc

FOR SALE...Drive-in cafe and equipment. Pat Hanks, Phone 247-3671.
 32-3tc

WANTED

WANTED...All Scot Paper Products labels. Little League can get equipment for them. Send to Box 825. Thanks. 32-2tc



Are "Leaky Faucets" Giving you Fits?

If so, Call
Hicks Plumbing & Heating
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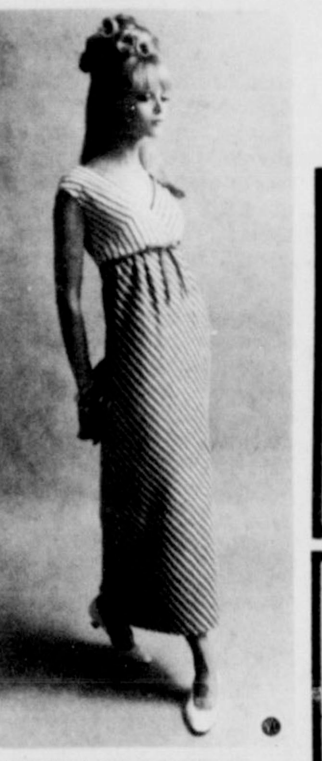
WANTED...Drop leaf table, must be good, heavy duty. Pearl McLean, 247-2500. 31-tfnc

APARTMENTS

APARTMENTS for rent. 2 BR. ref. air, dishwasher, carpeted, stove and refrigerator. Only \$125.00/mo. or \$115.00 with 1 year's lease. Call Gatlin Land Co., 247-2745 or 247-3641.
 32-tfnc

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 See Ed Hicks
 Phone 247-3537 or 247-3189.
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STRIPES IN REVERSE - A dramatic shaft of a gown is created by the deft use of striped cotton for this simple Empire style by Helga. Stripes are used on the reverse for the low-cut bodice.

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The FRIONA STAR
 Founded in 1925 by John W. White
 Published Every Sunday at 916 Main Street
 Friona, Texas, 79033
 Member, Texas Press Association; Member, Panhandle Press Association; Member, West Texas Press Association.
 Prize-winning newspaper, Panhandle Press Association, 1957, 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, 1971, 1972. Prize-winner 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.
 Community Service Award, West Texas Chamber of Commerce, 1970 (WTPA) and 1972 (PPA).
 Second class postage paid at Friona, Texas, 79033.
 SUBSCRIPTION RATES
 Farmer County, adjoining counties, \$6.30 per year. Elsewhere, \$7.87 per year.
 Bill Ellis, Editor & Publisher
 Vickie Copley, Back-Shop Foreman

For Pit Cleaning And All Types Of Dirt Work, Contact Jerry Walker, 806-227-3721 After 8 p.m.
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HOME-SEEKERS HAVEN!
 SPACIOUS 4 BR. basement home. 1900 sq. ft. \$25,000.00
 NICE 3 BR., 1-3/4 Baths, Built-ins. 1500 sq. ft. Reduced to \$16,500.00
 BEAUTIFUL 3 BR., Brick, 1-3/4 Baths, Built-ins, 1273 sq. ft., double garage, Ref. Air. Only \$22,000.00.
 ROOMY 2 BR., Brick, Built-ins, 1253 sq. ft.
 HUGE 3 BR. home, 2 3/4 Baths, Built-ins. 2978 sq. ft. Lots of storage. Fenced yard. \$42,500
SOLD
 FAMILY SIZE 3 BR., Brick, 1-3/4 Baths, Built-ins, 1873 sq. ft. Close to High School.
LAND-SEEKERS HAVEN!
 320 ACRES, 1-8" well, good lake pump system, lots of water. Lazbuddie Community. Good terms.
 160 ACRES, 1 good well, underground tile, good home with domestic well, big barn, Southeast of Hub, good water.
 160 ACRES, 1 irrigation well, 1 submergible, highway on two sides.
 480 ACRES, Rhea Community, 4 wells, house, barn, lots of tile and pumpback system.

CONSERVE Energy
FIBERGLASS INSULATION CAN CUT HEATING COSTS!!
 FULL THICK 3/2"
\$795
 PER 100'
STORM DOORS
 TEMPERED SAFETY GLASS - SELF STORING- REMOVABLE SASH
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 Floating Tailwater Pump
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 Warren Owen Harvey Milton

IN WEST TEXAS

Oil Shortage May Cause Shutdowns

Irrigation wells and pumps in drought-stricken West Texas may soon be forced to close down because of a shortage of lubricating oils, State Representative Bill Clayton [D-Springlake] warned recently.

Clayton, who recently led a large number of his colleagues in the Texas Legislature to petition the Federal Energy Office for a reassessment of the F.E.O. lube oil priority, stated that while he has been assured that a new priority is being written for agricultural use of lube oil products, the priority change probably will not go into effect until June 1. Clayton cautioned that many areas of the state will be completely out of lubricating oil before the new priority gives them any relief. To help avoid the possible shutdown of these essential irrigation wells, Representative Clayton reported that he is encouraging all dealers and distributors who are running out of lube oil to contact the Texas Railroad Commission's fuel allocation division in Austin to find out if any additional lubricants may be

available in their particular case. The Austin number of this department is 512/475-5491. In addition, Rep. Clayton urged all persons with such problems to contact his Austin office at 512/475-3400.

After conferring with several energy officials and lube oil distributors last week, Rep. Clayton left for Atlanta to meet with the Southern Legislative Conference, of which he is an Executive board member. At this meeting of legislators from across the southern states, Rep. Clayton pushed for solutions which would bring quicker responses to the problems of energy crisis.

One solution which Rep. Clayton suggested that met with a good response was a proposal that the states push for authority to be allowed to handle their own fuel allocation programs. Many of those in attendance agreed with Rep. Clayton that such a program would work better than the federal allocation program because of the fact that the states will have a better knowledge of their own energy problems and needs.

LEGAL NOTICE

CONTRACTORS' NOTICE OF TEXAS HIGHWAY CONSTRUCTION

Sealed proposals for constructing 13.290, miles of Reconst. Gra., Strs., Flex. Bs., One and Three Crse. Surf. Trt., Seal Coat & Grade Separations From Bailey Co. Line To Friona (Jet. Spur 270) From 0.274 Mi. S. of Parmer Co. Line To Parmer Co. Line on Highway No. SH 214, covered by RS 111(3) in Parmer & Bailey County, will be received at the Highway Department, Austin, until 9:00 A.M., May 23, 1974, and then publicly opened and read.

The State Highway Department, in accordance with the provisions of Title VI of the Civil Rights Act of 1964 (78 Stat. 252) and the Regulations of the U.S. Department of Transportation (15 C.F.R., Part 8), issued pursuant to such Act, hereby notifies all bidders that it will affirmatively insure that the contract entered into pursuant to this advertisement will be awarded to the lowest responsible bidder without discrimination on the ground of race, color, or national origin, and further that it will affirmatively insure that in any contract entered into pursuant to this advertisement, minority business enterprises will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, or national origin in consideration for an award.

Plans and specifications including minimum wage rates as provided by Law are available at the office of Rhea E. Bradley, Resident Engineer, Littlefield, Texas, and Texas Highway Department, Austin. Usual rights reserved. 31-2c

PUBLIC NOTICE

The Beacon Broadcasting Corporation hereby gives notices that it has filed on Monday, April 15, 1974, an Amended Application for Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station.

The officers of the Beacon Broadcasting Corporation are Mr. Jake Goble, President and Director, Mr. Fredrick J.

Industry's Report Contains Optimism...

[Continued from Page 1]

"Agri-business firms nationwide have been placed in a difficult position for a number of months because of government controls, trucking strikes, low cattle prices, and generally unfavorable economic conditions," he continued.

However, Carrothers was optimistic about the future for cattle feeding, going on historical trends in the industries, expecting stronger cattle prices to evolve in the near future.

Borgsmiller, Treasurer and Director, and Mr. James A. Lawder, Jr., Director.

The applicant seeks a license to operate a standard broadcast station on frequency 1070 under the call letters KNNN. The Application has been filed to supply the Federal Communications Commission with the necessary background information concerning the applicant. The applicant proposes to broadcast from a facility previously operated by the KNNN Broadcasting Corporation which is located outside the City of Friona, in Parmer County, Texas. The applicant currently has an agreement to purchase said facility. No modifications of either the broadcast facility or the antenna are proposed.

A copy of this Application, including the Exhibits attached hereto and a legal description of the real property involved, is on file for public inspection in the offices of Ethridge-Spring Agency, Inc., 603 Main Street, Friona, Texas.

Seyfarth, Shaw, Fairweather & Geraldson, 1819 H Street, N.W., Suite 750, Washington, D.C. 20006.

30-3tc

Any man's education is sadly deficient until he learns to read himself.

Retribution is a vigilant sleuth on life's highway, and many try to slip the guard.

Gifford-Hill Leases New Location

Officials of Gifford-Hill & Company, Inc., announced plans to move the company's corporate headquarters to a new Dallas location.

John R. Hill, Jr., President and Chief Executive Officer of Gifford-Hill, revealed that the company will lease approximately 75,000 square feet of office space in the Stemmons Empire Tower, Stemmons Freeway and Empire Central. The building is a project of Sanders Campbell & Company.

Hill said the present Gifford-Hill Building, located at 2949 Stemmons, has been sold by the Gifford-Hill Pension Trust Fund to Austin Industries, Inc., parent company of Austin Bridge Company.

Hill said the move was necessary "because of expansion space needed to respond to our rapid growth in the past seven years." "We hate to leave our facility," he added, "but feel this move will provide the flexibility we need to keep up with present and future demands. We explored a number of possible locations before making our choice, but after considering all the alternatives, and even taking a survey of our employees who work in the corporate headquarters, we felt the Stemmons Freeway area was still our most advantageous location."

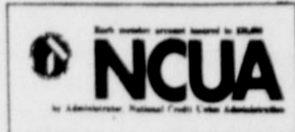
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\$20,000

**FRIONA TEXAS
FEDERAL CREDIT UNION**

THANK YOU

To voters of Precinct 4 for your vote and support in last Saturday's Democratic Primary.

It was gratifying to see the good turnout of voters in our precinct. We hope you continue your interest in your local government.

Pete Jesko

Candidate for Commissioner
Precinct 4

★ THANK YOU! ★

I would like to express my sincere appreciation to all my friends who supported me in the Democratic Primary last Saturday.

I pledge to continue to conduct the affairs of this office to the best of my ability as I have done in the past, during the next eight months until I retire from office.

Again, I thank everyone who supported me and who voted for me.

Archie Tarter

Parmer County Judge

★ ★ ★ Political Adv.

Kenneth Cole is Gifford-Hill in this area.

He's highly qualified to help you with any irrigation problems you may have and he's got the very best equipment available to do it with.

Gifford-Hill's 360.

Vanguard PVC Plastic Pipe and Aluminum Pipe. Plus a long list of accessories.

If you haven't already met our irrigation expert, drop by soon and get acquainted.

And while you're there, let him show you the latest additions to Gifford-Hill's line of irrigation equipment.

Check with us before you buy. We can save you money!

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FROZEN FOOD

Clover Lake **ICE CREAM** 1/2 Gal. Ct. **99¢**

Booth **FISH STICKS**

16 Oz. **\$1.09**

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Banquet **PIE CRUST**

2 In Pkg. **43¢**

Grand Tour **BEEF BURGUNDY**

25 Oz. Box **69¢**

Hershey **INSTANT CHOCOLATE**

2 Lb. Can **99¢**

White Swan **APRICOTS**

303 Can **41¢**

White Swan **SHORTENING**

3 Lb. Can **\$1.45**

La Nina Our Darling **TORTILLA FLOUR**

25 Lb. Bag **\$3.39**

Del Monte **PINEAPPLE JUICE**

12 Oz. Can **2/29¢**



Recapture the 20's on trays for Coca-Cola



\$1.79 each

SPECIAL OFFER...

FREE 16-oz. carton of

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with TRAY purchase. Purchaser responsible for bottle deposit.



AVOCADOS

Large **29¢**

LEMONS Lb. **27¢**

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Reynolds Heavy Suty

FOIL

100 Sq. Ft.

\$1.39

Best Maid

PICKLES

Dill Sour, H.B. Slice Dill

32 Oz. **59¢**



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WE GIVE GUNN BROS STAMPS

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EYES STATE TITLE

Relay Team Primed For Austin

Friona High School's girls mile relay team—three sophomores and a freshman—have not lost a race all season, and if the team can keep the record going this week, they'll win first place in the girls' class A state track and field meet.

The foursome, sophomores Terri Patterson, Paula London and Lucinda Aguirre and freshman Jatón Widner, left Thursday noon for Austin, becoming the second sports aggregation to make it to a state meet from FHS this school year.

Last Saturday in the giant Bluebonnet Relays at San Angelo, the team retained its unbeaten status by winning its heat of the mile relay, in the sterling time of 4:08.6, winning the race going away. However, the Sundown mile relay team, running in the other heat, turned in a time of 4:07.8, to claim first place.

"It's hard to run against time. If we had been in the heat with Sundown, I feel we could have handled them. Both were easy winners in their heats," said Squaw coach F.G. Crofford.

There were ten mile relay teams at the San Angelo meet, with five in each heat.

In other events, the Squaws

placed sixth in the 440-yard relay; Miss Aguirre placed sixth in the open 440-yard dash, and the 880-yard relay team, also running against time, had the eighth best time.

Miss Patterson also made it to the finals in the 440-yard dash.

The Sundown girls, who had only run a 4:14 in their regional win, furnished the first and second place girls in the 440-yard dash. Friona won't get to try them in the Austin meet, since Sundown is in class B.

There will be eight teams in the finals of the mile relay at Austin, two from each region. Panhandle, the second place team to Friona in the regional meet, is the other team from Region I. Waco Robinson was reputed to have a good relay team, having run a time equal to Friona's, Crofford said.

"Every team there has to be good, or they wouldn't be there. However, our girls have worked hard all year. They're going down there with the idea of winning it, and it wouldn't surprise me a bit if they do," Crofford said on the eve of the departure of his team for the state meet.

Everyone in Friona will be pulling for them to bring home the first place medal.

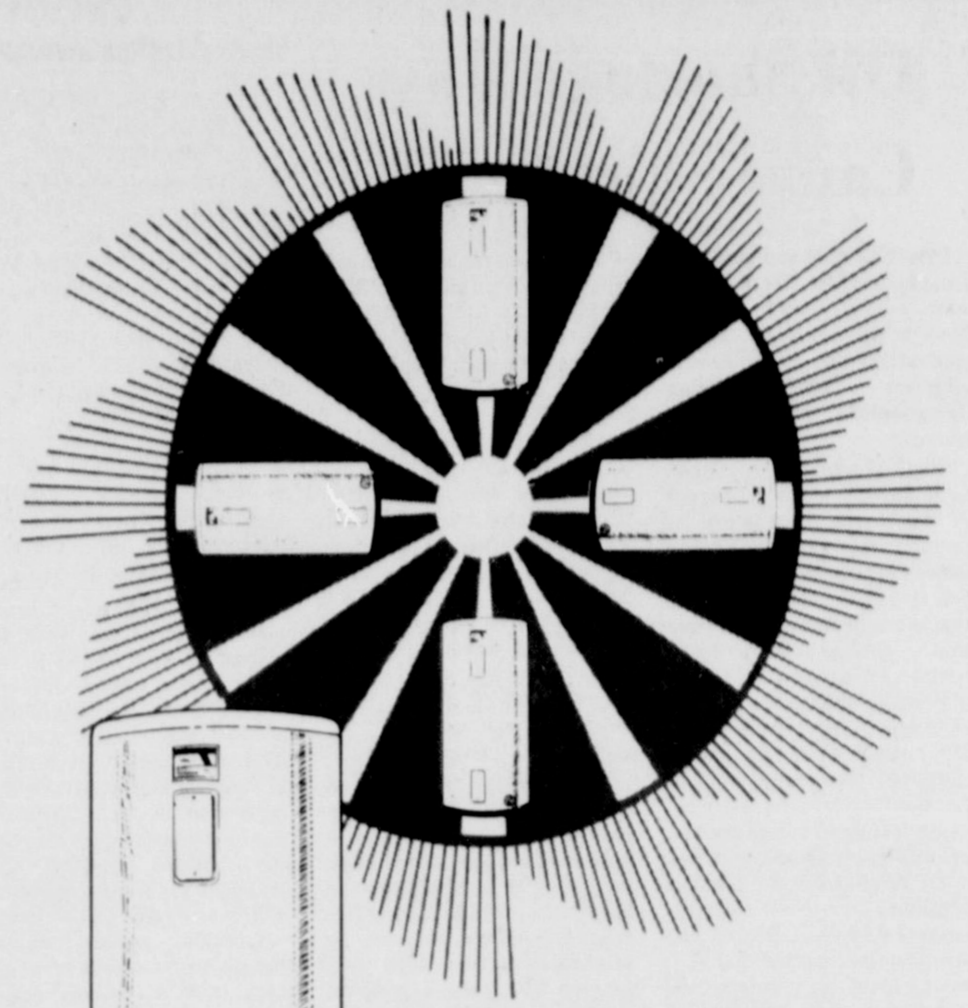


AT STATE MEET....The Friona Squaws' mile relay foursome was to run in the state track and field meet finals Saturday afternoon. The relay team has a best season

time of 4:08, and has not lost a race in nine meets this season, although being edged out on time in a two-heat event at San Angelo last weekend.



The Army Reserve. It pays to go to meetings.



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5-2

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- DAVID MOSELEY
- LARRY MOYER
- CURTIS MURPHREE
- DWIGHT O'BRIAN
- KENNETH O'BRIAN
- ROY O'BRIAN
- RUSSELL O'BRIAN
- TOM O'BRIAN
- OSBORN BROS. BLDG. ACCT.
- CLAUDE OSBORN
- FORREST OSBORN
- MCFARLAND C. OSBORN
- SALLY & ROBERT OSBORN
- SLOAN H. OSBORN
- PARMER COUNTY FARM BUREAU
- PARMER COUNTY IMPLEMENT
- PARMER COUNTY PUMP
- JACK PATTERSON
- HAL PHIPPS & SON
- PIONEER NATURAL GAS
- PIGGY WIGGLY
- PIONEER CATTLE ORDER BUYERS
- PLAINS HARDWARE
- PLAINVIEW PRODUCTION CREDIT ASSOCIATION
- C.V. POTTS
- LARRY & JAY POTTS
- REDGE PRIEST
- ELDON RAPE
- CHARLES RAY
- FLOYD RECTOR
- J.C. REDWINE
- REEVE CHEVROLET
- R.J. RENNER, JR.
- R.H. CATTLE CO.
- RHEA ENGINE SERVICE
- WALTER RIETHMAYER
- RALPH ROBINSON
- JON MAC RODEN D.D.S.
- JESSE RODRIGUEZ

- ROSE DRUG & GIFT SHOP
- ROY'S TIRE SERVICE
- RUSHING AGENCY

- MELVIN SACHS
- CHARLES SANDERS
- JIMMY SCHILLING
- L.H. SCHILLING
- A.G. SCHLAB
- CARL SCHLENKER
- MALINDA SCHLENKER
- A.J. SCHROTER
- BEVERLY SCHUELER
- DALE SCHUELER
- EUGENE SCHUELER
- FLOYD SCHUELER
- GLEN SCHUELER
- HERBERT SCHUELER
- MIKE SCHUELER
- NORBERT SCHUELER
- PHILIP SCHUELER
- RAYMOND SCHUELER
- MRS. ROBERT SCHUELER
- STEPHANIE SCHUELER
- MAX SELF
- SHERLEY-ANDERSON RHEA ELEVATORS
- HOYT SMITH
- WILLIAM E. SMOCH
- SPRING, SPRING, ALEXANDER & ASSOCIATES
- SOUTHWESTERN PUBLIC SERVICE CO.
- KEITH STEPHENS
- DOUG STEPHENSON
- GLEN STEVICK
- J.B. SUDDERTH
- SUTTER'S JEWELRY
- ELLIS TATUM
- TAYLOR & SONS
- NORMAN TAYLOR
- THE PROGRESSIVE STUDY CLUB
- BILLY JOHN THORN
- OLAN TURNER
- RICHARD VAUGHN

- EDGAR WALTERS
- WALTS QUALITY PRINTING
- C.W. WEATHERLY ESTATE
- WELCH AUTO
- LOUIS WELCH
- HAROLD WELLS
- WEST FRIONA GRAIN
- WEST TEXAS PUMP CO.
- WESTERN AUTO
- WHITES AUTO
- RICHARD WHITE
- N.C. WHITE, JR.
- LEROY WIDNER
- V.R. WILCOX
- T.C. WILLIAMS
- RALPH WILSON
- BUDDY WISEMAN
- CLYDE WOODARD
- MRS. E.P. WOODRUFF
- WORLEY MILLS, INC.-FARWELL BRANCH
- JAMES A. WYLY
- ROY ZIESCHANG

The Following Donated Animals Through The 1974 Sale!

- Black Grain Co.
- A.L. & Danny Black
- Bovina Blade
- Bovina FFA
- Bovina Feeders, Inc.
- Bovina Gin
- Bovina Wheat Growers
- Gary Brown
- Bruegel & Son Elevator-Dimmitt
- Cattle Town, Inc.-Summerfield
- Mike Chaney
- H.R. Cocanougher
- Cook Oil Co.
- Ron Davenport
- Ethridge-Spring Agency
- Farmers Union Insurance-Lazbuddie
- Farwell FFA
- First State Bank-Bovina
- Friona Bi-Products
- Friona 4H
- Friona FFA
- Friona Standard Service
- Friona State Bank
- Friona Star
- H.C.S. Corporation-Clays Corner
- Herring Implement
- Hi Pro Feeds, Inc.
- Gilbert Kaltwasser
- Junior Lambert-Bovina
- Langford Hereford-Farwell
- Leon Langford
- Lazbuddie FFA
- Lazbuddie Farmers Supply
- W.P. McMin Summerfield
- Dwain Menelee
- Parmar County Cattle Co.
- Parmar County Implement Co.
- Parmar County Pump Co.
- Pioneer Cattle Order Buyers, Inc.
- Pioneer Seed Co.-Farwell
- Redge Priest
- Ranchers & Farmers Auction
- Rushing Insurance Agency
- Herbert Schueler
- Weatherly Trucking

Space for this tribute was donated by the Friona Star to the Showbarn Building Fund, as part of the Friona Star's Contribution. The committee has done its best to list everyone who contributed. Anyone who has been overlooked will gladly be recognized, with apologies for being omitted from this list.

Earnings Told For Gifford-Hill Co.

DALLAS—Gifford-Hill & Company, Inc., reported a 48 per cent increase in earnings on a 34 per cent rise in sales and revenues for the quarter ending March 31.

Both earnings and revenues were the highest first quarter figures in history for the diversified construction materials firm.

John R. Hill, Jr., president and chief executive officer, said the firm earned \$2,492,000, or \$0.59 per share, during 1974's first quarter, up 48 per cent from earnings of \$1,683,000, or \$0.39 per share, for the first quarter of 1973.

Sales and revenues totaled \$49,000,000 for 1974's first quarter, up 34 per cent over the \$36,537,000 sales and revenues total for the comparable quarter a year ago.

The average number of common shares outstanding amounted to 4,206,000, compared with 4,222,000 a year ago.

Mr. Hill said that while most of the company's operations registered sales increases over the year ago period, particular strength was noted for the Agricultural and Industrial Products Division and the Concrete Products Division

which overcame declining profits in ready-mix concrete aggregates.

"A booming farm economy is causing heavy demand for Gifford-Hill agricultural irrigation products," Mr. Hill said. "And a continuing high rate of construction activity and generally favorable weather conditions throughout our marketing area have kept demand for concrete products at a high level."

MAY 3. On this date in 1494, Christopher Columbus discovered the island of Jamaica.

Rats Could Present Problem, States County Health Officer

Dr. Paul Spring, Parmer County Health Officer, warned this week that rats in Parmer County could be carrying plague, typhus or other diseases transmissible to humans.

"The State Health Department feels that Parmer County has a real problem, since Eastern New Mexico and Texas counties around us have been found to have plague carried by wild rodents. If it is true of our rats, then we will have a severe problem," Dr. Spring said.

The county health officer advised everyone in the county to make a sincere effort to rid their places of rats.

Dr. Spring's remarks came as a result of a report from the State Department of Health concerning an investigation of a reported rodent infestation by County Agricultural Agent Mack Heald.

Roland Dove of the State Department of Health reported that although it was possible to bring about a reduction in rodent populations through poisoning campaigns, such reductions are temporary at best because of the rats' rapid reproduction rate.

"It has been estimated that a given permanent control can only be achieved by altering the environment in such a manner as to render it incapable of supporting large numbers of rats," Dove stated.

The following recommendations were given as ways of controlling the rat population:

1. All rubbish and debris such as sacks, cartons, crates, cans, tall weeds, etc., which may afford rodent shelter should be properly disposed. Materials which cannot be discarded such as lumber, building materials, etc., should be placed on racks approximately 18 inches above the ground or stored in rat-proof buildings or containers.
2. All loose or spilled grain should be collected daily and either discarded or placed in rodent-proof containers.
3. Sacked food should be placed on pallets preferably 12 to 18 inches off the floor and at

least 6 inches from walls to facilitate cleaning.

4. All potential sources of water for rats should be eliminated if possible. Puddles should be drained or filled, leaking pipes and/or dripping faucets should be repaired, and livestock watering devices should be modified where possible in a manner that will prevent rodents from obtaining water from them.

5. A professional pest control operator should be engaged to dust rodent burrows with a suitable insecticide for the control of fleas and other rodent ectoparasites and to conduct rodent-killing programs where necessary. To insure that such pest control operators are qualified and to comply with the provisions of the Texas Structural Pest Control Act, Article 135b-6,

V.T.C.S., only pest control operators possessing a license from the Structural Pest Control Board should be employed for this work.

With reference to Item No. 5, Mr. Charlie Chapman, Executive Director, Structural Pest Control Board, advises us that his office has no record of a Southwestern Pest Control Company from New Mexico being licensed to operate in Texas.

In accordance with your request, follow-up inspections will be made in the Farwell area in the latter part of May or the early part of June. If we can be of assistance prior to that time, please let us know.

In ancient Greece, students wore rosemary twined in their hair while studying for examinations because rosemary is symbolic of remembrance.



RE-ELECTED...Two directors were re-elected at the annual meeting of Deaf Smith Electric Cooperative Thursday. The two, Raymond Higginbotham, left, and A.W. Anthony, Jr., right, are pictured with the REC manager, James Hull.

FRIONA DIVE-IN SWIMMING POOL

1601 West 5th St., Friona

OPEN MAY 15 TO AUG. 15

HOURS: 1:00 To 6:00 p.m.
(Closed On Monday)

Mornings For Private Swimming Lessons

Thursday Evenings: 7:00 To 9:00 p.m.

City Employees & Family—Authorized permit by the undersigned. Friona Country Club—Members and family admitted on Club Membership, pro-rata, \$4.25/month/member.

ADMISSION

Children 1-12.....60c

Adults—Over 12 Years...85c

SEASON TICKETS

Children.....\$16.50

Adults.....\$22.50

Family.....\$38.50

For Additional Information Call:

Ray DeBord, 247-8823
or
City Hall, 247-2761

Register For Swimming Lessons Saturday, June 15

9:00 To 12:00 Noon Lessons Start Monday June 17, 9-12 Daily



BI-WIZE DRUG URGES ALL OF FRIONA TO TURN OUT ON THURSDAY, MAY 16 TO HEAR COL. R. RISNER, FORMER POW

8:30 p.m. -- Jr. High Auditorium -- Sponsored By PTO
NO CHARGE FOR ADMISSION



Last Minute MOTHER'S DAY Gifts

Fresh Shipment

PANGBURN'S CANDY 47¢ to \$10.00

EMERAUDE COLOGNE \$6.00 Value \$3.00



Hear Col. Robinson Risner, Former POW,
Speak In Friona



THURSDAY, MAY 16--8:30 p.m.

JR. HIGH AUDITORIUM

Sponsored By Friona Grade School PTO

NO CHARGE FOR ADMISSION

All Ages Are Invited

Rockwell Bros. & Co.

"Lumbermen"

This firm proudly endorses the Friona P-TO; its goals and objectives.

O. F. Lange, Mgr.

Coty Glowing Finish MOISTURE POWDER \$2.50 PEARL \$3.00

WATER PIC

\$39.95 Value \$27.95

\$32.95 Value \$24.95

Micrin 18 Oz.

ORAL ANTISEPTIC

\$1.39 Value \$1.16



Vaseline INTENSIVE CARE[®] BATH BEADS

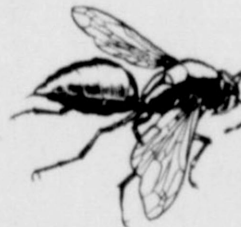
\$1.25 Value 97¢

Full Line Of New Selections

CARDS FOR MOM AND THE GRAD

Rexall FAST TANNING LOTION

\$1.39 Value 99¢



Complete Line Of

ORTHO PRODUCTS

For Pest And Weed Control



Polaroid MINUTE MAKER KIT



Reg. \$35.95

\$29.95

Kodak POCKET SMILE SAVER CAMERA

Reg. \$29.95

\$24.95



BI-WIZE DRUG

Soil Stewardship Week Scheduled

Soil Stewardship Week, a nationwide observance which emphasizes man's responsibility to protect and conserve soil, water, and other natural resources, will be May 19-26 this year, Leon Grissom, Chairman of the Parmer County Conservation District, announced today.

This year's theme, "A Different Place," emphasized "how the many changes now occurring in the nation affect our continuing responsibility to be good stewards of the land," said Grissom.

Grissom cited the energy shortage, environmental pollution, and the growing concern over land use as examples of changes and developments affecting the use of America's natural resources.

"We hope," said Grissom, "that during Soil Stewardship Week, millions of Americans will pause for a moment to consider their responsibilities for the protection and use of the Lord's earth."

The district, upon request, will provide local churches with programs, bulletin inserts, and copies of this year's observance booklet. The material was prepared by the National Soil Stewardship Advisory Committee of the National Association of Conservation Districts. The advisory committee is composed of churchmen of different faiths.

Nineteen-seventy-four will be the 19th consecutive year that the Parmer County Conservation District has sponsored soil stewardship.

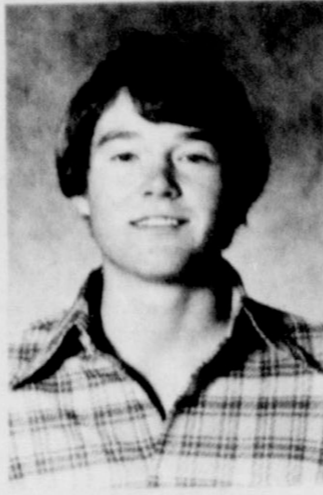
Two Frionans Tabbed For Science Confab

A Friona High School student and faculty member have been selected to attend the 14th annual Texas Nuclear Science Symposium to be held at the University of Texas at Austin, June 3-6.

The participants are Brad Beene, son of Mr. and Mrs. William Beene, 301 W. 13th Street, and Paul Ross, 1108 Jackson.

More than 500 of the state's top science students and instructors will attend the symposium which is jointly sponsored by the Texas Atomic Energy Research Foundation and the University of Texas.

Southwestern Public Service Company is sponsoring 42 High Plains participants, including



BRAD BEENE



PAUL ROSS

the Friona student and teacher. Beene is a junior at Friona High School and is a member of the varsity golf team and the band. He is also a member of the high school honor roll and enjoys snow skiing, hunting and science experimenting.

Ross has taught science at Friona High School for the past two years. Before beginning his teaching career, he was employed as a research technician for the U.S. Public Health Service.

Leading scientists and engineers from education and industry will address the symposium and the participants will spend two afternoons touring the laboratories at the university, including those in which the TAERF program for thermonuclear fusion research is being carried out.

COURT HOUSE NOTES

Instrument Report Ending May 2, 1974 in County Clerk Office, Bonnie Warren, County Clerk

WD, Clyde Magness, A.H. Haseloff, lot 4 exc. N 45 ft. thereof Blk. 5, Ridgecrest un. #3 Add. Farwell
WD, Gary L. Martin, Humberto Estrada, lot 2, Blk. 28, Friona
Deed, Carol Ann Cooper, Gary L. Martin, lots 1, 2, 4, 6, Blk. 28 & lots 1 and 11, Blk. 27, Friona

WD, Joe Pat Wagon, D.B. Ivy, tract out NW/pt. Sec. 38, Blk. "H" Kelly
WD, E.H. Englant, Floyd N. Englant, lots 6 and 7, Blk. 34, OT Bovina
Deed, USA, Roy D. DeFries, lot 9 and E 10' lot 10, Blk. 2, Ridgeview Add. Friona
WD, Jose R. Saiz, USA, lot 6 and W 10 ft. lot 5 and E 10 ft. lot 7, Blk. 1, Ridgeview Add. Friona
WD, Alford Hutchins, Bob

Thurman, lot 7, Blk. 2, Hillcrest Add. Farwell
WD, C.G. House, John H. Haldeman, SE 1/4 Sec. 10, Blk. C, Synd.
WD, Frio Dev. Co., J.T. Stone, E 1/2 lot 2, Blk. 3, Western Add. Friona
WD, J.T. Stone, Lee A. Campbell, E 1/2 lot 2 and lot 1, Blk. 3 Western Add. Friona
WD, W.P. Elliott, et al, Edmund, Jesus and Joe Bermea, 15 ac. of NE/pt SE 1/4

Sec. 24, T6S;R3E
WD, Robert L. Boyd, Edgar F. Turner, lot 15, Blk. 5, Lakeview Add. Friona
WD, Ilean M. Nuckols, E.L. Rodriguez, lots 21, 22, Blk. 28, Farwell.

MARRIAGE LICENSES
Luis H. Segovia and Adelaide R. Meza.
Dale Robert Schueler and Donna Kay Lewellen.

NOTICE: FRIONA APARTMENTS

1300 Walnut

For Leasing Unfurnished Apartments

- *1-2-3 Bedrooms
- *Fully Carpeted
- *Refrigerator & Range
- *Central Heat & Cooling
- *Utilities Paid
- *Laundry Facilities
- *Play Area For Children
- *Sorry, No Pets

One Bedroom...\$115.00
Two Bedroom...\$130.00
Three Bedroom...\$145.00

Resident Manager On Premises

Office...Apt. #29

Phone 247-3666



GO WESTERN ALL THE WAY!

*Western Suits



*Leather Goods

*Boots

*Straw Hats

*Short Sleeve Shirts

*Many More

Make us your one-stop shopping headquarters for all your Western needs.



Boots & Saddle Western Wear

Come In And Get Acquainted.

Butch & Mary Beth White

513 N. 25 Mile Ave. - Hereford - Ph. 364-5332



we invite you

Cordially Invites You To An

Open House

At Its New Location

304 Main Street

Muleshoe, Texas

Sunday, May 12, 1974

2 To 5 p.m.

Tri-County

SAVINGS AND LOAN ASSOCIATION Muleshoe, Texas

THESE SPONSORS WELCOME YOU TO FRIONA'S CHURCHES

Church Chuckles by CARTWRIGHT



"I've heard rumors that he may be moonlighting!"

ASSEMBLY OF GOD

10th and Ashland-Rev. C.L. Bates, pastor
Sunday School-9:45 a.m. Worship-11 a.m. Young People-6 p.m. Evening Worship-7 p.m. Wednesday Worship-7:30 p.m. Sunday Men's Fellowship-7 p.m.

CALVARY BAPTIST

14th and Cleveland-
Sunday School-10 a.m. Worship-11 a.m. Christian Training Union-9:30 a.m. Evening Worship-6 p.m. Wednesday Prayer Meeting-8 p.m.

CALVARY BAPTIST MISSION

5th and Main-Rev. L.S. Ansley, pastor
Sunday School-9:45 a.m. Worship-11 a.m. Evening Worship-7:30 p.m. Wednesday Prayer Meeting-7:30 p.m.

FIRST BAPTIST

Sixth and Summit-Rev. Charles Broadhurst
Sunday School-9:45 a.m. Worship-11 a.m. Training Union-6 p.m. Evening Worship-7 p.m. Wednesday Prayer Meeting-8:30 p.m.

MEXICAN BAPTIST CHURCH

4th and Woodland-Rev. Donnie Carrasco
Sunday School-9:45 a.m. Worship-11 a.m. Training Union-5 p.m. Evening Worship-6 p.m. Wednesday Prayer Meeting-8 p.m.

NEW ZION BAPTIST CHURCH

Highway 60 & Pierce-Rev. L.V. Mays, pastor
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.

Ethridge-Spring Agency

The Friona Star

Hi-Plains Feed Yard

First Baptist Church

Friona Motors

Friona State Bank

Friona Clearview TV

Rushing Insurance

Friona Consumers

Crow's Meat Co.

SIXTH ST. CHURCH OF CHRIST

502 W. Sixth-Terry Brown, Preacher
Bible Study-9:30 a.m. Worship-10:30 a.m. Evening-6 p.m. Wednesday evening-8 p.m.

LUTHERAN CHURCHES

Rev. Duane Kirchner
Redeemer-Sunday School & Bible Class, 10 a.m. Worship Service-11 a.m.
Immanuel-Worship Service, 9 a.m. Sunday School & Bible Class, 10 a.m.

UNION CONGREGATIONAL CHURCH

Euclid at 16th-Rev. Paul Lee
Sunday School-9:45 a.m. Worship-11 a.m.

TENTH ST. CHURCH OF CHRIST

10th and Euclid
Sunday Worship-10:30 a.m. Evening-7 p.m. Wednesday Evening-8 p.m.

SIXTH ST. IGLESIA de CRISTO

408 W. Sixth-M.R. Zamorano
Bible Study-9:30 a.m. Worship-10:30 a.m. Evening-8 p.m. Thursday evening-8 p.m.

FRIONA UNITED METHODIST CHURCH

8th and Pierce-Rev. Albert Lindley
Sunday School-9:45 a.m. Worship-11 a.m. MYF-6 p.m. Evening Worship-7 p.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.



FARRS HONORED...Mr. and Mrs. Alton Farr were honored last Sunday by a reception sponsored by the Friona Classroom Teachers Assn. and were presented a lovely watercolor painting on the occasion. The

reception was well attended, and was held in the home of Mr. and Mrs. John R. Cook. Farr is to retire in July from his position as superintendent of schools.

Lisa Taylor Presented In Voice Recital

Eva Miller will present Lisa Taylor in a recital Sunday, May 19 at 2:30 p.m. in the First Baptist Church in Friona. She is a soprano student. Her parents are Mr. and Mrs. George Taylor.

Her guest performers will be the Trebelaires and Dorothy Johnston, on the flute.

Members of the Trebelaires are Pattijon Talley, Pam Veazey, Vicki Pryor, Jeanine Jarboe, Gayla Self, Pam Lindley, Jerri Bengel, Carol Bavousett, Cinda Johnston, Dorothy Johnston and Lisa Edelman.

All friends and interested persons are cordially invited to this recital. A reception will follow in Fellowship Hall.



LISA TAYLOR

Three Area Students Graduate From SPC

A total of 269 students are listed as candidates for graduation this year at South Plains Junior College, Levelland.

Most of the students received either associate degrees or certificates of proficiency during the annual commencement exercises beginning at 10 a.m. Friday, May 10 in Texan Dome. A few of the candidates graduated at the end of the summer session.

Three students from Friona and the surrounding area graduated from South Plains.

Carleen K. Schlenker, daughter of Mr. and Mrs. Carl Schlenker of Friona, earned an

Associate In Arts degree. Patricia J. Nichols received an Associate In Applied Science degree. She is a Computer Information Systems Technology Major. Her parents are Mr. and Mrs. Glen D. Nichols of Friona.

A Lazbuddie graduate, Debralea Jennings, has earned an Associate In Applied Science degree, majoring in Accounting. She is the daughter of Mr. and Mrs. James H. Jennings of the Lazbuddie community.

Featured speaker for the services was Col. Walter H. Baxter III, commander of the 64th Flying Training Wing at Reese Air Force Base.



ROMANTIC—Designer Bill Atkinson creates a cool and fresh look for summer, lavishes it with row after row of evellet embroidered cotton. For Glen of Michigan.

HOSPITAL REPORT

Parmer County Community Hospital

ADMISSIONS—

Charlene White, Friona; Mrs. Conrad Renner and baby boy, Friona; Mrs. Joe Blessing and baby boy, Hereford; Janie Fuentes, Hereford; Annie Scott, Friona; Mary Cabrera, Hereford; William Culbertson, Friona; David Musich, Dimmitt; Mrs. Mike Field and baby boy, Friona; Brenda Bush, Bovina; Mabel DeLong, Friona; Jay Lynn Jarboe, Friona; Mrs. Jimmy Ancira and baby boy, Friona; Larry Smith, Friona; Ruby Wood, Friona; C.T. Douglas, Hereford; Paul Gonzales, Muleshoe; Yolanda Soto, Hereford; Louise Douglas, Bovina; and Lupe Murrillo, Hereford.

Mary Cabrera, William Culbertson, Pablo Martinez, Janie Fuentes, Mrs. Joe Blessing and baby boy, Brenna Lynn Milloy, Mrs. Conrad Renner and baby boy, Mrs. Mike Field and baby boy, Brenda Bush, Nettie Rhinehart and David Musich.

PATIENTS IN HOSPITAL—

Nora Ancira and baby boy, Bessie Boggers, Louise Douglas, C.T. Douglas, Mabel DeLong, Elmer Euler, Paul Gonzales, Jay Jarboe, Lupe Murrillo, D.W. Madison, Yolanda Soto, Larry Smith, Annie Scott, E.E. Taylor and Ruby Wood.

DISMISSALS—

Larry Smith, Dale Gilmore, Charlene White, Geneva Vasquez, Allie Collins, Glee White.

Jimmy Anciras

Have Baby Boy

Mr. and Mrs. Jimmy Ancira became the parents of a baby boy on Monday, May 6.

The baby was born at 12:32 a.m. in Parmer County Community Hospital.

The new arrival was named Santiago Ancira. He weighed seven pounds, three and one-half ounces and was nineteen inches long.

SKYROCKET

People never really understood how easy flying was until they saw their money doing it at the supermarket.

Local Drive Sets Record

Parmer County leaders and volunteers excelled in their local American Cancer Society Drive recently.

They were awarded the "Golden Achievement Award," the Society's highest award.

The local drive collected \$5,196.77 in the surrounding area. Volunteers worked in the Friona, Bovina, Farwell and Lazbuddie communities.

Bill McDavitt, District Executive Director, sent a letter of appreciation to the local leaders. He said, "Parmer County not only excelled their best year by a significant amount but also has earned the American Cancer Society's highest award, the "Golden Achievement Award."

Assistance Offered To County Teachers

A new source of assistance to teachers in Parmer County on school-related problems is now available from the newly established Region I office of the Texas State Teachers Association.

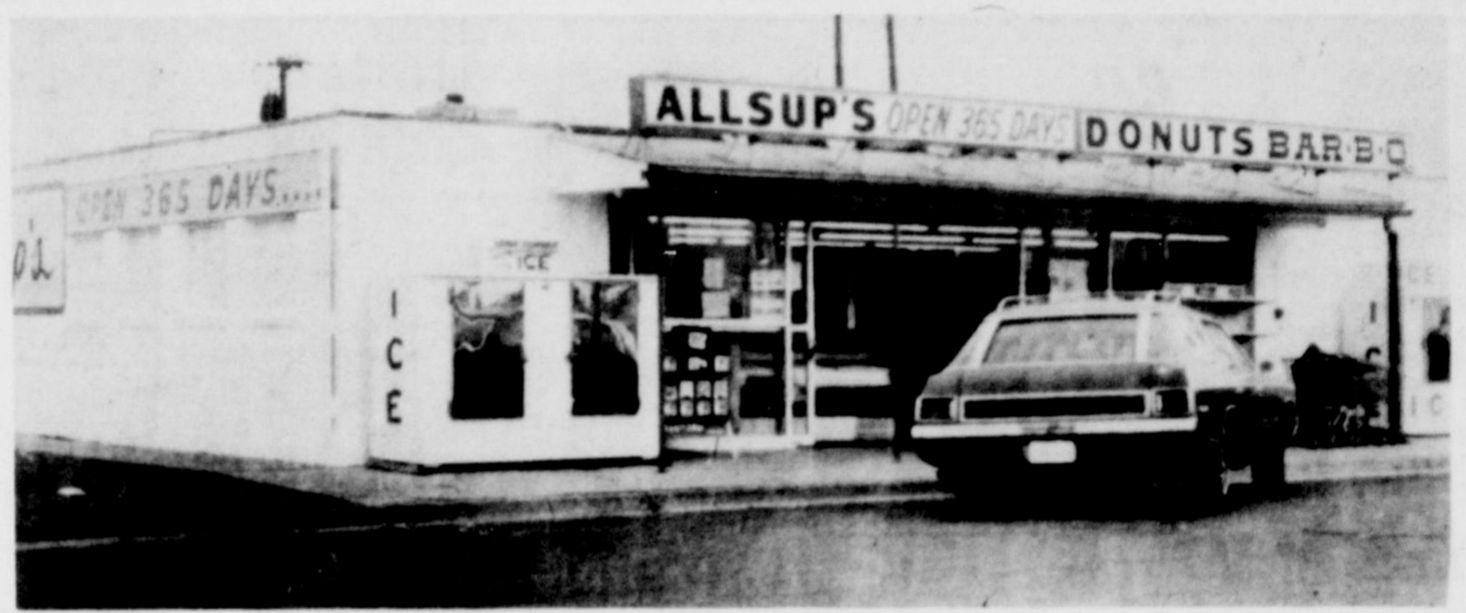
Nine such regional offices have been established by TSTA, to extend services of the Association's state headquarters in Austin.

Parmer County will be served by the regional office at Plainview, with Bill Potts as regional consultant to assist the teachers in the area.

In the past, TSTA field service personnel have operated solely out of the Austin headquarters office. This office will continue to serve members on a statewide basis.

Functions of the local office at Plainview, which will serve a 55-county area, will be to coordinate programs, supply information, help TSTA local associations with member services and benefits and assist in workshops.

"We hope to be able to serve the teachers of Region I on any matter relating to their profession," Potts said. "If we cannot give them the information or service they need, we will refer them to those who can supply it from the Austin headquarters," he said.



SIDE WALK SALE
1/2 PRICE

All Kinds Groceries And Drugs.

Name Brands - Canned Goods, Soup, Etc.

Quality Groceries --

Must Clear These Items. All Are Half Price.



for the **HIGHEST EARNINGS**
on your savings see **HI PLAINS**

NOW EARN **5 1/4 %** ON PASSBOOK SAVINGS PER ANNUM

UP TO **7 1/2 %** ON CERTIFICATES PER ANNUM

Certificates of Savings:

Minimum Maturity	Minimum Balance	Rate
6 Months	\$1,000.00	5.75%
1 Year	1,000.00	6.50%
30 Months (2 1/2 yrs.)	1,000.00	6.75%
4 Years	1,000.00	7.50%

Federal regulations require a substantial interest penalty for early withdrawal on certificate accounts.

HI-PLAINS SAVINGS

and Loan Association

4th & Sampson, Hereford
An Equal Opportunity Lender



COKE'S
2 99 C Plus Dep.
10 Oz. Bottles



- HOT BAR-B-Q DAILY
- DONUTS
- ICEES
- POPCORN
- MONEY ORDERS
- CUBED ICE



NEW STORE HOURS: 6 a.m. Till 12 Midnight

FHS Official Presents Educational Program



MYRA SUE DAY...Mr. and Mrs. Herbert Day are announcing the engagement and approaching marriage of their daughter, Myra Sue, to Timothy Ray Oden. The couple plans to exchange wedding vows on Friday, June 21 in a garden wedding. Both are 1970 graduates of Friona High School and attended North Texas State University in Denton, where she is a spring graduate. Parents of the prospective groom are Mrs. Joana Oden, Dallas and Hugh Oden, of Florida. The couple will make their home in Arlington.

Study Club Hosts Mother's Day Tea

Black Study Club members met Thursday, May 2 in the Fellowship Hall of the Methodist Church for a Mother's Day Tea.

Mrs. Travis Stone welcomed the guests. The opening exercise was a guessing game. Those present guessed the items in a bottle. Mrs. Maggie Tims guessed the items and won the game.

The program was a sing-song. Mrs. Travis Stone led the singing. Mrs. Teddy White accompanied at the piano.

Four poems were read by different club members. Members and the readings they presented were: "Little Girl," by Mrs. Teddy White; "Little Boy," by Mrs. Troy White; "Portrait of a Mother," by Mrs. Charles Hamilton; and "What Is A Family?" by Mrs. Ruby Stone.

Each guest then told how she met her husband.

Punch and cookies were served to those present.

Guests attending the meeting were: Mrs. E.D. Matlock, Mrs. Lucille Collier, Mrs. Maggie Tims, Mrs. Charlie

Turner, Mrs. John Burrow, Mrs. Mable Kesler, Mrs. Ella Dukes, Mrs. Irene Pope, Mrs. Olive Rector and Mrs. T.E. Woods.

Also, Mrs. Rita Agee, Mrs. Ima Coker, Mrs. Walter Lovelace, Mrs. H.A. Hyde, Mrs. Mabelle Hartwell, Mrs. Wesley Hardesty, Mrs. Elma Euler, Mrs. Mable Smith and Mrs. Jim Shaffer.

Club members met and were hosts at a housewarming honoring Mrs. T.J. Presley Friday morning, May 3.

Wesley Barnett was a guest. Club members present and not mentioned above were the honoree, Mrs. T.J. Presley, Mrs. T.A. Kelley, Mrs. Harry Lookingbill, Mrs. Cliff Allmon, Fern Barnett, Mrs. Emma Elmore, Tommy Tatum, Mrs. Gene Wells and Mrs. Charles Hamilton.

Also, Mrs. Helen Fangman, Mrs. Ethel Bengner, Mrs. Glen Hamilton, Mrs. Roscoe Ivie, Mrs. Bill Carthel, Mrs. Alan Hamilton, Mrs. Johnny Mars, Mrs. Dick Rockey and Mrs. Ellis Tatum.

Modern Study Club members met Tuesday, May 7 in Friona Federated Club House.

The theme of the meeting was "Love is...being able to give of yourself."

Irene McFarland, director for the education program, opened the meeting with a prayer.

Mr. Cecil Maddox, Friona High School faculty member, presented the program on "The Now Education." It was an informative program about the vocational courses being offered locally. Distributive Education, ICT and other career education phases were discussed.

"We are not downgrading the academic program; rather we are upgrading it by offering the 'Now Education' courses,"

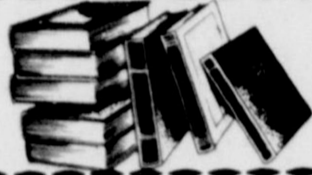
stated Maddox.

Records have been kept on several students for five years after they have taken their courses in high school. The success of the local program is and has been outstanding.

David Hardgrove, a senior in Friona High School, is one of the students in the program. Last weekend he won fourth in the state auto mechanics contest. He is employed by Reeve Chevrolet-Olds in the school's program.

A question and answer session concluded the program. The meeting was closed by repeating the club collect in unison.

Hostesses were Ilene Osborn and Allo Reeve.



LIBRARY CORNER

"In the Presence of Mine Enemies" is the heroic story of a former POW and his wife and the faith that sustained them during the time Captain Howard Rutledge was in the hands of the North Vietnamese.

The book is newly arrived at Friona Public Library and will be of particular interest to those who plan to head Colonel Risner when he speaks in Friona on May 16 at the Junior High Auditorium. Colonel Risner's book, "The Passing of the Night," is also available. Both men were held in the same prison and each mentions the other in his book.

Rutledge parachuted into the hands of the North Vietnamese when his fighter plane exploded under heavy anti-aircraft fire. For seven years he and his wife Phyllis faced the loneliness of separation and the misery of not knowing what might happen.

The captain explicitly recounts his experiences in enemy hands from the moment of his capture by a vengeful group of North Vietnamese villagers to the moment of his release. He describes the repulsive conditions of the prisons where he was held, including the notorious "Hanoi Hilton."

He shares with the reader the things which helped him to endure life—the ingenious communication systems among the prisoners, clever mental exercises and pastimes, deep allegiance to the United States, and a renewed faith in God.

Phyllis Rutledge shares her experiences in five years of

mental anguish not knowing whether her husband was dead or alive; and two years of constant waiting for his return. During this time she coped with the added responsibility and pressure of raising a family and making decisions on her own. She also faced alone the death of her mother and the tragic diving accident which left their teen-age son completely paralyzed. The family emerges with more religious faith than they had known they had.

Read these books and others of your choice. All free to you at Friona Public Library!

Carol Reeve Is Finalist At McMurry

Eight girls have been selected to represent McMurry College in Abilene, Texas, as Totem Beauties for the 1973-74 school year. Carol Reeve, daughter of Mrs. Fay Louise Reeve of 1606 W. 10th, Friona, is among the Beauties.

The contest, sponsored by the yearbook at the college, is an annual event, drawing its contestants from coeds on the campus. Sixteen finalists were chosen this year, and the winners were announced at a college style show on April 30.

A 1973 graduate of Friona High School, Carol is a freshman at McMurry. She is majoring in physical therapy.



SUSAN ELAINE BENTLEY...Mr. and Mrs. Dave Bentley of Friona announce the engagement and approaching marriage of their daughter, Susan Elaine, to Tommy Wayne Walker, son of Mr. and Mrs. Foster Walker of Benton, Texas. The couple plans to exchange wedding vows on Friday, June 7 at the home of the bride.

Louis Lee Receives Scholarship At SPC

The Office of Financial Aids at South Plains College has announced the recipients of Texas State Scholarships for 1974-75.

Scholarships totalling \$200 each (\$100 a semester) have been awarded to 86 freshman and sophomore students for the coming school year, according to Glenn Pounds, financial aids officer at SPC.

Louis Ray Lee of Friona, is among the scholarship recipients.

Scholarships, supported by a

state scholarship fund, are awarded on the basis of recommendations from high school or college teachers that the students can maintain a B average or better while attending college, Pounds said.

Application forms for these scholarships may be obtained at Pounds' office in the SPC Administration Building. In addition to an application, students must provide two letters of recommendation from high school or college teachers.

Outstanding Members Recognized By ESA

The Sigma Upsilon chapter of Epsilon Sigma Alpha held their last business meeting of the 1973-74 club year Tuesday night, May 7 at First State Bank with Award and Installation Ceremonies.

The Jewel Pin ceremony was held to honor two club members. Mrs. Dick Morgan and Mrs. Bill Wallis were the two honorees.

Awards were given to members for outstanding club service. Mrs. Ron Hawkins was presented a charm for "Outstanding ESA'er"; Mrs. Dick Morgan, "Outstanding First Year Member" and Mrs. James Andrews, "Willing Worker."

Lois Norwood, outgoing president, was presented a charm bracelet and charm as an expression of appreciation from the members for an outstanding year.

Installation of officers was held for the incoming officers. Mrs. Ron Hawkins was installed as President; Lois Norwood, vice president; Mrs. Dick Morgan, secretary; Mrs. Bill Wallis, treasurer and Mrs. James Andrews, educational director.

ESA is a women's organization which was founded in Jacksonville, Texas in 1929. It has done much to help and improve communities and towns in which it is affiliated.

The Sigma Upsilon chapter of ESA has sold raffle tickets for a shopping spree in Piggly Wiggly during Maize Days, sponsored the spook carnival in which other clubs and organizations had booths and donated to the Boy Scouts for their new building.

Also, the ESA holds the March of Dimes drive locally. Sigma Upsilon organized and collected \$612.00 for the March of Dimes and they sponsor a class at school as their homeroom mothers and have given them five parties.

They gave a child eyeglasses

this year and the club sponsors two awards that are given every year to the community.

The two awards are the DIANA Award and the Youth Award. The DIANA Award is presented to some outstanding woman in the community and the Youth Award is presented to a young person in Junior High School for his essay on "How I Can Help My Country."

Sigma Upsilon has pledged five new members this year.

Mrs. Marvin Anderson was hostess. Refreshments were served after the closing ritual.

Homemakers

End Club Year

Friona Young Homemakers held their last meeting of the year at the high school cafeteria Thursday, May 2 at 4 p.m.

The program was a "Bring and Brag Session." Members brought crafts and handwork they had completed this year.

Pat Cupell gave the devotional pertaining to Mothers.

The roll call was answered by program suggestions for the 1974-75 meeting year.

Members selected their Little Sister who is Johnnie Walters.

Old business discussed was the school pictures, which were distributed this week.

The "Christmas In May" bazaar held this week in Friona was discussed. Plans for the booth and concession stand were made.

Janet Phipps and Virginia Moyser served the group various homemade breads, coffee and tea.

The group dismissed and will not meet again until next September.

It Is With
Great Sympathy
That We Announce....





That Mike Buchanan Is To Be Bound
To The Holy Grips Of Matrimony On
May 18, 1974.

PAID FOR BY THE ZOO-LOGICAL SOCIETY:
Ronaldo, Crow, Waldo, Baja, Clem, Gandy, Leroy, Magellan, Fred
& Slim

WELCOME TO FRIONA



This week's newcomers are Mr. and Mrs. Turner Austin, who are natives of San Antonio. Austin is associated with Missouri Beef Packers, Inc., in their management training program. Janet is employed at Monsanto Ag Center. The couple lives at the Friona Apartments, number 52, and attend the Congregational Church.

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Friona Band Students Take Local Festival

The Friona Band Festival was held Saturday, May 4 at Friona Junior High School. There were some 500 participants in attendance from Bovina, Farwell, Olton, Texico, Hereford, Plainview and Friona.

The Friona Junior High band (seventh and eighth grades) was named as the outstanding band of the festival. This was the second year in a row for the Junior High band to achieve such an honor.

In solo and ensemble competition Friona band students gained a number of awards. Those receiving a

medal for Division I (superior) performances in solos were:

FIFTH GRADE—Delia Aragon, Jana Brown, Kipi Fleming, Jiselle Malouf, Delinda Shipp, Dana Smith, Diana Wright, Terri Lloyd, Pam Perez, Myra Veazey, Lynn Blackburn, Norma Garza, Cindy Alexander, Susan Anderson, Ricky Vera, Mark Blankenship, Tim Mercer, Mike Schueler and Brent Self.

SIXTH GRADE—Minnie Aragon, Sharla Duggins, Doris Hough, Dana Miller, Detricia Miller, Sylvia Bermea, Janice Coffey, Karen Patterson, Kyle Barnett, Kimber Britting, Alex Garza, Morris Garza, Mike Gowens, Stan Powell, Tera Simpson, Rod Owen, David Porter, David Fleming, Burke Vestal, Scott Fangman and Joel Hight.

SEVENTH AND EIGHTH GRADES—Tracy Horton, Michelle George, Roger Coffey, Robin Martin, Phillip Veazey, Diane Westbrook, Renae Monroe, Fred Garza, Paul Lindley, Alan Monroe, Dan Nazworth, Linda Nelson and Charlene Seale.

Certificates were awarded to the following students who earned a Division II (good) rating:

FIFTH GRADE—Monique Osborn, Sally Perez, Sydonia Tongate, Mark Anthony, Sam Bates, Carlos Garza, Danny Guerra, Becky Jones, Tammy Smith, Maria Villalobos, David Bermea, Cole Fulks, Stacy Gee, Jeff Landrum, Jimmy Menefee, Tommie Nelson, Micah London and Denny Young.

SIXTH GRADE—Shannon Parr, Diana Glover, Joanna Merritt, Brenda Schilling, Angelia Sims, Teresa Cortez, Terry Melugin, Chuck Nichols, Robert Alexander, Sonya Gore, Joe Malouf, Ramon Rodriguez and Pepper Weatherly.

SEVENTH AND EIGHTH GRADES—Tami McMaster, M'Lynda London, Christy McManaman, Sherrie Shavor, Donna Rector, Shirley Milloy, Kim Frye and Lynn Welch.

Division I ratings for ensemble performances went to: Sharla Duggins, Jamie Fulks, Shannon Parr, Diana Gustin, Pam London, Becky

Norwood, Robert Alexander and Tera Simpson.

Also, Burke Vestal, Maria Villanueva, Jimmy Evans, Joe Malouf, David Porter, Ramon Rodriguez, Johnny Cadena, Scott Fangman, Joel Hight and Pepper Weatherly.

Those achieving Division II ratings in ensembles were: Sylvia Bermea, Josie Jaloma, Linda Ruzicka, Janice Coffey, Brenda Schilling, Debbie Taylor, Velma Florez, Joanna Merritt, Angelia Sims, Dean Church, Bret Moore and Monte Rule.

Also, Rory Brito, Chuck Nichols, Rudy Pena, Shae Dodson, David Fleming, Morris Garza, Rod Owen, Milton Dixon, Michael Gowens, Mark Petchinsky, Terry Salas, Tracy Horton, Tami McMaster, Deloris Wyly and Kimberly Beavers.

Also, Sherry Hadley, Janna Reeve, Cindy Chesher, Michelle George, M'Lynda London, Christy Cunningham, Robin Martin, Gary Schueler, Larry White, Bron Euler, Mark Gammon, Park Weatherly and Larry White.

In addition to their solo medals, three Friona students received other honors.

Sharla Duggins was named the "Outstanding Woodwind Soloist," Linda Nelson, the "Outstanding Brass Soloist," and Joel Hight, the "Outstanding Percussion Soloist."

Thirteen bands vied for honors in concert and sight-reading events. The schools are listed below, along with their ratings in the two contests. The results are: Bovina fifth grade—II and II; Texico fifth and sixth grades—III and II; Farwell fifth grade—III and III; Olton sixth grade—I (no sight reading); Friona sixth grade—I and I; Bovina sixth grade—III and III; Farwell sixth grade—III and I.

Also, Plainview Coronado seventh grade—I and II; Plainview Estacado seventh—I and I; Friona seventh grade—I and I; Bovina seventh and eighth grade—III and II; Olton, seventh and eighth grades—I and I; Friona seventh and eighth grades—I and I.



SHERYL ANN McPHERSON...Mr. and Mrs. John R. McPherson of Dumas, announce the engagement and approaching marriage of their daughter, Sheryl Ann, to James H. Bartlett, also of Dumas. Mr. and Mrs. J.R. Bartlett of Dumas are the parents of the prospective bridegroom. The couple will exchange wedding vows on Saturday, June 8 in the Calvary Baptist Church of Dumas.

Jota Eta Chapter Installs Officers

Members of Delta Kappa Gamma met Saturday, May 4 in Plainview for their Founder's Day Dinner at Slaughter Memorial Cafeteria on the Wayland College campus.

Four chapters, including Parmer County's Jota Eta, held a joint dinner meeting with Mrs. Frances Lowrance, Alpha State President, El Paso, as guest speaker and installing officer.

Installed as new officers for the local Jota Eta chapter for 1974-76 were: Fay Reeve, president, Friona; Mary Ba-

vousett, first vice president, Friona; Thelma Coffey, second vice president, Friona; Frances Boling, recording secretary, Farwell; Pat Owen, corresponding secretary, Farwell; Jeanne Moseley, treasurer, Friona; and Marue Snodgrass, parliamentarian, Bovina. Attending the dinner from Parmer county were Marue Snodgrass, Leola Williams, Martha Bates, Mary Bavousett, Wana Brewer, Thelma Coffey, Lois Miller, Jeanne Moseley, Fay Reeve and Carmaleet Truitt.

Vivian Johnson Completes Course

Vivian Johnson of Friona completed her participation in a new Multi-Culture Education Seminar hosted by West Texas State University and the Panhandle Education Service Organization at a banquet on the WTSU campus Monday night, May 6.

The evening's activities included displays prepared by several of the seminar's participants which were designed to improve their instruction on a multi-culture level.

"Culture is a way of life,"

noted seminar instructor and WTSU professor Jack Nance. The course was designed to assist teachers and administrators to plan, organize and develop materials for classes of varying cultures.

The seminar's goals were to enable its participants to assess the needs of students in a multi-culture classroom, make use of the materials already available and create new ones, and integrate varying cultures into a systematic teaching approach and be able to both

plan lessons and evaluate their success.

The participants' tuition and fees were paid for by the seminar's organizers, and they received three hours of college credit. The course will be offered again the second semester of the WTSU summer school term. Those interested should contact Dr. Jack Nance, Coordinator of Human Relations Studies, Dept. of Secondary and Higher Education, WT Station, Canyon, Texas 79016.



Izzy Cordova

Izzy Cordova Accepts Post

Izzy Cordova, a former Friona resident, has accepted an executive position with Foley's of Houston. Foley's is the nation's leader in retailing.

Cordova will begin work on Monday, June 10 as assistant department manager, once completing the executive training program.

He is the son of Mrs. Sara Vera of Friona.

Cordova is a 1970 graduate of Friona High School and a 1974 graduate of Texas Tech University with a Bachelor of Science degree in merchandising.

His wife is the former Sherrie Shelton, daughter of Mr. and Mrs. Tom Shelton of Friona.

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Strawberry, Grape, Lemon-Lime, Cola And Orange Flavor

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ALL BEEF FREEZER PACKS 25 Lbs. \$24.95

PORK & BEEF FREEZER PACKS 25 Lbs. \$23.95 ea.

LEAN GROUND BEEF 89¢ Lb.

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Tenderized STEAK 89¢ Lb.

FAMILY STEAK 69¢ Lb.

WHOLE FORE-QUARTER BEEF 79¢ Lb. Steaks, Ribs, Roasts, Etc.

HALF BEEF 79¢ Lb.

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HE GAVE US SEVEN YEARS OF HIS LIFE!

Hear
Col. Risner
Speak At
The Friona
Junior High Auditorium.....
THURSDAY 8:30 p.m.
MAY 16
NO ADMISSION



EX-VIET POW
ROBINSON RISNER

Col. Risner was an American Prisoner of War in Viet Nam for seven years. His visit to Friona is being sponsored by the PTO. His book 'Passing Of The Night' will be available following his talk May 16, and he will be glad to sign autographs.

EVERY ONE IS INVITED!



You Won't Want To Miss Hearing This Inspiring Talk By Col. Risner.
You Will Come Away With New Meaning For Your Country And
Your life.



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The Brownsabout - Country Crafts - The One & Only

Girls L'il Dribbler Results Are Given

May 3, 1974
PATRIOTS 20, FILLIES 14
 Patriots—Mary Lou Rodriguez 10; Katy Minshew 6; Cindy Brailiff and Kimber Britting 2.
 Fillies—Dana Miller 7; Delia Aragon, Shawna Hadley and Linda Ruzicka 2; Tera Simpson 1.

Becky Norwood 6; Norma Cruz 4; Delinda Shipp and Karen Patterson 2.
 Piperettes—Sharla Duggins, Sylvia Bermea and Lupe Brailiff 4; Myra Veazey, Norma Barlow and Margaret Ramirez 2.

MUSTANGETTES 19, EAGLETTES 16
 Mustangettes—Penny White-side 8; Leticia Rivera 4; Jeanette Reed, Velma Flores and Dora Constanancio 2; Shannon Parr 1.
 Eaglettes—Theresa Bermea 10; Angelia Sims, Sarah Mears and Janie Aragon 2.

May 6, 1974
EAGLETTES 16, PIPERETTES 14
 Eaglettes—Sarah Mears 8; Theresa Bermea 8.
 Piperettes—Lupe Brailiff 6; Myra Veazey, Norma Barlow, Kipi Fleming and Jiselle Malouf 2.

QUEENS 20, PIPERETTES 18
 Queens—Mary Lafuente and

QUEENS 14, FILLIES 8
 Queens—Mary Lafuente 6; Karen Patterson 4; Norma Cruz and Pam Perez 2.
 Fillies—Delia Aragon 4; Dana Miller and Debbie Taylor 2.

MUSTANGETTES 19, PATRIOTS 10
 Mustangettes—Penny White-side 11; Teena Shavor 6; Leticia Rivera 2.
 Patriots—Katy Minshew 6; Mary Lou Rodriguez 4.

Team	Won	Lost
Queens	4	4
Patriots	6	2
Piperettes	3	5
Mustangettes	6	2
Eaglettes	2	6
Fillies	3	5



WRECKED AUTO...Shown is the vehicle driven by Max Zammorano, which collided with a pickup driven by Roger Clayton 8 mile south of Highway 60 on FM 3140

Wednesday. Zammorano pulled into the pickup, from a county dirt road intersection. Both men were treated and released at Parmer County Community Hospital.

Black Resigns Water, Inc. Spot Due To Governor's Appointment

A.L. Black, Friona, appointed to a six-year term on the Texas Water Development Board in March, has resigned as president and a director-at-large of Water, Inc.

George W. McCleskey, Water, Inc.'s first vice president, has taken over the reins of the organization. Black's resignation was accepted "with reluctance" by the Executive Committee at a March 22 meeting in Lubbock. At the meeting, Black said that he felt his continuing in an official capacity with Water, Inc., might interfere with his effectiveness on the state agency board.

Gov. Dolph Briscoe announced in early March that he was appointing Black to replace Marvin Shurbet, Petersburg, whose term expired Dec. 31, 1973.

Shurbet, a Water, Inc., advisory director, had served

on the Water Development Board since it was created. He was a past chairman of the board and was serving as vice chairman when his term expired. Shurbet consistently voted strong support for a water import program for the High Plains.

Black, who was appointed to a six-year term, was one of the organizers of Water, Inc., in 1967 and has served on its board of directors continuously since that time.

He served as first vice president for two years, then was elevated to president at the Annual Membership Meeting in Feb., 1973. He was re-elected to the top post in Feb., 1974.

McCleskey, under provisions of Water, Inc., Bylaws, fills the void left with Black's resignation. He is an attorney, a partner in the Lubbock law firm of Nelson, McCleskey,



A.L. Black

Harriger and Brazil. McCleskey also was one of the founders of Water, Inc., and he too has served on its board since the organization's inception.

BELTED TIRE SALE

GLASS-TRACK BELTED ROAD GUARD 30,000 MILE GUARANTEE!

2 FIBER GLASS BELTS WORK TO RESIST COSTLY PUNCTURE DAMAGE.

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PASSENGER CAR TIRE GUARANTEE
 Montgomery Ward guarantees each of its passenger car tires for a specified number of miles when used on passenger cars or station wagons, except taxis. If your tire does not give you the mileage because of:
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 Montgomery Ward will:
 1. During the first 10% of guaranteed mileage, replace the tire free.
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 Nail punctures repaired free during the entire guaranteed mileage.
 For guarantee service and adjustment, return tire to any Montgomery Ward branch with the Guarantee Booklet issued at the time of sale.
 Charge after first 10% of guaranteed mileage based on selling price in effect at the time of return of branch to which returned, including federal excise tax.
 Passenger tires used on taxicabs, and motor vehicles other than passenger cars are guaranteed on the same basis against defects in materials and workmanship only.

\$9

2ND TIRE

WHEN YOU BUY 1ST A78-13 TBL. BLK. AT REG. PRICE PLUS 1.80 F.E.T. EACH AND TRADE-IN

TUBELESS BLACKWALL SIZE	REPLACES SIZE	REG. PRICE EACH	SALE PRICE 2ND TIRE*	PLUS F.E.T. EACH
A78-13	6.00-13	\$39	\$ 9	1.80
C78-14	6.95-14	\$35	\$12	2.17
E78-14	7.35-14	\$35	\$14	2.37
F78-14	7.75-14	\$37	\$15	2.50
G78-14	8.25-14	\$40	\$16	2.67
H78-14	8.55-14	\$43	\$18	2.94
G78-15	8.25-15	\$41	\$16	2.74
H78-15	8.55-15	\$44	\$18	2.97

*With trade-in tire. With a \$3 more each. †8.15, 78-15 with a \$3 more each.

4-PLY NYLON CORD AIR CUSHION TIRE

14,000 MILE GUARANTEE!

REG. LOW PRICE 4 FOR \$35.80

A78-13 tubeless blackwall plus 1.78 federal excise tax each and trade-in tire.
 Whitewalls available in most sizes \$3 more each.

TUBELESS BLACKWALL SIZE	ALSO FITS	REGULAR LOW PRICE FOUR*	PLUS F.E.T. EACH
A78-13	6.00-13	35.80	1.78
B78-13	6.50-13	43.80	1.83
E78-14	7.35-14	59.80	2.24
F78-14	7.75-14	63.80	2.41
G78-14	8.25-14	67.80	2.55
5.60-15	—	55.80	1.78
G78-15	8.25-15	71.80	2.62
H78-15	8.55-15	75.80	2.62

*With trade-in tire off your car. 3 angles, prices comparably priced.

FAST FREE MOUNTING

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 Correct caster, camber, and toe-in. MOST U.S. A/C Extra. **7.77**

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 Install 5 qts. Heavy Duty oil plus lube. MOST U.S. CARS. **3.47**

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DELUXE BRAKES
 REG. 9.99
 Excellent stopping power! EXCH. Long life, too. **8.44**

OUR REG. 27.98 PORTABLE RAMP
 Rubber feet help prevent slipping. **19.88**

HE GAVE UP SEVEN YEARS OF HIS LIFE FOR US....



You'll want to hear the inspiring talk by Col. Robinson Risner, who was a prisoner in Viet Nam for seven years. He will speak in Friona at the Junior High Auditorium at 8:30 p.m. on Thursday May 16. Don't miss this inspiring message sponsored by the Friona PTO. There will be no admission charge and everyone of all ages is invited.

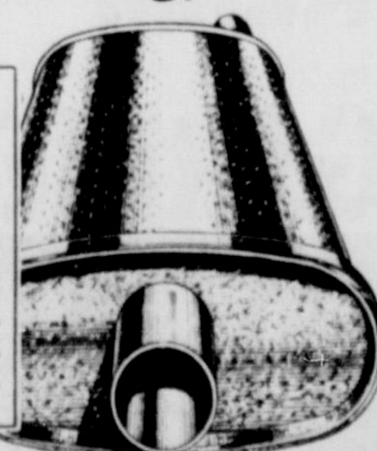
Friona Consumers Is Honored To Salute This Brave Man And The Friona PTO For Sponsoring This Event.

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Made of heavy-gauge steel, Wards Supreme mufflers are designed to take punishment. Guaranteed as long as you own your car. MUFFLER INSTALLED, 14.88

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COMPLETE AUTOMOTIVE SERVICE CENTER



PRESENTS GAVEL...Donny Campbell, left, prepares to receive the president's gavel from Don Gatlin, outgoing president of the Friona Jaycees. Campbell was installed as new president last Saturday evening.

ASCS To Organize Farm Fuel Network

"Parmer County farmers who have been unable to find fuel for agricultural production through regular channels may contact this office," said Prentice Mills, County Executive Director of the Parmer County Agricultural Stabilization and Conservation Service (ASCS). "ASCS and the Federal Energy Office (FEO) will operate a triple-decker back-up system for farmers with fuel problems which cannot be resolved through procedures already available. "The first back-up solves problems quickly and simply. When a farmer comes to the office and reports that his distributor cannot supply fuel, ASCS will attempt to locate a fuel source," Mills added. "We will use the second back-up only when we cannot locate fuel locally," Mills continued. "In back-up two, ASCS will contact either the State Energy Office or the Regional FEO in Dallas. The determination of which office will be contacted is dependent upon the type of problem and where it can best be resolved. The office contacted will then aid in obtaining the necessary fuel for agricultural production. "The third back-up phase provides quick communications with FEO through the National Office," said Mills. In certain serious situations the county office will call the National FEO in Washington, D.C. From there, the information is forwarded to the Regional FEO by the opening of business the next day. The Regional FEO has the responsibility to resolve the farm fuel problem.

Poppy Day Observance Scheduled For May 18

May 18 is Poppy Day 1974 in Friona. On that day, members of the American Legion Auxiliary will be in the public eye offering replicas of the bright red wildflowers which were so prevalent in the fields of France during World Wars I and II. Betty Smith, Poppy Chairman of ALA Unit 206, emphasized that all funds donated for the poppies are directed toward rehabilitation of veterans. Poppies offered by ALA members were made by veterans in veterans hospitals. The poppy was chosen by the ALA in 1921 as the memorial flower of the sacrifice made by men and women for America. Each year, more than 12,000 ALA Units across the nation make poppies available to the public. Each poppy is a double benefit for the veteran since veterans are reimbursed for their production and their families are aided through donations on Poppy Day. Rehabilitation services range from drug abuse clinics to physical therapy. Wild poppies "blooming between the crosses, row on row" in the battle cemeteries of France and Belgium in 1918 constituted nature's tribute to the war dead. Since that time, replicas of the poppy have become a symbol of remembrance for all those giving their lives in defense of America. "The annual Poppy Day will be observed here May 18. Pause to remember and honor our war dead by wearing a poppy," Mrs. Smith said.

Bookmobile Is Coming

The High Plains Bookmobile will be in your area on the following dates: Wednesday, May 15-Needmore, 9-10 a.m.; Stegall, 10:30-11:30 a.m.; Threeway, 12 noon-1 p.m.; and Enochs, 1:30-2:30 p.m. Thursday, May 16-Oklahoma Lane, 9-10 a.m.; Rhea Community, 10:45-11:45 a.m.; Friona #1, 1:1-3:00 p.m.; and Black, 1:45-2:45 p.m. Friday, May 17-Hub, 9-10 a.m.; White's Elevator, 10-11 a.m.; Lazbuddie, 12 noon-1 p.m.; and Clay's Corner, 1:15-2:15 p.m. Saturday, May 18-Farwell, 8:55-11:50 a.m. and Friona #11, 1-4 p.m.

REAPPRAISALS

What this country needs most at present is a revival of faith—faith in our country, but most of all in ourselves.

These Prices Effective Sunday May 12 Thru Saturday
May 18, 1974 At Piggly Wiggly Friona
Plus DOUBLE S & H GREEN STAMPS With \$2.50 Or More Purchase

Smart Mom's Shop

PIGGLY WIGGLY



USDA CHOICE
CHUCK ROAST Lean Blade Cut Lb. **69¢**

Shurfresh
BOLOGNA 1 Lb. **89¢**

1/4 PORK LOIN Family Pack
PORK CHOPS Lb. **88¢**
BACON Glovers Slab Sliced Lb. **79¢**

Gold Medal
BONUS SPECIAL FLOUR **39¢**
With Bonus Book

VELVEETA CHEESE FOOD
2 LB BOX **\$1.59**

Shurfine **TEA BAGS** 100 Ct. Box **\$1.09**

Borden's Orchard
ORANGE DRINK Half Gallon Jug **49¢**

First Step Softening
CRACKERS Lb. Box **34¢**

Mile High #303 Can
CUT GREEN BEANS 4 For **\$1**

Mile High Whole Kernel
GOLDEN CORN 4 For **\$1**
Easy-On
SPRAY STARCH 22 Oz. Can **59¢**

Food King Krinkle Kut
Potatoes Bag **49¢**
Spare Time TURKEY OR
CHICKEN POT PIES 5 For **\$1.00**

COFFEE
1 Lb. Can With Coupon **89¢**

Piggly Wiggly Assorted Flavors
ICE CREAM 1/2 Gal. Carton **89¢**
Parkay Pound Ctn. Quarters
MARGARINE **39¢**



PIGGLY WIGGLY
1 LB. CAN of FOLGERS COFFEE
SPECIAL PRICE WITH THIS COUPON **89¢**
GOOD THRU 5/18

Vine Ripe Long Green
TOMATOES Lb. **29¢**
Mild Sweet
YELLOW ONIONS Lb. **10¢**
California Navel
ORANGES Lb. **29¢**



WV TRUCKS

Buick - GMC - Pontiac
John Orsborn
Buick - GMC - Pontiac
25 Years In Hereford
See Us And SAVE
142 Miles St. - Hereford - Phone 364-0990

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SPECTACULAR Sale!

*Spectacular Selection! Spectacular Savings!
Spectacular Buys for your Family and Home!*

Packaged in attractive canisters!

90 DAY UNCONDITIONAL REPLACEMENT GUARANTEE by Manufacturer!

5th Avenue **PANTY HOSE** Our Low Price **63¢ PAIR**

• *Choice: Sheer Stretch or All Nude*
Smooth, seamless stretch construction gives sleek fit...insures longer wear. Smartest fashion shades. Two sizes to fit 4-ft., 10-in. to 5-ft. 5-in., and 5-ft. 6" and over. Spectacular buy at this low sale price!

Empire® HOT CYCLE

Pedal your way to fun! Durable plastic; cycle is over 3-ft. long with over-sized rear wheels. Bright colors.

10.99

Insulated 1-Gallon PICNIC JUG

Keeps liquids hot or cold. 2-tone foam shell. Pouring spout.

99¢

Plg. of 100—9-in. PAPER PLATES

Stock up now for Summer picnics or snack-time use at home. White.

67¢ PAIR

Plg. of 200 LUNCHEON NAPKINS

Homecrest® I Printed floral pattern. Soft, absorbent.

Our Low Price **47¢**

STEWART® PORTABLE AM RADIO

• *Solid State Circuitry*

Only **9.99**

Jumbo size cabinet with padded grille and shoulder strap — 11-in. high, 6½-in. wide. Built-in AC cord line. Includes four "C" batteries, ear-phone. Exceptional value!

FOSTER GRANT® SUN GLASSES

Selected Sale Specials Only **77¢ EACH**

Special sale selection of smart Foster Grant's sunglasses. Choose from many great-looking styles for men and women...all with impact resistant lenses. Get yours now and save!

30-QT. Styrofoam COOLER

Lightweight, sturdy! 18x12x13-in. size. Molded handles.

99¢

FRUIT SPARKLES HARD CANDY

Crisp fruit flavored candies, individually wrapped for freshness.

13-Oz. Bag **57¢**

3x5-Ft. Outdoor FLAG SET

Includes flag, 6-ft. pole, knob ornament, mounting needs.

2.97

We reserve the right to limit quantities. Special prices effective only during this event while quantities last.

SALE STARTS THURSDAY MORNING

BEN * FRANKLIN®

721 Main Street
Frona, Texas

Relaxing, Fun-Loving Styles
SANDALS

for the family!

Everyone's wearing them! They're lightweight, yet massively fashionable...leather-like, yet made of durable long-wearing vinyl. Selection includes all the favorite styles for mom and children; rugged tire treads for dad. Some with bold hardware trim.

11,12,13



*Men's, Women's
 Sizes Only*

197
 PAIR

**CHILDREN'S
 SIZES 3 to 10**

100
 PAIR

SPECTACULAR SAVINGS!

Summer Special!

4-QT. ICE CREAM FREEZER



PROCTOR-SILEX

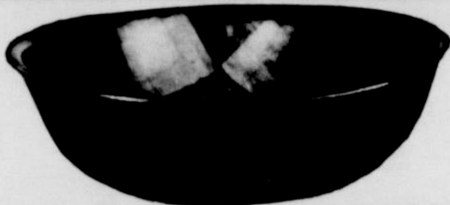


An old-fashioned treat...homemade ice cream! 4-qt. freezer makes it fast and easy, electrically!

Our Low Price

10⁸⁸

25



14-In. PARTY BOWL

Generous size...perfect for snacks, salads, etc. Made of woven Formosa wood. An exceptional value.

Our Low Price

2⁷⁷

26



**HOBBY CRAFT
 UTILITY CLOTHS**

Pkgs. of 2 to 4 dishcloths. Utility or all-purpose cloths with hobby craft instructions.

Choice Only

88¢
 PKG.

4



*Decorative
 Floral
 Bouquets!*

**ASTERS! GERANIUMS!
 DAISIES! ROSES!**

*Your
 Choice
 Only*

1⁷⁷
 EACH

Fill your home with bouquets of flowers now at savings! Realistic and lovely...fresh as outdoors! Lots of flowers on each bouquet, glorious colors, too!

28



**Women's, Juniors
 HIDE-A-SOCKS**

Cotton and stretch nylon. Sanitized. Sizes 6-8 1/2, 9-11.

Now Only **37¢**
 PAIR

8



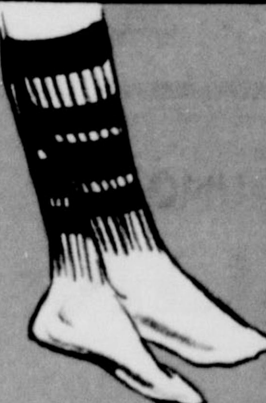
**Women's ACETATE
 NYLON BIKINIS**

Many colors—luster-tones and shadow stripes. Sizes 5 to 10.

Our Low Price

2 FOR 99¢

2



**Beaded Stripe
 TUBE SOCKS**

Cotton and stretch nylon; full terry lined. White only.

Buy, Mom's Size **67¢**
 PAIR

9



**DRAWSTRING
 BEADED BAGS**

Choose from a riot of colors. Large bead highlights.

Now Only **1⁸⁸**

1



**Majesty
 SPARKLE YARNS**

Shimmery, frosted colors in acrylic and nylon, worsted-weight yarn. Machine wash and dry. Easy-knit 4-oz. pull skeins.

Now Only

99¢
 SKEIN

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BARGAINS GALORE!

Lounge Around...Relax...Sun Bathe!

DELUXE PATIO FURNITURE

• Luxury Lounger and Matching Sun Chair

Bright wipe-clean PVC tubing, gleaming metal frames. 24½x12x76-in. multi-position lounger adjusts to 5 positions on each end. Folding sun chair is 31½x22-in. Rich range of match-or-mix colors.

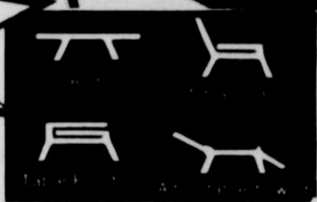


SUN COT

1387

SUN CHAIR

777



Each End Adjusts to 5 Positions!

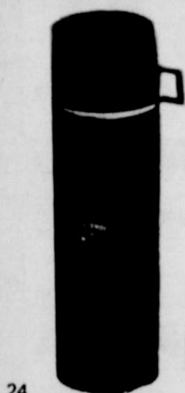
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See 'n Take COVERED CAKE PAN

22-gauge aluminum, see thru seal tight cover. Choice of color.

127



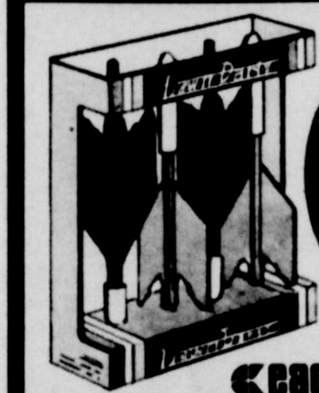
1-QUART VACUUM BOTTLE

Take it along on picnics...anywhere. Cup with handle.

197



24



Keogle

Outdoor Target Game for Adults!

LAWN DARTS

Great backyard fun! includes 4 balanced and weighted darts, 2 target games. Exceptional value!

Now Only 299

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Lil' Squirts!

WATER GUNS

Pick your favorite cartoon character...fill with water and squeeze the trigger. Amazing distance. Each about 6-in. tall.

Only 99¢ EACH

44



WHAM-O

9-in. FRISBEE FLYING SAUCER

Safe, outdoor fun! Special rib design gives amazing precision flights.

Our Low Price 69¢

43



12-IN. DECORATED PLAY BALLS

Big, colorful, safe and lots of fun. Choice of designs.

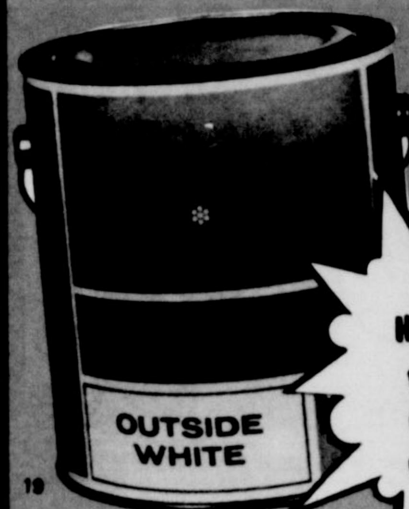
Our Low Price

77¢

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Homecrest® LATEX PAINT SALE!

Finest quality...our own private brand. Exceptional cover power... easily applied with brush or roller. Dries in an hour. Exterior in white only, wall paint in many decorator colors.



EXTERIOR HOUSE PAINT

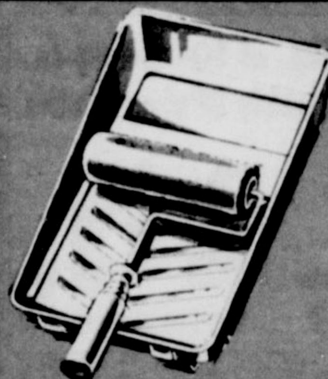
397 GAL



Latex WALL PAINT

297 GAL

17



PAINT ROLLER AND TRAY SET

9-in. roller with pile fabric cover. 16½x11½x2½-in. tray.

Our Low Price

97¢

16



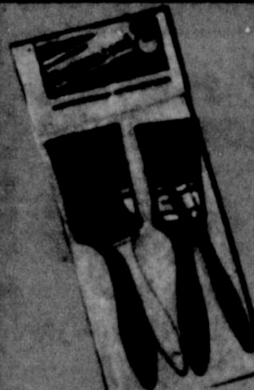
COLORFUL SPRAY ENAMEL

For interior, exterior use. Dries to smooth durable finish.

22-8/16-oz. Size

68¢

18



SET OF 4 PAINT BRUSHES

From 1½ to 2-in. wide. Perfect for touch-ups, small painting jobs.

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78¢

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SPECTACULAR Sale!

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Tinkles Daytime 30's Disposable Diapers
Pinless! TAPE TABS
LIMIT **2** **144**
WITH COUPON

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Good only at BEN FRANKLIN



60-YD. ROLL MASKING TAPE
3/4-in. wide.
LIMIT **3** **33¢**
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Pkg. of 3-Blank CASSETTE TAPES
LIMIT **2** **99¢** PKG.
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Pkg. of 10-24x14-in. Reusable Wiping Cloths
LIMIT **3** **\$1.** PKGS
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Pkg. of 51-PLASTIC FOAM CUPS
6-2/3-oz. size.
LIMIT **2** **38¢**
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25-FT. ROLL ALUMINUM FOIL
12-in. wide.
LIMIT **3** **25¢**
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COUPONS
CLIP AND SAVE!

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13-Oz. STYLE HAIR SPRAY
LIMIT **2** **287¢**
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LIMIT **3** **67¢**
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2-Oz. Coppertone SUNTAN LOTION
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FRILL® SHAMPOO
CHOICE
• 3-oz. Concentrate
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LIMIT **1** **48¢**
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Lolita's® MOUTHWASH
20-Oz. Size
Only
LIMIT **1** **88¢**
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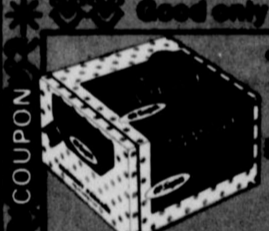
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Crest® TOOTHPASTE
4-Oz. Size
TWIN PACK
LIMIT **1** **99¢**
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TAMP® TAMPONS
Box of 40
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SHOP NOW!
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