
gglight of our Panhandle Press Association convention the past weekend was the re-
port by Former Texas Attor-ney-General John Ben Shepard
and Maxie Devis from the West
Texas and Maxie DDvis from the West
Texas Chamber of Commerce
on the plight of the small town on the plight of
in West Texas. in West Texas.
The West Texas Chamber has
just conctuded and published reJust concluded end pubishedre-
sults of an extensive survey
concerning towns in West Texconcerning towns in West Tex
as. The group has Histed the
chief problems of our small thowns, and listed of oume smaleps
they need to take if they are to survive.
We're going to atrempt to
Hist some of the highlights of list some of the higempt thighs of we in Frionan can detirives some-
thing which will do us some thing
good.

## Seventy-five per cent of the West Texas town wiut popu- lation of 12,000 and under lost West Texas towns with popu- lation of 1,200 and under lost population in the past 20 years the report shows. It is pre- dicted that 260 towns in the state will completelly tide by the year 2000, unless the trend is year 2000, unless the trend is reversed. leaders in towns such as Friona to assure that it will not be one of the 260 communities spoken of above. The people in West Texas

 need to adopt a positive atti-tude about our area, the chamSer officials pointed out. We
have a bad reputation to begin with --- from the standpoint of of
weather, culture and recreation Jacillities. This makes it hard-
er for our area to secure new industries and businesses than
other parts of our state. other parts of our state.
The ruut of the matter is
that our climate, recreational that our climate, recreational
and cultural facilities are not
that bad, it was stressed, We that bad, it was stressed. We
have morer recreation than many
areas; our cultural aspect areas; our culturatil aspectstare are
improving, and we have a mod improving, and we have a mod-
erate climate with cool nights. The biggest problem facing
the small town in West Texas,
eccording to the WTCC "Task eccording town in WTCC Texas. TTask
Force" is the lack of Tas. eccording to the WTCC "Task
Force" is the lack of proper
leaderahis According to the report,
towns usually have a lack of aggressive and informed lead-
ership, a lack of motivation in erssip, a lack of motivation in
its present leadership, or sel-
fish its present leadership, or sel-
fisp interests are he motivat-
ing factors beht ing factors behind the leader-
ship. We have a lack of intra-
community communication between individuals and organi-
zations, the report said. Also we tail to develop pootential
weadership in a mall town. leadership in a small town.
Sometimes we completely over-
 their leadershty potentals, it
was pointed out. Our fallure to cooperate with
nelghboring communities was also pointed out. "Usually
werer still fighting with each other like they were still on the
football field." Reasons were cited why small
towns fail to atruact industry, They included such trivial read
sons as tallure to respond to Inguirles and not compliling sta-
tistical intormation to nootkeenInquiries and hot compling sta-
tistical intormation to not keep-
ing contacts private and not ing contact,
cooperating.
Communit money to to attes have inve to spentries,
was pointed out. Industries was pointed out. Industries
don't just come. They have to be convinced that a town is the the
best location best location, and they will
make profit there Many cities are giving land,
services, etic to attract in. services, etc., to atract in-
dustries to their communities, dustries to their communites.
This is one way communites
cose can overcome what dil
tages they may have.
The best type of industries
for the Weest Texas area, ac-
cording to the survey, are agrcording to the survey, are agr-
cultural processing industres.
This This is seen in the number of
such industries which have
come into come into on
few years.
However, the report stressed that recreation and tourism are possibly our greatest potential
for new dollars for the small town., Tourism Is one of the
nation's leading industries, and nation's leading industries, and
the small towns should take
steps to tet thelr share of te tour ist dollar.
One thing smail towns need to keep more young people. They
should be made to realizo that should be made to reelize hhat
small towns are a wonderful place in which to live end raise
their tamilies. place in which
their tamilies.
Also, we ne
(Contimued on Page 3)
 can Legion Auxillary during the organization's annual
is Mrs, Roy wison, president of the local organization.

## at dumas

Lions Prominent In District Convention


Rex Nelson Chosen To Engineering Society
Star Wins 5 Awards In Press Contests
The Friona Star won five it was eligible to enter. The
awards - more ethan any other Star won second place in the
newspaper -- inthe annual Pan- editior newspaper - in the annual Pan- editorisis competitian, and was
handle Press Association con- third ingeneralexcellence, coltests. The awards were pre- umns, special editolons and best
sented as a highlight of the annual press convention last
weekend in Amarillo.
The Star wor The Star won awards in five
of the six contests divisions Residents To
heep In Time Friona residents, in or-
der to keep "in time" with der to keep "in time" with
the rest of the state, will
need to advance their need to advance, their
clocks an hour before they
retire Saturday retire Saturday night, or
otherwise otherwise, the
themselves late
on Sunday.
$\qquad$ schoors, and beurches plan
to advance their clocks to advance their clocks,
along with the reend, os as
to keep their starting time to keep their starting time
the same by the clock.
The Dayilight . ${ }^{\text {aving }}$. The Dayilght Savings
Time, adopted for the first
time in Texas this year,
will continue through the
$\qquad$ entered a total of 90 entries
the contests. Biggest number
of entries was inte "olumns
division, in which editor Bu Ellis placed third with his week-
ly "Star Contest tudge Bob Myers
the Lapeer Cou the Lapeer County Press, ,
cilgan, said. "Bill Ellis pu
lishess a strikingly handso
newspane newspaper with well - editited
news. Somewhere he also finds
time to
spri sprighty. He's the kind of
newman any town would be
fortunate and Elus is a member of the
board of direct tors for the Pan-
handle handle Press Association, and
was master of ceremonies at
the awards
the Also atrending the meetung from
the Star were Mrs, Ellis, Mrs, Gienn Floyd, Mrss. Mack Rags-
dale and Linda Beary. A former resident and editor
of the Star, Dave McReynolds
of Strattord was named presi-
dent of the association for 1967

Rex R, Nelson has been se-
lected for membership in Tau
Beta Pi, the national engin-
eering honor society.
Nelson, a 1964 graduate of Nelson, a 1964 graduate of
Friona Hilh School, is a tunior
at Texas Teeh Nelson was selected for
membership by the Texas Beta
chapter chapter of the organizas Beta sineering cinat the seniorenCandidates for membership are
selected on the basis of

 At Las Vegas

 Uite iner ene compent in Le Seminars will be held dees


Patrol Investigates 12
County Rural Accidents
inve
ral
dur
cor
(14
ral highw ays in Parmerts on County
during the month of Narch


## Expect Announcement

Announcement of the location of a giant industry for Friona is expected on Friday, according to the Chamber of mmerce's industrial committee
The local committee, which includes Dr. Loyd Shackelford, A.L. Black, Jack Carrothers and Andy Hurst has been working toward securing a packing plant for the past several months. A press conference is slated for 3 p.m. Friday, at which an announcement is expected.



## AT HEREFORD

## Annual Meeting Today For Electric Co-op

| The 29thral meat |  |  | Members who were receiv- |  |
| :---: | :---: | :---: | :---: | :---: |
| membership of |  |  |  |  |
|  |  |  | will be able to pick up their |  |
| will be held today in Hereford. Some 1500 co-op members |  |  | patronage refund checks at the | n , will be the feati |
|  |  |  | registration desk. N | 1967 cove |
|  |  |  |  |  |
|  |  |  |  | Ben |
| ng |  |  |  | xm |
| election of tiree |  |  | Heretord Rotary Club. | ored with \& plaque present |
| (exs are expiring are Sloen |  |  | The |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  | Scheduled For May 5 |  |
| Schlenker of Parmer County, George Bagwell of Castro County and Charles Packard of Deaf Smith County. |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| Temperatures |  |  |  |  |
|  |  |  | rincipal. | dey |
|  |  |  |  | They |
| ril 21 |  |  | ey | however cents. |
| pril 22 |  |  | chool until 2 | Parents |
| rill 23 |  |  | ds are inved to meel | 相 |
| ${ }^{24}$ |  |  | junior high school audi- |  |
| ril 25 |  |  | torium from $9.9,30 \mathrm{s.m}$, that |  |
|  |  |  | y. |  |








Meet Mike Barraza, Who Has Leased The Rhea Service Station, Which Will Allow Us To Devote More Time To The Other Phases Of Our Business. Barraza Formerly Worked For Paul Jones Texaco In Bovina And Has Several Years Experence in Service Station Work.

* delta tires

Tubeless Nylon 4-Ply
6.95-14-\$16.78
7.75 - 14 - $\$ 19.38$
8.24-14-\$20.40

Featuring Minor Repairs Wheel Packing \& Balancing
RHEE SERVICE STATION
Mike Barraza, Operator
Rt. 2 Friona


IRRIGATION TIME IS

HERE AGAIN!
ARE
YOU READY?
*Get Your Irrigation Well Ready For The Heavy Pumping Season Aheadl *We've Got Just The Engine You Need At A Price You Will Like....

- 425 Cu. In. V-8 Complete, Less Battery
\$675
Lake Pump Engines Less Carbureator
2 Battery

GALLOWAY IMPLEMENT CO.
West Highway 60
Phone 247-2202


TOUR AREA... Representatives from the Southwest Great Plains Research Center at Bushland
toured the Friona area Tuestay, seen ing double cropping systems. Standing are Eddy willmon,

## On The Farm

In Parmer County
RONNIE MCNUTT
County Agent

2. Grain of $25-30$ per grent 2. Grain of $25-30$ per cent
moisture content (harvested or
reconstituted can be store
without spot structures.
3. Noitst grain in unground
form is unsarisfactory for fatform is unsatisfactory for fattening carte.
4. Ground moist grain pro-
duced welght gains equal duced weight gains eq
perior to those of
ground dry gre ground dry grains. cartle fed
s. Catle ed ground moist
grain have required from grain have required from
to 20 per cent less feed on
dry matter basis than catite to 20 per cent less feed on
dry matter basis than cattele
fed ground dry grain to produce a unit of gain. This in-
crease in feed efficlency has crease in feed efficiency has
been strikingly consistent and
ts apparently due to increasi is apparently due to increased
digestbility whether because of higher starch solublity or
or
enzyme action. enzyme action.
PARR TO PLAY
Roscoe Parr of Friona will
play in the South Plains College play in the South Plains college
band when it presents it annual concert at 8 p., , toright at
the college, composed of 54 members.
The program will consist of
marches, show music from marches, show mustic trom
"Sound of Mustc., "How the
West Was Won", and "Came-

## Your sorghum

 fields could be 99.9997\%
## free of outcrosses

Impossible? Not with
Advance GOLD TAG yybrid sorghum. In tests
yist concluded, the usse concluded, the full
line of GOLD TAG
brids had less outcrosses. This works
out to about 12 plant per 40,000 .For better, fields, Advance GOLD
TAGG is the name to reTAG is the name to
member
ser

## Cuvic

MYBRID SORGHUM novarce sfro couman

HUB GRAIN
tie moiona sta
Water Association In

committee of the West Texas
Chamber of water Chamber of Commerese and the
West Texas Advi iory Board to the Texas Water Development
Board, was selected as tem-
porary chairman of the organ Group Studies Double Crops
Representatives of the South-
west Great Plains Experiment
Station at Bushiand were in the
Friona area Tuestay lions Station at Bushland were in the
Friona area Tuesday looking at double cropping systems in
volving grain sorghum or so beans following wheat. The group was interested in
types of tilage used to manage
the crop plantes


Visited were the W.L. Edel-
mon tarm, the John Benger
mon tarm, the John Benger
farm, Parmer County Imple-
ment Company and the JJack
Clayton farm near Bovina.
Making the tour from the Making the tour from the
Bushland station were, Jjack
Wiusick, director: assistant director, Paul in
ger, soil scientes



Stop Weed and Grass from Thinning Through Harvest!


*(t)


LEADERS IN FHA CONTEST . . . . High point girls in the Friona High School FHA competition are shown above. Shirley White emerged as high point girl from both chapters. Becky Coffey was second, Amelia Sims third and Karen Milner degree girls this year. the most of any degree giris this year, the most of any school in the state. Becky met with the
state music committee and helped plan state music committee and helped


MISS LEVELLAND CANDIDATE . . Janet Bishop, daughter of Mr, and Mrs, Stanley Bishop and a 1966 graduate of Friona High School, is one of twelve candidates for Miss Levelland. She attends South Plains Junior College. The pageant will be held at 8:00 p.m. Saturday, April 29, in Levelland High School auditorium. Each contestant will be judged on talent, appearance in swim suit and appearance in evening attire, Miss Bishop will sing "Everybody Loves Some body Sometime.. Mrs. Don Cash body Somer me. Mrs. Don Cash, the former kident of levellan will be nogea resident of Levelland, will be pageant hostess. The event is being sponsored by Levelland Jaycees. The winner will receive an official crown, a bouquet of roses, a $\$ 150$ wardrobe, an expense paid trip to the Miss Texas pageant and a Rob ert Spence charm course.

## Friona

## Young People

## Receive

High Recognition


Darla Howell
Jerry Stephens

[^0]



[^0]:    Darla Howell and Jerry Ste- Town and in the funior class the contest play, The Twelve
    phens were selected Best Thes- play. Plck-a-Dilly. This year Pound Look. This year he play-
     meeting held Monday February plan production of Around The play, Around The World in Eigh
    13. Both Doria and Jerry have Worid in Elighy Days and also $y$ Days. Jerry also had the le been active in dramatics for a had a starring role inthesenior male role in the sentor play,
    
     she was a sinior, she pertorm- and also worked as a tectinical ter, in which he had the leai

