

**THE
FRIONA**

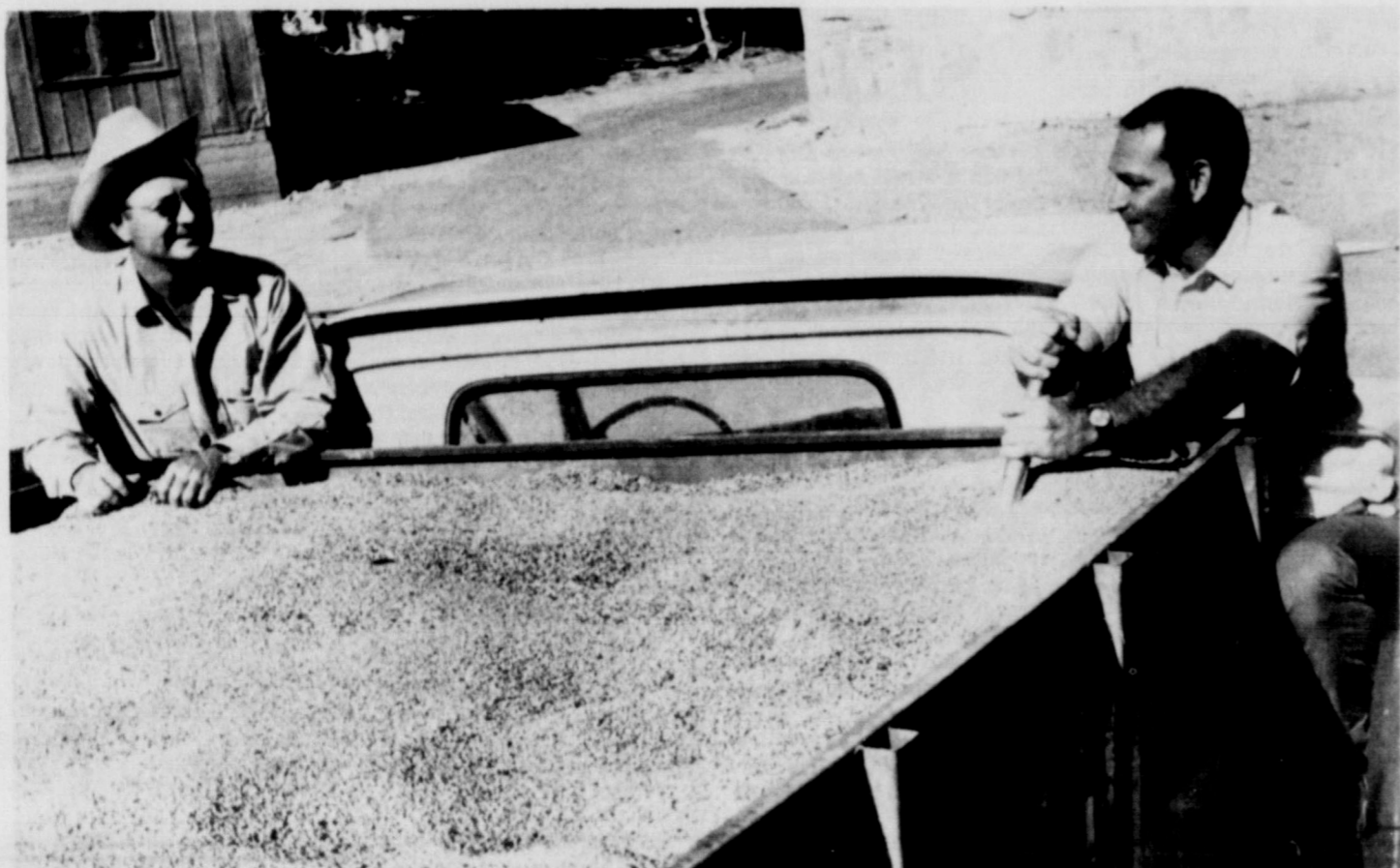


STAR

VOLUME 44, NUMBER 49

30 PAGES

Welcome To Maize Days



Pictured above is Paula Fortenberry, daughter of Mr. and Mrs. Paul Fortenberry, the reigning Maize Queen, who will relinquish her crown Thursday night after a Maize Queen for 1968-69 is selected. In photos at the left, E.G. Phipps is shown with the first load of maize delivered to a Friona elevator, brought in Thursday, September 4. E.G. is pictured with Hank Wheeler at Continental Grain. The maize was dryland, grown 10 miles northwest of town. Phipps has marketed first maize twice, first wheat three times, and has had Friona's first bale of cotton. The center photo shows youngsters as they eagerly awaited the carnival being set up in the City Park. In the lower left is a crowd scene at last year's barbecue, which will be duplicated on Saturday.



FEEDLOT SITE. . . A.L. Black surveys work going on at the new feedlot site south of Hub. Much water and concrete work has already been done, as evidenced by the concrete bunkers in the picture, the new lot which hopes to open in November, will have a capacity of 20,000 head.

Census To Center On Immunization

Families in this area will be asked about immunizations against smallpox, polio, diphtheria, whooping cough, tetanus, measles and mumps by Census Bureau interviewers during the week of Sept. 16, 1968. Director Francis H. Wilmer of the Bureau's Regional Office in Denver announced.

The interviewers will inquire about immunization of adults against smallpox and polio and the immunization of children against all these diseases. This is an annual survey sponsored by the U.S. Public Health Service, he added.

Questions about immunization will be in addition to the Bureau's monthly survey of employment and unemployment for the U.S. Department of Labor.

The survey will cover a scientifically selected sample of households throughout the U.S., and the identity of the households is confidential. Information obtained in the survey will be used only for statistical purposes.

WORK UNDERWAY

New Feedlot Near Hub To Hold 20,000 Cattle

A new feedlot is under construction two miles south of Hub near Running Water Draw which will add 20,000 pen capacity to the area's growing cattle facilities.

This will be the fourth feedlot in the Friona-Bovina area with pen space in excess of 20,000 head. The four installations, when all reach capacity, would have a total one-time capacity of 118,000 head.

A spokesman for the group building the new lot said they hoped to have pens ready by November.

The lot is being built adjacent to Paco Feeds, the new cotton burr dehydrating plant which has been in operation for the past seven weeks.

The installation will not have a mill of its own, but will rely on the new Hi-Pro feed mill in Friona to mix the bulk of its feed. Load-out bins will be maintained at the feedlot where feed will be unloaded.

The new feedlot is the third major feeding installation to be built in the Friona-Bovina area during the past two years, and is the sixth major industry related to the cattle business to be constructed in the area in that time.

4-H Club Names 1967-68 Leaders

Friona 4-H Club elected officers at its meeting this week.

Officers are Gary Stone, president, David Blackburn, vice president, Holly Hart, secretary-treasurer, Douglas Norwood and Gary Rector, reporters; Diane Spencer, council delegate and Ross Middleton, alternate delegate.

The 4-H members plan to ride bicycles in the Maize Days parade Friday. They are also planning a Halloween project.

FRIDAY

Order Given For Maize Days Parade

The Maize Days parade will begin at 10 a.m. Friday on Main Street, and parade chairman Chuck Everitt asks that everyone entered in the parade meet on Euclid Street by 9:30 a.m. Friday.

Parade entries may begin forming at 9 a.m.

Everitt announced the parade order as follows: police car, Mayor W.L. Edelman, parade marshal; color guard; Friona High School band, Chamber of Commerce float, fire truck, kids, church floats, Shrine car, motorcycle and fire truck, club floats, Friona Junior high band, antiques, school floats, commercial floats, horses, dealer autos and machinery.

The parade chairman, along with Porter Roberts and Steve Messenger, will be on hand to aid the entries in lining up. If someone has failed to enter and still wishes to do so, they may also meet on Euclid Street.

"It will help greatly if those entering will notice the above list, and see where they fit in the parade order," Everitt said.

"Tuggie" of KVH-TV, Channel 7 (Amarillo) will be a feature of the parade, along with the Khiva Shriners and clowns, go-carts and cycles. Tuggie will sign autographs and hand out pictures for the kids in the vicinity of the city hall following the parade. He will ride in Don Reeve's Corvette.

All three Amarillo television stations will be represented at the parade on Friday. Channel 10's "Mr. Mimiken" will also be present.

The Khiva Shrine temple will bring its limousine, color guard clowns and go-carts to add to the parade.

Some 11 floats have been entered, along with three bands. Main Street will be roped off from Houser's Grocery and Reeve Chevrolet. No parking will be allowed in this area during the parade. The floats will be on display in front of the city hall following the parade.

Cash prizes of \$25, \$15 and \$10 are awarded the top floats in the following divisions; churches, organizations, community, and individual, as well as antique cars.

P.L. London Services Held

Funeral services for P.L. London, 65, who died at Parmer County Community Hospital Monday morning were conducted from Friona Methodist Church at 2:30 p.m. Tuesday.

Officiating minister was Rev. Jimmy Tidwell, Perryton, former pastor. He was assisted by Rev. Dewitt Seago, Pampa, and Rev. James Price, current pastor.

London, who was born at Exeter, Missouri, moved to the Friona area from Deaf Smith County in 1936 and was a farmer and rancher. He was a member of Friona Methodist Church.

Survivors, besides his wife, Margie, include two daughters,

Mrs. Marilee Day, Lubbock and Janie of the home; two sons, Richard and Jerry, both of Friona; a brother, Mark of Jefferson, Oklahoma; two sisters, Mrs. Myrtle Elmore, Gage, Oklahoma, and Mrs. Carrie Hill, Friona; and ten grandchildren.

Active pallbearers were Jack Lane, Danny Bainum, Jim Johnston, Jerry Hinkle, Donnie Renner, Charles Jones, Waymon Wilkins and Jon Mack Roden. Honorary pallbearers were Will Osborn, Jim Shaffer, Mack Bainum, O.L. Rankin, Henry Lewis, Bill Stewart, Dalton Caffey, Ralph Durstine, David Moseley, G. Cranfill and A.W. Anthony Sr.

Burial was in Friona Cemetery under direction of Cla-Born Funeral Home.



INSPECT LOSS. . . Bert Graham, right, shows Parmer County Sheriff Charles Lovelace the empty suit rack where robbers took over 100 men's suits Monday night. The haul was part of the approximately \$15,000 in merchandise which was taken from Hurst's Department Store in Friona Monday night.

MONDAY NIGHT

Hurst's Robbed Of \$15,000 In Goods

Hurst Department Store was robbed of merchandise amounting to upwards of \$15,000 Monday night.

Thieves loaded up on some of the store's most high-priced merchandise. They took all of the men's suits which were in stock, which numbered about 100, according to manager Bert Graham.

The looters entered the store through the alley door, prying it open with a heavy oak post. They got the door open in spite of an iron bar which bolted the two double back doors.

The robbery was one of the largest in terms of magnitude in the history of the town, Sheriff Charles Lovelace said it was the largest single robbery he could remember.

Included in the "take" besides the men's suits were some 50 sports jackets, about

50 Capri shirts, all in the "above \$10" range, 20 to 25 sweaters priced in the \$15 range, some ladies dresses and suits, a few hats, several sheets, bedspreads and shoes.

Bert Graham, store manager said the robbery apparently fitted themselves in some shoes prior to leaving. The women's dresses also were apparently selectively taken, rather than at random.

Sheriff Lovelace said the crime resembled one which was committed two weeks ago in Plainview, when a store was robbed of 274 suits. Other merchandise taken was similar to that which was stolen from Hurst's.

"We're just playing a hunch that it was the same crowd. It may be a chore to track them down, though. They didn't leave many clues," the sheriff said.

Lovelace theorized that there were several persons involved. "There had to be, in order for them to carry out all that merchandise," he said. The group apparently wrapped merchandise up in the sheets, and loaded it into a waiting car, parked in the back of Plains Hardware on the concrete.

MBP Kill Figures

DATE	NO. KILLED
Wednesday, Sept. 4	1135
Thursday, Sept. 5	1004
Friday, Sept. 6	1234
Saturday, Sept. 7	1189
Monday, Sept. 9	1090
Tuesday, Sept. 10	1201
Wednesday, Sept. 11	995

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safe, clean, modern,
economical, dependable,
quiet and space saving-

it's electric
home heating.

Your Public Service manager will gladly give you the name of your nearest Reddy Kilowatt Recommended Electric Heating Dealer.



Reddy Kilowatt salutes Friona during the Maize Days celebration and is proud to be a part of this progressive community!



Comfort
ELECTRIC
Heating

QUEEN'S CONTEST

Twenty-Three Girls Are Entered In Competition

Twenty-three girls are entered in the Maize Queen contest, which is set for 8:00 p. m. Thursday, September 12. Originally 24 girls were entered in the contest, but Pam Grissom from Bovina, had to withdraw because of illness. On Thursday to start the day's activities, the girls will be guests at a luncheon with the judges and the Friona Chamber of Commerce board of directors at the high school cafeteria, beginning at 1:30 p. m. After private interviews with the judges beginning at 2:30 p. m., each contestant will present her talent act at the high school auditorium, beginning at 4 p. m. The top ten contestants will then be selected to present their talent acts in the queen's contest Thursday night. Admission to the queen's contest is \$1 for adults and 50

cents for children. Preschoolers will be admitted free. Those entered in the contest, and their sponsors are as follows: Brenda Blackburn, Young Homemakers; Denise Buske, Chester Gin; Linda Carson, Progressive Study Club; Donna Carter, Friona Clearview Co.; Janice Clark, Black Grain Co.; Myra Sue Day, Modern Study Club; Pam Grissom (Bovina), Panclera Tire & Supply; Bennie Hannold, Friona State Bank.

Risa Howell, Cummings Farm Store; Shirley Johnson, Friona Classroom Teachers; Janet Mingus, Kendrick Oil Co.; Donna Jo Parr, Friona Star; Deloris Phipps, Paco Feeds, Inc.; Mary Rando, Mademoiselle Beauty Salon; Phyllis Renner, Farmer County Implement Co.; Vicki Renner, Claborn Floral; Kay Riethmayer, New Horizons Junior Study Club; Pat Roberts Ethridge-Spring Agency; Terri Schueler, Radio Station KNNN; Mollie Seright, Nunn Lumber Co.

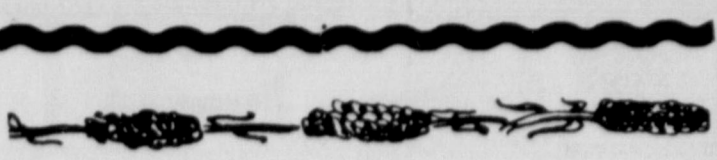
Amelia Sims, Pioneer Natural Gas; Shirley Lynn Smith, Friona Junior Chamber of Commerce; Connie Stone, Hi-Pro Feeds; Pam Turner, Ruthie's.

Merchant Meet Called Tuesday

The Friona Association of Retail Merchants will meet on Tuesday, September 17 at the Farmer House Restaurant, at 1 p. m. An employee of the month will be selected for September, and will be honored at the group's October meeting. Everitt reminded that it is still not too late for Friona residents to complete their "Shop Friona" lists and become eligible for the \$100 first prize which will be awarded Saturday. Forms are available at Bi-Wize Drug, Panclera Tire Co., Gib's Cleaners, Hurst's, the Chamber of Commerce office and the Friona Star.



PAM GRISSOM - was being sponsored in the Maize Queen Contest by Panclera Tire and Supply. Pam is a Senior at Bovina High School where she has won several trophies for her expert twirling. She is the daughter of Mr. and Mrs. L. L. Grissom. Pam will be unable to enter the contest due to illness.



Maize Days Schedule

1968 Maize Days Program "Maize Capital of the World"

MONDAY
Carnival at City Park (all Week)

TUESDAY
Jaycee's Talent Show

WEDNESDAY
Farm Tour-Young Farmers-Meet Friona High School

THURSDAY
Luncheon - Queen Contestants
Contestants Interview with Judges
Contestants Talent Show High School Auditorium
Queen Contest, High School Auditorium
9:30 P.M. Young Homemakers Club Serving Pie & Coffee High School Cafeteria

FRIDAY
Pony Express Rids, Reeve Lake
Pancake Breakfast, Legion Hall
Parade, Main Street
Luncheon at Grade School Cafeteria
Kids Contest in City Park
Motorcycle Race Reeve Lake
Football game at Farwell

SATURDAY
Free Barbecue, City Park
Beard Growing Contest, Drawing on Money Doll and other Give-away Deals.
Friona Gun Club, Trap Shoot for Merchandise at Benger Air Park on East Highway 60



LOOK Now You Can. . . .
*Destroy Unpleasant odors. . . .
*Destroy airborne bacteria

ELECTRONICALLY

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The air purifier does not mask or hide unpleasant odors. Instead, odors are oxidized and destroyed. The purifier generates ozone from the oxygen in the air, therefore it is not necessary to buy and add other chemicals at any time.

For Free Demonstration See . . .

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Sun Ray Boneless

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1/2 Or Whole Lb. **98¢**

PORK CHOPS Lb. **69¢**

BOLOGNA Armour Star 12 Oz. Pkg. **49¢**

welcome

To MAIZE DAYS

an invitation

. . . To Drop In And Look Around Our New Store While You Are In Town For

MAIZE DAYS

Back - To - School

* **PERMA PRESS** Yd. **88¢**
Values To \$1.19

Limited Quantity

* **POLYSTER** 60" Machine Washable

* **DOUBLE KNIT** Yd. **\$4.49**

* **HOME SPUN** Yd. **\$1.39**
Values to \$1.98

* Perma Press \$1.49 Va

* **GRANNY PRINTS** **\$!**

S & R
Fabricos
7th and Main
Friona, Texas

Green ONIONS Bunches 2 For **13¢**

LEMONS Lb. **17¢**

BELL PEPPERS Lb. **15¢**

DELSEY TISSUE ast. 4 roll pkgs. **49¢**

LIPTON Instant TEA 8 Oz. Jar **\$1.49**

Cloverlake ICE CREAM 1/2 Gal. **79¢**

Chicken of the Sea TUNA 6 1/2 Oz. Can 3/89¢	PEANUT BUTTER Crown 2 1/2 Lb. 89¢	Wolf Brand CHILI #2 Can 65¢
Nestle's CANDY BARS 10 5c Bars 33¢	Caramel Corn FIDDLE FADDLE 8 Oz. Pkg. 3/\$1	Frozen Foods COFFEE CAKE Sara Lee 13 Oz. 79¢
Hershey DAINTIES 12 Oz. Pkg. 49¢	Del Monte ENGLISH PEAS #303 Can 4/\$1	BREADED SHRIMP 1 Lb. Pkg. \$1.00

Shop With Us While You Are In Town For Maize Days.

DOUBLE 'YES' STAMPS EVERY WEDNESDAY
With Purchase Of \$2.50 Or More

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 Second and additional insertions - 4¢
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 Double rate for blind ads
 Classified Display - \$1.00 per col. inch
 Legal Rate 4¢. Minimum Rate 60¢
 on cash order, \$1 on account.

DEADLINE FOR INSERTION
 Thursday's Friona Star - 4 p.m., Tuesday.

The Star reserves the right to classify, revise or reject any classified ad.

Check advertisement and report any error immediately. The Star is Not responsible for error after ad has already run once.

FOR SALE... 2 self propelled ensilage cutters. '64 New Holland, '65 Fox. Both in A-1 condition. 247-2205 or 247-3261. 41-tfnc

FOR SALE... STURDY WHEAT SEED... 1st year from registered Tascosa wheat seed. 2nd year from registered. Ph. 265-3413. Eugene Bandy. 44-10tp

FOR SALE... Tascosa wheat seed. Cleaned and sacked. Free of Johnson grass. George A. Jones, Phone 265-3543 or Wayne Jones, Phone 265-3455. 48-3tc

FOR SALE... Tenor saxophone. Call 247-2567. 46-tfnc

FOR SALE... Good used Conn. Alto Saxophone. Call 247-2503. 47-tfnc

FOR SALE... Insecticide barrels for trash cans. 55 gal. \$3.00. Phone 295-3557. 49-1tc

FOR SALE... Portable Maytag dryer. Like new. Phone 247-3323. 49-tfnc

FOR SALE... Good Frigidaire Clothes Dryer For Sale. \$75.00. Phone 247-2807 after 5. 49-1tc

FOR SALE... "Wanted person with good credit to assume balance on late model Dial-and-Sew sewing machine. Full automatic bobbin winder, buttonhole, fancy pattern selector. No attachments, 20 year guarantee. One half paid out, free home demonstration. Write Lubbock Sewing Center, 1114 19th St., Lubbock, Texas." 48-tfnc

REAL ESTATE

For Complete Real Estate Service
 CONTACT
J. G. McFARLAND
 Phone 247-3272 or 247-2766
 Business, Farms, Ranches, Residences

RENTALS

FOR RENT... 2 bedroom house 9 miles Southeast of Friona. Ranza Boggess, Phone 247-2549. 48-1tp

FOR RENT -- Apartment suitable for lady or couple. No pets. Call 247-2487. 49-tfnc

LOST AND FOUND

REWARD will be paid for return of a dark seal point Siamese cat. Lost at 7th & Summit. Wearing orange rhinestone collar. Phone 247-2496. 48-tfnc

FRIONA MOBILE ESTATES... Friona's newest and largest mobile home park. Located at 802 East 11th & Blks, East of Main on Hiway 60, Call 247-3491 before 5 p.m. or 247-3545 after 5 for more information. 46-tfnc

FOR SALE... Three bedroom house, 1309 Jackson. Phone 295-3424. 48-tfnc

FOR SALE... Good used Conn. Alto Saxophone. Call 247-2503. 47-tfnc

WATER, WATER

Americans drink more water than anyone else - the 1963 daily average of 377,000 million gallons is expected to increase to 544,000 million by 1975.

Do Your Share In Supporting Your Community By Attending

MAIZE DAYS
 Sept. 9-14
FUN FOR ALL!

new

PIZZA-BURGER AND COKE
 Special This Week **60¢**

AZTEC DRIVE-IN

ANNOUNCEMENTS

We need to trade for a bunch of good used refrigerators. We also have new washer and dryers for sale. Reeve Chevrolet & Frigidaire.

SILAGE CUTTERS

- 1 - 1965 New Holland SP-818 2-row Self-Propelled Cutter, 2,950.00
- 1 - 1960 Gehl SP-82 Self-Propelled Cutter with Continental M-363 engine, two row, 2,250.00
- 1 - 1967 Gehl FH-188 PTO heavy duty drag type cutter with two row header, 2,650.00
- 1 - 1963 Gehl FH-83 with one row PTO, Rebuilt, 975.00
- 1 - 1962 Gehl FH-83 with two row, PTO, Rebuilt, 1,075.00
- 1 - Gehl Self-Unloading forage box for bunk feeding on trailer, 1,250.00
- 1 - New Oswalt Self Unloading feeding box for truck. Regular \$2,185.00 SPECIAL, 1,850.00
- 1 - Jeep 4 - wheel drive pick-up, 675.00
- 1 - Excellent Davis Mixer beds for trucks Each 975.00

Many more Silage Cutters to Choose From World's Largest Dealer in Silage Cutters and Silage Feeding Equipment
GEHL OSWALT OLIVER
 John Wheelers
 Oliver Machinery Company, Inc.
 52nd & Ave. A, P.O. Box 748
 Lubbock, Texas, 79408
 806-747-4303 47-3tc

FOR SALE... White Electra Buick, 1965, 20,000 miles. See Floyd or Lloyd Rector, Rt. 1, 265-3422. 48-2tp

FOR SALE: Trombone. Good condition, used 2 1/2 years. Phone 295-3543. 48-2tp

Chevrolet pickup, 1968, Like new, ref. Box-Car with 2 units. D-JD Tractor. R 18" 2-way J.D. 1-10' Home. Mornings only. A.L. Carlton. 48-3tp

FOR SALE: Martineaux Flute. Call 247-3398. Good condition. 49-2tc

FOR SALE... Combination washer-dryer. Recliner Rocker. Mrs. Glen Mingus 265-3434. 49-tfnc

FOR SALE: Used 1968 Trailer House. 12' X 50' 247-2444. 49-2tc

1967 American Rambler - Excellent condition. Take up payments or re-finance. Owner must sell. Contact 247-2588. 49-1tc

FOR SALE: 1963 GMC Pickup - 4 Speed - Perfect condition. See Bill Sims or Reeve Chevrolet. 247-2515. 49-1tp

WANTED IMMEDIATELY... Production workers, permanent openings. Steady work. Apply personnel office, Missouri Beef Packers, Inc. Friona, Texas. 47-4tc

WAITRESS WANTED: Apply Aztec Drive-Inn. 47-tfnc

HELP WANTED... Rare opportunity. Minimum earnings \$12,000 per year. If interested in talking to self-employed people, Box 147, Muleshoe, Texas. 48-2tc

NOTICE

We will pay \$1 per issue for any copy of the Friona Star published during 1947. Also certain issues of 1949 and others prior to 1947. You have old papers, why not check the dates and call the Star at 247-2211. 37-nc

ANNOUNCING

Registration of New Students in the Sondra Thompson Studio of Dance will be held Monday, September 9 at 1307 Washington. Ages 3 to 5 register at 9:00 a.m. Older children register at 1:00 p.m. 49-1tc

LEGAL NOTICE

Sealed bids will be received in the office of the State Board of Control, Purchasing Div., Sam Houston State Office Bldg. 201 E. 14th St., Austin, Texas until 11:00 a.m., September 18, 1968, covering the proposed lease of radio and antenna space for the Texas Parks and Wildlife Department, Bovina, Texas for the period 10/1/68-8/31/71. Bid proposals and specifications may be obtained from the State Board of Control. 48-2tc

Cotton fibers can be more readily modified before drying than after.

FARM EQUIPMENT

FOR SALE: Sturdy wheat seed. First year from registered. Germination, 92 per cent; purity 98 per cent. Cleaned and bagged in heavy-duty one-bushel bags. Phone 265-3449, Keith Brock. 47-tfnc

FOR SALE OR TRADE: 1958 Chevrolet Grain Truck With Hoist & 1961 Massey-Ferguson Super 92 Combine. Newly Reconditioned. See Ray Landrum, Phone 295-3567. 49-3tc

FOR SALE: 4 rooms and bath. To be moved. \$875.00. Good for hired hand. Call Lazbuddie 965-2952 or see L.M. Hardage, 1 mi. West of Clay's Corner. 49-3tp

FOR SALE: 3 bedroom brick home, 1-3/4 baths. Double garage, small downpayment. Low interest. Near high school. Call 247-3198. 608 Arrah. 48-tfnc

SALE OR LEASE... 320 A Good Allotment. 1 well. Ph. SW - 2 - 1266, 3401 - 60th St. Lubbock. 47-4tp

WANTED

For custom hay baling call Harrell Mays, 247-3477. 43-tfnc

MISCELLANEOUS SERVICES

RCA Whirlpool
 Sales - Service
 E. W. Turner
 Phone 247-3035

For Fast Courteous Service and parts on your Kirby Call Troy Young 247-3203 Also for a demonstration on the new Kirby with the rug shampooer, several used cleaners for sale. \$15.00 up. 49-1tc

LOOKING FOR A NEW HOME

Then look these new F. H.A. Homes over in Welch Acres. Located three blocks east of blinker light on Highway 60 then four blocks north on Jackson. All three bedrooms, double garages attached, 1 3/4 baths, brick veneer, all built in electric stoves, ovens and dishwashers. Carpeted throughout. Five of these will have fire places in them. Priced from \$15,750 up to \$20,000, \$1150, to \$1900 down. We now have eleven under construction some will be ready in the next ten days, so before you buy, look these over. LILLARD REAL ESTATE 1/2 block west of blinker light on Highway 60, Res. Phone 247 - 3005 Office Phone 247 - 3320

ELK Drive In
 Friona, Texas

FRI SAT SUN
 13 14 15

HOSTILE GUNS
 PARAMOUNT PICTURES

THE PARTY

WELCOME TO FRIONA



This week we welcome the Byron Hardgrove family to Friona. Mr. and Mrs. Hardgrove are both new teachers in the Friona school system. He teaches history in high school and she teaches third grade. The son is David, who is 12. The family lives at 604 Grand. They attend the First Baptist Church.

HOW'S THE PLUMBING?

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THE FRIONA STAR

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 Clamshell - Backhoe
 S.E. 4th & Beisher See or Call Floyd Dickey
 Phone 647-4553 or 647-4565

FRIDAY

Chiefs, Farwell In Traditional Opener

Football begins for keeps for 1968 at 8 p.m. Friday when the Chieftains invade Farwell for the traditional all-Parmer County season opener.

Both teams feature good size and experienced backfield. Each team comes off a near-miss title run in 1967, when Friona had a 7-3 record and Farwell went 4-4-1.

If it comes down to an extra point, the Steers could be tough. They have an excellent place kicker in senior Al Phillips, who has already won three varsity letters. Last year against Plains, Phillips boomed a field goal from 51 yards out, thought to be one of the longest field goals ever for a schoolboy.

So the Steers are a potential scoring threat whenever they get very far past mid-field.

The Steers probably have the edge in speed, also. Another Phillips, senior tailback Craig Phillips, runs the 100 in 9.9. A halfback, Kyle Sheets, does it in about 10.3.

Charles Bowery, 220-pound tackle, has moved to the line from fullback, and is the added size spoken of above.

However, the Chieftains can counter with plenty of heft in the line.

For instance, starting tackles Gary Shirley and Joe Bog-gess weigh 200 and 205 respectively. Left guard Ramey Beene weighs 210 and right guard Joel Osborn weighs 192. Besides having good size, the Chieftain linemen can move well.

Other starters Friday will include center Donnie Carthel, ends Danny Carthel and Dale Neel, quarterback Danny Kendrick, fullback Isidore Cordova, right half Johnny Barker and tailback Tony Perea.

On defense the same four guards and tackles will play, aided by Perea at middle line-backer, Danny and Donnie Carthel at outside linebackers, Ted

Procter and Danny Kendrick, at corner back, and Johnny Barker and Isidore Cordova at defensive halfback.

Coach Bob Owen this week

pronounced the team ready for its opener. The Chiefs have no injuries to speak of. Lowery Harper is getting over a pulled back muscle.

Owen Praises Team For Scrimmage

Coach Bob Owen had much praise for the Friona High School Chieftains after their scrimmage against Stratford last Friday, in which the Chieftains outscored the team from the North Plains, four touchdowns to one.

"We moved the ball real well," said Owen, expressing much satisfaction in the lineup with Danny Kendrick at quarterback and Johnny Barker at running back. Barker has quarterbacked the team for the past two years.

"Johnny made the offense look much better by his blocking. He's an excellent blocker," Owen said. Barker also looked well carrying the ball. He scored one of the three TD's by the first team.

Halfback Tony Perea looked like his old self with a pair of touchdowns, one a 50-yard play with a pass from quarterback Kendrick. He also climaxed a drive with a five-yard spurt to paydirt.

Barker's touchdown was on a short run following a long drive. With the second team in the game, quarterback Ted Procter climaxed another drive with a one-yard sneak play for a TD. The second group had driven to the Stratford 10 when the game ran out.

Owen said the Chiefs failed to make a first down only once while it was on offense with the first team. He said he had felt that Stratford would

give the team a much tougher test. The Elks didn't provide a lot of defense. Friona, meanwhile, probably held Stratford to a small net yardage for the scrimmage.

Except for their touchdowns, they didn't make very much. "We just went to sleep on that play, when a receiver got behind our defensive man," Owen said. Other than that one play, Owen said the team's pass defense sparkled.

Owen singled out guards Joel Osborn and Gary Shirley, both offensively and defensively. "They turned in yeoman duty," the Friona coach said. He said that the team's film grade was easily twice as good as it had been against Boys Ranch the previous week.

Kendrick Wins Men's Club Meet

H.K. (Pudge) Kendrick won the men's club tournament completed at Friona Country Club course last Sunday. Results of all flights are as follows:

Men's Club Tournament Championship -- Pudge Kendrick, 147. (tie) Mick Mingus and Jay Beene, 151.

First flight -- Wright Williams, 149. Jay Claborn, Eddie Barker, 158.

Second flight -- T.A. Sherry, 179; O.J. Beene, 199;



MAPPING STRATEGY... Friona varsity coaches are shown in a strategy-huddle during workouts this week for the season opener at Farwell Friday. From the left are Cecil Maddox, Bob Owen and Fred Dawson.

Deadline Nears

HOLDERS of season tickets to last year's Friona High School football games will have until Saturday to purchase the same seats for the upcoming season, it was announced this week by Superintendent of Schools, Alton Farr.

Season tickets are on sale at Bi-Wize Drug, but on Saturday, the tickets will be moved to the superintendent's office, and will be sold on a first come first served, basis.

Marshall M. Elder
REPRESENTING
Rushing Real Estate
Phone 247-3266 or 247-3370
Friona, Texas 46-5tp

Portable Disc
Rolling
One Ways
Tandem
Harrell Mays
Ph. 247-3477

Friona vs Farwell Year, Score, Place played, other information.

1928	Texico-Farwell 25, Friona 0	
1929	Texico-Farwell 10, Friona 0,	here
1931	Farwell 14, Friona 6,	here
1933	Friona 12, Farwell 0	
1934	Friona 81, Farwell 0,	here
1935	Friona 7, Farwell 0	
1935	Friona 7, Farwell 0	
1936	Farwell 19, Friona 0,	there
1936	Farwell 13, Friona 12,	here
1938	Farwell 12, Friona 0,	here
1939	Farwell 43, Friona 0,	there
1940	Friona 21, Farwell 0,	here
1940	Friona 7, Farwell 0,	there
1941	Friona 0, Farwell 0,	(tie)
(1942-1948	- no games between the two schools)*	
1949	Farwell 25, Friona 6,	there
1950	Farwell 20, Friona 19,	here
1951	Friona 60, Farwell 0,	there
1952	Friona 38, Farwell 7,	here
1953	Farwell 20, Friona 14,	there
1954	Farwell 39, Friona 0,	here
1955	Farwell 18, Friona 14,	there
1956	Farwell 7, Friona 0,	there
1957	Friona 18, Farwell 0,	here
1958	Friona 15, Farwell 12,	there
1959	Farwell 24, Friona 8,	here
1960	Farwell 40, Friona 6,	there
1961	Farwell 20, Friona 0,	here
1962	Farwell 39, Friona 0,	there
1963	Friona 26, Farwell 13,	here
1964	Friona 34, Farwell 7,	there
1965	Farwell 8, Friona 7,	here
1966	Farwell 20, Friona 7,	there
1967	Friona 19, Farwell 7,	here
	(Friona 13, Farwell 19, 1 tie)	

RECORD GIVEN

Friona-Farwell Clash Is Old County Rivalry

The Friona - Farwell high school football clash is one of the oldest rivalries in West Texas, and will be renewed for the 34th time since 1928 on Friday.

In the 33 games played between the two schools since that time, Farwell has won 19 times, Friona claims 13 victories, and one game in 1941 ended in a scoreless tie. This record includes two victories in Farwell's column when the school was made up of students from both Texico, N.M. and Farwell in the late 1920s.

Friona began playing football in 1921, but complete records for the first seven years are not available. These necessarily are not included in the series record.

This year's game marks the 20th straight year for the two Farmer County schools to meet on the gridiron, and it's the 10th straight year for the game to be the season opener. There would have been more consecutive games except that for a seven-year period (1942-48) Farwell played six-man football, so there were no games between the schools those years.

Friona ran up the largest score in the series, in an 81-0 romp in 1934. The 1951 Chieftains scored a 60-0 victory at Farwell, another large Friona margin. Largest Farwell scores have been 43-0 over Friona in 1939, and 40-6 in 1960.

During Friona's long losing streak at the start of the present decade, Farwell scored four straight wins over the Chieftains. However, Friona rebounded and has won three of the past five games, all under

the tutelage of Don Light, who retired from coaching following the 1967 season.

The Farwell game has pretty well set the stage for the success of the season as far as Friona is concerned. Friona has had only eight winning seasons in the past 20 years, and in seven of those years the team defeated Farwell. The only time in this period when a better than break-even team failed to defeat Farwell was in 1965, when Farwell rallied to take an 8-7 win at Friona. The Chieftains won district that year and finished with a 6-5 season slate.

Only once since 1928 did a Friona team which defeated Farwell fail to have a winning season. That was in 1933, when the team downed the Steers 12-0, but finished with a 2-3 season mark.

Coach Light became the third Friona coach to post three victories over the Steers in a career at Friona. Russell Stroud had done it in 1934-35, and Eddie Williams coached the 194-41 Chiefs to three straight wins over Farwell. Farwell has run up four game winning streaks on three separate occasions, accounting for 12 of their victories right there. This happened in 1936-39, 1953-56 and 1959-62.

In the 33 games played since 1928, the Steers have scored a grand total of 462 points, or an average of 14, to Friona's 444, an average of 13.5 points per game.

So, it's been a pretty good rivalry, and Friday's game should produce some more thrills when the two teams get together.

Football Contest Starts In This Week's Issue

The Friona Star's annual football contest starts in this week's issue, with a 14-game slate for contestants to study.

Tickets to the Cotton Bowl and Sun Bowl will be awarded the top two grand prize winners at the conclusion of the contest. In addition, weekly prizes of \$5, \$3 and \$2 will be awarded the top weekly winners.

At the end of the 12-week contest, the entrant with the most points will win two tickets to the Cotton Bowl football game along with hotel reservations in Dallas on December 31, and \$40 expense money.

Second - place finisher will receive two tickets to the Sun Bowl game, along with \$25 expense money.

Third-place contestants will receive two season tickets to the 1969 Friona Chieftain home games.

Two Cotton Bowl and two Sun Bowl game tickets will also be awarded to two of the contests sponsors.

Sponsors include Farmer County Pump Co., Friona Farmers Co-Op Gin, Friona Wheat Growers, Chester Gin, Hi-Plains Feed Yard, Hub Grain-Fleming & Son Gin and Friona Motors.

Also Ethridge - Spring Insurance Agency, Reeve Chevrolet, Friona Country Club Gin, Bi - Wize Drug, Friona Feed Yards, Farmer County Implement Co. and Grady Dodd Texaco.

Once Again It's Time For Folks In Parmer County To.....



AT MAIZE DAYS

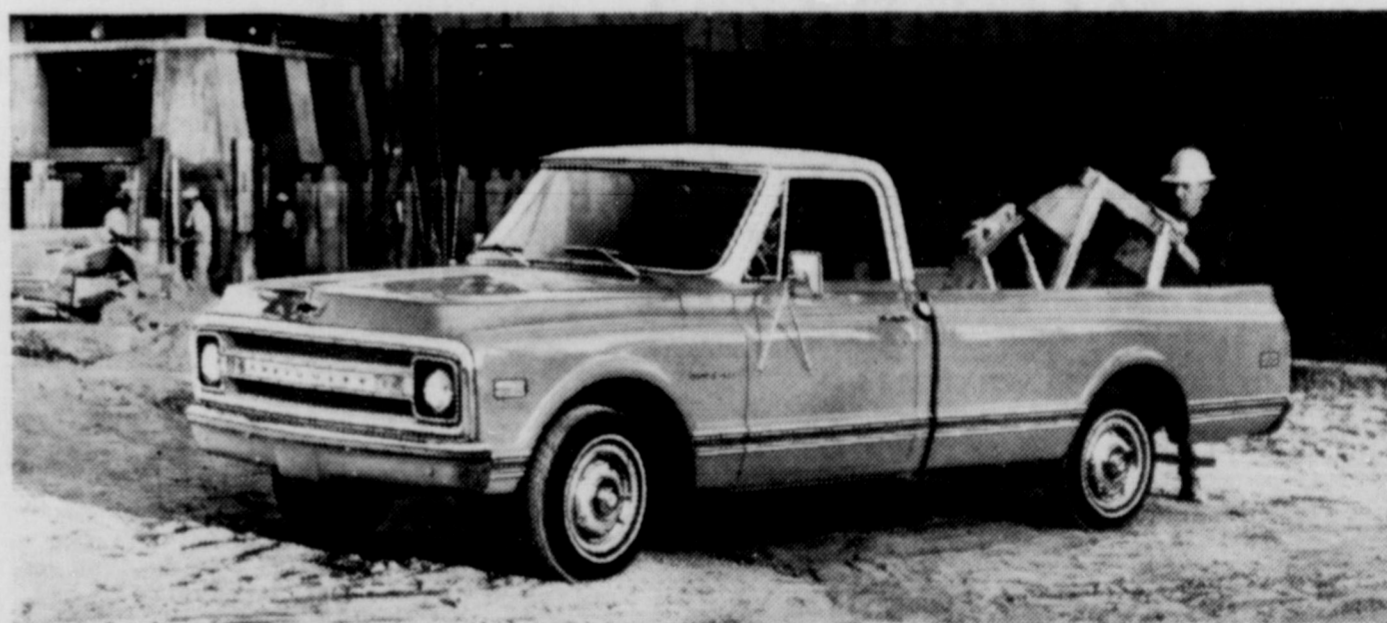
It is a great privilege to be of service to the people of this fine growing agricultural area. We'll be seeing you in Friona this weekend at the annual celebration.



FIRST FEDERAL
SAVINGS & LOAN ASSOCIATION of CLOVIS
HOME OFFICE
801 Pile St.
CLOVIS, N. MEX.
BRANCH OFFICE
2nd and Abilene St.
PORTALES, N. MEX.

Here! New '69 CHEVROLET TRUCKS!

Now there are even more reasons why Chevrolet is more truck.



MORE STYLE

Here's the bold new look in pickups—Chevrolet's handsome new hood profile, new aluminum grille, new interior trim colors! You get a cab and Fleet-side pickup box that are double wall, double strong. America's most popular pickup is more truck than ever for '69!

MORE LENGTH

New '69 Fleet-side pickups provide cargo boxes up to 8 1/2 ft. long—hail bigger payloads or king-sized camper bodies! For work or play, you get the riding smoothness of work-proved independent Front Suspension, the economy of Chevy truck power. Plus easier handling.



MORE COMFORT

New, more comfortable seats are designed with molded foam. Thick insulation hushes road noise. Bump leveling coil springs at all four wheels on most models smooth the way. More comfort!



MORE POWER

New workpower! A spirited new 350-cu.-in. V8 is standard in medium-duty V8 models. Order it for pickups, too! And there's big V8 power in heavy-weights. Chevrolet gives you plenty of workpower!



MORE VAN FOR THE MONEY

Low-cost Chevy-Van delivers loads of economy with big Sixes or work-whipping V8. Nimble maneuverability in traffic makes light of big loads. Now available with 3-speed Turbo Hydra-Matic.

At your Chevrolet dealer's now.

More trucks are Chevrolets because Chevrolet is more truck!



September Is Termed Better Breakfast Month

by Cricket B. Taylor
The month of September is called the "Better Breakfast" month. With the starting of school and a hurried rush hour in the morning produces a lot of breakfast skipping. School children and parents are reminded of the importance of breakfast as a starter for the day.
Aging folks need "growing food" just like the kids do. One grows "old" when he ceases to produce new body cells, so you can totter at 60 or be a young 80, depending largely on how well you eat to repair yourself, says County Extension Agent, Cricket B. Taylor.
To a large extent, you can control aging by persistent good or bad habits. You make the choice, reminds the Texas A&M University specialist, on aging, Minnie Bell.
Many older citizens need better diets. For a recognized standard that provides information for choosing the right

food, your county home demonstration agent can help you obtain this Daily Food Guide. There are two angles to this growing-older problem. One is physical, and the other is mental. Food has a lot of bearing on both angles. Some of the old ideas must be discarded if the good protective foods are going to be eaten regularly. Specialists on aging suggest, don't get food-cranky about what you eat.
Don't try to live on "tea and toast" or "bread and butter." Don't let vitamin pills suffice for food unless your doctor prescribes them.
Don't be a meal-skipper. Don't refuse to try new textures in food. If chewing is difficult, cube-it, chop-it, mash-it, or grind-it to help the work of your teeth.
Don't be a snacker. Three "squares-a-day" can add the variety in foods necessary. Don't be an over-eater. We need less food as we add years.



At Home In Parmer County

By CRICKET TAYLOR
County HD Agent

4-H ENROLLMENT -- is the main order of business this month at the meetings of 4-H Clubs. Bovina 4-H Club has a new Organization Leader, Mrs. Wayne Magness, but the club is in need of a man leader also. Without parent interest in club work 4-H members fall by the wayside in both participation in club activities as well as project work.
Susan Mimms, winner of the County Bake Show will enter her products for judging in competition with 20 others at the Tri-State Fair in Amarillo Saturday. This is a special event for 4-H'ers in District I, We are counting on Susan to bring back top honors.
September is the month for 4-H enrollment and election of club officers for the new year. All boys and girls ages 9-18 are urged to attend their community 4-H Club and get

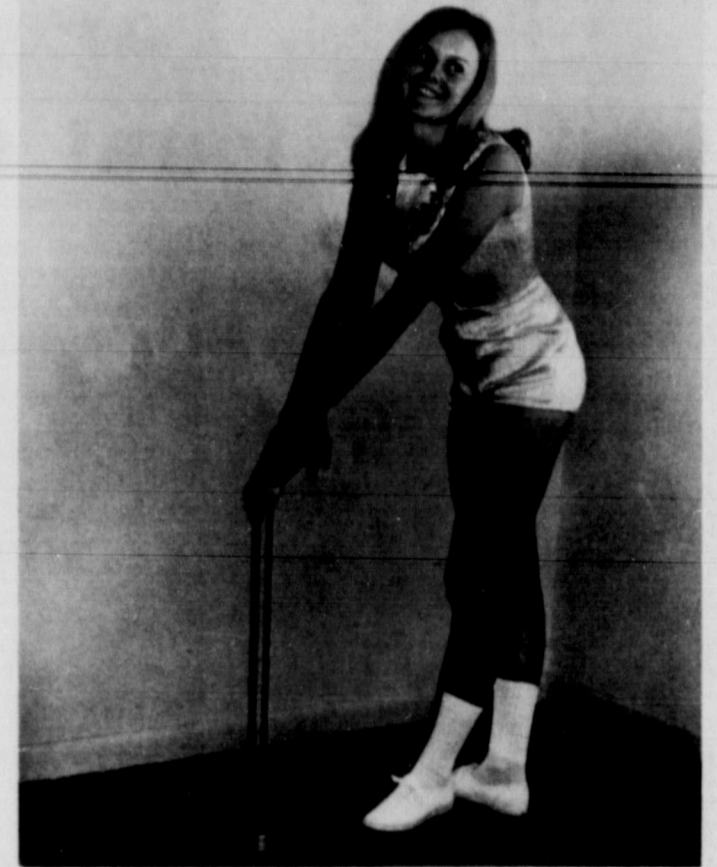
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Generally manufacturers are not required to state the ingredients on labels for standardized foods, except that presence of any artificial coloring, artificial coloring or chemical preservatives must be declared.
The major ingredients of non-standardized foods should be listed in order of predominance by weight, to avoid deception.
It pays to read labels, -- can avoid disappointments.

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3. Cut meat according to best improved methods. Boneless cuts for the freezer save space.

STORAGE TABLE FOR HIGH QUALITY HOME - FROZEN MEATS AND POULTRY AT 0 DEGREES F.	
Beef	6-12 months
Lamb and Veal	6-9 months
Pork, Fresh	3-6 months
Sausage & Ground Meat	1-3 months
Cooked Meat or Poultry Not Covered With Gravy Or Other Sauces	1-month
Meat Sandwiches	1-month
Chickens	12-months
Turkeys	6-months
Cooked Poultry Meat Covered With Broth or Gravy	6-months
Cooked Poultry Dishes	3-6 months

*These products will be safe to eat if stored for longer periods of time, but may lose some of their high quality.



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Of special interest on the tour will be the recently installed underground sprinkler irrigation system. Other tour stops will include discussion on Foundation soybean tests, volunteer castorbean control research and herbicide results on this year's crops.
The High Plains Research Foundation is a publicly supported, private enterprise research farm to test and de-



THE HEIDI LOOK--Tyrolean embroidery marches down the front of this neat white cotton blouse that can be teamed with a dirndl skirt or jumper for school. An indispensable for the young girl's school wardrobe, it's by Hi IQ of California.
velop new solutions to agriculture problems facing West Texas and High Plains farmers. The Field Day activities are open to all interested persons.

Social Security Good For More Than Medicare

People who sign up for social security only to gain Medicare coverage are often amazed to learn that they will also be drawing some checks for the year, according to Wayne Klipping, social security Field Representative for this area.
For instance, a person entitled to a monthly benefit of \$122.90 who expects to earn \$3,000 in 1968 would draw a check of \$17.40 for June 1968

and full checks for the rest of the year.
"This is possible because of the liberalized retirement test under the present social security law," Klipping said.
"A social security beneficiary can earn \$1680 per year and draw his checks every month. If his earnings are \$2880 or less, an amount equal to one-half the earnings between \$1680 and \$2880 is subtracted from total benefits payable for the year. If earnings are over \$2880, an additional one dollar for every dollar over \$2880 is subtracted from benefits payable.
Anyone wishing to make an application for benefits should see Klipping in the Council Room at the Friona City Hall from 9 a.m. until noon on the third Tuesday of each month.

Low Prices spell Great Savings



Chuck Roast Pound **59¢**

FRYERS USDA Grade A Pound **33¢**

Sugar Sam Sweet 2 1/2 Can **33¢**

Gladiola **FLOUR** 25 # Paper Bag **\$2.25**

CLOROX 1/2 Gal. Jug **35¢**

Funny Face Pre-sweet **DRINK MIXES** **3/25¢**

Wagner 32 Oz. Bottle **ORANGE DRINK** **2/55¢**

White Swan **TEA** 1/2 Pound Box **2/45¢**

Santa Rosa **Lemons** Pound **21¢**

Plums Pound **23¢**

Bananas Pound **12¢**

WELCOME TO FRIONA MAIZE DAYS!



Tulon White, Manager, invites you to come out and look around at our plant. We have the latest in fertilizer and applicator equipment and complete modern grain facilities. If we may serve you please call 265-3245.


WHITE'S ELEVATOR



Qt. Jar **59¢**

WHITE'S SUPERMARKET

We Give Double Gunn Bros. Stamps Wednesday With \$2.50 Purchase Or More
Our Aim Is To Please In Every Way
We Deliver Ph. 247-2250



Strained 4 1/2 Oz. Jar **32¢**

COTTON BOWL FOOTBALL CONTEST

CONTEST RULES

1. Pick the winners of the 14 games listed in the advertisements on this page. Write the winners in the blanks provided on the official contest blank.
2. Pick the score of the tie-breaker game. This score will be used to break weekly as well as grand prize winners.
3. Bring your entry blank by the Friona Star or Bi-Wize Drug by 5 p.m. on Friday. Entries must be post-marked on Friday to be eligible, if mailed.
4. The leading contestant at the close of 12 weeks will receive two free tickets to the Cotton Bowl Football game, along with \$25 expense money and hotel reservations. Second place winner will receive two tickets to the Sun Bowl game and \$25 expense money. Third place winner gets two season tickets to the Friona Chieftain games next fall.
5. Only one entry per person.
6. To count for grand prizes, entries must be on official blank printed in the paper.
7. Contestants must be 12 years of age or older.
8. Everyone eligible to enter (sponsors included) except employees of the Friona Star and their families.
9. Weekly prizes of \$5, \$3, and \$2 will be awarded to first, second and third place winners.

* GRAND PRIZE :

- 2 Tickets To The Cotton Bowl Football Game Jan. 1
- Hotel Reservations For Two In Dallas December 31.
- \$40 In Cash.

* SECOND GRAND PRIZE

- 2 Tickets To The Sun Bowl Football Game
- \$25 In Cash

* THIRD GRAND PRIZE :

- 2 Season Tickets To The Friona Chieftains' 1969 Games.

PLUS WEEKLY PRIZES :

- 1st Prize ---- \$5.00 Cash
- 2nd Prize ---- \$3.00 Cash
- 3rd Prize ---- \$2.00 Cash

ENTER EVERY WEEK!

OFFICIAL ENTRY BLANK

Select Winners From Games Listed In Advertisements

- | | |
|----------|-----------|
| 1. _____ | 8. _____ |
| 2. _____ | 9. _____ |
| 3. _____ | 10. _____ |
| 4. _____ | 11. _____ |
| 5. _____ | 12. _____ |
| 6. _____ | 13. _____ |
| 7. _____ | 14. _____ |

TIE-BREAKER: (Pick Score) Friona _____ Farwell _____

NAME _____

ADDRESS _____

1. ETHRIDGE-SPRING AGENCY

Dan Ethridge
Frank A. Spring
Bill Stewart
Wendell Gresham
Lois Norwood
INSURANCE-LOANS
Phone 247-2766
AMARILLO ALAMO at OLTON



2. CHEVROLET REEVE CHEVROLET

Your Authorized Chevrolet Dealer
Frigidaire Home Appliances
Sales Service
RALLS at FLOYDADA



3. FRIONA FEED YARDS, INC.



Jack Carrothers, Mgr.
Phone 265-3574
ABERNATHY at PETERSBURG

4. FRIONA COUNTRY CLUB GIN

Jack Tomlin, Mgr.
Phone 247-2439



LOCKNEY at CROSBYTON

5. BI-WIZE DRUG

DRUGS SUNDRIES
"Your Rexall Store"
Phone 247-3010
HALE CENTER at POST

6. FRIONA FARMERS CO-OP GIN

"It's Your Gin - Use It"
David Bailey, Mgr.
MULESHOE at DIMMITT

7. FRIONA MOTORS

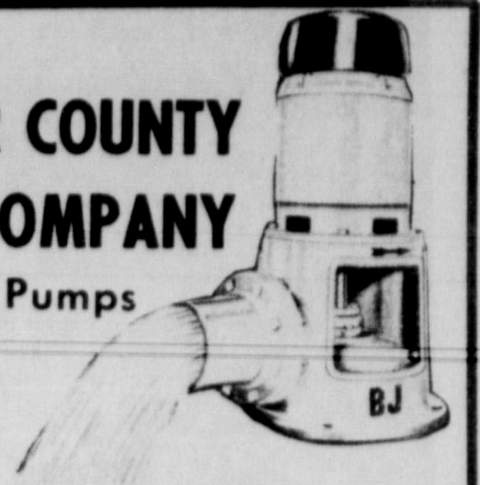
Parmer County Headquarters
For Ford Cars, Trucks, Pickups,
Tractors & Used Cars
Phone 247-2701



PAMPA at HEREFORD

8. PARMER COUNTY PUMP COMPANY

B & J Pumps



ODESSA PERMIAN at TASCOSA

9. FRIONA WHEAT GROWERS

"Since 1934"
Phone 247-3211 Friona

TENNESSEE at GEORGIA

10. CHESTER GIN

EXPERIENCED
DEPENDABLE
SERVICE



Phone 247-3185 Friona

LAMAR TECH at WEST TEXAS ST.

11. PARMER COUNTY IMPLEMENT CO.



Your IH Dealer
Phone 247-2721

TULANE at U. HOUSTON

12. GRADY H. DODD Consignee



Petroleum Products
Phone 247-3285

HOUSTON OILERS at MIAMI

13. HUB GRAIN FLEMING & SON GIN

Phone 265-3215 265-3405

N.Y. JETS at KANSAS CITY

14. We're turning out cattle at a low cost per gain. Why not give us a call?



CUSTOM FEEDING
at its modern best
HI-PLAINS
FEED YARD
FRIONA, TEXAS

P. O. Box 1238 FRIONA, TEXAS Phone (806) 295-3777
HI-PLAINS FEED YARDS, INC.
PAUL MORGAN, Manager

DETROIT at DALLAS COWBOYS

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and full checks for the rest of the year.

"This is possible because of the liberalized retirement test under the present social security law," Klipping said.

"A social security beneficiary can earn \$1680 per year and draw his checks every month. If his earnings are \$2880 or less, an amount equal to one-half the earnings between \$1680 and \$2880 is subtracted from total benefits payable for the year. If earnings are over \$2880, an additional one dollar for every dollar over \$2880 is subtracted from benefits payable.

Anyone wishing to make an application for benefits should see Klipping in the Council Room at the Friona City Hall from 9 a.m. until noon on the third Tuesday of each month.

Low Prices spell Great Savings



Chuck Roast

Pound **59¢**

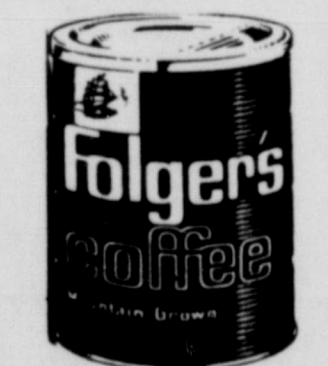
FRYERS

USDA Grade A Pound **33¢**



Lanes **ICE CREAM** **59¢**

1/2 Gal. Carton



Folgers coffee

Pound Can **73¢**

Sugar Sam Sweet 2 1/2 Can **33¢**

Sweet POTATOES

Gladiola **FLOUR** 25 # Paper Bag **\$2.25**

CLOROX 1/2 Gal. Jug **35¢**

Funny Face Pre-sweet **DRINK MIXES** **3/25¢**

Wagner 32 Oz. Bottle **ORANGE DRINK** **2/55¢**

White Swan **TEA** 1/2 Pound Box **2/45¢**



King Size **Dr. PEPPER** or Royal Crown Cola 6 Bottle Carton Plus Deposit **49¢**

Santa Rosa **Lemons** Pound **21¢**

Plums Pound **23¢**

Bananas Pound **12¢**


WELCOME

TO FRIONA MAIZE DAYS!



Tulon White, Manager, invites you to come out and look around at our plant. We have the latest in fertilizer and applicator equipment and complete modern grain facilities. If we may serve you please call 265-3245.

WHITE'S ELEVATOR




Qt. Jar **59¢**

WHITE'S SUPERMARKET

We Give Double Gunn Bros. Stamps Wednesday With \$2.50 Purchase Or More

Our Aim Is To Please In Every Way

We Deliver Ph. 247-2250



Strained 4 1/2 Oz. Jar **32¢**

1. ETHRIDGE-SPRING AGENCY

Dan Ethridge
Frank A. Spring
Bill Stewart
Wendell Gresham
Lois Norwood
INSURANCE-LOANS
AMARILLO ALAMO at OLTON



COTTON BOWL

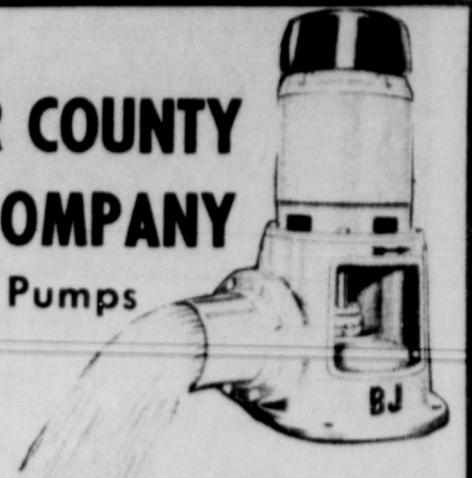
FOOTBALL CONTEST

CONTEST RULES

1. Pick the winners of the 14 games listed in the advertisements on this page. Write the winners in the blanks provided on the official contest blank.
2. Pick the score of the tie-breaker game. This score will be used to break weekly as well as grand prize winners.
3. Bring your entry blank by the Friona Star or Bi-Wize Drug by 5 p.m. on Friday. Entries must be post-marked on Friday to be eligible, if mailed.
4. The leading contestant at the close of 12 weeks will receive two free tickets to the Cotton Bowl Football game, along with \$25 expense money and hotel reservations. Second place winner will receive two tickets to the Sun Bowl game and \$25 expense money. Third place winner gets two season tickets to the Friona Chieftains games next fall.
5. Only one entry per person.
6. To count for grand prizes, entries must be on official blank printed in the paper.
7. Contestants must be 12 years of age or older.
8. Everyone eligible to enter (sponsors included) except employees of the Friona Star and their families.
9. Weekly prizes of \$5, \$3, and \$2 will be awarded to first, second and third place winners.

8. PARMER COUNTY PUMP COMPANY

B & J Pumps



ODESSA PERMIAN at TASCOSA

2. CHEVROLET REEVE CHEVROLET
Your Authorized Chevrolet Dealer
Frigidaire Home Appliances

Sales Service
DALLAS at FLOYDADA

9. FRIONA WHEAT GROWERS
"Since 1934"

Phone 247-3211 Friona
TENNESSEE at GEORGIA

3. FRIONA FEED YARDS, INC.
Jack Carrothers, Mgr.
Phone 265-3574



ABERNATHY at PETERSBURG

*** GRAND PRIZE :**
-2 Tickets To The Cotton Bowl Football Game Jan. 1
-Hotel Reservations For Two In Dallas December 31.
-\$40 In Cash.

10. CHESTER GIN
EXPERIENCED DEPENDABLE SERVICE

Phone 247-3185 Friona
LAMAR TECH at WEST TEXAS ST.

4. FRIONA COUNTRY CLUB GIN
Jack Tomlin, Mgr.
Phone 247-2439



LOCKNEY at CROSBYTON

*** SECOND GRAND PRIZE**
-2 Tickets To The Sun Bowl Football Game
-\$25 In Cash

11. PARMER COUNTY IMPLEMENT CO.
Your IH Dealer
Phone 247-2721



TULANE at U. HOUSTON

5. BI-WIZE DRUG
DRUGS SUNDRIES
"Your Rexall Store"
Phone 247-3010

HALE CENTER at POST

*** THIRD GRAND PRIZE :**
-2 Season Tickets To The Friona Chieftains' 1969 Games.

PLUS WEEKLY PRIZES :

- 1st Prize ---- \$5.00 Cash
- 2nd Prize ---- \$3.00 Cash
- 3rd Prize ---- \$2.00 Cash

12. GRADY H. DODD
Consignee



Petroleum Products
Phone 247-3285

HOUSTON OILERS at MIAMI

ENTER EVERY WEEK!

6. FRIONA FARMERS CO-OP GIN
"It's Your Gin - Use It"
David Bailey, Mgr.

MULESHOE at DIMMITT

OFFICIAL ENTRY BLANK
Select Winners From Games Listed in Advertisements

1. _____	8. _____
2. _____	9. _____
3. _____	10. _____
4. _____	11. _____
5. _____	12. _____
6. _____	13. _____
7. _____	14. _____

TIE-BREAKER: (Pick Score) Friona _____ Farwell _____
NAME _____
ADDRESS _____

7. FRIONA MOTORS
Parmer County Headquarters
For Ford Cars, Trucks, Pickups, Tractors & Used Cars
Phone 247-2701



PAMPA at HEREFORD

13. HUB GRAIN FLEMING & SON GIN

Phone 265-3215 265-3405

N.Y. JETS at KANSAS CITY

14. We're turning out cattle at a low cost per gain . . . Why not give us a call?
HI-PLAINS FEED YARD
CUSTOM FEEDING at its modern best
HI-PLAINS FEED YARD
FRIONA, TEXAS
P. O. Box 1235 FRIONA, TEXAS Phone (806) 295-3777
HI-PLAINS FEED YARDS, INC.
PAUL MORGAN, Manager



DETROIT at DALLAS COWBOYS



OCTOBER WEDDING PLANNED. . . Mr. and Mrs. Earl Elam, 1211 Elm, have announced the engagement and approaching marriage of their daughter, Linda, to Tommy Barker, son of Mr. and Mrs. Fred Barker Jr. The couple has set their wedding date for Saturday, October 26, in Friona Methodist Church.

Pie Supper Planned Following Contest

Plans were completed for the pie supper, which will be held at Friona High School cafeteria after the Queen's Contest Thursday evening at the Thursday afternoon meeting of Friona Young Homemakers in the home making department. Pie and coffee will be sold immediately following the Queen's Contest. There will also be whole pies for sale. Mrs. John C. Miller, vice-president, called the meeting

Modern Study Club Adds Four Members

Following a brief business session, presided over by Mrs. J.G. McFarland, at the Tuesday evening meeting of Modern Study Club in Federated Club House, four new members were added to the roster. They were Mrs. Deon Awtrey, Mrs. Alton Farr, Mrs. Frank Truitt and Mrs. Andy Hurst, Jr. Mesdames Ross Ayers, J.G. McFarland, George Taylor, Charles Allen, Fay Reeve and

SOCIETY

Judy Kay Carter Weds Jerry Miles

In a double ring ceremony at First Baptist Church, Amherst, Friday, August 23, Judy Kay Carter, daughter of Mr. and Mrs. A.B. Carter, Littlefield, became the bride of Jerry Miles, son of Mr. and Mrs. E.E. Miles, Friona.

The wedding vows were read by Rev. Glenn Wilson, pastor of the church, before a background of greenery flanked by spiral candelabra decorated with large pink mums, white satin bows and matching streamers.

As the bride was presented in marriage by her father, she wore a street length suit of white silk shantung with white lace sleeves and picture collar. Her shoulder length veil of illusion fell from a pill box hat. She carried a bouquet of white orchids atop a white Bible.

The couple was attended by Mrs. Larry Waite, Lubbock, sister of the bride, and Mike Miles, Friona, brother of the groom. Mrs. Waite wore a hot pink knit dress and carried a bouquet of pink chrysanthemums.

Joy Priddy, organist, provided traditional wedding selections. Following the ceremony a reception was held in the home of the bride's parents. Guests, other than the attendants and members of the families, were Mrs. J.T. Underwood, Sulphur, Oklahoma, grandmother of the bride, and Kirk Cummings, Friona.

For a wedding trip to Red River, Mrs. Miles wore a hot pink knit dress with white accessories. Mrs. R.E. Snead and Mr. and Mrs. Clyde Woodard and children, Shea, Shayne and Shannel, returned home Friday after spending a week visiting relatives at Sabine Pass and Fort Worth.

Mr. and Mrs. Miles are at home here. She is a graduate of Amherst High School and Jessie Lee's Hair Design Institute, Lubbock, and is employed by Sonira's Modern Beauty Shop. Miles, a graduate of Friona High School, attended Oklahoma State Tech, Okmulgee, and is employed by Grady Dodd Texaco.

Shower Honors Mrs. Danny Black

A miscellaneous shower in the home of Mrs. Charles Allen, 1005 West Sixth, from 3 to 5 p.m. Friday was a courtesy for Mrs. Danny Black, who was Linda Polk of Beaumont before her recent marriage.

Punch, cookies, nuts and mints were served from a table laid with an embroidered linen and lace cloth and set with silver appointments. The centerpiece was an arrangement of white glads, stock and mums.

Out-of-town guests signing the register were Mrs. Donald Shipley, Plainview; Mrs. L.C. Caroland, Mrs. Les Caroland and Alice Caroland, Clovis; and Mrs. JeDon Gallman, Lazbuddie.

Co-hostesses with Mrs. Allen were Mesdames G.B. Buske Paul Fortenberry, Christine Shirley, T.I. Burleson, James Procter, Elvin Wilson, Mae Magness, Leonard Coffey, Richard Collard, Noyle Wood, C. M. Phipps, Kenneth Neill and J.C. Claborn.

Calvary Baptist WMU Meets In Euler Home

Ten persons were present for the meeting of Calvary Baptist Church Woman's Missionary Union at the home of Mrs. Elmer Euler Tuesday, September 3. The Bible study was taken from the Book of Acts. Visitors were Mrs. H. Brooks, Mrs. Ruby Brookfield, and Mrs. Iva Petty.

Members present included Mrs. V.M. Ferguson, Mrs. R. M. Waller, Mrs. H.A. Hyde, Mrs. Gertrude Allen, Mrs. Mae Magness and Mrs. Lura Bradley.

Theme Announced At Initial Club Meeting

Highlight of the president's dinner, which was the initial meeting of New Horizons Junior Study Club, in Federated Club House was Tuesday evening announcement of the program theme for the year, "Portrait of a Woman." The presentation of yearbooks was preceded by a skit entitled "Bustles and Bows and Calico Clothes."

Members of the program committee, Mrs. Gerald Floyd, Mrs. Dale Cary, Mrs. Dale Houlette, Mrs. Joe McLellan, Mrs. Connie Dodson, had parts in the skit, which was written by Mrs. Dale Cary. They wore early American dresses, bonnets and pigtails.

This group also sang "Dinah's Quilting Party," "Old Gray Bonnet" and an original

arrangement of the club song. Theme of the dinner was "Grandma's Kitchen." Tables were covered with red clothes, antique lamps, irons and English ivy. Place cards were red velvet with gold rings. Points of interest in the room were an antique rocking chair with table and reading lamp, an antique trunk filled with articles and other items from the past; an antique baby carriage and a washpot with fire and clothes hanging on a line.

Mrs. Joe McLellan directed the invocation. The meeting was called to order by Mrs. Gerald Floyd, president. Roll call was answered by each member with what she hopes to gain from this club year.

Mrs. Herman Jesko, chairman of the finance committee, reported plans were being completed for a style show to be held in Friona High School auditorium Thursday, October 3. Fashions will be furnished by local merchants. Each member of the club has tickets for the show.

A community service committee report was presented by Mrs. I.H. Wheeler, chairman. She reported that the club will enter a float in the Maize Days parade and sponsor Kay Kleithmayer in the Queen's Contest.

Plans have been completed for the club's annual pecan sale. Pecans may be purchased from any club member.

Mesdames Jerry Brown, Dale Williams, Jerry Isbell, Karon Blackerby, Hank Wheeler, Jimmy Maynard, Joe McLellan and Walter Cunningham met with the City Council Monday evening and discussed the possibility of developing a City Park in the northwest part of town.

Mrs. A.O. Drake spent last week visiting in the home of her daughter, Mrs. Frances Howard, Abertaylor. The two returned to Friona today to attend Maize Days.



"PUT ON YOUR OLD GREY BONNET." . . . Authentic replicas of Early American dresses were worn by Mrs. Connie Dodson, Mrs. Gerald Floyd, Mrs. Joe McLellan, Mrs. Dale Cary and Mrs. Dale Houlette as they sang typical colonial songs and presented a skit at the Tuesday evening meeting of New Horizons Junior Study Club at Federated Club House. Antique lamps were used for lighting and antiques were used in the decorating scheme.

Weldon Dicksons Honored Thursday

Members of the Sunday School classes in the Beginner's II Department of First Baptist Church, their teachers and supervisors honored Mr. and Mrs. Weldon Dickson and family with a housewarming in their new home in Hereford Thursday evening.

Following the gift presentation refreshments of home made ice cream, cakes and cookies were served.

Hosts were Mr. and Mrs. O. J. Beene, Mr. and Mrs. Lloyd Mingus, Mr. and Mrs. Dan Ethridge, Mr. and Mrs. J.G. Baker, Mr. and Mrs. Jackie Hight, Mrs. Maurine Dunn and Mrs. Lois Miller.

Others from Friona attending were Mr. and Mrs. Grady Dodd and Fran, Mr. and Mrs. J.C. Beck and Vicki and Mrs. Everett Dickson.

Bobby, Pam Dunbar Honored Thursday

Members of the Homemakers Sunday School class of First Baptist Church met at the home of Mrs. Curtis Murphree Thursday afternoon to present gifts to Bobby and Pam Dunbar, who are making their home with Mr. and Mrs. J.C. Beck, Vicki and Cris.

Following opening gifts by the guests of honor, refreshments of coffee, punch and cookies were served.

Others present included Mesdames Charles Sanders, Bill Foil, David Smith, Doyce Barnett, Buddy Wiseman, M.C. Osborn, Curtis Murphree, Stan Benge, Jim Johnston, Delton Lewellen, Travis Stone and Richard Collard.

Leslie and Todd Drake, Stratford, spent last week visiting in the home of their paternal grandparents, Mr. and Mrs. Earl Drake.

WELCOME To MAIZE DAYS

While You're In Friona For Maize Days, Shop At Ruthie's For Catalina Knits.



PAM TURNER

We are happy to have Pam Turner representing us at the Queen Contest tonight. Best of Luck to Pam.

Catalina



PURE VIRGIN WOOL

TEXTURE MAKES NEWS IN ALL-WOOL KNITS BY CATALINA. A TWO COLOR PUFF TEXTURED CARDIGAN WORN WITH THE CLASSIC PULL-ON SKIRT.

Ruthie's Ladies & Children's Wear

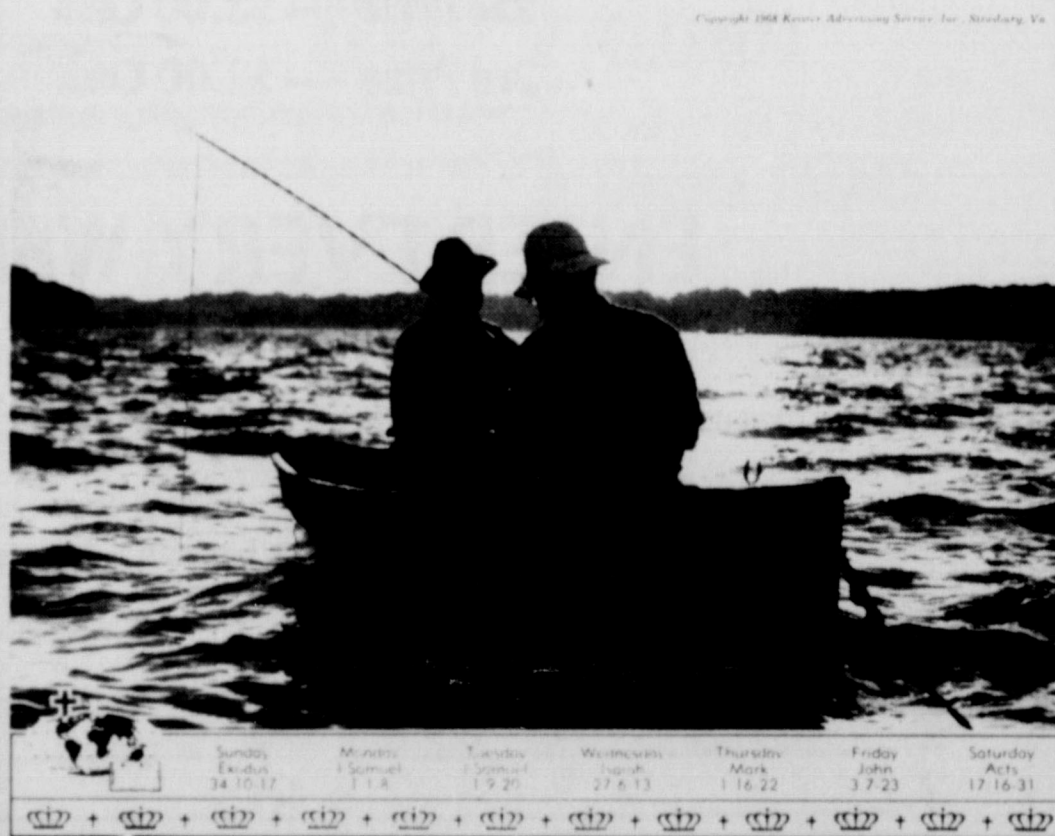
Where the Fish Are

Granddad loves to fish. Secretly, I think he likes to talk about it equally as well. He spends hours with his friends arguing the pros and cons of "angling." The other day I overheard a lengthy controversy about the best place to fish. Granddad ended the whole matter with these words of wit and wisdom, "If you ask me, the best spot to fish is out there where the fish are—so let's get going!"

This special brand of humor greatly appealed to all of his friends and it remained in my mind long after they had left. It seemed to answer those nature lovers who claim that they can worship God out of doors as well as in church. For certainly, the best spot to worship God is where God is.

Worship means not only moments of adoration and praise but also thoughts channeled toward God. The Church has the living presence of the Lord and inspires spiritual thoughts through hymn, prayer and litany.

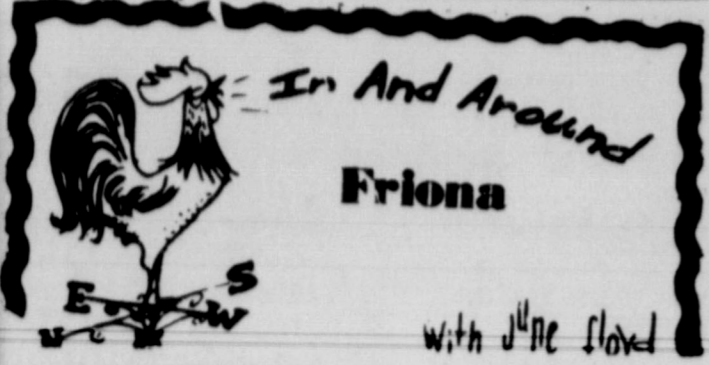
Yes, the best place to lift up the heart is in the house of God.



Presented As A Public Service By:

Ethridge-Spring Agency	Friona State Bank
Continental Grain	Chester Gin
Hi-Plains Feed Yard	Friona Clearview TV
Friona Co-Op Gin	Rushing Insurance
Friona Motors	Friona Consumers
Bi-Wize Drug	Crow's Slaughter

ASSEMBLY OF GOD 10th and Ashland -- Rev. Ott Robertson, pastor Sunday School: 9:45 a.m. Worship: 11:00 a.m. Young People 6:45 p.m. Evening Worship: 7:30 p.m. Wednesday Worship: 8:15 p.m. Sunday Men's Fellowship: 7:00 p.m.
CALVARY BAPTIST 14th and Cleveland -- Rev. Jake Armstrong Sunday School: 9:45 a.m. Worship: 11:00 a.m. Training Union: 6:00 p.m. Evening Worship: 7:00 p.m. Wednesday Prayer Meeting: 7:30 p.m.
CALVARY BAPTIST MISSION 5th and Main -- Rev. J.S. Ansley, pastor Sunday School: 9:45 a.m. Worship: 11:00 a.m. Evening Worship: 7:30 p.m. Wednesday Prayer Meeting: 7:30 p.m.
FIRST BAPTIST Sixth and Summit -- Rev. Bill Foil, pastor Sunday School: 9:45 a.m. Worship: 11:00 a.m. Training Union: 6:00 p.m. Evening Worship: 7:00 p.m. Wednesday Prayer Meeting: 8:30 p.m. (30 mins. earlier, Oct. 1 - April 1)
MEXICAN BAPTIST MISSION 4th and Woodland -- Rev. Donnie Carrasco Sunday School: 9:45 a.m. Worship: 11:00 a.m. Training Union: 5:00 p.m. Evening Worship: 6:00 p.m. Wednesday Prayer Meeting: 8:00 p.m.
ST. THERESA'S CATHOLIC CHURCH 16th and Cleveland -- Father Gblin Claver Mass: 12:30 p.m. Confession before Mass: Evening Mass: Thursday, 8:00 p.m.
SIXTH ST. CHURCH OF CHRIST 502 W. Sixth -- C.J. Horton Bible Study: 9:30 a.m. Worship: 10:30 a.m. Evening: 6 p.m. Wednesday evening: 8:00 p.m.
REDEEMER LUTHERAN CHURCH 13th and Virginia -- Otto Kretzman Sunday School: 10:00 a.m. Worship: 11:00 a.m. Rhea Immanuel Lutheran Church -- Worship 9:30 a.m. Sunday School 10:30 a.m.
UNION CONGREGATIONAL CHURCH 6th and Cleveland -- UCC Rev. Paul Mohr Sunday School: 10:00 a.m. Worship: 11:00 a.m.
TENTH ST. CHURCH OF CHRIST 10th and Euclid Sunday Worship: 10:30 a.m. Evening 7:00 p.m. Wednesday Evening: 8:30 p.m.
SIXTH ST. IGLESIA de CRISTO 408 W. Sixth, M.R. Zamorano Bible Study - 9:30 a.m. Worship 10:30 a.m. Evening 8:00 P.M. Thursday Evening 8:00 p.m.
FIRST METHODIST 8th and Pierce -- Rev. James Price Sunday School: 9:45 a.m. Worship: 11:00 a.m. MYF: 6:00 p.m. Evening Worship: 7:00 p.m.
UNITED PENTECOSTAL CHURCH Fifth and Ashland -- Rev. W.H. Dean, pastor Sunday School: 10:00 a.m. Worship: 11:00 a.m. Wednesday Evening: 8:00 p.m. Sunday Evening: 8 p.m. Friday Young People: 8:00 p.m.



Riders Practise For Maize Days

Members of Friona Riding Club met at Reeve Lake Sunday afternoon for a practice session in preparation for the upcoming Pony Express Race during Maize Days the last of this week. They also rode the proposed parade route.

Those present included Sandy Decker and son, C.L. Lillard, Howard Love and Earl, Mr. and Mrs. Charles Bass, Mr. and Mrs. Haywood Vaughn, Mr. and Mrs. Robert Zetsche, Bobby and Robin, Mr. and Mrs. Gerald Shavor, Sherrle and Teena and Estis Bass and Barbara.

Girl Scout Troop Has First Meeting

Stacy Wheeler, out-going president of Girl Scout Troop #244, conducted a business session at the Monday meeting in Girl Scout House, Kenna Moore was elected president.

Other newly officers include Stacy Wheeler, vice-president; Connie Lindeman, treasurer; Becky Waler, song leader and Pam Wilcox, reporter.

Plans for the coming year were made.

Refreshments were served by the leaders, Mrs. Watson Whaley and Mrs. Dan Laceywell, and Connie Whaley, the assistant leader.

Hydes Move

Mr. and Mrs. Truell Hyde have recently moved from Odessa to Killeen. At Odessa they were on the faculty of Odessa Junior College and at Killeen they will be on the Central Texas Junior College faculty.

Coffee Planned

Mrs. Jerry Miles, the former Judy Carter, will be honored with a coffee in the home of Mrs. Van Nichols from 9 to 11 a.m. Monday. Friends are being invited to attend.

The banners are up, many Frionans have grown beards, entrants in the Queen's contest are working on talent numbers, plans have been completed for the barbeque at noon Saturday and everything is in readiness for the 1968 Maize Days festival.

The second annual Arts and Crafts Fair is being held in the Schueler Building at the corner of Sixth and Main. Entrance will be made by the door which opens to the north between Friona Texas Federal Credit Union and Webster's Upholstery Shop.

Everyone is being invited by members of the sponsoring Home Arts Club to attend the show.

Another thing that none of us will want to miss is the Modern Study Club Country Store, which will open in the old Spring building, next door to Welch Auto Supply, from 1 to 5 Friday and Saturday.

The store will be filled with all sorts of baked goods, garden produce, gift articles, canned food, home made jellies and other good things to eat.

Let's all join in the fun and festivities afforded us by Maize Days 1968.

There was a time when people from other parts of the country complained about the lack of a place to go fishing for Friona residents. This isn't true anymore. We have a number of fishermen and fisher-women who make regular trips to Conchas, Ute, McLellan and a number of other lakes in the area.

Perhaps some of our most ardent fishing enthusiasts are the Ruben Taylors, L.D. Taylors, Denver Smiths and Lee Campbells. Think the Smiths and Taylors have hosted half a dozen or more fish fries this summer, so they must have pretty good luck, or possess a lot of know how.

Have you driven by the Girl Scout House lately? If not, you should check on the projects going on over there. Forms have been built for walks and a patio and some improvement is being done on the parking area. Then, a lot of activity is going on inside, too. Some of the walls have been prepared for paneling and some other improvements have been made.

The entire town can be proud of this building which will probably be among the most used building in town for a number of years to come.

Real soon now we are going to have lots of college students all over the country. The Star staff would appreciate it very much if someone would call and report news concerning our college students whether they are freshmen or graduate students. Of course, we want to know about those going away to trade schools, too.

If you want to subscribe for the Friona Star for your favorite collegian, let us know. The school year subscription rate is only \$4.00.

We appreciate the cooperation of residents of the town and surrounding area in our recent bicycle contest. Several younger boys and girls have earned bicycles and others are still working on the project. Thanks folks for your assistance and support.

One amusing incident came about as a result of the contest. A grade school boy came in one day with a friend and was asked about joining the ranks of subscription salesmen.

"Wouldn't you like to earn a bicycle?" the young man was asked.

"Nope, I already have one and it is good," was the reply. "Then," said the Star staffer, "perhaps you'd like to sell some subscriptions and earn some money."

"Nope, I have all the money I need," said the young man.

I've read several articles recently about neighbors becoming obsolete in America. What kind of propaganda is this? Sure, "neighboring" isn't the same now that it was in the days of our grandparents, but what does this prove. Neither is transportation, farming, merchandising, education nor a hundred or so other things which could be mentioned.

Since I'm not very well informed on the happenings in most of the neighborhoods in America, I can only speak for one section of the country. In the Golden Spread, neighbors certainly aren't becoming obsolete. Many many deeds of kindness and neighborliness are done every day.

One good recent example followed an electrical storm during which our transformer was destroyed. Early the next morning, before calling to report the damage, I called a neighbor to ask if she had electricity. Upon learning that our service was all that was affected, I tried to place a long distance call, but soon learned that our telephone service was limited to the neighborhood.

The neighbor I had called knew we cooked with electricity, but nothing was said about breakfast. Before we finished doing outside chores, the neighbor came in with sausage, scrambled eggs, hot toast and coffee for the four of us.

A little while later another neighbor stopped and after learning we had no electricity or long distance telephone service volunteered to call and report the lack of service for us.

Are neighbors becoming obsolete? Not in the community we live in.

Now is the time to be making a careful study of candidates for public office in the general election.

Let's all attend the Maize Days celebration this week-end.



LINDA CARSON is entering the Maize Queen Contest tonight as the entrant of Progressive Study Club. Linda is a senior at FIS and enjoys her duties as a cheerleader. She is the daughter of Mr. and Mrs. David Carson.

It's A Girl For Bynums

Mr. and Mrs. Jimmy Bynum Route 3, Friona, became parents of a baby girl at 7:45 a.m. Thursday, September 5, at Green Memorial Hospital, Muleshoe. She weighed 9 lbs. 14 ozs. and was named Stephanie Denice.

She has an older sister, Melanie, who is 2 1/2. Grandparents are Mr. and Mrs. Robert Bynum, Mount Pleasant, Texas, and Mr. and Mrs. W.R. Bowers, Muleshoe.

Guests In Hyde Home

Phyllis Kimbrough of Tacoma, Washington, and Rob Horton of Riverside, California spent two days last week with Miss Kimbrough's maternal grandparents, Mr. and Mrs. H.A. Hyde.

From here they went to Shawnee, Oklahoma, where Phyllis will be a student at Oklahoma Baptist University. She has attended College at Riverside, California, for the past two years.

David Reeve Is McMurry Enrolee

David Lee Reeve of Friona has enrolled in McMurry College in Abilene as a special honors student with a major in the field of chemistry. He is a graduate of Friona High School.

Reeve's sister Sharon graduated from McMurry in 1966 and is now teaching in Friona. McMurry awards 20 Special Honors Scholarships each year to freshmen students who wish to major in the fields of biology, chemistry, physics, math, foreign language, history, or English.

Eligibility for one of these scholarships is determined by standard scores on the American College Testing Program Test and competitive examinations.

Social Calendar

- September 12, 1968 Maize Days Queen Contest 8:00
- September 13, 1968 Maize Days Parade 10:00
- Football Game - Farwell 8:00
- September 14, 1968 Barbeque - 12:00
- September 16, 1968 Rebekahs Friona Antique Club September 17, 1968 Modern Study Club

Friona School Lunch Menu

- MONDAY: Creole spaghetti, blackeyed peas, buttered beets, carrot sticks, chocolate cake, hot rolls and butter, milk.
- TUESDAY: Baked ham, new whole potatoes, green beans, cabbage slaw, coconut pie, hot rolls and butter, milk.
- WEDNESDAY: Burritos, cheese, pinto beans, onions, apricot cobbler, hot rolls, and butter, cho, milk.
- THURSDAY: Steak, mashed potatoes, English peas, vegetable salad, banana pudding, hot rolls and butter, milk.
- FRIDAY: Hamburger, potatoe chips, lettuce, tomato, pickles, Fruit Jello, milk.

Mrs. Jackie Hight Heads Officer Slate

At the Thursday afternoon meeting of Parents-Teachers Organization in the grade school auditorium, Mrs. Jackie Hight was elected to serve as president during this school term.

Officers elected to serve with Mrs. Hight were Mrs. Eugene Bandy, vice - president; Mrs. Jim Johnston, treasurer; Mrs. Dale Widner, secretary and Mrs. Dale Westbrook, reporter.

Plans were made for "Back To School" night and committees were appointed to work on this project.

One can drive from Dawn to Sundown in less than three hours.

Attend MAIZE DAYS 1968

Welcome To Friona! FUN FOR ALL!

Friona's Reigning Maize Queen
PAULA FORTENBERRY

BENGER AIR PARK

Friona, Texas Phone 247-2861

PIPER SALES AND SERVICE

The future belongs to Friona... and we're with you all the way.

It goes without saying that agriculture contributes immensely to the economic well-being of the entire Friona area. And, thanks to continuing technological advances, we can expect crop yields to be an even more important factor in the over-all economy in the future.

Technology plays an important role in the natural gas industry, too. While we may think of Gas merely performing such chores as heating and cooling, hatching chicks and pumping irrigation water, actually Natural Gas has more than 26,000 adaptations of over 2,500 individual uses in the production and fabrication of almost every item required in the daily life of the nation. And research programs, in which the Pioneer Natural Gas Company actively participates, promise exciting future developments in gas-powered projects destined to make life easier and more comfortable than ever before.

And that's the way it's got to be if we can expect to share a future that's as bright as yours.

Pioneer Natural Gas Company

SAYS IN CAMPAIGNING

Ford Will Seek Return To Standard Time Basis

Campaigning in Friona and Lazbuddie this week, State Representative candidate Frank Ford pledged to seek to return Texas to standard time on a year-around basis. "Daylight Savings Time is highly unpopular in this district and in this state," said Ford, "And it is much more than just a nuisance to our people."

"There is physical danger to school children who are forced to get out on the bus routes in the dark on early mornings after having to go to bed often with the sun coming in the window. Farmers who work by the sun often need parts but find supply houses closed with the sun still high in the sky. Also, many businesses have been severely hurt by this foolish legislation."

Ford charged that "The legislators who forced this time change through were apparently more responsive to five weeks of lobbyist pressures than they were to the people who elected them and pay their salaries."

"The people of this district were amazed," he continued, "When our incumbent representative became the chief sponsor and strategist for daylight savings time in Texas."

"Working in harmony with other responsible members of the Legislature, I believe we have a good chance to abolish daylight savings time in the coming session," Ford concluded, "And as this would put Texas on the same time as New Mexico during the summer, it would not be a disadvantage to anyone."

This issue is just one example among many that one-party monopoly in Austin has failed to be responsible or responsive to the people."

Ford is the Republican candidate in the 72nd Legislative District, which includes Cochran, Lamb, Bailey, Castro, Parmer and Deaf Smith Counties.



MISSY RENNER enjoys working with flowers. She is being entered in the annual Maize Queen Pageant by Claborn Floral. Missy is a Senior at FHS and plans to work at Claborn's under the new ICT program this year. She is the daughter of Mr. and Mrs. John Renner.

Hospital Notes

ADMISSIONS:
Mrs. Derly Contreras and Boy, Friona; Audvie Barnett, Friona; Joseph Fitzgerald, Friona; Domingo Villarreal, Bovina; Catherine O'Conner, Friona; Wanda Cook, Bovina; Wilbur Charles, Bovina; Edgar Fletcher, Friona; Taylor Larabee, Friona; Beverly Christian, Farwell; Dean Stanberry, Bovina; Alfonso Delgado, Bovina; Marvin Bartlett, Friona; Anita Perez, Hereford; Mrs. Alton Robbins and Girl, Friona; Rebecca Lou Powell, Grady, N. Mex.; Norma Lynn Baldivia, Bovina; Alana Michelle Carter, Friona; Jesse Wolman, Bovina; Derek Wayne Garner, Farwell; Joe Salcedo, Hereford; Mary Vega, Bovina; Martha Anne Clements, Friona; Adela Rodriguez, Bovina; Abel Aguilar, Friona.

DISMISSALS:
Joe Fitzgerald, Catherine O'Conner, Elaine Burgess, Ella Wilkerson, Gordon Stokes, Angelita Rodriguez, Margaret Charles, A.R. McCormick, Margareta Tuerango, Adela Rodriguez, Teresa Vega, Wanda Cook, Taylor Larabee, Wilbur Charles, Audvie Barnett, Mrs. Derly Contreras and baby boy, Rebecca Lou Powell, Beverly Christian, Anita Perez, Alana Michelle Carter, Norma Lynn Baldivia, Dean Stanberry, Edgar Fletcher, Derek Wayne Garner, Alfonso Delgado, Edmond D. Chitwood, Domingo Villereal, Mrs. Alton Robbins and baby girl.

PATIENTS IN HOSPITAL:
Abel Aguilar, Marvin Bartlett, Martha Clements, Mary Madrid, Gordon Massey, Adela Rodriguez, Lilly Mae Scott, Ida Lee Scarborough, Lillie Taylor, Mary Vega, Jessie Wolman.

The Library Corner
BY MRS. JOHN FRED WHITE

The library will be having an open house on Friday and Saturday of this week. We will serve free coffee and cookies and as an added attraction we will have an art show in the library. We are hoping that everyone who visits the park during Maize Days will walk across the street to see us. We will be open our regular hours of 9-12 a.m. and 3-6 p.m.

We have many new books in the library. We have a number of children's books and some for older children also. We have several new and exciting books for adults. Perhaps you remember hearing about Michelle Ray, the French journalist who was captured by the Viet Cong a year or so ago. She has written a book about this experience and it is called "The Two Shoes of Hell."

We have purchased several award winning books for children. These have won prizes such as the Newberry Medal and Best Children's Book Award. A complete list is available at the library. The telephone number is 247-3200.

Don't forget to come by the library on Friday and Saturday of this week for coffee.

FOLLOW THE CROWD OF PEOPLE HEADING FOR DOWN TOWN FRIONA.....

It's MAIZE DAYS Time!

It's Time To Celebrate Another Fine Maize Crop In Parmer County

Meet Paula Fortenberry, Friona's Reigning Maize Queen.

We are proud to have been serving the farming needs of Parmer County for 10 years. If we may serve you in any way please call on us. We are ready to handle your grain.

HUB GRAIN

O.L. (Mac) McMurtrey, Mgr.

LET'S GO

It's Time To Celebrate Another Fine Maize Crop In Parmer County At Maize Days... Sept. 9-14

GOOD CLEAN FUN FOR EVERYONE

We urge you to support your community's biggest project which is Maize Days. It takes a lot of effort on the part of many civic-minded citizens to make this celebration a yearly success. . . but it also takes YOU, supporting it with your attendance. So follow the crowd downtown to Maize Days in Friona this weekend. YOU'LL be glad you did.

HERRING IMPLEMENT



JANICE CLARK -- is a tiny blonde Senior at FHS this year. She is entering the Maize Queen Contest sponsored by Black Grain Co. Janice enjoys cooking and FHA work. She is the daughter of Mr. and Mrs. Jack Clark.



Dear Editor and Friends of Friona:

As we prepare and plan our work for a new year for our American Legion and Auxiliary we wish to extend to you a cordial invitation to join our organization and work for our Country and our men and boys who have given and are giving the best of their lives for our freedom. Mothers, wives and sisters of veterans are eligible to join.

Our local unit, has several projects during the year such as Girls State program in the summer for girls in Junior classes, work in the Veterans Hospitals to make our men's stay a little more pleasant and comfortable, Christmas gift shops for our Veterans in the hospitals and for their families, work with the families of veterans in times of need and other fields of work. We do work and support Child Welfare programs.

We support and assist the

American Legion in their programs. On Memorial Day we remember each of our Veterans who have answered the Eternal Roll Call. We have family nights at least four times a year, a spring salad supper, Thanksgiving dinner and Christmas dinners and on Nov. 11, we try to plan a program.

For money raising project this last year, we sold tickets on a hand pieced, machine quilted quilt. With the proceeds of this project, we had supply cabinets built in the emergency room of the Parmer County Community Hospital. We plan another similar project this year but have not completed our plans for it. And, in May the week before Memorial Day, we conduct our annual Poppy Sale which is always rewarding for all of us. This money supports our Child Welfare programs. Other money projects is a booth at our annual Maize Days, when we serve Hot Dogs and drinks and selected items. We urge you to join our Aux-

PUBLIC SERVICE

Open House Held At New Nichols Station

An Open House was held at Southwestern Public Service Company's Nichols Station, northeast of Amarillo last Saturday and Sunday.

Nichols Station has an electric generating capability of 435,000 kilowatts, or a little more than one-fourth of the total capability of Southwestern Public Service Company's interconnected generation and transmission system.

Still another measure of the capability of the plant is that you could put a 100-watt lamp every 3 1/2 feet from coast to coast and it could provide the power to light the more than 4,000,000 lamps it would take to span the continent in this manner.

There are three generating units at the enlarged plant, with the last installation, now going into service, the largest with a capability of 210,000 kilowatts. The first two units were each 112,500 kilowatt machines.

The new unit at the plant is computer-controlled through startup and shutdown cycles. In addition, the computer digests information fed to it by a data gathering system which automatically receives and re-

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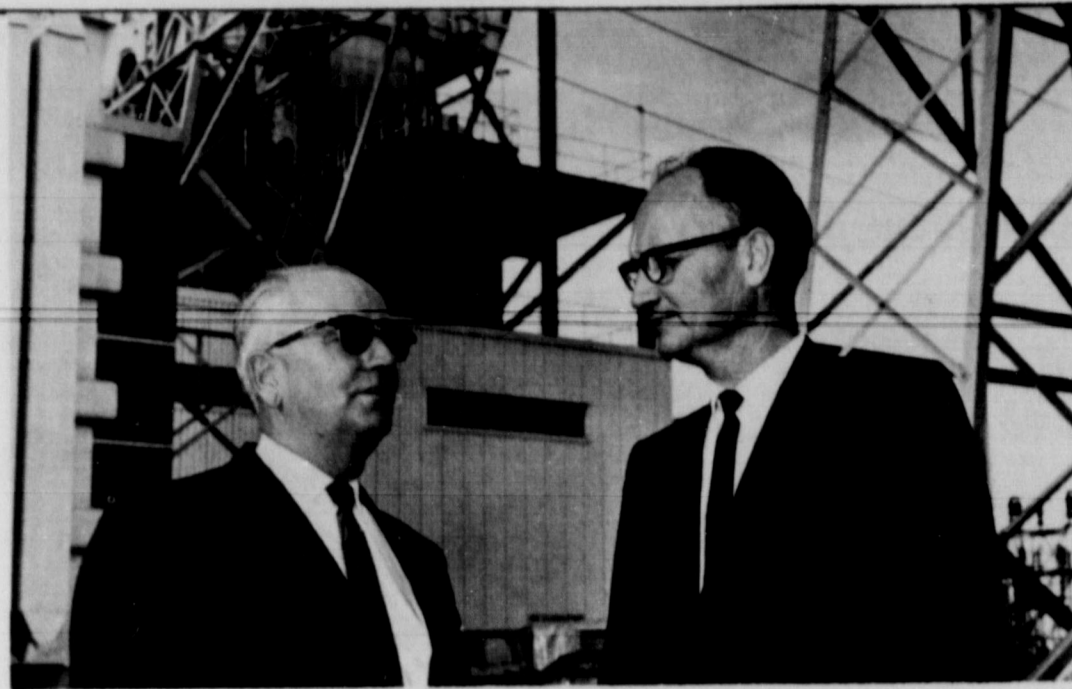
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TOUR PLANT. Friona's Southwestern Public Service manager H.L. (Hank) Outland, left, is shown talking with Roy Tolk, president of the company, prior to a tour of the electric company's new Nichols Station near Amarillo last weekend. The new power plant, one of the largest in this part of the country, held open house for the public on Saturday and Sunday.

DID YOU KNOW THAT?



Tiny insects, smaller than a grain of rice, have been responsible for killing 33 1/2 million cubic feet of pine timber in East Texas over the eight year period 1958-1965. Timber killed would build 3000 average sized homes. The culprit is the Southern pine beetle. The Texas Forest Service, U. S. Forest Service, forest industry and timberland owners have teamed up to combat this menace to our valuable East Texas forests.

Don't Miss Out On All The Fun Going On During MAIZE DAYS

SEPT. 9-14 City Park



FUN FOR ALL

May We Present JANICE CLARK



We are proud to have Janice Clark representing us this evening in the annual Maize Queen Contest. Best of Luck, Janice!

BLACK GRAIN CO.

Water conservation is an important activity at the plant. The cooling water, used to condense steam back to pure water so that it can be cycled through the turbine again and again, is treated effluent from the City of Amarillo's waste disposal plant. The use of this reclaimed water provides beneficial revenues for the city's taxpayers and, in addition, conserves millions of gallons of fresh water every year.

Incidentally, if the tubing in the condensers, the place where the steam is turned back into water, was laid end to end, it would reach from Amarillo to Roswell, New Mexico.

In one hour, the boilers which heat the steam to drive the turbine, will burn as much gas as six homes would use in a year.

While it isn't something you could put together with a "do-it-yourself" kit, the plant is, in fact, a home-made product. The design, engineering and construction supervision was done by Southwestern Public Service Company's own engineering department, under the direction of H.O. Hodson and E.W. Robinson, vice presidents. Missouri Valley Constructors, Inc., of Amarillo, was the mechanical and structural contractor and Budwine Service Electric Company, Carlsbad, New Mexico, was the electrical contractor.

J.B. Bottoms of Amarillo was resident engineer for Southwestern Public Service Company during construction of the new unit, and J.D. Ballew is the plant manager.

While You Are Enjoying The Festivities At Maize Days, Why Not Drive Out And Join Us For A Delicious Meal.

Announcing BUFFET SERVED DAILY

11 A.M. till 2 p.m. (Except Saturday)
YOUR CHOICE: 5 salads - 3 Meats
5 Vegetables (Seconds on Vegetables)

Coffee or Iced Tea Dessert

-- You may also have table service if you choose.

PARMER HOUSE RESTAURANT



JIM BAGGETT
Evangelist

*Nursery Open For All Services

REVIVAL "Fill My Cup, Lord"

Sept. 22 - 29, 1968

***EVENINGS**

Mon. Thru Thurs. & Sat.: 8:00 p.m.
Fri. & Sun. 7:00 p.m.

***MORNINGS**

Mon. (Men Only). 6:00 a.m.
Tues. Thru Fri. 9:20 a.m.
Sunday. 10:50 a.m.



ROGER COVIAN
Music Evangelist

*Coffee and Donuts Served Before & After Morning Services.

FIRST BAPTIST CHURCH

Pause And Reflect

By Nelson Lewis

O suns and skies and clouds of June
And flowers of June together,
Ye cannot rival for one hour,
October's bright blue weather.

Helen Hunt Jackson

September is a thief!
For several days now September has reached ahead into October and borrowed the "bright blue weather."
Last weekend was typical.

Saturday was a "Honeydew" day around our hacienda-you know, "Honey, do this and Honey, do that!"

Honey (whoever that is!) could hardly do anything except stand in the back yard and look straight up into the hundreds of sections of bright blue sky.

To cap it off we drove over to Clovis on Saturday night to "eat Mexican food."

On the way we were treated to a red-gold sunset that no artist nor poet could describe.

We were reminded that "the heavens declare the Glory of God; and the firmament showeth His handiwork."

Before we moved to Texas a friend remarked that she did not understand why we were going; among other caustic remarks she brought forth this gem, "there is nothing to see in the Panhandle."

She must have made the trip on a moonless night.

She had not seen the new elevator west of Friona as it catches the first light of morning; a window in the headhouse outshines the Hope diamond.

She had not stopped her car on Parmerton Hill and gazed northward over thousands of acres of the world's most fertile land.

Bless her poor under privileged soul, if she comes this way again I hope she will let me show her around.

On January 13, 1840, Daniel Webster in his "Remarks on Agriculture" had this to say "When tillage begins, other arts follow. The farmers therefore are the founders of human civilization."

As we celebrate Maize Days let's not forget the serious side of these tillers of the soil.

Farming is no longer done by a man in bib overalls following a mule down a furrow.

Today's farmer is not only a manual laborer but a chemist, scientist, bookkeeper, and a mechanic as well. And remember, too, that he is engaged in the only form of gambling legalized in all fifty states!

The U.S. Department of Agriculture has for many years published a Yearbook, and the 1967 issue is really a thing of beauty. It is entitled "Outdoors, USA."

To spend an evening with this volume is to tour the entire country.

In the front there are several pages of beautiful color photographs and the entire volume is well illustrated.

The copy that I obtained this summer in Washington will soon be in the Friona library -- borrow it and I think you will agree with another of Webster's statements - "Thank God! I - I also - am an American!"

The Gideon Society, the ones who put Bibles in hotel and motel rooms (wonder why they don't put them in barber shops?) have always deserved the praise of us all.

Perhaps they, or someone, should also deposit dictionaries in public places.

This thought is prompted by a suspicion that many people do not understand a handful of words that are used everyday - and yet we find our politicians and intelligentsia attempting to define them.

May I make a suggestion?

O.K., turn off the idiot box for a while and get your dictionary and look up and STUDY the following -- Citizenship - loyalty - patriotism - defeatism -- apathy - complacence, co-existence - traitor - sabotage - vandalism - conservative - liberal - communism - capitalism - morality - self respect.

There is an old saying to the effect that "sticks and stone may break my bones; but words will never harm me".

That may be true, but a misuse or a misunderstanding of words will harm you.

If you don't believe it -- ask the Czechoslovakians what some some people's "words" are worth.

Cycle Races Are Slated Friday

Temperatures

DATE	HIGH	LOW
Sept. 4	85	53
Sept. 5	73	51
Sept. 6	78	51
Sept. 7	82	57
Sept. 8	90	58
Sept. 9	82	56
Sept. 10	81	53

The Friona Young Farmers are sponsoring motorcycle races at Reeve Lake Friday at 3:30 p.m. There will be races for all sizes of motorcycles. Contestants need to be at the lake before 3:30 p.m. No prior registration is required. All cycle enthusiasts are invited to participate.

WE'RE ALL SET....



... for some Good Old Fashioned Family - Type Fun At Friona's Annual

MAIZE DAYS CELEBRATION



Allen's Jewelry

Serving Friona and Parmer County For 20 Years.

We'll See You In Friona During
MAIZE DAYS

When we say discount we mean

DISCOUNT

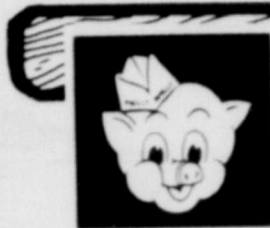
Shop
PIGGLY WIGGLY

SHORTENING

Mrs. Tuckers

3 Lb. Can **46¢**

meat specials



USDA Choice Beef
CHUCK ROAST Center Cut **55¢**
Lb.

GROUND CHUCK Lb. **59¢**

ROLLED ROAST USDA Choice Beef Lb. **79¢**
CLUB STEAK USDA Choice Beef Lb. **89¢**
SIRLOIN STEAK USDA Choice Beef Lb. **98¢**

Meadowlake
Oleo Quarters **4 lb. \$1**

Shurfine
FLOUR 5 Lb. **39¢**

Shurfresh
BISCUITS 10 Count **12 FOR \$1**

Folgers or Maryland Club
COFFEE Lb. **69¢**



Special SALAD DRESSING
Best Maid Quart **29¢**

Shurfine
PINEAPPLE JUICE 46 Oz. Can **4 FOR \$1**

Aurora **TOILET TISSUE** 2 Roll **2/29¢**
TOMATO SOUP Campbells **2/25¢**
CIGARETTES Taryton 100's 1 Pack Free Crt. **\$3.30**
BATH OIL Silken Delight Giant Bottle Reg. 98 **69¢**

Pruf **STARCH** 22 Oz. Can Reg. 79c **59¢**
MELLORINE Cloverlake 1/2 Gallon **39¢**
BUTTERMILK Borden's 1/2 Gallon **43¢**
GREEN BEANS Renown Cut 303 Can **7/\$1**



PRODUCE SPECIALS

LETTUCE Large Firm Head Each **15¢**
ONIONS Yellow Lb. **15¢**
CARROTS Texas Cello **2 FOR 29¢**



WELCOME, FRIENDS TO MAIZE DAYS



**WE INTRODUCE YOU
TO OUR NEW DIRECTORS**



CHARLES E. ALLEN



A.L. BLACK



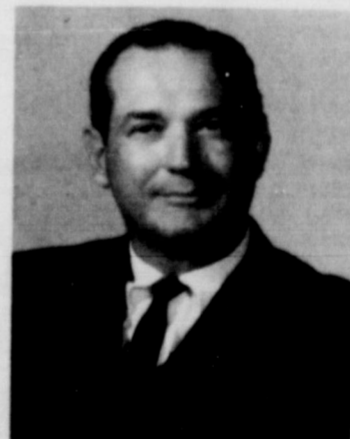
RANZA B. BOGGESS



W.D. BUSKE



WM. DOYLE ELLIOTT



G.A. MCGLUMPHY



D.C. MCWHORTER



H.K. KENDRICK



MELVIN ROLF



FRANK A. SPRING

Friona, the largest town in Parmer County, is located 25 miles east of the New Mexico State Line. Located on U.S. Highway 60, and State Highway 214, Friona is 73 miles southwest of Amarillo, 100 miles northwest of Clovis, N.M.

Chartered on March 19, 1928, Friona has experienced steady growth during the past several years. The U.S. Census listed Friona with 1212 inhabitants in 1950, and 2,048 in 1960. Population was estimated in 1965 at 3,149 by the Friona City Council for the Highway Department.

Parmer County almost consistently produces more grain sorghum annually than any county in the state or nation. Missouri Beef Packers began operations in May of 1968, its plant having the largest single-line capacity of any cattle processing plant in the world.

A new feedlot being built south of Hub will add 20,000 capacity to the already mushrooming county cattle population. The new lot is the fourth with a capacity of 20,000 or more. These four feeding installations will have a total capacity of 118,000 when all reach capacity.

FRIONA STATE BANK

Serving A Great Irrigation And Beef Production Area

Friona

Member FDIC

Phone 247-2736

Friona Feed Yard PRESENTS

THE BEAUTIES OF FRIONA

Competing For

The Title Of 1968 Maize Days Queen

* *Preliminary Talent Elimination*

4:00 p.m. - New High School Auditorium - No Admission

* *Finals And Coronation Ceremony — Thursday*

8:00 p.m. - New High School Auditorium \$1. per person



REIGNING MAIZE QUEEN -- Paula Fortenberry, will hold court at the pageant festivities tonight. She will crown her successor at the close of the contest. She is a Senior at Friona High School this year and has represented Friona as Maize Queen through the 1967-68 season.



BRENDA BLACKBURN



DENISE BUSKE



LINDA CARSON



DONNA CARTER



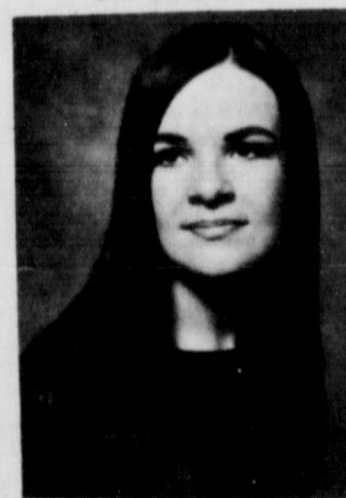
JANICE CLARK



MYRA SUE DAY



PAM GRISSOM



BENNIE HANNOLD



RISA HOWELL



SHIRLEY JOHNSON



JANET MINGUS



DONNA JO PARR



DELORIS PHIPPS



MARY RANDO



PHYLLIS RENNER



VICKI RENNER



KAY RIETHMAYER



PAT ROBERTS



TERRI SCHUELER



MOLLIE SERIGHT



AMELIA SIMS



SHIRLEY LYNN SMITH



CONNIE STONE



PAM TURNER

This Page is sponsored through the courtesy of Friona Feed Yards - Supporting The local Maize Industry by feeding 350,000 Pounds of Maize every day.



TERRI SCHUELER -- likes to primp in front of the mirror. She is a petite blonde, and is being sponsored in the annual Maize Queen Contest by Radio Station KNNN. Terri is a Junior at FHS and is the daughter of Mr. and Mrs. Norbert Schueler.

"Dynamic" Is Word For Texas Livestock Industry

There is probably no one word that better describes the livestock and meat marketing business than dynamic.

Change is the rule rather than the exception. Practically all changes which have occurred at other levels of the system.

The small retail butcher shop modernized into a supermarket and added several new stores. Suddenly, the meat buyer was faced with the problem of large quantity, consistent supply of a set of quality meat. He found himself setting up a rigid buying specification.

The meat packers reacted to these changes at the retail level by adjusting their operations to stay in business. New supply sources of higher quality cattle had to be found, and the integration of the meat packing industry into the cattle feeding business offered an al-

ternative. The result was the decentralization of the meat packing industry and a specialization of only one species.

The wholesale meat distributors increased and specialized to become vital links in this marketing chain. Some became beef breakers, others boners and still a third type became jobbers or suppliers of hotels, restaurants and institutions.

These adjustments in the slaughtering industry caused a change in the feeding industry. The Midwest, which had traditionally been the only feeding industry, now has competition in the Southwest. In 1950, for example, over three-fourths of the cattle fed in the United States came from the North Central states, while now the region accounts for only a little over half.



WINNING COMBINATION — The skillful interplay of stripes and solids gives an important fashion look to this two-piece cotton knit costume. Brass stripes are combined with powder blue in the low-waisted, easy-fitting dress and matching jacket. A perfect outfit for the young woman-on-the-go, it's by Renee Firestone of California.

TEACH HEALTH IN SCHOOLS, NOT HOMES, SAY EXPERTS

Health education belongs in the school not in the home.

This is the conclusion of a group of recognized medical, health and education authorities who have found that when facts and ideas about health are taught in the home they are clouded by cultural prejudices, superstitions, traditions, social forces and mass media.

In surveying health beliefs and behavior of 17,000 elementary and secondary students, the School Health Education Study uncovered "appalling misconceptions and superstitions."

To correct this problem, SHES has developed the first comprehensive 12-year course in health education covering more than 40 major topics, from accident prevention to weight control and including alco-

hol, drugs and narcotics, family life, mental health and personal adjustment, sex education and smoking.

The course, which will be initiated in many schools around the country this fall, blends and relates the various topics into a unified curriculum that is concerned with the physical, mental and social well-being of the students.

Goal of the "new health" course is to prepare students for mature adulthood, capable of forming responsible and informed decisions specifically in the broad area of health and in general daily living choices.

"Education in health is as distinct a responsibility of the school as all other subjects which are most effectively taught in the school setting," SHES summarizes.

JOIN THE CROWD!

You Are Invited To Join
In The Fun At Friona's Big
Yearly Celebration.....

MAIZE DAYS
Sept. 9-14



MAURER MACHINERY CO

MAURER

"Serving Parmer County In The Same Location For 38 Years."

FRIONA

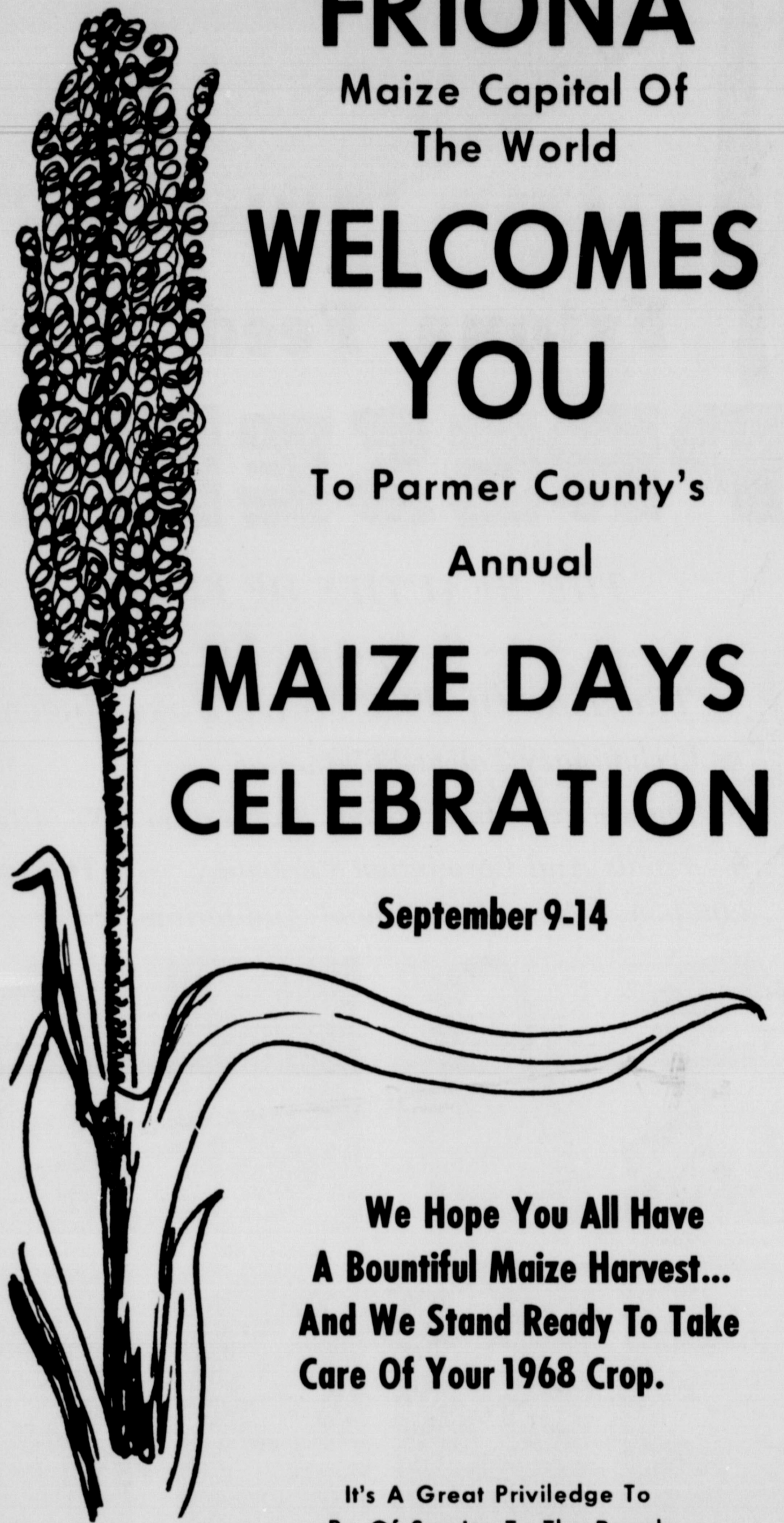
Maize Capital Of
The World

WELCOMES YOU

To Parmer County's
Annual

MAIZE DAYS CELEBRATION

September 9-14



We Hope You All Have
A Bountiful Maize Harvest...
And We Stand Ready To Take
Care Of Your 1968 Crop.

It's A Great Privilege To
Be Of Service To The People
Of Friona And The Area.



CONTINENTAL GRAIN COMPANY

H.H. (Hank) Wheeler, Mgr.

414 Main

Phone 247-3151



DENISE BUSKE -- enjoys many pleasant hours with her scrapbook of school day memories. She will enter the annual Maize Queen Contest sponsored by Chester Gin. Denise is a Junior at FHS and the daughter of Mr. and Mrs. W.D. Buske.



SHIRLEY LYNN SMITH - enters the Maize Queen Contest as the contestant of the Friona Jaycees. She is a Junior twirler with the FHS Band this year. Shirley is the daughter of Mr. and Mrs. Shirley Smith.



MYRA SUE DAY -- enjoys playing the organ and the piano. She is a Junior at FHS and is entering the annual Maize Queen contest for Modern Study Club. Myra Sue is the daughter of Mr. and Mrs. Herbert Day.

Feedlots Growing Rapidly

Commercial feeding establishments are growing rapidly in Texas in an effort to supply increased demands for fed cattle. Additional growth seems certain, although perhaps at a reduced rate.

Cattle feeding in Texas will become more oriented to local market demands, since the economics of transportation favor shipment of feeder animals rather than fat cattle. Some severe adjustments in both types and classes of cattle and calves being fed probably will result. Additional price changes will occur as cattle feeders become more familiar with the so-called upgrading possibilities of lower quality and cross-bred calves. The influence of the new feeder cattle grades may be spectacular and far-reaching.

Integration in the feeding

industry should continue to gain popularity. The emphasis may not be by meat packers or retail food chains, however, but by feed manufacturers and livestock producers through custom feeding arrangements.

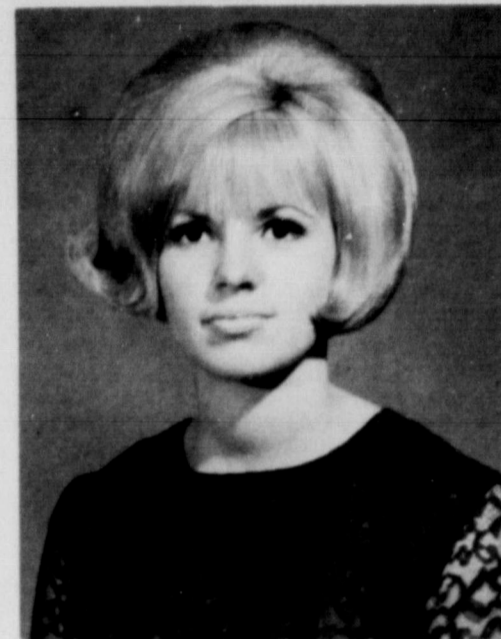
In past years, feed grains have always been in surplus so that the trend was to feed as much of the grain through the animal as was necessary to maximize profits. The picture now, however, has almost reversed itself to the point where feed grain shortages may develop in the future. This indicates the emphasis will shift

from marketing grain through livestock to gain the most efficient type of animal to feed. The animal efficiency in the feedlot and producing the desirable type of carcass at the least possible cost is the animal of the future. This will be the meat-type steer.

A pound of grain sorghum may contain 12,000 to 30,000 grains according to a booklet prepared by Texas Electric Company.

Our invitation
to you...

To Attend Friona's Annual
MAIZE DAYS



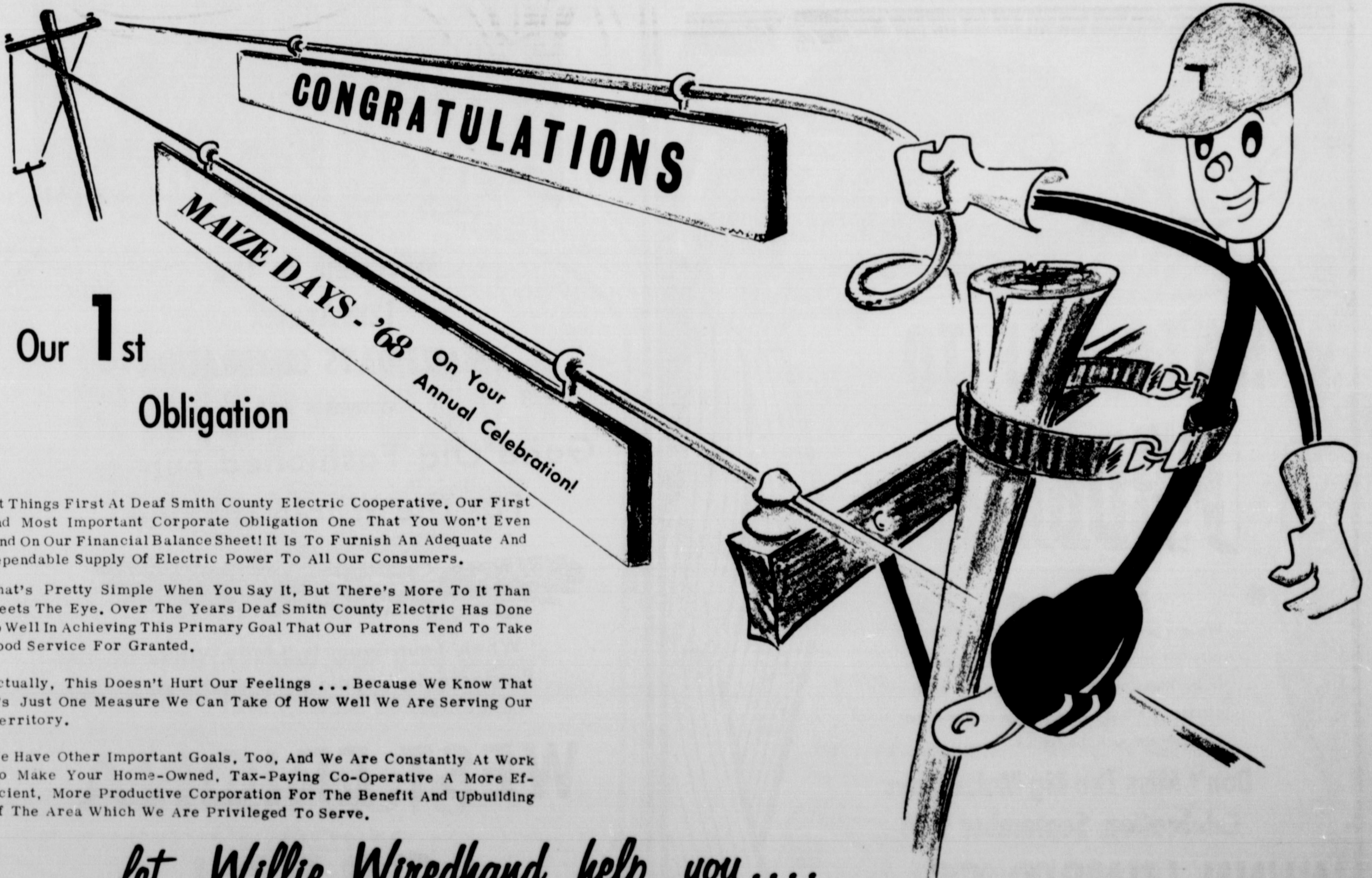
Pam Grissom

We are happy to have Pam Grissom from Bovina representing us as "Miss Panciera" for 1968 in the Maize Queen Contest tonight.



PANCIERA
TIRE & SUPPLY

701 W. 11th - Friona - Ph. 247-3380



Our 1st
Obligation

1st Things First At Deaf Smith County Electric Cooperative. Our First And Most Important Corporate Obligation One That You Won't Even Find On Our Financial Balance Sheet! It Is To Furnish An Adequate And Dependable Supply Of Electric Power To All Our Consumers.

That's Pretty Simple When You Say It, But There's More To It Than Meets The Eye. Over The Years Deaf Smith County Electric Has Done So Well In Achieving This Primary Goal That Our Patrons Tend To Take Good Service For Granted.

Actually, This Doesn't Hurt Our Feelings . . . Because We Know That It's Just One Measure We Can Take Of How Well We Are Serving Our Territory.

We Have Other Important Goals, Too, And We Are Constantly At Work To Make Your Home-Owned, Tax-Paying Co-Operative A More Efficient, More Productive Corporation For The Benefit And Upbuilding Of The Area Which We Are Privileged To Serve.

let Willie Wiredhand help you....

Deaf Smith County Electric Cooperative, Inc.

"Helping Texas Grow"

Vehicle Inspection Period Began In State On Sept. 1

The 1969 vehicle inspection period began today in Texas according to Colonel Wilson E. (Pat) Speir, acting director of the Texas Department of Public Safety.

"More than six-million vehicles are expected to receive the compulsory inspection prior to the April 15, 1969 deadline," Speir said. Inspections may be performed at any of the almost 5,500 vehicle inspection stations in Texas, each of which displays the official vehicle inspection station sign. Texas law requires inspection of the brakes, lighting equipment, horns and warning devices, mirrors, windshield wipers, front seat belts in vehicles where seat belt anchors were part of the manufacturer's original equipment on the vehicle, steering (including power steering) and

wheels and rims (not to include removal of the wheel from the vehicle) on all motor vehicles registered in the state. Special inspection provisions apply to trailers, semi-trailers, pole trailers or mobile homes having a loaded gross weight in excess of 4,000 pounds.

The minimum fee is \$1.75. This does not include the cost of repairs or adjustments necessary to enable the vehicle to pass inspection.

Speir said the new vehicle inspection sticker will be a two and one-half inch square replica of a DPS patrolman's badge with red background. Motorists are urged to have the 1969 inspection performed as soon as possible to insure that their vehicles are mechanically safe for fall and winter driving.



PAT ROBERTS -- who is a Senior Head Cheerleader at FHS this year poses with her megaphone and pom-poms. Pat is entering the Maize Queen contest as the contestant of Ethridge-Spring Agency. She is the daughter of Mr. and Mrs. Porter Roberts.

Carter Reunion At Lubbock

The 24th Annual Carter reunion was held Sunday, Aug. 18, in MacKinzie Park in Lubbock. There were 77 present to enjoy visiting, picture taking and games and an abundance of food. Six states and one Foreign Country were represented.

Mr. and Mrs. Vernon Carter from Meridian, California and his sister and husband, Mr. and Mrs. Lee Malone from McAlester, Okla., were present for the first time. They are cousins of C. C. and the older Carter clan. Mr. and Mrs. W. R. Sharpstein and children, Wellington, Kansas, Mrs. Sharpsteen is the former Carol Carter, daughter of Mr. and Mrs. W. R. Carter. Jackie Deatherage of Mesquite, and Mr. and Mrs. Kenneth Heady and Mr. and Mrs. Carl Heady of Irving; Mr. and Mrs. Carol Higgins and baby of Clovis, New Mexico; Mr. and Mrs. Clive Huggins and baby girl Misti of Plainview; Mr. and Mrs. Otis Huggins of Farwell, Tex.; Mr. and Mrs. John White and family of Ida Lou, Tex.; and Miss Shanna Harris of Lubbock;

Miss Edna Franco, Soa Parlo Brazil, who is making her home with Mr. and Mrs. Roy Carter and family in Snyder this year came the farthest distance. Edna will be completing her high school work as a senior exchange student. Her gracious personality was truly welcome to the Carter reunion.

Other visitors from Snyder with the Roy Carters were Randy Levens and Jerry Murphree of Lubbock, visiting with the Roy Carters. Others present were: Mrs. Lura Bradley, Mr. and Mrs. Clarence Martin and children, Mrs. Alvin Carter and Mr. and Mrs. Henry White of Friona; Mr. and Mrs. D. E. Coldion, Amarillo; Mr. and Mrs. Cleo Carter and 2 grandsons; Mr. and Mrs. Cotton Russell from Pampa; Mrs. T. M. Hudgens Lubbock and Mr. and Mrs. Jack Carter of Andrews; Mr. and Mrs. Art Carter, Stamford.

Those attending from Rotan were Mr. and Mrs. C. C. Carter; Mr. and Mrs. W. R. Carter; Mr. and Mrs. Odell McQueen; Mr. and Mrs. Curtis

Disabled Widows Eligible

For Earlier Benefits

Stressing the survivor's insurance part of social security, Wayne Klipping, social security Field Representative for this area pointed out that 71 widows in Parmer County are presently receiving \$5,363 in monthly benefits. A recent change in the law will make other widows eligible. Under the old law, widows had to be at least 60 years of age. Now, a widow who is 50 or older, who is unable to work because of a

severe disability, and whose husband worked long enough under social security is entitled to receive reduced monthly benefits.

This new change also applies to women who were divorced from their husband at the time of his death, but had been married to him at least 20 years and were still being supported by him when he died.

Under the new law, a widow may be considered disabled, if she has an impairment so severe that it would ordinarily prevent her from working. Vocational factors such as age, education, and previous work experience are not considered.

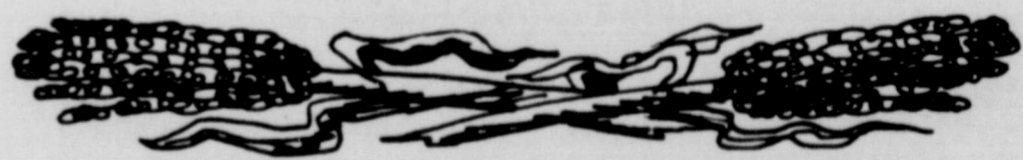
Any widow who wants to file a claim should see Klipping in the Council Room at the City Hall from 9 a.m. until noon on the third Tuesday of each month.

MAIZE DAYS TIME IN FRIONA



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MAIZE DAYS CELEBRATION
September 9-14

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Lakeview School Had Vital Role In Community Life

by JUNE FLOYD
Staff Writer

If the small stucco building near the west side of the junior and elementary school campus between Euclid and Cleveland and Eight and Eleventh could talk, it could tell many many interesting stories. In fact, it could do some bragging about its usefulness. Since it moved to its present location, it has served as the band hall for Friona High School, classrooms for elementary grades and a combination superintendent's office and meeting room for the school board.

The building was built south-east of Friona on a tract of land provided by the late Mr. and Mrs. Ira Miller sometime

during the year 1928 and the first classes were conducted there that fall. The teachers were Mrs. Cora Lee Carter and Miss Floy Bridges. At the time there were no other buildings on the property and it was necessary for the teachers to live some distance from the school.

On more than one occasion muddy roads and cold weather made it impossible for the teachers to get to school ahead of the students. When this happened the students made a fire in the cast iron stove surrounded by a jacket in order to get warm. One time the snow had drifted so heavily in the flue it was impossible for the students to get a fire started, so they built a fire in the coal skuttle.

Numb hands and toes soon began to feel better and except for an excessive amount of smoke, things were going pretty good. Then one of the boys decided it would be fun to get a shingle on fire and chase the girls around with it. The activity was a great asset in getting the children warmer, but the open flame came in contact with a stage curtain and soon it was blazing.

By the time the teachers arrived, the flaming curtain had been extinguished and students were cooperating in cleaning up the clutter so classes could begin as nearly on schedule as possible.

At this time the Miller children, which included Claude Miller and Grace Parr; the Manderschied children, including Elaine Massey, Elmina Carlton and other members of the Crow family; the late Bill Buchanan; Tom O'Brian and his sister, Julia Fairchild; and Gladys Haws Wilson were students of the Lakeview Public School during its fifteen year existence.

As time went on the campus was enlarged to include a teacherage, a windmill, a coal shed and two buildings marked "Boys" and "Girls" out near the back fence.

Any time you hear former students talking, you soon hear someone ask, "Do you remember Mr. and Mrs. Van Boston? Probably these two taught longer than any other teachers. Mrs. Boston taught the first three grades and the English classes in the last four. Her husband taught the other subjects to the fourth, fifth, sixth and seventh grade students. The couple now live at Stratford.

There was a baseball diamond and an outdoor basketball court, but no other playground equipment. Mr. Boston improvised a trampoline for the boys and girls to jump on out of truck inner tubes. This was a very much used object and the students appreciated their teacher's interest in them.

During the fifteen years of the stucco building's existence as the Lakeview Public School, it served as a combination cen-

ter of learning, culture, spiritual growth and recreation.

Students through the first seven grades were transported to school on two buses. One was the south bus and the other was the north bus. After high school students riding the south bus got to school, they transferred to the north bus and the entire group was brought to Friona High School.

There was a community wide literary society and residents of the community of all ages were active members. Once each month, on a regular basis, the literary society presented a program. Plays, skits, songs, dances and other numbers were prepared by anyone interested in putting forth the effort and spending their time practicing. Then on the night of presentation everyone in the community invited friends and relatives to attend.

Union church services were conducted each Sunday. Preachers were invited to speak at different times and Bible classes were held for persons of every age. It was not uncommon for a revival meeting to include preachers of different religious beliefs on different nights. Converts were baptized in nearby playa lakes or stock tanks.

The baseball field was used by residents of the community and regular singings were held. Then of course, there were political rallies, box suppers and other group meetings.

Lakeview residents voted at the school house until it was moved away and since that time have voted in the home of Mr. and Mrs. Otho Whitefield. One of the first Farmer County Home Demonstration Clubs was organized in the school building.

In 1929 the late Mr. and Mrs. T.A. O'Brian and their five children, Kenneth, Russel, Marian, Tom and Julia moved into the community and for a number of years their mail box stand was a tourist attraction. It was red, white and blue Uncle Sam figure. They lived on the south side of the highway between Hub and Tam Anne and their home soon became a landmark. It was remembered

by all who passed as the "two story with the Uncle Sam mail box."

Only recently has the house been moved to Dimmitt. The family home place is now occupied by a grandson, Roy O'Brian and his wife and daughter. Mr. and Mrs. O'Brian loved this section of the country and stayed, as did many others, in spite of the dry weather, dust storms and crop failures.

When the O'Brian clan gets together now, there are almost as many noses to count as there were in the entire community when they moved here. With the exception of one daughter, Marian, who is now Mrs. George Locke of Los Angeles, California, the entire family lives within a few miles of the original home of their parents and grandparents.

With the completion of the 1943-44 school term, a decision was made to send all students to Friona and the building was soon moved to its present location. The land became a part of the Miller farm and there was a great change in the lives of the residents of the community.



BASKETBALL PLAYERS ALL . . . Shown is the 1931-32 Lakeview girls basketball team. In the back row are (left to right) Lucy Mae Bradley, Lilly Elmina Crow, Julia O'Brian, Gladys Haws, Hazel Taylor, Delitha Sparkman and Anallie Mabler. Kneeling are Flora Belle Ransom, Wildia Highfill, Ethel Maple, Gracie Miller, Marjorie York and Queenell Melton. When this picture of the team was made, playing courts were divided into three divisions. Each team had two forwards, two guards, a jumping center and a running center and as many substitutes as could be mustered. Four of these players still live in the Friona area.



IT'S ALL IN THE FAMILY. . . Rozelle McKinney and Elsie Cunningham were two of the early day advisors of Lakeview Home Demonstration Clubs. Pictured here are five members of the O'Brian family who were active members of the club at the same time. The advisors thought this was most unusual and made the picture for the club scrapbook. With the late Mrs. T.A. O'Brian in the picture are Mrs. Russel O'Brian, Mrs. Kenneth O'Brian, Mrs. E.L. (Hap) Fairchild and Mrs. Tom O'Brian. The latter four are still residents of the Lakeview Community.



PICNIC IN PALO DURO CANYON. . . Two of the annual highlights of each school year were a picnic in Palo Duro Canyon and a field trip to the Tri State Fair in Amarillo. For these two events, parents, grandparents and younger brothers and sisters of students in the school rode buses and went in cars in a group.



The Lakeview Schoolhouse



STRIKE UP THE BAND

FOR

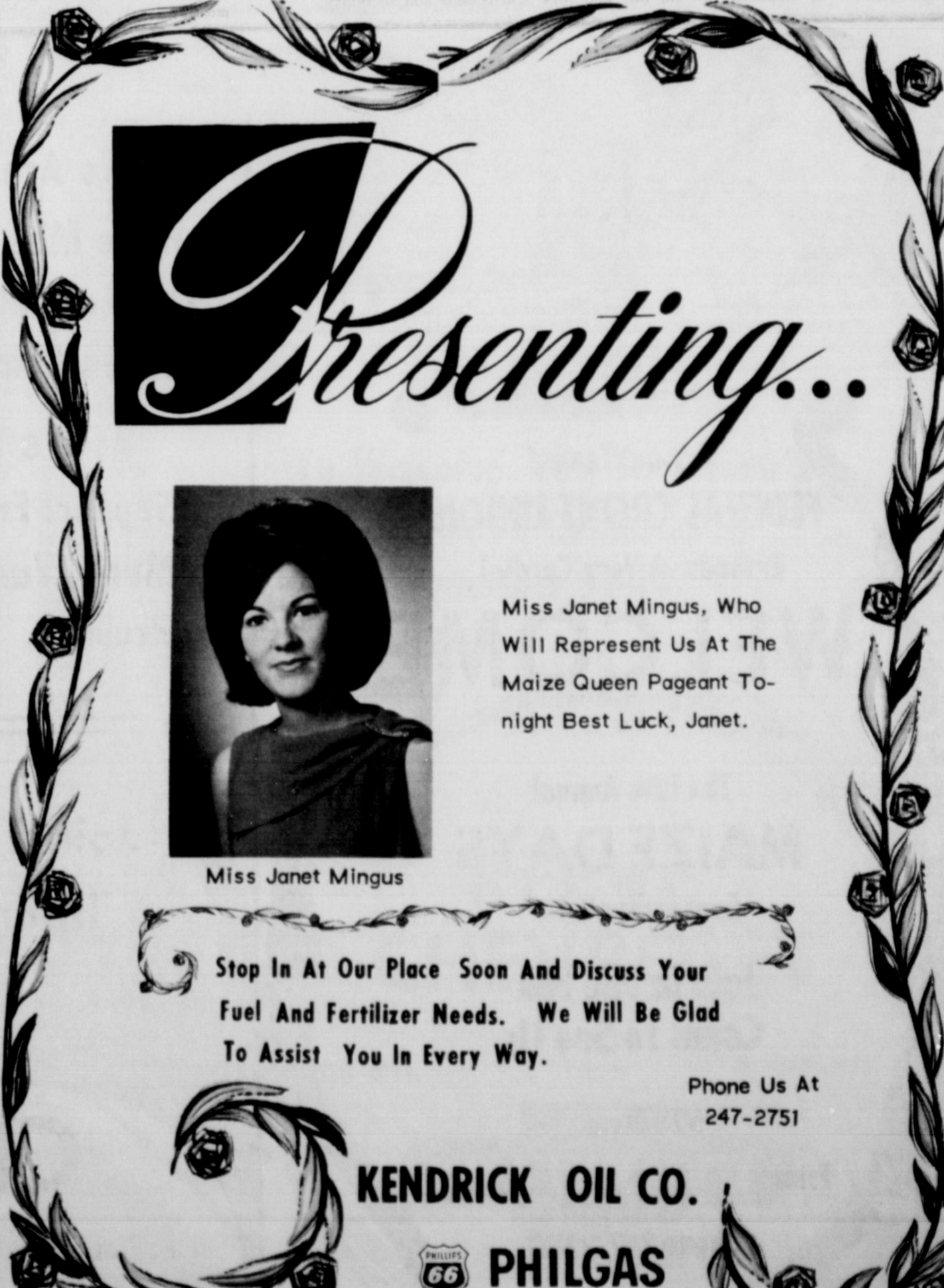
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Tests Produce Big Gains From Wet Grain Sorghum

Tests at Texas A&M University show cattle gain more efficiently on moist grain sorghum than on dry grain sorghum.

Sometimes our thinking about grain sorghum as a livestock feed is stereotyped—mainly because our present methods of handling produce only dry grain sorghum which is ground before feeding.

Dry grain sorghum is good, but moist grain sorghum is better.

In the Texas A&M tests, cattle fed ground moist (23-32 percent) grain sorghum in four experiments needed 10 to 20 per cent less feed on a dry matter basis than cattle fed ground dry grain to produce a pound of gain.

Texas grows some 300 million bushels of grain sorghum a year. And this is the backbone of a mushrooming cattle feeding industry.

But one of the big problems with grain sorghum is that to put it in dry storage it should have no more than 13 per cent moisture.

If it's left in the field to reach this level of moisture, there are risks of damage or loss from storms, insects and birds. If harvested at higher moisture, it must be dried artificially, unless airtight storage is available.

FEEDING MOIST GRAIN SORGHUM

Researchers began feeding moist grain sorghum as a finishing ration in 1958 at Texas A&M.

They found that the grain could be harvested and stored

at high moisture (23-32 percent) in an airtight silo. When ground and supplemented it could be fed and converted more efficiently by beef cattle than dry, ground grain sorghum.

The increases in efficiency of feed conversion were strikingly consistent. The increases are apparently due to increased digestibility by the cattle.

The results led cattle feeders and researchers to think that "reconstituting" by adding water to dry grain might give similar increases in efficiency.

RECONSTITUTING GRAIN SORGHUM

Reconstitution began in a glass jar about a decade ago.

Workers found that grain sorghum was more digestible if they raised the moisture from the normal 12 per cent for dry grain to about 30 per cent.

Reconstitution on a larger scale involves an auger-conveyor to thoroughly mix the water and grain. The auger runs from the truck to the airtight storage.

A steady flow of dry grain and water must be maintained into the mixing auger to get uniform water application. An ordinary water meter is used to determine the flow of water to the auger.

The auger is usually set at a five per cent incline to the airtight structure or blower. This is a rise of one foot per 20 feet of auger. Water is added through nozzles located about every 10 feet along the length of the 70 foot auger.

A&M researchers found that about 100 seconds mixing time

was needed in the auger for the dry grain to take up the necessary moisture.

Our present recommendations call for the reconstituted grain to be in the airtight structures for a minimum of 21 days to allow the moisture to be taken up by the kernels, and for fermentation.

A small amount of free water may build up in the silo and should be allowed to drain off. **CATTLE GAINED BETTER**

The reconstituted grain makes a good-looking, floury, fluffy, palatable, yeasty smelling feed when it is ground. It does not gum or cake in the roller or hammer mill when ground or rolled for feeding but is moist enough to make a loose ball when squeezed in the hand.

In a test done to compare reconstituted grain sorghum of 29 per cent moisture with ground, dry grain for finishing cattle, the cattle fed reconstituted grain gained 0.18 pound per day more than those fed dry grain. They also needed 15 per cent less dry matter per unit of gain.

The carcass data indicate that all groups developed and finished in a very similar manner. No essential differences were seen in any of the carcass characteristics studied.

DIGESTIBILITY WAS INCREASED

Digestion trials with four yearling Angus bulls showed the digestion of dry matter was 29 per cent higher for 30 per cent moisture reconstituted grain sorghum than for dry grain. Protein digestion was 16 per

cent higher for the reconstituted grain. In all tests the grain was ground before feeding. The wet grains had been in airtight storage for several months before the trial was conducted.



DID YOU KNOW THAT:
From his perch in a fire tower, a crewleader with the Texas Forest Service can, on a clear day, scan an area of about 150,000 acres. There are 98 towers used by the Service to spot forest fires as they occur in the pine-hardwood area of East Texas. By triangulation from two towers a fire is located and a two man crew rushes to suppress it in a radio equipped truck-tractor unit. Airplanes are also used by the Service, as a supplement to towers, to locate fires.

Hospital Notes

Iva Queen, Bovina; Stella Hamilton and Baby Boy, Friona; Ysrael Salinas, Jr., Muleshoe; Ruben Uriegas, Bovina; Ida Scarborough, Friona; Eunice Schilling, Farwell; Reymundo Rodriguez, Hereford; Roberto Medallin, Bovina; Virginia Hill Farwell, Chris Barnett, Friona; Jane Williams and girl, Farwell, Ruth Sales, Hereford; Lillie Turner, Poteau, Okla.; Jerry Shelton, Friona; Marjorie Watkins, Farwell; Frances Christian, Claude, Wade Jennings, Friona.

DISMISSALS:
Thelma Jones, Elizabeth Martin and Baby Girl, Edna Estes, Mary J. Rando, Clarence Bromlow, Edmond Chitwood, Roberto Lara, Antonio Baca, Ysrael Salinas, Jr., Mary Rando and Girl, Santos Villarreal and Girl, Eunice Shilling, Stella Hamilton and Boy, Juanita Haney, Iva Queen, Reymundo Rodriguez, Martin Pessina, Roberto Medallin, Virginia Hill, Rebecca Weis, Jay Houston, Chris Barnett, Louise Dorsey, Janie Williams and Girl, Ruben Uriegas, Jerry Shelton.

PATIENTS IN HOSPITAL AUG. 27:
Wade Jameson, Lela Martin, Gordon Massey, Ida Scarborough, Wayne Spears, Margie Watkins, Ruth Sales, Leslie Larson, Ella Wilkerson, Lillie Turner, Angelita Rodriguez, Mateo Garza, Edgar Fletcher.

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DELORIS PHIPPS -- has been entered in this evening's queen contest by Paco Feed, Inc. She is a Senior at FHS this year. Deloris poses before a mirror for her picture. She is the daughter of Mr. and Mrs. E.G. Phipps.

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MAIZE DAYS
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City Park

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DENISE BUSKE**

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Denise Buske

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Best Size For Beef Cattle Is Debated

The question of which size beef cow is best is being answered.

Some ranchers say -- and there is some literature to back up their beliefs -- that larger cows, at least up to a point, tend to give more milk and raise larger calves.

But a current study on cow-size related to calf-size, shows this may not be necessarily true.

In fact, so far in the test, some smaller cows have raised heavier calves on less feed than larger cows, says Webb County Agricultural Agent J.B. Talcott, who is conducting the study.

Talcott's research is being done in cooperation with Texas A&M University's Department of Animal Science.

Six herds -- three of Santa Gertrudis, two of beefmaster and one herd of Charolais -- a total of 1,451 cattle are involved in the study.

The "cow size" study began with the 1966 calf crop, although records on some of the herds go back to 1957. Weaning weights of the calves are adjusted to 205 days of age.

SMALL COWS PERFORM WELL

Here's what the test shows to date: Calf weaning weights did not vary much. Generally, smaller cows raised calves of about the same weight as larger cows.

Preliminary results show no positive relationship between the size of the cow and the weight of her calf at weaning time, says Talcott.

Calves from all sizes of cows averaged 401 pounds, according to weaning records.

Calves from 1,400-1,500 lbs. cows outweighed calves from 700-pound cows by only 12 lbs.

Talcott also figured the percent of the cow's weight produced in her offspring. Cows weighing 600 pounds raised calves averaging 477 pounds at 205 days. This is 80 per cent of the cow's total weight.

On the other hand, 1,600-lb. cows produced calves averaging 446 pounds for a return of only 28 per cent of their total weight, says Talcott.

The county agricultural agent

says in his cow size studies, cows crossed the 50 per cent return of their body weight line at about 935 pounds.

LARGE COWS EAT MORE
Ranchers must consider this: How much more grass or feed does it take to maintain a 1,600 pound cow over one weighing only 700 pounds?

Or, how many more cows weighing 700 to 1,000 pounds can you run on the same pasture, instead of heavier ones weighing from 1,000 to 1,600 pounds? "We know it takes more to maintain the larger cow, and we're beginning additional studies to determine just how much more feed is required," Talcott says.

Milk yield of the mother cow appears to have more effect on performance of the calf than the size of the cow, says Talcott. Milk production is influenced by rainfall received each season. Rainfall measurements taken from six areas over a six-year period show a definite relationship between the weight of each calf and the amount of rainfall received.

There are both outstanding and mediocre cows ranging from small to large, says Talcott and there is little doubt that a top-producing cow, whether small, medium or large, will return more dollars than a mediocre cow of optimum size.

Ranchers cooperating in the cow-calf study are Mr. and Mrs. J.M. Burkholder, Encinal; C. Haralson, Mirando City; Bill Carr, Laredo; Dr. L.A. Wright, Laredo; and Dr. S.T. Peterson, Laredo.

Scales and other equipment used in the study are furnished by the Webb County Beef Cattle Improvement Association.

DON'T LET BAGS BOX YOU IN

If sacks of all sizes are boxing you in, Ekco Housewares Company has the answer for you. They have recently introduced a paper bag holder that attaches to the back of your kitchen cabinet door and provides space for storing bags, both large and small. The chrome-plated metal kitchen "organizer" is just one of many new homemaking helpers including a lid holder, a utility shelf, a package shelf and a spice shelf.



JANET MINGUS -- is a talented musician and plays several instruments. She is sponsored in the Maize Queen Contest by Kendrick Oil Company. Janet is the daughter of Mr. and Mrs. Lloyd Mingus and is a Junior at FHS this year.

Quality Helps Industry Grow

The beef cattle industry has enjoyed a tremendous increase in the consumption of beef, due in part to selection programs being employed by more and more breeders, says Dr. Frank A. Orts, Extension meats specialist at Texas A&M University.

Consumers are asking for and getting more muscular beef cuts along with more quality. Quality of lean and quantity of lean are not antagonistic, so a breeder can select for these two attributes at the same time.

Marbling, which is a measure of beef palatability and tenderness, muscling, fat covering on the outside of the carcass and fast gaining animals, are highly heritable. Therefore, all of these economically important beef carcass traits can be used in a selection program.

But a breeder must also include

in his selection program per cent calf crop, weaning weight and feed efficiency in order to produce cattle economically, Orts says.

A breeder should secure carcass evaluation data on at least 15 steers or heifers from each sire to determine what type of carcasses his cattle are producing. This may be accomplished by enlisting in the various breed association carcass evaluation programs which offer a carcass evaluation service. A limited number of carcasses can be evaluated by Extension personnel. Local county extension agents, said the specialist, can supply details on the evaluation programs.

Most of the Plains is higher than the Ozark mountains and the greater part of the Allegheny mountain range.



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Double Rows Boost Yields, According To Research

Researchers and farmers have found that planting in double rows can increase crop yields.

Double-row planting is not new, but it is being applied to more crops than in the past. Just a few of the crops now planted in double rows are cotton, grain sorghum, peanuts, corn, carrots, onions and other vegetables.

Double rows, or twin rows, as they are sometimes called, have the same amount of seed that would be planted in a single row. Each of the double rows get one-half the seed that would ordinarily be planted in one row.

Robert Lynch, assistant agronomist at Texas A&M University's Livestock and Forage Research Center, McGregor, has been researching grain sorghum planted in double rows for several years. His double-row plantings are two rows, 12 inches apart on a bed. It is 40 inches from the center of one set of double rows to the center of the next set of double rows, but this distance could vary according to individual preference.

Lynch uses a planter that has an inverted "Y" shaped tube running from the planter boxes to two shoes that run in the ground. Just above the "Y" is a divider to cause half the seed to drop on each side. A single-row planter would have one tube running from the planter box to a single shoe in the ground.

The only other alteration to the planter is adding a third covering shovel to cover the seed, says Lynch. An extra wide roller may be used on the rear of the planter, or rolling may be done in a separate operation, he says.

Increase of 700 Pounds. Records at the McGregor Research Center from 1959 to 1965 indicate a substantial increase in yield by planting dryland grain sorghum in double rows.

The average yield of the 7-year period for single rows was 3,548 pounds per acre. Average yield of the double-row plantings in the same period was 4,278 pounds per acre—an increase of over 700 pounds per acre.

Some farmers plant grain sorghum in narrow rows by stopping up every other hole in a standard small grain drill. Lynch says some small grain tests indicate that drilling grain sorghum this way increases yields even more than double rows, but he feels growers will have consistently higher yields with double rows.

Cultivation is one big advantage double rows have over drilling in a crop. With slight modifications, a standard cultivator can be used to cultivate the double rows, while drilled crops must depend entirely on chemical weed control.

The only modification Lynch has had to make on his cultiva-

3. The plants aren't as crowded, since the same amount of seed is spread into two rows instead of one. This means more room to grow and bigger heads.

4. Increased yield over single-row plantings.

Double Rows Popular. Shelby Newman, agronomist

onions have been planted three rows to a bed for several years on the Plains, with increased yields over just one row to a bed.

On dryland cotton, Lambert Wilkes, agricultural engineer at A&M, found no increase in yields from planting in double rows.



DOUBLE ROWS. . . Agronomist Robert Lynch, with Texas A&M's research center in McGregor, inspects grain sorghum planted in double rows. Double-row planting has become a popular practice in the area.

tor is moving one of the front shovels in, so it will clean the center of the 12-inch rows. At the McGregor Research Center, a four-row planter and cultivator were used with only minor changes.

Lynch says double-row planters are not generally available yet from major implement companies, but a machine shop can make the change in a short time at a fairly low cost.

He sums up advantages of planting that can still be planting grain sorghum in double rows this way:

1. A narrow-row type planting that can still be planted and cultivated with conventional equipment.
2. Planting in double rows conserves moisture since the ground between rows is shaded more.

Texas A&M University's South Plains Research and Extension Center, Lubbock, says High Plains farmers plant a great deal of irrigated grain sorghum in double rows.

Newman says research at the South Plains Center indicates there is about a 5 to 10 per cent yield increase on irrigated soybeans by planting in double rows.

He says research there has shown about a 7 to 10 per cent increase by planting irrigated cotton in double rows.

Newman lists as reasons for success of double-row planting: reduced water loss to evaporation, more efficient use of soil nutrients and reduction of mutual shading.

He says carrots have been planted two rows to a bed and

In one test, Wilkes found dryland cotton in 40-inch rows yielded 548 pounds lint per acre while double rows yield 501 pounds lint per acre.

Peanut Yields Up. Dr. A.L. Harrison, superintendent of Texas A&M University's Plant Disease Experiment Station, Yoakum, has found that double rows of irrigated peanuts also increase yields.

The tests at Yoakum reveal that at any one seeding rate, planting the same amount of seed in double rows, 10 inches apart, will increase the yield. Spacing between the sets of twin rows remains the same as between single rows -- in Harrison's tests, 40 inches.

In 1966, test at the Plant Disease Experiment Station, single, double and triple rows were compared.

style

Good Grooming Is Groovy

Men's hair-do's are getting longer, and women's tempers are getting shorter. Why? Because men are sneak-using the hair spray the gals leave around the house.

Even men with very little top-side are using the wife's hair spray to control those precious strands.

Now there's joy ahead for the man who thought he had everything: a new hair spray just for him. Called Ship Shape, it's a boon for the hatless male whose hair is exposed to the whole smog-clogged universe, and the hat wearing male will welcome it as well, because the greaseless spray won't sticky-up his hat band.

It's the latest in a grooming aid revolution that's closing the gender gap as well as the generation gap. What women knew all along has finally dawned on men! The college-bound man-in-a-hurry and the chairman of the board are both using such aids as hair spray to keep ship-shape through critical hours without need for recombining.

And what woman wouldn't prefer a groovy, well-groomed date with spice-scented locks? (NP Features)

At 120-pounds of seed per acre on irrigated peanuts, single rows yielded 4,217 pounds per acre, Double rows yielded 4,598 pounds, Triple rows yielded 4,951 pounds.

The test included comparisons of the single, multiple row at several seeding rates. At every seeding rate, says Harrison, double rows out-yielded single rows. Except for the 120-pound seeding rate, there was not much yield increase by planting in triple rows compared to double rows.

At all seeding rates (60, 80, 100, 120 pounds per acre) average yields were: Single rows, 4,058 pounds per acre; double rows, 4,515 pounds per acre; triple rows, 4,530 pounds per acre.

More Room To Grow Harrison attributes increased yields to better spacing of the plants in the double rows. They have more room to spread out and grow, and there is plenty of room underground for the nuts to form, he says.

Just minor adaptations are required on a standard peanut planter to plant double rows.

Researchers in other states have found that corn silage yields can be increased several tons by planting in double rows, although grain yields were about the same whether planted in single or double rows.

May We Urge Everyone To

Attend The Festivities This Week

In The City Park At Friona.

Zoom On Downtown Where You'll Find Interesting

Events Taking Place Around The Clock.

Don't Miss Out On

All The Fun In Store For

You And Your Family During Friona's Most

Spectacular Maize Days Celebration.

CUMMINGS FARM STORE

Here's Your

Invitation

To Attend Friona's Gala 12th Annual MAIZE DAYS - '68

Claborn's

Funeral Home — Floral

Friona, Texas



MISSY RENNER is

"Miss Claborn's" 1968



**On The Farm
In Parmer County**

RONNIE MCNUTT
County Agent

TREES FOR WINDBREAK

If you are interested in planting trees around your farmstead or homestead for a windbreak, it is time to order these trees from the Texas Forest Service.

The Texas Forest Service has available some 19 or 20 different trees or shrubs for wind protection. The price per 100 trees for all species is \$1.50. No order for less than a total 100 trees will be accepted. You can order trees in multiples of 50. If you place your order before Oct. 1, 2% sales tax must be paid. After Oct. 1 sales tax increases to 3%. So get your orders in by October 1 to take advantage of this savings.

Shipments will be made between mid-January and Mid-February and the first week in March.

Application forms for these trees are available at the County Extension Agents office at the Courthouse in Farwell.

The six leading species of seedling trees distributed in Parmer County in 1967 was red cedar. (by far the leading species), cottonwood, ponderosa, catalpa, Austrain and Chinese elm.

MARKET COMMENTS

At the 1968 Summer Outlook Conference at Bozeman, Montana, representatives from all of the Western and Great Plains States met to either offer or hear the livestock and grain forecasts for the future. Both USDA outlook people and the State Extension specialists attended the meeting and the general consensus of the discussions yielded this:

In general, larger cash receipts for livestock and livestock products are expected for the next year. Supplies of fed cattle, hogs and chickens are likely to be larger. More available feed and thus a better pro-

duct/feed ratio, however, together with an anticipated well maintained demand could cause some price strength during the coming year for turkey, eggs, fed beef, lamb, and milk.

Fed cattle marketings will be up in the second half of 1968, but the increase will not be uniform throughout the country. Largest gains in cattle feeding are expected to continue in the Texas-Oklahoma areas. The level of marketings this fall should continue well above the year earlier.

Profits of cattle feeders may be squeezed late this summer and fall due to a less favorable fed cattle feeder cost margin. This condition might continue because of a slightly smaller feeder cattle supply, favorably range conditions which promotes holding of young cattle, and the incentive of higher feeder cattle prices to encourage the hold back of more heifer calves for herd replacements.

Feeder cattle prices are expected to continue above year-earlier levels. This should place ranchers in a strong bargaining position this summer and fall. A strong demand for feeders will likely continue but some weakness in fed cattle prices might dampen the feeder cattle market later this year.

CLEAN HERBICIDE SPRAYERS

Equipment used for the application of herbicides should be properly cleaned following each use. Cleaning equipment that has been used to apply a water soluble chemical requires only a thorough flushing and rinsing with water. But, equipment that has been used for phenoxy herbicides such as 2,4-D, 2,4,5-T, silve, erbon or MCPA is more difficult to clean and requires one of the following methods (for hand sprayers or field equipment).

Method 1 (Ammonia Rinse)



CONNIE STONE -- likes to spend her leisure time strumming her ukulele. She is being entered in the annual Maize Queen Contest by Hi-Pro Feeds. Connie is the daughter of Mr. and Mrs. Travis Stone.

1. Add a box of nonsudsing detergent to 30 to 40 gallons of water, run through the pump, and bypass for five minutes. Discharge the solution through the boom.

2. Partly fill the tank with a solution of 1 per cent to 2 per cent household ammonia (1 to 2 qts. in 25 gallons of water or two teaspoons per qt). Leave this solution in the sprayer (including hoses and boom) overnight, drain and rinse thoroughly with water.

Method 2 (Charcoal Rinse)

1. Use at least one-third of a tank of water. For each 10 gallons of water, add one-quarter pound of activated charcoal and one-eighth to one quarter pound of laundry detergent. Agitate vigorously to distribute the charcoal through the water.

2. Wash the equipment for two minutes by swirling the liquid around so that it reaches all parts of the tank. Pump

some of the liquid through the hose and nozzles.

3. Drain the tank and flush the system with clean water. Since rinse water may damage plants, clean sprayer away from all desirable plants. Spray equipment used to apply herbicides should be used only for herbicide application.

Census data collected in recent years indicate that there are approximately 17,000 farm units with an average size of 940 acres in a 23-county Plains area. The information also pointed to an average investment in land, buildings and equipment of over \$200,000

A kid's got a right to some privacy too.

If your kid's been hiding out lately when he gets on the phone, take the hint. There are probably some things he'd rather discuss without an audience around. And he's entitled. After all, asking a girl out at his age is hard enough. But when the whole family's listening in, a guy could freeze. Help loosen young Don Juan's tongue. Call

your General Telephone business office and get him an extension phone. Then he can have his tête-à-têtes without feeling self-conscious.

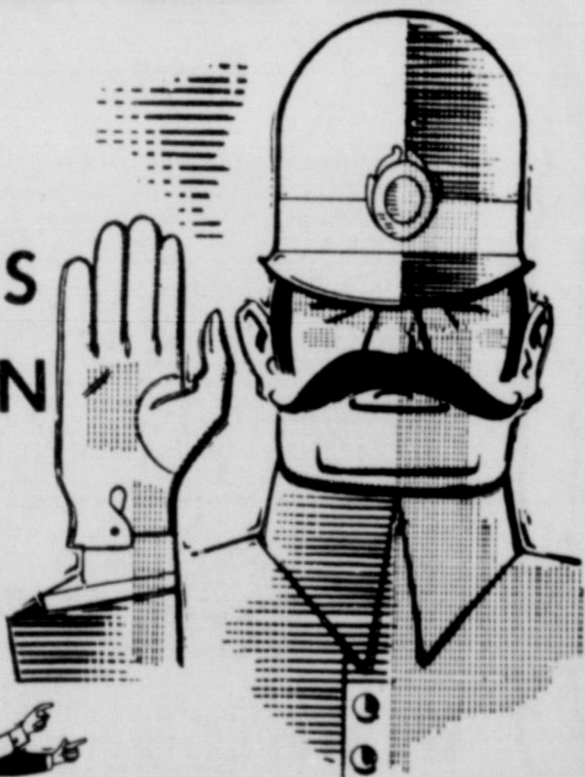
When a kid feels you don't want to listen in on all his private conversations, he's more apt to tell you about them. An extension phone gives him that choice.

Extension phones by General Telephone.



STOP

Don't Miss
The Finest
MAIZE DAYS
CELEBRATION
EVER
1968



Featuring Old
Fashioned Fun For
All The Family.



Visit The Many Displays In Stores And In
The City Park. Check The Paper For Activities.

September 9-14

Bi-Wize **Rezall** **Drug**

MAIZE DAYS

May We Say.....

Welcome

To The Carnival Of
Fun Filled Events At
MAIZE DAYS '68



PAT ROBERTS
is
"Miss Ethridge
Spring" 1968

We Are Proud To Support
Friona And Its Many Varied
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Serving Friona
Since 1934.....



602 Main
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Supplemental Feeding Is Often Needed On Range

Supplemental feeding of range beef cattle has become a "way of life" for the cattlemen.

Many factors bring this out, but one common factor is prevalent in all cases - too many mouths and too few blades of grass. This and other problems facing cattlemen have started the search for materials and methods to lower hard feed costs.

Research on liquid feeding has proved it feasible. Water soluble nutrients are available and special formulations, even for individual cattlemen, can be prepared.

Molasses is the basic material used and is the readily available energy source required when feeding non-protein nitrogen (urea) materials. Mineral phosphorus is known deficient in dry roughage and mature pasture forage. This may be added in the water soluble form. Vitamin A, some-

times a problem, can also be added in the liquid mix.

The combination of molasses and urea automatically limits consumption to approximately 2 to 4 pounds per head per day to mature cattle, depending on quality and quantity of forage. This self-limiting amount, preferred by producers, also will help reduce feed costs and permit all cattle in the same pasture a more equitable feed share.

Equipment costs and service should be considered in appraisal of this feeding method. These can be relatively inexpensive to highly expensive. This alone may sometimes cause liquid protein supplements to be more expensive than the oil seed protein feed.

Liquid supplemental feeding has a place in the present and future cattle industry. It is expected to gain a more prominent place when the ingredient prices become more competitive with presently accepted supplemental ingredients.



AMELIA SIMS -- is typical of all teen-age girls in that she enjoys many hours of talking on the phone to her friends. Amelia is a Junior at FHS this year and is entered in the Queen Pageant as the contestant of Pioneer Natural Gas Co. She is the daughter of Mr. and Mrs. J.P. Sims.

Cattle Industry Has No Standardization

To be such a growing and burgeoning industry, cattle-feeding is a little bit weird.

There is absolutely no standardization to the industry, in practically any phase you care to discuss. Every feedlot has its own ideas; every cattle owner has his preferences. The remarkable thing is that so many of these differences in ideas come out with what is sought by all: a profit.

If you visited a dozen feedlots on the high plains, you might likely find a dozen different theories of feeding. You'd find different types of mills. There would also be different types of rations.

Most feedlots on the high plains use grain sorghum as their basic feed; but in the midwest they lean to corn.

Among those who feed maize, some feedlots "flake" the grain, so as to save the animals part of the digestive system, and thus put on more gain in less time. Others feed it in a cracked form. Still other feeders swear by wet grain as a top feeding method.

Different feedlots use different supplements, depending mostly on who their nutritionist is, and what he recommends.

Coming down to the cattle owner -- the guy who buys the cattle for feeding, you also find a large number of differences. Some prefer Herefords or Hereford classes. Others like the Angus strain. And you'll find practically everything else in between, including Brahman and Holstein blood, if you visit the feedlots.

Cattlemen have always been known for their rugged individualism. Perhaps they have passed on this individualism to their industry. In this day of standardization, when government and large industry tries to make everyone into just a number, it's refreshing to know that there are some individuals, and industries which are not all members of the "me too" set.

The first horseless carriages were daylight travelers until John G. Marshall of Niagara Falls, N.Y. gave them carbide eyes. Carbide light to modern 12 volt systems are part of the transportation system display at the Harold Warp Pioneer Village at Minden, in south central Nebraska.

It's the Cold Catching Season

Today there is a way to better protect the health of your family, especially during the long, cold winter months.

The answer can be found in automatic home dishwashing, where every dish is thoroughly cleansed, washed, rinsed and dried to assure the utmost in health protection.

An added benefit of home dishwashing is SaniCycle, an exclusive with KitchenAid.

This is a special cycle during which a thermostatically controlled heater boosts the final rinse water to 180 de-

grees for extra sanitizing protection against bacteria and germs.

The makers of KitchenAid dishwashers report that SaniCycle, featured on their Superba VariCycle dishwasher, is praised by users. This outstanding feature is a big advantage during the cold catching season. It offers that extra measure of sanitation that helps solve the housewife's constant problem . . . that of maintaining the health of her family.

Let's Make Tracks For Friona Where There's A Big Celebration Going On.

Attend MAIZE DAYS

SEPT. 9-14 Friona City Park

We Provide:

INSURED SAVINGS UP TO \$15,000

Excellent Dividends - Ready Availability

Tri-County
SAVINGS AND LOAN ASSOCIATION

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Muleshoe, Texas
Donald W. Harmon President

LATEST POWER NEWS!

International 856 series Diesel tractors **100** hp
By official test-over

International 1256 Turbo Diesel tractor.
By official test-over **116** hp

See your dealer now for the latest power facts -- and all the worthwhile features.

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PARMER COUNTY IMPLEMENT CO.
Friona

Everyone

Come Join The Fun

Attend Friona's 12th Annual MAIZE DAYS - '68
September 9-14

See You There

JOHNSON ABSTRACT CO.
Phone 481-3878 Farwell, Texas

WANTED!

....Lots Of Fun-Loving To Attend The Big

MAIZE DAYS CELEBRATION
September 9-14

WE WELCOME YOU TO FRIONA

Grain Sorghum Capital Of The World

ROCKWELL BROS. & CO.

"LUMBERMEN"

O.F. Lange, Mgr. Friona

*Parade
*Exhibits
*Carnival

FREE
Barbeque
in
City Park
Saturday

Good
Clean Fun
For
Everyone



Stubble mulching being performed on grain sorghum stubble

Plant Cover Necessary To Prevent Erosion

For the protection of cultivated land against erosion by wind and water, nothing takes the place of continuous cover of dead or living plants, or both.

This is true regardless of location, rainfall, soil, or the kind of farming or ranching that goes on.

In the Plains country, however, the need for plant cover grows more important as conditions tend toward the dry side. At the same time getting good cover becomes a tougher job.

The job is two-sided: First, a crop must be grown that will yield good amounts of residues; second, the residues must be managed in a way that will protect the soil until a new crop covers it.

Experience of farmers and ranchers and research work have taught us important lessons. We know that burning crop residues is one of the worst mistakes that can be made. And too much tillage wears out the residues, and therefore should be held to a minimum.

Leaving stubble and other crop residues on the surface has proved especially valuable in the grain summer-fallow areas where 15 or 16 months usually pass between harvest

and the planting of a new crop. One way of leaving such cover and disturbing the soil surface as little as possible is by using equipment having sweeps or blades 32 inches wide or wider.

This practice is known as stubble mulching. It is a year-round system. In it all tillage, planting, cultivating, and harvesting operations are done in a way to keep crop residues on the surface to protect the soil. Where wheat is grown each year, more cutting or stirring of stubble is possible without serious harm. The period for seedbed preparation is shorter. Narrower sweeps, chisel-type implements, or evendisk-types in some instances, may be used.

When sorghums are grown separately or in rotation with wheat, the principles are the same. They involve the conservation of residues during the critical period to protect against wind, runoff, and splash erosion. The same practices help develop a soil condition that will take in moisture faster and keep it longer.

In growing sorghum, if there is a high yield of stalks, as on irrigated land, it is safe to shred the stalks coarsely and tuck them lightly into the soil with a disk. On dry lands, however, where yields are not as high, it is best to leave a



BRENDA BLACKBURN -- is a talented seamstress and makes most of her own clothes. She is shown here as she studies the pattern for a new leather skirt. She is the Maize Queen Contestant of Young Homemakers, a Senior at FHS and the daughter of Mr. and Mrs. John Blackburn.

high stubble during winter months. For sorghums in rows 24 to 42 inches apart, the usual minimum height recommended is 15 to 18 inches. With drilled sorghums, a height of 10 to 12 inches usually is enough. More residue than the minimum is better. Stalks and straw put

organic matter in the soil, something sorely needed in all cultivated land.

The wise use of crop residues, including stubble mulching, takes top billing in any plan of operations in the Great Plains Conservation Program.



Let's
Get
Going!



COME JOIN THE FUN!

It's MAIZE DAYS Time!

We are proud of our many years of service to this fine agricultural area. We hope you'll join with us this weekend in celebrating another fine harvest at Maize Days.

BOVINA WHEAT GROWERS

Rhea

When Your Grain Is Ready,
We're Ready To Handle It
For You.

Production Credit Issues Out A Big 'TEXAS SIZE'

WELCOME



To
Friona's 12th Annual MAIZE DAYS - '68

MAIZE DAYS CELEBRATION

Downtown Friona - September 9-14



*Feeder Cattle
Loans

*Stocker Cattle
Loans

*Production
Loans

*Equipment
Loans

PRODUCTION CREDIT ASSOCIATION

Robert Neelley, Manager

612 Euclid St.

Friona, Texas

Phone 247-3065

"Batmobile" Among Display Of Cars Coming To Lubbock

Eye-popping custom cars, billed as Hollywood's Movieland Motorcade, will be a sparkling new addition to the 51st annual Panhandle South Plains Fair here Sept. 23-28.

Being sent here by the National Custom Car Club Association of Canoga Park, Calif., the show will include the \$1 million Batmobile, Craig Breedlove's Spirit II dragster, the "Mannix" roadster used by actor Mike Connors in the network television show, the "Daktari" safari wagon, Alvin the Singing Chipmunk's Acorn, and several other widely known automobiles and motorcycles.

The Batmobile, used by Batman and Robin in their TV series, was developed by Barris Kustom City of North Hollywood, Calif. and is insured for \$1 million.

The vehicles are not scaled models, but will be brought to the fair as they are used on television and in movies.

About a dozen other show-topping vehicles will be included in the gigantic display, appearing here for the first time.

The car show has been making fair circuits since March, and has drawn millions. Value of the vehicles earmarked for the Lubbock fair is expected to exceed more than \$2 million.

It joins a growing list of new attractions at the big regional exposition which will headline the Pat Boone Show in Fair Park Coliseum.

Boone, the Baja Marimba Band, Richard Hayman and his orchestra, humorist Don Rice and twirler-juggler Diane Shelton will be on stage at 3 p. m., Monday, Friday and Satur-

Deaf Smith is the largest county in the Plains area with 1,507 square miles.

day and again at 7:30 p.m. daily.

Tickets are priced at \$2, \$2.50 and \$3 and \$3.50 and children 12 years and under will be admitted to matinees for one-half price. All tickets purchased prior to Sept. 23 will be accompanied by free gate admission passes.

Tickets may be secured at the coliseum box office from 10 a.m. until 6 p.m., Monday and through Friday, or a special booth in Pioneer Hotel. Mail order requests also are being accepted by the fair association, P O Box 208, Lubbock, 79408.

More than a million dollars worth of military hardware, livestock shows, women's exhibits, the massive midway of Gene Ledel, Inc., the 15th annual West Texas Twirling Festival and scores of other crowd-pleasers have been slated for the 1968 show.

The fair is shooting for its third straight attendance mark, with well over a quarter million patrons expected to pass through the turnstiles.



DONNA JO PARR -- is caught in the act of providing some bongo accompaniment for the record player. Like most teenagers, she enjoys listening to the current hits. Donna Jo is the Maize Queen Contestant of the Friona Star. She is a junior and the daughter of Mr. and Mrs. Bruce Parr.

AUTOMATIC DISHWASHING vs. HAND DISHWASHING

Results: Less Effort and Cleaner Dishes

Comparison of old-fashioned hand dishwashing with automatic dishwashing reveals that the latter method sanitizes dishes and gets them so much cleaner than is possible by hand. Automatic dishwashers save more than half the time usually spent in hand dishwashing . . . helps keep kitchens neat since soiled dishes are stored in the dishwasher . . . and help prevent "dish pan hands."

Automatic dishwashing eliminates:

- Getting out sponge, mop, or cloth, detergent and scouring pad.
- Filling separate sink or pan with hot rinse water or putting teakettle on stove, or leaving hot water tap running.
- Stacking dishes for washing.
- Separating silver.
- Putting on rubber gloves or hand cream.
- Washing each dish separately.
- Replacing scummy dishwasher with fresh to finish.
- Getting out dish towel and drying dishes separately.
- Emptying sink, scouring it, and cleaning off counter top.

Because of the extremely hot water used in automatic dishwashers (much hotter than human hand could possibly stand), and powerful detergents and the effective scrubbing action of the 4-way HydroSweep wash system found in KitchenAid dishwashers, each glass and dish comes out sparkling clean. You never have to hand pre-rinse. Even pots and pans can be washed in an automatic dishwasher. No time or effort is lost standing over a cluttered kitchen sink.

With KitchenAid dishwashers, sanitized hot air is circulated over and around each dish to dry them bright. No hand towel-ling ever!

The new KitchenAid dishwashers have big, versatile capacity. You can even load roasters, and four quart mixing bowls. Both upper and lower racks fully extend to make loading of everything from cookie sheets to baby bottles easy.

There's no doubt about it! Automatic dishwashing does make the drudgery of doing dishes pleasant, quick and time-saving.



KAY RIETHMAYER-- enjoys sewing and makes many of her own school clothes. She is a Junior at FHS and is entering the annual Queen Contest this evening under the sponsorship of the New Horizons Junior Study Club. She is the daughter of Mr. and Mrs. Bob Riethmayer.



1 OUT OF EVERY 200
Americans is in the U.S. ARMY RESERVE

Old cotton gloves make ideal cleaning gloves. For instance, when you clean a crystal chandelier, you'll save time by wiping fixtures with both gloved hands, dipped in ammonia water.

To remove orange or lemon juice stain from a white cotton tablecloth, first rub baking soda on each side of the stain. Then moisten with cool water. After a few minutes, rinse well, then wash as usual in your machine, using warm water.

More Fun Than 'A BARREL OF MONKIES'



MAIZE DAYS '68

- *Parade
- *Farm Tour
- *FREE Barbeque
- *Motorcycle Race
- *Talent Show
- *Queen Contest
- *Kids' Contests

Exciting

RUSHING INSURANCE CO.

A Rosy Welcome...

To Friona's 12th Annual MAIZE DAYS Celebration



PHYLLIS RENNER is "Miss Parmer County Implement" for 1968

We Are Happy To Have Miss Phyllis Renner Representing Us In The Maize Queen Pageant At The High School Auditorium Tonight.

DON'T MISS THIS BIG EVENT!

PARMER COUNTY IMPLEMENT





MOLLIE SERIGHT -- finds that her tiny French poodle, Poupee, requires a lot of affection. Mollie is being entered in the Maize Queen Contest this evening by Nunn Lumber Company. She is the daughter of Mr. and Mrs. H.A. Seright.



RISA HOWELL -- is a talented musician and enjoys playing several instruments. She is entering the Queen's Contest under the sponsorship of Cummings Farm Store. Risa is a Junior at FHS and is the daughter of Mr. and Mrs. Charles Howell.

ADULT EDUCATION



Forty million adults, with money to learn, are on their way back to school. Most will take courses that range from the arts to Zen, while some will go to play - marketing games, that is! Students at the Sales and Marketing Executives-Internation Graduate School - many of them accomplished executives - take refresher courses for two weeks each year at Syracuse University.

WANTED!
Lots of Friendly Folks To Attend Friona's Annual Celebration.
MAIZE DAYS

Webster's Upholstery
111 W. 6th Ph. 247-2209

Sorghum's Water Needs Terrific At Peak Period

A healthy field of corn or grain sorghum, producing the equivalent of 100 bushels of grain per acre, may use as much as .3 acre-inch of water per day during the period of most rapid growth and early reproductive stages.

To meet this essential need of high-producing plants sometimes presents a problem of considerable magnitude to the grower. An example such as follows illustrates this point. Assume that a 50-acre field of corn with a potential of 100 bushels per acre will use about 18 inches of water - most of it during the period of rapid growth through the hard dough stage. Eighteen inches of water

weighs 4 million pounds per acre. This requires one ton of water per minute (approximately 250 GPM) 24 hours per day, seven days per week for a 10-week period. Nutrient uptake by the plant closely parallels this period

of maximum moisture usage and rapid growth. Many Texas crops assimilate more than two thirds their total nutrient needs by the time they have attained a fourth of their total growth, on a dry-matter basis. The successful producer

makes a maximum effort to meet these requirements by following sound plant, soil and water management practices that have proved effective in his area through objective research and result demonstrations.



Don't Miss Out On All The Fun Going On During MAIZE DAY '68
We Hope You'll Have A Grand Time.
Stop In At Our Place And Discuss Your Fertilizer, Chemical & Anti-Freeze Needs. We Will Be Glad To Assist You.

ELCOR
CHEMICAL CORPORATION
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WESTERN AMMONIA FARM CHEMICALS
NATIONAL SULPHUR PRODUCTS **EXCEL** EXCEL SEEDS
Lester Dean Mike Chaney



DIOR-INSPIRED—Couture detailing enhances the stylish new dirndl suit, a fashion favorite for spring. In J. P. Stevens' lemon-yellow cotton ottoman, it features smart hardware trim. Made from McCall's Pattern 9067.



What bothers a pet? For the most part, the same things that bother people!

One exception is poison ivy—a dog is usually not affected by it. But because the plant's irritant lingers on a pet's coat, a person can pick it up. If your dog's been in poison ivy, put on some rubber gloves and bathe him with brown laundry soap.

A cut calls for gentle trimming of hair around the wound and cleansing in mild soap and water. Use only a non-poisonous antiseptic, and don't bandage the pet's wound unless he keeps licking it—or the cut is deep.

Itching and scratching in dogs and cats can be treated with Enditch—in easy-to-feed liquid or edible tablets containing anti-inflammatory and skin-healing ingredients. Enditch is guaranteed by the manufacturer to bring relief within hours or your money is refunded. The preparation is available in pet shops and pet departments everywhere.

A near-drowned pet can be revived by first holding him up by the hind legs to let the water drain out. Then stretch him on the ground and apply regular, timed pressure on his chest—push, count 10, release, count 10, over and over. When normal breathing resumes, keep the pet warm and quiet.

WE'RE HAVING A REAL "BANG - UP" CELEBRATION!

MAIZE DAYS 1968

WELCOME TO MAIZE DAYS

CONNIE STONE is "Miss Hi - Pro Feed" 1968

We are proud to be a part of this growing community and to take part in its many varied civic activities. Thus we proudly present Miss Connie Stone who will represent us in the Maize Queen Pageant tonight at the High School Auditorium. We urge you to attend and to support all the Maize Days activities with your presence.

HI-PRO FEEDS

Located Just East Of Friona On Highway 60
Ron Davenport, Manager

GROWING WITH FRIONA

It's a great privilege to be of service to the people of this growing area. We urge you to support your community's Projects.

Parmer County Pump Company
Ph. 247-3030
Friona

FOR HERD MGR.

Disease Prevention Still Major Duty

One of the common beliefs of many livestock producers is that "wonder drugs" take all of the work out of herd health management. Dr. C.M. Patterson, extension veterinarian, says that this belief is not only wrong, it can be very costly to the producer.

"It should be evident to thoughtful persons that these drugs have been misused in animals just as they have in humans," says Patterson.

This is not to belittle their value. When properly used for the treatment of disease their benefits are enormous. But, when used as a substitute for proper preventative measures, they may be classified as a drawback to animal health. A shot of antibiotic is no substitute for adequate sanitation measures, continues Patterson.

"The old method of giving attention to the disease and parasite problem only when an animal is visibly sick is not adequate in the present competitive market," Patterson explains.

Why have basic preventative measures assumed such importance in the eyes of veterinarians? Patterson says it is because only in this manner can quality of animal products be kept high while cost of production is kept competitive. Even if treatment is successful after a disease outbreak, the loss of production during periods of treatment, plus loss of animals and cost of treatment add up to a luxury not many producers can afford.

According to Patterson, as more animal units are produced per acre, it becomes much more difficult to control disease and parasites. In a crowd-

ed situation, once disease develops it has a much better chance of transmission. Modern transportation facilities also serve as potential vehicles for spreading disease. Today, more service men are calling on producers and each one of these represents a potential infection source.

Each of these possible infection sources is a good reason for setting up a protective wall around the herd, but many producers are not sure how to go about establishing this. Professional help is the answer, says Patterson. He believes that the veterinarian should be allowed to work with the producer to prevent disease outbreaks instead of being called in only after such outbreaks have occurred.

Enough knowledge is now available on the spread of livestock diseases and parasites to permit the establishment of an effective prevention program. Such a program would reduce losses and benefit both the producer and the veterinarian.

In the future, the producer must assume more responsibility in the area of prevention, says Patterson. He must go back to the basic ideas of sanitation and do a competent job in all phases of his operation. A herd health program will be effective only if formulated by a producer and his veterinarian, with each meeting his obligation.

With such arrangement, the producer will benefit from lower cost of production, prevention of disease transmission, less work caring for sick animals, less condemnation of animals at slaughter, better utilization of feed and in most cas-



SHIRLEY JOHNSON -- will be entering the Maize Queen contest this evening sponsored by Friona Classroom Teachers. Shirley is proud of her many years of work with the Girl Scouts and she poses here in her Senior Scout uniform. She is a senior at FHS and is the daughter of Mr. and Mrs. Truett Johnson.

es, reduced cost of treatment for animals. The veterinarian will be able to plan his work better, sell services rather than drugs, avoid many emergency calls, and give more efficient service by being "on top" of developments.

Patterson closes by posing these questions; as a producer do you know how effective preventative measures can be? Do you know how much is lost yearly to disease and parasites? Have you acquired a false sense of security because of acceptance of claims

made for new treatments and "wonder drugs?" Do you depend on treatment alone to do the job?

If you are not sure about any of these questions, a visit with your veterinarian is probably in order, Patterson concludes.

Probably the biggest fence building job in history was that which enclosed the famous XIT ranch. The XIT covered 10 counties in the Panhandle and lower Plains and contained 53 1/2 million acres. The fence required two years to build.

It's That Time Again.....

MAIZE DAYS




Once again it's that time when we in Parmer County say "Welcome" to Fall and another fine grain harvest with our annual Maize Days Celebration. We at Friona Wheat Growers are proud of the progress being made in our area in community growth, and agricultural and industrial progress. May we urge you to support this progress by your presence at all the Maize Days Events this weekend.

FRIONA WHEAT GROWERS

LET'S GO GO

To The **MAIZE DAYS CELEBRATION**

Join The Fun In Friona . . .
Maize Capital Of The World



Ford Join The Fun In Friona
September 9-14

While In Town Check The Close-Out Prices On Our 1968 Models.

FRIONA MOTORS

Friona Box 957 Grand & Highway 60



MARY RANDO - enjoys a few quiet moments playing records. Mary is quite well known in the area for her public speaking. She is being entered in the Queen Contest by Mademoiselle Beauty Shop. Mary is a Senior at FHS and is the daughter of Mr. and Mrs. Santos Rando, Jr.

Tips Given On Mailing To Men In Vietnam

Your message may get through faster - saving you needless worry about not getting a prompt reply - if you heed some expert tips on how to send mail to servicemen in Vietnam.

Put wings on your letters. Postal authorities estimate that Air Mail gets to Southeast Asia in about five days as against 29 to 33 days by ordinary First Class Mail. Domestic air postal rates (10¢ per ounce) apply here.

Be sure to use the APO or FPO number! Postal officials stress that, in addition to your serviceman's name, rank, serial number and unit, you must also include his unit's address and the correct five-digit APO (Army Post Office) or FPO (Fleet Post Office) number.

And don't forget the all-important return address -- just in case the letter is found to be undeliverable. While he may be "Chic" or "Chuck" to you, to this man's Army he's "Mc. Charles C. Smith," so be sure to use his full name. Write all this information (and don't forget to mark the envelope "Air Mail") as legibly as possible - in indelible ink!

Make your letter a morale booster. Do keep it newsy, but save any bad news, if possible, until he gets home. Don't complain about his not being home or tell him how much you worry about him. Do try to keep him posted on what's going on, but be careful not to keep reminding him of what a great time you're having here at home and what he's missing. Enclose snapshots of family and friends.

Speed your "Care Packages" Boxes of goodies will get to their destination faster if you

know and use the several available classes of mail. Packages of up to five pounds sent by Parcel Post, if marked "SAM" ("Space Available Mail") will go by air if there is space available on a flight to your serviceman's outfit after regular Air Mail has been put aboard. For Parcel Post packages of from five to 30 pounds and not exceeding 60 inches in combined length and girth, put "PAL" ("Parcel Air Lift") on the label, add \$1.00 additional postage and they'll fly from the APO or FPO, too.

For guaranteed through air service, and the fastest assured delivery, send your packages Air Parcel Post and they'll fly all the way. A free booklet elaborating on these services is available at your local Post Office.

Books and magazines may be sent Fourth-Class Mail for 12¢ for the first pound and 6¢ for each additional pound. Make sure the package is clearly marked: "Special - Fourth-Class Books." Such parcels go by ship and delivery is within a 29 to 33 day period.

All of the rules for addressing letters apply to packages with one added caution; address the package on one side only -- the Post Office may believe you have forgotten the postage if they happen to look on the addressed side that does not contain the stamps.

What to send: Practically is the key word in selecting gifts. A heavy or cumbersome item may be more of a bane than a boon to him. According to the U.S.O., included in many servicemen's "What List" are: shaving equipment, aftershave

lotion, razor blades, face towels, soap, deodorant, foot spray shampoo in plastic bottles, insect repellent, writing materials, penlights, foam insoles for combat boots, small jigsaw puzzles, small crossword puzzle books, 1-inch paint brushes (for cleaning rifles), a subscription to his home-town paper, pictures of families and tobacco.

Save on sending smokes. You can airmail tax-free cigarettes, at less than 13¢ a pack, to servicemen in Vietnam or other areas of the Far East. For complete details on tax-free cigarettes and/or cigars, write to "Tax-Free Shipments," P. O. Box 1880, Grand Central Station, New York, New York 10017 for your order blank.

Parcel packing pointers: The Post Office tells us to: "Make sure you use containers strong enough to hold and protect their contents during the course of handling. Such containers should be the proper size to hold and protect their contents during the course of handling. Such containers should be the proper size to hold the shipment and give enough space for cushioning material. Do not overstuff carton." Translated, that means using common sense in packing, realizing that your box of goodies is going to go a long



CHEER THEM UP -- Among the "most wanted" things by our boys in Vietnam is mail from home. Make your letters a cheerful earful and write often. Take advantage of special postal rates for packages and shipments of tax-free cigarettes.

Fertilizers Contribute To State's Agriculture

Texans could add about 1 billion dollars to their farm income if they followed fertilizer recommendations on all soil and crops.

This potential increase in income is based on calculating the amount of fertilizer needed if all soils were tested and fertilized as recommended this year. Soil test summary data, current fertilization rates and potential production levels were used with estimated potential returns as a basis for this calculation.

We assumed crop acreages to be the same as those reported for 1966. It was also assumed that production practices would be the same as 1966's or improved.

The calculated potential, see graph, represents, 1,023,000 tons of nitrogen, 578,000 tons of P2O5 and 278,000 tons of K2O. Converted to marketable fertilizer, similar to that used in 1966, the chemicals represent 3.5 million tons valued at about 350 million dollars.

Numerous field research and

demonstration plot studies have given a return of \$3 for each \$1 invested in fertilizers, applied according to soil and crop requirements. If a return of \$3 per \$1 above the investment were maintained in 1967, this would represent about 1 billion dollars or slightly over three times that estimated for 1966.

The amount of fertilizer used in Texas doubled between 1960 and 1966. Much of this increase was a result of producer efforts to increase profits by lowering per unit production costs. In addition to contributing to higher yields, fertilizer use has contributed to low production costs, since the average price of fertilizer has increased less during the past 15 years than many other production costs.

About 50 million dollars were invested in fertilizer in 1960 with an estimated return of 150 million dollars above the fertilizer costs. By 1966, fertilizer investment had reached 100 million dollars which added an estimated 400 million dollars to agricultural income or 300 million above the investment. Considering the turnover of these dollars in the economic system, fertilizer use has made a significant contribution to the State's economy.



FUNNER... THAN EVER BEFORE!

You are invited... to see Jose Ferrer in "Man of La Mancha"... the Royal Canadian Mounted Police "Musical Ride"... "Up with People" with 175 youthful performers... Cotton Bowl Football... The Cowbills... in concert... Deep River Five and Drum Corps... "Pops" Concerts... Fountains... a concert of dancing watercolor... Colossal Free Circus... Mark Wilson's "Cinillusion"... the New Generation Singers... The Pearl Thing, starring Jesse Lopez... Mobil Sky Revue... 200 acres of FUN and your GREATEST entertainment value on earth!

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RARE BIRD... This Cagou, New Caledonia's national bird, is well aware of the camera as it poses in Noumea. Like New Zealand's Kiwi bird, the Cagou runs but does not fly. Its cry sounds like the barking of a dog.



PAM TURNER -- spends her leisure moments playing with her Scottish terrier, Jeffery, who is just another member of the family. Pam is sponsored in the annual Queen contest by Ruthie's. She is a senior at FHS this year and is the daughter of Mr. and Mrs. Olan Turner.

It's a Winner

MAIZE DAYS '68

FRIONA FARMERS CO-OP GIN

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Sub Zero Anti-Freeze

We're now offering you the best discount price of the year on anti-freeze! Available in case lots and drums.

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Take A PEEK INTO THE PAST

Enjoy The Annual MAIZE DAYS Celebration.....

September 9-14
City Park

Hi-Plains Savings And Loan Assn.
Hereford

WELCOME to MAIZE DAYS

The Welcome Mat
Is Out This Week
In Friona As We
Celebrate Another
Fine Maize Harvest
In Parmer County.

Don't Miss The Big
Maize Days Celebration
September 9-14



PAULA FORTENBERRY
FRIONA'S
1967 MAIZE QUEEN

Maize Days Schedule

1968 Maize Days Program "Maize Capital of the World"

MONDAY
Carnival at City Park (all Week)

TUESDAY
8:30 P.M. Jaycee's Talent Show

WEDNESDAY
9:30 A.M. Farm Tour-Young Farmers-Meet Friona High School

THURSDAY
1:30 P.M. Luncheon - Queen Contestants
2:30 P.M. Contestants Interview with Judges
4:00 P.M. Contestants Talent Show High School Auditorium
8:00 P.M. Queen Contest, High School Auditorium
9:30 P.M. Young Homemakers Club Serving Pie & Coffee High School Cafeteria

FRIDAY
11:00 A.M. Pony Express Ride, Reeve Lake
6:00 A.M. Pancake Breakfast, Legion Hall
10:00 A.M. Parade, Main Street
11:30 A.M. Luncheon at Grade School Cafeteria
1:30 P.M. Kids Contest In City Park
3:30 P.M. Motorcycle Race Reeve Lake
8:00 P.M. Football game at Farwell

SATURDAY
12:00 Noon Free Barbecue, City Park
2:30 P.M. Beard Growing Contest, Drawing on Money Doll and other Give-away Deals.
7:30 P.M. Friona Gun Club, Trap Shoot for Merchandise at Benger Air Park on East Highway 60



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This Farming Community Since 1929. We Are Very
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