

**STAR**  
Lites  
by Bill Ellis

THE  
FRIONA



**STAR**

VOLUME 42, NUMBER 1

20 PAGES

SECTION 1

### PLAY THERE TOMORROW

## Chiefs Warned Against Letdown In Happy Game

Another possible milestone awaits the Friona Chiefs, who travel to Happy tomorrow night for their third straight road game.

The Chiefs will be seeking their fifth straight win, something they haven't accomplished

since they have been playing in AA classification. It was back in 1957, when the Chiefs won the district title, that they won six games in a row, and finished with a 6-3-1 season record. Coach Don Light said this week that they must guard against a letdown this week, which might be in store since the Chiefs are playing a class B team.

"We can't afford to feel that we will have a pushover, because it will be far from that," Light said. "Any time a

team goes onto the field, it is capable of winning or losing," he continued.

It was pointed out that Happy, which has a 1-2 record, has a 196-pound fullback on whom most of its offense depends, but also has a speedy halfback tipping the scales at around 165. "With boys like this, they definitely can hurt us, and we need to adopt the attitude that our game this week is the only one on our schedule this year," Light concluded.

Coach Robert Taylor, who scouted Happy in its 34-0 loss to Silverton last week, said the Cowboys actually shouldn't have lost by such a margin. Silverton broke away on a couple of long runs, to put Happy in a hole, he said. "Happy didn't ever quit trying. They had a pass intercepted in the Silverton endzone at the last of the game," he pointed out.

The Chiefs gained a player and lost another this week. Tackle Dale Milner, out last week because of an infection, will be able to play. Glenn Herring has an injured knee this week, and may have to miss two or three weeks.

There are some minor bumps and bruises, but nothing else serious, Coach Light said.

A few lineup changes will be noted this week. Milner will be back at tackle. Light praised the work of Ray Braxton, sophomore, who filled in for him last week. Bobby Sims and George Rushing are waging a head-on battle for one of the

(Continued on Page 2)



CHECKS OUT REPLACEMENT . . . Martell LeVeque, left, goes over some material with Wade Wright, who will be the new Friona representative for Plainview Credit Association, LeVeque is moving to Littlefield.

### LEVEQUE RESIGNS

## New Manager Named For PCA Office Here

Wade Wright, 29, will assume duties as Friona representative for the Plainview Production

Credit Association, it was announced this week.

Wright will replace Martell LeVeque, representative of the company since it opened a Friona office, who resigned to accept a similar position in the Littlefield office of Plainview PCA.

LeVeque has been with the Friona office since it opened on August 1, 1959. Prominent in civic affairs, LeVeque served as chairman of the Maize Days celebration in 1959. He has also served as president of the Friona Chamber of Commerce and Agriculture, and has held three offices in Friona Lions Club.

Plainview PCA's Friona office has enjoyed steady growth since it was opened up slightly over four years ago.

"We far exceeded our most optimistic expectations. The people around Friona have been wonderful. We have a lot of fine friends that we will regret leaving," LeVeque stated.

Wright is married, and he and his wife Amelia have a 17-month old son, Gary. A native of Palestine, Texas, he graduated at East Texas State College in January of 1962. He comes to Friona from Plainview, where he has been employed as loan representative of the central office of the Plainview Production Credit Association.

The Wrights plan to move to Friona next week. He will assume duties by October 16. LeVeque and his wife, Gloria, have two children, Christi, five, and Marc, one.

## Residents Receive Annual Tax Notices

A total of 2966 tax notices were mailed in Friona this week, representing school and city taxes totalling \$337,206.12.

Of the total, 1,954 of the notices were for school taxes, which has a total tax roll of \$265,616.12. This compares to

1962's tax roll of \$265,616.12. The tax rate remains the same: \$1.90 per \$100 evaluation, based on 25 per cent of actual value.

The City of Friona mailed out 1,012 notices, including 61 delinquent notices from 1962. The tax roll for the city in 1962 is \$71,590. This compares to \$69,800 for last year.

Both city and school taxes are due by January 31, after which date they become delinquent.

## Lovelace Files For Re-Election

Chas. Lovelace, who is serving as sheriff of Parmer County, has authorized his announcement as a candidate to succeed himself, subject to the action in the Democratic primary next May.

In making public his candidacy for re-election, Sheriff Lovelace issued the following statement:

"In announcing my candidacy for nomination for the office of sheriff, subject to the will of the voters in the primary next May, I wish to express my sincere thanks and appreciation to the people of Parmer County and the surrounding area for the cooperation given me in the past."

"If I am elected, I pledge a continuance of my best efforts and full time to the duties of my office."

"I shall appreciate your support."

Chas. Lovelace

### FOR PARMER COUNTY

## Farm Bureau Schedules Convention In Friona

Parmer County Farm Bureau members will hold the fifteenth annual convention of the organization Monday night, October 7, at 8 p.m., in the Friona School Cafeteria, according to Harry Hamilton, President. Invitations are being mailed to all member families, but any person, member or not, is cordially invited to attend.

An interesting portion of the meeting will be the reports of two high school students on their attendance of the first Annual Student Citizenship Seminar held in Gatesville the past summer.

The students are Miss Jane Bradshaw of Farwell, and Miss Linda Fector of Friona. The

girls were recommended for attendance by school administrators on the basis of scholastic attainment and ability to convey information to groups and individuals.

Mrs. Vernon Symcox and Mrs. Walter Kaltwasser, of the Oklahoma Lane community, acted as a committee to get the students selected from the schools.

Business to be conducted will be election of a president and five directors and consideration of resolutions which will be the policy of Parmer County Farm Bureau for the next year.

Resolutions proposed by the resolutions committee are on the following subjects: Crazing of voluntarily laid out land; Fed-

eral tax reductions and spending increases; Cotton programs; Sedimentation in wheat grading; and limiting of consecutive terms for elective offices. Short reports will be given on membership progress and legislative activities of the organization, by Frank Hinkson, vice president and Jim Dixon, legislative chairman, respectively.

Resolutions other than those proposed by the committee will be given equal consideration when presented from the floor, and it is pointed out that anyone having ideas they would like to see adopted should present them at the meeting.

Coffee and donuts will be served upon adjournment.



BACK TO SCHOOL . . . Third grade parents inspect the school facilities of their children at Monday's "Back to School" program. Students for the night were Mrs. Tulon White and Mrs. Delton Lewellen. Teacher is Mrs. David McVey.

### SECOND SCHEDULED MONDAY

## First 'Back To School' Night Pleases Officials

The first in a series of two "Back to School" night programs was termed a huge success by elementary school officials this week, and the second such program is on tap Monday night of next week.

Approximately 210 parents attended the first program Monday, designed for parents of third and fourth grade students. Next Monday, the program will be especially for parents of first and second grade students.

First grader's parents will report at 7:30 to the elementary building, where they will be di-

rected to the home rooms of their children. They will meet until about 8:15 p. m., at which time parents of second grade students will report to their children's rooms.

The different time schedule was decided upon to allow parents with children in both grades to attend meetings in both places.

At the coming meetings, as was the case on Monday, teachers will give the parents an idea of their children's daily schedules, explain the books used in class, teaching methods, and a short summary of what

they plan to teach during the year.

In each classroom at the close of the session, a question and answer period will be extended, giving parents an opportunity to ask any question they might have. Light refreshments will be served.

At the past sessions, Mrs. Tom Carroll, school nurse, explained her duties to each group, as did Mrs. John R. Cook, elementary music instructor.

In the first meeting Monday, 40 per cent of the approximately 210 attending were dads, and 60 per cent mothers.

"All of the room mother chairmen functioned beautifully in making arrangements, providing refreshments, and registration," said Mrs. V. J. Zeman, president of the Friona Elementary Schools Parent-Teachers Organization, which is sponsoring the meetings.

Room mother chairmen and teachers for the session Monday night include:

First grade: Mrs. Casey Dunn and Mrs. Bill Nunn; Mrs. O. J. Beene and Mrs. Tom Jarboe; Mrs. Betty Anderson Barclay and Mrs. Baker Duggins; Mrs. Mabel Jones and Mrs. Doyle Cummings; Mrs. Tommy Paris and Mrs. Kenneth Pearson.

Second grade: Mrs. Otho Whitefield and Mrs. Leroy White; Mrs. Travis Harrell and Mrs. William Bandy; Mrs. George Treider and Mrs. George Taylor; Mrs. T. E. Lovett and Mrs. Ralph Shelton; Mrs. Troy Ray and Mrs. Lloyd Shackelford.

## Bailey Gins First Bale

Sam Bailey, Jr., who farms east of Friona, ginned the first bale of cotton in the city for the 1963 crop.

Bailey marketed his bale on Friday, September 27 at Chester-Fleming Gin. A bale weighing 617 pounds was ginned from approximately 2350 pounds of seed cotton. Another small bale was ginned for him.

Chester-Fleming paid a premium price of 50 cents per pound for the first bale, and ginned it free of charge. The premium amounted to about \$138.50.

The cotton was planted on April 24. It was Paymaster 101-A, and was irrigated.

R. G. Welch of the Black community brought the first bale of cotton to Friona Farmers Co-op Gin Tuesday. The 2080 pounds of seed cotton turned out a 580 pound bale. Welch reported that the cotton was Gregg and was planted April 27. It was watered three times and fertilized with 200 pounds of phosphate and 50 pounds anhydrous ammonia per acre.

N. B. Geay, gin manager, has been in the business 33 years and with a cooperative gin 27 years. He says, "We have new equipment which is some of the finest on the South Plains and encourage all farmers in the area to give us a try."



COTTON PREMIUM . . . Sam Bailey, Jr., right, is presented a check by Earl Chester, left, of Chester-Fleming Gin in Friona, for selling the city's first bale of cotton for the season.

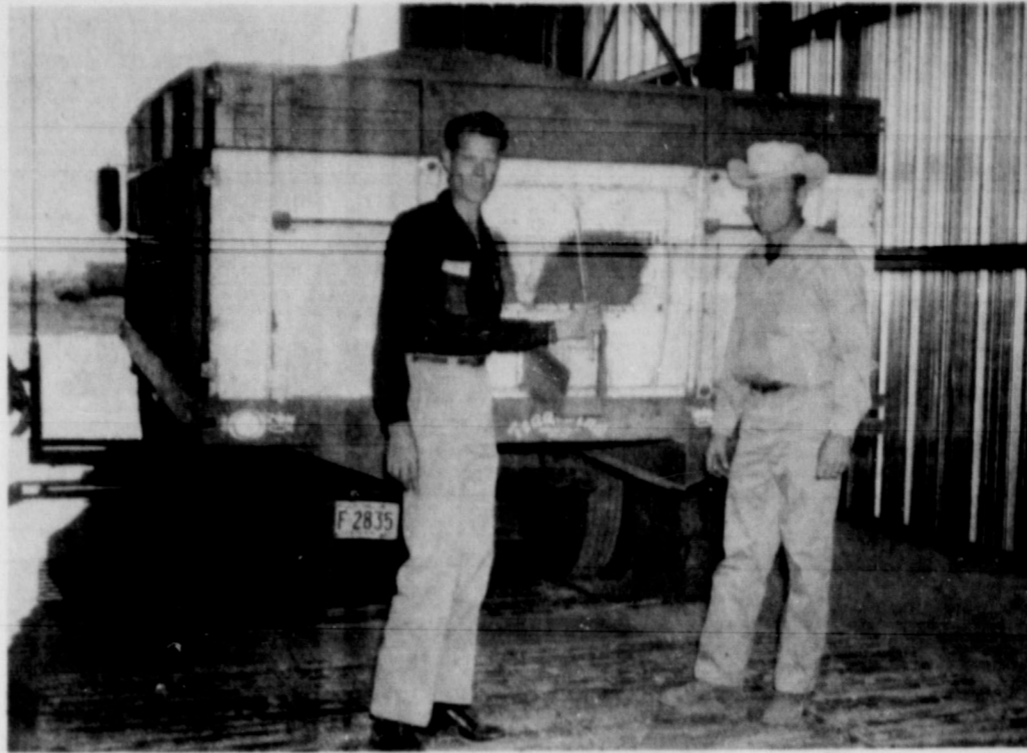


# THE FRIONA STAR

Bill Ellis . . . Editor  
June Floyd . . . Society  
John Getz . . . Advertising

Entered as second class mail matter, July 31, 1925, at the post office in Friona, Texas, under the Act of March 31, 1897. Published each Thursday.

Subscription Rates  
In Parmer County . . . \$3 Per Year  
Elsewhere . . . \$4 Per Year



HISTORIC LOAD . . . V. E. Nichols of Friona (right) sold the first load of grain sorghum to the new West Friona Grain, Inc., Tuesday of this week. With Nichols about to dump the grain is O. L. (Mac) McMurtrey.

**THANKS FOLKS**

We Appreciated The Way You Received Our Line Of 1964

**FORDS**

- \* GALAXIES
- \* FALCONS
- \* FAIRLANES
- \* PICK UPS

**FRIONA MOTORS**



"WHAT NEW BUSINESS DOES FRIONA NEED MOST?"  
... by Carol Ellis

## Mailbag

The Friona Star  
Friona, Texas

Dear Editor:

We are very grateful and proud of the publicity the Friona Star gave to the Friona Public Library. We know much of our success comes from the good advertising your paper gave us.

We've started small but hope some day we can have a good big library in our home town.

Sincerely  
Mrs. J. G. McFarland  
Chairman, Library Committee  
Modern Study Club

Friona Star  
Friona, Texas

Dear Sir:

Please accept my thanks and appreciation for the subscription to a wonderful paper.

The people of Friona have been so nice to me as a newcomer. It is my desire to be worthy of their kindness.

It is a new world opened up for me, one that I am happy to be a part of, and with pride say Friona is my home. Thanks again.

Gladys Bryson

## Outland To Receive SWPS Award Tonight

H. L. (Hank) Outland, Friona Manager for the Southwestern Public Service Company, will be one of the 102 employees of the company's Panhandle Division to be honored tonight

Chiefs--

(Continued from Page 1)

guard spots. Sims will start this week.

Otherwise, the lineup will be basically the same that started last week, with Joey Taylor at center, Numan Loastman at the other guard spot, Mickey Wilson at tackle, Larry Buckley and S. D. Balze playing end.

The backfield will be made up of Gary Fenner, Doug Dodd, Milton Hargus and Everett Gee. Last year, the Chiefs played Happy a tough game before finally bowing, 26-20.

at the 15th annual service awards dinner in Amarillo.

Outland will receive a 15 year service award from A. R. Watson, President and General Manager of the electric company.

The top awards this evening, for 35 years service, will go to three employees from Borger, Lewis C. Jones, Edgar McMillon and F. H. Renfro and one from Pampa, Gordon Lyons.

Throughout Southwestern Public Service Company's 45,000 square mile service area this year, 285 employees with a combined service of 3,715 years will be honored at service awards dinners.

A stranger approached a farmer and asked him how much he thought his cow was worth. "That depends," said the farmer cautiously, "Are you an insurance adjuster or a tax assessor?"

**SHOP NOW and SAVE MORE!**

**DOLLAR DAYS**

<p>One Group Permanent Finish <b>CHALLIS</b> Reg. 69c <b>47c</b></p>	<p>Playtex <b>GIRDLES</b> \$2.00 Off Reg. \$6.95 Sale <b>\$4.95</b></p>	<p>One Group Ladies <b>SKIRTS SWEATERS</b> Val. \$9.95 Sale \$4.97 \$11.95 \$5.97</p>
<p><b>GARMENT BAGS</b> Jumbo Size Reg. \$1.59 <b>97c</b></p>	<p>Grey - Chambray Two Pocket <b>SHIRTS</b> Reg. \$3.98 Sale <b>\$2.97</b></p>	<p>One Group Discontinued <b>TOWELS</b> And Wash Cloths Val. \$1.98 Sale \$1.17 \$1.29 77c 39c 27c</p>
<p>One Group <b>GIRLS' ORLON STRETCH SOCKS</b> Reg. \$1.00 <b>67c</b></p>	<p>Berkshire <b>HOSE</b> Discontinued Numbers Values To \$1.50 <b>77c</b></p>	<p>One Group <b>Ladies Pants</b> <b>1/2 Price</b></p>

**HURST'S FRIONA**

**"I WISH THE BANK HAD A DRIVE-IN WINDOW FOR ME!"**

Everyone likes the convenience of our Drive-In Banking Window. It's so easy to drive up... drive in... and drive on.

**Why don't you try it?**

**FRIONA STATE BANK**  
"Serving A Great Irrigated Area"

Friona Member FDIC Ph. 8911



# Booster Club Now Has Total Of 270 Members

The Friona Booster Club, at its regular meeting Monday night, voted to buy 33 warmup jackets for the Chieftain team, at a cost of \$550. It was pointed out that delivery on the jackets cannot be expected for about four weeks, but it was decided to go ahead with the order, since the last few games would be the coldest for the players while they stand on the sidelines. The membership committee chairman reported that a total of 270 memberships have been

collected this year, an all-time record for the club.

All of the 11x14 portraits of the players have been placed in the businesses sponsoring pictures. Businesses were allowed a membership in the combination offer of \$10 for the picture.

The club has moved the old Girl Scout hut to the west of Chieftain Field, for use as a concession stand for the visitors. It was reported that cable for repairing the score-

board clock has arrived, and work begun.

Coach Don Light reported that according to interpretations from the Texas Interscholastic League, the club will not be able to buy a meal for the players at remaining home games, as it had been previously planned. This would be a violation of the TIL rules, under the new interpretation, he said.

Commenting on the Plains game, Light said "We felt we beat a good, sound ball club.

We were naturally proud of the way the kids came back to win it. Plains was more ready for the game than we were, and we had to adjust."

Some 80 members of the club attended the meeting, and saw films of the Friona-Plains game. The club meets each Monday at 8 p. m. at the Friona School Cafeteria.

### Attends School

Flake Barber is in Waco this week attending an insurance school sponsored by Amicable Life Insurance Company. The school started Monday, September 30, and runs through October 4.

### School Menu

October 7-11, 1963

Monday—Meat loaf, potatoes, English peas, lettuce wedges, chocolate cake, rolls & butter, milk.

Tuesday—Hot dogs, ranch style beans, pickles, onions, peanut butter cookies, chocolate milk.

Wednesday—Roast beef and gravy, potatoes, green beans, Jello fruit salad, salad, Spice cake, rolls & butter, milk.

Thursday—Fried chicken, mashed potatoes, buttered carrots, lettuce & tomato salad, Peach halves, rolls & butter, milk.

Friday—Pinto beans, cheese sticks, greens, onions, cherry cobbler, corn bread, bread & butter, milk.

### HOSPITAL NOTES

#### ADMISSIONS:

Melvin Byars, Friona, acc.; Jack Taylor, Friona, med.; Jose Barragan, Friona, med.; Ronnie Sudderth, Bovina, med.; Marie Perkins, Friona, surg.; Santos Mendez, Friona, med.; Benito Castillo, Jr., med.; Larry Mitchell, Bovina, acc.; Tomasco Batista, Bovina, med.; Francisco Veleta, Friona, med.; Ruth Edelman, Friona, med.; Edith Johnson, Friona, med.; Socorro Quintana, Friona, med.; Richard Morris, Friona, med.; Cristanta Gomez, Bovina, OB; Jesse Williams, Bovina, med.

Betty Zon Reed, Friona, med.; June Ellison, Farwell, med.; Annie Jones, Farwell, med.; Mrs. Don Sible, Hereford, surg.; Mr. L. M. Crow, Friona, med.; D. L. Allen, Farwell, acc.; and Mrs. Paul F. Lloyd, Bovina, OB.

#### DISMISSALS:

Kelly Barber, Sue McKenzie, Dale Milner, Luis Rodriguez, M. A. Bartlett, Thelma Coffey, Torres Jose Barragon, Melvin Byars, Larry Mitchell, Mrs. Mike Rushing & boy, Ronnie D. Sudderth.

Dollie Taylor, Gladys Atkins and boy, Mrs. T. J. Vaughn, Jack Taylor, Cristanta Gomez, Tomasco Batista, Benito Castillo, Jr., Francisco Veleta and Mrs. W. L. Edelman.



HOW DOES IT FIT? . . . Edwin Taylor and Diana Taylor check each other's band cap for size, as a means of preparing for the trip to Dallas and the State Fair. Diana is president, Edwin vice president of the band this year.

## FHS Band Is Preparing For Trip To State Fair

The Friona High School band is making plans to attend the State Fair of Texas in Dallas, October 13-15, and at the same time is in the midst of preparations for their routine in the University Interscholastic League marching contests at Canyon October 22.

The band will leave Friona on Sunday, October 13, for its trip to Dallas. It will stay at the Southland Hotel while there. On Monday, October 14, the band is slated to play a concert on a sound stage at the Fairgrounds at 1:30 p.m.

Band members have been

helping finance the trip by selling boxes of candy. The drive has been highly successful, states Willis Giddens, band director. He stated that of the 720 boxes ordered, 520 boxes were sold the first night, and only a few remain to be sold.

"We're appreciative of the way the band is supported, both by the community and by the school," Giddens said.

The new director said that he thought the band was improving some each week, and was pleased with its progress.

A new set of red field drums has been received by the band, and will be displayed for the first time in its entirety at Happy Friday night.

A total of 93 students are in the high school band, but not

all will be eligible to make the trip. Students participating in athletics will not go, and anyone on the school's falling list will not be permitted to make the trip.

Several adult sponsors will accompany the band members on the trip. Two school buses will be employed to transport the group.

Other activities scheduled by the band for the year include a concert during the winter, on which the date has not been set.

Officers of the band this year include Diana Taylor, president, Edwin Taylor, vice president; Karen Osborn and Lynn Wilson, librarians, Keith Black and John Taylor, property managers.

# DEL MONTE ROUND-UP

Greatest Fall Sale North of the Border

Del Monte

## TOMATO SAUCE

8-Oz. Cans

# \$1

Purina

## DOG CHOW

5 Pound Bag

# 73c

### FRESH MEATS

<h2>SHORT RIBS</h2> <p>Pound <b>23c</b></p>	<p>Loin or T. Bone</p> <h2>STEAK</h2> <p>Pound <b>89c</b></p>	<p>All Meat</p> <h2>BOLOGNA</h2> <p>Pound <b>45c</b></p>
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Lane's **MELLORINE** 1/2 Gal. **39c**

DEL MONTE <b>CATSUP</b>	5	14-Oz. Bottles	\$1.00
DEL MONTE <b>PEACHES</b> Sliced or Halves	5	303 Cans	
DEL MONTE <b>Sweet Peas</b>	5	303 Cans	

WHITE SWAN Vegetable <b>SHORTENING</b>	3-Pound Can		Mazola Oil For Salads, Baking & Frying Quart Bottle <b>59c</b>
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DEL MONTE Cream Style or Whole Kernel <b>Golden Corn</b>	6	303 Cans	\$1
DEL MONTE <b>SPINACH</b>	7	303 Cans	
DEL MONTE <b>Fruit Cocktail</b>	5	303 Cans	

DEL MONTE Chunk Style <b>TUNA</b>	3	Reg. Cans	\$1
PATIO Western Style <b>TV DINNER</b>		Regular Package	
PATIO <b>Mexican Dinner</b>		Regular Package	<b>39c</b>

## Hey Kiddos

3 Yrs. Thru 9 Yrs. Enter The Gold Bond Coloring Contest!  
First Prize Is A Camera  
Plus 10 Winners Of 8 Nursery Rhymes In Color.

"BUY WHITE SWAN AND HAVE THE BEST"

# White's Supermarket

Ph. 3131      We Deliver      Friona

Prices Good Oct. 3 thru 9th.  
We Give Gold Bond Stamps, Double On Wednesday With Each \$2.50 Cash Purchase Or More

# MINNEAPOLIS Moline KA DISC HARROWS



- DEEP, UNIFORM PENETRATION
- MOST RUGGED FRAME
- SUPER-TOUGH, CROSS-ROLLED, HIGH CARBON, HEAT-TREATED DISCS
- EASY-TO-ADJUST DISC ANGLE
- EASY TO PULL, EASY TO MANEUVER
- WHEEL-MOUNTED FOR EASY MOVING FROM FIELD TO FIELD
- PERMANENTLY LUBRICATED SEALED BEARINGS
- SIX SIZES

**Strongest frame.** The KA frame consists of heavy 3 inch steel angles seam-welded to form a rigid, square tube. This gives extra strength so braces are not required and also provides the weight needed for deep but controlled penetration. Rigid frame also forces discs to cut deeper in high spots, thus leaving surface more level for planting, cultivating, and harvesting.

**Extra length . . . high speed . . . no clogging.** Front gangs can't throw trash directly into wheel or rear gangs . . . a definite advantage in trash or heavy stalks. Extra length permits high speed harrowing because there is no "fish-tailing" or "galloping."

**Discs hold edge longer** because special heat treating and tempering eliminate warping and give proper hardness to resist wear. They are also cross-rolled to stand heavy impact without splitting or curling. Discs are spaced 7 1/2 inches apart. 18 and 20-inch plain or cutaway discs are available.

**Extra-strong scrapers** are built to withstand pressure from toughest roots and stalks. Rigidly mounted on angle frame. Scrapers can be adjusted individually and as a group for best cleaning and easiest pulling.

# MAURER MACHINERY

Friona



# COTTON BOWL

# FOOTBALL CONTEST

## MEET THE CHIEFS



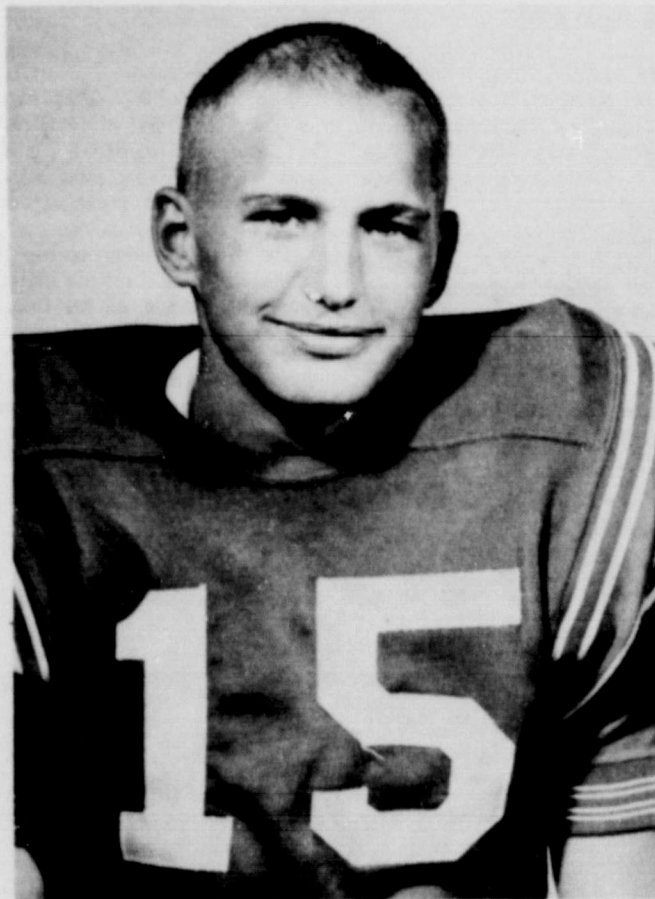
NUMAN LOAFMAN, a senior guard, weighs 167.



RONNIE BROOKFIELD, a junior end, weighs 150.



LARRY JOHNSON, a sophomore halfback, weighs 145.



JIM SNEAD, junior quarterback, weighs 155.

Photos by BRADLY, Hereford



JERRY CASS, a junior quarterback, weighs 145.

### WEEKLY PRIZES

- 1st Prize \$5
- 2nd Prize \$3
- 3rd Prize \$2

### CONTEST RULES

1. There are 10 college and high school games in the ads on this page.
2. Pick the winners you think will win and place the WINNER'S name beside the sponsor's name in the Contest Entry Blank at bottom right of this page.
3. PICK THE SCORE of the GAME OF THE WEEK and place your guess in the appropriate blank on the entry. Bring or mail the entry blank to the Star office by 6 p. m., Friday following this issue of the paper.
4. Winners will be chosen by a group of judges each Monday.
5. Weekly entry blanks will be kept all season and at the end of the Football Season the winner of the Grand Prize of 2 Free Tickets to the Cotton Bowl Game PLUS \$55,000 Expense Money will be presented to the lucky person who has picked the great number of correct games throughout the season. Ties will be determined by the judges.
6. Only One Entry Per Person.
7. Contestants must be 12 yrs. old or older.
8. All employees of this paper and their families are not eligible to enter this contest.

**1 FRIONA FARMERS CO-OP GIN**  
 Farmer Owned For Better Service  
 and  
 Better Ginning Phone  
 N. B. Seay, Mgr. Hub 2765  
 Dumas at Carlsbad

**2 Hub Fertilizer Co.**  
 HUB - FRIONA  
 Ammonia-Dry Fertilizer-Seed  
 Phosphoric Acid- Farm Chemical  
 Champlin Oil  
 Don't Wait - Fertilize  
 See Bill, Lester Or Tab  
 Lockney at Olton

**3 REEVE CHEVROLET**  
 Your Authorized Chevrolet Dealer  
 Frigidaire  
 Home Appliances  
 Sales Service  
 Phone 2021 Friona  
 Sundown at Morton

**4 FRIONA WHEAT GROWERS**  
 World's Longest Country Elevator  
 PGC Feeds  
 Phone 2061, Authur M. Drake, Mgr., Friona  
 Portales at Farwell

**5 Friona Country Club Gin**  
 "Ginning Is An Art  
 Service Is A Pleasure"  
 "Mac" McMurtry Mgr. Phone  
 2498  
 Bovina at Meadow

**6 BI-WIZE DRUG**  
 Drugs Sundries  
 Your Rexall Store  
 Phone 2781 Friona  
 North Texas at West Texas

**7 FRIONA MOTORS**  
 Parmer County Headquarters  
 For  
 Ford Cars, Trucks, Pickups  
 Tractors And Used Cars  
 Phone 2341 Friona  
 Texas A&M At Tech

**8 ETHRIDGE SPRING AGENCY**  
 Dan Ethridge  
 Frank A. Spring  
 Bill Stewart  
 Flake Barber  
 Phone 881  
 INSURANCE-LOANS  
 Air Force vs S.M.U.

**9 Parmer County Pump Co.**  
 Parmer County  
 Implement Co.  
 B & J IHC  
 Pumps Power  
 Ph. 3201 Ph. 2201  
 San Diego at Denver

**10 Chester & Fleming  
 Gin**  
 . 42 Years Ginning Experience  
 . Brand New Equipment  
 Baltimore at Chicago Bears

### OFFICIAL ENTRY BLANK

Name \_\_\_\_\_  
 Address \_\_\_\_\_

Game Of The Week  
 Tie Breaker Friona \_\_\_\_\_ VS Pick Score Happy \_\_\_\_\_

### GAMES

- |                            |                                       |
|----------------------------|---------------------------------------|
| 1 Friona Farmers Co-Op Gin | 6 Bi-Wize Drug                        |
| 2 Hub Fertilizer           | 7 Friona Motors                       |
| 3 Reeve Chevrolet          | 8 Ethridge-Spring Agency              |
| 4 Friona Wheat Growers     | 9 Par. Co. Imp. Co. Par. Co. Pump Co. |
| 5 Friona Country Club Gin  | 10 Chester & Fleming Gin              |



OVER PLAINS, 15-13

# Chiefs Show Their Spunk In Come-From-Behind Win

The Chieftains had to prove what they are really made of in their battle with Plains last Friday night. Friona had everything go against them in the first half, but held together to pull out a 15-13 win, and remain unbeaten.

The Chiefs proved that they were a "never-say-die" team that wasn't about to quit and admit defeat. Plains took a 13-0 halftime lead, putting Friona farther behind than the Chieftains had been in any previous game this season.

The first half of the game was one that you'd rather forget as soon as you could. Friona couldn't move the ball as it usually does, and frequent penalties hurt the Chieftains' efforts. Their blocking ranged from mediocre to poor, and Plains meantime made it look easy by marching for two touchdowns.

But fortunately for Friona, the Chieftains came out a changed team the second half, and proved themselves.

Plains scored the first time it had the ball, moving 65 yards in 11 plays, to take a 7-0 lead. Friona had taken the opening kickoff, and moved to the Plains 30-yard line before stalling. An overthrown pass intended for Baize hurt the Chiefs' early scoring threat.

After each team forced the other to punt, Friona lost the ball to Plains on a fumble at Friona's 32-yard line. The fired-up Cowboys punched across another TD in five plays, and as the kick went a bit wide, Plains led 13-0.

Friona had missed another chance to score after the first Plains touchdown, when fullback Everett Gee returned the kick from his own 13-yard line to

about the Plains 20. The run was erased for a 15-yard penalty against the Chiefs for holding.

The third quarter was much the same as the first half had

column, as a Chieftain drive went to the 15-yard line of Plains, only to die on a fourth down play which gained to the Plains nine. Two plays after the Cowboys took over, they

the final quarter, Renner ran the ball into the end zone to crack the goose-egg for Friona. On the point try, the ball was snapped badly, and Renner couldn't get it into position for

from two yards out. This time Dodd was able to kick the point, and Friona led, 15-13, with 2:55 to play.

Thus, the Chiefs, who had expected to be fighting the clock



ONE SIDE, COWBOY . . . Doug Dodd seems to be pausing to wait for Plains' Fred Carnley (73) to be taken out of the play by

Everett Gee, who is coming up on the right. In the background can be seen the other Chief halfback, Milton Hargus (33).

been, Friona had a good chance to score early in the quarter, recovering a fumble at the Plains 27. Four plays found the Chiefs just a yard closer to the goal, and the Cowboys took over.

It looked as though Friona would be kept out of the scoring

fumbled the ball back to Friona, however, and for once in the game, the Chiefs had a break.

This time, they took advantage. Plains received a penalty back to their own nine, and two carries by Gee put the ball on the one-yard line as the quarter ended. On the first play of

Doug Dodd to kick. He flipped the ball to Dodd, who skirted the left end for two points, making the score Plains 13, Friona 8, and turning an apparent bad break into a good one for the Chiefs.

Friona forced the Cowboys to punt, and moved the ball to the Plains 40 before again fumbling. Plains picked up a first down into Friona territory, but the Chiefs dug in, and took over the ball on their own 34-yard line, with just five minutes to play.

As it turned out, Friona didn't need that much time. Gee picked up three yards, and Renner hit S. D. Baize on a 31-yard pass play to put the ball on the Plains 30. Gee then got loose and almost went all the way. He was stopped from behind on the two. Renner again played it safe, running the keeper play, and went into the end zone this time

to catch up, found themselves having to stop the Plains attack once again.

A running play gained a yard for the Cowboys, and after an incomplete pass, Gee intercepted a Plains pass to give the ball back to Friona. The Chiefs tried to run out the clock, with Renner running the ball into the line four times, but Plains used its two remaining time outs to regain possession of the ball with still a few seconds to play.

The Cowboy quarterback was rushed on a passing attempt, however, and the clock finally ran out, with Friona posting its fourth straight win. It was the first time since the 1958 season for the Chiefs to win that many games in a row.

By winning, Friona avenged its worst licking of the 1962 season, as Plains beat the Chiefs, 51-0. Friona led in all statistical departments except first downs, being edged by the Cowboys, 11-10. As mentioned, penalties hurt FHS. The red-and-white team was penalized 10 times for a total of 80 yards. Friona got 134 of its total of 229 yards in the last 16 minutes of play. The Cowboys were held to three first downs and 55 yards the last half. Everett Gee was the top ball carrier, getting 83 yards, 69 of them the final half.

### How Friona's Opponents Fared

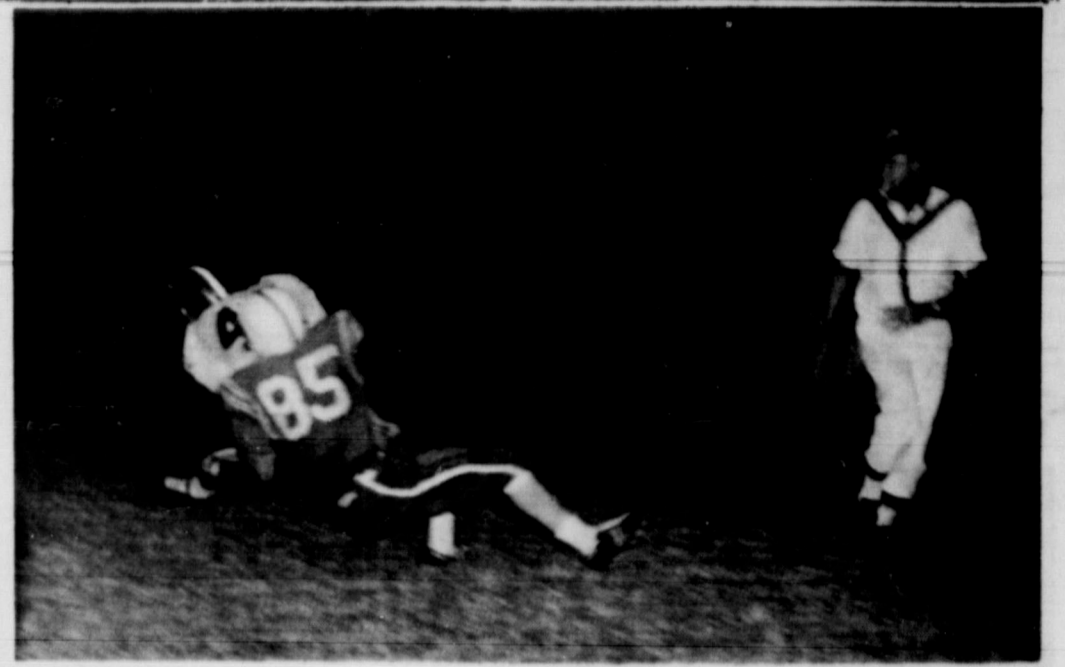
(Following are the results of Friona's football opponents in their games last week. Friona opponents are listed in all capital letters.)  
 FARWELL 27, MORTON 21  
 SUNDOWN 26, SUDAN 20  
 SANFORD-FRITCH 56, MEMPHIS 14  
 SILVERTON 34, HAPPY 0  
 BOVINA 26, AMBERST 0  
 DALHART 44, DIMMITT 0  
 CLOVIS 21, MULESHOE 6  
 OLTON 20, Hale Center 6

### Statistics

Friona	Plains
10 First Downs	11
198 Yards Rushing	154
31 Yards Passing	0
229 Total Offense	154
3 Passes Attempted	3
1 Passes Completed	0
1 Intercepted By	0
2 Number of Punts	3
35.0 Punting Average	39.3
2 Fumbles Lost	2
10 Number of Penalties	6
80 Yards Penalized	35

Player	TCB*	YDS*	AVG*
Gee	11	83	7.5
Dodd	10	66	6.6
Hargus	12	54	4.5
Renner	10	-5	0.0

\*TCB--times carried ball; YDS--net yards gained; AVG--average per carry; PC--passes caught.



FOR A LOSS . . . Friona's S. D. Baize is shown turning in one of the top defensive plays in the game against Plains, bringing down Cowboy fullback Joe Dan Cooke for a big loss.

## STAR Sports

### Longhorns Shine While Whipping Cooper, 28-14

Lazbuddie's Longhorns wrapped up their first win of the season last week, and will be seeking to even their season record at 2-2 when they travel to Amherst tomorrow night. The Longhorns, after dropping their first two games, had a week off prior to their 28-14 win over Cooper last Friday night.

Lloyd Bradshaw, Johnny Mabry and Mac Brown did the scoring for Lazbuddie. The Longhorns scored on the first series of plays after taking the opening kickoff. They drove 60 yards, with Bradshaw scoring from 26 yards out for a 6-0 lead.

In the second quarter, Lazbuddie mounted an 80-yard touchdown drive, with Bradshaw again scoring, this time on a 20-yard run. Mabry ran the points for a 14-0 Lazbuddie lead. The Longhorns let down a bit in

the last seven minutes of the first half, allowing Cooper to score twice and tie the score at 14-14. Lazbuddie went back ahead in the third quarter, when Mabry scored to cap an 85-yard drive, during which Lazbuddie had received three 15-yard penalties, making the Longhorns have to drive actually 140 yards, and make three first downs under trying conditions.

Fullback Brown scored the final touchdown on a 50-yard run in the fourth quarter, and added the points for the final margin of 28-14.

The Longhorns defense was practically spotless the second half, according to Coach Charley Walton. An example was when Cooper had a first and a goal situation at the Lazbuddie one. Four plays later, the Longhorns took over on their 15-yard line.

Cited for their defensive play were tackle Lewis Seaton, Brown, and guard Theron Vaughan.

Vaughan injured a knee in the game, and may be out for three or four weeks. Three other players are also out. They are D. H. Foster, who was a possible starter at end, who has a broken ankle; Charles Ramage, who has a shoulder injury, and Danny Miller, out with a cracked knee.

Lazbuddie outgained their foes, 382 yards to 146. The Longhorns had a balanced attack in the backfield, with three men gaining over 100 yards rushing.

The Longhorns didn't punt in the game. "Actually, we never have had a kicking situation all year. Of course, we've lost the ball a total of 13 times before fourth down (eight on fumbles, five pass interceptions), but we've never gone into deep punt formation yet," Walton said.

STATISTICS	
Lazbuddie	Cooper
14 First Downs	7
357 Yards Rushing	117
25 Yards Passing	49
382 Total Offense	146
1/4 Passes	3/6
0 Intercepted by	1
2 Fumbles lost	1

INDIVIDUAL RUSHING			
Player	TCB*	NYG*	AVG*
Brown	16	127	7.9
Mabry	21	106	5.0
Bradshaw	10	105	10.5
McGehee	4	17	4.3

\*TCB--times carried ball; NYG--net yards gained; AVG--average per carry.

### Raiders Begin Three Game Home Stand

Texas Tech begins a three-game home stand against Southwest Conference opponents by facing the Texas Aggies in Jones Stadium at 7:30 p.m. Saturday.

Following the Aggie invasion, the Red Raiders are hosts to Texas Christian Oct. 12 and Baylor Oct. 19.

About 41,000 are expected to attend the A&M game. The Raiders drew 31,500 for their opening 16-7 victory over Washington State here, and 34,000 witnessed the Raiders' 49-7 loss to University of Texas in Austin last week.

Texas A&M, too, is used to large crowds, since 68,000 saw the Aggies bow to Louisiana State 14-6 in Baton Rouge, and 81,000 were at Columbus for the 17-0 defeat by Ohio State. A&M returns 23 lettermen -- as compared with the Raiders' 18 -- from the team that edged Tech 7-3 in College Station last season. The 1962 contest was a heart-breaker in that the underdog Raiders, staying off the Aggies throughout the game, marched down the field

at the last to go ahead 3-0 on H. L. Daniels' field goal. But, with 19 seconds remaining Dan McIlhenny raced 100 yards on the ensuing kickoff.

Texas Tech and University of Arkansas freshmen collide in Jones Stadium at 7:30 p.m. Thursday, Oct. 10.

Last year the Fayetteville crew edged the Picadors 14-6 in Little Rock.



HOW ABOUT THAT? . . . Dennis Fallwell is all smiles as he learns that his entry in the Star's football contest won first place money of \$5 last week.

## Pantry STOCK-UP SALE

Sun-Ray <b>BACON</b> 2 Lbs. <b>\$1.05</b>	Sun-Ray <b>HAMS</b> 1/2 Or Whole Lb. <b>49¢</b>
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Betty Crocker DEVILS FOOD <b>CAKE MIX</b> Box <b>33¢</b>	Folger's <b>COFFEE</b> 1 Lb. Can <b>69¢</b>
Underwoods <b>BAR-B-QUE</b> 14 Oz. Pkg. <b>79¢</b>	Morton's - Chicken <b>POT PIE</b> Each <b>19¢</b>
Van Camp's <b>VIENNA SAUSAGE</b> Can <b>21¢</b>	Borden's Regular <b>ICE CREAM</b> 1/2 Gal. <b>79¢</b>
<b>LEMONS</b> Lb. <b>15¢</b>	Celery <b>HEARTS</b> Each <b>21¢</b>

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 Sunday Night -- Opening of the First Six Seals -- Chapter 6  
 Monday Night -- The First Four Trumpets -- Chapter 7-8  
 Tuesday Night -- The Three Woes -- Chapter 9-11  
 Wednesday Night -- The Sixth Head of the Dragon -- Chapter 12  
 Thursday Night -- The Seventh Head of the Dragon -- Chapter 13  
 Friday Night -- The Seven Vials -- Chapters 15-16  
 Saturday Night -- The Great Harlot -- Chapters 17-18  
 Sunday -- The New Heaven and New Earth -- Chapters 21-22  
 Sunday Night -- The Millennium -- Chapters 19-20

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## Of Interest To THE WOMEN

### Ruby Nell Bruno Listed In Who's Who



RUBY NELL BRUNS

Mrs. Ruby Nell Bruno, long time resident of the Lazbuddie Community, has received the distinction of being named in the 1963-64 edition of Who's Who of American Women, a biographical dictionary of notable living American women.

Mrs. Bruno, who had finished three years of college before her marriage to Les Bruno in 1937, has continued to work on her bachelor's degree at different times down through the years.

She is the mother of seven children: Morris, a graduate of Friona High School and Texas Tech, and currently an English teacher in Lubbock High School; Judy, also a graduate of Friona High School, who is now Mrs. Howard Watson, lives in Muleshoe.

Also Tony, a graduate of Muleshoe High School, is now Mrs. Joe Pattie and lives in Amarillo; Jerry and Jane, twins, living at home are seniors in Muleshoe High School; and Bruce, 9 and Mark, 7, who attend school at Muleshoe.

The Bruno family maintains a home in Muleshoe and also a country home in the Lazbuddie community, where they have farmed for many years. Mrs. Bruno has been active in affairs of the Republican party and Farm Bureau with her husband.

She is also a member of the Church of Christ and Lubbock Christian College Associates.

She is serving as a room mother for the senior class at Muleshoe this year, is secretary for Texas Tech Ex-Students and is a member of Muleshoe Study Club.

In an interview with a Star reporter, Mrs. Bruno said, "Whatever I have accomplished has not been of myself alone, but has been with the help of my family and God."

### Frionans Attend Open House

Mr. and Mrs. Arthur Drake and Mr. and Mrs. Ralph Taylor attended open house for parents of nursing students at North-west Texas School of Nursing in Amarillo Sunday afternoon.

Betty Drake and Judy Taylor Bennett, daughters of the couples are both nursing school students.



HONORED AT LAZBUDDIE -- Mrs. Cricket Taylor, center, was guest of honor at a tea at Lazbuddie Thursday afternoon. Others in the picture are Mrs. Roy M. Miller of the Lazbuddie Home Demonstration Club and Mrs. Laura Brown, 1964 president of Midway Home Demonstration Club.

### Get Acquainted Tea Fetes Cricket Taylor

Mrs. Cricket Taylor, Farmer County Home Demonstration agent, was guest of honor at a get acquainted tea in Fellowship Hall of the Lazbuddie Methodist Church, Hostesses were members of Lazbuddie Home Demonstration Club.

The welcome address was presented by Mrs. Roy M. Miller. She also introduced Mrs. Taylor.

Mrs. Taylor spoke to the group about Home Demonstration Club work and the changing role of the homemaker. One point she made was that with today's modern push button appliances the homemaker has to be smarter than the appliances to save any time or energy.

Mrs. Joe Briggs presided at the serving table which was centered with an autumn floral arrangement.

Special guests were members of the Midway Home Demonstration Club.

### Party Honors Glenda Keith

Glenda Keith, who moved to Garland, Texas last week, was honored with a surprise going away party in the home of Mr. and Mrs. Steve Hargus Thursday evening. Karen Hughes was co-hostess with Mrs. Hargus.

Refreshments were served following opening of gifts. Others present were Janet Rushing, Lyndia Chandler, Neel Lyles, Lorene Jackson, Bing Bingham, Lanore Jackson, Travis Eubanks, Barbara Lloyd, Milton Hargus and Paul Hargus.

Mrs. Don Max Vars and daughter, Mayla Dawn, Lubbock are visiting in the home of Mr. and Mrs. G. B. Buske and Kim.

### Bridal Shower Fetes Mrs. Richard Eubanks

Mrs. Richard Eubanks, who was Marcella Massey before her recent marriage, was guest of honor at a bridal shower in the Educational Building of United Pentecostal Church Thursday afternoon.

Hostesses were Mesdames G. E. Reed, Frank Baber, Earl Dunn, Sam Rule, Frank Griffith, Daniel Hunt, E. E. Deaton, J. B. Buske and Jim Griffith.

Refreshments of punch and white cake with pink icing were served from a table covered with a white cloth and centered with a floral arrangement. The hostess gift was an electric mixer.

Those attending and sending gifts were Mesdames Sam Williams, Gary Goetz, Oscar Baxter, J. V. Fulks, Elroy Wilson, Raymond Adams, V. M. Ferguson, Fred Jackson, George Long, J. R. Varner, Annie Scott, Mildred Chandler, Glenn Williams, Gordon Massey, Forrest Osborn and Buck Fallwell. Also Mesdames Wayne Massey, Rene Snead, Kenneth Houlette, Joe Reeve, Don Sudderth.

Lonnie Dement, Lloyd Thompson, Earnest Mings, O. W. Thompson, C. L. Mercer, Joe Coronado, Ira Holt, Stanley Massey, P. W. Hughes, Leonard Fields, J. D. Spotts, and J. E. Eubanks.

Also Mesdames J. W. McMahan, Elaine Massey, Neal Young, Wilbert Varner, Tom Wellen, Joe Johnson, Ralph Taylor and Calvin Leonard.

Also Jonelle Wood, Marca Lynn Massey, Diana Taylor, Patsy Hough, Lois Moyer, Kay Neel, Kay Coffey, Myrna Bennett, Elizabeth Drager, Karen Hughes, Barbara Baber, Bette Bass, Lyndia Chandler, Cathy Bailey, Paula Phillips and Mary Ethyl Wilson.

### Visit Relatives

Mr. and Mrs. Jimmy Maynard and Don were weekend visitors in Stratford. They were guests in the homes of Mr. and Mrs. Jerry Maynard and children, Mr. and Mrs. Kenneth Williams and Mr. and Mrs. Melvin Wadsworth.

### Mrs. Floyd Schueler To Head Rhea HD Club

Mrs. Floyd Schueler was elected president of the Rhea Home Demonstration Club in the Monday evening meeting in the home of Mrs. Norbert Schueler. Other officers elected were Mrs. Franklin Bauer, vice-president; Mrs. Norman Taylor, secretary-treasurer; Mrs. Dwayne Ridley, reporter and Mrs. Bill Brandt, council delegate.

Following the business meeting Mrs. Ray Vanlandingham was honored with a baby shower. Sixteen members and four guests were present.

Those signing the guest register were Mesdames Franklin Bauer, Bill Brandt, Elmo Dean, Leland Gustin, Jack Patterson, Cordie Potts, Dwayne Ridley, Malinda Schlenker, Carl Schlenker, Herbert Schueler, Herman Schueler, Floyd Schueler, Walter Schueler, Norbert Schueler, Norman Taylor and Clyde Tims.

The first meeting in September was held in the home of Mrs. Norman Taylor September 9. Mrs. Malinda Schlenker, assisted by Cynthia Patterson, presented a program on "Our American Heritage and Customs."

Refreshments were served to 12 members and one guest, Cynthia Patterson, and twelve members: Mesdames Bill Brandt, Leland Gustin, Jack Patterson, Dwayne Ridley, Charles Sanders, Malinda Schlenker, Herbert Schueler, Floyd Schueler, Walter Schueler, Norbert Schueler, Shirley Smith and Norman Taylor.

Next meeting of the club will be in the home of Mrs. Cordie Potts with Mrs. Clyde Tims as the hostess. Mrs. Cricket Taylor, Farmer County home demonstration agent, will be present for this meeting.

# WELCOME TO FRIONA



Mr. and Mrs. Tommy Paris are among the new teachers in the Friona School system this year. Paris is a native of Tahoka, and graduated from West Texas State in 1960. He served in the Armed Forces at Okinawa, returning to the States in May of this year. His wife, Audra, had her first teaching experience in the United States Army School at Okinawa. She is also a West Texas State graduate, class of '61. Paris is teaching high school mathematics. Audra is teaching in the first grade. They are members of the Sixth Street Church of Christ.

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DISARMAMENT . . . OUR CONCERN—was the title of Captain Gene Ainsworth's talk at Modern Study Club Tuesday evening. He is stationed at Cannon Air Base at Clovis and is pictured here as he spoke.

## Guest Speaker Appears On Study Club Program

Captain Gene Ainsworth, USAF Cannon AB, Clovis, New Mexico, was guest speaker at the Tuesday evening meeting of Modern Study Club at Friona Federated Club House. His topic of discussion was "Disarmament . . . Our Concern." His talk was followed by a group discussion.

## Troop 93 Elects New Officers

On September 30 Girl Scout Troop 93 had its first meeting at the Sixth Street Church of Christ annex with fourteen girls attending.

During the business session Susan Vestal was elected president. Other officers elected to serve with Miss Vestal were Carleen Greeson, vice-president; Roxanne Hall, secretary; Kay Riethmayer, reporter; and Janet Mingus, song leader.

The troop was divided into two patrols. Amelia Sims and Roxanne Hall were elected patrol leaders.

Plans were made for this troop to entertain Brownie Troop 238 Monday of next week. Purpose of this meeting is for the Girl Scouts to help the Brownies make preparation for flying up from Brownies to Girl Scouts later this month.

Each patrol will be responsible for a number on the program.

Junior Girl Scout books were passed out and the girls were given an introduction to the new scouting program by the leaders, Sue Rector and Geneva Riethmayer.

Refreshments of punch and cookies were served.

Charles Allen led the invocation. Mrs. Eva Miller presented two numbers on the piano. Hostesses were Decimae Beene and Grace Whitefield. Mrs. Aubrey Rhodes, Dan Ethridge, J. T. Gee, George Taylor, Pudge Kendrick, Ross Ayers, Frank Spring and Wright Williams were special guests. Twenty-three members were present.

## John Bengers Have Guests

Recent guests in the home of Mr. and Mrs. John Benger have been Mr. and Mrs. C. L. Kelley and daughter, Judy of Concord, Calif., and Mr. and Mrs. H. R. Clarke of Amarillo.

C. L. Kelley is Mr. Benger's nephew. They went to Oklahoma then returned to Littlefield to visit Mrs. Kelly's father and attend the Old Timers Reunion there.

The Clarkes had been visiting their son and family in Palmdale, Calif. and were on their way home. Mrs. Clarke and Mrs. Benger are sisters.

Monday evening dinner guests in the home of Mr. and Mrs. Tom Lewellen were Mr. and Mrs. John Getz and Mr. and Mrs. W. H. Graham Jr., Farwell and Mr. and Mrs. Travis Harrell and Mr. and Mrs. Forrest Osborn, Friona.

## First Baptist W.M.U. Meets In Hough Home

W.M.U. of First Baptist Church met in the home of Mrs. Spencer Hough Tuesday afternoon for Bible Study. Mrs. Roy Miller directed a study of the four gospels. Plans were made for a covered dish luncheon at the church Tuesday, November 8 at 11:45.

A royal service program will follow the luncheon. Members of the W.M.U. extend an invitation

to all church women to attend this meeting.

Those present were Mesdames Spencer Hough, Lee Renner, Johnny Mars, Glen Mingus, Ralph Taylor, Charles Hough, Bill Smith, Clyde Tims, Jim Maynard, T. E. Wood, Dan Laceywell, Joe Talley, Ray White, Earl Drake, J. O. Latham and Sam Mears.

## Educational Yardstick Topic Of Club Program

Baker Duggins, student counselor of Friona schools, was guest speaker and moderator for an open forum at the Tuesday evening meeting of Progressive Study Club at Friona Federated Club House. Topic of the program was "Educational Yardstick" and the quotation around which the study was built was "Education is the apprenticeship of life."

A film was shown and Duggins outlined the difference between IQ and intelligence and explained tests which are given for different age levels. Martha Mae Pruitt and Winifred Hurst directed group singing of school days songs and presented a special number.

During a business session

resignations of Phyllis Anderson, Virginia Martinez, Pat Yarborough, Anne Spring and Virginia Martinez were accepted. Betty Jarboe, chairman of the community service committee, reported that \$109 was derived from the "Miss Money" project. Date of the annual Christmas card and gift bazaar was set for October 30.

Refreshments of pie, coffee and tea were served to Joy Osborn, Barbara Brown, Lou Humphrey, Wanda Jones, Ruby Fairchild, Mary Johnston, Virginia Rhodes, Dixie Smith, Sarah Jo Spencer, Doris Sides, Elizabeth Gore and Cella Loflin, guests, and 18 members. Hostesses were Jane Benge and Betty Jarboe.

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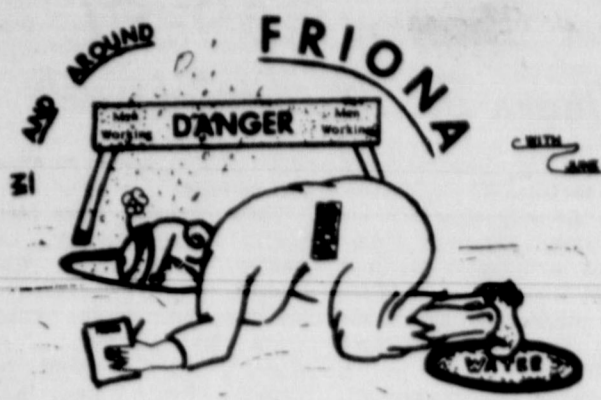
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## Class Meets In Veazey Home

Eleven members of the Faith Sunday School class of Calvary Baptist Church met in the home of Mrs. C. H. Veazey Thursday evening for their regular monthly business and social meeting.

Roll call was answered with a favorite verse from the Bible. Games of "Pass The Orange" and "Pass Word" was played.

A social hour followed the business and study session. Refreshments of spiced tea, cold drinks and cookies were served by Mrs. Veazey and Mrs. Melvin Edwards.

Those present, besides the hostesses, were Mesdames Mae Magness, teacher of the class, Boyce Glover, Eune Martin, Clarence Monroe, O. L. McMurtrey, Max Self, Neal Parson, Ira Holt, Bill Buth and D. J. Peters.

## Girl Scout Troop Cooks Outdoors

Members of Girl Scout Troop 268 and their leaders, Alice Whaley, Mamie Lou Welch and Anita Pearson, had a cook-out Monday afternoon at the Whaley farm north of town.

The girls met at the American Legion Hall after school and rode bicycles to the Whaley farm where they built fires and roasted hot dogs. These were served with drinks and dessert which they had prepared.

The cookout was part of their requirements for outdoor cook badges.

Girl Scouts making the trip were Cindy Campbell, Ann Spears, Glenda Deaton, Susie Spring, Susan Floyd, Gloria Brown, Barbara Weast, Jonnye Cudd and Janie Hernandez.

Also Amy Sue Renner, Patsy McVey, Linda Perkins, Regina Duke, Jayn Massie, Nancy Scales, and Gay Welch.

—Gloria Brown, reporter.

in their new undertaking.

They plan to establish residence at Ada, Okla. and will certainly not be strangers there. Both of their children, their grandson and great-grandchildren all live there as do a lot of other relatives and friends.

Good Luck Neighbors!

A newspaper man from Chicago, who had never been to Texas before, visited with us briefly one day last week. He had driven from Boise City, Okla. to Startford, Amarillo and Hereford on the way down and was greatly impressed with country he saw.

The vast acreages of wheat, large cattle ranches along the Canadian River between Dumas and Amarillo, the large grain elevators along the way and the wide open spaces everywhere were different from anything he had ever seen.

During the course of our conversation, he asked many questions about things he had observed. The most amusing one came out like this: "What is this plant you grow in large fields that has long green leaves that curl up and long brown blooms?"

He had never even heard of maize, so we gave him a copy of the most recent Maize Days edition and he said he would take it home with him and show it to his family and friends.

Members of Friona High School Bank are making plans for a trip to Dallas to the State Fair about the middle of this month. They have been busy working on a candy selling project the past week or so. Proceeds from the sale will be used to help defray expenses of the trip.

Willis Giddens, new band director, is doing a fine job and is developing a top notch marching band that all of us can be proud of and I'm sure they will do a good job in Dallas.

Another school group that is busy with money making projects is the Senior Class. At the present time members of this class are selling mum corsages for homecoming, which will be next weekend.

Anyone who hasn't already made arrangements to purchase a corsage, should do so within the next few days. Just call any member of the class and he will be glad to take your order. This will be the last year a

senior trip will be sponsored by the school and projects of the class during the year will be varied. These are hardworking boys and girls and they are going to be busy earning money for the trip.

It is good to see Mrs. Ethel Reeve at home. She has been visiting relatives in California several weeks and came home late Tuesday evening. During the time she has been gone, her house had been closed up and there has been no activity over there except when some member of the family stopped to do some watering or other necessary chore.

A committee meeting was in progress at Parmer County Community Hospital this morning when I went down to pick up the hospital news. Think I overheard some members of the auxiliary talking about new curtains.

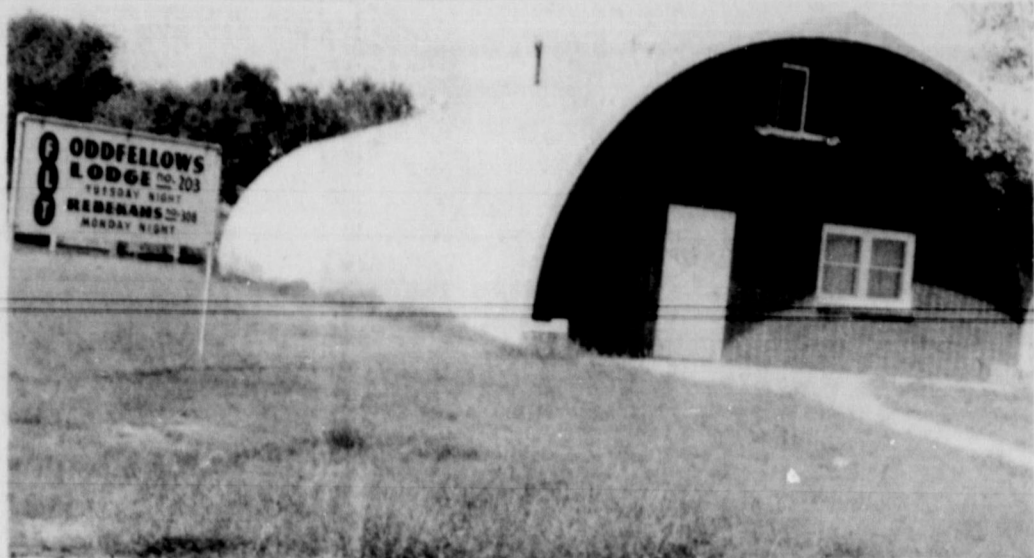
Most homemakers begin to think of new curtains for their homes when the weather begins to get cool and spend a good deal of time and effort getting things winterized and we've come to expect just that.

However, when a group of busy homemakers broaden their thinking to include community projects, that is going a little farther than duty demands and those who help with such things are certainly to be commended.

If you are one of those persons who enjoy watching a binder go down through a field and hearing the clickety-clickety-clicking as the bundles come out and fall in neat rows, you should drive out and watch a feed cutting operation.

It seems that there will soon be more feed shocks than there have been in several years.

Jasper and Flora Bess have sold their farm west of town and plan to move back to Oklahoma. These two very fine old people have lived here a long time and will be missed by friends and neighbors, but we certainly wish them the best of everything.



SOMETHING NEW HAS BEEN ADDED — An attractive sign has recently been erected in front of Oddfellows Hall in the east part of town. The hall serves as a meeting place for the lodge and its sister organization, Friona Rebekahs.

## Delta Kappa Gamma Meets In Hereford

The Delta XI chapter of Delta Kappa Gamma held its first meeting of the year recently in the Community House at Hereford.

"Changing Patterns of American Culture" is the study subject for the coming year and many interesting and educational programs are being planned along this line.

Roll call was answered with names, authors and brief reports of books recently read.

Committee chairmen gave reports then called their committee together to outline the year's work.

At noon a salad luncheon was served by the social committee with the Hereford unit as hostesses. Reports were given on

the state convention by Della Stagner, Erma Walker and Sophie Snare.

The research committee gave a brief report on "Highlighting of Autobiographies" and urged each member to turn in her autobiography soon for use in completion of the yearbooks.

Next meeting as announced by Della Stagner, president, will be the regional meeting at Mem-

phis in October.

Members from Friona attending the meeting were Mrs. Pearl McClain and Mrs. Ethel Bengner.

## London Family Meets In Hill Home

The London brothers and sisters met at the home of Mr. and Mrs. Ashford Hill Sunday, September 22, for a family gathering and birthday party for P. L. London.

Those present for dinner were Mark London, Jefferson, Okla., Mrs. George Elmore, Gage, Okla., Dean London, Lamessa, Mr. and Mrs. P. L. London and Janey, Clyde London, Jack London, Mr. and Mrs. Richard London, Rick, Paula, Glenn and Pamela, Mr. and Mrs. Jerry London, M'lynda and Micah and Mr. and Mrs. Hill, all of Friona.

This was the first time in four years all members of the family had been together. Mark London and Mrs. George Elmore returned to their homes Tuesday.

## Lutheran Men's Club Honors Mothers-Daughters

Rhea Lutheran Men's Club sponsored a mother-daughter banquet at Parish Hall Friday evening. Raymond Schueler, club president, introduced the toast-master, Leland Gustin.

The welcome song was sung by the father-son kitchen force and the response song was sung by all the mothers, daughters and other guests.

The men and boys served fried chicken, corn, baked potatoes, salad and pie to the group. After the banquet a toast to the mothers was given by Chris Drager and a toast to the daughters by Herbert Schuele.

"King Cole's Bad Day," a pantomime was presented by members of the club.

Franklin Bauer closed the evening's activities by the pre-

sentation of prizes to the oldest mother, Mrs. Herman Schueler; the youngest mother, Mrs. Herbert Schueler; and the youngest daughter, Dianna Gustin.

About sixty members and guests were present.

## Program Highlights Mexico

Members of Friona Woman's Club were given highlights of our neighbor to the south, Mexico, at their Wednesday afternoon meeting in Friona Federated Club House. Program topic was, "Mexico - Where The Old and New Meet." "Mexico in Motion" was pre-

sented by Mrs. Fred White. "Trend In Economy and Politics" was the title of Mrs. Joe Moyer's part on the program.

Mrs. Moyer was program director and read a poem, "The Feathers Of Montezuma."

Refreshments of angel food cake, mints, coffee and tea were served to 17 members by the hostesses, Mrs. Charles Russell and Mrs. Lillian McLellan.

## Phyllis Sanders Installed Warden

At the Monday, September 23 meeting of Friona Rebekah Lodge #308 Phyllis Sanders was installed warden. An anniversary program was directed by Noble Grand Katie Parr featuring highlights of early days of the organization.

Those assisting were Past Noble Grand Lauretta Brookfield; Vice Grand Fern White, Chaplain Wilma Wise, Recording Secretary Addie Moyer and Financial Secretary Geneva Williams.

Reports were made of 14 get well cards being sent and 21 visits being made.

Mr. and Mrs. Clyde Tidwell of Vallejo, Calif. are visiting in the homes of Mr. and Mrs. Bee Westbrook, Mr. and Mrs. Dale Westbrook and daughter and Mr. and Mrs. Hop Lewis Jr. and family. Mrs. Tidwell and Mrs. Bee Westbrook are sisters.

Political Beginner: "What can a fellow do about someone who is continually telling lies about him?"

Old Political Hand: "Encourage him. As long as he is busy telling lies he won't have time to dig up the truth."

# MOTORS

## MOTORS- MOTORS- MOTORS

### TERRY'S SHOP

Ph. 6941 Friona

# RECEIVING GRAIN

**The West Friona Grain Co. Is Now Receiving Grain. Mr. V.E. Nichols Is Shown With "Mac" McMurtry Dumping The Elevator's First Load. Please Weigh At The Gin Office For The Next Few Days--- Then At Our New Elevator Office.**

## West Friona Grain Inc.

**Mr. N.B. Seay Is Congratulating R.G. Welch On Bringing The Friona Farmers Co-op Gin Its First Bale Of The 1963 Season.**

**Why Don't You Try The Newest Gin With The Newest Equipment For Your Cotton This Fall. As A Patron You Will Also Share In The Patronage Dividends As They Are Declared.**

## FRIONA FARMERS CO-OP GIN

N. B. Seay, Mgr. Ph. Hub 2765



hite. Pol. Mrs. pro- nd- 'The food tea bers rles Mc- dwell iting Mrs. Mrs. ghter ewis dwell t are



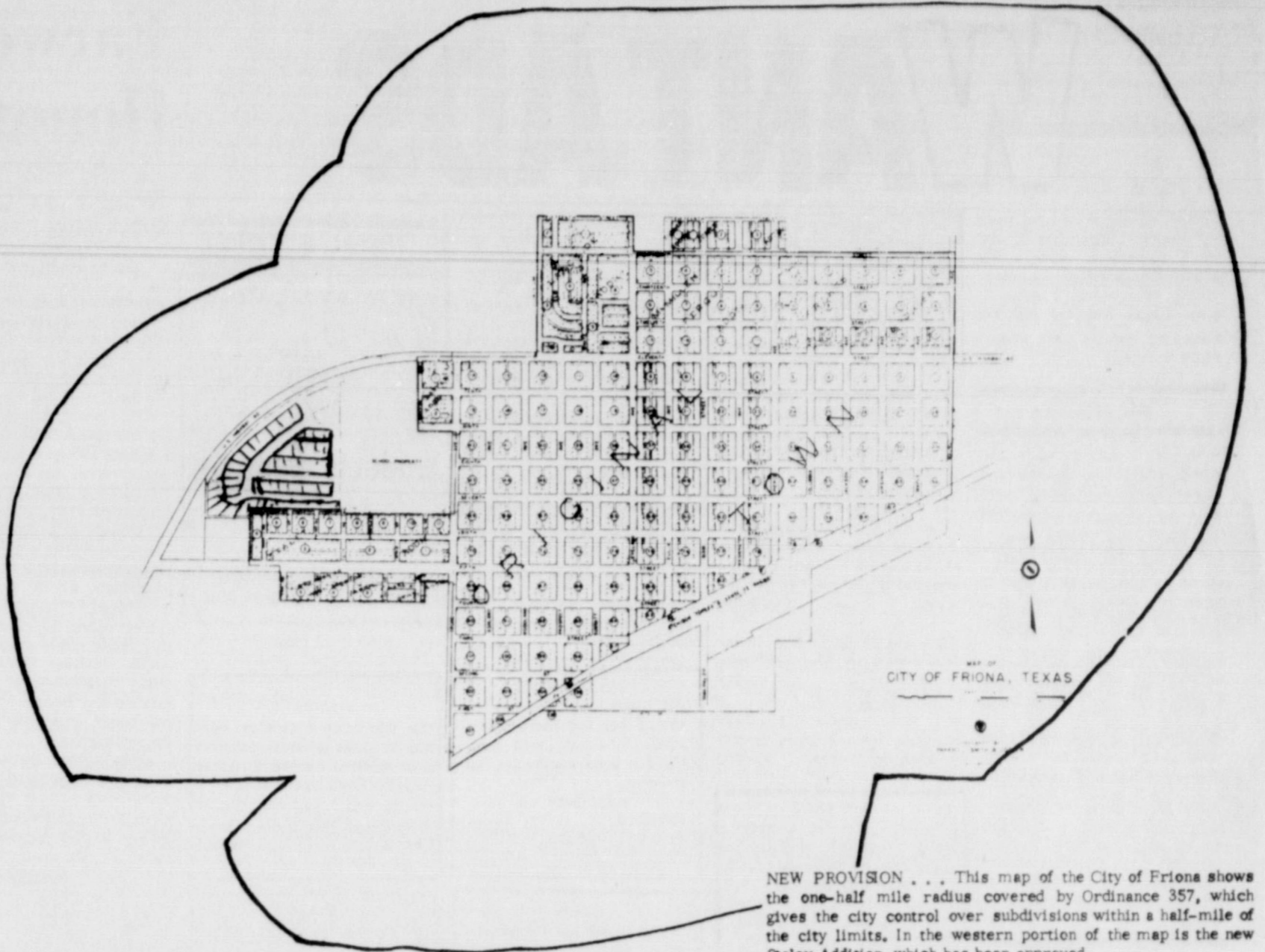
ADMIRE FORDS . . . Among the crowd visiting Friona Motors last week to see the 1964 Fords were Mrs. Claude Edelman and Mrs. Buster Davis. Cordie Potts of Friona Motors is acting as host.

**Seniors Plan Fund Drives**

Friona High School seniors will sponsor a chili supper the night of October 11, from 5 to 8 p.m., preceding the homecoming game against Bovina. Chili and beans, home made pie, tea and coffee will be served. Admission will be \$1 for adults, and 75 cents for children under 12. Class members are also selling mums for the homecoming game. Contact any member of the senior class. Purpose of the fund drives is to collect money for the annual senior trip, which will be the last one for FHS seniors.

**Political Announcements**

The Friona Star is authorized to make the following political announcements: FOR SHERIFF, Parmer County Chas. Lovelace (Re-Election)



NEW PROVISION . . . This map of the City of Friona shows the one-half mile radius covered by Ordinance 357, which gives the city control over subdivisions within a half-mile of the city limits. In the western portion of the map is the new Staley Addition, which has been approved.

**State Fair Opens 16-Day Run Saturday**

The 1963 State Fair of Texas, a star-spangled "Exposition of Our American Heritage," will open Saturday, October 5, and run 16 fun-filled days through Sunday, October 20. "How to Succeed in Business Without Really Trying," the award-winning Broadway musical comedy, and the State Fair Horse shows both will open

Friday night, October 4. Gov. John Connally will officially open the Fair in ceremonies Saturday morning following the opening day parade through downtown Dallas, led by the 4th United States Army Band. Opening day is also Rural Youth Day, and some 100,000 4-H clubbers, Future Farmers

and Future Homemakers from all over Texas will be on hand. Keyed to the Americana theme of the Fair, there will be a colorful "Parade of the Stars and Stripes" around the fairgrounds each evening at 6:45 p.m. Exhibits from around the world will be on display in the Texas International Trade Fair

in the World Exhibits Building. Spanning a wide range of interests, other special features include the "Faces of Freedom" display of 75 original historical paintings, an authentic encampment of Indians from the Iroquois Nation, the "Wonderful

World of Jewelry and Gifts," "Optical Mazer" demonstration of a new concept of transmitting communications over light beams, FFA children's barnyard, new 1964 model cars (Continued on Page 8)

**ELECTRIC FENCE SUPPLIES**



Fence Chargers - Wire Insulators - Poles

Fence Gates - Stock Tanks

**CARL McCASLIN LUMBER INC.**

1000 Main

Friona

**WE THANK YOU . . .**

For Your Reception To Our Showing Of The

**1964 LINE OF CHEVROLET Cars and Trucks**

\*The CORVAIR

\*The CORVETTE

\*The New CHEVELLE

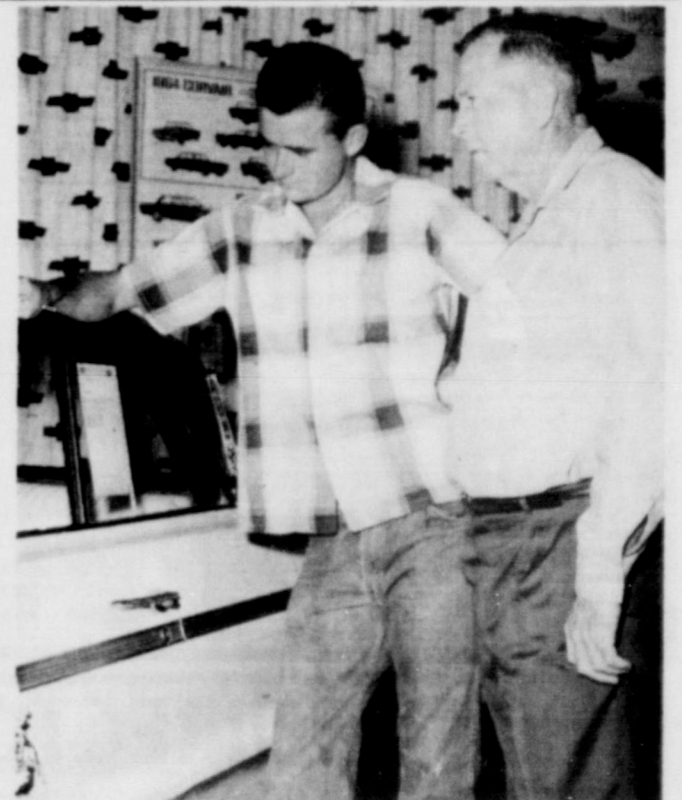
\*The CHEVROLET

\*Our 1964 PICK-UPS

and TRUCKS

**REEVE CHEVROLET**

Friona



INSPECTS CHEVY . . . Looking at the new 1964 Chevrolet which was displayed last week is Roy O'Brian of Friona. Marshall Elder is the salesman.



What A Wonderful Feeling To Have

**MORE**

**protection!**

This new Farm-Ranch policy affords all this protection in

**1** policy at cost surprisingly low . . . lower than you've been paying for several policies . . .

Ethridge - Spring Agency

Real Estate - Loans Insurance



DAN ETHRIDGE - FRANK A. SPRING  
BILL STEWART - FLAKE BARBER  
Ph. 8811 Friona



# WANT ADS

Classified ads are 6¢ per word for the first insertion; 3¢ per word thereafter; with a 50¢ minimum. Deadline for classified advertising Tuesday 5 p.m. Legal Rate 3¢ and 2¢. Minimum 50¢ on cash order. \$1 on account.

### WANTED

WANTED - Lawnmowers and small motors to tune-up and repair. Bainum Butane, Phone 8211. 32-tfnc

WANTED - Clean cotton rags. No overalls or other firmly woven materials. Will pay 7 cents per pound. Plains Publishers Phone 4811. 47-tfnc

IRONING WANTED: Mrs. Arthur Phillips, 811 Ashland after 3 p.m. 1-2tp

WANTED - Experienced, reliable year around farm hand. Phone 4921. 52-3tc

WANTED - Young lady, preferably unmarried, with high school education for receptionist. Call D. H. Bryant, Standard Concrete Pipe, Phone 3001 or 8411. Or call Robert Zetsche, 8282. 52-2tp

### FOR SALE

FOR SALE: 1959 Thunderbird and 1956 Chevrolet. Friona Brake & Wheel. 1-2tp

FOR SALE: Antique clocks, console TV, jigsaw, nine quart pressure cooker. Phone 8411. 1-1tp

**FOR SALE**  
Brick home on corner lot. Double garage, three bedrooms, two tile baths, combination kitchen and den, fully carpeted, practically new. Immediate possession. Phone 8081 after 4 p.m. 50-tfnc

**DON'T MERELY** brighten your carpets . . . Blue Lustre them . . . eliminate rapid re-soiling. Shampooer For Rent, Roberts Furniture. 1-tfc

**FOR SALE:** 1951 Ford truck with new motor. Good condition. O. E. Lightner, Route 5, Muleshoe, 11 mi. south, 7 east Muleshoe. 1-7tp

**FOR SALE:** White face Hereford cow. E. A. Binger, Friona. 1-2tc

Kill Johnson grass with sodium chlorate from Parmer County Implement. Friona. 33-tfnc

**FOR SALE**  
(Or Trade For Cattle)  
Self propelled combine in excellent condition, 1962 Chevrolet pickup long wheel base, V-8 engine, 4 speed transmission. W. B. Fulgham Phone 3472. 52-3tp

**FOR SALE -** Used gas range in good condition. Used Hoeme plow. Phone 8292. 52-3tp

**FOR SALE --** Tascosa wheat seed \$2.50 bu, second year from certified, Cordova barley seed, \$2 bu, Eugene Boggs, Hub 2633. 47-tfnc

**NOTICE**  
Sale of church building  
Sealed bids will be received by Immanuel Lutheran Church, Ehea Community, Friona, Texas, for their 24 x 34 foot church building. Deadline for bids: 8 p.m. CST Monday, Oct. 7, 1963. The voting body reserves the right to reject any and all bids. Franklin Bauer, Chairman, Route 2, Friona, Texas. 52-2tc

**FOR SALE:** For the best deal on a new Buick, Rambler, motor boat or Johnson outboard motor, see or call Kinsey Osborn Motors, Hereford, Tex. 142 Miles Street, Phone EM-4-0990. 38-tfnc

**SEED WHEAT**  
All Kinds, Certified and selected. Elbon and Tetro Petkys rye, Cimarron seed oats. Custom seed re-cleaning and treating.  
Scott Seed Co., Hereford, Texas  
Phone EM 4-3484 47-10tc

For Plymouths and Valliants See Dallas Coldiron at VILLAGE PLYMOUTH Georgia at 27th Amarillo, Texas 33-tfnc

**CORDOVA BARLEY SEED**  
Brok Your Orders now  
J. C. McFarland 37-tfnc

**FOR SALE**  
250 A farm in Sherman County. 6" well on gas, pump and motor. 1/4 minerals. 84 A wheat allotment. 92 A matze. Terms: Cash Contact Jack Dettle. Box 201 Phone 396-6291 Stratford, Texas 50-tfc

**LOST**  
STRAYED - 2 calves weighing 3-400 lbs, with "V" Brand. Call Hub 2616, Gene Welch. 1-2tp

**LOST -** Registered Hereford bull two years old, Branded backwards "B" with half circle over "W" on right hip, W. B. Fulgham Phone 3472. 52-tfnc

**REAL ESTATE**  
**NOW AVAILABLE**  
G. I. and FHA homes to be built in Friona. 100% G. I. loan and 97% FHA loan. If interested in new home, contact us.  
**DOUGLAS LAND CO.**  
901 Main, Box 185  
Office Phone 5541  
Joe B. Douglas Ed Hicks  
Phone 5531 Phone 3231

**FOR SALE**  
The Wimberly Estate on West 5th St. This property consists of 2 modern houses & double garage. Paying good rent. Priced to sell. Contact Douglas Land Co. Phone 5541, Friona, Texas. 44-tfnc

**LOANS FARM & RANCH**  
COMPLETE REAL ESTATE SERVICE  
**DUWARD HAMBY**  
EM 4-3566  
NIGHT - EM 4-3466  
Hereford 49-4tp

**SERVICES**  
**LOST**-An opportunity to convert that unused article into ready cash by running a Star classified. Phone 2291. 46-tfnc

Leave your Kodak film here. Color and black and white, Dennis Studio. 26-tfnc

**CUSTOM HAND MADE**  
DRAPERIES, PILLOW AND BEDSPREADS. For consultation and bids on material and labor with Opal's Interior Decorating, six years experience. Phone 4951. Mrs. L. R. White, 806 Ashland Avenue. 28-tfnc

Have tall binder to cut red top cane and other tall crops. See or call Keith Brock. Phone Hub 2449. 51-3tc  
265-3449

## Farwell's Benjy Dial Honored For ENMU Play Twelve Indicted

A Farwell, sophomore was named "Hound of the Week" for the second time this season after he played a leading role in Eastern New Mexico University's 23-14 win Saturday night over powerful Adams State of Colorado.

Benjy Dial continued to plague the opposition and dispel pre-season worries that quarterback might be the weak link for the Greyhound eleven.

The young quarterback ran for one touchdown, passed for another, kicked two extra point conversions, and booted a record 32-yard field goal in his third collegiate starting role.

"Hound of the Week" award is given each week to the Eastern player voted by press box observers as the outstanding Greyhound of the game.

The voting was indicative of the team effort displayed by ENMU in their first win of 1963. Five players, the most this season, were nominated for the honor with Dial receiving the most votes.

Close behind him were halfback Pete Jaquess, who received the honor in the Sul Ross game; fullback Bill Birdwell, who played most of the game in the place of injured Butch Anderson; end Leo Brittain, who caught a TD pass from Dial; and halfback Jerry Koller, who did a superb job of punting.

Dial who was unanimously selected as "Hound of the Week" in the season opener against New Mexico State, ran for 37 yards and completed six of nine passes against Adams for 92 yards and one TD. He completed his first five pass attempts with the first incompleting coming in the third quarter.

Dial entered his name in the Eastern record books with his fourth quarter field goal. The 32-yarder eclipsed the previous record of 29 yards held by Koller. The 3-pointer was Dial's first successful field goal attempt. He missed one earlier in the game and also missed one against New Mexico State.

The Hounds' leading rusher was Birdwell who gained 53 yards in 11 attempts. The Clayton fullback, 5-11 by 201 pounds, was good for yardage every time he carried the ball and it appears he may make it tough for Anderson to regain the starting assignment.

Saturday was Birdwell's first offensive starting assignment for Eastern. He has been a regular at defensive end and drew his first offensive assignment when Anderson was injured in the Sul Ross game. Jaquess, Roswell senior.

picked up 33 yards rushing and combined with halfback Richard James, Portales, for two sparkling kickoff returns. Twice Jaquess took the kickoff, headed up the sideline, and handed off to James who reversed field. The two returns were good for 87 yards.

Brittain, Amarillo senior, was cited for his "continually excellent play on defense" and his "good offensive blocking." Brittain, who is recognized by his team mates as one of the steadiest performers on the team, teamed with Dial on a 14 yard TD pass play.

Koller was nominated for his pinpoint punting which helped the Hounds keep the Indians deep in their own territory a good part of the game.

The Parmer County grand jury returned true bills against 12 suspects Monday with most of the indictments for theft and burglary. Four cases were carried over until the next session of the grand jury.

Six persons against whom indictments were returned are still at large.

In custody are Joe Dawkins, charged with theft; John Allison Love Jr. and Billy Joe Evans, burglary; Horace Lovell Lane, bigamy; Johnny B. Gonzales, burglary of Clara's Cafe; Billy Ray Cox and Guillermo Guerra Brienes, theft at Cooper Gin; and David Chapman, rape.

The petit jury will be called at an early date and Judge Pat Boone will hear pleas of guilty for non-jury cases Friday.



ON TOUR . . . A group of gentlemen from Germany stopped in Friona Tuesday, while on a tour of grain sorghum production in the area. In the center is Friona State Bank president Frank Spring.

**ELK Drive-In** Check For The Free Passes Given By The ELK

Friona, Texas

MON 7  
TUE 8  
WED 9  
THU 10

**SHOWDOWN**  
MURPHY CROWLEY DRAKE

**ELVIS**  
HAPPY WORLD'S FAIR

**ALFRED HITCHCOCK'S The Birds**

**FRIONA DIRECTORY** PATRONIZE FRIONA MERCHANTS FOR NEEDED MERCHANDISE AND SERVICE--They have a personal interest in your welfare and will appreciate the opportunity of serving you. It's always a pleasure to shop in Friona.

**ELK DRIVE-IN**

Read The Business Directory For The Name Of One Winner Of A Free Pass, Other Passes Are In The Classified Section And The Rest Of The Paper.

**REED'S CLEANERS**  
709 Main St.  
Pick Up And Delivery  
Phone 2182 Friona

**FRIONA OLIVER**  
We Specialize In Heavy Industrial Engines.  
REBUILD 'EM OR SELL 'EM  
Phone 3921 or 9571  
CECIL PORTER

**Killingsworth REDI-MIX Cement For All Purposes**  
"Your Business Appreciate"

**ROBERTS FURNITURE**  
Serving Friona With Furniture & Appliances  
South Main St. Friona

**DENNIS STUDIO**  
Open 2-6 Tues, Thru Sat.

**RUSHING INSURANCE AGENCY**  
Phone 5301 721 Main Friona

**OFFICE SUPPLIES AND COMMERCIAL PRINTING THE FRIONA STAR**

**come to church sunday**

PSALM, 100:4  
"TIME OF TESTING"

A time of crucial testing is upon us. Can "this nation, under God", or "any other nation so conceived and so dedicated long endure?" These perilous times are a challenge to our religion, government, and free society. We should recall with gratitude the history of God's people in all ages. Truly it said, "The blood of martyrs is the seed of the church."

Each succeeding day should find us rising to thank God that we are alive in such an age. Therefore, let us pick up the strain of God's ancient band . . . be thankful unto Him." And go forward in dedication to our Heavenly Father and do the best we know. Let us face life with gratitude - the most profound of human emotions - and "Live his best, give his best, and God will do the rest."

**Rev. I. S. Ansley**  
Pastor, First Baptist Colored Church

<b>SIXTH STREET CHURCH OF CHRIST</b> Sunday Services Bible Classes . . . . . 9:30 Morning Worship . . . . . 10:30 Evening Worship . . . . . 6:00 Wednesday Services . . . 8:30p. m.	<b>CONGREGATIONAL CHURCH</b> Sunday Services Church School . . . . . 10:00 a.m. Worship . . . . . 11 a.m. Pilgrim Fellowship . . . 5 p.m.	<b>UNITED PENTECOSTAL CHURCH</b> Sunday Services Sunday School . . . . . 10 a.m. Preaching . . . . . 11 a.m. Young People's Meeting . . . . . 6:30 p.m. Prayer Service . . . . . 7:30 p.m.
<b>CHURCH OF CHRIST</b> Tenth & Euclid St. Morning Worship Sun, 10:30 a.m. Evening Worship . . . . . 7:30 p.m.	<b>CALVARY BAPTIST CHURCH</b> 2 Blocks North of Hospital Sunday School . . . . . 9:45 Morning Worship . . . . . 10:50 Training Union . . . . . 6:00 Evening Worship . . . . . 7:00 Wednesday . . . . . 7:30 Tuesday WMU . . . . . 3:15	<b>FIRST BAPTIST CHURCH</b> Sunday School . . . . . 9:45 a.m. Preaching Services . . . 10:55 a.m. Training Union . . . . . 6:00 p.m. Prayer Service . . . . . 7:00 p.m.
<b>REDEEMER EVANGELICAL</b> Lutheran Church Friona Services . . . . . 8:00 a.m. Bible Classes . . . . . 9:15 a.m. Sunday School	<b>ASSEMBLY OF GOD CHURCH</b> Sunday Services Sunday School . . . . . 9:45 Morning Worship . . . . . 11:00 Young People's Meeting . . 6:30 Evening Worship . . . . . 7:30 Wednesday Service . . . 8:00	<b>FRIONA METHODIST CHURCH</b> Sunday Services Sunday School . . . . . 9:45 a.m. Church Service . . . . . 11 a.m. Jr. Fellowship . . . . . 5:30 p.m. Childrens Classes . . . . . 6:00 p.m. MYF meetings . . . . . 6 p.m. Evening Worship . . . . . 7 p.m.
<b>IMMANUEL LUTHERAN</b> Rivers E. A. Binger, Pastor Sunday School & Bible Class . . . . . 9:30 a.m. Divine Services . . . . . 10:30 a.m.	<b>PRIMITIVE BAPTIST CHURCH</b> Services 1st and 3rd Sundays of each month, Hub Community Center 10:30 A.M.	<b>WEDNESDAY</b> Prayer Service . . . . . 7:30 p.m.

**This Message Sponsored By The Following Friona Businesses**

<b>Continental Grain Co.</b> Preach Cranfill	<b>Friona Motors</b>	<b>Piggly Wiggly</b> We Give S & H Green Stamps
<b>Ethridge-Spring Agency</b> Insurance & Loans	<b>Kendrick Oil Co.</b> Phillips - Jobber	<b>Crow's Slaughtering</b> Wholesale & Retail Meats
<b>Friona C Of C &amp; A</b>	<b>Bainum Butane</b> Phone 8221	<b>The Friona Star</b>
<b>Friona Consumers</b> Co-Op Oils & Greases	<b>Bi Wise Drug</b> Your Retail Store	

**HI-PLAINS Savings And Loan Association FOR HOME LOANS TO Buy Or Build Remodel Refinance**  
128 E. 3rd Hereford



## Seventh Graders Whack Hereford For 2nd Win

Friona's seventh grade won their second game of the season Tuesday night at Hereford, 20-6 over the Whitefaces.

In the first quarter, tackle Sahara Gonzales returned a Hereford punt 55 yards, to give Friona a 6-0 lead. In the second, full back Joe Perez ran around end for 10 yards and a touchdown. Conversion attempt again failed, and Friona led, 12-0 at the half.

Hereford scored its only touchdown in the third quarter, on a 60-yard punt return, the only TD scored to date against the seventh graders.

Friona wrapped up the scoring in the fourth quarter after recovering a fumble at the Hereford 15. Perez ran for the touchdown again, and added two points after for the final score of 20-6.

Tony Pera, Joe Garcia, Ramey Beene and James Schlenker stood out on defense. "The defense was tops," stated Coach Robert Taylor. He pointed out that the defense recovered three Hereford fumbles, which went along way toward the win.

Mike Dukes, regular quarterback, was ill and didn't make the trip. Johnny Barker filled in, and did an outstanding job, Taylor stated.

## Smith To Speak At Ladies Night

Lieutenant Governor Preston Smith of Lubbock will be the principal speaker for the annual Ladies Night meeting of the Friona Lions Club on Thursday, October 10 at the Friona School cafeteria.

Smith, Texas Tech graduate and Lubbock businessman, has been in the state capitol in one office or another for 18 years. He was elected lieutenant governor in 1962. His wife will also attend the meeting.

All Lions and their wives are urged to attend, states Flake Barber, club president.

"GOOD OLD DAYS" Today's younger generation is going to have a real problem trying to find something to tell their children they had to do without.

--Santa Fe Magazine



SEVENTH GRADERS . . . The unbeaten Friona seventh grade Braves, back row, left to right are Coach Robert Taylor, Ismael Valdez, Tony Pera, Gary Shirley, Mikie Pavalus, Joe Perez, Dale Nelli, Jody Fallwell, Sahara Gonzales, and Stanley Brown. Second row--Bernhard Binger, manager, Roger Fields, manager, Mike Dukes, James Schlenker, Steve Buckley,

Danny Carthel, Ramey Beene, Johnny Barker, Joe Garcia, Wilson Ruffins, Byron Grant, and Delvin Brookfield. Front row--Manager Troy Bass, Tommy Allen, Gary Rodgers, Freddy Williams, Tony Mondragon, Scotty Wooley, Johnny Alvarez, Joel Osborn and Larry Martin. Not pictured is Jack Taylor, assistant coach.

## TEMPERATURES

	High	Low
September 26	78	47
September 27	82	46
September 28	79	47
September 29	86	43
September 30	74	42
October 1	85	45
October 2	90	50

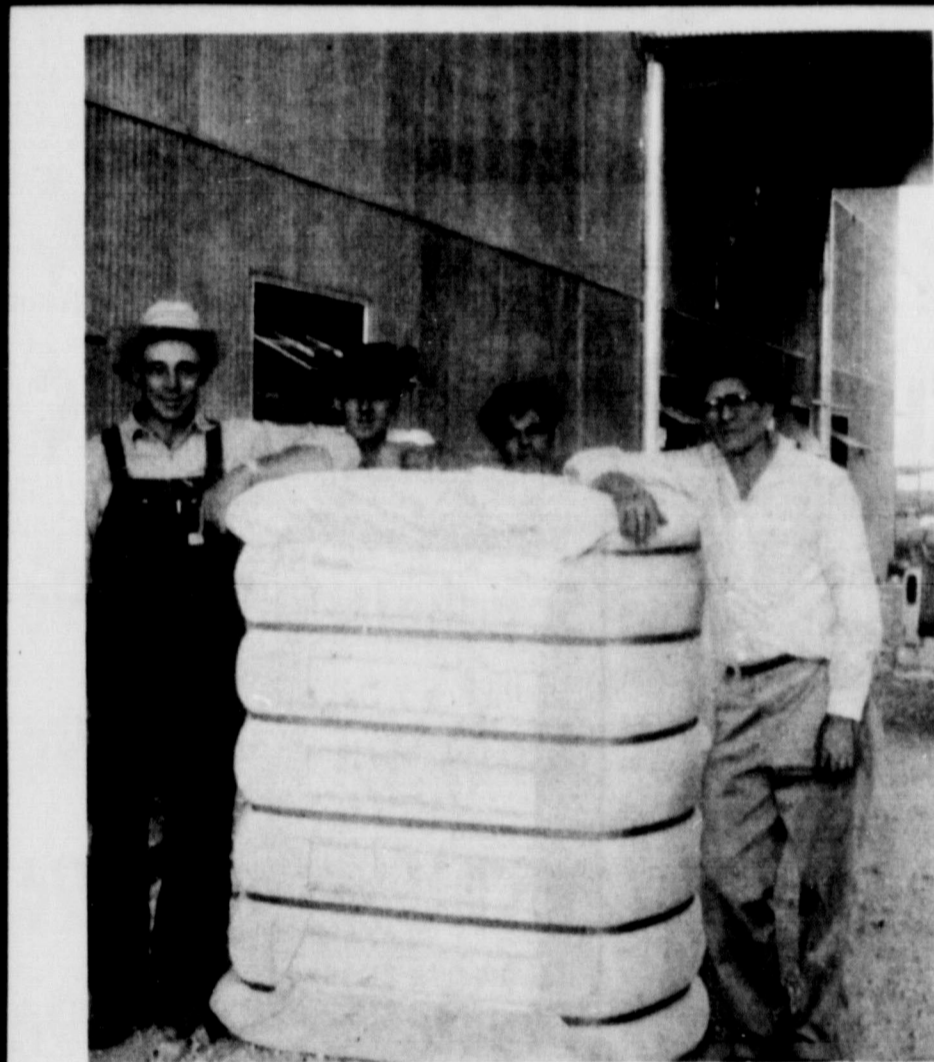
"Man is not complete until he's married; then he's finished."

## Men Bowlers: You're Needed

Men are needed to bowl in the Thursday League, according to Bob Noyes, president. The league has plenty of sponsors, but more bowlers are needed, Noyes said.

Anyone interested in bowling is urged to show up tonight at Friona Lanes at 8 p.m., or contact Noyes or Leonard Coffey, league secretary.

Enough bowlers are needed to fill two or three more teams, it was stated.



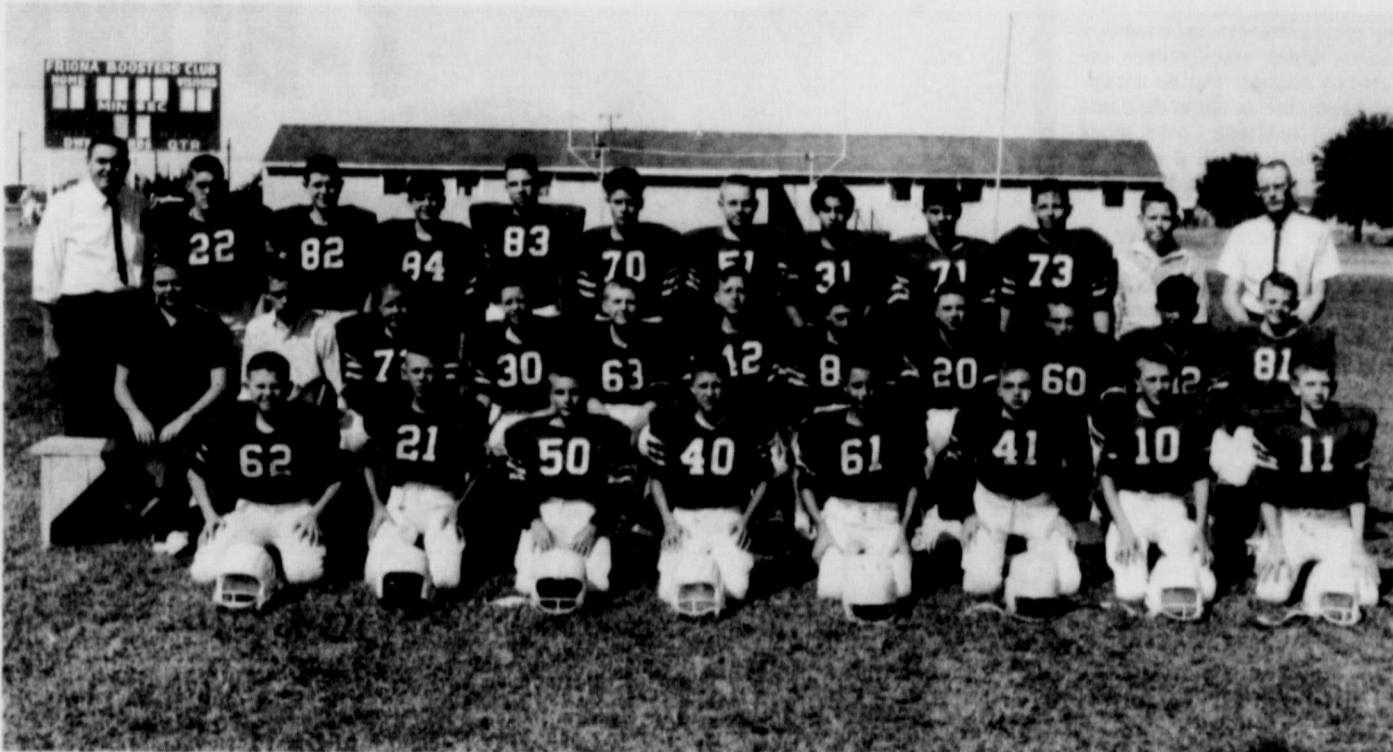
## Congratulations

To Mr. Sam Bailey On Ginning The First Bale Of Cotton In The Friona Area For 1963 . We Are Happy Mr. Bailey Chose Us To Gin His Cotton.

Modern Well Kept Gin Machinery Plus Years Of Gin Experience Means Better Sample And Better Turnout.

## CHESTER AND FLEMING GIN

Friona



EIGHTH GRADE TEAM . . . Friona's eighth grade football team is back row, left to right, Coach Tom Jarboe, Delbert Davis, Ronnie Altman, Donnie Gibson, Ronnie Stevick, Joe Moet, Johnny McFarland, Anthony Gutierrez, Ruben DeLeon, Jimmy Taylor, Nickie Hand, manager, and Coach Robert Taylor. Second row--Larry Frank Truitt, manager, Freddy

Hughes, Jay Potts, Carl Heady, Randy Milloy, Randy Ellis, Steve Brown, Jackie Claborn, Steve Taylor, Robert Saiz, and Johnny Baxter. Front row--Mike Garth, Charles Bishop, Randall Schwab, Eddie Barker, Gaylon Brewer, Randy Balze, Larry Graves and Rickey Hurst.

## Eighth Grade Team Is Hard-Luck Loser Again

The eighth graders of Friona suffered their second hard-luck loss of the young season at

Hereford Tuesday, dropping a 12-8 decision.

Friona scored first on a fake punt. Delbert Davis passed to end Ronnie Altman for 35 yards and a touchdown. Davis ran the conversion for an 8-0 Friona lead.

The Braves held a Hereford drive inside their own three-yard line, to preserve their 8-0 lead at halftime.

Hereford came back to score in the third quarter, but still trailed, 8-6 going into the final quarter. With about two minutes to go, a Hereford boy ran about 80 yards to bring the Whitefaces the 12-8 victory.

John McFarland, Delbert Davis, Ruben DeLeon and Altman were cited for defensive efforts. Altman caught one Hereford back after about a 60-yard run at the Friona three. That was the time the Braves held the "Faces."

Dimmitt teams come here next Tuesday.

## Bible Lectures Begin Friday

A series of lectures on the Book of Revelation will begin at the Church of Christ at Tenth and Euclid Streets at 8 p.m. Friday with an introduction to the book.

Succeeding lectures by P. C. Key of Bryan, Texas will begin at 8 a.m. and 8 p.m. on weekdays and 10:30 a.m. and 6:30 p.m. on Sundays through October 13. These lectures were originally scheduled for the second week in August but were postponed due to the illness of the minister.

All residents of the area are invited to attend these services by elders and members of the congregation.

## \$ DAY VALUES

Begins October 3

### LINGERIE

Reduced 1/4 to 1/3

Martex

### Bath Towels

\$1 each

### Girdles

Playtex \$2.00 off

Silfskin Reduced 20%

One Group

### Ladies Skirts

Pants Sweaters 1/2 PRICE

Limited No.

Boys' Shoes 1/3 off

## FOSTER'S

IN FRIONA

Manager

L. W. Taylor

Sales Manager

Mrs. L. W. Taylor

## TAYLOR'S STUDIO

Box 517, Phone WE2-6133

VALLEY MILLS, TEXAS (Formerly of Littlefield, Texas)

Will be taking pictures at Robert's Furniture, Friona, Texas, on Saturday, October 5, 1963 — 10:00 A. M. To 5:00 P. M.

Christmas Gift Suggestion—Let us photograph your family group at this time  
OUR SPECIAL OFFER A \$5.00 PORTRAIT One 8x10 Black & White FOR \$2.00 A \$6.00 PORTRAIT One 8x10 Copper Tone FOR \$3.00 A \$8.50 PORTRAIT In Oil FOR \$5.95

(Restrictions) One Certificate to the person. Two to a family, \$1.00 per head extra for groups up to Three, 50¢ per head for each additional person. \$1.00 extra for Full Lengths. Present Certificate and pay full amount at time of sitting. If order is placed for extra pictures this special will become a part of the order and will be delivered at the same time. Parents personally select children's proofs.

We will make a series of Artistic Studies for your approval. A Portrait from TAYLOR'S is a lifetime Treasure. We Specialize In Family Groups.

## Homecoming Set Friday, Oct. 11

Annual homecoming activities at Friona High School will be held Friday, October 11, when the Friona Chiefs host the Bovine Mustangs, the next home game for Friona.

A complete schedule of activities is planned, to be capped at 8 p.m. Friday with the football game. At halftime, the

homecoming queen will be crowned.

JOE PALOOKA  
Ham Fisher



STRENGTHEN YOUR FUTURE, AND YOUR COUNTRY'S... BUY U.S. SAVINGS BONDS!



WELCOME TO THE 1963

## STATE FAIR OF TEXAS

OCT. 5-20

EXPOSITION OF OUR AMERICAN HERITAGE

FEATURING:

BROADWAY MUSICAL "How To Succeed In Business Without Really Trying"

"ICE CAPEDES"

PAN-AMERICAN LIVESTOCK EXPOSITION Oct. 5-13

DEEP RIVER FIFE & DRUM CORPS

HORSE SHOWS

TEXAS INTERNATIONAL TRADE FAIR

COLOSSAL FREE CIRCUS Presented by Dr Pepper and Friso-Lay

"PARADE OF THE STARS AND STRIPES" Nightly

Southwestern Historical WAX MUSEUM AMERICAN INDIAN VILLAGE

"FACES OF FREEDOM" 1964 AUTOMOBILE SHOW MOBIL SKY REVUE

"AGRICULTURE — THE BIG PLUS" Sewing Fashion Festival

"INDIAN ART OF THE AMERICAS" GIANT SEATTLE WORLD'S FAIR FERRIS WHEEL

TEXAS KITCHEN WINDOW AND LOTS, LOTS MORE!





FIRST AT CO-OP . . . R. G. Welch, left, ginned the first bale of cotton at the Friona Farmers Co-op gin this season. With Welch on the right is gin manager, N. B. Seay.

**Statement of Ownership**

Statement required by the Act of August 24, 1912, as amended by the acts of March 3, 1933, and July 2, 1946, (Title 39, United States Code, Section 233) Showing the ownership, management and circulation of The Friona Star, published weekly, at Friona Texas, for October 3, 1963.

1. The names and addresses of the publisher, editor, managing editor, and business manager are: Publisher, Joe A. Osborn, 210 West 33rd, Austin, Texas; Editor, Bill Ellis, Friona, Texas.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given. Joe A. Osborn 210 West 33rd, Austin, Texas.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statement in the two

paragraphs show the affiant's full knowledge and belief as to the circumstances and condition under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (this information is required from daily, weekly, semiweekly, and tri-weekly newspapers only.) 1072.

Bill Ellis Sworn to and subscribed before me this 2nd day of October 1963. June Floyd (My commission expires June 1, 1965.)

**State Fair--**

(Continued from Page 5)

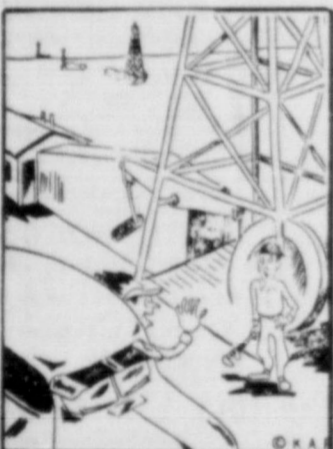
in the Automobile Show and "live" television broadcasts from the Gas Exhibits Building. Daily free fashion shows, a quilting bee, demonstrations of food preparation in the "Texas Kitchen Window" and the traditional displays of prize-winning arts and crafts and home-making skills will be in evidence in the Women's Building.

More than 2,200 head of purebred cattle, swine, sheep and goats will compete in the 11th annual Pan-American Livestock Exposition, October 5-13, and there are approximately 2,500 entries in the Jr. Livestock Show October 16-19. Twelve hundred horses and ponies will perform in the free horse shows.

Special free attractions include the Texas Music Festival October 8, Dallas Symphony Spectacular October 10, Military Tattoo October 12, East Texas on Parade October 15 and a College Jazz Show October 16.

DICK TRACY  
Chester Gould

KEEP FREEDOM IN YOUR FUTURE WITH U.S. SAVINGS BONDS!



"Lemme have five quarts"  
Five quarts - five gallons or five pounds . . . whatever your car needs, we are only too happy to be of service. We like to KNOW your car - drive in regularly.

SIMS  
TEXACO



ASK ME ABOUT MY BUSINESS



# BEEF SALE



**CHUCK ROAST** Grain Fed Heavy Beef Lb. **45¢**  
**T-BONE STEAK** Grain Fed Heavy Beef Lb. **89¢**  
**Club Steak** Grain Fed Heavy Beef Lb. **79¢**  
**SIRLOIN STEAK** Grain Fed Heavy Beef Lb. **79¢**  
**Rump Roast** Lb. **79¢**

**KLEENEX** 5 400 Count Box **\$1**

**SALMON** Honey Boy Tall Can **49¢**

**SHORTENING** Mrs. Tucker's 3 Lb. Can **49¢**

**SUGAR** Holly 5 Lb. Bag **49¢**

**FLOUR** Gladiola 5 Lb. Bag **39¢**

Piggly Wiggly Dew Fresh Produce

**Tokay Grapes** U. S. No. 1. Healthful and refreshing. Bunches of juicy flavor for the lunchbox. Lb. **10¢**

**Yellow Onions** U. S. No. 1. A Treat with Meat. Lb. **3 29¢**

**Oranges** U. S. No. 1. California Valencia's Lb. **19¢** **Pears** Bartlett, U.S. No. 1. Delicious, nutritious. Lb. **19¢**

Skinner's 7 Oz. Box **Spaghetti** 2 For **29¢**

Skinner's 7 Oz. Box **Macaroni** 2 For **29¢**

Come **RICE** 2 Lb. Box **49¢**

Gerber's Strained **Vegetables** 6 For **69¢**

Gerber's Strained **FRUITS** 6 For **69¢**

Gerber's Strained **Desserts** 6 For **69¢**

Hormel **SPAM** 12 Oz. Can **49¢**

Tendercrust **Hot Rolls** Pkg. **25¢**

**CHILI** Austex No. 2 Can **59¢**

**STARLAC** Borden's 12 Qt. Box **89¢**

**CRACKERS** Sunshine Krispy Lb. Box **31¢**

**HI-HO** Crackers Lb. Box **39¢**

Lowest Prices . . . Greatest Variety . . . always at . . . **Piggly Wiggly**



# GRAND OPENING



## FRIDAY OCTOBER 4<sup>th</sup>. ALL DAY



West Of Friona  
On U.S. 60



West Of Friona  
On U.S. 60

J.G. McFarland, Owner

Mr. J. G. McFarland And All The Employees Of The Parmer County Implement Company  
Cordially Invite You To The Grand Opening Of The New Location Of Their Business And  
The Showing Of The 1964 OLDSMOBILES.



Wesley Barnett



Barbara Brown



Carolyn Owen



Aubrey Rhodes



Henry Lewis



Bert Shackelford



Hoyt Smith



John Frazier



Danny Smith



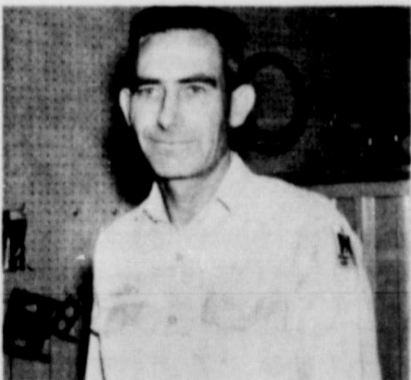
Charlie Snyder



Jim Cocannouer



Ernest Neff



Medlin Walker



Jess Chesher



L.C. Wade



John Gaede



Walter Cochran



Terry Bellows

Door Prizes Galore, Come In And Register Favors For Everyone—Fun For All— All Day Friday

### YOUR OLDSMOBILE AND INTERNATIONAL HARVESTER DEALER

# PARMER COUNTY IMPLEMENT COMPANY



PHONE 2091

WEST ON US 60

FRIONA





# McFarland Originated P. C. Implement In 1942



Parmer County Implement Company is in its twenty-first year of business in Friona, and the company which has grown with Friona is holding an open house Friday, October 4, to show the public its modern new building just west of the city limits on Highway 60.

J. G. McFarland originated Parmer County Implement Company in 1942 when he and Jack Yokeley bought the International - Harvester Company from Jerome Buchanan and Howard Morris, who had been the I-H dealers for 11 years.

McFarland bought out Yokeley's interests in the company in 1943, and became sole owner. At that time, the staff of

the company numbered three-- McFarland, a parts manager and a mechanic. The present staff at Parmer County Implement Company numbers 21.

The company took over the Oldsmobile dealership in 1948. "Red," as he is known to most of his friends, wrote to General Motors and asked for the franchise. H. E. Barnett, administrator for Parmer County Community Hospital, was travelling for GM at the time, and served as "field man," coming to Friona to discuss the franchise with McFarland.

"Cars were pretty scarce at first -- we would just get one once in a while," McFarland says.

When he took over the business at its former location, E. E. Houlette had a laundry business in the southwest corner. McFarland bought this portion of the building, thereby occupying it in its entirety, about three years ago.

In addition to its main building, Parmer County Implement Company has a warehouse in the 400 block of east 10th Street. "We had originally planned to locate our new store adjacent to the warehouse, but the space just wasn't there for what we needed," McFarland said.

The present staff of Parmer County Implement Company is composed of McFarland, Wesley Barnett, manager, Charlie

Snyder, shop foreman, John Frazier, parts manager, Hoyt Smith, salesman, Danny Smith, parts department, Bert Shackelford, credit department, Henry Lewis, salesman.

Also, Aubrey Rhodes, salesman, Ernest Neff, shop mechanic, Jim Cocannouer, shop mechanic, Medlin Walker, shop mechanic, Jess Chessler, shop mechanic, L. C. Wade, shop mechanic, John Gaede, warehouse mechanic, Walter (Shorty) Cochran, warehouse mechanic, and Terry Bellows, warehouse mechanic.

Barbara Brown and Carolyn Owen are bookkeepers in the organization.

THE OLD AND NEW . . . Parmer County Implement Company's new building, constructed of steel and masonry, is quite a contrast from its former home, which was built in 1928. The company spent 20 years in its old location.

## FRIONA PIONEER

# Kinsley Was First I-H Dealer For The City

R. H. Kinsley was the first International-Harvester dealer in Friona. As a matter of fact, Kinsley handled all the implements which were sold in Friona in the early days--I-H, John Deere, J. I. Case and what-have-you.

Mrs. Pearl Kinsley, who served as bookkeeper for her husband's business, recalls that W. F. Goodwine purchased the first International-Harvester combine in Friona.

"The day he bought it and got it set up, it came a terrible hail storm, and ruined all his grain. He took the machine just the same, and was kept busy

that fall cutting for all his neighbors," Mrs. Kinsley says.

In those days, the store was kept open all night for farmers who came to town for repairs and parts, Mrs. Kinsley pointed out.

In the twenties, Kinsley sold the International-Harvester dealership to J. C. Wilkison, who had been the Santa Fe Railroad agent in Friona.

Wilkison operated his implement store in the Warren Building, where Roberts Furniture is now located.

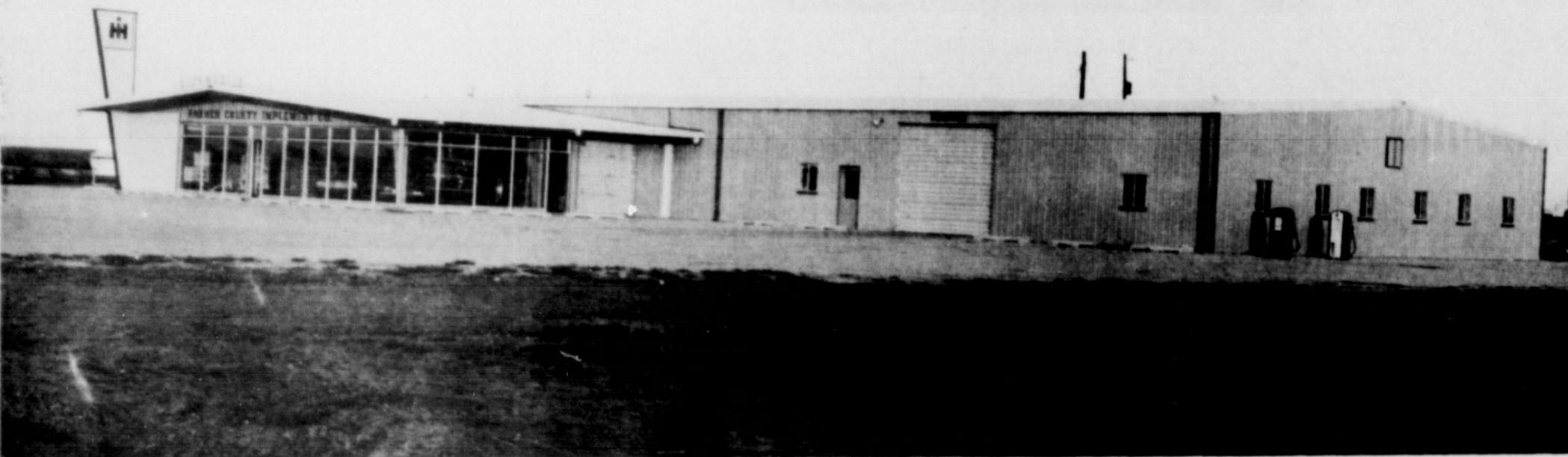
In 1928, Wilkison sold the I-H dealership to the "RBR" partnership, composed of Rosson, Buchanan and Ramey. This partnership operated the implement house in Trutt's brick building at 6th and Euclid.

This ownership lasted until 1931, when the "RBR" partnership dissolved, with Rosson taking the dealership in Hereford, Jerome Buchanan keeping the Friona business, and Ramey having the Dimmitt franchise.

Actually, Buchanan became a partner with Howard Morris. Buchanan and Morris moved the agency into the Parr building sometime around 1939. It stayed at this location until the present new building was built.

J. G. McFarland and Jack Yokeley bought the dealership from Buchanan and Morris in 1942, and they originated the name "Parmer County Implement Company."

A year later, McFarland purchased the business.



## Oldsmobiles Available In Low Price Category

With the availability of a V-6 engine in the F-85, and with the introduction of the new Jetstar 88, customers will be able to buy an Oldsmobile for less in both the low price and medium price fields. It was announced today by Oldsmobile's general manager and a vice president of General Motors, Jack F. Wolfram.

"And, too," Wolfram said, "for the sixth consecutive year, list prices for 1964 Dynamic

88's, Super 88's, Ninety-Eight's and Starfires remain constant.

"We have been able to hold our price levels," he said, "despite the many added product values built into every 1964 Oldsmobile in interior and exterior styling, performance, comfort and reliability.

"An excellent example of added product value," Wolfram continued, "is the totally new 1964 F-85 with slightly lower prices. It is a somewhat bigger car for more utility, more leg-room, head-room and entrance room. With the V-6 or the new high performing Jetfire Rocket V-8 engine, it is more car for the money than ever before."

He said that Oldsmobile's 1964 list prices range from \$2126 for the F-85 Club Coupe (equipped with the V-6 engine) to \$4340 for the Starfire Convertible.

Wolfram also announced list prices for the new models Oldsmobile is introducing this year. The Cutlass Holiday Coupe, the top sports model in the F-85 line, lists at \$2534. The new medium-priced Jetstar I, with bucket seats, console and Starfire engine as standard equipment, carries a list price of \$3280.

"Prices," Wolfram said, "begin at \$2644 for the Celebrity Sedan in the new Jetstar 88 series, lower-priced companion to the Dynamic 88 and Super 88.

"Jetstar 88 customers," he continued, "will also find the price of some major equipment items, such as the automatic transmission and power steering to be lower than on other full-size Oldsmobiles."

He said Oldsmobile's newly developed Jetaway transmission with variable torque converter is listed at \$195 as a factory-installed option on both the Jetstar 88 and F-85 models equipped with the V-8 engine. The Jetaway transmission designed for use in the F-85 with the V-6 engine carries a list price of \$185.

Wolfram also reported that the much-improved, newly-designed, fully-integrated air conditioning system for the 1964 F-85 is priced at \$325 list.

Oldsmobile's popular Tilt-Away steering wheel, which gives the driver a choice of seven different steering column positions, is available as an extra cost option for the first time on all F-85 models. Its list price is \$40.

The new Oldsmobiles will go on display at Parmer County Implement Company tomorrow.



DON'T FUSS----  
CALL US---

We Will Keep Your Fuel Tanks Full All Winter.



Our Trucks Are Radio Dispatched For Faster Service

# Bainum Butane Co.

Phone Friona 8211

## CONGRATULATIONS

Parmer County Implement Company On Your New And Spacious Building, We Wish You Continued Success In Your Farm Supply Business.

We Appreciate Our Part In Supplying You With A Line Of Quality Merchandise.

## SERVICE & SUPPLY

1301 W. 6th. St.

Amarillo, Tex.

## Stout Steel Builders Was Formed In 1959

Stout Steel Builders, general contractors on the new Parmer County Implement Company building, was formed in March of 1959, with the primary motive of furnishing farmers with machine storage, shop buildings and on the farm grain storage.

With the introduction of color and new design, the public rapidly began to see the beauty, versatility and economy of prefabricated steel buildings as a

desirable source for commercial buildings.

Stout Steel Builders followed this trend and presently a large majority of their work is in building commercial buildings. Stout Steel Builders, Inc. covers the Panhandle and South Plains doing jobs from Dry Cleaners and Office Buildings to Implement, Car Dealers and Super Markets.

The company's offices are in Tulsa and Lubbock. Jim Stout is president of the concern.

## MOTHERS!

Enter Your Children In  
Hurst Dept. Store's  
Personality Contest



One Day Only  
Mon-Oct. 7  
10 til -5.30  
Prizes Awarded  
Children-2 Wks. To  
12 Yrs. Eligible  
Limit-1 Per Person-  
2 Per Family

You Recieve A Beautiful 8x10 Tapestry Portrait  
And Enter In The  
Contest For  
Only **98¢**

Doll Em 'Up Bring 'Em In



PLUS MORE SPACE

# New Building Contains Many Modern Features

The new Parmer County Implement building gives the company several hundred square feet additional floor space. There are over 13,000 square feet of space on the ground floor, plus 3700 square feet in the second floor.

"I suppose we have around 18,000 square feet of space in all, counting the upstairs," states J. G. McFarland, owner. The building, constructed of

steel with brick trim, features a showroom 40 by 60 feet, a parts department 60 by 70 feet, and a shop 70 by 80 feet.

The company feels that its new building gives it several advantages over its old one. For one thing, McFarland cites the location on West Highway 60 as being handier for his farm-centered business than the old location off Main Street in downtown Friona.

"Also, we will be able to

have all our machinery at one location, although we still don't have it all moved," McFarland said. He pointed out that moving a business while continuing to operate has turned out to be quite a job. The company has been moving since last July, and began operating out of the new building in August.

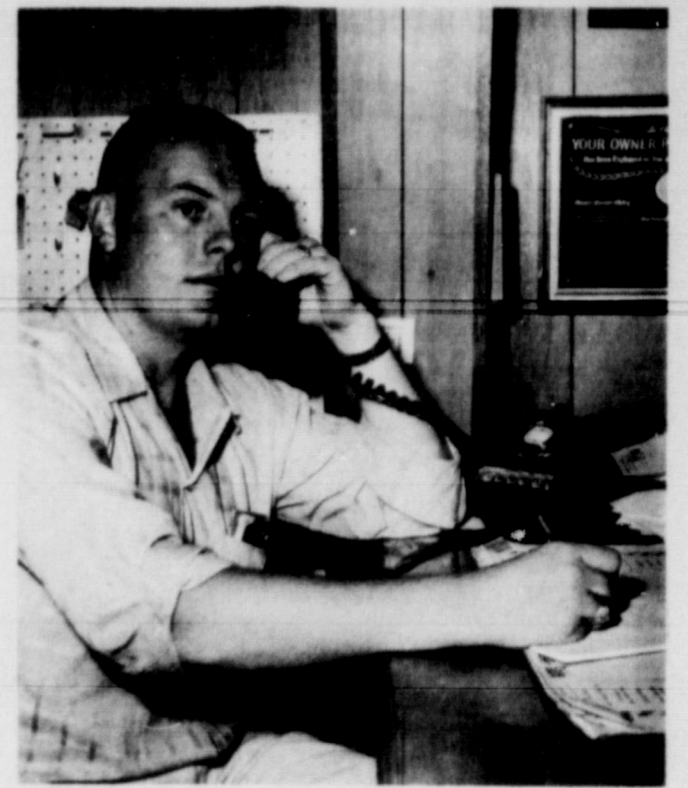
The interior of the new Parmer County Implement Company is modern and attractive. Office areas are done

in mahogany paneling. There are office spaces for McFarland, manager Wesley Barnett, salesman Henry Lewis and Aubrey Rhodes, and the bookkeeping department.

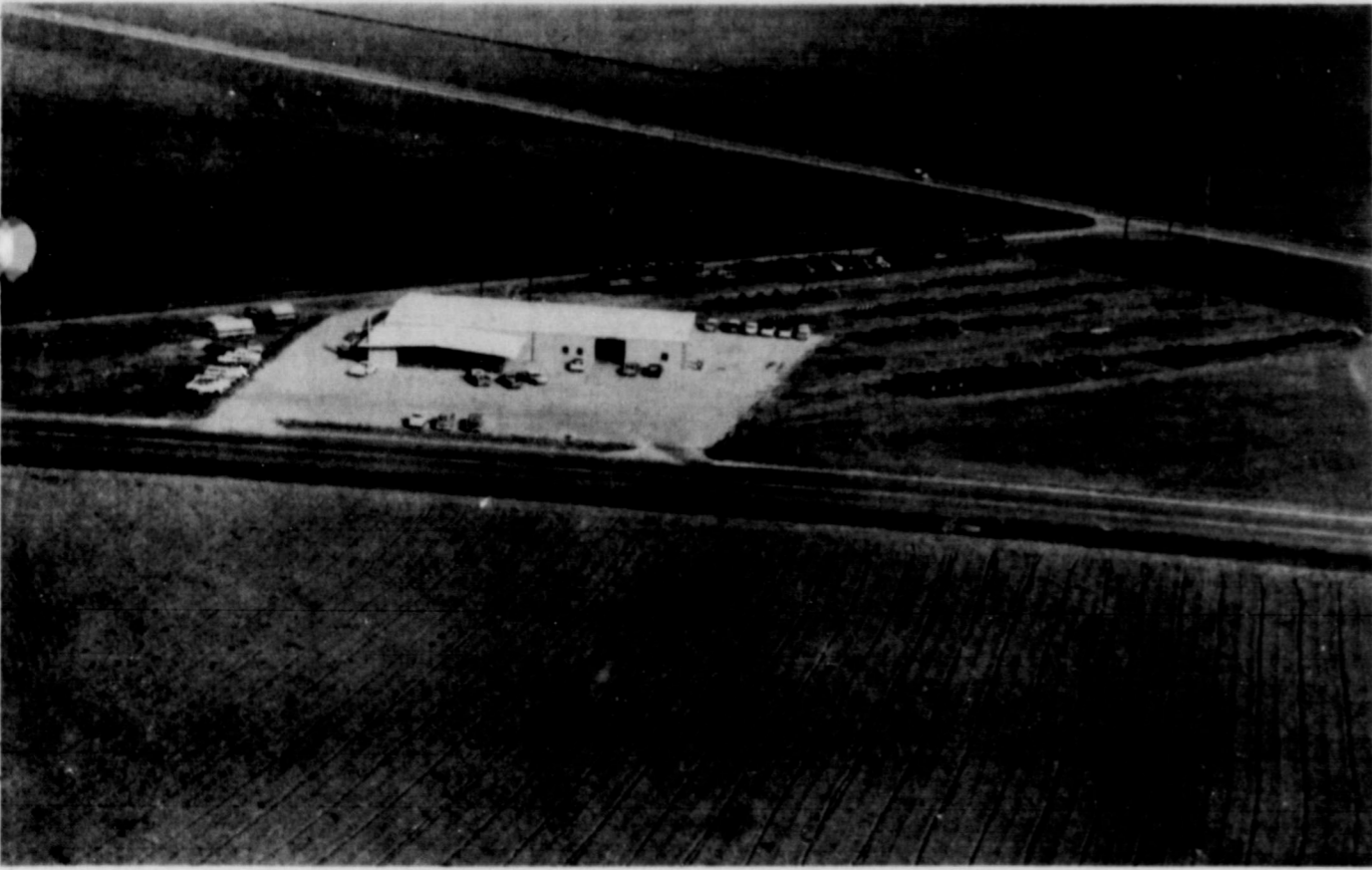
A handy coffee nook is located at a point between the showroom, parts department, offices and shop. A coffee table in the area has a marble top, taken from material in the old Friona State Bank building.



J.G. McFARLAND, owner and founder of Parmer County Implement Company, came to Friona in 1925.



WESLEY BARNETT is manager of Parmer County Implement Company.



NEW BUSINESS . . . This is an aerial view of the new Parmer County Implement Company, showing the company's entire lot, machinery and equipment.

## McFarland Has Been In Friona Since 1925

J. G. (Red) McFarland came to Friona with his family in September of 1925. He was the fifth child of Mr. and Mrs. J. B. McFarland, and the second

son. At the time he came to Friona, he was a freshman in high school.

"I played on some of the very first football teams at Friona High School, and things were quite different in the sport then and the way it is now," McFarland said. He explained that the football field was just hard ground, and that the rules in those days said that a player had to be gotten down before the play was stopped. "We didn't have the 'knee touching' rule

then," he said. McFarland married the former Irene Campbell in June of 1929. The couple has five children, Lunell (Mrs. H. H. Horton), Gay (Mrs. Lee Cranfill), Doris (Mrs. Wesley Barnett), John Bill and David, who are students in Friona public schools.

A director of Friona State Bank, McFarland not only founded Parmer County Implement Company, but started Parmer County Pump Company,

now operated by Hollis Horton. He has various other interests, including farm and ranch land both in this area and in New Mexico.

A graduate of Friona High School, McFarland has been active in civic affairs, including the Chamber of Commerce and the Lions Club. He served as general chairman for Friona's Maize Days celebration in 1962. He has been actively interested with the progress of Parmer County Community Hospital.



### KINSLEY---

(From page 2)

chased Yokeley's interests in the business, and it has continued under his ownership to the present.

The old Parr building, which housed Parmer County Implement Company for 20 years, was built by J. W. Parr in 1928. The building was one of several built by Parr and O. G. Turner in that period, during one of Friona's first "building booms."



ONE OF NICETIES . . . One of the features of Parmer County Implement's new building is a "coffee corner," which is done in mahogany paneling which typifies the office interior in the building. A coffee table top in the area is made of marble. Having a coffee break are Mr. and Mrs. J. G. McFarland.

**For '64... New showcase of stars from OLDSMOBILE**  
**...WHERE THE ACTION IS!**

**TWO NEW NEVER BEFORE OLDSMOBILES!**

**Jetstar I** Brilliant new sports coupe in the medium price class! You're looking at Oldsmobile's new high performer—Jetstar I! It's powered by the famous 394-cubic-inch Starfire V-8 Engine, features distinctive roofline... sporty bucket seats... center control console!

**Jetstar 88** Brand new full-size 88 series... at a new lower price! Just out—the Jetstar 88 series... companion to the famous high-performing Dynamic and Super 88! It introduces a brand new 330-cubic-inch Jetfire Rocket V-8. Four sparkling Jetstar 88 models in all!

**CUTLASS HOLIDAY COUPE**  
 Handsome new hardtop—one of three new F-85 Cutlass models for 1964.

**New V-hive of activity! V-8 for action! V-6 for economy!**  
 Meet the more-for-the-money car of the year—Olds F-85! More roominess, thanks to ten extra inches in length! More action from a new Jetfire Rocket V-8 and smooth new Jetaway Drive! More savings from a brand new Econ-O-Way V-6 Engine! More comfort and roadability from a three-inch-longer wheelbase, rugged Guard-Beam Frame, and a wider stance than ever! Plus more features... more fashion... more of everything! Step into your Oldsmobile Dealer's today and step out in a more-for-the-money F-85! \*Optional at extra cost

**New from the nameplate back!**  
**OLDS F-85**  
 Stepped up in size! Stepped up in performance!

**Congratulations-----**

To The Parmer County Implement Company On Their Move To A New Location. We Know They Are Proud Of Their New Location And Of The Equipment That They Offer To The Public.

**King Trailer Equipment Co.**  
 5823 Canyon Drive  
 Amarillo

SEE ALL OF THE QUALITY-BUILT '64 OLDSMOBILES: NINETY-EIGHT, STARFIRE, SUPER 88, DYNAMIC 88, JETSTAR I, JETSTAR 88, F-85

VISIT YOUR LOCAL AUTHORIZED OLDSMOBILE QUALITY DEALER!

**PARMER COUNTY IMPLEMENT CO.**  
 Friona, Texas  
 Phone 2091

DON'T MISS THE AWARD-WINNING "GARRY MOORE SHOW" • TUESDAY NIGHTS • CBS-TV!



# Congratulations



To Mr. J.G. McFarland And The Parmer County Implement Company  
On Choosing A Mesco Steel Building For Their New Business Building.  
Mesco Buildings Are Strong, Easily Erected, Maintenance Free And Are  
More Architecturally Pleasing To The Eye. We Can Design A Mesco  
Building To Fit Your Business Requirements. Please Call On Us For  
Estimates And Plans For Your Next Building Program. You Will Be  
Satisfied With A Mesco Building For Your Needs.

FOR FREE ESTIMATES CALL BILL CHISUM OR DON NELSON AT WY5-3149

# STOUT STEEL BLDERS.

Phone WY 5-3149

General Contractors  
Commercial Farm

Tulia



# European Grainmen Visit Local Area

Six grain industry leaders from Germany are visiting Texas and New Mexico grain sorghum production, marketing and utilization facilities in the Parmer-Curry County areas.

The Grain Sorghum Producers Association invited them to the area because of the use of grain sorghum in Germany is increasing and most grain people there have never seen its production or harvesting. Area grain sorghum sales leaped from 729,000 bushels in 1961 to 549,000 bushels this past year. Most of the grain sorghum is used in poultry and swine feeding in Germany.

Bill Nelson, Executive Vice President of Grain Sorghum Producers Association, said that after the group is briefed on the grain sorghum situation and given technical material as to its value and use at the organization's headquarters office in Amarillo on Monday they will then embark on a tour of grain industry facilities throughout the Panhandle which will include visits to the Amarillo Auction Company, a luncheon hosted by the Amarillo Grain Exchange Directors, and terminal grain storage handling facilities and laboratories all on Monday.

On Tuesday the group will be

under the direction of Mr. R. C. Peeler, Grain Sorghum Producers Association Director of Hereford, and will visit cattle and swine feed lots, rural banking facilities and country elevators in a wide range of locations in Parmer and Deaf Smith Counties.

On Wednesday they will breakfast with the Directors of

the New Mexico Grain Sorghum Producers Association at Clovis and afterwards visit a meat packing plant and grain sorghum milling and processing facilities in the Clovis area.

Wednesday afternoon and evening the foreign buyers will be guests of Mr. B. R. Evans of Tulla, a Director of the U.S. Feed Grain Council - co-spon-

sors of the group with Grain Sorghum Producers Association.

Nelson said that it is believed that the wide range of production, marketing and handling facilities visited and grain trade individuals conferred with will afford an opportunity to discuss and perhaps alleviate many problems

which might have hampered expanded sorghum markets in Germany in the past and lay the ground work for future expanded use.

Members of the visiting group are:

Dr. Egon Schoel, the Director for West Germany of the joint U. S. Feed Grain Council-Grain Sorghum Producers Association.

Dr. Wilhelm Hammer, a member of the administrative board of the Import and Storage Agency for grain and feed stuffs and a member of the Executive Committee of the European Common Market on grain and feed trade.

Hans Burmester, who is Director of the Grain Trade Association of Germany located in Hamburg.

Dr. Volkward Koch, a member of the German Agricultural Association and editor of the Feed Magazine KRAFTUFLUTER.

Heinz-Peter Franke, a partner with his father in the grain, oilcake and legume import firm of Messrs. Otto F. K. Franke.

Sophus Kruse, a member of the Messrs. P. Kruse who import feed grains and oilcakes.



## At Home In Parmer County

By CRICKET B. TAYLOR  
County HD Agent

The program for Home Demonstration Clubs in October has been changed from a leader meeting to the Agent's meeting with each club. The leader program was to have been "Making a Compost". For the benefit of those who want information on this subject here are a few points to consider in making a compost.

### Don't Burn Those Leaves

Don't burn those autumn leaves. They are just the thing for a compost pile. We are told by specialists in this subject that homeowners throw away valuable materials that could be saved for use in improving soils--especially the home garden spot.

Such materials, after they have wintered in compost, make excellent organic matter. Compost, spread around trees and shrubs and worked into the soil in flower and vegetable gardens, makes the earth rich and porous. It loosens the ground so that roots can develop naturally, and air, moisture, and plant food can penetrate easily.

Here's how you go about making a compost pile.

Select a spot at the back of your lot, yet within reach of your garden hose. (That's because the pile should be kept moist.) Use ordinary wire fencing or boards to enclose an area 3 to 8 feet high and 3 to 5 feet square.

Dump leaves, lawn clippings and garden trash into the bin in layers - 6 to 12 inches thick. To each layer add some commercial fertilizer (whatever you use on your lawn) and 1/2 layer of soil. Moisture the leaves as they are added.

Keep building to keep the compost pile damp. If the pile is kept reasonably moist and has a cap of garden soil, it should

have no odor. And, by May or June, last year's leftovers will be ready to perform springtime magic in your yard and garden.

For those of you who are interested in growing house plants a new home and garden bulletin No. 82, is available at the Home Demonstration Agent's office. Write or come by for a copy.

# THE HIGH PLAINS FARM AND HOME

## Another Dry Cycle For Texas?

Farmers in the bone dry, parched areas of Texas are apt to find little comfort in predictions of a Denver meteorologist.

"By 1972 or 1975 we're likely to have seen a drought on the Great Plains more severe and more sustained than the droughts of the 1930's and 1950's", according to Dr. Walter Orr Roberts.

A director of the high altitude observatory at the University of Colorado, Dr. Roberts made his long-range forecast shortly after the end of the disastrous 1950-57 drought. And now after a six year interval, several South and Central Texas counties are once again being

designated as drought disaster areas.

Some hope can be gained from a New Englander, Dr. Hurd C. Willett of the Massachusetts Institute of Technology. This summer, Dr. Willett said the Southwest should begin to get some relief from its present dry spell before the end of 1963.

He qualified his prediction as "off the cuff", however, based on a cursory glance at the statistical pattern of dry cycles.

In some respects, Texas is in much better shape to withstand the ravages of a drought than it was at the start of the long scorcher of the 1950's. The Texas Water Conservation Association figures show that in 1950, Texas had only 63 reservoirs with 5,000 acre-feet or

more capacity which held a total of 7,400,000 acre-feet of water. Stock and irrigation needs during the seven-year drought depleted this supply alarmingly.

Today, however, Texas now has 116 such reservoirs with a total usable conservation storage capacity of 14,932,000 acre-feet. Twelve more are

under construction which will have 9,055,000 acre-feet capacity when completed. Should another long drought be on the way, Texas will have approximately three times more water in reserve than it had 13 years ago.

These figures are reassuring but do little to help farmers

in dry land areas which are heavily dependent upon annual rainfall to make a crop. This includes a majority of the Texas cropland. But at least, efforts to increase our storage capacity in recent years has done much to provide adequate municipal water and much livestock supplies.

## Release Excess Wheat Possible

If Texas farmers pay the marketing quota penalty on stored excess wheat before July 1, 1964, they may lose part of their wheat acreage base history, says Tom Aaron, extension grain marketing specialist. Since no marketing quotas will be in effect for the 1964 crop, excess wheat released after the July 1 date will not affect the base history and will carry no marketing penalty.

Excess wheat from the 1963 crop or previous crops released by payment of the penalty before July 1, 1964, will reduce the farm's wheat base history. A farm loses acreage history when a marketing quota penalty

is paid or becomes due.

However, if a farmer has a small 1963 wheat crop because of underplanting or underproduction, he may apply to the County ASC committee to release all or part of the farm's stored excess from previous

years without penalty or loss of wheat acreage history.

"If there's any question about the release of your stored excess wheat, check with your county ASC committee," advises Aaron.

## Root Rot Can Be Reduced

Farmers have been planting cotton on root rot infested land for years with little effort to control this major cotton disease, says Joe E. Cole, area agronomist with the Texas Agricultural Extension Service. Root rot, which is making marginal land out of otherwise

productive cotton land, thrives during wet weather. However, it has been severe in many dry areas this year, says Cole. Research has shown that several practices will reduce cotton root rot. They are crop rotation, deep plowing, and residue management.

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Guaranteed Mufflers  
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**Cotton Quiz**  
HOW IS A COTTON PLANT SIMILAR TO AN OKRA PLANT?  
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# FarmFacts FALL'S "FIRST HARVEST" WELL UNDERWAY

Of 12 to 13 inches of average annual precipitation in the 17 Western states, only about 30% contributes to the fresh water supply.

According to J. S. Robbins of the Agricultural Research Service, much of the moisture evaporates from soil, water, and plant surfaces. The rest infiltrates the soil and is transpired back into the atmosphere by vegetation.

An additional inch of water for plant use could increase Western wheat production up to five bushels per acre.

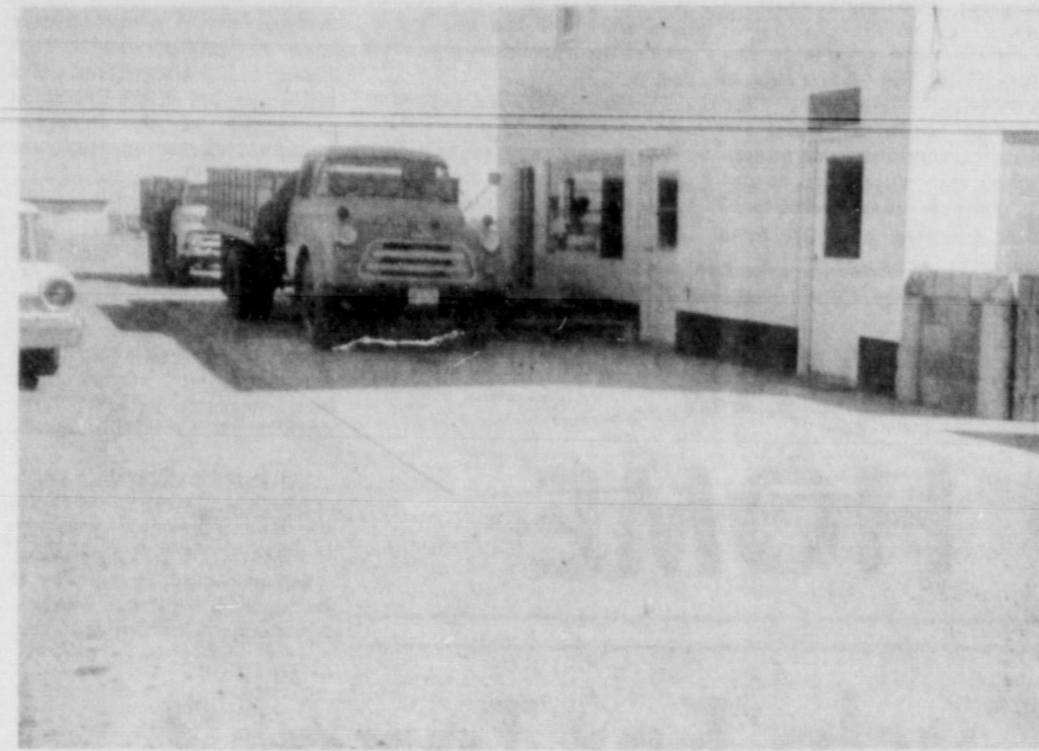
Farmer County--and most of the irrigated counties on the High Plains--are getting accustomed to having two harvests every fall. It used to be one long, drawn-out affair, but times have changed. Today, it's two lightning-quick forays into the fields, and the fruit of these forays would make the eyes of the Plains pioneers bulge.

The weather is the determining factor in governing the activity of farmers when they harvest on the High Plains--and the bench-mark of the weather is the first general, killing freeze.

Traditionally, the first frost comes in the second or third week in October. It has been known to come as early as the second week in September and is reputed to have stayed away until about the middle of November--but it always comes, sooner or later.

Just a few years ago frost signaled the start of the fall harvest. Not so today. Depending on the maturity of the crop and general weather conditions, as much as half of the grain sorghum and about a third of the cotton has been finding its way into the barns before Jack Frost paid his first visit.

Within the past five years, in fact, High Plains farmers have developed a pattern of two harvests in the fall--the one before frost and the one after.



Loaded trucks weigh in at the Sherley-Anderson elevator in Lazbuddie. Most crops in this part of southern Farmer County (with the exception of cotton) will be in before frost.

mal spring date mature and be harvested several weeks in advance of frost--and produce over 6000 pounds of grain per acre.

The amount of cotton harvested before frost is governed by two things, mainly: the weather through the growing season and the availability of labor to do pre-freeze boll pulling.

This year's cotton crop is late--extremely so. A large part of the harvest (up to a third) was abandoned or plowed under after severe hail and other abuses from Mother Nature in the spring and summer months.

Just the same, farmers report that the crop "is going to surprise you" and is fruited up well. If the weather will just hold fair for another month (and the odds are against it) the farmers can pull off another good cotton year. But most of them don't hope to do this.

Last year's cotton crop was a phenomenal success. The county-wide average was well over a bale-and-a-half per acre and many fields made over two bales.

Also, the 1962 cotton crop came on the heels of a good crop in 1961, which broke an every-other-year trend for good crops which has existed ever since the crop was placed

under irrigation. Having three midfall harvest seasons in a row, and thus insuring another successful cotton year, is more than most farmers dare to hope for, just the same there is a lot of finger-crossing going on.

Signs  
At diaper shop: Rock a dry baby.

On a kitchen trivet: Kissin' doesn't last; cookin' does.

In amusement park: Baby strollers for dogs--50¢ an hour. (For children--sorry, no strollers available).

## FOOTSAVING EDUCATION



by James E. Edwards

### Foot Care For Children #7 Principle #11

If, after doing all you can you see that your child is developing some kind of foot trouble, take him to your family doctor at once. Often a simple alteration in the last of the shoe or the introduction of some corrective device will restore proper balance and make him comfortable again.

Principle #12  
In conclusion, statistics show that during an average lifetime every adult walks a distance equal to a trip to the moon. Consequently every mother should give her child the proper and loving care during his formative years.

**Robin Hood Shoes**  
Designed for Young Americans  
Orthopedic Shoes Fitted To Your Doctor's Prescription  
**Edwards' SHOE STORE**  
512 MAIN  
CLOVIS, N. MEX.

## Payments On Wool And Mohair Set

The 1964 wool incentive and mohair support prices have been announced by the USDA, says Ed Uvacek, extension livestock marketing specialist. Shorn wool incentive price was set at 62¢ per pound and the mohair support price at 72¢ per pound for the 1964 marketing year.

The marketing year in 1964 coincides with the calendar year for the first time, says Uvacek. This is in accordance with recent changes.

Prices of pulled wool will continue to be supported at a level comparable to the incentive price for shorn wool. The specialist notes that in the 1961 marketing year Texas wool producers received a gross incentive payment of \$10,094,527.54.

A good growing year for grain sorghum, for example, invariably means a poor cotton year. And the hot, dry weather it takes to make a good irrigated cotton crop usually is plenty tough on the grain fields.

The hybrid grain sorghums that were introduced to the Plains about five years ago, and which dominate probably 95% of the grain sorghum acreage today, have gone a long way toward changing the harvest picture.

Before they were introduced, a certain amount of harvesting could be expected in the case of early-maturing (and usually lower-yielding) varieties, and the old "standard," Martin's milo, before the first freeze. But as irrigation farmers intensified their practices and went for bigger yields, the longer-maturing, big-headed varieties became popular. Heavy fertilization and extended irrigations pushed these varieties later and later into the growing season, and within a few years it was taken for granted that no sickle would touch them until after the frost had stopped their growth.

Then the hybrids came into the picture, and within two years reversed the pattern. The hybrids brought both earlier maturity dates and larger yields, and today it is nothing unusual to see a field planted at a nor-

## COURTHOUSE NOTES

INSTRUMENTS FILED SINCE September 23, 1963

### NEWS FROM THE FARM BUREAU

BY RAYMOND EULER

By Raymond Euler

We hope you will be at the fifteenth annual convention of Farmer County Farm Bureau Monday night at eight, in the Friona School Cafeteria, whether you're a member or not. But particularly, if you are a member, we would like to see you there. Your officers and directors sincerely seek your opinions on the questions that will be discussed there, and they will feel a lot more useful if a good number are there. Records show that state and national legislation has resulted from former Farmer County Farm Bureau resolutions. This is one place we know where you, whether you are a large or small farmer, can get your voice heard in Texas and National legislatures.

Farm Bureau folks believe in organizations that serve a cross-section of the citizenship. There are members in this county who farm 80 acres, and there are members who farm 2,000 acres, and they have problems that are common to all farmers. They can discuss and have equal voices in the decisions that are made, if they are Farm Bureau members.

If you want to hear a couple of talented and intelligent high school girls talk about Americanism, you will enjoy hearing Miss Linda Rector of Friona and Miss Jane Bradshaw of Farwell report on the citizenship seminar they attended in Huntsville a little over a month ago. They will speak at the convention Monday night.

Business and industry appreciate the role of farmers as customers. They spend about \$2 billion a year for equipment and another \$15 billion for family living expenses. This economic reason is the most important one for "city congressmen" being interested in the economic welfare of the farmer. CONSIDER THIS: A forward man sowseth strife; and a whisperer separateth chief friends. Proverbs 16:28.

ABSTRACTS  
See JOHNSON ABSTRACT COMPANY in Farwell Fast, Accurate Ph. 481-3878 Box 68

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Harvest scene on the Dalton Turner farm northeast of Lariat, where the grain sorghum is making 6500 pounds per acre. Bill Garrett is harvesting.



Paul Winegeart completes repairs on his combine before resuming harvest. Friday had cut only a few acres. The yield is good.



A lot of the grain in the Oklahoma Lane area has already been cut. Here is the final unloading in a field about two miles north of Oklahoma Lane Farm Supply.

## My Neighbors

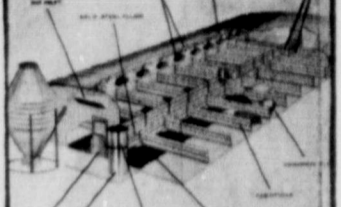


"People watcher!"

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Also Steaks And Sea Foods  
Boxed Orders To Go PO 3-4603  
Hiway 60 2 Miles West

## Designs for 200-600 bogs.



## From Farrow to Finish

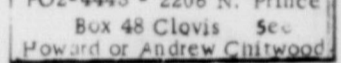
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## FARM & RANCH elevator financing available



## Grain showrooms-farm buildings



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## Anderson Named To Research Board

Harold Hinn, Chairman of the Board of the High Plains Research Foundation, announced that seventeen new members were added to the Foundation's Board at the meeting of the Board of Trustees on Friday morning, September 13, at Halfway.

From Lubbock is E. E. Moss, Moss-Gordon Delinting Co.; Donald Johnson, Plains Cotton Growers; S. S. Forrest, Forrest Lumber Co.; Clyde Gordon, Jr., Trust Department, Citizens National Bank.

J. Ray Pritchett, Clovis, Grain Fertilizer dealer; Earl A. Beech, Cotton Center, seed breeder, farmer; M. A. Elma, Jr., Littlefield, Texas Western Cotton Oil Co.; R. L. Byers, Jr., Springlake, elevator-fertilizer dealer & farmer; Elmer L. McGill, Olton, farmer; D. Gabe Anderson, Jr., Bovina elevator, farmer; Eddie Joe Fortenberry, Lockney, President-Young Farmers of Texas, farmer; Ray Joe Riley, Dimmitt, seed breeder, farmer; James D. Stair, Plainview, President, Young Farmers, farmer; Earl Eeds, Plainview, cotton gin; Merwyn Igo, Halfway, elevator and fertilizer dealer; Eddie Wallace, Enoch, farmer, National Oil and Butane; T. E. Mitchell, Chairman of the Board, First National Bank, Plainview.

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## HEY, BOYS 8 THROUGH 11 GET IN ON THE FUN AND PRIZES!

**ENTER OUR PUNT, PASS & KICK COMPETITION NOW!**

**WIN!** Official NFL team warm-up jackets! Football helmets! Footballs signed by the champion NFL punters, passers and kickers of 1962! You can even win a trip to an NFL game to compete (and take both Mom and Dad)! Top winners will go on a "Tour of Champions" (with both parents) to the White House, to Dearborn, Michigan, and to the 1963 NFL Championship game to compete for the national PP&K championship! It's fun! It's free! It's for grade school boys only. You compete with boys your own age. No body contact. Nothing to buy.

**YOURS FREE!** When you sign up you get a PP&K instruction folder written by Tommy Davis, Bert Starr and Don Chandler! PLUS an "Action-Picture" ring! AND, a 1963 Ford Televiewer—handy guide with line-ups of the NFL teams on TV this fall!

You must be accompanied by a parent or legal guardian to register. (Registration closes October 11.)

**Finals Will Be Held Tuesday Nite October 15th, 7P.M.**

**At The Football Field**

**Register Until October 11th.**

**FRIONA MOTORS**

Contact Darrel Read

### WHERE DO WE STAND?

- Screw worm cases at an all-time low for this season, with very few reported in the overwintering area.
- Sterile fly production capability at an all-time high.
- Inspection stations operating along the Western edge of the eradication area.
- Artificial barrier in operation.
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See Our TV Fashion Show Ch-12 10-10 P. M. Tues.

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Or Regular  
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Of Dresses  
Regular And  
Half - Sizes

Styles And  
Sizes For  
The Tall  
Girl.

LOOK AHEAD TO WINTER, WHEN  
THE COLD WINDS BLOW...  
WHEN A GIRL'S BEST FRIEND IS  
A COAT TO KEEP HER WRAPPED  
IN WARMTH

## Estelle's

IN THE HOTEL-- CLOVIS

## Danger Months For Screwworm

The red warning light burns a little brighter on screwworm infestation threats from September through November, officials warn.

Although the eradication program has been remarkably effective this year, the fall months

### Vegetables For October Meals Suggested

Late-summer vegetables and the cool-weather-loving fall ones are now making colorful displays in markets. They're more than colorful, though. The wide variety in flavors, textures, and colors which they provide makes menu planning a snap. They're good and good for everyone—they are store-houses of vitamins and minerals.

The tender summer varieties growing in the northern tier of states do so now under a continuous threat of frost. Tomatoes, cucumbers, snap beans, sweet corn and sweet peppers are declining in supply. Broccoli, Brussels sprouts, cauliflower, turnips and rutabagas are increasing toward their October and November peak of supply.

Lima beans are in peak supply in September. Usually the fresh ones found on markets are locally produced. The pods of good quality, unshelled limas are well filled, clean, bright, fresh and dark green. Dried, sun-dried, spotted, yellowing, or flabby pods indicate age or disease.

Broccoli supplies are on the increase. Acreage planted to broccoli is about the same as that of 1962. However, dry, hot weather took its toll in some areas, and a lighter harvest is indicated.

Good quality broccoli is fresh and clean, with compact bud clusters which have not opened to the extent that the flower color is evident. Stalks and stem branches should be tender and firm. Open flowers, yellowed or wilted leaves are indicative of age and/or lack of freshness.

are critical. Favorable weather conditions and shearing and other ranch operations usually result in a marked increase in screwworm infestations in both livestock and wildlife. More than 2,400 cases were reported during one week in November alone last year.

Eradication teams are active in Texas, New Mexico, Oklahoma, Arkansas and Louisiana. The pest has been known to cost the livestock industry of the Southwest as much as \$100 million per year.

Research officials stress that livestock producers should watch closely for animal wounds infested with larvae. They should save samples of the larvae and report the discovery immediately to their county agent or veterinarian.

Anxious to protect gains made so far in this cooperative Southwest program, officials urge producers to use preventive sprays and to treat all animal wounds to eliminate opportunities for the pest to multiply.

The 19-month-old program has already reduced the annual incidence of infestation a whopping 99 per cent. As fall operations approach, screwworm cases are now at an all-time low for the season. Only one case was reported during August in the 65,000-square-mile area of southern Texas where the screwworm can survive the winter. This area, which provides the source of screwworms that usually infest other regions following winter, must be kept free if eradication is to be achieved.

Capacity for producing sterile screwworm flies is at an all-time high. More than 140 million sterile flies per week can be released to mate with native flies and prevent reproduction.

The barrier formed by continuous release of sterile flies along the U. S.-Mexico border is in operation and being widened to prevent reinfestation.

Sen. Tower  
"Congratulates"  
Sen. Freeman

Senator John Tower today congratulated Secretary Freeman for deciding to tour American farmlands. He said he hoped the trip would prove beneficial to Mr. Freeman.

"Personally," said Tower, "I believe Mr. Freeman's tour is probably for the primary purpose of quieting criticism of his Russian tour while some Members of Congress were trying to come up with legislation for the benefit of American farmers."

Referring to the recent wheat referendum, which was defeated at the polls by the wheat farmers, Tower said, "After his rebuff at the polls, Mr. Freeman packed his bags and went to Russia. He returned and told Congress that his trip was highly beneficial. I hope he can say the same when he returns from this tour."

Tower said Freeman has never been close to American farmers and ranchers, "so I welcome his tour, and wish him success."



"IF YOU'D KEPT ALERT FOR SCREWORMS LIKE THEM SCIENTIST FELLERS SAID, OLE BLAZE WOULD STILL BE ALIVE!"

## Gifts Help Foundation

At the Seventh Annual High Plains Research Foundation Field Day, September 13, Dr. Earl Collister, Director, announced that Goodpasture Grain and Milling Company, Inc., Brownfield, Texas was donating a Wagner Sprinkler Pipe Mover to the Foundation. This unit, when purchased by a local farmer, would entail an expense of approximately \$6,000. The pipe couplers and sprinkler head were donated to the Foundation by Ross Irrigation and Supply, also of Brownfield.

Dr. Earl H. Collister, Foundation director, announced today that the Plains Cotton Growers, Inc., through its Executive Vice-President, George W. Pfeifferberger, has provided the Foundation with \$10,000, which will be used to replace the cotton gin building destroyed earlier this year by fire and

also erect a modern farm machinery center. The funds will be applied to the \$25,000 cost of a completely new steel structure nearing completion now at the Foundation.

Mr. Pfeifferberger said, "There is a definite need for this building, and the Plains Cotton Growers Board members feel this is a worthwhile investment toward cotton progress on the High Plains."

Dr. Collister stated that the financial support of Plains Cotton Growers would permit the Foundation to proceed with an accelerated program on cotton research.

The Foundation is currently conducting several major research projects that are directed toward the production of high yields of good quality cotton on the High Plains.

## Trailers Important Part Harvesting Equipment

Cotton trailers, designed for the job to be done and kept in good condition, can cut harvesting costs and thus increase the per bale income for the cotton producer, points out B. G. Reeves, extension cotton mechanization and ginning specialist.

He offers the following suggestions as a guide for readying trailers. Those used with spindle pickers should be large enough to hold at least three bales. Therefore, the dimensions of the box should allow for a minimum of 750 cubic feet. In some instances, he adds, a five-bale trailer may work better if adaptable to field, road and gin yard conditions. The height of the box should be right for the dumping height of the picker basket.

Stripper trailers, Reeves says, should be large enough to hold a minimum of two bales. Approximately 450 cubic feet of trailer space is required for the proper handling of a bale

of stripper harvested cotton, he adds. There should be no loose nails, scrap metal, rocks or stumps in the trailer for such materials may be picked up by the gin suction. Trailer sides should be mesh wire, or slatted or perforated and the front end should be of solid material to prevent contamination of the load by road oil and tar.

Reeves says to keep the cotton loose and dry while it is on the trailer. This will make for a better ginning job and generally results in a better grade.

He advises that trailers sufficient to handle at least one day's harvesting be available, and adds that more may be desirable depending upon local harvesting and ginning conditions.

Finally, he emphasizes the need for equipping trailers with reflectors and a tail light for insuring safe operation after dark on public roads.

## Fur, Fin and Campfire

By BILL BERO

RABBIT HUNTING on Thanksgiving is traditional with many sportsmen.



THE COTTONTAIL IS NAMED FOR THE BALL OF COTTON ON HIS BACK END.

COTTONTAILS ARE GENERALLY FOUND IN BRUSHY, MARSHY AREAS AND WHERE THE COVER IS THICK EST.

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# Special

## ALL 1963 MODELS OF WESTINGHOUSE

### REFRIGERATORS-WASHERS-DRYERS FOOD FREEZERS & DISHWASHERS

Ten cubic foot - 48 lb. freezer storage Refrigerator	Only \$149.88 Exchange	9 lb. capacity automatic washer and 3 lb. automatic dryer BOTH	only \$299.00 Exchange
Twelve cubic foot - 75 lb. freezer storage Refrigerator	Only \$198.00 Exchange	12 lb. capacity automatic washer	.. \$204.95 Exchange
Thirteen cubic foot - 75 lb. freezer storage Refrigerator	Only \$219.95 Exchange	Matching dryer	..... Only \$139.95 Exchange
Thirteen cubic foot - two door - 105 lb. storage Refrigerator	Only \$298.00 Exchange	333 lb. capacity food freezer, only	\$149.88 Exchange
All Other Models Reduced Proportionately		420 lb. capacity food freezer, only	\$198.00 Exchange
		630 lb. capacity food freezer, only	\$298.00 Exchange
		13 place setting capacity portable dishwasher	\$149.88
		30" automatic electric range, only	\$149.88 Exchange

## MURPHY-ECHOLS COMPANY

500 MITCHELL PO 3-4132

## Kids: Be Sure To Ask For Our Balloons.

# CONTINUING OUR GRAND OPENING

### FREE GIFTS FOR EVERYONE!

#### OPEN STOCK MAPLE

Bachelor Chest	\$ 79.95
Full Size Panel Bed	\$ 159.95
Full Size Panel Bed	\$ 129.95
5 Pc. Early American Maple Dinette	\$ 89.95
36 Inch Hutch	\$ 74.95
Corner Table	\$ 54.95
Bookcase	\$ 19.95
Triple Dresser and Panel Bed	\$ 89.95
Triple Dresser and Bookcase Bed	\$ 89.95
Large Triple Dresser and Panel Bed	\$ 99.95
Large Triple Dresser and Bookcase Bed	\$ 109.95
Corner Table	\$ 54.95
Chair	\$ 9.95
Dresser and Panel Bed	\$ 89.95
Dresser and Bookcase Bed	\$ 79.95
Double Dresser and Panel Bed	\$ 79.95
Double Dresser and Bookcase Bed	\$ 89.95
Three Drawer Chest	\$ 29.95
Bookcase	\$ 19.95

Television with speaker \$39.95 Down \$19.95 Monthly Complete Household \$365

## CLOVIS FURNITURE CO.

"THE TRADINGEST, SWAPPINGEST STORE IN THE SOUTHWEST"

120 MAIN - CORNER 2nd & MAIN - PH 763-6862 - CLOVIS - BEN O. SMART, MANAGER