



Star Lites

By Bill Ellis

THE FACT THAT Friona lost its game to the Morton Indians here Tuesday was a bitter pill for both the players and their hundreds of fans to swallow.

It wasn't so much the loss as it was the way the loss came about that made the game's outcome so hard to take.

Friona, it appeared, would win the game by ten or 15 points, at several junctures. And if the team could have gotten a basket to fall during the critical third quarter, they probably would have continued with their big lead. But the shot wouldn't fall.

But the Chieftains aren't crying over spilled milk. The district race is a long way from being over, and it's still very possible for Friona to repeat as district champs in the state's toughest class AA district.

Even a loss in Tuesday's game at Dimmitt wouldn't eliminate the Chieftains, but the team needs that one in order to share the first round title.

After their first loss to Morton in December, the team put together a fine 14-game winning streak. If they can do that again, or anywhere close, the team's trip back into the state playoffs would be assured.

And don't bet that they don't do it. This team has a lot of character and pride. More probably than a lot of their fans have.

WE GET CONTINUALLY tired of the TV commentators who harp day in and day out on the recession.

We enjoyed the news item the other day about the town in North Carolina which refused to be included in the recession. "Every day, between 5:30 and 6 p.m., the newscasts tell us we're having a recession, but we're not buying that," the town leaders say.

In fact, their Chamber of Commerce erected a large sign at the town's city limits saying "No Recession Here." Not a bad idea.

CONGRATULATIONS to Gene Strickland on being chosen to the first team all state in football, which was announced this past week.

As far as we know, it's the first time a Friona player ever made the first team all-state, and now Gene has made quite an achievement, having made all-state last year in basketball.

That's what is known in some circles as "versatile."

The FRIONA STAR

Volume 50, Number 16

SUNDAY, JANUARY 26, 1975

15¢ Per Copy

20 Pages

Chamber's Banquet Slated For Monday

Friona's Chamber of Commerce and Agriculture banquet will be held Monday (January 27) at the Community Center.

It will mark the second year for the event to be held in the new Community Center-Showbarn, as last year's banquet helped to inaugurate the new facility, and approximately 600 people attended the affair.

This year's crowd may have trouble topping the number that attended last year, when Chamber officials were shooting for 500, and reached the 600-mark instead.

Those intending to attend the banquet should make provisions for their tickets by Saturday, in order to guarantee a seat. Ticket prices are \$6.50 each.

Chamber officials wanted the tickets to be purchased by Saturday in order to give a number to the caterer, who is K'Bob's Steakhouse of Hereford. Main item on the menu will be 10-ounce T-bone steaks.

Cavett Robert, termed a people motivator, will be the speaker. Robert is expected to deliver a humorous type address, on the order the annual banquet has served up for the past few years.

Five new directors will be installed at the banquet, along with 1975 officers.

Recently elected to serve on the chamber's board of directors were Jerry Brown, Jim Johnston, Gary Cook, Jay Beene and David Lee Carson.

Holdover directors will be George Rushing, Jerry London, Dave Thompson, and Jerry Hinkle.

New officers to be installed are George Rushing, president; Jerry Brown, vice president and Jim Johnston, secretary-treasurer.

(See the special four-page section this week devoted to the Chamber of Commerce and its banquet.)

Also highlighting the banquet will be the naming of Friona's Man of the Year, Woman of the Year, Teacher of the Year, Most Courteous

Employee and Outstanding Young People.

A Mississippi-born lawyer, the banquet speaker has been called "Number one speaker in America in the field of human engineering and motivation."

Robert, internationally-known lecturer and author, was the recipient of the 1972 Toastmasters International Golden Gavel award.

Robert's vast knowledge of sales and human relations is drawn from a wide background of experience. He has sold insurance and real estate and for over 20 years had held sales seminars and conducted courses in sales, human engineering, personal development and management for many of the nation's leading companies.

A native of Starkville, Mississippi,

Robert received the BA degree from the University of Mississippi and a law degree from Washington & Lee University. For several years he was associated with a large New York law firm and later became a member of the New York District Attorney's staff, during the famous racket investigations in that area.

Robert has been a utility executive, director of one of the nation's largest sales organizations and now works full time as a speaker, sales trainer and management consultant.

A member of the "Speakers Associates," Robert is associated with such past local banquet speakers as Dr. Charles Jarvis, Art Holst and "Stuttering Sam" Hunter, who spoke last week at Hereford's Chamber fete.



TWO ARE ALL-STATE....Two members of the Friona High School Band made history this week by being named to the all-state team. Chosen were Julie Johnson, left, daughter of Mr. and Mrs. Leroy Johnson, and Janice Hayes, daughter of Mr. and Mrs. Howard Hayes. The only other FHS bandsman in recent years to make all-state rating was Gary Mingus.

Chiefs Seek Title Tie At Dimmitt Tues.

Still licking their wounds from their first district loss since 1973, the Friona Chieftains will try to salvage a tie for the first half of district play when they visit Dimmitt Tuesday.

A win over the Bobcats in the final game of the first round would throw the first half into a three-way tie among Friona, Dimmitt and Morton, and send the teams into the second half with a "whole new ball game."

A win by Dimmitt Tuesday will give the Bobcats the first half title outright, and give Dimmitt the inside track to the district crown, and clinch at least a spot in the playoffs for the 'Cats.

The unusual thing about the first two encounters between members of the district's "Big Three" is that the

home team has lost both games to date, with Dimmitt winning at Morton, and the Indians winning at Friona. The Chieftains will attempt to keep that streak going for the first half when they invade Dimmitt.

Dimmitt, like Morton, did a tremendous rebuilding job this year. Stripped of every starter by graduation, Coach Kenneth Cleveland has moulded a team that will hit the floor with the same season record as the Chieftains, losing only two games.

The Bobcat losses were to Levelland, 86-84, and to Morton in the Lubbock Caprock tournament, 68-61.

"We have had good workouts since the Morton game, and I think the boys will bounce back. They know

they are better than they showed in the second half of the Morton game, and that they should have won it. I think they'll be ready for Dimmitt," Coach Larry Dyess said late this week.

District 3-AA is being called by some writers the "toughest" class AA district in the state. This is pretty well borne out by the season records of Friona, Dimmitt and Morton, which add up to 65 wins and six losses. Of the six losses, only two have been to teams other than the three themselves.

While the Chieftains are winding up the first half of their district slate, the Squaws will be starting the second round of their District 3-AA schedule. The Squaws met Olton Friday at Olton with a chance to take the first half title with a victory.



GENE STRICKLAND

Strickland On All-State Team For Football

Gene Strickland, senior cornerback on Friona's 1974 football team, landed a spot on the class AA first team all-state football team announced last Sunday by the Texas Sportswriters Association.

Strickland had been a two-way All-District 3-AA selection. He was chosen to the all-state team at defense, thanks to his average of 10 unassisted tackles per game, and seven intercepted passes for the year.

In addition to his interceptions, Gene on two other occasions tipped passes away from receivers near the Chieftain goal. Four of his interceptions were in the end zone, saving that many potential scoring drives in critical situations.

He also did the team's punting, averaging 38.4 yards per kick, and moving the team out of bad field position numerous times.

Strickland's choice is thought to be the first ever for a Friona High School player as a first-team all-state selection. He was the only player from District 3-AA to make a first-team berth. Dimmitt's Robert Mayberry made the second team defense.

Five members of Spearman's state finalist team gained spots on the special team.

Tax Deadline

Residents of the area are facing several tax deadlines this coming Friday, January 31.

Friday will be the last date on which taxes may be paid without penalty, for city property owners, school district property owners, and state and county property owners.



BILL WILSHIRE

Wilshire Is Top Manager For Company

Bill Wilshire, Friona manager for Southwestern Public Service Company, Thursday earned a "Manager-of-the-Year" Award in competition with ten other managers in towns similar in size to Friona.

Cliff Milnar, marketing vice president for Southwestern, presented the award for outstanding sales performance to Wilshire at a division sales meeting in Amarillo. A trash compactor was also presented to Wilshire as part of the honor.

Friona earned two first place positions, made quota, or better, in 12 of 14 areas of sales competition, and earned more judging points than any of the other ten towns in the group to bring the award to Wilshire.

Shoplifter Has Bad Experience

Crime doesn't pay. That's what a 28-year-old Friona man must have learned Tuesday, when he was caught in the act of shoplifting at Allsup's Convenience Store.

Patrolman Bob Green had just pulled up to the front of the store when he saw Victorino Monarres take a \$1.05 package of razor blades from a display and walk out of the store. Green arrested Monarres on the spot.

The man was charged with theft under \$5.00 in Friona municipal court. He pleaded guilty and was fined \$25.00 plus \$2.50 court costs by City Judge Thelma Jones.

GRAND OPENING SET

Perry's Chain Opens 118th Store Locally

Perry's Variety Store Chain, which now operates 118 stores in Texas, Arkansas, and Louisiana, has opened a store in Friona.

Originally scheduled to open the first part of February, the chain beat the schedule by a week. A giant "Grand Opening" sale is being announced for this week elsewhere in this issue.

Perry's home office is in Lufkin, where the chain had its beginning. Lufkin also houses the Perry's warehouse which serves all 118 stores. Due to the vast store expansions, the warehouse has been enlarged from its previous 95,000 square feet to 150,000 square feet of space.

To speed the delivery of merchandise from the warehouse to the stores, Perry's now maintains and operates a large fleet of trucks. A small amount of cash, hard work and faith in the future was the beginning of Perry Brothers, Inc. 60 years ago.

In 1894, the five Perry brothers, with their parents and three sisters, traveled from Mississippi to Lufkin, Texas, in a covered wagon pulled by mules. It took six weeks to make the hazardous journey as much trouble was encountered on the way.

A busted wagon wheel, a sick mule and a short supply of food added to their troubles. When they arrived in Lufkin, the five brothers were very small and none of them owned a pair of shoes. Their best dress was a clean pair of overalls.

The Perry children were taught the value of a dollar from the very beginning. They were taught that hard work was no sin and that any

money they received must be from an honest day's work.

Perry's purchased their first store in 1914. Frank Perry was working for Newton's five and ten cent store in Lufkin. Mr. Newton became ill and offered to sell his Center store to the Perry brothers. The boys raised \$500 in cash and with the help of some borrowed money, they purchased the store, thus beginning a five-brother partnership in a 25x70 foot "nickel" store in Center, Texas.

Frank Perry and his wife remained in Center to manage and operate the store, with the other four brothers working on nights, weekends and holidays. The following year Mr. Newton's health failed completely and he sold the Lufkin store to the Perry Brothers. In the years immediately following, the opportunity to open stores in Carthage, Nacogdoches, and Navasota was accepted. The first goal of

the brothers was to have a store for each.

The goal was reached in 1918 and the company operated as a partnership. As additional stores were opened and the need for additional personnel became greater, the company was incorporated in 1924 with general offices in Lufkin. From the start, Perry Brothers believed their investments in new or additional stores should be made in

(Continued on Page 11)



NEW STORE....The exterior of the new Perry's store, which opened on Friona's North Main Street Friday morning, is shown above. Perry's has completely re-modeled the building, which formerly housed Piggly Wiggly super market, and installed carpet. The store kicked off a grand opening sale, advertised on Pages 8-9.



SCHOOL LUNCH MENU

Week of January 27-31
MONDAY—soup and chili, crackers, cookies, sandwiches and milk.
TUESDAY—fish, buttered corn, hot rolls-butter, green beans, banana pudding, tarter sauce and milk.
WEDNESDAY—frito pie, pinto beans, cornbread-butter, lettuce and tomato salad, peach halves and chocolate milk.
THURSDAY—barbecued chicken, mashed potatoes, hot rolls-butter, English peas, chocolate cake and milk.
FRIDAY—hot dogs, apple brownies, French fries, baked beans, catsup and milk.

The FRIONA ★ STAR

Founded In 1925 By John W. White

Published Every Sunday at 916 Main Street
 Friona, Texas 79035

Member, Texas Press Association; Member, Panhandle Press Association; Member, West Texas Press Association.

Prize-winning newspaper, Panhandle Press Association: 1937, 1958, 1959, 1960, 1961, 1963, 1964, 1965, 1966, 1967, 1968, 1969, 1970, 1971, 1972, 1973, 1974. Prize-winner in Texas Press Association, 1959, 1960, 1962, 1963, 1964, 1965, 1966, 1968, 1969, 1970, 1974. Prize-winner in West Texas Press Association, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1968, 1969, 1970, 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, 1962, 1963, 1968. Community Service Award, West Texas Chamber of Commerce, 1970 (WTPA) and 1972 (PPA).

Second class postage paid at Friona, Texas, 79035.

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



Bill Ellis, Editor & Publisher

Laura Nell Coffey, Bookkeeper

Vickie Copley, Back-Shop Foreman



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9th & Main

Friona Flashbacks

.....from the files of The Friona Star

45 YEARS AGO—JANUARY 31, 1930

Weather in the vicinity of Friona for the past three weeks has been decidedly winterish. In fact, it has been claimed to be the coldest we have had since the winter of the big snow about ten years ago. Sometime during the night of January 16, the wind whisked to the north, becoming very cold and blowing fiercely. This continued throughout the day Friday, with some flying thickly part of the day, and during the night on Friday some thermometers in Friona registered as low as 14 degrees below zero.

40 YEARS AGO—FEBRUARY 1, 1935

At the regular meeting of the County Commissioners Court at Farwell Monday, one of the items of business attended to was the provision of the court to pay a bounty of two cents a head for all jackrabbits killed within the county during the period of February 1 to February 16. This action was taken in an effort to so decrease the number of rabbits in the county that they will cease to be a menace to the growing crops.

35 YEARS AGO—FEBRUARY 2, 1940

The local Chamber of Commerce elected officers to serve the organization for the coming year at its meeting last Friday night. J.A. Blackwell was re-elected as president, Ray Landrum is vice-president, Dan Ethridge is secretary and Lloyd Brewer is treasurer.

30 YEARS AGO—FEBRUARY 2, 1945

A machine has been invented and a working model of it now being built in Friona which will solve the problem of man shortage in the handling of threshed grain on the farm. Roscoe Parr is the inventor of the machine, a diagram of which is already filed with the U.S. Patent Office along with an application for a patent.

25 YEARS AGO—JANUARY 27, 1950

Political announcements carried in the Star included A.D. Smith, for re-election as County Judge; W.L. Edelman as his opponent; Loyde A. Brewer as county assessor-collector; Charles Lovelace for sheriff and tax assessor-collector and Emmett Day, for re-election as county commissioner.

20 YEARS AGO—JANUARY 28, 1955

Fifty-four irrigation well permits have been issued at the local water committee office during the last two weeks, Secretary Raymond Euler stated today. Considerable land sales activity is reported by the real estate dealers, the irrigation of course being a major factor in both rapid sales and higher price.

15 YEARS AGO—JANUARY 28, 1960

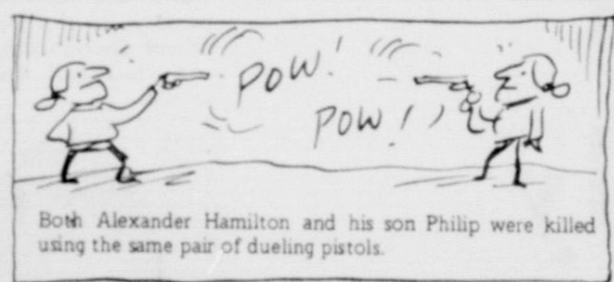
Maynard Greeson of the Friona Future Farmers of America chapter showed the grand champion barrow at the Hereford Junior Livestock Show this past weekend. Two more Friona boys, Larry Potts and Floyd Reeve, also received honors in the swine division of the show, Potts' barrow taking first in the light Hampshire class and Reeve's animal second in the heavy cross-bred class.

10 YEARS AGO—JANUARY 28, 1965

G.S. Looper, escaped injury Tuesday morning when the pick-up truck he was driving was struck by a west-bound freight train at the crossing on South Main Street in Friona. Looper, an employee of Kendrick Oil Co., said his brakes locked and the pickup skidded on the ice which had accumulated from the previous night's snow. The vehicle skidded through the wooden warning arm and into the path of the train, almost clearing before being struck on the left rear and spun completely around by the impact.

5 YEARS AGO—JANUARY 29, 1970

Contract has been awarded for the 60-unit apartment project to be built at 1300 Walnut Street in Friona. High Plains Building Co. of Amarillo is the general contractor, and hopes to be on the site in the next three weeks. Completion of the project is expected to require some nine months. When the work is in full swing, there will be between 60 and 90 people employed on the project, according to K.S. (Bud) Reynolds, a spokesman for the contracting firm.



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WELCOME TO FRIONA



A recent newcomer to Friona is Peter F. Pinon, 21, a native of Roswell, N.M. Pinon is pastor of Friona's newest church, La Hermosa Assembly of God Mission, which is located at 903 Washington. A graduate of Hereford High School and the Assemblies of God College at Matamores, Mexico, Pinon is single and lives at the Friona Apartments, Number 14.

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THE FRIONA ★ **STAR**

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Linda Williams serves as Secretary to the Installment Loan Department at Friona State Bank....a position which she has held for a year and a half. At home, Linda is Mrs. Dale Williams. The Williamses have two daughters, Tammy, age 15 and Shelli, age 10. In her spare time, Linda enjoys sewing for the girls, reading and water skiing. The family attends church at Friona First Baptist. Linda's smiling face is an asset to the Bank and to the Bank's customers....because with her, "People really do come first!"

FRIONA STATE BANK

Putting People First makes you Number ONE with us and that's pretty important to all concerned.

Putting People First makes you Number ONE with us and that's pretty important to all concerned.

Putting People First makes you Number ONE with us and that's pretty important to all concerned.

Gober Elected To Dist. Board

A.W. Gober of Farwell, recently elected to his second two-year term on the Board of Directors of the High Plains Underground Water Conservation District No. 1, was re-elected secretary-treasurer of the board at their January 20 meeting. Gober will serve for the year 1975 to 1976.

The other four members of the board also elected Ray Kitten of Slaton as president and Webb Gober of Farwell, secretary-treasurer.

In other action the directors canvassed the votes from the January 14 election and officially declared two directors and 14 county committeemen as winners in that election. Gober represents director's precinct 3 (Bailey, Castro and Parmer Counties).

Billy Wayne Sisson of Hereford was re-elected to a third term as director for precinct 4 (Armstrong, Deaf Smith, Potter and Randall Counties).

Jaycee-Ettes In Anniversary Tea

The Friona Jaycee-ettes held an anniversary tea on Sunday, January 12, on the occasion of the second anniversary of the Friona club.

Inclement weather held the attendance down to six Jaycee-ette members from Friona and two from Hereford.

At a regular meeting of the club on Thursday, January 23, plans for the Jaycee-ettes' annual Valentine raffle were made.

Club members will sell tickets on a giant box of chocolates plus \$10 in cash.

Court House Notes

Instrument Report Ending January 10, 1975 in County Clerk Office, Bonnie Warren, County Clerk

OGL, Lloyd Earl Lust, et al, Cities Service Oil Co., E½ Sec. 36, Blk. H, Kelly

OGL, Elizabeth S. Holmes, Cities Service Oil Co., Part Sec. 16, 17, 20, 21, 28, 33, 19, Doud & Keefer

WD, C.M. Phipps, Charlie Phipps, 15.027 ac. of SW¼ Sec. 1, 37.6 ac. of S½ Sec. 1, T3S;R3E

ML, W. Doyle Elliott, Jake Diel Dirt & Paving, lot 11, 12, Blk. 21, Friona

WD, L.W. Loafman, Billy Loafman, Part of SW¼ Sec. 19, T4S;R4E

WD, Loyd A. Shackelford, Richard J. Zinser, Part Sec. 21, Blk. B, Millet

WD, Richard J. Zinser, Tommy Tatum, Part Sec. 21, Blk. B, Millet

WD, Wilbur Charles, Harry J. Charles, NW¼ & E½NE¼ Sec. 36, Blk. B, Synd.

WD, Wilbur Charles, Ellen Marie Estes, und. int. in part Sec. 29, Blk. B, Synd.

WD, Wilbur Charles, Ellen Marie Estes, div. int. in part Sec. 29, Blk. B, Synd.

WD, Wilbur Charles, Mary E. Kaminski, NE¼ Sec. 6, T6S;R3E

WD, First Fed. Sav. & Loan, Johnny Martinez, lot 2, Blk. 59, Bovina

WD, Lee Spring, Higinio B. Guerra, Jr., E½ lots 7 and 8, Blk. 9, McMillen & Ferguson Add., Friona

OGL, Alice Hinkson McKeag, Adele Frost, SE¼ & N½ of SW¼ Sec. 25, SE¼ Sec. 35, D & K, Sub.

OGL, Helen Hinkson Larson, Adele Frost, W½ of Sec. 26, D & K

OGL, Helen Hinkson Larson, Adele Frost, N½ Sec. 25, D & K

OGL, Helen Hinkson Larson, Adele Frost, NE¼ & SE¼ Sec. 27, D & K

OGL, Preston Hinkson, Adele Frost, S½ of SW¼

Sec. 25, W½ of Sec. 35, D & K

OGL, Keith Hinkson, Adele Frost, NE¼ Sec. 34, W½ Sec. 27, D & K

OGL, J.D. Carpenter, Jr., Adele Frost, N 2-3 of W½ Sec. 86, Blk. H, Kelly Sub.

OGL, H.W. Carpenter, Adele Frost, N 2-3 of E½ (exc. 5.0 ac. out NE-cor. of NE¼) Sec. 85, Blk. H, Kelly

OGL, H.W. Carpenter, Adele Frost, 5.0 ac. in NE-cor. of NE¼ Sec. 85, Blk. H, Kelly

OGL, T.L. Gleason, Adele Frost, NW¼ & E½ of Sec. 98, Blk. H, Kelly

OGL, George G. Johnson, Adele Frost, SE¼ Sec. 87, Blk. H, Kelly

OGL, James H. Jennings, Adele Frost, SE¼ Sec. 36, D & K

OGL, James H. Jennings, James H. Frost, NW¼ Sec. 101, Blk. H, Kelly

OGL, Gordon Duncan, Adele Frost, E½ Sec. 96, Blk. H, Kelly

OGL, Gordon Duncan, Adele Frost, W½ Sec. 5, Blk. W, Warren

OGL, Maudie Carpenter Blomshield, Adele Frost, E½ Sec. 99, Blk. H, Kelly

OGL, E.W. Johnson, Adele Frost, W½ Sec. 87, Blk. H, Kelly

OGL, Finis Jennings, Adele Frost, SW¼ & S½ of NW¼ Sec. 85, Blk. H, Kelly

OGL, Finis Jennings, Adele Frost, NE¼ & N 120 ac. of NW¼ Sec. 36, D & K

OGL, Finis Jennings, Adele Frost, N 210.0 ac. of E 420.0 ac. Sec. 100, Blk. H, Kelly

OGL, Mary Marie Wright, Adele Frost, S 1-3 of Sec. 102, Blk. H, Kelly

OGL, Franke Black, Adele Frost, W½ of SW¼ Sec. 2, Blk. W, Warren, Sub.

OGL, S.D. Clements, Adele Frost, S 100.00 ac. of E 230 ac. Sec. 39, D & K

OGL, Luella Surguine, Adele Frost, W 90.0 ac. of NE¼ Sec. 1, Blk. W, Warren, Sub.

OGL, Bruegel Bro., Cities Service Oil Co., E½ Sec. 15, Kelly Sub. Blk. H

OGL, Bruegel Bro., Cities Service Oil Co., E½ Sec. 15, Kelly Sub. Blk. H

OGL, Carl Bruegel, Cities Service Oil Co., W½ Sec. 16, Kelly Sub. Blk. H

ML, Claude B. Watkins, Doyce Turner, SE¼ Sec. 10 & N 40 ac. of NE¼ Sec. 15, T14S;R3E

WD, J.B. Snead, Ranza B. Boggess, S 181.1 ac. tract 1 Keliehor of Gregg County School lands

WD, R.E. Snead, et al, Jack Moseley, tract 12 of Keliehor Sub.

WD, M.C. Kelly, Ranza B. Boggess, Jr., N½ of Sec. 3, Blk. C, Rhea Bro.

WD, Clarence E. Schlenker, et al, Jack Moseley, N½ Sec. 18, Blk. A, Rhea Bro.

WD, Gary Murphree, R.V. Lunday, N 62.5 ft. lot 41, Blk. 1, Western Add. Friona

WD, Earl L. Hibdon, Edgar Walters, tract out of SE-cor. Sec. 12, T6S;R3E

WD, Glenn E. Goggans, Darla Goggans, Middle 80 ft. lot 4, Blk. 3, Welch Ac. Add. Unit No. 1, Friona

WD, John H. Dunbar, Charles L. Saylor, Middle 80 ft. lot 4, Blk. 3, Welch Ac. Add. Unit No. 1, Friona

WD, Union Congregational Church, Quentin W. Aday, E½ lots 13 thru 18, Blk. 64, OT Friona

WD, Clyde Watson, Harry P. Hamilton, NE¼ Sec. 34, T3S;R3E.

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CANDY SALE PANTRY PACK
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FROZEN FOOD SPECIALS
Shurfresh **ORANGE JUICE** 12 Oz. **39¢**

Morton's **PIE SHELLS** 2 Pk. **51¢**

Ore **TATER TOTS** 2 Lb. Bag **73¢**

BETTER BUYS ON fine Meats
Hickory Smoked Chuck Wagon **BACON** 2 Lb. Pkg. **\$1.98**

Kraft **LONGHORN CHEESE** Lb. **\$1.19**

Shurfresh **FRANKS** 12 Oz. Pkg. **59¢** Each

Swift's Proten Beef

Blade Cut **CHUCK ROAST** Lb. **69¢**

Swift's Proten **CLUB STEAK** Lb. **\$1.19**

Swift's Proten Top Cut **SIRLOIN STEAK** Lb. **\$1.29**

SMOKED HAMS Half or Whole Lb. **89¢**

PRODUCE Savings
California **TANGERINES** Lb. **19¢**

California **LEMONS** Doz. **88¢**

U. S. No. 1 **CABBAGE** Lb. **10¢**

Del Monte **FRUIT COCKTAIL** No. 303 can **2/89¢**

1 Gal. Prestone **ANTI-FREEZE** While It Last **\$3.89**

Pace **PICANTE SAUCE** 8 Oz. **39¢**

Lucky Leaf **CHERRY PIE MIX** No. 2 can **69¢**

Jergens **HAND LOTION** 15 Oz. **\$1.23**

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Reader Ads...First insertion, per word .8 cents
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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.

Lose weight with New Shape Tablets and Hydrex Water Pills. At Bi-Wize Rexall Drug. 16-5tp

NOW.....In Friona. You can come direct to us and discuss a mortgage loan, or a home improvement loan. Let us visit with you on any financial question you might have. Tri-County Savings & Loan, 106 West Ninth, Friona. 16-tfnc

WANTED

Bookkeeper-Typist, would like full or part-time work. Call 225-4453. 16-1tp

PETS

FOR SALE....Two Labrador retrievers. Make good pets. Can be trained. Call 295-3182. 14-3tc

GIVE AWAY....Part Collie puppy, 8 months old. Call 247-3753. 15-2tc

LOANS ARE NOW AVAILABLE LESS THAN RENT

Four bedroom-two bath home. Down payment only \$1500.00. Monthly payment (principal and interest) just \$62.65.

READY FOR OCCUPANCY

You could own this three bedroom-two bath (1,425 sq. ft.) home for less than \$110 per month (principal and interest).

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Remember the days of 5 1/2% per cent interest? If you do, you don't have to worry about the draft (if we had one). Even if you refinanced this home, which is located on one of Friona's best neighborhoods, your monthly payment (principal and interest) would only be \$132.00.

FREE

You are entitled to a free Notary Public service with this advertisement. Come in to see us today—we enjoy your company and hope you like ours.

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 102 E. 11th 247-2745
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 COMPLETE REAL ESTATE SERVICE

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Needlepoint & Supplies Still Stocked at ALLEN'S JEWELRY 3-tfnc

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Make the most distinctive gift for any occasion.....

*Birthdays
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 *Anniversaries
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Oils by Carol Ellis at the Star Art Gallery, 916 Main. New paintings every week. most priced under \$10.00. 51-tfnc

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FOR SALE....1969 El Camino. Low mileage. Radio, air conditioner, Michelin tires. See Gaylord Maurer, or call 247-3501. 14-tfnc

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

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EQUITY BUY....For Sale-3 bedroom house with 1 1/4 baths, double car garage, fence. 7 per cent loan. Call 247-3613. 14-4tc

FARM FOR SALE....1/2 section choice irrigated farm located at Lazbuddie. 3-8" wells. Strong water. Call nights 806-272-3848. 15-tfnc

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 Representing
 Rushing Real Estate
 Phone 247-3907
 Res. 247-3266
 Box 1075, Friona, Texas 26-tfnc

NOTICE

NOTICE TO BIDDERS

In compliance with Article 2544, Vernon's Annotated Statutes, notice is hereby given that Parmer County Commissioners at their regular meeting on February 10, 1975, will select a depository bank for Parmer County funds and Parmer County school funds for the next two-year period and invite any and all banking institutions in Parmer County to submit bids to the county judge, at the courthouse, Farwell, Texas, not later than 10 a.m. February 7, 1975 to act as said depository for above stated period.

Given under my hand this 14th day of January, 1975.
 James P. Fortenberry
 County Judge
 Parmer County, Texas 15-2tc

FOR SALE OR RENT

FOR SALE OR RENT....2 bedroom trailer home. Call 265-3319. Raymond Spencer. 16-tfnc

HOUSES FOR RENT

FOR RENT....2-bedroom house behind school in Bovina. First month's rent free to clean-up. Phone 238-1141 or see Charlie Jefferson. 14-4tc

APARTMENTS

Brick, two bedroom-one bath apartments. Carpeted living room and bedrooms. Modern kitchens and fenced backyards. \$125.00 per month, water paid. Call 247-2745. 10-tfnc

FREEZONE IS FOR CORNS THAT HURT.

AGONIZING PAIN FROM INGROWN TOENAIL?

Get Outgro for fast relief

Why fool around with painful corns, when Freezone can help you remove them. Try it. You'll see. In just days, the corn will be gone...the hurt will be gone. Painlessly. No dangerous cutting. No ugly pads or plasters. Drop on Freezone—take off corns.

Why suffer the agony of ingrown toenail pain when Outgro can give you fast, temporary relief? Outgro softens irritated skin, eases inflammation, reduces swelling without affecting the shape, growth or position of the nail. Outgro gives you fast pain relief, and makes it easier to cut out the nail—cut out the pain caused by ingrown toenail. Stop ingrown nail pain fast with Outgro.

freezone
 REMOVES CORNS AND CALLUSES

ANY 9 to 12th-grade student interested in touring Europe for 30 days this summer with the Randy Farris are invited to a meeting in the high school cafeteria on Sunday, February 2, 1975, at 2 p.m. 16-2tc

CHILISUPPER

You are invited to a chili and stew supper Friday, January 31. High School Cafeteria. 4:30-8:30 \$1.50 adults, \$1 students. Sponsored by Chieftain Parents. Benefits Athletic Banquet. 16-1tc

FOR SALE

FOR SALE....Shop equipment. Everything needed for mechanic work. Building for lease. See Hazel Guinn at Bi-Wize Drug, or call 247-2883 after 7 p.m. 13-tfnc

FOR SALE....Baling wire \$33.50 per roll. 16" well casing, 1/4" wall, new. \$12.50 per foot. Farwell Pipe and Iron. Farwell, Texas. Call 481-3287. 7-tfnc

FOR SALE....Stack of well-built panels. 12" long, made of 1 1/4" square tubing and 3/4" pipe. Call 247-3057. 13-4tc

FOR SALE....one Dearborn heater, 35000 BTU, good used 3 piece living room suite and three tables. Call 295-6724. 15-tfnc

FOR SALE....Pool table with set of balls and 6 cues, \$125.00. Black vinyl recliner, \$60.00, in good condition. Call 265-3505. 15-tfnc

FOR SALE....New Whirlpool refrigerator with ice maker and non-smudge finish. Call Murphree Texaco or 247-3820. 16-tfnc

Legal Notice

NOTICE TO ALL PERSONS HAVING CLAIMS AGAINST THE ESTATE OF OTIS EDWARD MASSEY, DECEASED

Notice is hereby given that original letters Testamentary for the Estate of Otis Edward Massey, were issued on January 20, 1975, in Cause No. 1285, pending in the County Court of Parmer County, Texas, to: The Amarillo National Bank. The residence of such executor, the Amarillo National Bank, is Potter County, Texas. The post office address is: Amarillo National Bank P.O. Box 1611 Amarillo, Texas 79181 All persons having claims against this estate which is currently being administered are required to present them within the time and in the manner prescribed by law. DATED the 20th day of January, 1975. Respectfully submitted, Stokes, Carnahan & Fields 1002 Amarillo National Bank Bldg. Amarillo, Texas 79101 Attorneys For Estate Of Otis Edward Massey

SCS Report

At the last Parmer County Soil and Water Conservation District meeting, the directors were brought up-to-date on the Running Water Draw Watershed Project.

Herb Evans with the Soil Conservation Service at Friona reported that the Clovis dam site that has been under construction for several months was twenty eight percent complete. This was considered good progress because of the fall rains slowing construction.

Evans also reported that the contract had been let for seedbed preparation for the Bovina site. The seedbed preparation for grass seeding consists of chiseling and applying of a cotton burr mulch.

At press time the contractor was on the job chiseling the dam site and has started applying the cotton burrs. This job is being watched by SCS personnel throughout the state because this is the first time that cotton burrs have been used as a much for grass seeding on a dam site.

BUSINESS DIRECTORY

ADAMS DRILLING CO., INC.
 WATER WELL DRILLING
 Layne Pumps, Inc. Pump & Gear
 Zimmatic Sprinklers Head Repairs
 Sales & Service All Makes
 -Dial 247-2731
 Friona, Texas

HELP WANTED

Need extra income to beat the inflation crunch?

You can earn extra income and still hold on to your present position or you can make this a full time job. You'll be associated with one of the world's largest retail organizations-

AMARILLO NATIONAL BANK
 114 Park Ave.
 Hereford, Texas
 Call now and ask about our Sales Representative Program.
 Phone 364-5801
 Ask for Sam Nelson 16-1tc

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 BIG NICK Bovina (806) 238-4861 11-6tc

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CLOVIS HEARING AID CENTER
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 Call now and ask about our Sales Representative Program.
 Phone 364-5801
 Ask for Sam Nelson 16-1tc

Wanted

Bookkeeper-Typist, would like full or part-time work. Call 225-4453. 16-1tp

PETS

FOR SALE....Two Labrador retrievers. Make good pets. Can be trained. Call 295-3182. 14-3tc

GIVE AWAY....Part Collie puppy, 8 months old. Call 247-3753. 15-2tc

J.B. SUDDERTH REALTY
 904 Third St. Box 627
 Farwell, Texas
 Ph. 481-3288 or
 505/763-5575 Unit 5408

WE NEED NEW LISTINGS NOW

NOTICE--- HOME LOAN Money Now Available

640 A. Irrigated, 4 wells, corrals and cattle feeding equipment, house, barn, etc. Near Friona. + + + +

726 Acres, 5 wells, 2 houses, 2 quonsets. Rhea Community. + + + +

640 A., three 3-inch wells, west of Friona. 280 A. farmland, balance in grass. + + + +

320 A., three wells, 2 miles southeast of Farwell. + + + +

280 A., five wells, well-improved on highway, five miles west of Muleshoe. + + + +

170 A., one well, nearly perfect, near Bovina. + + + +

160 A., irrigated, well-improved, near Muleshoe. + + + +

245 A., two wells, sprinklers, west of Muleshoe. + + + +

245 A., two wells, sprinklers, west of Muleshoe. + + + +

200 A., lays good, irrigated, alfalfa and sprinklers, touches Farwell city limits. + + + +

160 A. irrigated, three miles southeast of Farwell. + + + +

320 A., dryland, in head perfect. Beautiful wheat. 1-3 goes, north west of Bovina.

J.B. SUDDERTH REALTY 23-tfnc

THE MOST DISTINCTIVE GIFT FOR ANY OCCASION...
Original Oil Paintings In Miniature
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 * Water Colors
 * Baby Quilts

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 Reasonable Prices

Hicks Plumbing, Heating & Air Conditioning
 Financing Available Free Estimates
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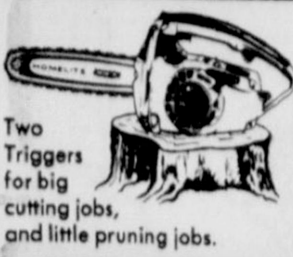
payne forced air heating with...
 the exclusive coated heating element that protects against rust-out! Burn-out! Matchless in performance, installed expertly to provide complete comfort... save you money... by

We are handling the manure fertilizer for Friona Feed Yard and Paco Feed Yard. Call us at 247-3648 or Mobil Unit 265-3698. Call and let's get acquainted.

BERMEA BROTHERS 12-5tp

VALLEY SELF PROPELLED CENTER PIVOT SPRINKLERS
 * INEXPENSIVE
 * PRACTICAL
 * AVAILABLE NOW
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GET THE FACTS, GO VALLEY
CALL: GARY VICTOR AVI Inc.
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with a
HOMELITE
XL-2 CHAIN SAW



ONLY \$129.95
with
12" bar & chain

REC Names New Assistant Mgr.

Deaf Smith Electric Co-operative has begun a new year with some new faces in new places, and with high anticipation for progress in 1975.

Upon the retirement of Sam Morgan, executive assistant, a big job was left to be filled in overseeing the entire operation of the Cooperative.

Working under Manager James Hull, Dick Montgomery has filled this position as assistant manager. In his new position, Dick will work in the area of construction contracts, material bid



Dick Montgomery

Allsup's Managers Attend Seminar

Managers and supervisors for Allsup's Convenience Stores gathered in Clovis last weekend for a two-day seminar, which was conducted at the Holiday Inn January 17-18.

Among the approximately 100 managers and their wives attending were Mr. and Mrs. Pat Hanks of Friona, and Mrs. Pat Kunselman of Bovina.

Hanks is district supervisor for Allsup's stores. His wife Marilyn is manager of the company's Friona store. Mrs. Kunselman manages Allsup's Bovina store. Representatives from the company's 42 stores in New Mexico, Texas and Oklahoma attended the seminar,

which divided into three groups for discussion purposes.

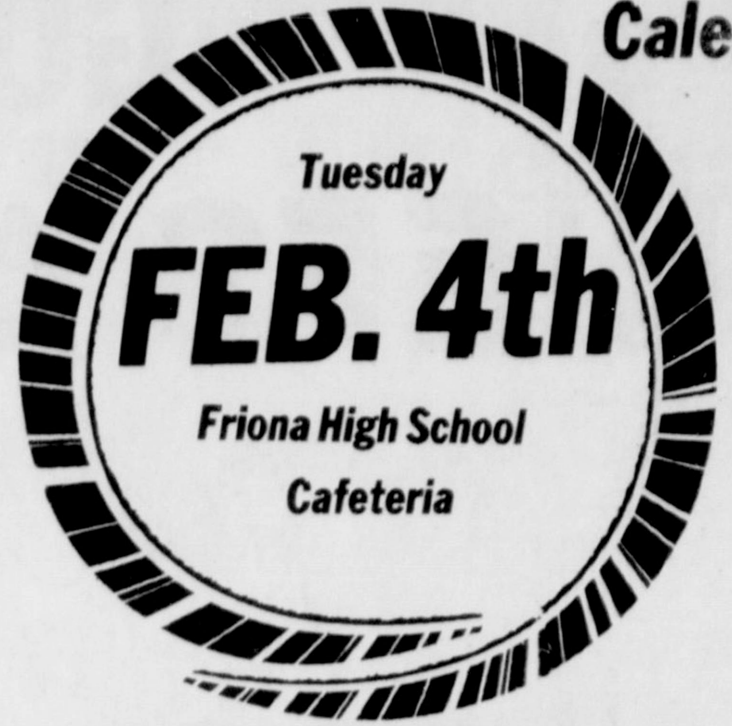
Lonnie Allsup, company president, and members of his main office staff from Clovis served on the program.

The group was feted with a steak dinner Friday evening, January 17, at the Holiday Inn.

Representatives of the National Cash Register Co. (NCR) displayed the company's new electronic cash registers during the meeting.

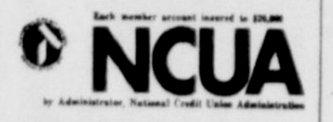
Allsup's supervisors are to attend a national seminar for convenience store officials in Dallas in the near future.

Circle This Date On Your Calender



It's Our 21st ANNUAL MEETING

FRIONA TEXAS



FEDERAL CREDIT UNION

SHUGART COUPON
Tuesday Feb. 4
HOUSER GROCERY
9th & Main

9 WALLET SIZE COLOR PORTRAITS 99¢

ASK About Our FREE 8 x 10 OFFER Extra charge for GROUPS

proposals, engineering and accounting. He will also continue his duties with commercial accounts and industrial development.

Dick's employment with the Cooperative began in July 1969 as Director of Industrial Relations. He assumed this job coming from Farmland Industries, Texas Division, as Petroleum Merchandiser.

In his community, Dick is very active in many varied functions. He is a member of the Hereford Kiwanis Club; serves on the Industrial Development Board of the Chamber of Commerce, and is a past officer of Deaf Smith Co. Program Building Committee and Panhandle Economic Program.

Montgomery was reared in Oklahoma and graduated from Altus High School. He later attended Altus Jr. College and Oklahoma State University where he received his degree.

Dick and his wife, Pat, reside at 137 Mimosa in Hereford. They have two sons, Mauri, a freshman at Southwest Texas State University, and Jay, an eighth grade student at La Plata Jr. High. Mrs. Montgomery teaches at Stanton Jr. High. The Montgomerys are members of the First Baptist Church.

Cooperative employees feel fortunate to have Montgomery working with them in a joint effort to serve the people of this area.

It takes a good business man, these days, to be able to pay all his taxes.



Helps Shrink Swelling Of Hemorrhoidal Tissues

caused by inflammation
Doctors have found a medication that in many cases gives prompt, temporary relief from pain and burning itch in hemorrhoidal tissues. Then it actually helps shrink swelling of these tissues caused by inflammation. The answer is Preparation H®. No prescription is needed for Preparation H Ointment or suppositories.

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25 Years In Hereford
See Us And SAVE

142 Miles St.-Hereford-Phone 364-0990

WHITE SWAN SALE

ROAST Lb. 85¢	Full Dress DOG FOOD 15 Oz. Can 6/100	Soft'n Lite FLOUR 5 Lb. Bag 89¢
Cudahy Bar-S HAMS 3 Lb. Can \$489	Zesta CRACKERS Lb. Box 63¢	COKE 6 Pack 10 Oz. 79¢ Plus Deposit
CATSUP 20 Oz. 53¢	SALAD DRESSING Qt. 89¢	AVOCADOS 2/35¢
MILK Tall Can 3/87¢	TOMATO SAUCE 8 Oz. Can 6/100	
BISCUITS 6 Pack 79¢	WHITE SWAN FANCY WHITE HOMINY	ROAST Lb. 85¢ Cudahy Bar-S HAMS 3 Lb. Can \$489
HOMINY 300 Can 2/45¢		
Yellow CORN W.K. or C.S. 3/100	Portales SWEET POTATOES Lb. 19¢	YELLOW ONIONS Lb. 10¢
FROZEN FOODS	GREEN BEANS 303 Can 3/100 Luncheon 303 PEAS Can 3/100	
Flav-R-Pac STRAWBERRIES 10 Oz. 53¢	SPINACH 303 Can 4/100	TOMATO JUICE 46 Oz. Can 59¢ SOFT OLEO Lb. Tub 69¢ Mrs. Tucker SHORTENING 3 Lb. Can \$169
Morton HONEY BUNS 9 Oz. Box 69¢	TOMATO SAUCE 8 Oz. Can 6/100	
Clover Lake or Bell ICE CREAM 1/2 Gal. \$119		

Congratulations To PERRY'S On Their New Friona Store!

We are happy to have been chosen to do the heating and air conditioning on this beautiful new store. we wish every success in business for this fine firm.

CALL US FOR ALL TYPES OF ELECTRICAL WORK!

HAMMONDS ELECTRIC

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WE ACCEPT USDA FOOD STAMPS
Our Aim Is To Please In Every Way
WE GIV GUNN BRO'S STAMPS

We Deliver Phone 247-2250

Double Stamps On Wednesday With Purchase Of \$2.00 or More

GOOD LUCK CHIEFS AND SQUAWS

BEAT DIMMITT

BASKETBALL

Back Our Team
In District Play!
Attend All The
Exciting Games

WIN DISTRICT!



CHIEPTAINS...The 1974-75 Chieftains, defending district and regional champs, are (back row, l. to r) Coach Larry Dyess, Dusty Peters, Dave Clark, Dale Cleveland, Gene Strickland and Mark Neill. Kneeling--Clay Bandy, Davy Carthel, Kent Miller, David Hutson and Dee King.

**YEA
TEAM!**

Chiefs Scores To Date

FHS vs.	Opp.	Score
Farwell, h	Spearman (2)	79-51
Tulla, h	Abernathy (2)	79-48
Vega, t	Childress (2)	63-41
Muleshoe, h	Crosbyton (3)	92-51
Vega, h	Lockney (3)	66-42
Farwell, t	Tulla (3)	78-51
Channing (1)	Canyon, h	82-68
Hedley (1)	Dumas, t	83-53
Morton (1)	Clovis JV, h	72-43
Estacado, h	+Littlefield, h	79-34
Canyon, t	+Morton, h	54-58
Muleshoe, t		22 Wins, 2 Losses
Tulla, t		98-52

Tuesday - DIMMITT, There

5:00—Junior Varsity Boys
6:30—Varsity Girls
8:00—Varsity Boys

Friday - LOCKNEY, Here

5:00—Junior Varsity Boys
6:30—Varsity Girls
8:00—Varsity Boys



THE SQUAWS....The 1974-75 Squaws are shown above with Coach F.G. Crofford. In the back row, left to right, are Tamela Hassenpflug, Pam Wilcox, Kim Bryant, Lucinda Aguirre, Connie Linceman, Myrna Phipps, Earlene Graham and

Coach Crofford. Kneeling are Cindy Gammon, Terri Patterson, Amanda Mason, Paula London, Kathy Cunningham, Nell Fulks, Marilyn Jones and Sherri Thorn.

Squaws Scores To Date

Opponent	FHS-Opp.	Score
Farwell, h	49-35	McLean (2) O.T. 71-72
Tulla, h	67-39	Dimmitt (2) 33-39
Vega, t	57-58	Lockney (3) 54-34
Muleshoe, h	45-35	Olton (3) 38-51
Vega, h	54-58	Farwell (3) 50-35
Farwell, t	51-47	Canyon, h 42-73
Lockney (1)	61-47	Dumas, t 74-35
Farwell (1)	61-62	+Dimmitt, h 43-33
Nazareth (1)	49-61	+Littlefield, h 48-45
Floydada, h	63-49	Nazareth, t 42-41
Canyon, t	42-75	(14 Wins, 10 Losses)
Muleshoe, t	35-41	
Tulla, t (O.T.)	46-43	

Games Coming Up

January 17—+Littlefield, h
January 21—+Morton, here
January 24—+Olton, here
January 28—+Dimmitt, t
January 31—Lockney, here
February 4—+Littlefield, t
February 7—+Morton, there
February 7—Muleshoe, t,
February 11—+Olton, here
February 14—+Dimmitt, h
February 18—Channing, t
+District 3-AA Games

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CHALET 'C BONTE
FRIONA MOTORS
FRIONA STAR
WHITES AUTO
NELLIE JANE'S
MIKE CHANEY
MAIN PLACE

Basketball Results

OLTON TOURNAMENT
 Friona 8th Girls 8 16 32 40
 Olton 8th Girls 4 12 15 24
 Renae Monroe 12-0-24; Varla Welch 5-0-10; Vickie Smiley 2-0-4; Stephanie Schueler 1-0-2. Guards--Kim Frye, Della Snyder, Robin Martin, Teresa Clark, Christy Cunningham, Donna Rector, Debbie Menefee.

++++
 Friona 8th Girls 8 19 28 40
 Kress 8th Girls 2 8 12 21
 Varla Welch 8-3-19; Renae Monroe 6-2-14; M'Lynda London 2-0-4; Vickie Smiley 1-0-2; Stephanie Schueler 0-1-1. Guards--Frye, Snyder, Menefee, Clark, Martin, Rector, Cunningham.

CHAMPIONSHIP GAME
 Friona 8th Girls 6 14 25 36
 Littlefield 8th 5 9 19 21
 Renae Monroe 6-3-15; Varla Welch 5-3-13; Vickie Smiley 1-2-4; Julie Owen 1-0-2; Alesia Tucker 1-0-2. Guards--Frye, Snyder, Menefee, Clark, Martin, Rector, Cunningham.

++++
OLTON TOURNAMENT
 Friona 8th Boys 10 24 32 35
 Olton 8th Boys 6 12 21 31
 Chris Barnett 5-2-12; Kevin Kothmann 5-1-11; Leslie White 4-0-8; Mike Hutson 1-2-4; Fred Garza 0-1-1; Jeff Peak 0-1-1.

++++
 Friona 8th Boys 4 9 27 37
 Abernathy 8th 0 10 16 22
 Peak 7-1-15; Kothmann 5-1-11; White 4-1-9; Hutson 0-1-1; Garza 0-1-1.

++++
 Friona 8th Boys 8 13 17 27
 Tullia 8th Boys 6 14 22 30
 Kothmann 4-1-9; Peak 3-1-7; White 2-1-5; Garza 1-2-4; Chris Barnett 0-2-2.

8th Graders Win Trophies

Eighth grade teams from Friona made off with first and second place trophies in the Olton Invitational Tournament last Thursday, Friday and Saturday.
 The eighth grade girls breezed to the tournament championship with wins over Olton, 40-24, Kress 40-21 and Littlefield, 36-21.
 Renae Monroe paced the team in scoring against Olton with 24 points, equalling Olton's output. She also was high in the championship game with 15 points. Varla Welch led the scoring against Kress with 19 points, and added 13 points in the title game.
 The eighth grade boys almost duplicated the girls' feat, winning their games in the first two rounds, but dropped a three-point game to Tullia in the finals, 30-27.
 The Braves topped host Olton, 35-31 in the opening round, paced by Chris Barnett's 12 points. Jeff Peak came up with 15 points to lead the team past Abernathy, 37-22 in the semi-finals.

SPORTS



JV SQUAWS...The Friona Squaw Junior Varsity, champions in the Littlefield tournament last weekend, are shown here. Back row, left to right, are Tamela Hassenpflug, manager, Debra Dorrell, Linda Lee, Karen Merrell, Sherri Rector, Dianne Bennett, Janice Peak and Vickie Flores, manager. Front row--Shirley Esquivel, Darla McLellan, Jaton Widner, Linda Anthony, Melodi Dixon.

Squaw Junior Varsity Grabs Tourney Crown

Friona High School's junior varsity Squaws captured the championship of the Littlefield JV tournament last weekend, racing to wins over teams from Lockney, Floydada and Dimmitt to take the title.
 Then on Tuesday in a game played locally, the JV Squaws downed Morton's junior varsity, 45-37.
 The four wins ran the team's winning streak to nine games, and made its season record to 13-6, after having been 4-6 earlier this season.
 "I thought every player that participated did an excellent job," said Coach F.G. Crofford in reference to the tournament.
 On Thursday, the team blasted Lockney's JV, 59-32, as Diane Bennett and Janice Peak each scored 22 points. In the semi-finals on Friday, Friona rolled past Floydada, 44-30, as Misses Bennett and Peak scored 20 and 19 points respectively.
 The Squaws were off and running in the finals against Dimmitt. The team opened up a 13-point lead after three quarters, 39-26. The JV Bobbies rallied in the final quarter, but couldn't make up the difference as Friona won, 46-40. Miss Bennett,

who tallied 68 points during the tournament, was high scorer with 26 points.
 On Tuesday, the Squaws found themselves trailing to the Morton JV, 10-9 after one quarter, but re-grouped to take a 25-18 lead at halftime, and built that into the final margin of 45-37.
 Miss Bennett again led the scoring with 18 points.
LITTLEFIELD TOURNAMENT
 Squaw JV 11 27 47 59
 Lockney JV 6 16 20 32
 Diane Bennett 22; Janice Peak 22; Debra Dorrell 12; Karen Merrell 3. Guards--Linda Lee, Melodi Dixon, Sherri Rector, Jaton Widner.
 + + + +
SQUAW JV 11 19 34 44
 Floydada JV 8 16 24 30
 Janice Peak 19; Diane Bennett 20; Debra Dorrell 5. Guards--Linda Lee, Melodi Dixon, Sherri Rector, Jaton Widner.
CHAMPIONSHIP GAME
 SQUAW JV 12 31 39 46
 Dimmitt JV 6 22 26 40
 Janice Peak 14; Diane Bennett 26; Debra Dorrell 6. Guards--Linda Lee, Melodi Dixon, Sherri Rector, Jaton Widner.

Morton Scores Big Win Over Chieftains

Friona's Chieftains played one brilliant half, and one disastrous half of basketball here Tuesday in their big game against the Morton Indians.

As is usually the case, a bad period against a good team is costly, and it was doubly costly for Friona, as Morton made off with a 56-54 victory in the important District 3-AA game.

The Chieftains had played near-flawless basketball during the first half, while building up a 35-23 lead at the intermission. Two or three times during the second quarter, it appeared that Morton players were "giving up," so much was the Big Red Machine in charge.

But a scoreless stretch to start the second half that lasted 4:13 of clock time proved costly, and when the team scored only two points in the first 3:30 of the fourth quarter, Morton took advantage and took over the lead.

Friona got a great first-half performance by Dale Cleveland, who scored nine baskets, to account for 18 of Friona's first half points.

Morton had its only leads of the first half during the first two minutes of play at 2-1 and 3-2. David Hutson's jump shot gave Friona a 5-4 lead with 6:10 on the clock. Morton tied it at 8-all midway through the period, but Cleveland countered with a jump shot although being guarded by two men, and Friona took the lead to stay until late in the game.

Cleveland took the ball all the way down for a lay-up to give Friona a 14-10 lead at 1:53. He sank another jump shot 30 seconds later, and Hutson scored a pair of baskets around a technical foul shot by Dusty Peters, as Friona roared into a 20-12 lead as the first period ended.

Friona had its first cold spell to start the second quarter, and Morton cut the lead to three at 21-18 and 23-20.

However, Cleveland and Peters responded with baskets to run Friona's lead to 33-22. Cleveland got another layup off Gene Strickland's tip just ahead of the halftime buzzer, and Friona took a 35-23 lead to the dressing room.

The Chiefs missed their first seven shots of the second half, and were getting just one shot per trip downcourt, as Morton put two men on Cleveland.

Lady luck smiled on the Chieftains in that Morton didn't catch up during that four-minute cold spell, which finally ended on Hutson's fifth basket with 3:47 showing on the clock.

Cleveland stole the ball near midcourt, and went down for an apparent easy goal. However, he missed the layup, a tip-in failed, and Hutson had to put it in, as the Morton defenders just "gave" Friona the goal. The lead was still ten, 39-29, at this point.

The Chiefs had a nine-point lead, 44-35 as the third quarter ended. Peters got the last Friona point on another technical foul shot.

Morton scored 12 of the first 14 points scored in the final period to the frustration of the Chieftains, who Hutson's jump shot at 6:52 was Friona's only basket of the first three minutes of the final quarter. Morton finally took the lead, 47-46, on a layup by Ken Standmire with 4:26 left in the game.

Cleveland, shut out from the field in the second half (he never got the ball), hit a pair of free shots at 4:22 to give Friona its last lead at 48-47.

A couple of mental errors caused turnovers resulting in easy Morton baskets in the next couple of minutes, and the Indians took a 53-48 lead.

Strickland, who was 'way off his usual game, tallied at 1:30 to trim the lead to 53-50, but Friona had to foul to try to get the ball, and Morton sacked it up on a basket by Mike Williams. Strickland scored two more easy baskets, the final one uncontested, to trim the lead to two points, 56-54.

Hutson was credited by Coach Dyess as playing "one of his best games." In addition to scoring 17 points, the 5-10 senior turned in an outstanding floor game.

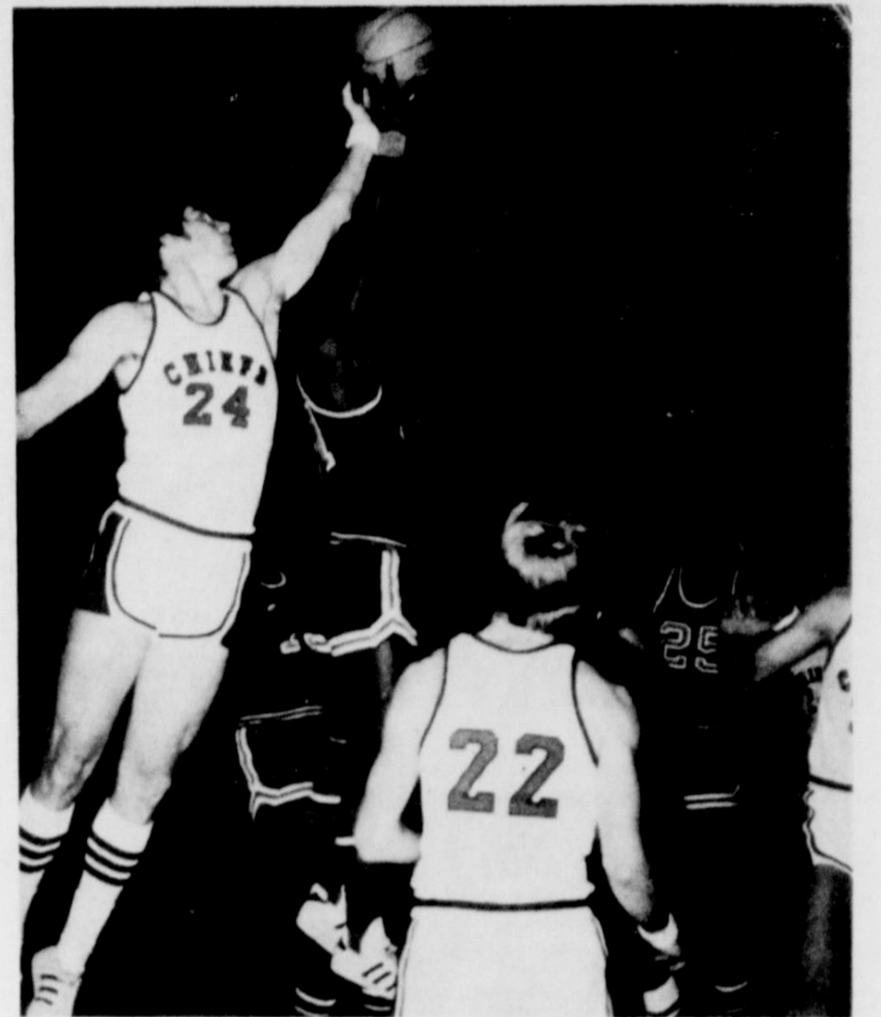
After making a good 47 per cent from the field in the first half, the Chieftains' shooting dipped to 28 per cent for the second half, as the team hit only eight of their 29 shots.

The largest crowd of the season, estimated at 1350, watched the game.

The game's results left both Friona and Morton trailing Dimmitt in the district standings. After Tuesday's game, the Chiefs and Indians were each 1-1, compared to Dimmitt's 2-0.

And the Chieftains' record fell to 22-2, and the "2" represents the team's two encounters with Morton.

++++
CHIEFS 21 35 44 54
Morton 12 23 35 56
 Gene Strickland 5-0-10; Dale Cleveland 9-2-20; David Hutson 8-1-17; Dusty Peters 2-3-7; Dee King 0-0-0. Totals: 24-4-54.
 David Clark 2-1-5.



REBOUND...Dale Cleveland (24) and Morton's Ray Dean Thompson, battle for the rebound of this missed shot in Tuesday's District 3-AA battle at Chieftain Fieldhouse. With his back to the camera is Chieftain David Hutson. Morton came from behind to stop the Chieftains, 56-54, in a key district game. The Chiefs travel to Dimmitt Tuesday, seeking a tie for the first round title.

Chieftain JV Sparkles In Tourney Victories

The Friona Chieftain Junior Varsity pulled out of a tailspin they had been in since the holiday break, fighting to three wins and the championship in the Littlefield JV tournament last weekend.
 The team toppled Lockney, 75-65 in the tournament's opening round on Thursday. In their toughest game of the tourney, Friona edged past the Dimmitt JV, 55-49, and then annexed the title with a 52-36 decision over host Littlefield in the finals.

In the first round game, Lockney held the lead for much of the first half. After Friona had early

Squaws Post Impressive Win Monday

The Friona Squaws' 14th season win on Monday was an impressive one, as it was a 42-41 win over strong Nazareth at Nazareth.

The win avenged an earlier setback that the Friona girls had suffered to Nazareth, in the third place game of Friona's tournament in December.

The game was a close one from start to finish. Nazareth led 10-6 at the end of a quarter. The Squaws came back to take a 22-20 lead at halftime, but Nazareth led, 32-30, entering the final quarter.

With Nazareth holding a 41-40 lead, the Squaws brought the ball down, and worked it in, with Myrna Phipps making a layup shot. Nazareth got a chance for a final shot, and had two or three shots but couldn't get one to fall.

Miss Phipps' layup was her only basket of the game. Amanda Mason led Friona scoring with 15 points, and Connie Lindeman had 14. Terry Patterson, who scored 10 points, fouled out during the fourth quarter. Guards Cindy Gammon and Paula London also fouled out.

The win was the fourth straight for the Squaws, running their season mark to 14-10.

++++
SQUAWS 6 16 8 12-42
 Nazareth 10 10 12 9-41
 Terri Patterson 5-0-10; Amanda Mason 5-5-15; Myrna Phipps 1-1-3; Connie Lindeman 7-0-14; Kim Bryant 0-0-0. Guards--Lucinda Aguirre, Cindy Gammon, Earlene Graham, Kathy Cunningham, Paula London, Marilyn Jones. Total fouls--26, Nazareth--15.

TEMPERATURES
 Hi-Low
 Saturday, January 18 55-26
 Sunday, January 19 62-30
 Monday, January 20 45-26
 Tuesday, January 21 65-27
 Wednesday, January 22 38-20
 Thursday, January 23 43-21
 Friday, January 24 53-25
 No precipitation.

Squaws Had To Rally To Beat Wildcats 48-45

Friona's varsity teams scored a pair of wins over visiting Littlefield teams here last Friday, but the wins were achieved in entirely different ways.
 The Chiefs had little trouble in opening their district schedule with a 79-34 win over the Wildcats, but the Squaws had a tiger by the tail, and had to come from behind in the last quarter for a 48-45 win.

The visiting Wildcat girls surprised Friona by jumping into a first quarter lead, and holding it until the last two minutes of the game.
 Littlefield led 13-8 after one quarter, and 27-26 at halftime. The score was still 37-34, Littlefield, entering the final quarter.
 In fact, Littlefield had a seven-point lead with six minutes left to play, and led by five with

three minutes left, 41-36.
 But the Squaws didn't lose their composure. Finally, with two minutes left to play, Friona took its first lead at 42-41, and managed to hold it.
 Playing a delay game, Amanda Mason drew a foul and sank a pair of free shots with 50 seconds left that clinched the game with a 47-43 lead.

The only excitement for Chieftain fans came during the first two minutes of their encounter with Littlefield. The "Cats surprised with a delay game, not particularly working for a shot, just working the ball around and keeping it for two minutes.

Dale Cleveland stole the ball and drove all the way down for a basket, and then Friona took over. Three straight steals gave Friona a 10-2 lead with 4:57 left in the quarter. Early in the second quarter, it became 25-5. Halftime lead was 39-13.

Reserves began to see action, as the Chiefs built a 60-25 third quarter lead. However, the reserves hit a stale period toward the game's end, and the starters came back in to score ten points in the last two minutes of the game, the final two on a 30-foot basket by Gene Strickland at the buzzer, for the 79-34 win.

++++
SQUAWS 8 18 8 14-48
 Littlefield 13 14 10 8-45
 Terri Patterson 6-5-17; Amanda Mason 7-4-18; Myrna Phipps 5-1-11; Connie Lindeman 1-0-2. Guards--Lucinda Aguirre, Cindy Gammon, Sherri Thorn, Paula London, Marilyn Jones, Earlene Graham.

++++
CHIEFS 16 23 21 19-79
 Littlefield 4 9 12 9-34
 Gene Strickland 12-0-24; Dale Cleveland 6-2-14; Dee King 0-1-1; David Hutson 5-0-10; Dusty Peters 6-0-12; Clay Bandy 3-0-6; Kent Miller 1-0-2; Mark Neill 0-5-5; David Clark 2-1-5.



PARDON ME...Jaton Widner (in white) seems to be telling her Morton opponent that things would be easier if she would just step aside, but Miss Widner bounces a pass around her taller opponent. The JV girls won the game, 45-37, for their 13th win of the season. (Photo by Hal Blackburn)

Chili Supper Is Planned

The Chieftain Parents organization is sponsoring a chili and stew supper next Friday, January 31 in conjunction with the teams' games with Lockney.

Serving will be in the high school cafeteria, from 4:30 to 8:30 p.m. Admission will be \$1.50 for adults and \$1.00 for students.

The menu will consist of chili or stew, crackers, relish, homemade pie, coffee or tea.
 Proceeds from the supper will go to help defray expenses for the annual athletic banquet, at which Baylor's head coach, Grant Teaff, "Coach of the Year" in the Southwest Conference, will be the speaker.

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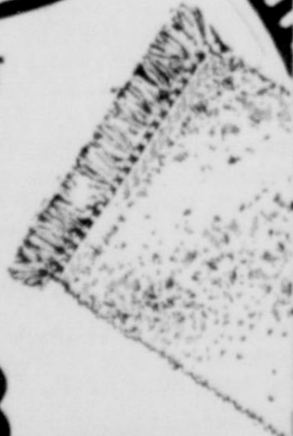
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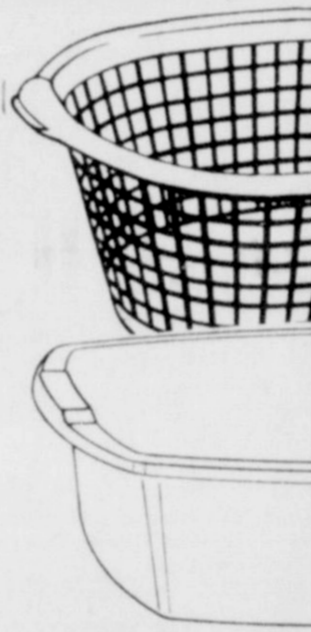


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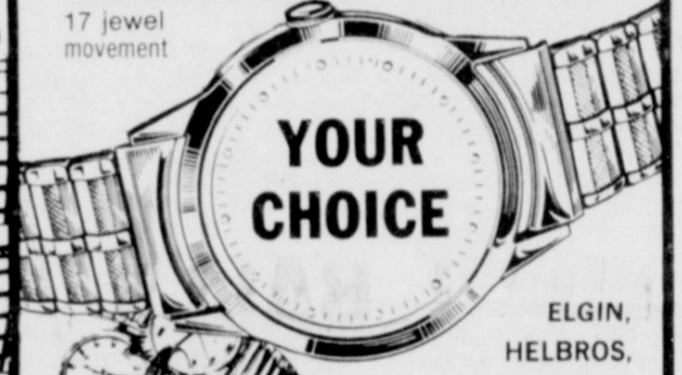
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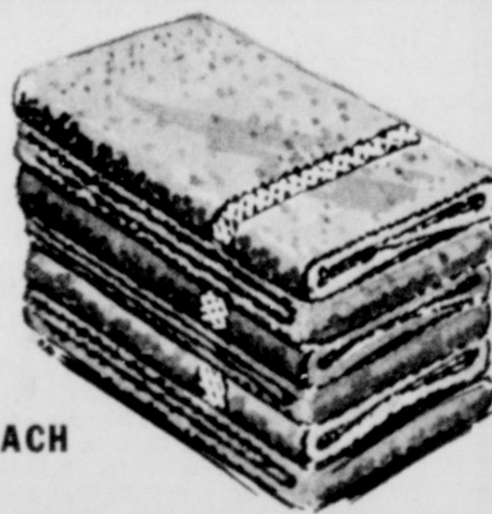
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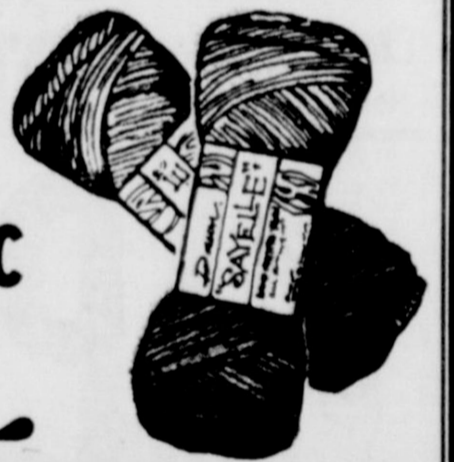
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Water Depths To Be Measured

Personnel of the High Plains Underground Water Conservation District No. 1 have begun the annual measurement of depths to water in the more than 800 observation wells in the 15 counties comprising the District.

The coordinated and systematic measurement of the depths to water in the observation wells constitutes the only method of determining changes in the volume of water stored in the Ogallala aquifer beneath the land surface. The water-level records obtained through the observations wells located in Parmer County constitute

the foundation for the District's cost-in-water depletion, income-tax-allowance, program.

An observation well is a well that has been selected for inclusion in the annual water-level measuring program. All wells are privately-owned—the District does not own any wells—and are measured with the permission of the well owners.

District personnel will measure wells in Armstrong, Bailey, Castro, Cochran, Crosby, Deaf Smith, Floyd, Hale, Hockley, Lamb, Lubbock, Lynn, Parmer, Potter and Randall Counties.

Heroism Award To Be Presented

The search is underway for Texas' rural hero of 1974.

The Rural Heroism Award, sponsored by the Texas Farm and Ranch Safety Council, is presented annually to some deserving person who has performed an act of exceptional bravery during a time of crisis, according to Ben Bullard, Council vice president and assistant safety director for the Texas Farm Bureau.

All entries must be submitted by February 15, to the Rural Heroism Award Committee, Texas Farm and Ranch Safety Council, P.O. Box 489, Waco, Texas, 76703, according to Bullard.

The heroic act or deed must have occurred in Texas during 1974 and must be related to farming or ranching operations.

Nominations should include a written account of the incident and the names of all persons involved. Newspaper clippings and pictures should also accompany the nomination, if available.

The award will be presented March 2 at the annual meeting of the Texas Safety Association at the Shamrock-Hilton Hotel in Houston.

Last year's winner was E.W. McMichael of Hooks in northeast Texas who attempted, in vain, to save the life of the pilot of a crop-dusting airplane which had crashed.

"Dodge can sweeten the good deal you make at The Dodge Boys. With a check for \$300."



Joe Garagiola

Listen to Joe G. I'm gonna tell you how to make the deal of lifetime on the "Dodge of the Week." Right now, during the Car Clearance Carnival at the Dodge Boys.

Here's how: Every week from now till February 16, the Dodge Boys will pick one gorgeous Dodge as "Dodge of the Week." Could be a Monaco. A Dart. A Coronet. Even a pickup or van. Now you hustle down and make the Dodge Boys give you their best

deal on that Dodge. Then, find out how you collect your check from Dodge for at least \$200. But there's more. Trade in the right car on the "Dodge of the Week," and you get a \$100 trade-in bonus. That's a total of \$300!

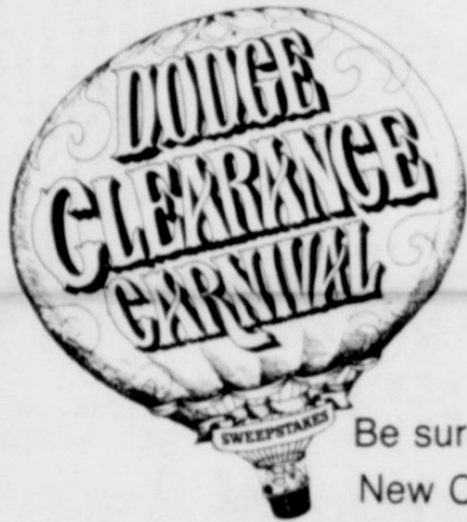
But there's more to the Car Clearance Carnival than "Dodge of the Week" deals. Through February 28, the Dodge Boys are offering other great deals on all 75 Dodges. They've got a lot of cars to move. And they're gonna move 'em.

And—even if you don't end up buying a new Dodge, you might end up driving one. Just by entering the Dodge Boys' Clearance Sweepstakes. Each sweepstakes winner (and there'll be plenty—so one could be you) gets free use of a brand-new Dodge for one whole year. You've got nothing to lose. You've got nothing to buy. All you gotta do is come in for full details.

But hurry. If you're not driving a new Dodge by the end of the Car Clearance Carnival, it won't be the Dodge Boys' fault.

*Sorry, only one "Dodge of the Week" deal per customer. Retail customers only.
*Sweepstakes ends February 28, 1975. Void in states where prohibited by law. Open only to licensed drivers 18 years old or older.

Be sure and register in the New Car Sweepstakes



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Game Night Set By Study Club

Bovina Woman's Study Club will host a game night Thursday, Jan. 30, at Community Room of First State Bank, according to a spokesman for the organization. The evening's activities will get underway at 7 p.m.

Admission will be \$1 per person. Games of bridge and "42" will be on tap. Refreshments will be served and door prizes awarded.

Everyone in the surrounding area is invited to attend.

Speeches are made for two purposes—to tell the truth or to hide the truth.

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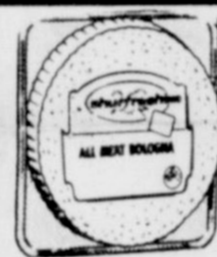


ZEST 2 Bars Deodorant Bar 49¢

Tendercrust NUT CREME COOKIES 7 1/2 Oz. 39¢

Shurfresh Frozen CORN, CUT GREEN BEANS 4/\$1.00

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COCA COLA 79¢ 10 Oz. Bottles Ctn. Plus Deposit

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Perry's....

(Continued from Page 1)

small towns. Following this policy, early expansion was made, through stores in San Augustine, Crockett, Gilmer, Pittsburg, Atlanta, Jacksonville, Rusk, Tyler, Longview, Ennis, and Sulphur Springs.

The firm survived the Great Depression, World War II, increased taxes on both the State and Federal level and Federal Price Controls.

Perry's expansion program began anew in 1945. It opened new stores in new locations and it increased the size of most of its existing stores.

Perry's growth during the 1940's, 1950's and early 1960's was largely in the West Texas area and the Texas and Louisiana Gulf Coast area. An eight store chain in the Gulf Coast area was purchased in 1965. While this eight store purchase added to the chain, annual expansion on an individual store basis has, of this date, brought the total number of retail outlets to 118.

Perry's buyers attend the major national trade shows in search of new items in the domestic market as well as imports from all over the world.

Perry's attributes the success of the company to selling dependable first quality merchandise at the right prices, plus courteous dependable service.

Managing Perry's Friona store is Doyle Hoover, who comes to Friona from Dimmitt.



NEW MANAGER.... Doyle Hoover is the manager of Perry's new Friona store, which opened Friday. Hoover is shown in one of the store's many attractive aisles.

Two FHS Bandsmen On All-State Band

Two members of the Friona High School band were chosen the past week to the all-state band in auditions at Texas Tech Saturday, January 18. Julie Johnson and Janice Hayes were selected for the all-state band.

Only one other Friona bandsman in recent years, Gary Mingus, has earned all-state band status. It is extremely rare for two bandsmen to make the rating from the same school on the same year.

More than 200 bandsmen, all region winners in auditions, took part in the auditions. About 50 of those students qualified for the All-State Band. Only five of the students selected were from AA schools, the other students were from AAA and AAAA schools.

Those chosen will participate in the Texas Music Educator's Association convention in Dallas February 12-15.

Miss Hayes, a flutist, is a senior student at Friona High. She has been a member of the All-Region Band for six years. She has also been in the

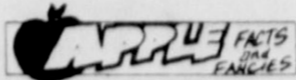
Area Band for four years.

Janice has earned first division ratings on solos every year she has been in band (seven years). Ensembles that she has been entered in have earned first division ratings the past three years.

In addition, Miss Hayes has earned three medals for first division performances at the State Solo and Ensemble Contest. Janice has studied privately since the sixth grade with Willis Giddens, James Andrews and Dr. Gary Garner.

Miss Johnson is a junior student and an alto saxophonist in the band. She has been in the All-Region Band four years and was a member of the Area Band the past two years. She has made first division ratings on solos for the past five years.

Julie earned a medal for a first division rating on her solo last year at the State Solo and Ensemble Contest. She has been the lead alto sax in the stage band for the past three years. Julie studies with James Andrews and Dr. Gary Garner of West Texas State.



Yes, there really was a Johnny Appleseed. He was John Chapman, born in Massachusetts in 1774. The pioneers called him Johnny Appleseed because he tramped for 40 years over the Ohio Valley, planting apple seeds and giving packets of seeds to families moving westward in covered wagons. He was a kindly man, and he apparently had great endurance—possibly from eating so many apples—because he saved Mansfield, Ohio, from massacre by running 60 miles through the night for troops.



Apples may be served at any temperature you like, but your reserve supply keeps best in your refrigerator (not close to the freezer) in plastic bags or the hydrator drawer. Apples keep well with reasonable care and this helps make them one of the most economical fruits.

All-American Redheads

To Play Here Saturday

The "All-American Red Heads" were to be featured in an exhibition game in Friona Saturday night (January 25).

The Redheads, a women's team which has gained national fame since its organization in 1936, will play a men's team, Dyess' Dynamic Dribblers, in an 8 p.m. game whose proceeds will help benefit the local Fellowship of Christian Athletes chapter.

Advance ticket sales are underway, with tickets priced at \$2.00 for adults, \$1.50 for students and \$1.25 for children under 12. Admission the night of the game will be 50 cents

extra. Making up the local team that will face the Red Heads will be such stars as Bob Owen, F.G. Crofford, Al Lemons, Jackie Morgan, Mike Stuart, Don Fortenberry, Dale Parsons, Forrest Harding and the coach himself.

"We may even have a few surprises. We might import a big famous-name player. You never can tell," Dyess said.

In 1950, C.M. Olson, originator of the team, secured a copyright on the "All American Red Heads," and they have become known as the only team in the history of girl's

basketball with a copyright.

The Fellowship of Christian Athletes hopes that residents of the area will help make the first appearance in Friona of the All-American Red Heads a successful one.

The FCA chapter will use its portion of the proceeds to help finance sending delegates to the national FCA conference in Colorado.

Wrestling Slated

Wrestling will return to Friona on Monday, February 3, it was announced this week by a spokesman for the Progressive Study Club, sponsors of the program.

The club brought a program of wrestling to Friona last July, and it was a tremendous success, drawing a capacity crowd.

The bouts will be held at the Community Center-Showbarn.

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Mike Chaney — Black	Charles Myers, Jr.
Friona Wheat Growers — Friona	Three Way Chemical

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Friona Motors

Friona State Bank

Crow's Meat Co.

Rushing Insurance

Friona Consumers



"Maybe THEY should go to church with you on Mother's Day, but you're not MY mother!"

<p>ASSEMBLY OF GOD 10th and Ashland—Rev. Larry Watts, 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.</p>	<p>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.</p>
<p>CALVARY BAPTIST 14th and Cleveland—Rev. Ron Trusler 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.</p>	<p>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.</p>
<p>CALVARY BAPTIST MISSION 5th and Main—Rev. I.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.</p>	<p>UNION CONGREGATIONAL CHURCH Euclid at 16th—Rev. David R. Plumb Sunday School—9:45 a.m. Worship—11 a.m.</p>
<p>FIRST BAPTIST Sixth and Summit—Rev. Bill Penland 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.</p>	<p>TENTH ST. CHURCH OF CHRIST 10th and Euclid Sunday Worship—10:30 a.m. Evening—7 p.m. Wednesday Evening—8 p.m.</p>
<p>MEXICAN BAPTIST CHURCH 4th and Woodland—Rev. Donnie Carrasco Sunday Sch. 9:45 a.m. Worship—11 a.m. Training Union—5 p.m. Evening Worship—6 p.m. Wednesday Prayer Meeting—8 p.m.</p>	<p>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.</p>
<p>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.</p>	<p>FRIONA UNITED METHODIST CHURCH 8th and Pierce—Bobby McMillan Sunday School—9:45 a.m. Worship—11 a.m. MYF—6 p.m. Evening Worship—7 p.m.</p>
<p>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.</p>	<p>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.</p>

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Friona Jr. Hi Band Paces All-Regional

Fifty-six members of the Friona Jr. High Bands travelled to Plainview Saturday, January 18 to compete in the Region XVI Class C All-Region Band Auditions.

It was a great day for Friona when the results of the tryouts were posted.

Thirty-two Friona students earned the right to participate in the 1975 all-region band, and marks the second year in a row that Friona bandsmen have dominated the event.

Those selected for the honor group are: Flute—Donna Rector (first chair),

Kim Frye, Renae Monroe, Tracy Horton, Doris Hough, Debbie Menefee, Detricia Miller, Oboe—Shannon Parr.

Clarinet—Julie Owen (first chair), Cherree Parker, Laura Ellis, Brenda Schilling, Bass Clarinet—Christy Lundy, Contrabass Clarinet—Teresa Clark.

Alto Saxophone—Priscilla Pruett, Cornet—Cynthia Bermea (first chair), Fred Garza, Morris Garza, Kyle Barnett, Roger Coffey, Tera Simpson, Alex Garza, Maria Villanueva.

Horn—Kirk Frye, Kimber Britting, Trombone—Christy Cunningham (first chair), Mark Gammon, Gary Schueler.

Baritone—Charlene Seale (first chair), Bass—Burke Vestal, Percussion—Scott Fangman, Joel Hight.

Chosen as alternates were: Jeanette Gilliam—Bass Clarinet; Varla Welch—Baritone Saxophone; Robin Martin—Cornet; Robert Alexander—Trombone and Joe Malouf—Baritone.

The clinician for the 1975 Class C All-Region band will be M.E. Rodman, director of bands at Wayland Baptist College. The band will rehearse in Lubbock January 23-25 and will present a concert at Coronado High School at 7 p.m. Saturday, January 25. The public is invited and encouraged to attend.

There were 21 schools represented in the tryout. Their All-Region placements are as follows:

Friona 32, Lockney 17, Plainview Estacado 16, Seminole 12, Dimmitt 9, Brownfield 7, Floydada 7, Ropesville 6, Farwell 4, Morton 3, O'Donnell 3, Olton 3, Petersburg 3, Plainview Coronado 3, Ralls 3, Idalou 2, Loop 2, Hale Center 1, Nazareth 1, Plains 1 and Springlake-Earth 1.

"Arlington—Monument to Heroes" recounts the history and story of the largest of the ninety-one national cemeteries in the United States.

The nation's most hallowed shrine contains 150,000 graves including those of heroes from every war fought by the U.S. Sometimes the hero's fame rests on their exploits in war; sometimes on their achievements in peace. But they all fought for their

Speaker Makes SFC Contribution

Cavett Robert, guest speaker for Friona's Chamber of Commerce banquet, will also deliver an address to the Friona High School Student Body at 1:30 p.m. on January 27. The public is invited to this assembly program.

At the same time, Robert was instrumental in helping start a scholarship fund. The Student-Faculty Congress offered to help pay the speaker's expenses, but Robert, noted speaker, requested that the money be used to establish a scholarship fund.

A spokesman for the SFC stated that the organization will start the fund with a \$100 contribution. "Any organization or individual who would like to donate to this fund may contact myself or Baker Duggins," stated Gary Stone, SFC president. Checks should be made payable to the Student-Faculty Congress.



LIBRARY CORNER

country.

Heroes buried there more recently include soldiers from Vietnam, as well as astronauts Virgil I. Grissom and Roger B. Chaffee, and Senator Robert F. Kennedy.

The profusely illustrated edition contains the first complete list of nearly 250 Medal of Honor winners buried at Arlington since the nation's highest award for valor was instituted in the Civil War.

The author of the book is Colonel John V. Hinkel, USAR Ret. who had an extensive career as a soldier, newspaperman, public relations counsellor and writer. He was grad-

uated from Notre Dame and the Columbia School of Journalism before beginning his varied careers.

"If you can't get here before or after you die, read 'Arlington: Monument To Heroes'....It leaves the reader deeply inspired by the selfless sacrifices of the men who lie here in eternal rest," said Bob Considine of the book.

For young people seeking to understand and know the country in which they live, for adults who enjoy history and for those of you who need something other than television fare, come by Friona Public Library and check out a good book.

Guest Entertains At Club Meeting

Friona Woman's Club met at the Club House on Wednesday, January 22 for their regular meeting.

Twelve members were present. Linda Andrews, a guest, entertained with an auto harp and presented two vocals, "I Have A Mansion" and "Just A Closer Walk With Thee."

"Home Life" was the title of the program using the quote, "A unified home is the foundation of all democracy." Roll call was answered with one of my duties as a homemaker.

"Spiritual Values of the Home" was presented by

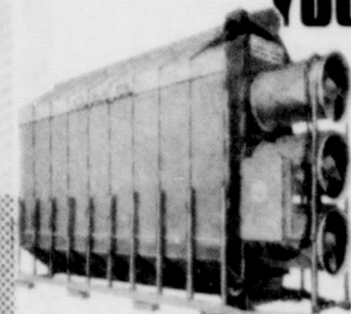
Annis Turner. "Ways To Assess the Needs of the Elderly" was given by Bessie Boatman. Velva Wood presented the devotional, "From a Grateful Heart."

The round table discussion was held on the joys and problems of home life.

Carrie Tatum served as hostess. Entertainment was a book review presented by Mrs. Joe Talley.

The next meeting will be a supper at K-Bob's on Thursday, February 13. The members will meet at the Club House at 7 p.m.

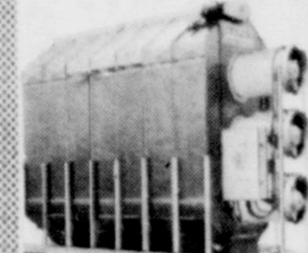
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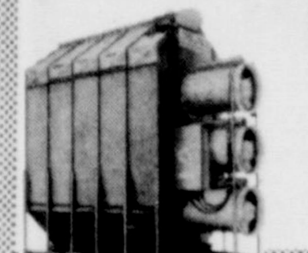
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Guest Presents Club Program

Friona's Home Arts Club met Thursday, January 16 in the City Hall community room.

Members attending were Mary Dixon, Rosella Landrum, Dora Phipps, Jewel Berry, Lorene Outland, Helen Potts, Louisa Wilson, Bessie Boatman, Anna Anthony, Velma Schlenker

and Zora Gaede. Dora Phipps was welcomed into the club as a new member.

Eula Mae Madole of Clovis, New Mexico, gave a demonstration on making pottery from moulding plaster, finishing and painting the plaster.

A covered dish luncheon was served at noon.

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Parmer County Tax Assessor-Collector

Tex Watson talks about The West Texas Gas Supply

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Rebekahs Install Officers For 1975

Friona Rebekah Lodge No. 308 met Monday, January 20, for their regular meeting. The new officers were installed by the district deputy president, Mrs. Helen Sowell, Hereford, and her staff, Lydia Hopson, Ann Freeman, Susie Curt-singer, Roberta Combs, Earsele Jacobson and Erma Loving.

New officers installed were Juanita Reed, Noble Grand; Jewel Wells, Vice-Grand; Karen Zachary, secretary; Geneva Williams, treasurer; Shirley Parr, financial secretary; Pat Fallwell, chaplain; Lucille Collier, right support

to the chaplain; Lucy Jones, conductor; Jewel Claborn, warden; Lillie Taylor, right support to the Noble Grand; Jessie Sisk, left support to the Noble Grand.

Also, Thelma Jones, right support to the Vice-Grand; Ethel Bengler, left support to the Vice-Grand; Nola Adams, inside guardian; Loreta Brookfield, outside guardian; Fern White, musician; and Linda Barker, flag bearer.

The past Noble Grand was Wilma Wise. Following the installation ceremony, the group enjoyed a salad supper and social hour.

Social Events

McFarlands Have Family Reunion

The J.B. McFarland families had a family reunion Monday, January 13 at the home of Mr. and Mrs. J.G. McFarland.

After dinner, the afternoon was spent visiting and playing bridge and "42."

Those attending were Mr. and Mrs. Lonnie McFarland of Pierre, South Dakota, Mr. and Mrs. R.H. McFarland of Tucumcari, New Mexico, Mrs. Roy Lee Jones of Ruidoso, New Mexico, Miss

Lora Mae McFarland of Clovis, Mr. and Mrs. Claude Osborn, Mr. and Mrs. Sloan Osborn, Mr. and Mrs. Roy Clements and Mr. and Mrs. George Taylor, all of Friona.

Mr. and Mrs. Don Campbell of Westerville, Ohio was here later in the week to visit. She is the daughter of Mr. and Mrs. Lonnie McFarland.

Redwines

Have Girl

Mr. and Mrs. Carrol Redwine became the parents of a baby girl born on Wednesday, December 4.

The baby was named Carolyn Michelle. She was eighteen inches long at birth and weighed five pounds, thirteen ounces.

Carolyn Michelle is the second child for the couple. Their other daughter, Janet Reane is three and one-half years old.

Grandparents are Mr. and Mrs. M.T. Butts, Quannah, Texas and Mr. and Mrs. J.C. Redwine of Bovina. Great-grandmother is Mrs. Minnie Redwine of Muleshoe.

Taylor, Beck

Exchange Vows

Judy Taylor and Robert Beck were married Saturday, January 18 in the home of Mr. and Mrs. Johnny Hunley of Amarillo, Texas.

Rev. Pat Revell of Amarillo, officiated at the ceremony.

Mrs. Jeanie Hunley, sister of the bride, was the matron of honor. Jesse Venezuela, nephew of the groom, served as best man.

A reception followed the ceremony. Mrs. Dick Khoury of Amarillo presided over the reception table.

The couple will be at home at 501 Prospect, Friona. Robert Beck is the lab technician at Parmer County Community Hospital.

Hospital Report

ADMISSIONS--

Grace Taylor, Friona; Joe Jesse Cervantez Jr., Hereford; Rosa DeLa Cruz, Hereford; Lucille Collier, Friona; Jose Samarron, Friona; Jackie Armstrong, Hereford; Anna Cole, Roswell; Mrs. Douglas Sanderson and baby boy, Hereford; Lucy McCown, Friona; Emily Griffith, Bovina; Leonard Haney, Farwell; Diana Clark, Friona; Mrs. Ambrosio Rios and baby boy, Friona; Dewayne Foreman, Texico; and Berry Foreman, Texico.

DISMISSALS--

Juan Tijerina, Jr., Kent Patterson, Joe Beaty, Mildred Glenn, Frances Baker, Amaria Aguirre, Rosa DeLa Cruz, Leo Bails, Roy Estep, Joe Jesse Cervantez, Lucille Collier, Emily Griffith, Esther Minnie Haws, Eva Leona Roberson, Grace Taylor, Scott Weir, Jackie Armstrong, Mrs. Douglas Sanderson and baby boy and Diana Clark.

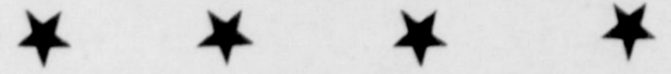
PATIENTS IN HOSPITAL--

Anna Cole, Leonard Haney, Lucy McCown, Jose Samarron, Jesse Walling, Mrs. Ambrosio Rios and baby boy, Dewayne Foreman and Berry Foreman.

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Crest TOOTH PASTE 95c
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Milk-Plus 6
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\$1.45 Value

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LISTERINE 99c
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Reg. \$1.59

V05 HAIR SPRAY \$1.99
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Breck
SHAMPOO \$1.19
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- 5 Lb. Chuck Style \$1.35
- 4 Lb. Cat Food \$1.70

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ALL-REGIONAL.....One portion of the Junior High Band members who made all-regional ratings, the woodwinds, are shown above. In the back row, left to right, are Jeanette Gilliam, Christy Lundy, Priscilla Prueett, Varla Welch, Teresa Clark, Julie Owen, Laura Ellis, Brenda

Schilling and Shannon Parr. Seated are Doris Hough, Donna Rector, Debbie Menefee, Kim Frye, Renae Monroe, Tracy Horton, Detricia Miller and Cherlee Parker.



WIN RATINGS.....Bandsmen in the brass section of the Friona Junior High Band who earned all-regional honors are, back row, left to right: Robert Alexander, Kimber Britting, Mark Gammon, Charlene Seale, Christy Cunningham, Burke Vestal, Morris Garza, Scott

Fangman, Joel Hight and Cynthia Bermea. Seated--Tera Simpson, Kirk Frye, Gary Schueler, Robin Martin, Roger Coffey, Joe Malouf, Fred Garza, Maria Villaneuva, Alex Garza and Kyle Barnett.

Principal Releases High School Roll



GAME WARDEN TRAIN-EE.....James C. Wilson, 27, of Friona, has been appointed to the 31st Texas Parks and Wildlife Department Game Warden Training School at Texas A&M University where he will undergo 4½ months of intensive law enforcement training. Wilson is the son of Mrs. E.E. Masters of Hale Center and Winston Wilson of Muleshoe, Texas. He graduated from Hale Center High School and attended West Texas State University.

John R. Cook, Friona High School Principal, released the third six weeks honor roll this week.

Twenty-nine students were listed on the All-A Honor Roll.

Students and their grade categories are as follows:

ALL A'S

Carol Bavousett, Tim Boeckman, Danny Campbell, John Carson, Perry Church, Patti Crump, Cathy Cunningham, Lisa Edelman, Michelle Essary and Johnny Gonzales.

Also, Don Howard, David Hutson, Vickey Jackson, Jeanine Jarboe, Bryan Johnston, Marilyn Jones, Ronald Land, Connie Lindeman, Amanda Mason and Hope Mays.

Also, Terri Patterson, Ruede Rule, Donna Ruzicka, Gary Stone, Pattijon Talley, Garvin Thorn,

Becky Walker, David Whitaker and Jatou Widner.

A'S WITH 1 B

Linda Anthony, Diane Bennett, Kim Bryant, Dale Cleveland, Charles Fleming, Nell Fulks, Susan Garner, Diane Hamilton and Holly Hart.

Also, Janice Hayes, Rolanda Hudson, Jay Jarboe, Amal Malouf, Loren Martin, Ronnie McClellan, Kent Miller, Juana Perez and Dusty Peters.

Also, LynEldon Randolph, Mona Reed, Rhonda Richards, John Seright, Audrey Sprouse, Pam Veazey, Johnnie Walter, Holly White, Pam Wilcox and Terry Wilcox.

A'S WITH 2 B'S

Richard Anderson, Clay Bandy, Brad Beene, Jerry Bengel, Hal Blackburn, Donette Carlton, Melodi Dixon, Phillip Hand, Ta-

mela Hassenpflug, Julie Johnson and Stephen Jones.

Also, Brian Landrum, Darla McLellan, Curt Miller, Jimmy Murpree, Rhonda Parsons, Sandy Peters, Myrna Phipps, Gary Self, Sherri Thorn, Debbie Wilkerson and Paul Wilshire.

A'S WITH 3 B'S

Randa Allen, David Barnett, Marsha Carlan, Joe Cunningham, John Jones, Cindy Lundy, Keith Martin, Leesa Mercer and Karen Merrell.

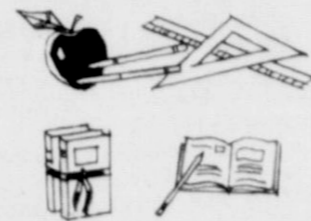
Also, Alan Monroe, Kenna Moore, Paige Osborn, Rusty Patten, Jeff Porter, Gene Schueler, Gigi Spring and Robin Zetsche.

A'S WITH 4 B'S

Todd Bandy, Davy Carthel, Cindy Cleveland, David Morales, Gary Rector, Phillip Schueler and Deann Shipp.

Twenty-Two Students

Make JH Honor Roll



DECA Students

Have Meeting

The monthly meeting of the Friona High School Distributive Education students was held Monday, January 20, at the home of Mona Reed.

Ruede Rule, president of the local DECA Club, conducted the meeting.

Principal items discussed was the employer-employee banquet, held annually by the DECA organization. The banquet was scheduled for April 21. Food and decoration committees were appointed.

Color scheme for the banquet will be blue and gold, the club's colors.

Twenty-two Friona Junior High School students were listed on the All A Honor Roll for the third six weeks.

The honor roll was released this week by Principal Cecil Maddox.

Those students making All A's were:

EIGHTH GRADE--Chris Barnett, Jan Mason, Julie Owen and Donna Rector.

SEVENTH GRADE--Kyle Barnett, David Fleming, Joel Hight, Holli Hudson, Sarah Mears, Dana Miller and Tera Simpson.

SIXTH GRADE--Kipi Fleming, Becky Jones, Lilia Rodriguez, Mike Schueler, Dana Smith and Dianna Wright.

FIFTH GRADE--Andrew Fleming, Trent Johnson, Jim Mabry, Regina Priest and Sandy Spring.

Students having All A's With 1 B were:

EIGHTH GRADE--Teresa Clark, Mark Gammon, Fred Garza, Tracy Horton, Sherrie Shavor, Max White and Criss Wylie.

SEVENTH GRADE--Janice Coffey, Shae Dodson, Milon Dixon, Sharla Duggins, Pat Fortenberry, Rod Owen and Janet Russell.

SIXTH GRADE--Janie Aguirre, Susan Anderson, Norma Barlow, Lynn Blackburn, Kayle Britting, Mike Fortenberry, Carlos Garza, Allison McMillan, Tim Mercer, Pam Perez, Margaret Ramirez and Myra Veazey.

FIFTH GRADE--Francis Guerra, Tawnya Hand, Amber Smith and Penni Weatherly.

Students listed on the roll as having All A's and Two B's were:

EIGHTH GRADE--Dian-

na Dandridge, Kim Frye, Lyndal Howard, Terri Kinder, Cherlee Parker, Priscilla Prueett, Stephanie Schueler, Vickie Smiley and Varla Welch.

SEVENTH GRADE--Robert Alexander, Marie Escalante, Kirk Frye, Jamie Fulks, Alex Garza, Jeanette Gilliam, Sonya Gore, Mike Gowens, Becky McLellan, Joe Malouf, Charity Mays, Becky Norwood, Karen Patterson and Pepper Weatherly.

SIXTH GRADE--Jana Brown, Kelly Caudill, Danny Guerra, Shawna Hadley, Tony Jackson, Jimmy Menefee, Janette Read, Deon Robinson and Brent Self.

FIFTH GRADE--Kim Barnett, Angie Castaneda, Karla Fleming, Diana Hayes and Shawn Osborn.

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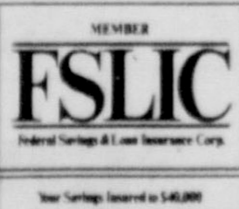
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BOX 515
FRIONA, TEXAS 79035

Modern Study Club Members Present Local Club History

Modern Study Club met in regular session on Tuesday, January 21 with President Allo Reeve presiding over the business meeting.

A memorial honoring the deceased presidents of the Modern Study Club, Mrs. Iney Welch, Mrs. Thelma Ford and Mrs. Fleta Terry, was given by Mrs. Lilah Gaye Gee.

A vocal group composed of Jeanine Jarboe, Pattijon Talley, Pam Veazey and Carol Bavousett sang "The Happy Wonderer" and "Dear Hearts and Gentle People."

They were accompanied by Lisa Edelman on the piano.

The topic of the program was "Public Affairs" or "Modern Study Club in Friona's Past."

A report on the Library and hospital was given by Mrs. Rhea Foster.

In October of 1945 the Parmer County Community Hospital was chartered. A board of directors was elected and Lora Mae McFarland, a member of Modern Study Club, was hired to work for the proposed co-op hospital.

Modern Study Club had money making projects such as a box supper, sponsored the Odis Eholis Show, but rummage sales were the big money maker with all the proceeds going to benefit the hospital.

On March 18, 1947 the hospital was opened in the old barracks buildings.

In 1954 the club served the kick-off banquet for the hospital building fund drive and donated \$651.35 to the fund, proceeds from a rummage sale.

In October 1956, the move from the barracks buildings to the new hospital building took place. J.B. McFarland was the first patient.

The club initiated the Christmas Card Project in 1956. Fay Reeve was president. The club has sponsored this project each year since then. A total of \$30,212.00 has been raised for the hospital to use where most needed.

To name a few things this money has provided: an OB

light, an ironer, chest pump, furnished the sun room, bought room furniture, rockers, four electric chair beds, skin dermatone, a fire alarm system, heart monitor, a new heating and air conditioning unit for the operating room, a new anesthetic machine and in earlier years the money raised was donated to the general fund.

The money made by the club and donated to the hospital, besides the Christmas Card Project, from 1945 to 1975 amounted to \$2666.52.

Besides the money donated, many hours were spent by women of the club in services such as making 130 surgical towels, making drapes, night stand covers, 44 hot water bottle covers, 56 ice bag covers and a shower for the nursery.

In May of 1963 in a regular club meeting, Mary Kate Zeman discussed the possibilities of a Library for Friona.

President, Ilene Osborn, appointed a committee to investigate the possibilities of a Library for Friona, consisting of Mary Kate Zeman, Irene McFarland, Lilah Gaye Gee and Willard Stewart.

Mary Kate Zeman, chairman of the committee reported at next meeting that the idea was well received by the businessmen and city officials.

The club voted to sponsor a Library in the Club House that summer, keeping it open on Tuesday and Saturday mornings from 10-11 a.m.

The president of the club was in Austin in June and visited the Texas State Library asking about establishing a Library in Friona.

The man explained to her about the summer reading program and that they would send the club 150 books on loan for the summer projects. The books arrived the next week, and the Library opened on Saturday, June 15, 1963 at the Federated Club House.

Children were enrolled by the Library Committee, with help of volunteer workers from the club and some high school students.

There were 125 readers, 45 reading certificates issued, 500 books were donated, and \$10 given by the Home Demonstration Club that summer.

The club voted to keep the Library open each Saturday from 10-11 a.m. beginning September 21, 1963. Work days were held by volunteer club members to catalogue books and place on shelves,

which had been built to line the walls of the Club House.

Bookmobile services were soon obtained.

In the summer of '64, a library schedule was set up for the club members to work at the Library. That fall the Library committee of the club scheduled work days when they and other club members catalogued and classified books, typed cards, filed and arranged books on shelves. 283 hours of tedious work was reported spent on this project.

In 1964-65, the Library committee established a memorial shelf in the Library and a memorial fund at the Friona State Bank.

In observing National Library Week, the committee made personal contacts to all organizations in the city, telling them about the Library, its purpose, aims, and what had been done. They also wrote notes to 56 classes and teachers.

In 1966 the club gave \$200 to the Library Fund. In Feb. of '66 the City Council was asked to sponsor a paid librarian for the summer months, 6 hours a day, 3 days a week. Mrs. Zora Gaede was the first librarian.

In Jan. '67, a Library Board was formed, consisting of seven members with a representative from each study club, Lions Club, Chamber of Commerce, and city government.

In Nov. '67 the Library moved to its present quarters. In March of 1967, the city accepted the responsibility of the Library and it is known as the Friona City Library.

In June of 1968, Friends of the Library was organized. Since 1964, the budget of the club has included Library Fund amounting to \$965.00, Friends of the Library \$125.00 and special donations from the club is \$1700.00, a total of \$2,790.00 in monies to the Library.

Up to now the Library owns 10,786 books and is now

a community Library. (This means they can order books through the inner Library Loan, and as the state is allotted funds, they in turn will be allotted to the small libraries; also it means they can order books at a greater discount.)

A report on the club's part in beautification and scholarships was given by Mrs. Eufaula Ethridge.

In the field of beautification for home and community this group has been most active.

Members worked on cemetery beautification and securing a water well there in May of '39. Cash donations amounted to \$250.

In March of '33, the club spent \$15 for elm trees to be planted around the High School.

In 1947 the club spent \$204.00 in helping the county and community in beautification of our first hospital grounds.

In a bulb planting project in the early 60's, spring bulbs were planted in the city park, hospital ground and club house grounds.

Modern Study Club was responsible for getting the roadside park.

Interest in scholarships and loan funds dates back to March '47, when we discussed converting previously purchased savings bonds into cash for high school scholarships.

In 1953 the club first scholarship fund was established. It was established for graduates of Friona High School desiring further education to go to a student in need of financial aid. A first year student who had maintained a "C" average in high school, this scholarship was given to a student in '54-'55-'56-'50 a semester-total \$200.

In May of 1956, the club changed the educational scholarship to a student loan fund. From that time it was known as the R. B. Miller Jr. Loan Fund. This being a memorial honoring Capt. R. B. Miller Jr., who was lost

in action in the Korean War. The amount of \$300 established the fund. It came from the club fund and memorial gifts. Approximately \$100.00 has been added annually to this amount. The first loan was granted to the first Latin-American student to finish Friona High School and complete one semester in college. Loans have been granted through the years to students in many fields.

In June 1971, this loan fund of approximately \$1950 was assigned to the Friona division of the Opportunity Plan established at West Texas State University to be administered by the Friona board in cooperation with Opportunity Plan Directors. Since that date it has grown to over \$2400.00. It has given aid to six additional Friona area students.

A report on Friona Woman's Federated Club House was given by Gerry Taylor.

The Friona Woman's Club House was built the summer and fall of 1940. The rock was purchased and hauled from the canyon on the way from here to San Jon, New Mexico.

The Friona Woman's Club had a building fund for a club house started before the Modern Study Club. The Jr. Woman's Club was organized. The Friona Woman's Club sponsored the organization of the Friona Junior Woman's Club in May of 1931.

When the Club House was started the Friona Woman's Club had \$2500.00 in the building fund. The approximate cost of the Club House was \$5000.00. Mrs. R.H. Kinsley, a member of the Friona Woman's Club, gave the lot. The Modern Study Club donated about \$565.00 to the building of the Club House. A loan was secured to finish it.

The first meeting of Modern Study Club was held in the Club House on January 7, 1941. Mrs. Iney Welch was president.



FRIONA LIBRARY....Although approximately 35 years have elapsed since the Syndicate Hotel has operated as such, the building is still in use today. Following the purchase of the building, which formerly was located east of Hub, the American Legion moved the

structure to Friona for a meeting place. Later, the Friona Public Library was added to the first floor of the building. Mr. and Mrs. E.G. Adams are shown in front of their former home and cited the 'many changes in the building.' (Star Photo)

One of the main money making projects of the club was to raise money for the Club House building fund and the joint fund of the clubs for the up-keep and furnishings of the Club House was presenting a play each year for several years; others were selling magazine subscriptions, served at the Junior-Senior Banquet, had carnival, sold t-shirts, served dinners at farm sales, sold vanilla, held a tacky party, held rummage sales, games tournament, tour of homes. Some of these proceeds were applied to other projects of the club, also.

In July 1951, the Friona Woman's Club and Modern Study Club voted to have the paving done on the two sides of the Club House.

The cost of the paving was \$1117.80 plus the parkway, \$480.00. Modern Study Club's part of the curbing was \$175.

The club assumed 60 per cent of this paving, taking care of the obligation of the

Progressive Study Club, which had only been organized a short time. Modern Study Club paid on this project—\$935.58.

Gerry Taylor gave a report on "The County Fair."

The Parmer County Fair was held in the Prisoner of War barracks moved here from Hereford.

The Modern Study Club took part in the fair by having a float in the parades each year, sponsored the Home Arts division for four years, held a bake sale and fishing pond each year, also participated in the dunking board each year. The club sponsored a Parmer County Queen's Contest to raise money to finance the Home Arts division. They also helped furnish entertainment at the fair.

The first year the club sponsored the Home Arts division, they offered first prizes in 26 different classes of entries. There were 65 exhibitors entering 300 articles, more than doubling the

number of entries in previous years. The club gave 89 ribbons and 24 cash awards.

In 1954 the club entered a hospital float in the fair parade and won a prize of \$15. In 1955 the club entered a hospital float in the fair parade and won first prize of \$50.00 which was returned to the hospital.

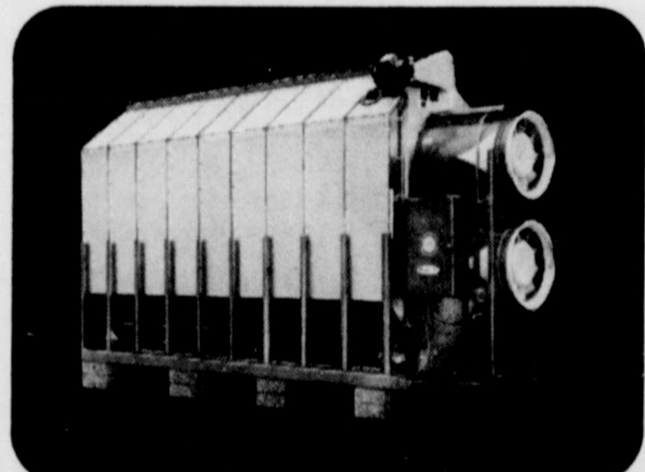
In 1956, Friona observed their 50th Anniversary celebration in connection with the county fair. The club entered a float in the parade and sponsored a baby show. 1956 was the last Parmer County Fair, in 1957, the Maize Days celebration began.

The total money that the club made at the fair was \$910.95. It was used for worthy projects being sponsored by the club, such as the hospital and scholarship fund.

Following the club's history, refreshments were served to ten members by hostesses, Fay Reeve and Lois Miller.

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STUDENT OF WEEK....Robin Renner is honored this week as Student of the Week in Friona's Distributive Education program. Renner is employed at Friona Country Club's Pro Shop, where Cotton Renner is his training sponsor.

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406 3rd And
Neal's Needleworks
(Behind Bovina Pump)
Now Carry
Mountain Mist Dacron Quilt Batting
81 X 96" - Twin
90 X 108 - King
45 X 60 - Crib
Also Fiberloft Pillow Stuffing
1-Lb. Bag

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30 St Inc 24 Noun Dr ASS CO INC See Our Display At Page 439	439-2006 KL 5-8416	Fogleman F Wing Nut Co 335 E 33 Forker Jim & Co 20 E 36	532-2212 555-8126	McParland Joe ORSATZ VIC FAI
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6 3/4 %	6.98%	2 1/2 Yrs
7 1/2 %	7.79%	4 Yrs
7 3/4 %	8.06%	6 Yrs.

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 USDA CHOICE BEEF T-BONE STEAK Value Trimmed Lb. \$1.29	 PORK LOIN ROAST Value Trimmed Lb. 69¢	 CANNED HAMS Shurfine 5 Lb. Can \$6.79	 GROUND ROUND Quality Beef Lb. \$1.09	USDA CHOICE BEEF FAMILY STEAK Value Trimmed Lb. 79¢
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Freezer Pack PORK CHOPS 25 Lbs. Fresh Lean Sliced And Freezer Wrapped \$19.95	ONLY USDA CHOICE BEEF SOLD AT PIGGLY WIGGLY	 USDA Choice Beef	INFLATION FIGHTIN PRICES PLUS S&H GREEN STAMPS	Long Horn Brand HOT LINKS 79¢ Lb.
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USDA CHOICE BEEF SALE HALF BEEF Cut & Wrapped For Your Freezer Lb. 79¢	USDA CHOICE BEEF STEAK-ROAST-GROUND BEEF All Beef Cut & Wrapped 25 Lb. Freezer Pack \$23.95	MEAT VARIETY PACK 6 Lb. STEAK - 6 Lb. ROAST 6 Lb. PORK CHOPS 6 Lb. FRYERS 6 Lb. GROUND BEEF 30 Lb. Cut & Wrapped Freezer Pac \$26.95	1/2 BEEF - 1/2 PORK Cut & Wrapped 25 Lb. Freezer Pac \$22.95
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Stokely's Golden 17 Oz. Can CORN 33¢ Shurfine 16 Oz. Can TOMATOES 29¢ Shurfine 15 Oz. Can SPINACH 27¢	Gladiola 5 Lb. Bag FLOUR 89¢ Shurfine 16 1/2 Oz. Can APPLE SAUCE 43¢ Shurfine 46 Oz. Can FRUIT DRINK 49¢	Van Camp White 14 1/2 Oz. Can HOMINY 19¢ Sunshine HI NO 10 Oz. CRACKERS 49¢ Sunshine Crackers 16 Oz. GRAHAMS 59¢	Auxtex 15 Oz. Can CHILI 69¢ Nabisco Lb. Can CRACKERS 59¢ Sunshine 11 Oz. VAN. WAFFERS 49¢
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FIGHT INFLATION SHOP PIGGLY WIGGLY!

INSTANT BREAKFAST Carnation 6 Oz. 79¢ TORTILLA FLOUR Our Darling 25 Lb. Bag \$3.39	PEACHES Shurfine 29 Oz. Can 59¢ TAMALES Geb Hardts Bacon 15 Oz. Can 29¢	TOMATO JUICE Shurfine 46 Oz. Can 59¢ SOUR CREAM Clardy's 8 Oz. CTN. 49¢
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 INFLATION FIGHTER! Honey Boy SALMON \$1.39 No. 1 Tall Can	 INFLATION FIGHTER! PARKAY OLEO 69¢ Lb. Pkg.	 INFLATION FIGHTER! FOLGERS COFFEE 89¢ Lb. Can
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TUNA Shurfine 6 1/2 Oz. Can 49¢ VIENNAS Shurfine 4 Oz. Can 35¢	JALAPENO PEPPERS 12 Oz. Can 69¢ SERRANOS PEPPERS Rosita 2 1/4 Oz. Can 19¢	PRESERVES Savory Peach 18 Oz. 89¢ DINNERS Big Johns Box 39¢	JAM Savory Red Plum 18 Oz. 79¢ NUTS Fisher Mixed 13 Oz. Can \$1.19
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INFLATION FIGHTER! CHEER 99¢ DETERGENT Giant Size	INFLATION FIGHTER! LUX 59¢ LIQUID DETERGENT 22 Oz. Bottle SAVE 25¢	INFLATION FIGHTER! VASELINE 1.49 INTENSIVE CARE LOTION 15 Oz. Bottle SAVE 50¢	FROM THE DELI DINNER SPECIAL \$4.49 9 Pieces Fried Chicken Pint Potato Salad Pint Beans Pint Slow Pint Cobbler 32 Oz. Coke
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DOG FOOD Hi Vi 50 26 Oz. 25¢ TISSUE Chiffon Facial 200 Ct. 49¢ STARCH Easy-On Spray 22 Oz. Can 69¢	PINESOL Cleanser 15 Oz. Bottle 89¢ TOOTH BRUSHES Tek 49¢ TOOTH PASTE Aim Family Size 99¢	HAIR SPRAY Sudden Beauty 12 Oz. 66¢ VICKS NYQUIL 10 Oz. \$2.49 SHAMPOO Prell Concentrate Trial Size 15¢
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PIGGLY WIGGLY FROZEN FOODS Clardy's Quality Choice ICE CREAM All Flavors 1/2 Gal. 99¢ Banquet Frozen DINNERS 49¢ Fish, Meat Leaf Chicken Turkey Chopped Beef Tossan ORANGE JUICE 6 Oz. Cans \$1.19 MIXED VEGETABLES Shurfine 24 Oz. Bag 79¢ CHOPPED BROCCOLI Shurfine 20 Oz. Bag 69¢	PIGGLY WIGGLY FRESH PRODUCE Golden Delicious APPLES Lb. 29¢ Red Emperor GRAPES Lb. 39¢ Texas Ruby Red GRAPEFRUIT Lb. 19¢ Yellow ONIONS Lb. 10¢ Portales YAMS Lb. 19¢	PLATE LUNCH \$1.59 Choice Of Meats: Fried Chicken Meat Leaf - Bar-B-Que With Cole Slaw, Peas, Potato Salad-Dessert
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1974 In Review

Chamber Helps Inaugurate Community Center/Showbarn

Highlights of the calendar year 1974 for the Chamber of Commerce would include the inauguration of the new Community Center-Showbarn, with a record 600 people attending the 1974 banquet.

Before the year was out, three other Chamber-related activities would be held at the new center, and both were highly successful and drew top crowds.

In April, the Business Activities Committee (BAC) of the Chamber, headed by Carroll Galatin, brought entertainer Tom T. Hall and the Storytellers to Friona.

From a financial standpoint, the show only broke even, but the Chamber felt it was a real "first" to have such a big-name performer in Friona. We commended the members of the BAC for their hard work and effort.

The Chamber entered the expansion program at Hi-Pro Feeds during 1973 in the Governor's Industrial Expansion Award program, and Hi-Pro was one of the six winners selected from across the state. President Percy Parsons, Ron Davent and Jack Carrothers, president of Friona Industries, travelled to Austin in

August to receive the beautiful and best-operated carnival that has ever come for Maize Days was on hand for the occasion. Miss Amal Malouf was crowned Maize Queen. Judy Mallett, a former Miss Texas winner and Miss America finalist served as Mistress of Ceremonies. Mrs. Clyde Woodard was chairman of the Queen's Contest. The contest theme was "Magic of Maize."

First runnerup in the contest was Lisa Cummings, and Hope Mays was second runnerup.

General Robinson Risner of Cannon Air Force Base served as parade marshal for the Maize Days parade.

For the first time, the chamber made a \$1.00 per plate charge for the barbecue at Maize Days. The Chamber alone financed the annual celebration, without the help of the civic clubs, a very successful banquet was held on August 13 at the Community Center.

The BAC presented a variety of events the afternoon of July 4 at the Community Center. Charles Faulkner and the Friona High School Band presented a medley of songs just before dark, followed by the fireworks sponsored by the Chamber of Commerce and the Friona Volunteer Fire Department.

Maize Days activities were held the first week in October. The weather was voted to purchase an additional 300 chairs and carriers.

For most activities, the 600 chairs will be enough to seat everyone. Luckily, the chairs have arrived in time for the 1975 banquet, and the Chamber thus did not have to borrow chairs from the churches as it did for the first banquet at the center in 1974.

Five members of the Friona Chamber of Commerce board of directors' terms expired at the end of the chamber year. Actually, one of the members, Percy Parsons, will remain on the board an extra year in an ex-officio capacity. Parsons is the retiring president of the board.

Other members whose terms expired include Bernard Gowens, Delton Lewellen, Jack Hamill, and Jack Hamill.

New directors to be installed at the chamber



MAIZE QUEEN...Friona's current Maize Queen is Amal Malouf, who will reign over the city's activities for the remainder of the 1974-75 season. Amal is a senior at Friona High School and is the daughter of Mr. and Mrs. Hanna Malouf. She was chosen from a field of 24 local beauties at the Maize Days festivities last Fall.

Former Chamber Presidents

Year	President
1924-28	J.J. Horton
1929-31	J.A. Blackwell
1932-33	O.F. Lange
1934-35	Howard G. Morris
1936-38	Dan Ehrbridge
1939-41	J.A. Blackwell
1942-47	Inactive
1948-49	W.L. Edelman
1950	O.J. Beene
1951	A.L. Black
1952	Wright Williams
1953	W.L. McFarland
1954	Dan Ehrbridge
1955	Billie Kelley
1956	Wright Williams
1957	J.C. Claborn
1958	H.H. Horton, Jr.
1959	Bill Nichols
1960	Newman Jarrell, Jr.
1961	Martell LeVeque
1962	Frank A. Spring
1963	G.W. Fleming
1964	John R. Cook
1965	Gary Brown
1966	George Taylor
1967	Richard Collard
1968	Charles Allen
1969	Wm. Doyle Elliott
1970	Steve Messenger
1971	Ralph Shirley
1972-73	Dale Cary
1974	Percy Parsons



FEATURED SPEAKER...Cavett Robert of Phoenix, Arizona will be the after-dinner speaker at the Chamber of Commerce Banquet Monday night. Robert is a humorist with a background in law and salesmanship. Other highlights of the banquet will be T-bone steaks and music by the FHS Stage Band.

1975 WHAT WILL IT HOLD

Five Directors Are Retiring

banquet are Jim Johnson, Jerry Brown, Gary Cook, David Lee Carson and Jay Beene.

Holiday directors include George Rushing, who will be the new board president, Jerry Hinkle, Jerry London and Dave Thompson.

Brown will be installed as vice-president, and Jim Johnson will be the secretary-treasurer.

The new directors were elected to two-year terms in balloting by the membership in December.



BERNARD GOWENS



DELTON LEWELLEN



JACK HAMILL



ROBERT NEELLEY

Friona Chamber's "Hall Of Honor"

- ★★★★★★★★★★★★
- #### "Man Of The Year"
- 1959 Dr. Paul Spring
 - 1960 A.L. Black
 - 1961 Andy Hurst
 - 1962 George W. Jones
 - 1963 Steve Messenger
 - 1964 Inactive
 - 1965 Baker Douglas
 - 1966 Frank Spring
 - 1967 J.C. Claborn
 - 1968 W.L. (Preach) Edelman
 - 1969 Dr. Loyd Shackelford
 - 1970 A.L. (Jake) Outland
 - 1971 Louis Welch
 - 1972 G.B. (Pre) Buske
 - 1973 Charles Allen
 - 1974 Aiton Farr
 - 1975 Sloan Osborn and J.G. McFarland

"Woman Of The Year"

- 1959 Eva Miller
- 1960 Kay Osborn
- 1961 Louisa Wilson
- 1962 Rose Lange
- 1963 Phyllis Sanders
- 1964 Mary Kate Zeman
- 1965 Deke Kendrick
- 1966 Eudana Ehrbridge
- 1967 Ethel Ruth Spring
- 1968 Emma Elmore & Altha Presley
- 1969 Willard Stewart
- 1970 Sarah Alexander
- 1971 Ethel Bengier
- 1972 Lillb Gaye Goe
- 1973 Mrs. James C. (Pearl) McLean
- 1974 Tommie Mercer

"Most Courteous Employee"

- 1961 Jane Williams, Friona St. Bank
- 1962 Arvilla England, Pioneer Gas
- 1963 Ruth Busby, Ben Franklin
- 1964 Dale Smith, Friona St. Bank
- 1965 Stanley Bengie, Partner Co. Pump
- 1966 Ralph Shirley, Pioneer Gas
- 1967 Iola Nelson, Friona St. Bank
- 1968 Sam Williams, Friona Consumers
- 1969 Ray White, Plains Hardware
- 1970 Cleo Gauna, Gib's Cleaners
- 1971 Frances Davis, School Cafeteria
- 1972 Ronald Smiley, Friona Wheat Growers
- 1973 Carolyn Demmett, Rockwell Bros. Lumber
- 1974 Pete Diaz, Friona St. Bank

"Teacher Of The Year"

- 1962 Jo Phillips
- 1963 Mrs. O.J. Beene
- 1964 Mrs. L.B. McClain
- 1965 Mrs. R.L. Bates
- 1966 Benny Pryor
- 1967 Mal Manchee
- 1968 Mrs. Berna Pryor
- 1969 Mrs. Ernest Osborn
- 1970 Mr. & Mrs. Wayne Hodgson
- 1971 Mrs. Baker Duggins
- 1972 Mrs. Frank Trullit
- 1973 Fay Reeve
- 1974 Joy Morton

"Outstanding Young People"

- 1972 Bill Bailey and Sally Kendrick
- 1973 Kevin Wiseman and Carol Reeve
- 1974 Annette Reznik and Mark Shackelford

THIS IS YOUR CHAMBER.....

Memberships Paid As Of January 1975

ACCOUNTANTS Brown, Graham & Co. Harry, Messenger & Co.	AGRICULTURE EQUIPMENT Herring Implement Co. Partner County Implement Co.	AGRICULTURAL SERVICES Adams Drilling Co. Ag-Chem Farm Services Big T Pump Co. Black Farm Center Partner County Pump Co. Taylor & Sons Blacksmith Co.	APPLIANCES & FURNITURE Western Auto Store White's Auto Store	AIRPORTS Benger Air Park	ART SUPPLIES The Splatier Shack	ATTORNEYS Richard Collard Wm. Doyle Elliott	AUTOMOTIVE City Body Shop Friona Motors Reeve Chevrolet-Olds Welch Auto Supply	BARBER SHOPS Ralph Taylor	BI-PRODUCTS Friona Bi-Products	CLEANERS Gib's Cleaners Reed's Cleaners	CONSTRUCTION Raymond Fleming Delton Lewellen	CATTLE BUYERS Pioneer Cattle Order Buyers Friona Industries	FEED PROCESSING Friona Industries	FEED YARDS Hi Plains Feed Yards Paco Feed Yards	FINANCIAL Friona Texas Federal Credit Union Friona State Bank Paco Feed Yards	FLORIST Claborn Floral	GRAIN ELEVATORS Black Grain Co. Friona Wheat Growers Hub Grain Co. West Friona Grain Co.	GROCERS Houser Grocery Piggy Wiggly White's Super Market	HARDWARE Plains Hardware Co. Rockwell Lumber Co.	HOSPITALS Partner County Community Hospital	INSURANCE AND REAL ESTATE Jay Beene M.M. Elder Ethridge-Spring Agency Gailin Land Co. Hick's Real Estate Rushing Insurance Co.	JEWELERS Allen's Jewelry Store	READY TO WEAR The Hut The Main Place Foster's Dry Goods Ruhle's	MEAT PROCESSORS Crow's Meat Co. Missouri Beef Packers, Inc.	NEWS MEDIA Friona Clearview Friona Star	OFFICE SUPPLIES Carroll's Walt's Quality Printing	PHARMACIES Friona State Bank Bl-Wee Drug	PLUMBERS Hick's Plumbing Co.	PROFESSIONALS Dr. Robert Alexander Dr. William Beene Dr. Jon M. Roden Dr. Lee Spring Friona Dental Clinic	RAILROADS Santa Fe	RESTAURANTS Anta's Snack Bar Dairy Queen Earl's Partner House	SERVICE STATIONS Cook Oil Co. Friona Consumers Dale Houlette, Mobil Murphree Oil Co.	SHOES & MATERIALS Nelle Jane's Uppholstery Co.	UTILITIES Deal Smith County Electric Co-op. General Telephone Co. Pioneer Natural Gas Co. Southwestern Public Service	VARIETY STORES Ben Franklin Store	VETERINARY Friona Veterinary Clinic	INDIVIDUAL MEMBERS A.W. Anthony, Jr. Deon Awrey Ron Awrey Wesley Barrett Charles Bass A.L. Black Ranza Boggress B.B. Buske G.B. Buske W.D. Buske Ed Clark James Dixon James V. Edelman W.L. Edelman Joe Fallwell Henry T. Fangman Jeldon Galliman J.T. Gee David Goddard W.S. Graham David Grimstley Glen Herring Charles Hough Tom Jarboe Leroy Johnson Nelson Lewis Jerry London Clarence Martin Roy Miller Clarence Monroe Curtis Murphree J.G. McFarland M.C. Osborn McFarland C. Osborn Sloan Osborn A.L. Outland Bruce Parr Floyd Revere P.V. Roberts Carl Schlenker Ronald Smiley R.E. Speed Frank Spring Steve Struve Ralph Taylor Dave Thompson Phillip Weatherly Louis Welch Harold Joe Wells Wright Williams Mickey Wilson Clyde Woodard
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Scouts Make Decorations

Local Girl Scout Troops made the decorations for the 1975 Chamber of Commerce banquet. Troops and their leaders which participated in the activity are as follows:

- Girl Scout Troop 225: Retia Hand, Lynda Grimstley, Mary Priest
- Girl Scout Troop 248: Louise Wilson
- Girl Scout Troop 278: Karen Britling, Kelly Kurstinger, Jana Emerson, Maria Villanueva

MEET YOUR 1975 OFFICERS AND DIRECTORS

Of The Friona Chamber Of Commerce And Agriculture



GEORGE RUSHING
PRESIDENT



JERRY BROWN
VICE PRESIDENT



JIM JOHNSTON
SECRETARY-TREASURER



PERCY PARSONS
EX-OFFICIO



It Takes TWO . . .
Your Chamber and
YOU!



DAVE THOMPSON



GARY COOK



JAY BEENE



DAVID LEE CARSON



PEGGY BRYANT
OFFICE MANAGER

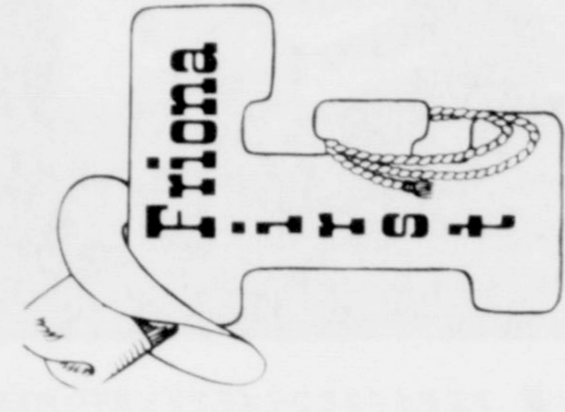


JERRY LONDON



JERRY HINKLE

Give Thanks---
Work To Keep
Friona First



PROGRAM

Dinner Music Friona High School Stage Band
 Dinner
 Invocation Rev. Bill Penland
 Introduction of Guest Cecil Maddox
 Introduction Of Retiring Directors Percy Parsons
 Delton Lewellen
 Robert Neelley
 Bernard Gowens
 Jack Hamil
 1975 PRESIDENT George Rushing
 Presentation of Awards Cecil Maddox
 (1974-75 Maise Days Queen, Amal Malouf)
 Introduction of Speaker Cecil Maddox
 SPEAKER Carett Robert

1975 OFFICERS
 George Rushing, President
 Jerry Brown, Vice President
 Jim Johnston, Secretary-Treasurer
 Percy Parsons, Past President

1975 DIRECTORS
 George Rushing
 Jerry Brown
 Jim Johnston
 Jerry London
 Jerry Hinkle
 Dave Thompson
 Gary Cook
 Jay Beene
 David Lee Carson
 Percy Parsons, Ex-Officio

OFFICE MANAGER
 Peggy Bryant

BANQUET COMMITTEE
 Dave Thompson
 Jerry Hinkle

DECORATIONS
 Betty Lewellen
 Directors Wives
 Decorations By
 Local Girl Scout Troops

ACKNOWLEDGEMENTS:
 Clovis Steam Laundry Linens
 FHA Girls Serving
 Food K-Bob's
 Entertainment Friona High
 School Stage Band

WELCOME TO FRIONA 19TH ANNUAL CHAMBER OF COMMERCE BANQUET

January 27, 1975 - 7:30 Community Center
Tickets - \$6.50 Per Person