

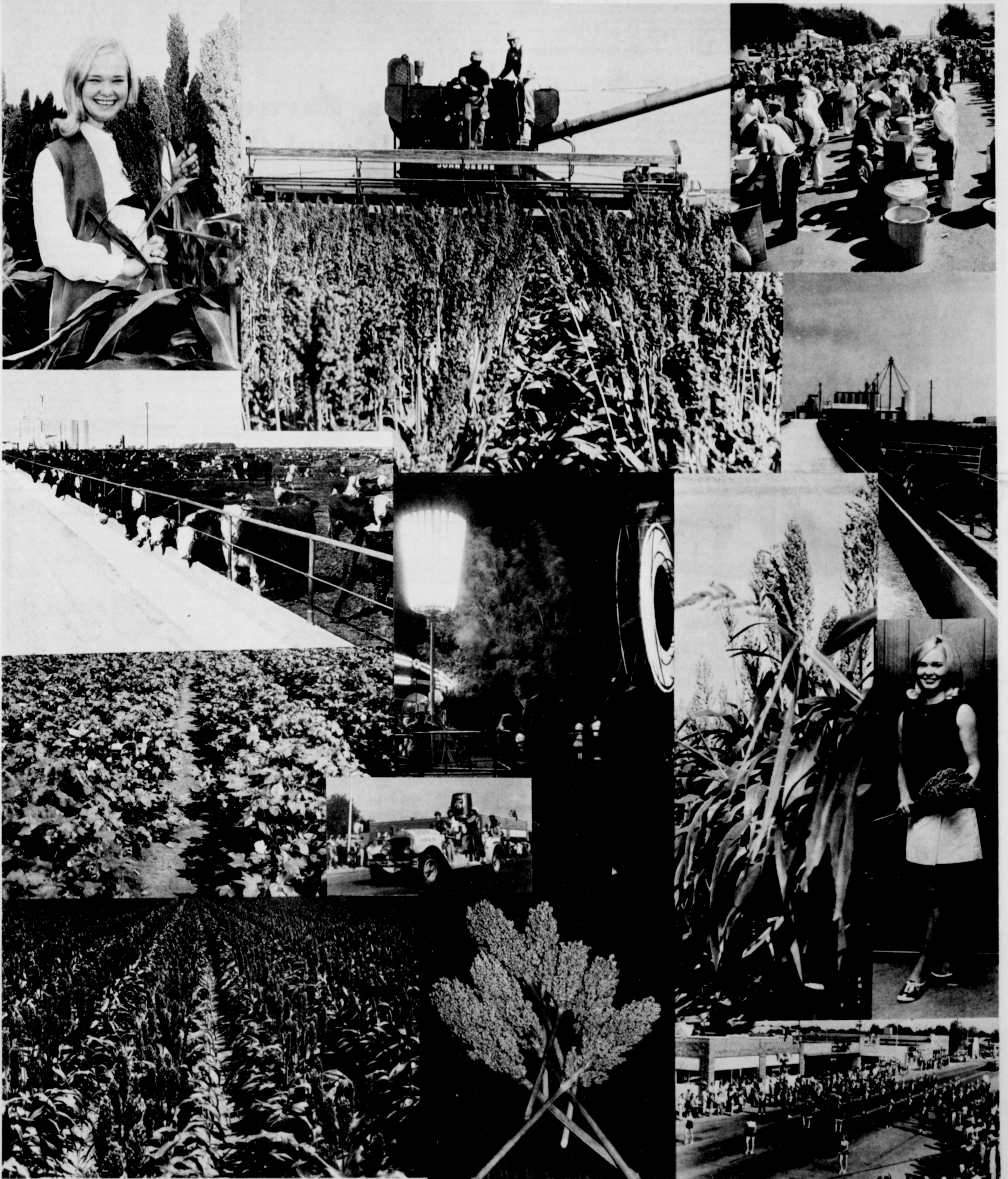
The FRIONA ★ STAR

Volume 45, Number 50

FRIONA, TEXAS, 79035

Thursday, September 11, 1969

34 Pages



ANNUAL EVENT

Twenty-One Girls Seek Queen's Crown Thursday

Twenty-one girls will seek the title of Maize Queen held the past year by Pat Roberts, in the annual Maize Queen pageant Thursday night at Friona High School Auditorium. The pageant begins at 8 p.m.

The number this year is three less than were entered in last year's contest. Mrs. Andy Hurst and Mrs. H.K. Kendrick are co-chairmen of the queen pageant this year.

The girls will be guests at a luncheon today, and then will have private interviews with the judges. Judging the contest are Mrs. Bill Clayton, wife of the state representative; Bill Thompson, manager of the Deaf Smith County Chamber of Commerce, and Ted Hooper, manager of the Dumas Chamber of Commerce.

Ted Weaver, former manager of the Chamber of Commerce here and presently at Slaton, will serve as master of ceremonies at the pageant.

Queen entries will present their talent acts beginning at 4 p.m. in the high school auditorium. Admission of 25 cents will be charged for this session. The top ten contestants will then be selected to present their talent acts in the Thursday evening pageant.

Admissions to the queen's contest is \$1 for adults and 50 cents for children. Preschoolers will be admitted free.

The Young Homemakers will serve pie and coffee in the cafeteria following the contest.

Those entered in the contest and their sponsors are as follows:

Ginger Murphee, City Body Shop; Amy Renner, Claborn's Floral; Sharon Crofford, Murphee's Texaco; Karen Crofford, Black Grain; Kathy Schueler, Hurst Department Store; Cindy Campbell, White Auto; Rhonda Garth, Panciera Tire and Supply; Lana Renner, Bing-

ham Land Co.; Jan Gromowsky, Hub Aerial Spraying; Janet Mingus, Modern Study Club; Shelley Vaughn, Lillard Insurance; Esther Smith, Friona Star; Gay Welch, Brookfield Drilling; Risa Howell, Kendrick Oil; Pam Grissom, Graphic

Arts; Jackie Walter, Cummings Farm Store; Regina Duke, KNNN; Kay Riethmayer, Young Homemakers; Denise Buske, Friona State Bank; Lynn Smith, Progressive Study Club; Karla Patterson, Ethridge-Spring Agency.

Lillard Agency Sells To Ethridge-Spring

The sale of Lillard Insurance Agency to Ethridge-Spring Agency was announced jointly this week by Ralph Miller and C. L. Lillard for their agency, and Dan Ethridge of the purchasing company.

Lillard Insurance has been a

Friona business since 1954. In 1967, Ralph Miller bought into the company, at which time the Raymond Euler Agency was purchased.

Lillard will continue to operate his Real Estate office at his location at 115 W. 11th. All policy records have been moved to Ethridge-Spring's office at 602 Main, and Ethridge invites policy holders to check with them on any matter which might come up. Partners in the Ethridge-Spring Agency are Dan Ethridge, Frank Spring, Bill Stewart, Lois Norwood and Wendell Gresham. Ethridge-Spring Agency began in 1934.

Temperatures

Date	Hi	Low
Sept. 3	82	59
Sept. 4	86	59
Sept. 5	88	60
Sept. 6	92	62
Sept. 7	91	63
Sept. 8	90	60
Sept. 9	75	60

Moisture: .03 on September 8; .06 on September 9.

Vandals Hit City Stores

Several Friona businesses have been the victims of vandalism the past week, with at least one business, Foster's Dry Goods, reporting at least \$400 in damage to clothing.

Only two other stores, Bi-Wize Drug and Ben Franklin, reported damage to the Friona Police Department, but other stores said they had experienced vandalism of some form during the past week.

At Foster's, nice knit suits, leather jackets, silk dresses and blouses were slashed with razors. Two leather seats at

the snack bar in Bi-Wize Drug were slashed. Ben Franklin and Houser Grocery reportedly had around \$10 in damage.

Johnson's Grocery and Webster's upholstery said their stores had received broken windows last Friday or Saturday.

Police Chief Bill Morgan said contrary to reports, his department does not know who is responsible for the acts, but that they are checking out leads. He requested anyone with information which might prove helpful to contact him.



VANDALISM. . . Fay Smith inspects the damage done by vandals at Foster's Dry Goods sometime last Saturday. Expensive knit suits and other clothing, worth in the neighborhood of \$400 were damaged. Police officers are investigating.

FRIDAY

Chiefs, Farwell In Traditional Opener

The 1969 football season will open here Friday, with cross-county rival Farwell providing the opposition, as it has for the past 10 seasons.

Both teams are re-building after having successful seasons a year ago. Farwell was 8-2 in 1968, and Friona was 7-3.

While Friona lost three-fourths of its starting backfield, including record-setting fullback Tony Perea, the Steers also were hit by graduation. The two Phillips boys, Craig and Al, who gave opponents fits from the Steer backfield, are gone. However, Farwell matches Friona's experience at quarterback with senior Greg Hargrove.

Hargrove is described by Friona coach Bob Owen as a "fine thrower," pointing out that the Farwell signal-caller was undefeated last spring as a pitcher in baseball.

Having looked at the Steers in scrimmages, the Friona coaches describe Farwell as having an adequate running attack, with a "real fine" passing game.

On the other hand, Friona's

offense has not especially pleased the coaches in their two scrimmages, but Coach Owen said he was "encouraged" by the showing at Springlake.

While offense was the team's main forte last season, the Chiefs may have to lean heavily on its defense this year.

In last year's Farwell game, won by the Chieftains, 27-15, Friona rolled up a record (at the time) 500 net yards, including over 400 yards rushing, and 29 first downs. The graduated Perea scored two touchdowns and gained 237 yards rushing in the game.

Other TDs in the 27-15 win for Friona were made by Isidore Cordova and Johnny Barker, who also ran a two-point conversion. Friona will be making an attempt to win a third straight game from Farwell for the first time in almost three decades. Not since 1940-41 has Friona beaten their rivals three straight games.

The Chiefs under Coach Don Light almost turned the trick, winning in 1963 and 1964, but on the third attempt, the Steers

The Friona Star's annual football contest begins this week, with entry forms on page 7 of section two. The contest affords football fans in the Friona area another opportunity to win a pair of tickets to the Cotton Bowl or the Sun Bowl games and expense money, as well as weekly prizes.

This is the 11th annual contest, and is sponsored this year by fourteen Friona businesses including the Friona Star.

Entries should be turned in each week on an official entry blank printed in the Star, and should be in the Star office or in the official entry box at

Bi-Wize Drug by 5 p.m. each Friday.

Fourteen outstanding high school, college and professional games will be included on the entry form each week. Contestants pick the winners of the games listed, as well as predicting the score of Friona's game. This score is only used to break ties involving weekly winners involved in the top three places.

However, the scores may also be used in the event of a tie for one of the grand prizes at the close of the contest.

Winston Wilson won the 1968 contest, closing with a rush for a come-from-behind win, tallying 127 points for the year. Paul Mohr and Owen Drake tied for second place, even on the tie-break, at 125 points.

Grand prize winner gets two tickets to the Cotton Bowl game next January 1, along with \$35 expense money. Runnerup will receive two tickets to the Sun Bowl Game and \$25 in cash. Third place winner will receive two season tickets to the 1970 Friona Chieftain games, or its equivalent in cash.

The contest has proven extremely popular in recent years, drawing over 200 entries each week.

Champions since the contest's inception include: 1959-Martell LeVeque, 1960-Buddy Squyres and Waymon Wilkins; 1961-Thelma Watkins; 1962-C. H. Veazey; 1963-Kenneth Watkins; 1964-Waymon Wilkins; 1965-Edward White; 1966-Danny Murphee; 1967-John Wilson and 1968-Winston Wilson.

Sponsors of the contest are Ethridge-Spring Agency, Reeve Chevrolet, Friona Farmers Co-op Gin, Farmer County Implement Co., Chester Gin, Hub Grain-Fleming and Son Gin, and Friona Motors.

Also, Farmer County Pump Co., Production Credit Assn., Hi-Pro Feeds, Bi-Wize Drug, Hi-Plains Feed Yard, Country Club Gin, and the Friona Star.

"Our liberty depends on the freedom of the press, and that cannot be limited without being lost."—Thomas Jefferson "Letter to James Currie."



WEEK'S WINNER. . . Mrs. Joe Lewellen was the winner in the third weekly drawing from among Friona merchants. Mrs. Lewellen is shown being presented a certificate good for \$25 from Marc Houser of Houser Grocery, which drew the winning ticket this week. The fourth drawing is set for Saturday at 3 p.m.

Announcing



Ethridge-Spring Agency
PHONE 247-2766
P. O. BOX 337

FRIONA, TEXAS 79035



LILLARD INSURANCE AGENCY

FRIONA, TEXAS 79035

TO OUR FRIENDS AND CUSTOMERS:

This is to advise that effective Monday, September 8, 1969 we have sold our local recording insurance agency to Ethridge-Spring Agency, 602 Main Street, Friona, Texas, Phone 247-2766.

All records have been moved to 602 Main Street, and your accounts will be serviced from that location.

Ethridge-Spring Agency has been in business in Friona many years. They are well staffed with experienced personnel to carry out their slogan, "WE SERVE YOU FIRST".

We thank each and every one who have placed their trust in us in the past. It has been a pleasure to serve you.

Sincerely,

C. L. Lillard
Ralph C. Miller

P. S. I will continue to serve you in real estate at the present location and as an insurance solicitor through Ethridge-Spring Agency. My address will remain 113 W. 11th Street, Friona, Texas.

C. L. Lillard

ETHRIDGE-SPRING AGENCY

Phone 247-2766



Pause And Reflect

By Nelson Lewis

Writing for the 1940 edition of the Panhandle Plains Historical Review, Mr. Frank Bryan, an independent oil geologist, had this to say: "rich soil, coupled with the available ground water for irrigation, is the reason the Llano Estacado is destined to become one of the most intensively cultivated, and most productive agricultural sections in the world. Twenty-nine years hence, no region of twice its area will produce more farm products in volume or variety."

Our Maize Days Festival, now in progress, proves the veracity of Mr. Bryan's prophecy.

This thirteenth celebration in appreciation of the bountiful harvests we enjoy comes 29 years later.

Mr. Bryan had no crystal ball nor magic lamp to guide him. He had instead a degree in geology and years of experience in studying the crust of Mother Earth in Texas and Mexico.

In another part of his article he states that water was only eight feet below the surface in the Muleshoe vicinity!

But he also informs us that the water table will fluctuate and he issues a clear warning that a spirit of conservation will have to prevail if future generations are to enjoy a sound economy.

The arid conservationists, as represented by the Sierra Club, are often opposed to any changes whatever in our handling of natural resources.

On the other hand we have engineers and industrialists who would seemingly ignore the beauties of nature in their zeal for "improvement."

We cannot plead innocent to a charge of desecration; however there is some progress being made in the area of restoration of natural resources.

Mining companies are being required to redistribute soil pushed aside in stripping minerals from the earth.

Anti-pollution legislation concerning air and water will finally fight its way past the lobbyists in Austin and Washington.

Until that time arrives the conservation of our diminishing water supply will be the responsibility of individual farmers and livestock men.

The Golden Spread is undeniably one of the world's great "breadbaskets."

To see it decay because of petty politics or short-sightedness would be criminal.

Next time this matter comes up for a vote, let's remember to draw fast and shoot straight in a manner befitting West Texans!

Friona Flashbacks

...from the files of the Friona Star

40 YEARS AGO--SEPTEMBER 13, 1929

Prof. J.A. Conway, superintendent of Friona schools, reports a much larger enrollment this term than for last year. The enrollment for the first day was 265 in the grades and 140 in high school, making a total of 405. This is an increase of about 60 or 70 over last year, and it is expected that when the entire enrollment is in this year, the increase will be near 100 over last year.

35 YEARS AGO--SEPTEMBER 14, 1934

The best report the Star has been able to secure as to the present enrollment at the public school is to the fact that more than 500 pupils have enrolled at this writing. The total enrollment in the grades at the close of school Tuesday, was 309, and it is reported that the high school enrollment is more than 200. Ninety-one teachers are thus far employed.

30 YEARS AGO--SEPTEMBER 15, 1939

The Friona Chiefs will go on the "warpath" against the Lockney Longhorns on the local athletic field tonight. The Longhorns have a reputation of being a crew of stiff adversaries on the football grid.

Marriage vows were exchanged by Miss Grace Miller and Bruce Parr Saturday afternoon, September 9th, at 2 p.m.

25 YEARS AGO--SEPTEMBER 15, 1944

Even though there is a reputed scarcity of fruits such as apples, peaches, pears and grapes, Friona has been pretty well supplied with these varieties of fruits ever since the season set in. A truck load of grapes sold on the streets here last week at \$5.00 per bushel. Peaches have sold readily at \$4.50 to \$5.00 per bushel.

20 YEARS AGO--SEPTEMBER 9, 1949

T. L. Leach, agriculture professor at Texas Tech, who established the first Vocational Agricultural department in Friona schools several years ago, and Raymond King, Castro County Agent, will act as judges at the Farmer County Fair and Dairy Show September 22-23-24 in Friona.

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Pops Rite
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SYRUP 59¢
24 Oz.

SARAN WRAP 29¢
12 X 58



Folger's
COFFEE 69¢
1 Lb.

Bar-S
Boneless

HAMS \$1.09
Lb.



COCA-COLA

Reg. or King Size
Plus Deposit

2/89¢



Swift's Premium Protein

ROUND STEAK \$1.09
Lb.



Kraft
PARKAY OLEO 25¢
Lb.



Hunt's
WHOLE POTATOES 2/29¢
#300 Can



Colorado Elberta
PEACHES 15¢
Lb.

Sun Ray
BACON \$1.59
2 Lb. Pkg.



Texas Cello
CARROTS 10¢
Lb.

FROZEN FOODS

Sora Lee **COFFEE CAKE 12 Oz. 69¢**

Green Giant Sweet
PEAS In BUTTER SAUCE 29¢
10 Oz. Pkg.

California
ORANGES 15¢
Pkg.



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Phone 247-3615 WEST HIGHWAY 60

ANNOUNCEMENTS

Your Singer dealer. Sales and service. Southern Sewing Center. 213 Main, Hereford, Tex. Ph. 364-3782, 49-tfnc

YOUR INVITATION
To attend a speech by Dr. C. L. Kay, of Lubbock, noted educator, speaking on "Today's Youth In Today's World," Thursday, Sept. 18, 8 p.m. High School Auditorium. No admission charged.
Sponsored by
FRIENDS OF THE LIBRARY

WELCOME TO FRIONA



Mr. and Mrs. Carroll Gatlin are newcomers to Friona, along with their 13-month old son, Brent. Mrs. Gatlin, the former Myrna Bennett, is teaching first grade. Gatlin is a senior student at West Texas State. They live at 1209 Washington and attend First Baptist Church.

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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.

Need party with good credit in Friona area to take over payments on 1969 Model Singer Sewing Machine in walnut console. Will zig zag, buttonhole, fancy patterns, etc. Five payments at \$5.55 or will discount for cash. Write Credit Dept 114 19th St., Lubbock, Texas 79401. 39-tfnc

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.

FOR SALE

FOR SALE...We have a NEW 1969 Chevrolet car we'll sell to you. REEVE CHEVROLET CO. 31-tfnc

FARM SUPPLIES

TO GIVE AWAY...five puppies, mixed terriers. O.L. McMurry, Ph. 247-3011. 1402 W. 5th. 50-tfnc

FOR SALE

FOR SALE HEADGATES
Ranchers and Farmers work your cattle with a one-man operated head gate. See Buck Fallwell, Friona, Ph. 247-2482. 50-3tc

FOR SALE...2-28" girls bicycles, good condition. \$10 each. Ph. 247-3254. 50-ltc

Come see our brand new full grown Texas size mid-set refrigerator. It is for sale. Also food freezers. Reeve Chevrolet 48-tfnc

FOR SALE...Tascosa seed wheat. Eugene Bandy. Phone 265-3413. 50-tfnc

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FOR SALE...All kinds of Wheat Seed & Elbon Rye. Custom Seed Cleaning and Treating.
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FOR SALE...Fryers--\$1.00 each out of coop. 247-3543, A. L. Carlton 49-3tp

FOR SALE...One small bucket bolts \$5.00. Reeve Chevrolet 48-tfnc

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FOR SALE...White French Provincial canopy bed, box springs and mattress. \$75.00. Ph. 247-2244 after 5:00. 50-tfnc

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Some office and shop equipment
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MEN WANTED...By Colorado By Products. Permanent positions. Starting wages \$2 per hour. Contact Florian Jarreck. Phone 295-3281. 47-4tc

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YEAR-AROUND farm hand wanted. Experienced in irrigation and general farm work. Harvey Garrison, Phone 265-3226. 48-tfnc

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WANTED...Pasture for 200 head yearlings. Gerald Floyd. Phone 247-2470 or 289-5688. 46-tfnc

WANTED...Custom Row-Binding. Have tall & short 2-row. Most cutting \$6.00 acre. Ralph Packard, Hereford, Tex., 364-2110. 48-5tp

WANTED...Babysitting and ironing in my home. Phone 247-3512. 50-ltc

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FOR SALE...Two room stucco house to be moved. Ph. 265-3657. 50-ltc

FOR SALE...Two bedroom brick home, one and 3/4 baths. Central heating and cooling. Enclosed patio. See Mr. or Mrs. Joe Collier, 910 Jackson, Phone 247-2598. 47-tfnc

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It takes 170 letters to spell out: lopadotemachoselachogaleokranioleipsanodrimhypontrimmatosilphioparaomelitokatakechymenokichlepikossyphopattoperistalektronopterygon, which is a Greek word that describes a goulash of 14-day-old left-overs.

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THE VIOLENT ONES
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THE FRIONA STAR

Founded In 1925 By John W. White

Published Every Thursday at 614 Euclid Street
Friona, Texas - 79035

Member Texas Press Association; Member Panhandle Press Association; Member West Texas Press Association

Prize-winning newspaper; Panhandle Press Association, 1957, 1958, 1959, 1960, 1961, 1962, 1964, 1965, 1966, 1967, 1968. Prize-winner in West Texas Press Association, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1968. Prize-winner in Texas Press Association, 1959, 1960, 1962, 1963, 1964, 1965, 1966, 1968. First Place General Excellence Winner, West Texas Press Association, 1961, 1963, 1965, 1968.

Second Class postage paid at Friona, Texas, 79035.

SUBSCRIPTION RATES

Farmer County, adjoining counties: \$4 per year. Elsewhere: \$5 per year.

Bill Ellis, Editor & Publisher
Wahleah Beck, Bookkeeper
June Floyd, Women's News



Member Panhandle Press Association

Member, Friona Chamber of Commerce



Serving Friona

For 24 Years

We Welcome You To
MAIZE DAYS

**TAYLOR & SONS
BLACKSMITH**



FRIONA CHIEFTAINS. . . The 1969 varsity squad for Friona High School posed for the photographer this week. In the back row, left to right are Jesse Morales, Donny Carthel, Randy Campbell, James Weatherly, Don Fortenberry, Raymond Hamilton, James Singleterry, Floyd Schlenker, Joe Boggess,

and Coach Bob Owen. In the middle row are Ted Procter, Ricky Davis, Danny Kendrick, Tim Oden, Dennis Anthony, Charles Fangman, Doyle Melton, and Larry Smith. In front are Donnie Lewellen, Danny Vera, Isidore Cordova, Wesley Clark, Mike Mills, James Peace and Mike Taylor.

Calvary Sets Revival Dates

Revival services are set at Calvary Baptist Church next week, according to Rev. R. C. Hester, pastor.

Rev. Ken Moore, pastor of the First Baptist Church of Bovina, will be the visiting evangelist. Services are scheduled daily at 10 a.m. and 8 p.m., with prayer meeting to begin at 7:30 p.m.

FFA Chooses New Officers

New officers were elected by the Friona Future Farmers of America chapter this week for the 1969-70 school year.

Officers selected were Wayne Schueler, president; Floyd Schlenker, vice president; Raymond Hamilton, secretary; Don Fortenberry, treasurer; Dean Agee, reporter, and J.D. Spencer, sentimental.

Two Directors Named For FCC

Dr. Bill Beene and Raymond Cook were named to the board of directors of Friona Country Club at the club's annual meeting on Monday.

Retiring directors were Hollis Horton and Wayne Stark. A hamburger supper with homemade ice cream was enjoyed by the membership.

L. C. Roots Named Summerfield Pastor

Rev. L. C. Roots III, formerly of Hankamer, Texas, has accepted a call to the pastorate of Summerfield Baptist Church and has moved there with his family.

Mrs. Roots, the former Sandra Brock, is the daughter of Mr. and Mrs. George Brock, and is a 1956 graduate of Friona High School. The couple has two daughters, Ruthetta and Rachel.

Noted Singer Will Be Guest Musician Here

Homer Tankersley will be the song leader for revival services at First Baptist Church Sept. 21-28.

Tankersley, a native of Dallas, studied theory and voice in Southern Methodist University. He was with the Imperial Quartet for six years making appearances coast to coast and appearing on a weekly television show.

The Imperial Quartet later became known as the Commo-

dores and made appearances on national TV network shows. Tankersley moved to Clovis in 1958 and became program director for a local radio and television station.

For more than five years, Tankersley has been minister of music at the Central Baptist Church of Clovis. Mrs. Tankersley is the church pianist.

The Tankersleys have two sons, Paul 16, and Phil 12.

Scot Nelson Honored By Shower Sunday

Scot Nelson, son of Mr. and Mrs. Grady Nelson was honored with a shower at his home Sunday, Sept. 7, from 3 to 5. Scot has been confined to his bed all summer and will be indefinitely with a back ailment.

A money tree was presented to Scot.

Scot is a freshman this year and is doing his school work at home under the direction of Mrs. Jimmy Mabry.

Hosting the occasion was: Mr. and Mrs. Beardean Broyles and Becky, Mr. and Mrs. C. L. Lillard and Scott, Mr. and Mrs. David Grimsley and Jayson, Mr. and Mrs. Kenneth Moore and Bobby, Mr. and Mrs. Lewis Welch and Holly and Mr. and Mrs. Eugene Ban-

and Johnny. Special guests attending were Scot's Grandmothers; Mrs. Sam Dickens of Tullia and Mrs. Lois Nelson, Hereford.

Others attending were: Mar- nie Dickens, Tullia; Darrell Mc- Murtry, Carol Reeve, Kirk Tay- lor, Teresa Bingham, Debbie Benge, Blenda Harris, Nancy Martinez, Dicky Garner, Willie Bailey, Kevin Wiseman, Mr. and Mrs. Eugene Boggess, Mrs. Nelson Welch, Mrs. Martha Bates, Mr. and Mrs. Bill Gip- son, Mr. and Mrs. Sterling Gra- ham, Gail and Ky, Mr. and Mrs. Ross Miller, Kent, Curt, and Dana, Mrs. Faye Reeve and Bill Ellis; Debbie Cole, Christie Cunningham and Genie, Tommie and Linda Nelson.



FRIENDS VISIT. Friends of Scott Nelson, who has been bedfast for quite awhile, honored Scott with a shower and money tree last Sunday at his home south of Friona. With him are Jayson Grimsley, Bobby Moore and Johnny Bandy.



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MAIZE DAYS!



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Will Plan To Come
See the 1970 Fords
On Friday, Sept. 19.

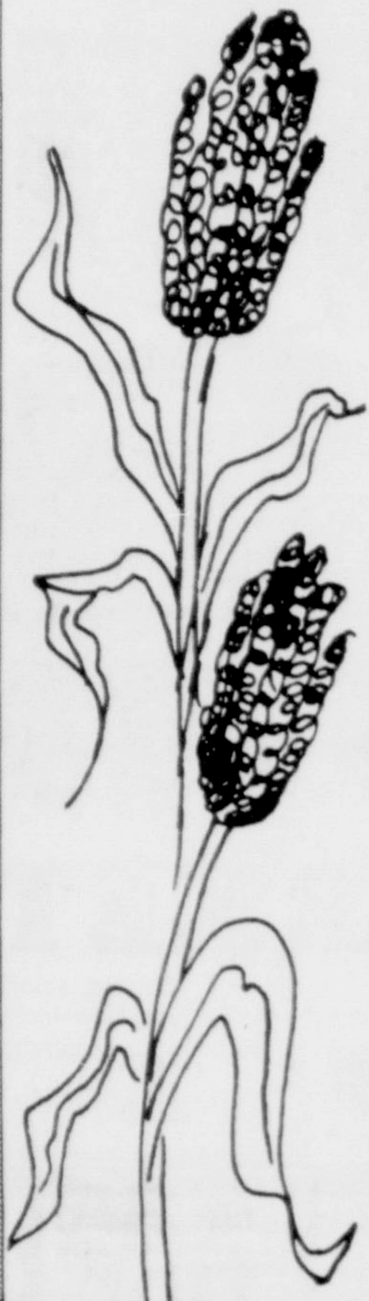

FRIONA MOTORS



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DON'T MISS FAIR DAYS

IN FRIONA DURING OUR BIG
ANNUAL
MAIZE DAYS
CELEBRATION

Gay Welch

May we present our Maize Queen entrant, Miss Gay Welch. She is the daughter of Mr. and Mrs. Louis Welch. We are proud to have her representing us in the Queen's Contest tonight.

BROOKFIELD DRILLING

Dr. C. L. Kay Will Speak To Friona On Youth Topic

Dr. C. L. Kay, assistant president of Lubbock Christian College will speak in Friona next Thursday evening, September 18 at the High School Auditorium at 8 p.m. His topic will be "Today's Youth In Today's World."

Dr. Kay's speech is being sponsored by Friends of the Library and is open to the public free of charge.

Dr. Kay is active in educational and civic works in both Texas and New Mexico. He holds two degrees from Eastern New Mexico University in Portales and one from Oklahoma Christian College in Oklahoma City.

He has been awarded the "George Washington Medal of Honor" by the Freedoms Foundation for four separate occasions. He has been listed in "Who's Who in Texas," "Outstanding Personalities of the West and Midwest," and will appear in the 1970 edition of "The Two Thousand Men of

Achievement" published in London, England.

Local people are being urged to make every effort to hear this dynamic speaker. Refreshments will be served.

Theme Announced At Evening Meet

Following a luncheon at Federated Club House Tuesday evening, September 2, members of Modern Study Club were presented yearbooks by Mrs. George C. Taylor. The invocation was directed by Mrs. J. T. Gee.

The yearbook theme is "Learning Is Laying A Good Foundation."

Hostesses were members of the social committee, Mrs. George Taylor, Mrs. Ernest Osborn, Mrs. Frank Truett, Mrs. Alton Farr, Mrs. Fay Reeve and Mrs. J.G. McFarland.

Proper Outdoor Lighting Theme Of Club Program

Mrs. Louise Wilson, Southwestern Public Service home service advisor from Amarillo, presented the program at the Thursday afternoon meeting of Black Study Club in the home of Mrs. Ellis Tatum.

Pictures emphasizing the theme, "How to light your yard and garden for after dark beauty and family living," were displayed.

Mrs. Tommy Tatum directed the opening exercise. Feltbook markers were made by each member present. Roll call was answered with school days memories. Mrs. Ethel Benger showed a picture of a small school in the Oklahoma Panhandle where she attended grade school.

A note of appreciation from Mr. and Mrs. Joe Estes for a wedding gift was read. Mrs. Estes is the former Veronica Deaton.

Guests were Mrs. Jim Roy Wells and Wendy and Holly Tatum.

Club members present, besides the hostess, were Mrs. Teddy Fangman, Mrs. Cliff Al-

mon, Mrs. Helen Fangman, Mrs. Emma Elmore, Mrs. Bill Carthel, Mrs. George Frye, and Mrs. Cleatus Rhodes.

Also Mrs. Gene Welch, Mrs. T. J. Presley, Mrs. Tommy Tatum, Mrs. Glynn Hamilton, Mrs. Ethel Benger, Mrs. Cleatus Rhodes, Mrs. F.W. Barnett, Mrs. Clyde Hays, Mrs. Dick Rockney, Mrs. Rosco Ivie and Mrs. Johnny Mars.

Library Board Will Sponsor Art Show

Friona Library Board announces an art showing for Friday and Saturday during Maize Days from 9 a.m. to 6 p.m. at the Library Building across the street from the City Park.

The showing is open to the public without charge and refreshments will be served.

The works of most of Friona's artists and art teachers will be hanging in this exhibition. All local artists are urged to bring their pictures to the library today.



JACKIE WALTER, . . . is the contestant for Cummings Farm Store in the annual Maize Queen Contest to be held at 8 p.m. tonight in the High School Auditorium. Jackie is the daughter of Mrs. Betty Walter and is a Junior at Friona High School.

Baby Boy Born To Joe Rexrodes

Mr. and Mrs. Joe Neil Rexrode of Lockney became parents of a baby boy at Plainview Hospital and Foundation Sunday, August 21. He weighed 8 lbs. 4 ozs. and was named Joe Wyman.

He is the first child for the couple. Mrs. Rexrode is the former Margie Carlton.

Grandparents are Mr. and Mrs. J. E. Rexrode, Lockney, and Mr. and Mrs. A. L. Carlton, Friona.

Mrs. Carlton spent several days this week visiting in the Rexrode home.

Bowlers Set Date

Thursday, September 18 at 9 a.m. all women interested in bowling in the Early Bird League are being encouraged by Mrs. Lloyd Rector to report to the AA Bowl in Farwell.

For more information those interested may call Mrs. Rector at 265-3420.

Girl Scouts Hold Officer Election

New officers were elected at the Friday afternoon meeting of Girl Scout Troop 244 at Girl Scout House. Diana Hamilton was elected president. Other newly elected officers include the following:

Amanda Mason, vice-president; Connie Lindeman, secretary; Jeanne Jarboe, treasurer and Pam Wilcox, reporter. Patrol leaders selected were Sandy Fulks, Pattijon Talley and Johnnie Walter.

Mrs. W. R. Rietmeyer and Mrs. Glynn Hamilton are troop leaders. Refreshments were served by Mrs. Hamilton.

Plans were made for Maize Days and a workshop which is being conducted soon.

Country Store Opens Friday

The CountryStore, sponsored by Modern Study Club, will be a feature of Maize Days. The store will be open Friday from 10 a.m. to 5 p.m. and Saturday from 10 a.m. to noon.

The finance committee has announced that wares for sale will include hand made articles, baked goods, arts, crafts and novelty items.

Location of the CountryStore will be first door north of Hop's Barber Shop on Main Street.

Mrs. Paul Spring, chairman of the finance committee, invites everyone to attend.



**We're Singing Out A
Good Old Fashioned
WELCOME
To MAIZE DAYS
BARTLETT & POTTS
AUCTION SERVICE**

Public AUCTION

Saturday, Sept. 13 2:00 P.M.

Located at 1204 West 6th, Friona, Texas

Due to the death of our mother, Mrs. Dorothy Hough, we will sell the following at Public Auction:

1—Kenmore Washer	1—Nelco Sewing Machine — 2 years old
1—Montgomery Ward Dryer	1—Rollaway Bed
1—Norge Refrigerator	1—Book Shelf
1—Early American Round Drop-Leaf Table, & 6 Chairs, like new	1—8-Place Setting Snack Set
2—Early American Sofas, like new one is a queen size Hide-A-Bed	1—Drop-Leaf Table (small)
3—Early American Swivel Rockers	1—Lot Used Clothing
1—Early American Style Chair	2—Formals
1—Early American End Table	1—Light-Bar for Movie Camera
1—Early American Round Lamp Table	1—Electrolux Vacuum Cleaner
1—Spanish Bedroom Suit, Double Dresser with Mirror, Twin Single Beds — nearly new	1—Set Box Springs and Mattress for Double Bed
	1—Round Lamp Table
	1—Lot Misc. Items too numerous to mention

Owner MRS. DOROTHY HOUGH ESTATE

TERMS OF SALE CASH. All accounts to be settled day of sale

AUCTIONEER'S NOTE
Nearly all of items are like new. Please bring your own checks. 3% sales tax will be charged on all items.

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HOUSTON BARTLETT Phone 505 - 389-2191 Bovina, Texas	LARRY POTTS Phone 806 - 293-3383 Friona, Texas	GERALD FLOYD Phone 806 - 247-2470 Friona, Texas



September 8 - 13

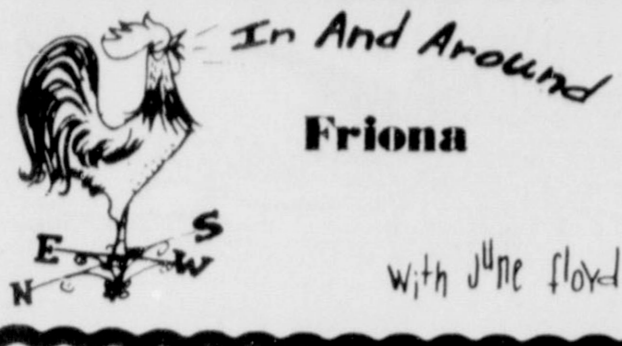
MAIZE DAYS

Come One - Come All

It's time, once again, to celebrate another fine Maize Crop in Friona. We are proud to have Miss Jackie Walter as our entry in the Maize Queen Contest. May we take this means to wish her the best this evening.

Jackie Walter
"Miss Cummings Farm Store 1969"

CUMMINGS FARM STORE



Maize Days time is here. Many things of interest have been planned for local residents and visitors and we hope all of you will come in and enjoy them.

Some of the things none of us will want to miss are the Queen's contest, parade, doll show, which will be held at Haywood's Cut 'N Curl, the Old Country Store, an annual project of Modern Study Club and located in the first building north of the Hop Lewis Barber Shop and the Arts and Crafts Show, which is being sponsored by Home Arts Club.

Then, of course, there will be the free barbecue. In addition to being served a most delicious meal, you can always visit up and down the line with out of town guests and local people you rarely see.

The growing of maize has made much progress in the past thirty or forty years. I've been told that the first maize in America was planted by Indians, who went down through the field making holes in the ground with sharp objects and placing a few seeds in each hole. This may or may not be true.

Maize growing as I remember it from being a farmer's daughter first and later a farmer's wife has made much progress. The first maize I remember was the "goose neck" variety. I'm not sure whether that was the technical name for it or whether it was nick named because the tops of the stalks formed a crook just before the heads came out.

Early in the spring the farmer went to the crib where he had stored maize heads the fall before, picked out the best looking heads he could find and separated the seeds from the heads by rubbing them on his wife's wash board or placing them in a sack and beating with a flat board.

When he had about half a wash tub full of grains, he winnowed them by pouring them from one tub to the other and letting the light grains blow out. Then the seed was sacked and taken to the field. The first planter I remember was a one row job which was pulled by mules or horses. The box in front of the seat and the chains were located in such a way that the driver could watch the box to see that the seed was going through properly and the spout was not clogged,

Mrs. Larry Moyer Installed President

During the Thursday afternoon meeting of Friona Young Homemakers in the Friona High School Cafeteria, Mrs. Larry Moyer was installed to serve as president during the coming year.

Mrs. Johnny Miller, outgoing president, was the installing officer. Others installed to serve with Mrs. Moyer were Mrs. Roy O'Brian, first vice-president; Mrs. Alton Peak, second vice-

president; Mrs. Larry Dyess, third vice-president; Mrs. Jarrell Wright, secretary-treasurer; and Mrs. Calvin Dozier, reporter-historian.

Following a program, "Tips On Interior Decorating," which was presented by Joe Smalley of Newsom's in Lubbock, plans were completed for the picnic, which will be held Thursday at 9:30 p.m. during the Maize Queen Contest.

Roll call was answered with presentation of old magazines to be used to the special education class.

Refreshments of doughnuts and cold drinks were served by the hostesses, Mrs. Eugene Bandy and Mrs. Dwain Menefee, to Mesdames Miller, Moyer, Dyess, O'Brian, Peak, Wright and Dozier, members.

Also to Mrs. Ernest Osborn and Mrs. Arthur Turnbough, sponsors and Mrs. Graham Prewett and Sharon Anderson, who were guests.

watch to see that the chain was in good running order and at the same time keep his eyes on his team.

The selection of a team was important to the stand of maize the farmer expected to get. He generally chose work animals who walked approximately the same rate of speed and pulled evenly.

Maize was always planted with a planter on land which had previously been listed or bedded. No one would have thought of hooking onto a wheat drill to seed maize as farmers do today.

After the maize was planted, it was usually harrowed and gone over with a one row sled Go-Devil with knife attachments on the front then cultivated two or three times before it was "laid by."

Necessary supplies for harvest were a wagon, a good gentle team of mules which could be depended upon to "Gludap," or "Whoa" at the farmer's command, as many knives as there were people to use them and a water jug.

Maize heading was really a family "do it yourself" project. When the father of the family ran out of blunt pointed knives for the children to use, he sometimes sent one of the smaller ones to the house to get a butcher knife. During maize harvest, fathers were really the quarterbacks of the teams.

When the crew got to the field, each person was assigned a row with a little brother generally getting the "down row." This row was the one which was broken down as the wagon passed over it. The heads were cut off and thrown in the wagon.

The heads were stored in cribs for feeding to horses and mules during the winter months. Most farmers just grew enough for this purpose. Corn was grown for hog and cattle feed, but maize was considered "ba!" for any animals except horses and mules.

Later as the small grain began to gain acceptance as hog and cattle feed, the heads were usually stored in ricks in the field until a thresher could be moved onto the location and used to remove the grain from the heads.

Threshing was usually a community wide activity. Several farmers cooperated with one another on this job and a crew consisted of a large number of men, teams of horses and wagons. Homemakers also assisted one another in preparing meals for the men.

For several years there were two standard varieties of maize, Martin and Plainsman. Our grandfathers would probably be so confused by the wide range of maize varieties available now they couldn't decide which one to plant.

Instead of hand heading maize, some farmers cut it with row binders and stacked it before threshing it.

The first combines, which were the drag type and pulled with tractors, were used in wheat fields for some time before they were adapted for combining maize.

As you watch the parade of new farm implements this weekend, take particular notice of the powerful combines which run through the fields very rapidly with only one operator and harvest large quantities of grain in a brief amount of time.

Come to Friona next week and enjoy Maize Days with us.

WANT ADS DO THE JOB FAST!



PRESENTING

Lana Renner



LANA RENNER

Miss Renner will be representing John Bingham Land Company in the Queen Contest this evening.

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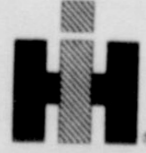
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Colorado	PEACHES	17¢
	POTATOES	59¢
	10 Lb. Bag	

Weddings...

Double Ring Ceremony Unites

Becky Elliott, Mike Riethmayer

In a formal ceremony at First Baptist Church at 4 p.m. Friday, September 5, Becky Elliott, daughter of Mr. and Mrs. W. Doyle Elliott, became the bride of Mike Riethmayer, son of Mr. and Mrs. W.R. Riethmayer.

The double ring vows were read by Rev. Bill Foil, pastor, before a candle arch holding white tapers with a basket of bronze mums and bronze daisy poms at each side. A kneeling bench in the center completed the setting.

Empty pews were marked with favorite flowers of the late Otto Riethmayer of Lamesa and the late Mrs. W.P. Elliott, Littlefield.

Mrs. Roy V. Miller Sr., organist, played traditional wedding selections and accompanied Mrs. Bill Beene, soloist, as she sang "Whither Thou Goest," and "The Lord's Prayer."

Linda Carson was the maid of honor. She wore a gold velvet formal designed with a round neckline and empire waist line with accents of gold satin. She carried a topiary ball of bronze daisy poms.

Jimmy Grimsley was the best man. Guests were seated by Bryan Elliott, brother of the bride, and Pat Haynes of Amarillo.

Jill Riethmayer, sister of the groom, and Jayson Grimsley were candlelighters. Miss Riethmayer wore an orange colored crepe formal with a ribbon sash marking the empire waistline.

Wedding guests were registered by Kay Riethmayer, another sister of the groom. She wore a formal designed identical to the one worn by her sister of mint green crepe formal designed identical to the one worn by her sister.

As the bride was escorted to the altar by her father and presented in marriage by her parents, she wore a formal wedding gown of candlelight satin and Chantilly lace. It was designed with a round neckline and long fitted sleeves, which ended in points over her hands.

The empire waist line was marked by a band of Chantilly lace re-embroidered with seed pearls. Her chapel train was attached to the back at the shoulders and was of matching satin. A flower petal headpiece enhanced with pearls and rhinestones held her shoulder length veil of illusion.

She wore an antique necklace, which was a gift from the bride's father to his mother and worn by her in their wedding, and an old German coin, which was brought to America by Mr. and Mrs. Otto Riethmayer, grandparents of the groom, in her shoe.

Her cascade bouquet of gardenias was carried atop a Bible,



MRS. MIKE RIETHMAYER
nee Becky Elliott

which belonged to her mother. Special guests were Mrs. Otto Riethmayer, Lamesa paternal grandmother of the groom; Mr. and Mrs. Ed Boggess, Friona, who are the groom's maternal grandparents; W. P. Elliott, Littlefield, paternal grandfather of the bride; and Mrs. Mabel Kale, Amarillo, who is the bride's maternal grandmother.

A reception in Fellowship Hall followed the ceremony. The table was covered with a white linen cloth with swags of

satin held with bronze bows. Wedding cake and punch were served by Kay and Jill Riethmayer.

Following a wedding trip Mr. and Mrs. Riethmayer will be at home in Canyon where they will both be students at West Texas State University. He is a 1967 graduate of Friona High School and will be classified as a junior. She is a 1968 graduate of Friona High School and attended Texas Tech last year and will be a sophomore at West Texas.



MRS. BILLY FRANK
nee Diana Wilson

Diana Wilson, Billy Frank United In Church Ceremony

Diana Kay Wilson, daughter of Mr. and Mrs. Elvin Wilson, became the bride of Billy Frank, Amarillo, son of Mr. and Mrs. Bill Frank, Hereford, at 8 p.m. Saturday, September 6, at Friona United Methodist Church.

The double ring ceremony was read by Bill Gipson before a background of a three tiered candelabra, two pairs of spiral candelabra and four branched candelabra holding lighted tapers and entwined with greenery. Four palm trees of Woodwardia, bouquets of yellow mums and paisy pom poms and an arch covered with greenery and centered with gold wedding bells tied with satin ribbon bows completed the setting.

Family pews were marked with gold satin ribbon bows and greenery. A branched candelabra holding three tapers was standing on the right side of the center aisle. The two outside candles were lighted by Lynn Welch and immediately following the ceremony the bridal couple lighted the center candle and extinguished the two which were burning.

A prelude of wedding selections was presented by Mrs. Roy V. Miller Sr., organist, and

Mrs. J. Lee Witten, pianist. They also accompanied a trio composed of Mrs. Bill Weatherly, Amarillo, Kathy Cook, Friona, and Paula Fortenberry, also of Friona, as they sang, "Whither Thou Goest," "One Hand, One Heart," and "The Wedding Prayer."

Jan Welch, Friona, was the maid of honor. She wore a gold satin formal gown designed with a roll collar which ended in a V in the back and long sleeves. The gathered column skirt and empire waistline was accented with a self belt with a bow in the back. Her veil of matching nylon illusion was attached to a headpiece of petals and leaves.

Mrs. Bob Tague, Dalhart, was the bridesmatron. Bridesmaids were Patti and Charlotte Hamilton, Amarillo, cousins of the bride. They wore costumes identical to the one worn by the maid of honor except they were in avocado. All the attendants carried cascade arrangements of bronze daisy poms.

Doddie Singleterry, daughter of Mr. and Mrs. Dewayne Singleterry, Lubbock was the flower girl. Her dress was identical to the ones worn by the other

(Continued On Page 9)

Marie Short, Wayne Pate

Exchange Vows In Garden

The backyard flower garden of Mr. and Mrs. Charles Short, 1210 Jackson, was the scene of the 6:30 p.m. wedding of their daughter, Lola Marie Short, and Wayne Javen Pate, son of Mrs. Malcolm Pate and the late Malcolm Pate of Denver City, Monday September 1.

The double ring ceremony was read by Rev. Russell McAnally, pastor of Petersburg Methodist Church and former pastor of Friona United Methodist Church, before a setting centered with a willow tree with shrubs and roses on either side.

Mary Short was her sister's maid of honor. Janis Goggans was the bridesmaid. Flower girls were Kelli Short, another sister of the bride, and Korina Pate, Denver City, niece of the groom. Jena Kay Short, also a sister of the bride, presided at the guest register.

The bride's attendants wore identical costumes, which were designed by the bride and mothers of the attendants. They wore formal gowns of mint green peau de soie styled with empire waist lines with matching overdresses and bell sleeves of silk organza. They carried nosegays of daisies and yellow rosebuds.

Buddy Yates, Denton, was the best man. Charles Dennis Short, brother of the bride was the groomsman and ushers were Glenn Goggans, Nicksy Hand and Bill Gunn, Canyon.

Mrs. John Taylor, Canyon, pianist, presented a medley of traditional wedding selections and the wedding marches. She also accompanied Linda Archer, Canyon, vocalist, as she sang, "More," and "Love, I Come To You."

The bride was escorted and presented in marriage by her father. She wore a formal wedding gown of ivory peau de soie and white crystalline organza. The under dress was a sheath and the overdress was designed with elbow length sleeves of chantilly lace and enhanced with motifs of matching lace re-embroidered with seed pearls.

Her veil of bridal illusion was attached to a crown of matching lace petals. The bridal costume was an original creation of the bride.

She carried a linen handkerchief from Puerto Rico and a nosegay of yellow rosebuds and daisies.

For the reception the serving table was covered with a white linen cloth and centered with the bouquets carried by the bridal attendants. The wedding



MRS. WAYNE PATE
nee Marie Short

cake, which was baked by the mother of the groom, was served with punch, nuts and mints.

Those in the houseparty were Mrs. Vernon Roberts and Connie Schlenker, both of Friona; Mrs. Dennis White, Amarillo; and Mrs. Paul Watkins, Lubbock.

For her wedding trip Mrs. Pate wore a white double knit coat dress, which had been made by her mother, and a white gardenia corsage.

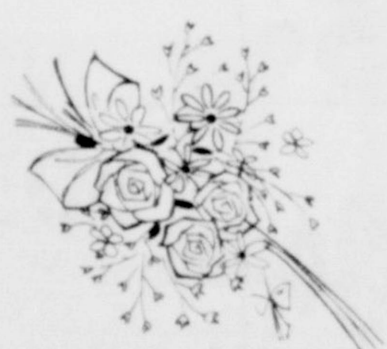
Mr. and Mrs. Pate are at home in Denton. They will both be seniors at North Texas State University this fall. Mrs. Pate, a 1966 graduate of Friona High School, is a home economics major. Her husband, who is a 1966 graduate of Denver City High School, is a history major.

Mrs. E.B. Noyes, Hereford, maternal grandmother of the

bride, was a special guest.

Out-of-town guests signing the register were Mr. and Mrs. Denmon Pate, Mrs. Malcolm Pate, Telley Rendon, Denver City; Mr. and Mrs. Richard Kuepper, Burlington, Iowa; Mr. and Mrs. Rodney Meredith, Roswell; Sue Smith and Mr. and Mrs. Paul Watkins, Lubbock.

Also Mrs. Richard Bull, Mr. and Mrs. L.A. Ragland, Mrs. Annie Parvin, Dale Noyes and Brenda Keener, Hereford; Mrs. Bill Klawetter, Calvert, Texas; Mr. and Mrs. George Short, Coynosa, Texas; Mr. and Mrs. Bob Noyes, Dalhart; Mr. and Mrs. Wayne Quinney and Laurie, Dallas; Mr. and Mrs. Wilbur Keener, Dalhart; Bill Gunn and Roseanna Mathis, Canyon; and Mrs. Lynn Phipps, Corpus Christi.





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Morning Service
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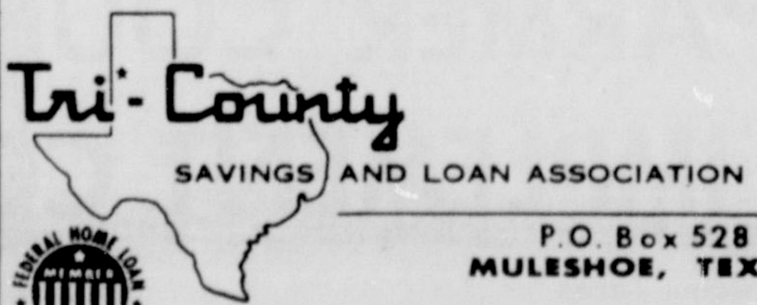


HOMER TANKERSLEY
Music Director & Soloist

Plan To Attend
MAIZE DAYS

While doing this planning, how about planning to put some money in Tri-County Savings & Loan. Fight unemployment put that unemployed money to work.

Your account will be welcome.



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SAVINGS AND LOAN ASSOCIATION

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MULESHOE, TEXAS

Vicki Vaughn Exchanges Vows With Stacy Gene Pendergrass

Wedding vows were exchanged between Vicki Fran Vaughn, daughter of Mr. and Mrs. Richard Vaughn, Route 2, Friona, and Stacy Gene Pendergrass, Dalhart, at 7:30 p.m. Saturday, August 30, at First Baptist Church in Bovina.

Parents of the bridegroom are Mrs. and Mrs. Fred Pendergrass, Dalhart, who are former residents of Olton.

The double ring ceremony was read by Rev. Ken Moore, pastor, before an arch of candles flanked by baskets of pale yellow and orange chrysanthemums interspersed with greenery. Family pews were marked with floral arrangements.

Mrs. Ted Gragg, Denver, sister of the bride, was the matron of honor. Bridesmaids were Nancy Johnson, Weatherford, Oklahoma, Shelley Vaughn, sister of the bride, and Nancy Burnett, Amarillo, cousin of the bride.

David Pendergrass, Dalhart, was his brother's best man. Groomsmen were Lannie McClain, Otis Patterson and Roger Fancher, all of Olton. Ushers were Donnie Fancher, Olton, and Ted Gragg, Denver, brother-in-law of the groom.

The bride's attendants wore identically designed formal dresses of pale yellow radiance crepe tied at the empire waistlines with orange velvet sashes. Their headpieces were of matching tulle attached to petals of velvet re-embroidered with sequins and seed pearls. They carried bouquets of daisies and greenery featuring daisy chains.

Cherry Lewis, organist, presented traditional wedding selections and accompanied Mark Langely, Hale Center, soloist, as he sang, "Love Can Make You Happy," and "If Ever I Would Leave You."

The bride who was escorted to the altar and presented in marriage by her father, wore a formal wedding gown of white silk organza over a linen skirt, which formed a chapel train. The Juliet gown was fashioned with a fitted empire bodice and bouffant bishop sleeves, which were re-embroidered with daisy motifs.

The neckline, cuffs and waist-



MRS. STACY GENE PENDERGRASS
nee Vicky Vaughn

line daisies were centered with pearls.

Her veil of imported illusion formed a cathedral train and was edged in lace. She carried a cascade bouquet of white carnations and rosebuds centered with a white orchid atop a white Bible.

Wedding guests were registered by Gale Boyd, Canyon.

The serving table for the reception, which was held in Fellowship Hall of the church, was covered with a white linen cloth edged with lace and centered

with the bouquets of the bridal attendants.

A three-tiered wedding cake decorated with yellow roses, wedding bells and love birds was served with punch, nuts and mints by Cherry Lewis, Regina Dukes, Robble Langford of Olton, Nancy Johnson and Nancy Burnett.

For her wedding trip Mrs. Pendergrass wore a powder blue linen dress trimmed with matching lace, white accessories and the white orchid lifted from her bouquet.

Wilson - Frank Wedding

(Continued From Page 8)

attendants and she carried a basket of hold daisy poms.

Gary Goodin, Hereford, was the best man. Groomsmen were Mike Cox and Milton Meharg, Amarillo, and Verl Taylor, Denver, brother-in-law of the groom. Serving as ushers were Mickey Wilson, Friona, brother of the bride, Bing Bingham, Wildorado, brother-in-law of the bride, Lennie Petree, Hereford, and Eddie Singleterry, Amarillo.

Trace Taylor, Denver, nephew of the groom, was the ring bearer.

As the bride was escorted by her father and presented in marriage by her parents, she wore a formal gown of candlelight satin and Venice lace with a circular chapel train. The empire bodice of Venice lace was designed with Camelot sleeves and a mandarin collar.

She wore a Camelot cap of Alencon lace encrusted with pe-

Mrs. Pendergrass is a graduate of Friona High School and attended West Texas State University, Canyon, last year. She plans to re-enroll there later this month and will be a sophomore.

Mr. and Mrs. Pendergrass are at home at Canyon. He is a graduate of Olton High School and attended West Texas State University last year.

Out-of-town guests signing the register were Mrs. Z. U. Seals, Comanche, Texas, grandmother of the groom; Mr. and Mrs. Hollis Pendergrass, Colorado City, Texas; Sherry Moss and Kim Parker, Olton; Paula Birdwell, Dimmitt and Mr. and Mrs. Glen Pulliam, Broadview, New Mexico.

Also Mr. and Mrs. Bryan Vaughn, Mesa, Arizona, grandparents of the bride; Mr. and Mrs. M.H. Laney, Muleshoe; Mr. and Mrs. Mark Langley, Hale Center; Leota Burnett, Dayna Burnett and Rocky Burnett, Amarillo; Mr. and Mrs. Perle Duncan, Don Duncan and Doyle Duncan, all of Texico, New Mexico; and David Duncan, Portales.

Also Mrs. James McDaniel and Shara, Canyon; Holly Gragg, Denver, Colorado; Rodney D. Laceywell, Fort Walters; Mr. and Mrs. Tom Sloan Jr. Williamsburg, New Mexico and Dale Laceywell, Plainview.

ars and crystals held her elbow length veil of English illusion. Her only jewelry was an opal ring belonging to her mother and a diamond pendant made from her mother's first engagement ring.

A reception in Fellowship Hall of the church honored the bride and groom. With them in the receiving line were their parents and members of the bridal party.

The serving table was centered with the bride's bouquet with a candlelight satin cloth with a net overlay. Sequined bells and flowers were appliqued on the cloth, which was banded with satin. The three-tiered wedding cake, which was decorated with gold rosebuds with green leaves, was topped with wedding bells. A four-tiered silver candelabra completed the table decorations.

Mrs. Mickey Wilson, Friona, sister-in-law of the bride, served the cake and punch was led by Rena Hamilton, Amarillo, cousin of the bride. Others of the houseparty were Mrs. Louis Welch, Mrs. Leonard Coffey, Terri Sue Cummings, and Joan Gail Brookfield.

After a wedding trip to Colorado, Mr. and Mrs. Frank will be at home in Amarillo, where he is employed by Amarillo Imports. He is a graduate of Hereford High School and Amarillo College. Mrs. Frank who is a graduate of Friona High School, is a former student at Athlene Christian College and West Texas State University, Canyon.

Twelve Attend

Afternoon Party

Mrs. Gaylord Maurer was hostess at a bridge party in her home Thursday afternoon. Following the session of bridge, refreshments were served.

Guests included Mesdames Charles Allen, Robert Alexander, Doug Stephenson, James V. Edelman, Dan Ethridge, Steve Struve, Wesley Foster and H. K. Kendrick, all of Friona, and J. C. McCracken, Hereford.

JOIN the PARADE...

Of Folks Who Are Heading
For Downtown Friona During
Our Big Annual Celebration

MAIZE DAYS

SEPTEMBER 8 - 13

- CARNIVAL
- PARADE
- QUEENS
- DRAWINGS
- BOOTHS

BI-WIZE Rexall DRUG

STRIKE UP THE BAND...

FOR

MAIZE DAYS

Join The Fun In Friona Sept. 8-13 Support
Your City's 13th Annual Celebration.

FRIONA FEED YARDS

YOU ARE INVITED

... To Attend The Finest,
Fun-Fest Ever Held In Friona

MAIZE DAYS '69

Sept. 8 - 13 - City Park

A Week Packed With Exciting Events And
Good Clean Fun For The Whole Family

BIG T PUMP CO.

Hereford - Friona - Dimmitt

KICK-OFF...

... A Great Harvest Season
By Delivering YOUR

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Bovina Feeders, Inc.

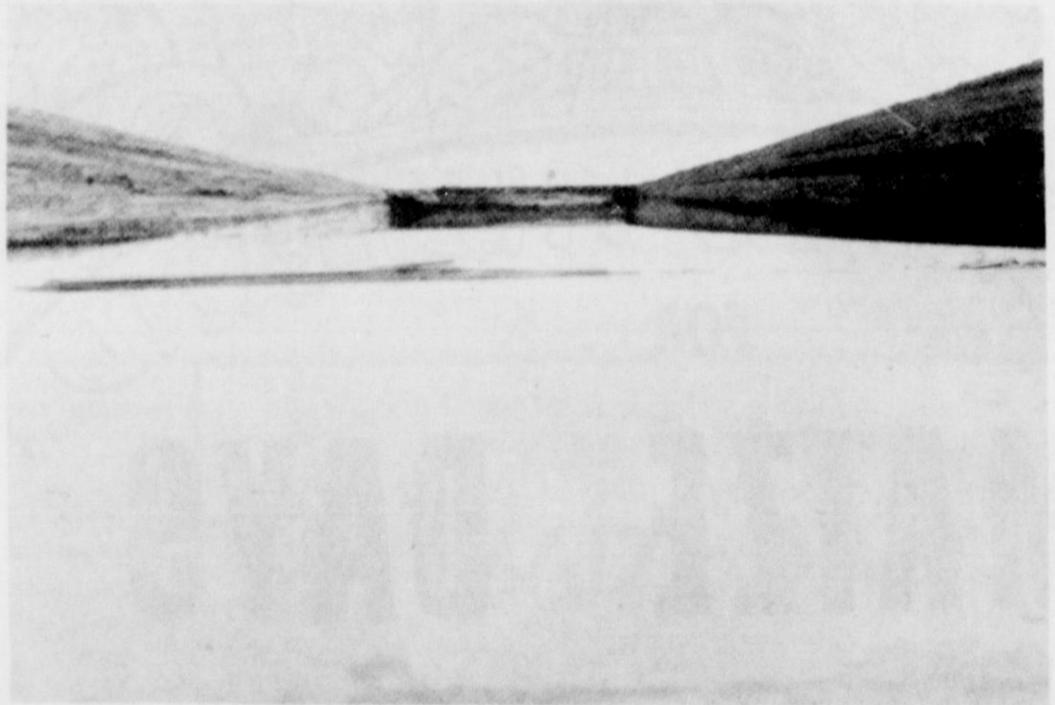
New Cattle Feeding Facilities Located
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Top Market Prices Will Be PAID for Early Harvest Milo and Ensilage Delivered To Our New Location

Early harvest milo is now being contracted. Moisture content may be as high as 35%—or as wet as you wish to harvest your milo.

Get Your Grain Out
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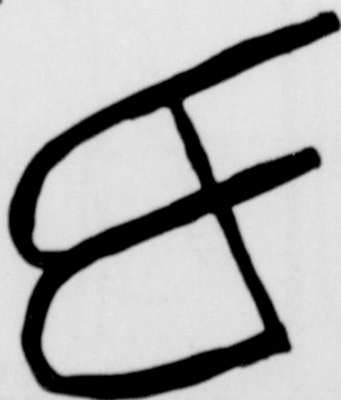
Cattle Feeding Scheduled To Begin
On or About Oct. 27

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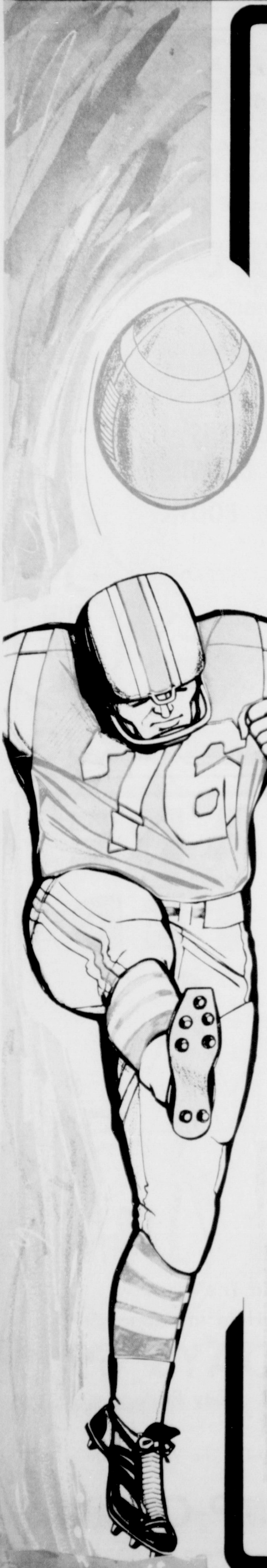


Redge Priest,
Manager
Home Phone
Bovina 238-3142



BOVINA FEEDERS INC.

"Designed
With Area
Farmers
and
Feeders
In Mind"



Welcome... TO MAIZE DAYS



We join here with the citizens of Friona, Maize King of the Planet Earth, in recognizing another fine maize crop and another gala Maize Days Celebration. The events of this thirteenth annual Maize Days pay honor to sixty-three years of growth and progress in Friona and Parmer County. Friona State Bank is proud to have contributed to that progress.

FRIONA STATE BANK

Serving A Great Irrigation And
Beef Production Area



SHARON AND KAREN CROFFORD, . . . are twin daughters of Mr. and Mrs. F. G. Crofford. Karen is entering the Maize Queen Contest for Black Grain and Sharon is the contestant of Murphree's Texaco. Both girls are Juniors at Friona High School.



JANET MINGUS, . . . will be entering the Maize Queen Contest this evening for Modern Study Club. Janet and twenty other Parmer County beauties will be competing for the Queen's crown at 8 p.m. tonight in the High School Auditorium. She is a Senior at FHS and is the daughter of Mr. and Mrs. Loyd C. Mingus.

AND ELECT OFFICERS

Ministers Make Plans For Citywide Service

Initial plans for this year's Thanksgiving Service were made at the September 3 meeting of the Friona Ministerial Alliance, which was held in a meeting room at Redeemer Lutheran Church in Friona.

The annual inter-denominational holiday observance is to be held at Friona's Methodist Church on Wednesday evening, November 26, 1969.

The Rev. Albert Lindley, pastor of the church, was appointed chairman of arrangements for the ecumenical services and Bob Watkins, director of education and music of First Baptist Church, will be in charge of a community youth choir scheduled to sing at the service.

Speaker for the occasion will be Rev. Gerald Dunford, priest

of Bovina's St. Ann's and Friona's St. Theresa's Catholic Churches.

The offering taken at each year's joint Thanksgiving Service is the major source of income for financing the Alliance's programs of limited help to the destitute and needy, as well as other community projects of the ministers' group. Everyone is cordially invited to attend and the service is open to Christians of all denominations.

Election of officers also highlighted this month's meeting. Priest Dunford was elected president of the Alliance and the Rev. Bill Foil was chosen vice president and hospital chairman. Elected secretary-treasurer was the Rev. R.C. Hesser of Calvary Baptist Church

and the Rev. Albert Lindley became radio chairman. The Rev. Otto H. Kretzmann of Immanuel and Redeemer Lutheran Churches was selected reporter for the group.

Next month's meeting is scheduled to be held jointly with Bovina's Ministerial Alliance on October 1 at the First Baptist Church of Bovina. Mickey Patterson, minister of Bovina's Church of Christ, will present a discussion paper on the subject "The Church."

The November 5 meeting of the local ministers' group will be held again in Friona at the Mexican Baptist Church. A devotional will be given by its pastor, the Rev. Donnie Carrasco.

Newcomers attending the meeting for the first time were

Bob Watkins, education and music director of First Baptist Church in Friona, and Lawrence Gorman, S.A., assistant to the priest at Bovina's and Friona's Catholic Churches. The Reverends Paul Mohr and I.S. Ansley were also present for the meeting with the latter closing the meeting with a prayer.

Juniors Set Fund Project

The Friona Junior Class members are selling tickets on a gaily-decorated "Friona Chieftain" quilt as a project during Maize Days.

The tickets, at \$1.00 each, are available from any member of the class.

FRIONA

Maize Capital Of
The World

WELCOMES YOU


To Parmer County's
Annual

MAIZE DAYS CELEBRATION

September 8 - 13

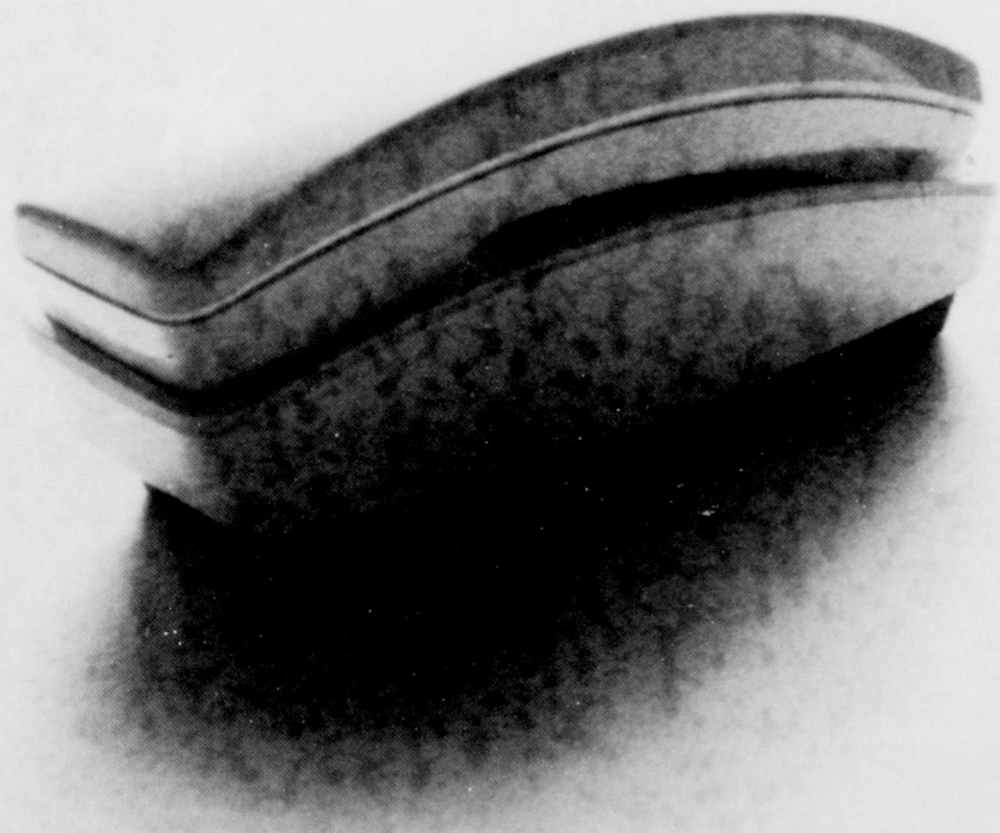
**We Hope You All Have
A Bountiful Maize Harvest...
And We Stand Ready To Take
Care Of Your 1969 Crop.**

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.



**Pick it up
and it turns into a telephone.**

Introducing the new Styleline telephone—so beautiful you can mistake it for a piece of modern sculpture. But beneath that lovely exterior is a phone that's all business, with the dial built right into the receiver where it's easy to use.

For more information about the Styleline telephone (table or wall models), call your General Telephone business office.

General Telephone





ESTHER SMITH, . . . is being entered in the annual Maize Queen Contest at the High School Auditorium this evening by the Friona Star. Esther and twenty other Farmer County lovelies will compete for the crown at 8 p.m. She is a Junior at Friona High School and is the daughter of Mr. and Mrs. Ralph Smith.



LYNN SMITH, . . . is a senior twirler at FHS this year. She is entering the Maize Queen Contest this evening as the contestant of Progressive Study Club. She will vie for the Queen's crown along with 20 other Farmer County beauties. She is the daughter of Mrs. Shirley Smith.

County Bond Sales Given

July 1969 sales of United States Savings Bonds and Freedom Shares in Farmer County totaled \$3,535, according to a report from Frank Spring, Chairman of the Farmer County Savings Bonds Committee. January thru July sales totaled \$28,180 and this is 28 per cent of the 1969 goal of \$100,000.

"Bond holders should be aware of two facts and give consideration before redeeming for non-emergency or planned purposes," Spring stated.

"One accrued interest on bonds must be declared on Federal Income Tax returns in the year Bonds are cashed and, two, The Department of The Treasury has proposed to Congress a new higher rate of 5 per cent on both E and H Bonds retroactive to June 1, 1969. The 5 per cent rate would also apply to all outstanding bonds" he said.

"People should remember, too, that Savings Bonds are sold to be redeemed so there's a steady rate of redemption at all times for emergencies, planned expenditures, and education and retirement purposes. In addition the unique tax advantages of U.S. Savings Bonds make them especially attractive when fully understood by the bond-saver."

"The \$52 billion outstanding is a major brake on inflationary forces and represents 23 per cent of the publicly-held portion of the Federal debt," Spring said.

Texas sales during the first seven months of 1969 totaled \$104,261,845—a decrease of 2.4 per cent from 1968 when sales were \$106,830,122. Sales during the month totaled \$15,058,788, compared to \$15,862,130 during the same period of 1968.

and the amount they received, \$523,000.

Further increases in both benefits and taxes are expected, but not until next year. The President has proposed a 7 per cent rise in benefits, effective in February, but Congress is opposed to consideration of it at this time. Chairman Wilbur Mills of the Ways and Means Committee wants to wait and see what happens to the cost of living in the next few months.



Congratulations

. . . to Friona for another fine maize crop and for your thirteenth annual Maize Days Celebration. It is a pleasure for us to be of service to the many fine folks in Friona and we salute you on your growth and progress over the years.

Join The Fun In Friona

This Weekend At

MAIZE DAYS '69

Hi-Plains Savings And Loan Assn.

Hereford

SURVEY SHOWS

County Pensioners Get \$918 Apiece Per Year

How large are the Federal pension checks that are going to Farmer County residents, compared with those going to people in other areas?

How much of a change has been in the last few years in the number and size of these checks?

Based upon the latest official figures, released by the Social Security Administration, there has been a marked change in both directions.

Currently, the number of local people receiving payments each month is considerably greater than three years ago.

And, the report shows, these payments are at the average rate of \$918 per year in Farmer County, which is more than in most other areas.

Elsewhere in the West South Central States, the average is \$888 a year and, in the State of Texas, \$911.

Entitled to receive such pen-

sion checks, under the Social Security program, are retired or disabled workers and their dependents.

The amount that each pensioner or his family gets is in proportion to his past earnings and, consequently, to his contributions to the retirement fund during his working years.

The fact that the checks to local beneficiaries are relatively large indicates that, over the years, their incomes

were better than average.

The report shows that there were 837 residents of Farmer County who were receiving pension checks as of the beginning of this year. They collected a total of \$768,000 in 1968.

An idea of how much the benefits have been increasing in the local area may be obtained from comparison with the figures released three years ago.

At that time, the number of local recipients was only 653,

WELCOME to MAIZE DAYS

In **FRIONA, TEXAS**
"Maize King Of The Planet Earth"

Let The Folks With The Proven Record Feed
 Out Your Next Pen Of Cattle



HI-PLAINS FEED YARD Inc.





NEW BANNER. . . Three members of Friona's Volunteer Fire Department proudly display one of the banners which the firemen secured this year. From the left are Porter Roberts, training officer, Chief Ralph Shirley and Assistant Chief Glenn Reeve, Jr.

GETS NEW ONES

Fire Department Finances New Equipment With Banner Rental

The Friona Volunteer Fire Department has helped decorate Friona for Maize Days for the 11th consecutive year, and this year the department has added a touch of class, sporting all new banners for the businesses and through highways.

The project has proven quite a money-maker for the department, which plowed all of the proceeds back into fire-fighting equipment.

"We have helped pay for three vehicles, worth a total of \$7,000 through rent collected from the banners," said Fire Chief Ralph Shirley this week.

Vehicles purchased mainly from the money derived from the banners are a fire truck, a panel truck and a pickup. Additional money was also brought in through the department's booth during Maize Days in the City Park, and through its give-away ticket sales.

The department's ambitiousness has allowed it to pay for a major portion of its equipment, thus saving the city thousands of dollars in tax money. Friona's fire department is as well-equipped as those in cities much larger, thanks to the firemen's "do it yourself" attitude.

The firemen got the idea of using the banner rental idea for a project following the first couple of Maize Days celebrations. An out-of-town company came in and rented banners to the businesses, to begin with.

"We decided, why shouldn't we buy some banners and keep this money here at home, if Maize Days was going to be an annual affair," Chief Shirley recalls.

The fire department secured a loan from Friona State Bank for the first set of banners.

The 125 new banners cost the department \$2700. The firemen will make \$1300 from the rental this year, which means that they will be paid for in about two years.

The firemen paid \$1800 for

the old banners. They charged \$18 rent during the first year, which paid for the banners. After using them ten years, they sold the banners this year to Don Crocker of Tullia for \$500. Crocker is a student at Texas Tech, who proposes to assist his educational fund by decorating towns having celebrations, on a rental fee.

Year-before-last the fire department had made some extra money through the banners by taking them to Tullia and decorating for a celebration.

The new banners are all the same size, and rent for \$12 each. In order to economize, the department did not buy any large street banners this year, but combined two of the smaller ones.

One bad happening mars the hanging of the new banners. One set has been stolen, and another badly torn. "In the ten years we had the old banners, we only lost three or four banners," Shirley states.

It is hoped that any would-be vandals would realize that

W. B. Fulghams Have Visitors

Visiting the home of Mr. and Mrs. W. B. Fulgham, during the Labor Day Weekend were their children and their families, Mr. and Mrs. Dwayne Thomas from Clovis, New Mexico.

Also Mr. and Mrs. Jack Fulgham from Hereford, Texas; and Mr. and Mrs. Bill Kent from Dimmitt, Texas. Also visiting were Mr. and Mrs. J.W. Carter from Ft. Worth, Texas. Mrs. Carter and Mrs. Fulgham are sisters.

proceeds from the banners go to purchase fire-fighting equipment, to protect them and other Friona citizens in the event of a fire.

Ellis Art Students

Will Have Showing

Art students of Mrs. Bill Ellis will hold an exhibit of their works Thursday and Friday during Maize Days. The exhibit will be at the Friona Star office and may be viewed by the public during office hours from 9 to 5 on those days.

Among those who will have art works on display are Mrs. Grady Dodd, Mrs. J.C. Beck, Mrs. Joe Reeves, Mrs. Lee Spring, Mrs. Connie Dodson, Mrs. Bill Felt, Mrs. Jimmy

Maynard and Mrs. Darrell Thompson.

Also Mrs. Carroll Bennett, Mrs. Tommy Hammock, Mrs. Jim Akers, and Vicki Beck Fran Dodd, Ann Spears, Carolyn Murphree, and Diane Day. Mrs. Ellis will also hang a sampling of her work in the exhibition.

The public is invited to attend this art showing free of charge. Refreshments will be served.

IN CASE OF FIRE

At home — Quickly get everybody out of the house.

Call the fire department immediately. (Be sure everyone in your family knows how to call the fire department.)

At Public gatherings — Walk, do not run, to the nearest exit. Call the fire department immediately. Keep calm.

—American Insurance Association

Plans Made

For Doll Show

Plans have been completed for a doll show to be held during Maize Days. Members of Girl Scout Troop 211 are sponsoring the show. Everyone interested is invited to show any dolls they wish to.

There will be no charge. The show will be held at Haywood's Cut 'N Curl Shop on Main Street.

Cotton is the choice of high style fashion designers.

I just don't go for organized religion

Ever heard that before? The rest of it usually goes like this: "Sure I have a faith—but I can pray just as well at home."

Private worship is, of course, a precious and valuable and necessary thing. But if you neglect your place of worship, you neglect the place where the very substance of your faith is kept alive and

nurtured. Consider this: if there were no "other fellow" to preserve, protect and practice the faith you believe in "at home"—how long would that faith endure?

Next time you're tempted to roll over in bed, and say, "Well, maybe I'll go next week"—remember your faith needs you to keep it strong . . . so it can strengthen you.

Worship with your family at your church or synagogue this week. And don't disappoint yourself again.



Worship this week

- 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. R. C. Heister, 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: 7:30 p.m.
- CALVARY BAPTIST MISSION**
5th and Main Rev. I.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 Gerald Dunford
Mass: 10:30 a.m. Confession:
Saturday 7 p.m. Evening Mass: Wednesday, 8 p.m.
- SIXTH ST. CHURCH OF CHRIST**
502 W. Sixth Bill Gipson, Preacher
Bible Study: 9:30 a.m. Worship: 10:30 a.m. Evening:
6 p.m. Wednesday evening: 8:30 p.m.
- REDEEMER LUTHERAN CHURCH**
13th and Virginia - Otto Kretzman
Sunday School: 9:45 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: 8:00 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. Albert Lindley
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. G. W. Hamilton - 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.

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

It's a Winner

FRIONA Maize King Of The Planet Earth

Don't Miss Out On MAIZE DAYS In Friona This Weekend FRIONA FARMERS CO-OP GIN

Bring Us Your Cotton This Fall - - It Pays To Gin The Co-op Way.

Students Write Essays

On Early Days Locally

(Editor's note: The following stories were written by fifth grade students in Friona Junior High, as a class assignment. Some of the stories were selected at random to be printed here.)

"Friona, on Castro Creek is in Northern Farmer County ten miles south of Frío Draw, was called Frío when established in 1898 by Capital Syndicate as a shipping point on the Pecos and Northern Texas Railroad.

The name was changed to Friona when the post office was with O. W. Suttan as postmaster, G. D. Owens established a hotel, used chiefly by prospective settlers from 1905 to 1910. By 1915 the town had a population of 200, and S. A. Harris was publishing a weekly newspaper the Friona Sentinel. Population reached 731 by 1930, 803 by 1940, and 1,196 by 1950.
Pam Lee
English 5
Friona Jr. High

Around fifty years ago a company named the George C. With company decided much of the land around Friona into lots and sold it to people who lived out East.

They got the people to come to Friona on the Santa Fe railroad. When the people gathered there were no buildings here except the train depot.

A group of men called the Greeting Committee met these people and helped them find there land and that's how people first came to settle in Friona.
Danny Wesley
English 5-1
Jr. High

Fifty years ago Mr. Os Lange came to Friona on the Santa Fe train. He got off, looked all directions from the depot, and asked "Which side is the town?" The depot man said "It just don't make no difference."

There were no streets, only two or three buildings, one windmill and a livery stable. The rest was a dusty prairie.
Sheri Rector
Reading 5-1
Jr. High

About thirty years ago farming wasn't as easy as it is now. One certain plow is the One Way. In stead of having a sixteen foot one way, it was almost a ten foot one way. In stead of plowing six miles an hour, they were plowing three miles an hour. Now combines harvest six rows, when then they harvested one row and had to be pulled by a tractor. The modern day tractor has padded seat cushions, cabs, radios, and air conditioners and some have heaters. Compare this to it uncomfortable tractors of yesterday. Today we have better plows than yesterday also.

Today men can plant crops and provide the necessary water the plants need for adequate growth. Long ago they had to depend on igin. Today we can plant more and better crops then our parents could when they were little.
Phil Brock
Reading 5
Friona Junior High

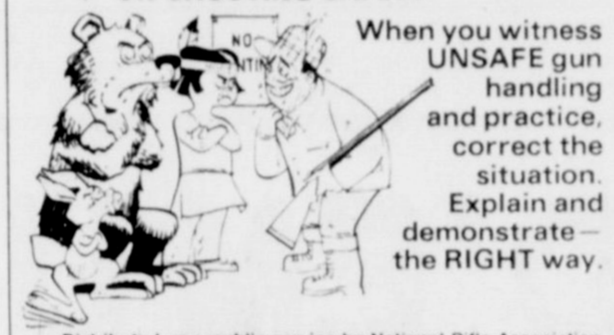
Friona has seen many changes since the Depression Days of the early 1930's. The highway was south of the railroad and unpaved. There was very few business houses above the hill, and there was not a paved street in town. Getting to and from school could be a real adventure because you never knew when a black dust storm would turn day into night. Sometimes the sand would drift across the roads and the bus would be stuck until a farmer pulled it out with his tractor. Money to buy the necessities of life was scarce, but patriotism to school and country was never higher.
Friona
David Whitaker
English 5
Friona Jr. High

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



KATHY SCHUELER, . . . is being entered in the annual Queen Contest this evening by Hurst Department Store. She is the daughter of Mr. and Mrs. Raymond Schueler and she is a Junior at FHS this year.

KEENEY'S TIPS ON SHOOTING SAFETY



Distributed as a public service by National Rifle Association

Congratulations !

To Friona On Your 13th Annual MAIZE DAYS CELEBRATION



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"

Attend MAIZE DAYS 1969

Welcome To Friona! FUN FOR ALL!



Friona's Reigning Maize Queen PAT ROBERTS



KENDRICK OIL CO.

PHILGAS

★ **STRUT**
with
us!



**AT
THE
1969
MAIZE
DAYS**

★

- *Parade
- *Carnival
- *Kid Contests
- *Exhibits
- *Races
- *Bingo Booth
- *Queens Contest

**PARMER COUNTY
PUMP COMPANY**

Phone 247-3030 Friona, Texas

IN 1956

Maize Days Grew From Friona Birthday Fete

Friona's Maize Days celebration, 13 years old this year, grew out of the community's 50th anniversary celebration of 1956, and the annual fall "County Fair" which had been held during the first part of September.

Wright Williams was Chamber of Commerce president in 1956, and directed the celebration's activities. "The anniversary celebration was so well attended, we decided to try something on an annual basis after it was over," Williams says.

Several people worked many weeks for the 50th birthday event. And, as is still the case, various committees were appointed to carry out the work of the celebration.

Members of the program committee were Mr. and Mrs. H.K. Kendrick, Mr. and Mrs. Carl Maurer, Mr. and Mrs. O. F. Lange, Mr. and Mrs. Dan Ethridge and Mr. and Mrs. Dillie Kelley.

Committee chairmen included Steve Bavousett, agriculture; W.H. Graham, Jr., publicity; J. C. Claborn, parade; and A.L. Black, barbecue.

Highlighting the 50th anniversary celebration was a "Pony Express" horse race into Friona, an eight-mile affair won by Johnny Hand. A tour of the newly-completed Parmer County Community Hospital building concluded the observance.

The following year, Chamber officials decided to once again sponsor a program to attract the visitors. J. C. Claborn was president of the Chamber

of Commerce in 1957, and the organization hit upon the idea of holding a celebration in honor of the area's number one cash crop. It was held October 18 and 19.

Contests for kids and grown-ups were held Friday afternoon, and the free barbecue was held Friday evening, followed by the first Maize Queen contest. Betty Agee was crowned queen from a field of nine girls.

Bill Sheehan and Charles Allen were co-chairmen of the 1958 edition of Maize Days, which were held September 25-26-27. For the first time the queen's contest was held on Thursday evening, as it is now.

A feature of the 1958 celebration was the giving away of a new car at a downtown drawing, won by Mrs. Mildred Adams. Celia Berry, a Bovina girl, became the first non-Friona Maize Queen, winning out over 14 girls.

The third annual Maize Days celebration was the first to be held the second weekend of September. It was held September 10-11-12, 1959. Flake Barber and Bob Ginsburg served as co-chairmen.

Darla Bingham reigned over the festivities as Maize Queen.

Martell LeVeque and Porter Roberts were co-chairmen of the fourth annual Maize Days celebration in 1960. Twenty-nine contestants, largest field ever in the contest, competed for the queen title. Joy Ingram was judged winner. Amarello weatherman Dan True served as master of ceremonies.

J.C. Claborn and Wes Long headed the 1961 Maize Days celebration. Kay Bureson was chosen from a field of 28 contestants.

The sixth annual Maize Days celebration was headed by J. G. McFarland. Janet Buckley was named Maize Queen to reign over the festivities.

Porter Roberts, who had previously been named Chamber of Commerce manager, was selected by the Chamber to head up the 1963 celebration.

Sheryl Long was crowned Maize Queen. She became the first Maize Queen to help judge the beard-growing contest.

The 1964 celebration was again guided by Porter Roberts. Sandra Beene was chosen Maize Queen.

Chairmen and queens of the most recent celebrations were: 1965-Ross Ayers, Susan Neill; 1966-Bill Wooley, Crista Evans; 1967-Flake Barber, Paula Fortenberry; 1968-Charles Allen, Pat Roberts.



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.

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

Parmer County's population was only 34 in 1900, according to the Texas Almanac.



DENISE BUSKE, . . . is entering the Maize Queen Contest along with several other pretty young girls from around Parmer County. She is the entrant of Friona State Bank. Denise is a Senior in FHS and is the daughter of Mr. and Mrs. W. D. Buske.

Grain Sorghum Isn't Native

Sorghum is not native to the United States. All new germ plasm must be introduced from Africa and India. The incorporation of these new characters into available material to improve existing lines is very important.

just the transfer of these characteristics but an understanding of how and why they occur which is important.

When these are known, plant breeders are able to continue developing new and improved strains and eventually new hybrids.


It was through programs such as this that sorghum hybrids were developed. It was not

SHOP IN FRIONA!

HEAD'EM UP ... MOVE'EM OUT

The Crowd Is Heading
To Friona This Weekend

For
**MAIZE
DAYS**



Join the fun in Friona this weekend during Maize Days as Friona celebrates its 63rd anniversary. Good clean fun for the entire family.

CHESTER GIN

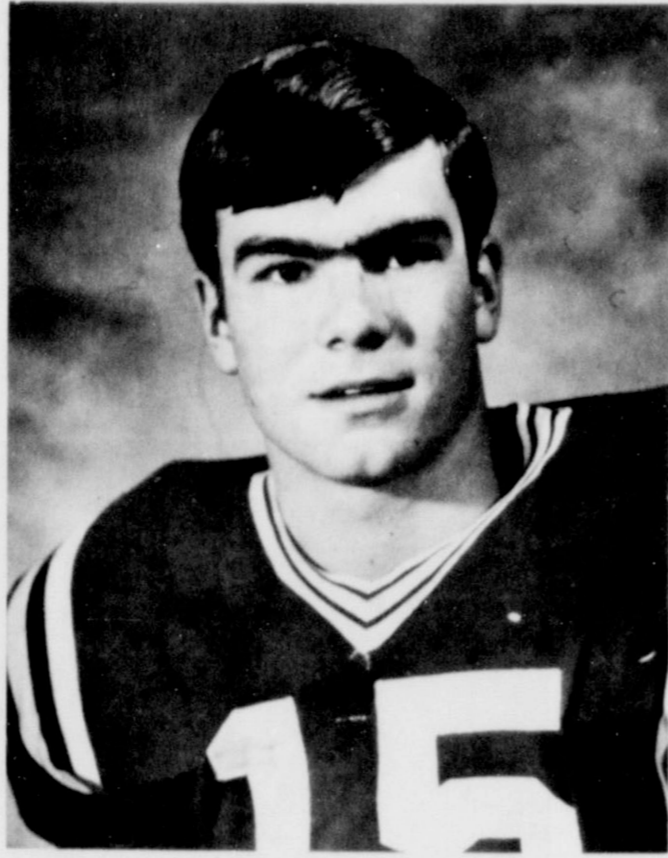
Friona, Texas

Phone 247-3185

COTTON BOWL

FOOTBALL CONTEST

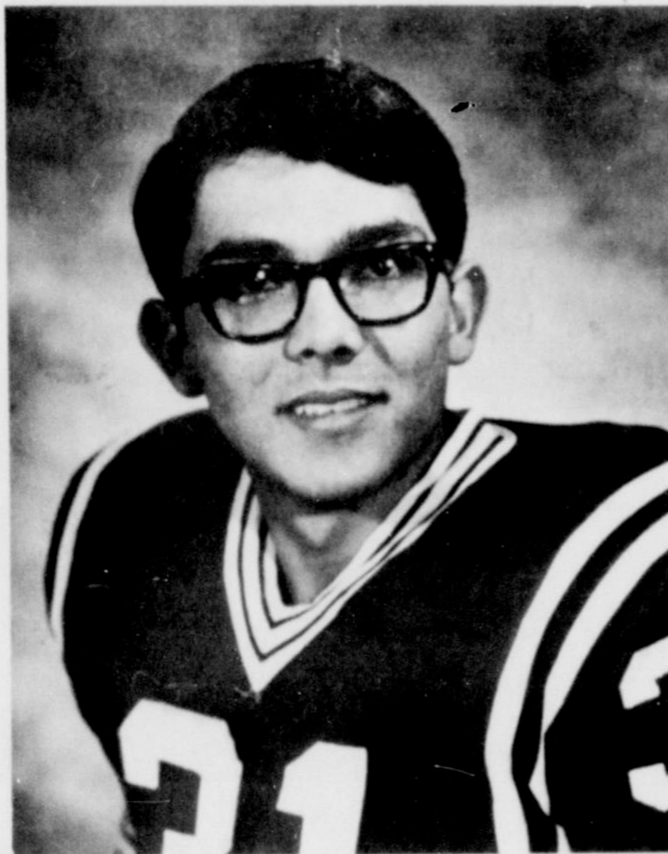
MEET THE CHIEFS



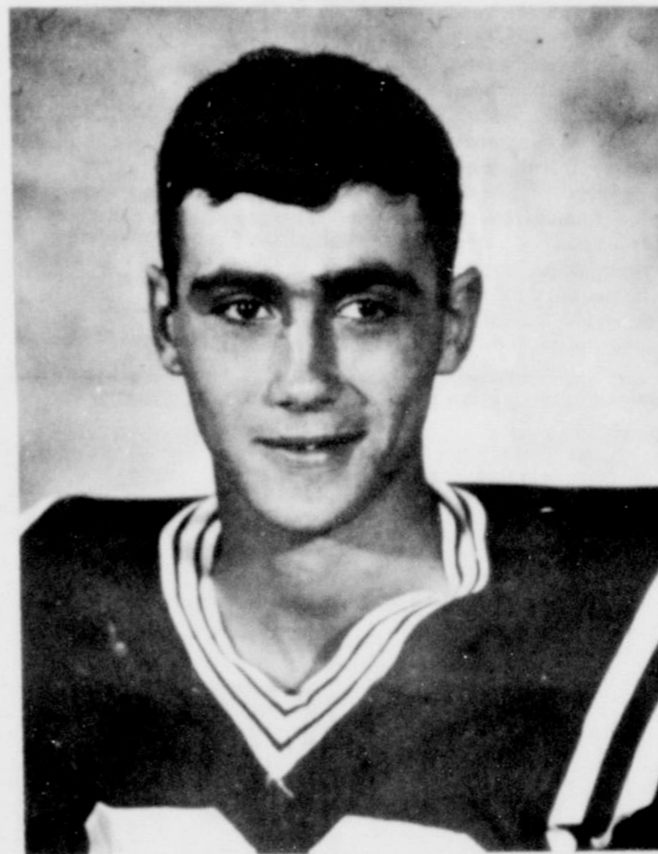
Danny Kendrick
Sr., Quarterback



Donnie Carthel
Sr., Center



Isidore Cordova
Sr., Fullback



James Weatherly
Jr., Guard

CONTEST RULES

1. Pick the winner 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 (rug 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 \$30 expense money and hotel reservations. Second place winner will

5. receive two tickets to the Sun Bowl game and \$25 expense money. Third place winner gets two season tickets to the Friona Chiefs 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.


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

DIMMITT at MULESHOE

2. 
REEVE CHEVROLET
*CHEVROLET *OLDSMOBILE
*FRIGIDAIRE APPLIANCES
Sales Service
FLOYDADA at RALLS

3. **PLAINVIEW PRODUCTION CREDIT ASSN.**
Robert Neelley
Office Mgr.

CROSBYTON at LOCKNEY


4. **FRIONA COUNTRY CLUB GIN**
DON HUCKABEE
Phone 247-2439

ABERNATHY at PETERSBURG


5. **BI-WIZE DRUG**
DRUGS SUNDRIES
"Your Rexall Store"
Phone 247-3010
LEVELLAND at OLTON


6. **FRIONA FARMERS CO-OP GIN**
"It's Your Gin - Use It"
CHARLES WAGGONER, Mgr.
POST at HALE CENTER


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

BOVINA at AMHERST

8. **PARMER COUNTY PUMP COMPANY**
B & J Pumps

NEW HOME at LAZBUDDIE


9. 
YOUR HOMETOWN NEWSPAPER SINCE 1925
FRIONA, TEXAS
Covering Friona Football and
School Activities For 41 Years
CLOVIS at PLAINVIEW

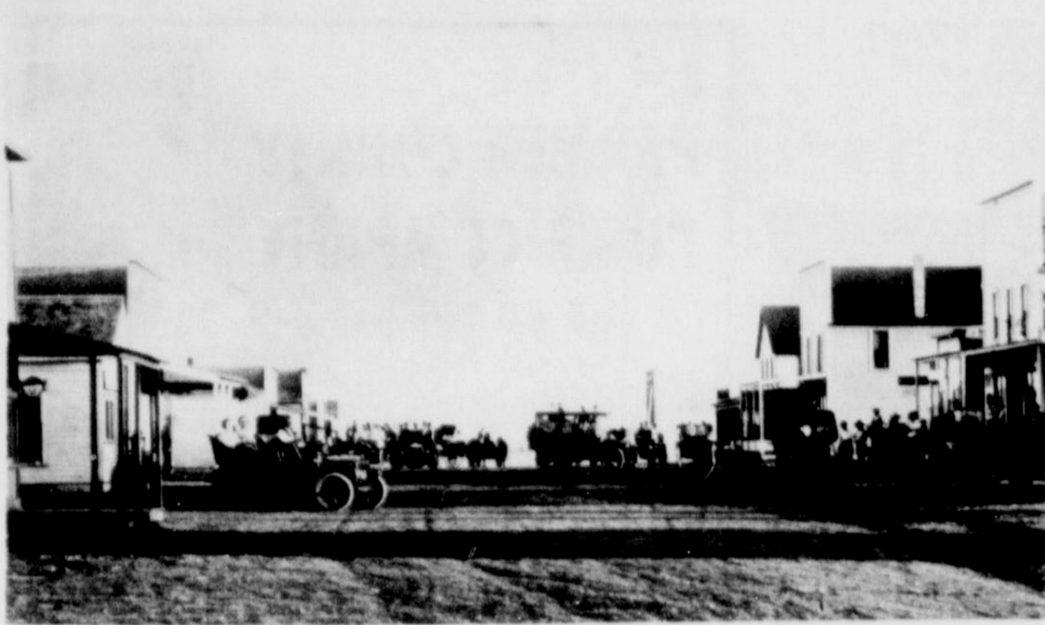
10. **CHESTER GIN**
EXPERIENCED
DEPENDABLE
SERVICE

Phone 247-3185 Friona
HEREFORD at PAMPA

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

PHILLIPS at CANYON

12. **H-P** For Feed and Livestock Supplies--
HI-PRO FEEDS, Inc.
Boys Ranch at FRENSHIP
Ron Davenport Box 1086
247-2782 Friona, Texas 79035

13. **HUB GRAIN** **FLEMING & SON GIN**
Phone 265-3215 265-3405
DUMAS at PALO DURO

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
TASCOSA at ODESSA PERMIAN



Looking South on Main Street, Friona--About 1910



The Old Friona State Bank Building--About 1910

Research Is Big Aid To Sorghum

During the last decade, much has been accomplished through research to establish grain sorghum as a permanent, accepted and expanding industry, one which is basic to many farm areas in the United States.

Probably the most outstanding discovery in production research was the development of the "hybrids."

A long list of achievements could be itemized showing progress in standability, insect and disease resistance, better yields, and so forth, but we want to point out the need for research in the future to make it still a more valuable product and one which will continue to be profitable to produce.

Tips Given On How To Recognize A Tornado Cloud

Here's a tip on tornado recognition from your Texas Department of Public Safety. Tornadoes are usually seen as a dark funnel-shaped cloud, spinning rapidly and extending toward the earth from the base of a thundercloud. When near by, a tornado sounds like the roar from hundreds of airplanes. Learn more about tornadoes by obtaining a copy of the free circular on tornado precautions from your local city or county civil defense director.

Green Thumb Tips

The common marigold may be useful in ridding soil and crops of nematodes, those tiny parasitic worms that often are the bane of the farmer's or gardener's existence. The United States Department of Agriculture found marigolds the best potential resistor of seven plants tested.

The idea, of course, is to starve out the nematodes. If marigolds are grown and resist the pests, then the next year the nematode population will have decreased and better crops can be grown.

The use of marigolds in this manner benefits the home gardener as much as or more than it does the farmer.

Do not handle vegetables any more than is necessary after harvesting them. Dropping may cause bruising which does not improve their quality. If it is necessary to put your produce into the refrigerator (and, of course, all vegetables will taste better if cooked or used raw immediately after picking), store them at temperatures slightly under 40 degrees F. and at a high humidity.

Such storage reduces shrinking by reducing the amount of moisture given off by the vegetables.

Planting a new lawn? Mid-August to mid-September is the best time in the entire year to do so. But be sure you don't plant seeds too thickly. There are over 2 million seeds to a pound of bluegrass and, if this much seed is distributed evenly over one thousand square feet of well-prepared ground, it will produce an excellent stand of grass.

Should you be exhibiting vegetables at a fair or flower show, remember that condition, uniformity, freedom from signs of pests and strict adherence to the show schedule all count.

Select the precise number of pieces called for in the schedule, as nearly the same size, shape and color as possible, with no signs of pest injury and in as perfect condition as your garden allows. Then arrange them on the plate provided so that each piece looks its best.

Cut strawflowers for drying when fully opened and fully colored. For more interesting arrangements cut also a few half-opened blooms and buds.

Cotton goods were prohibited in England in 1712.



Y'ALL COME To Our Big MAIZE DAYS CELEBRATION

Sept. 8 - 13

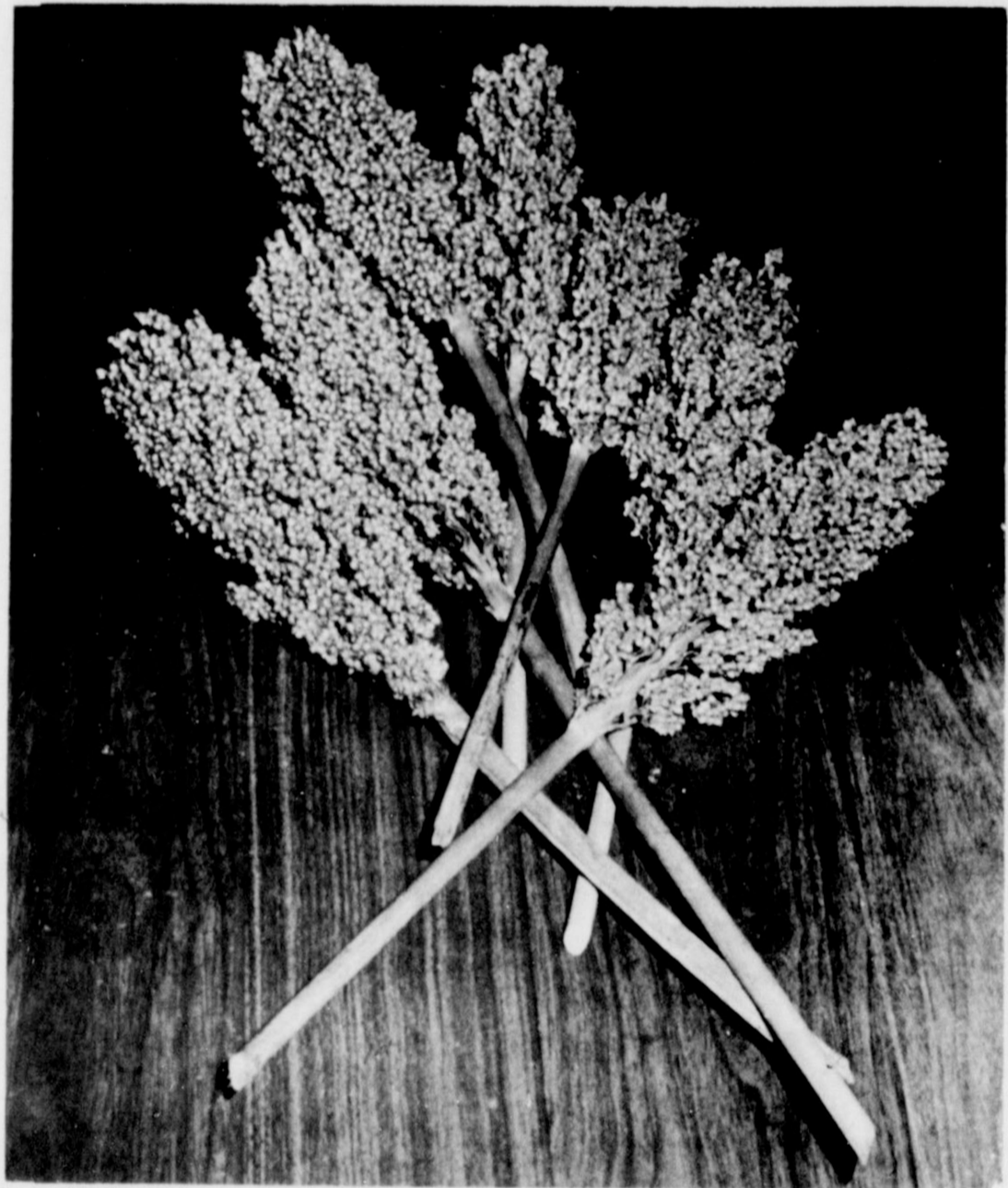
PRODUCTION CREDIT ASSOCIATION

Robert Neelley, Manager

Friona, Texas
612 Euclid Street
Phone 247-3065



MAIZE DAYS TIME IN FRIONA



WELCOME To The
13th Annual
MAIZE DAYS CELEBRATION
September 8-13

Good Old Fashioned Fun
For The Whole Family



When Your Grain Is Ready, We're Prepared To Handle It To Your Best Advantage!

WEST FRIONA GRAIN

DON HUCKABEE, Mgr.

Bovina Highway

Phone 247-2439

UNDERGROUND SUPPLY

Tech Research Project To Probe Water Aquifer

What goes into and what comes out of the Ogallala aquifer, which supplies the water for the High Plains of Texas, are major concerns of approximately \$400,000 in research currently funded through Texas Tech's Water Resources Center.

WRC Director Dan M. Wells said the score of projects underway are supported by the university, the state and the federal governments.

"We're trying to concentrate," he said, "on national problems which are of paramount importance to this region."

The problem of water quality, threatened by pollution from several sources, is the subject of major research.

Other aspects of water use by both urban and rural segments of the High Plains, the nature of the underlying aquifer, problems relating to water importation and some very practical biological studies which could lead to better water use are included in WRC investigations.

Typical of research development at the four-year-old center is a \$96,000 study of feedlot waste problems, funded by the Federal Water Pollution Control Administration (FWPCA) and Texas Tech.

The research began on a much smaller scale. The Feeders' Division of the Texas and southwest Cattle Raisers Association put up \$6,000 for waste research. This was matched by the Coordinating Board, Texas College and University System.

As work progressed, the Texas Water Quality Board (TWQB) provided a grant of \$15,000 to expand the research, and the Agricultural Research Service of the U.S. Department of Agriculture added its support to the study.

"University research funds," explained Prof. Wells, "often are used to initiate research, to outline the scope of the problem. They also can be used to supplement insufficient funding for an important project, or to complete a small but important project such as the recently completed study of the Rich Lake area."

Cooperative research efforts are typified in a project sponsored by the WRC and two other organizations which, together, provided the total needed—\$8,972.

The study, by Prof. Joseph L. Schuster, who is chairman of Texas Tech's Department of Range and Wildlife Management, will lead to a better understanding of possible control of woody phreatophytes (primarily salt cedar) along the Brazos River upstream from Possum Kingdom Lake to the confluence of the Salt and Double Mountain forks.

Schuster, who is project leader for Brush Control Studies at the university, described salt cedar as "the worst of the noxious water thieves."

While no single agency could provide all the funds necessary for his study, the sum was provided by the Texas Water Development Board (TWDB) which granted \$5,072, and the WRC and Texas Tech's International Center for Arid and Semi-Arid Lands, each contributing \$1,950.

In another project, a study of the potential pollution of the Ogallala by recharging playa lake water, three agencies provided funds. The FWPCA granted \$32,936; the TWQB, \$4,764, and the WRC, \$5,200.

The research is led by Wells as the principal researcher, working with Entomology Prof. Ellis W. Huddleston, Chemistry Prof. Robert G. Rekers and Agronomy Prof. Raymond E. Meyer.

Through the WRC, the university has \$28,440 invested in 13 projects underway now. These involve eight departments of the university: civil engineering, biology, entomology, geosciences, agronomy, range and wildlife management, agricultural engineering and agricultural economics.

In other research at the center, the departments of animal science and chemical engineering also are involved.

Major research includes: The feedlot waste study being conducted by Wells, who is a professor of civil engineering, Chairman George F. Meenaghan of chemical engineering, Agricultural Engineering Prof. Walter Grub and Animal Science Prof. Robert C. Albin.

The development of mathematical techniques to determine the Ogallala's ability to store and yield water, a \$16,791 cooperative project sponsored by the federal Office of Water Resources Research (OWRR), the High Plains Underground Water Conservation District No. 1 and the university, with Wells and Water District Chief Engineer Frank Rayner as co-principal investigators.

Development of systems for groundwater recharge into the Ogallala, supported by two grants—one contract for \$30,162 from OWRR and the Coordinating Board for work now completed and another for \$38,878 from the OWRR and the university for additional studies—and investigated by Agricultural Engineering Profs. Marvin J. Dvoracek and Rolland Z. Wheaton.

A study of the mineralogy and chemistry of soils and sediments of High Plains playas, funded for \$18,978 jointly by the state and the OWRR, to be completed next summer by Agronomy Prof. B. L. Allen.

A water quality investigation of urban runoff related to the duration and intensity of storms, supported to the extent of \$35,640 by the OWRR and the university, providing for Dr. Wells' pollution study using K. N. Clapp Park in Lubbock as a major research site.

And a three-year investigation of the effect of unlined treated sewage storage ponds on the quality of water in the Ogallala, directed by Wells and supported by \$40,498 in OWRR and university matching funds.

A \$7,948 investigation of alternate methods of mosquito control to reduce the chemical pollution of water for recharge of the Ogallala has recently been completed. It was funded by matching OWRR and state funds and conducted by Entomology Profs. Charles R. Ward and Ellis W. Huddleston.

Recently published WRC research reports include "Ogallala Aquifer, Rich Lake Area, Terry County, Texas," by Geosciences Prof. C. C. Reeves who also has a \$3,100 WRC grant to study the location, flow and water quality of West Texas playa lake springs, a report of mosquito control research by Ward, Huddleston, Entomology Prof. Donald Ashdown and graduate student John C. Owens; and "The Effect of Feed, Design and Management and the Control of Pollution from Beef Cattle Feedlots," by Profs. Grub, Albin, Wells, and Wheaton. These reports are published for distribution to those

concerned with the problems involved.

WRC funded research also covers these problems:

Investigations of the ecological importance of fatty acids in the regulations of aquatic ecosystems, \$2,250, by Biology Prof. R. W. Gordon;

Interbasin diversions, an annotated bibliography, \$2,500, Civil Engineering Prof. George A. Whetstone;

Investigations of the parasites and predators of mosquito larvae in playa lakes, \$1,000, Ward;

Herbicide movement in soils as affected by various ions in the leaching water, \$1,600, Meyer;

Studies on the subterranean aquatic fauna of Texas, \$2,200, Biology Prof. R. W. Mitchell;

Water use efficiency as influenced by deep placement of fertilizer, \$1,200, Agronomy Prof. Eugene Coleman;

The influence of water quality on evaporation from a free water surface, \$1,000, Dvoracek;

The economic importance of irrigation water to the agricultural sector of the economy in the Texas High Plains, \$3,000, by Agricultural Economics Prof. James E. Osborn;

And a structural problem related to pumping plant discharge lines described as "optimum design of ring stiffened cylindrical pumping plant discharge lines," \$2,800, by the newly appointed chairman of civil engineering, Dr. E. W. Kieslins.



RECHARGE PROBLEM. . . Sediment which collects in the beds of High Plains playas is a major deterrent to recharge of water through the temporary lakes into the Ogallala. Researching the recharge problem are Texas Tech Agricultural Engineering Prof. Marvin J. Dvoracek, left, Graduate Research Assistant Sam Peterson (the son of Fred H. Peterson, 7028 Royal Lane, Dallas), and Prof. Rolland Z. Wheaton of agricultural engineering. (Tech Photo)



A Separates Threesome is the smartest way to make your transition from summer into fall. Start with a skirt featuring the news of pleats and a colorful plaid (it's a big year for plaids). Top it with a good-looking classic shirt or sweater. Now, add a handsome blazer, in the new and so-flattering longer length. For town or country, campus or career—what a great way to look for early fall '69!



CONFERENCE. . . Researchers working to control feedlot waste problems survey results and plan studies in conference with Texas Tech Water Resources Center Director Dan M. Wells, center. Confering with him, clockwise, are Animal Sciences Prof. Robert C. Albin, Agronomy Prof. Eugene A. Coleman, Agricultural Engineering Prof. Walter Grub, Agricultural Engineering Technician Carl L. Carter, Chairman Dale W. Zinn of the Department of Animal Science and Chairman George F. Meenaghan of the Department of Chemical Engineering. (Tech Photo)

Keep Ashtrays Around House

Want to keep your home safe from fire?

One way, says the American Insurance Association, is to keep plenty of ashtrays around—at least one in every room.

It's a good plan, the Association adds, to keep a stack of spare ashtrays in a cupboard so that they can be brought out quickly if friends drop in.

Plenty of ash trays help prevent fires; also they may keep careless guests from burning marks on your furniture and floors.

And don't overlook emptying them often. It's a good practice to do this nightly before going to bed. But be sure to use a covered metal can for this purpose.

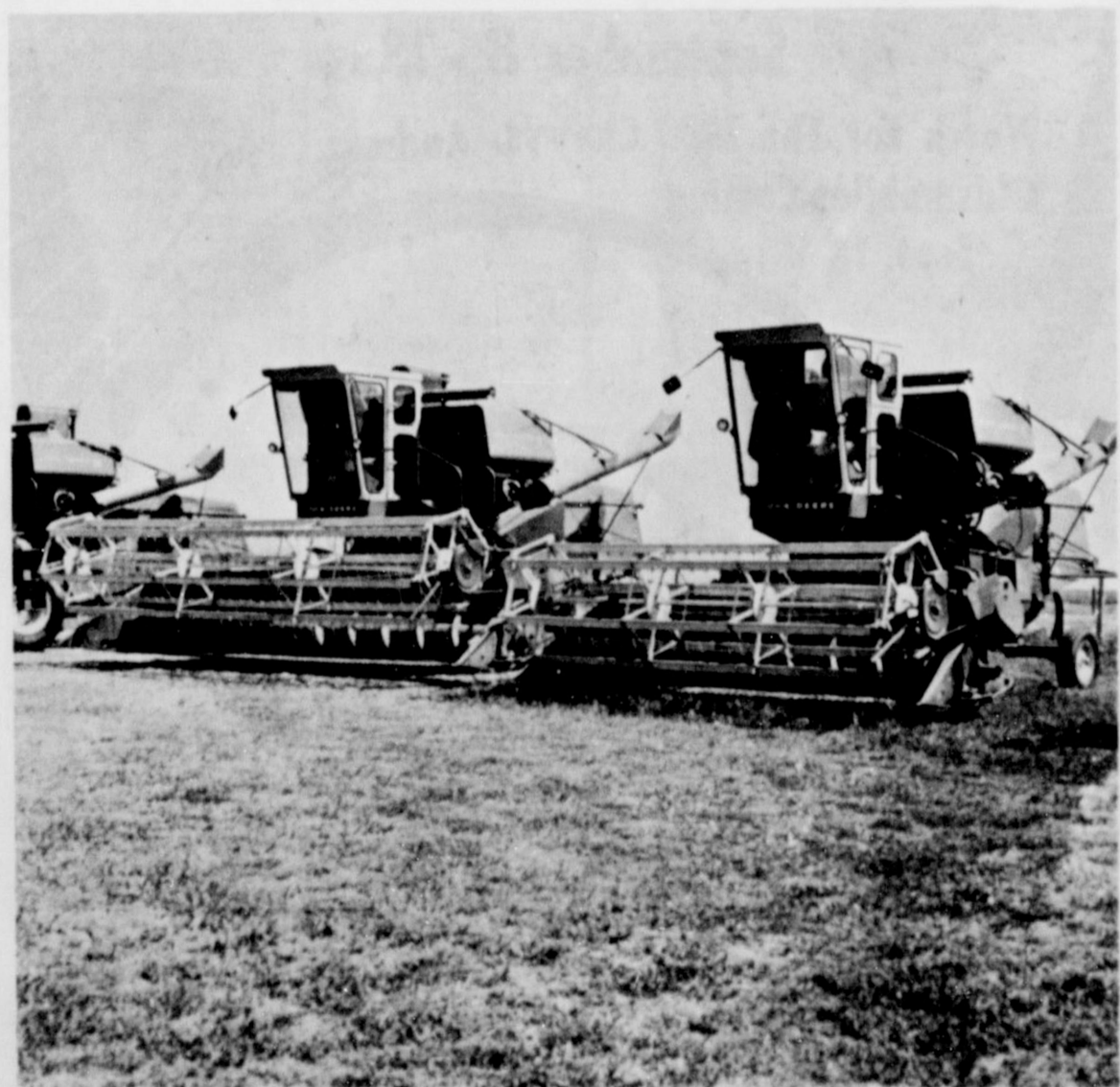
It's Time To Celebrate Another Fine Maize Crop In Parmer County

*** OUR CONGRATULATIONS To Friona On Your 13th Annual MAIZE DAYS**

It is a pleasure for us to be of service to some of the many agricultural industries of this growing area. We salute you on your growth and progress over the past years.

BURKE INMAN TRUCKING COMPANY

"We Move More Cattle Than The Chisholm Trail!"
Burke Inman, Hereford 364-2490



John Deere 105, 95

WITH PROSPECTS GOOD FOR A RECORD-BREAKING CROP... NOW IS THE TIME

..... To Buy A New Combine Or Trade For One Of Our Good Used Combines!

- * We Now Have Several 105 And 95 New And Used Combines In Stock.
- * By Trading Early, We Can Offer A Good Trade.
- * For Those Needing Financing, John Deere Financing Is Available on New & Used Combines With No Interest or Financing Charges Until March 1, 1970



HERRING IMPLEMENT

108 E. 11th

Phone 247-2741

BY SCS

Soil Maps Are Tool For Better Land Use

Soil maps are a basic tool for selecting a system of soil management. The maps show the kinds of soil in a field, a farm, or in a city or town. Currently, about one-half of the land in the Texas Panhandle has been surveyed.

In Parmer County Soil and Water Conservation District, which is in Parmer County, about 73 per cent has been completed to date and it will be completed as manpower becomes available. The ultimate goal of the United States Department of Agriculture is to have a soil survey or map of every acre of land in the Nation.

What, then, does a soil map predict about a piece of land? In the nationwide system now in use the soils are classified and named, just as plants and animals are. For example, plants are identified and named by such features as the structure and the shape of the leaf.

Likewise, soils are identified and classed by their main characteristics which are texture (proportions of clay, silt, sand), color, depth, kinds and sequences of layers or horizons, and any other feature that is important to its use and management.

These soil traits or features can be determined in the field by the soil scientist making the map. The names of the soils are taken from towns or localities near the place where the soil was first defined. Examples of soil names from this area are the Olton series, Amarillo series, Pullman series, Fortales series and Randall series.

After the features or characteristics of a soil have been studied and determined, predictions can then be made about how it will respond to various kinds of management or use.

Some of the questions that a soil survey and its interpretations can answer are: Is this land suited to cultivation? What kind of crops can be grown? How much erosion has occurred on it? What practices will be needed to maintain or increase the soil's fertility? Is the soil suited to irrigation and what kind of system will I need? What kind of native grasses will it grow? Does the soil swell and shrink, creating a hazard to structural foundations? Does it flood often and many others.

The principal users of soil survey are those involved in producing agricultural products—farmers, ranchers, dairy-

men, etc. Special interpretations have been made by Soil Conservation Service Technicians to assist agriculturalists in the use of the surveys. This is the land capability classification system.

Soils are placed in eight classes, all of which do not normally exist on any single farm or ranch. Class I through IV are suited to cultivated crops. Class V through VII are suited only to grazing and wildlife. Class VIII land is suited only to wildlife.

Through the soil survey, this land capability system provides

the basic facts with which the Soil Conservation Service Technician and the landowner or operator develop the conservation plan for the cultivated land on his farm. For rangeland, the soils are grouped into range sites. Each site is composed of a group of soils that respond similarly to kinds of grazing and that grow the same kind of grasses.

Soil maps are made by experienced Soil Scientists who are graduates of Agricultural Colleges and Universities, where they were trained in the soil sciences, crop sciences and

(Continued on Page 12)



SOIL SAMPLER. . . Herb Bruns, SCS Soil Scientist, examines soil sample from northern part of Parmer County. The Standard Soil Survey being conducted by the Soil Conservation Service is about 73 per cent complete in the county. Information from the survey is used in conservation planning on farms and ranches and is valuable to cities, planning commissions, highway departments, county commissioners, and others. It is available for public use at the Friona SCS Office.

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 overall 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

**We've Been On
The GO In Friona
For 31 Years...**

**IMPALA SPORT COUPE
1969
Model**

**And We're Still Going
Strong!**

**We Welcome You To Friona's
Maize Days Celebration
September 8 - 13**

**Watch For The 1970 Chevys, And
Oldsmobiles Coming
Sept. 18**

**REEVE
CHEVROLET**

510 Main Friona Ph. 247-2774



REGINA DUKE . . . will compete with twenty other pretty young ladies from around Parmer County in the Maize Queen Contest tonight. Regina is the contestant for Radio KNNN. She is a Junior at Friona High School and is the daughter of Mr. and Mrs. Robert Dukes.

Feedlot Runoff Best On Grass, Test Shows

Research at Texas Tech shows that Midland Bermuda grass is much more tolerant of large quantities of runoff from cattle feeders than cotton, grain sorghum or wheat.

"The Midland Bermuda has thrived under quantities of runoff from concrete lots that prevented germination of cotton and seriously deterred the growth of grain sorghum," said Tech agronomist Eugene Coleman.

The research is designed to determine the tolerance of various crops to application of the runoff and is financed by a grant from the Texas Water Quality Board. The grant, together with companion funds from the Federal Water Pollution Control Administration, is the basis for an effort to solve a growing problem in the West Texas area.

The objectives of the particular phase in which the Department of Agronomy and Coleman are interested are to determine the effect of wastes from livestock on feedlots upon the germination and growth of different field crops and the effect of these wastes upon nutrient accumulation in the soil.

To conduct the study, wastes are caught in drainage pits immediately adjacent to both dirt surfaced and concrete surfaced feedlots, then carried to the field site or to specially constructed growth chambers where they are applied at varying rates to cotton, grain sorghum or Midland Bermuda.

The feedlot runoff wastes are applied to field sites 6 by 12 feet and 30 inches deep and allowed to percolate down. The containers used in growth chambers are 12 inches in diameter and 36 inches deep with a drainage line at the bottom, allowing a sampling of the liquid percolating through the 36 inches of soil.

The growth chambers allow the control of light and temperature so that optimum growth conditions can be provided throughout the year.

"Data recorded include germination, growth rate, total growth and nutrient content of plant materials," Dr. Coleman said. Plant nutrients analyzed include nitrogen, phosphorous, potassium, calcium, sulfur, magnesium, iron, zinc, man-

ganese, copper and boron." "Growth chamber tests indicate that two surface inches per week of runoff from dirt feedlots increases the growth of Bermuda grass by approximately 60 per cent," Coleman said.

"Two surface inches per week of runoff from concrete feedlots decreases the growth of Bermuda grass 65 per cent, grain sorghum 90 per cent and wheat 99 per cent."

Coleman said soil analyses made from soils taken from growth chamber containers show that there is not as great an accumulation of nutrients and salts as might be expected.

Salinity levels increase from 0 to 20 per cent on most treatments of one or two inches per week for eight weeks, he said. Excessively high rates of application—eight surface inches pre-plant plus four inches per week—increased salinity by 400 per cent. Nitrate nitrogen increased less than 15 pounds per acre over the eight week period for one or two inch rates.

"It must be remembered," Dr. Coleman said, "that these soils were freely drained and the material percolating through the soils carried a high proportion of applied pollutants through the 36 inches of soil. It remains to be seen if the field

Club Will Sell

Tickets On Trunk

An antique trunk filled with household linens is being made available to the public by a group of Progressive Study Club members. Chances on the trunk are on sale now through Maize Days and the winner will be drawn next Saturday at 2:30 p. m.

The camel-back antique trunk is finished in gold velveteen and lace and is filled with three sets of bath towels, luncheon cloth and napkins, a blanket, tea towels, four sets of pillowcases, satin neck-pillow, gown, hot mats, and finger towels.

Proceeds from the sale of tickets on the trunk will go for the clubs many civic and

plots will react similarly."

Other Texas Tech personnel and departments participating in the overall study of feedlot pollution include Dr. Dan M. Wells of the Water Resources Center, Prof. Walter Grub of Agricultural Engineering, Dr. Robert C. Albin of Animal Sciences and Dr. George Meenaghan of Chemical Engineering.

Patchwork's The Craze



charitable projects. Chances may be purchased for one dollar from any of the following club members: Mrs. M. C. Osborn, Mrs. Tom Pruett, Mrs. Baker Diggins, Mrs. Billy Joe Mercer, Mrs. Gary Batte, Mrs. Hollis Horton, Mrs. Robbie Osborn, Mrs. Jimmy Mabry, Mrs. Larry Dyess and Mrs. Clarence Monroe.

Safety Tip

Whenever you go into a school, church, theatre, store, or other place of assembly where there's a crowd of people, always look around and see which exit is nearest you, says the American Insurance Association.

It could save your life, in case of fire.



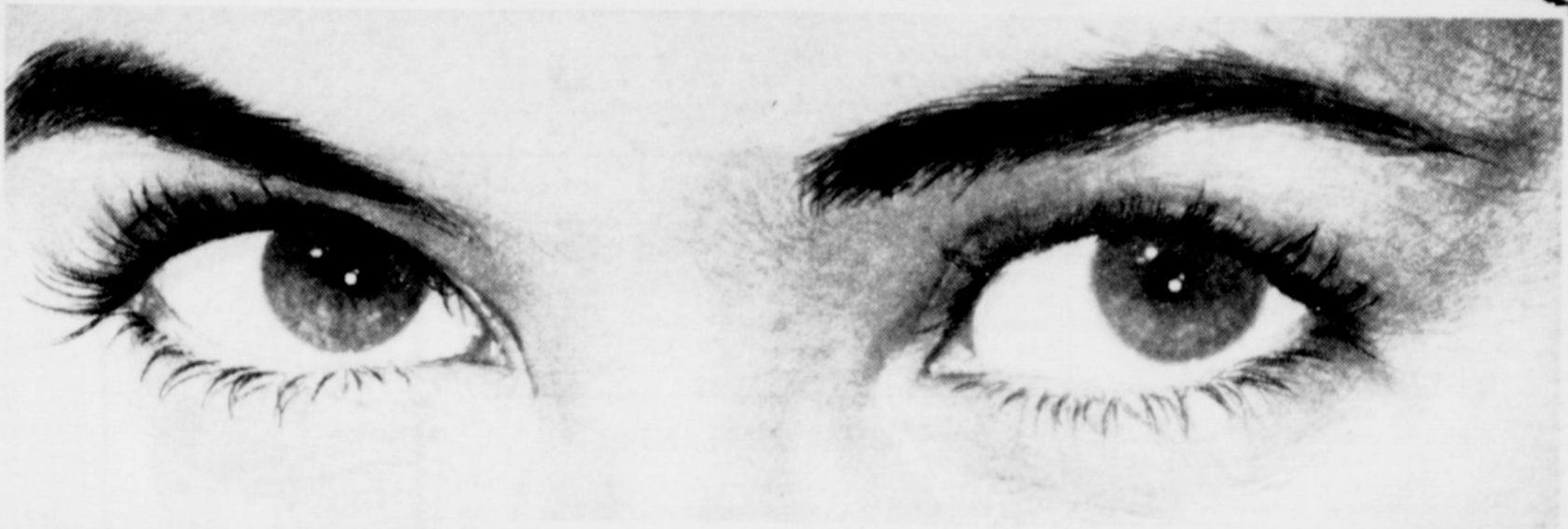
The Litter Letter Says . . .
**STOW IT!
DON'T THROW IT!**
TEXAS HIGHWAY DEPARTMENT

RUSTIC MOOD — Geoffrey Beene creates a peasant-style dirndl jumper in a patchwork of pumpkin velveteen and calico inlaid with yellow cotton braid. For compound interest, he adds a peasant shirt and apron in a patchwork-printed cotton.

A tornado watch is used to alert the public to the possibility that tornadoes may develop over a certain area. A tornado warning means that a tornado has actually been sighted in the area or its presence has been detected by radar. When the weather threatens, the department of public safety urges you to keep tuned to your radio or television for information. Do not call police, civil defense, or the weather bureau except to report a tornado.

MOST COMMON KILLER

Driving too fast for conditions leads the list of factors that contribute to fatal traffic accidents, says "Texans for Traffic Safety." The group points out that posted limits are indicated maximums, not an indication of safe speed. Drivers should always slow down under adverse conditions.



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Mexican Side Of Alamo Battle Told In Book

A Review
 (The Siege and Taking of the Alamo, by General Miguel A. Sanchez Lamego; Illustrated; 53 pgs.; first edition limited and numbered; \$7.50; The Press of The Territorial, Santa Fe, New Mexico.)

The Mexican view of the Alamo, gathered in the archives of the National Defense of Mexico by a respected military man and Latin American historian, looks at the battle itself almost as the Texan does.

But missing from General Miguel A. Sanchez Lamego's account of "The Siege and Taking of the Alamo" is the Texas bragadoccio that tends to cloud the whole story. The painfully documented short history says the Texans' motives may not have been entirely pure in beginning the Lone Star Republic's successful fight for independence.

Nor were all the Mexicans bad guys.

The pensive review of the Texas War, and the dusty mission which symbolizes it hints that the war began after North Americans, settling Texas at the generous invitation of Mexico, seized on an intramural dispute as an excuse to declare independence on trumped-up breach-of-contract charges.

Because of a dispute between the Mexican president, Miguel Barragan, and Mexico's de facto dictator, General Antonio Lopez de Santa Ana, Texans charged the federal institutions of Mexico had been overthrown by force and the "social compact" between Mexicans and Texans dissolved.

They declared independence from Mexico, precipitated the Texas War, and, indirectly, the Mexican-American War that followed a few years later. Lamego says, in effect, that the Barragan-Santa Ana fight, resulting in a state-governor appointment favorable to Santa Ana, was only an excuse to take over the republic and eventually deliver it to the United States via a doctrine of manifest destiny. That's what happened, premeditated or not.

Out of 6,000 troops making the long, foul-weather trek north to San Antonio to reclaim

it for Mexico, there must have been a hero-something many Texans are loathe to admit.

Lamego concentrates on one, Sub-Lieutenant Jose Maria Torres: "With determination he climbed to the roof and, with great effort while running great risks, he succeeded in lowering the Texan's flag and raising in triumph the Tri-Color of his battalion. This glorious deed cost him his life."

Lamego shows his mettle as a researcher in this slender book. His is the first book-sized review of the battle to come from south of the Rio Grande, and the first Alamo account of anyone's to make extensive use of the official archives in Mexico City.

The book will infuriate those who believe America never has had an impure motive. But for the serious Texas historian, its content is a must.

"The Siege and Taking of the Alamo" will also bolster the view that, after all, the land was Mexico's regardless of what the regime was like. The Texans, after all, were guests.

Soil Maps . . .

(Continued from Page 10)

related subjects. Ordinarily the soil scientists use aerial photographs as a base for plotting the soil boundaries. He goes over the land with a spade, auger or power sampler and digs as often as necessary to determine the kinds of soil and to mark their locations.

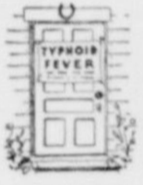
Soil maps have many other uses. They are of use to prospective landowners, land appraisers, students of natural sciences, road builders, pipeline companies and others. In some urban areas, corrosion of underground pipe is a problem, thus soil maps are used as a guide for re-routing their pipelines around these salty areas, thereby saving those cities much expense. Soil surveys are also being used more and more by counties and school districts as basis for re-evaluation of their tax structures.



GINGER MURPHREE . . . will be entering the Queen Contest this evening for City Body Shop. Ginger is a Junior at FHS and is the daughter of Mr. and Mrs. Ray Murphree.

LEST WE FORGET . . .

Very few doctors today have ever seen a case of typhoid fever, but until about sixty years ago it was a terrible scourge, high on the list of causes of death . . . Nearly all epidemics were water-borne, now almost completely eliminated by modern water technology.



TOBACCO PLANT

The first cigar factory of importance was established in 1810 in West Suffield, Connecticut, by Simeon Viets, who employed 15 women and a foreman.

Clip & Save

Monday thru Friday

- 6:30 Music: Country Style
 - 7:00 Today Show
 - 7:25 News
 - 7:30 Today Show
 - 8:25 News
 - 8:30 Today Show
 - 9:00 It Takes Two
 - 9:25 NBC News
 - 9:30 Concentration
 - 10:00 Personality
 - 10:30 Hollywood Squares
 - 11:00 Jeopardy
 - 11:30 Eye Guess
 - 11:55 Newswatch
 - 12:20 Bill Harkins' "Guest book"
 - 12:30 You're Putting Me On
 - 1:00 Days Of Our Lives
 - 1:30 The Doctors
 - 2:00 Another World
 - 2:30 You Don't Say
 - 3:00 Match Game
 - 3:25 Fashions In Sewing
 - 3:35 Mike Douglas Show
 - 4:30 Perry Mason
 - 5:30 Huntley-Brinkley Report
 - 6:00 Newswatch
- Thursday p. m.**
- 6:30 Daniel Boone
 - 7:30 Ironside
 - 8:30 Dragnet
 - 9:00 The Goldiggers
 - 10:00 Newswatch
 - 10:30 Tonight Show
 - 12:00 Newswatch
 - 12:15 Sugarfoot
- Friday p. m.**
- 6:30 The High Chaparral
 - 7:30 The Name of the Game
 - 9:00 The Saint
 - 10:00 Newswatch

TV SCHEDULE

Channel 4

- 10:30 Tonight Show
 - 12:00 Newswatch
 - 12:15 *Enchantment Hour
- Saturday**
- 7:00 *Roy Rogers
 - 8:00 Super 6
 - 8:30 Cool McCool
 - 9:00 Flintstones
 - 9:30 The Banana Split Adventure Hour
 - 10:30 Underdog
 - 11:00 Storybook Squares
 - 11:30 Untamed World
 - 12:00 Huck Finn
 - 12:30 Farm and Home Show
 - 1:00 Major League Baseball
 - 4:00 *Broncho
 - 5:00 *Make Room for Daddy
 - 5:30 Huntley-Brinkley Report
 - 6:00 Newswatch
 - 6:30 Adam 12
 - 7:00 Get Smart
 - 7:30 The Ghost & Mrs. Muir
 - 8:00 *Saturday Night At The Movies "Wild Seed" Michael Park
 - Newswatch
 - 11:30 Joe Pyne Show
 - 1:00 Newswatch
 - 1:15 Enchantment Hour
- Sunday**
- 7:00 Herald of Truth
 - 7:30 Encounter
 - 8:00 Insight
 - 8:30 Glory Road
 - 9:00 Adventure Theater
 - "FBI-99", Martin Lamont, Helen Talbot
 - 10:30 This Is the Life
 - 11:00 Church Services
 - Polk Street Methodist Meet the Press
 - 12:00

Sunday (Cont.)

- 12:30 America Sings
 - 1:00 *Sugarfoot
 - 2:00 Sunday Matinee "Tarantula" "Touch Of Evil"
 - 5:00 Congressional Reports
 - 5:30 Frank McGee Report
 - 6:00 Newswatch
 - 6:30 Walt Disney
 - 7:30 Mothers-In-Law
 - 8:00 Bonanza
 - 9:00 My Friend Tony
 - 10:00 Newswatch
 - 10:30 Movie
- Monday p. m.**
- 6:30 "Tiger, Tiger (NBC)
 - 7:30 Monday Night at the Movies "The Glory Guys"
 - 10:00 Newswatch
 - 10:30 Tonight Show
 - 12:00 Newswatch
 - 12:15 *Broncho
- Tuesday p. m.**
- 6:30 Star Trek
 - 7:30 Julia
 - 8:00 Tuesday Night at the Movies, "Games"
 - 10:00 Newswatch
 - 10:30 Tonight Show
 - 12:00 Newswatch
 - 12:15 *Sugarfoot
 - 1:15 Sign off
- Wednesday p. m.**
- 6:30 The Virginian
 - 8:00 Kraft Music Hall
 - 9:00 The Outsider
 - 10:00 Newswatch
 - 10:30 Tonight Show
 - 12:00 Newswatch
 - 12:15 Broncho
 - 1:15 Sign off

Get A STRONG Signal



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 *FM Music
 *Local Weather
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Channel 7

- Monday thru Friday**
- 6:15 Spanish Kindergarten
 - 6:30 Tuggie Cartoons
 - 6:45 Jack Tompkins Farm
 - 9:00 Dennis The Menace
 - 9:30 Hazel
 - 10:00 Margaret Logan
 - 10:30 Dick Van Dyke
 - 11:00 Bewitched
 - 11:30 That Girl
 - 12:00 Pro News
 - 12:15 Pro Weather/Farm
 - 1:00 Newswatch
 - 1:30 Dating Game (C)
 - 2:00 General Hospital (C)
 - 2:30 One Life to Live (C)
 - 3:00 Galloping Gourmet (C)
 - 3:30 Batman (C)
 - 4:00 Dark Shadows (C)
 - 4:30 Flintstones (C)
 - 5:00 ABC News (C)
 - 5:30 Three Stooges
 - 6:00 Pro News (C)
 - 6:15 Weather (C)
 - 10:00 Pro News (C)
 - 10:15 Weather/Hotline (C)
 - 10:30 Hotline/Sports (C)
 - 10:40 Rona Barrett News (C)
- Thursday p. m.**
- 6:30 Flying Nun
 - 7:00 That Girl
 - 7:30 Bewitched
 - 8:00 Tom Jones
 - 9:00 It Takes A Thief
 - 10:45 Invaders
 - 11:45 Highway Patrol

- Friday p. m.**
- 6:30 Let's Make A Deal
 - 7:00 What's The Cheering All About?
 - 8:00 Judd for the Defense
 - 9:00 Dick Cavett Show
 - 10:45 The Rogues
 - 11:45 Highway Patrol
- Saturday**
- 6:30 Navy Public Service
 - 7:00 Casper Cartoons
 - 7:30 The Smokey Bear Show
 - 8:00 The Catnappa Cats
 - 9:00 Hot Wheels
 - 9:30 Hardy Boys
 - 10:00 Sky Hawks
 - 10:30 Adventures of Gulliver
 - 11:00 Fantastic Voyage
 - 11:30 American Bandstand
 - 12:30 Happening 70
 - 1:00 Circle Theatre I
 - 1:30 Circle Theatre I
 - 2:30 Circle Theatre II
 - 3:00 Circle Theatre II
 - 4:00 Wide World of Sports
 - 5:30 C.B.S. Evening News
 - 6:00 Pro News
 - 6:30 Dating Game
 - 7:00 Newswatch
 - 7:30 Lawrence Welk
 - 8:30 NCAA Football
 - 11:30 Pro News
 - 11:45 Pro Weather/Sports
 - 12:00 Late Movie
- Sunday**
- 7:00 Modern Education
 - 7:30 The Christophers
 - 8:00 The Answer
 - 8:30 Dudley Do Right
 - 9:00 George of the Jungle
 - 10:00 Bulwinkle
 - 10:30 Discovery

- Sunday, Cont.**
- 11:00 Zoomama
 - 11:30 My Friend Flicka
 - 12:00 Pro News
 - 12:15 Weather/Sports
 - 12:30 Issues & Answers
 - 1:00 Sunday Showcase 1 & 2
 - 4:00 Time Tunnel
 - 5:00 Western Sportsman
 - 5:30 Wilburn Brothers
 - 6:00 Land of Giants
 - 7:00 The FBI
 - 8:00 Sunday Night Movie
 - 10:00 ABC News
 - 10:15 Pro News
 - 10:30 Weather/Sports
 - 10:45 Starlite Theatre
- Monday p. m.**
- 6:30 Avengers
 - 7:30 Guns of Will Sonnet
 - 8:00 Outcasts
 - 9:00 Dick Cavett Show
 - 10:45 Untouchables
 - 11:45 Highway Patrol
- Tuesday p. m.**
- 6:30 Mod Squad
 - 7:30 TBA
 - 8:30 N.Y.P.D.
 - 9:00 Dick Cavett Show
 - 10:45 Outer Limits
 - 11:45 Highway Patrol
- Wednesday p. m.**
- 6:30 The Flying Nun
 - 7:00 Courtship of Eddie's Father
 - 7:30 Room 222
 - 8:00 Wed. Nite Movie
 - 10:45 Laredo
 - 11:45 Highway Patrol

Off you go in

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HURST DEPARTMENT STORE

- Monday thru Friday**
- 6:30 Film Features
 - 7:00 Farm/Ranch Show
 - 7:20 News-Weather-Paul Harvey
 - 7:30 CBS News
 - 8:00 Capt. Kangaroo
 - 9:00 Coffee Time
 - 9:30 The Beverly Hillbillies
 - 10:00 Andy of Mayberry
 - 10:30 Love of Life
 - 11:00 Where The Heart Is
 - 11:25 CBS News
 - 11:30 Search for Tomorrow
 - 12:00 Scene at Noon
 - 12:30 As The World Turns
 - 1:00 Love Is A Many Splendored Thing
 - 1:30 The Guiding Light
 - 2:00 The Secret Storm
 - 2:30 The Edge of Night
 - 3:00 Comer Pyle
 - 3:30 Lucy Show
 - 4:00 Truth or Consequences
 - 4:30 The Big Valley
 - 5:30 CBS Evening News
 - 6:00 Scene At 6:00
- Thursday p. m.**
- 6:30 Animal World
 - 7:00 The Time of Man
 - 8:00 Thursday Night at the Movies
 - 10:00 Scene At 10:00 News, Sports, Weather, Paul Harvey Comments
 - 10:45 Merv Griffin
 - 12:00 Medic
 - 12:30 T. V. Reader's Digest
- Friday p. m.**
- 6:30 The Wild Wild West
 - 7:30 Comer Pyle USMC
 - 8:00 CBS Friday Night Movie
 - 10:00 Scene At 10:00

- Channel 10**
- 10:45 Merv Griffin Show
 - 12:00 The Late Movie
- Saturday**
- 6:45 Cartoons
 - 7:00 The Jetsons
 - 7:30 Bugs Bunny Roadrunner Hour
 - 8:30 Dastardly & Muttlet Flying Machines
 - 9:00 Perils of Penelope Pitstop
 - 9:30 Scooby Doo Where Are You
 - 10:00 Archie Comedy Hour
 - 11:00 The Monkees
 - 11:45 Wacky Races
 - 12:00 Super Superman
 - 12:30 Johnny Quest
 - 1:10 Skippy
 - 1:30 Sat. Early Movie
 - 3:30 AAL Track & Field
 - 4:30 NFL Action
 - 5:00 Wrestling
 - 5:30 Buck Owens
 - 6:30 Jackie Gleason
 - 7:30 My Three Sons
 - 8:00 Hogan's Heroes
 - 8:30 Petticoat Junction
 - 9:00 Mannix
 - 10:00 Scene at 10:00
 - 10:45 Burke's Law
 - 11:45 The Late Movie
- Sunday**
- 7:00 Children's Gos. Hr.
 - 7:30 Wills Family
 - 8:00 Oral Roberts
 - 8:30 First Baptist Church
 - 9:30 LaFavers Gos. Conv.
 - 10:00 Religious Questions
 - 10:30 Face the Nation
 - 11:00 Blonnie Theatre
 - 2:30 AAL Track & Field
 - 3:30 NFL Action
 - 4:00 The Jetsons
 - 4:30 Amateur Hour

- Sunday, Cont.**
- 5:00 The 21st Century
 - 5:30 News Report
 - 5:50 Weather Cast
 - 6:00 Lassie
 - 6:30 Archie
 - 7:00 Make Room for Grandaddy
 - 8:00 Balt. at Dallas
 - 9:00 Mission Impossible
 - 10:00 Scene at 10:00
 - 10:45 Rawhide
 - 11:45 Late Movie
- Monday p. m.**
- 6:30 Gunsmoke
 - 7:30 Here's Lucy
 - 8:00 Mayh. R.F.D.
 - 8:30 Family Affair
 - 9:00 Jimmy Rogers
 - 10:00 Scene at 10:00
 - 10:45 Merv Griffin
 - 12:00 Medic
 - 12:30 TV Reader's Digest
- Tuesday p. m.**
- 6:30 Lancer
 - 7:30 Liberate
 - 8:30 Doris Day
 - 9:00 CBS Hour
 - 10:00 Scene at 10:00 News, Sports, Weather,
 - 10:45 Merv Griffin
 - 12:00 Medic
 - 12:30 TV Reader's Digest
- Wednesday p. m.**
- 6:30 Tarzan
 - 7:30 Good Guys
 - 8:00 Bev. Hillbillies
 - 8:30 Green Acres
 - 9:00 Hawaii 5-0
 - 10:00 Scene at 10:00
 - 10:45 Merv Griffin
 - 12:00 Medic
 - 12:30 TV Reader's Digest

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4:00 p.m. - New High School Auditorium - Admission 25c

* Finals And Coronation Ceremony

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



REIGNING MAIZE QUEEN, Miss Pat Roberts, will crown her successor tonight at the High School Auditorium, 8 p.m.



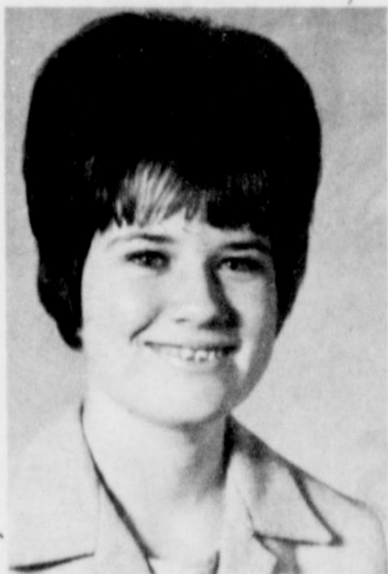
DENISE BUSKE



CINDY CAMPBELL



KAREN CROFFORD



SHARON CROFFORD



REGINA DUKES



RHONDA GARTH



PAM GRISSOM



JAN GROMOWSKY



RISA HOWELL



JANET MINGUS



GINGER MURPHREE



KARLA PATTERSON



KAY RIETHMAYER



AMY RENNER



LANA RENNER



KATHY SCHUELER



ESTHER SMITH



LYNN SMITH



SHELLEY VAUGHN



JACKIE WALTER



GAY WELCH

TANNER LAINE

Sandhill Legend Recalled By Lubbock Author-Writer

(Editor's note: The following story was reprinted with the author's permission from "Campfire Stories," a collection of stories from the great Southwest by Tanner Laine, regional editor of the Lubbock Avalanche-Journal. The book is available at the Friona Star.)

BY TANNER LAINE
South of Muleshoe, Texas, about a mile, and clearly visible, is a range of sandhills. They run diagonally across the Plains of West Texas and into New Mexico.

The hills are not very high. And their width averages not more than a mile or so.

Just how these piles of silty sand came to take place of a once beautiful, flowing river, is not definitely known.

Old maps on file in the capitol at Austin, show a river once ran where these sandhills now lay. (The maps were made by Spaniards.)

It is believed that several hundred years ago, a placid river flowed across a virgin area known only to original tribes and wild beasts of the prairie.

Along the banks of this unnamed stream, there were scrubby trees of oak, hackberry and cottonwood.

Tall grass that would hide a buffalo, grew in the surrounding lowlands.

At a point not very far from where the town of Muleshoe sits in Bailey County, there was an Indian village, occupied by one of the powerful tribes of the day, as Chief Runkles tells it.

And it is here, the legend of the sandhills, unfolds:

In this village of Indians, all is commotion! Faces and bodies are weirdly-painted and adorned. . . People run wildly about, as if to escape some impending catastrophe. . . Shrieks rend the air. . . The general facial expression is one of anxiety!

Tom-toms boom! Cries get shriller. . . Noises louder. . . The beat is faster and faster. . .

. . . The Redskins work into a frenzy. . . They leap about, jerk heads, and circle a little fire by the chieftain's tepee.

The barbarous chant blends to harmony: "Ah-ya, ah-ya! Great Manawak, mighty man of medicine. . . Manawak brings victory for many moons."

Faster and faster, they leap and shuffle. . . The cadence of the tom-tom increases. . . Exhausted braves fall out. . . Others leap to take their places. . . The squaws at the side, moan, with faces bowed to the ground.

From above, the Great Spirit looks down. His redskinned children grieve him. His creatures have gone astray. They have been deceived by one who takes claim for their victories and prosperity.

They must be punished!

The Indians sense something is wrong. But, has not the medicine man passed himself as representative of the Great Spirit? Could anything be wrong?

But what is this? For several hours, they have seen the horizon become a murky red. Never before have they seen such a phenomenon.

The atmosphere is thicker. . . Great clouds cluster and come nearer and nearer. . . The sun is dimmer. . . There is a strange silence about them.

Wildlife has deserted the prairie. . . The river has a strange hue. . . Birds, singing moments before, have flown. . . Ominous red clouds draw near.

Suddenly, and with a mighty roar, the storm is upon them. A red-darkness envelopes them, stinging, biting, suffocating sand. The dance breaks up. The dancers flee for their lives.

It's a hailocaust of wind and sand! Squaws fall and pull blankets over themselves. Papooses are engulfed-shaken and tossed by hurricane-like blasts.

Tepees are uprooted! The sand sticks and begins to drift. Mounds become hills of sand. Throughout that day and for a week, the sand kept coming! As far as the eye could see, the riverside paradise had be-

come a desolate waste. Not a thing moved. Wigwams are covered. The river, once so clear, now is only a muddy channel and filling fast. Manawak, the evil medicine man, has long since paid with his life.

As did those who believed in him.

Only a handful of the hardest braves managed to escape. They did so by covering their heads with blankets and stamping and tramping the dust under their feet as it fell. They tramped it into hills of sand.

At last, when the storm abated, the saved were few. They had tramped down mounds of sand, high as small trees.

The Great Spirit spoke to them. Strong as their hearts were, the braves quivered in fright. They gave thanks for lives that were spared.

As far as their swollen eyes could see--was a vast Sahara void of life and vegetation.

They left.

Many, many moons have rolled by. Time passed in numerous seasons. The Great Spirit holds no grievance. "I will again make this land what it was," said He.

A new race of people slowly began drifting into that area. They brought wives and children. And cattle. Around the sandhills, were pools of cool, sweet water, with overhanging trees and vegetation. These pools were not sufficient, however, to sustain men and beast.

The Great Spirit whispered to these "pale-faced" people: "Dig!"

"Since that first Garden, man must dig and sweat his brow. . ."

The settlers dug. They dug where water had been, and lo-mo-re water came up to meet their spades.

Shallow wells were dug deeper and deeper. More water came. The Great Spirit was pleased. "Truly, these are a happy and grateful people.

There is life again. . . in the sandhills."

More years rolled by. One day, a lone Indian, mounted on a paint pony, passed that way. He rode to the peak of a sandhill and looked all around, as if searching for something or someone. . .

Cowboys in those parts, rode over to him. "How!" And with signs, he told them:

"This was once a paradise with sparkling water and fish leaping in the stream. There was game aplenty. But my people angered the Great Spirit. He filled the river and covered it. I recall happy days here. My own tepee was over there. . ."

The lone Indian rode away into the sunset.

A few days later, his naked horse showed up in a ranch remuda. The cowboys searched. They found the fallen chief. His eyes were closed in the Great Repose. He was hunched beneath a small hackberry tree, as if reclining. His bronzed face was peaceful. He had gone to a happier hunting ground.

They buried him in the sandhills with his worn old bow and quiver. . . in a tattered blanket. . . about all the old warrior had left from better days.

The story of the old Indian was told to newcomers. Old-timers said they remembered where the Indian was buried but couldn't find the exact spot, covered by an eternal mantle of sand.

The ancient sacrifice of His people against the Great Spirit was buried, too. . .

A river flows beneath the sandhills today. Its supply has been tapped by numerous drills and great wells--some capable of 1,000 gallons of water a minute.

Prodigious crops give a great wealth to hundreds of happy homes peacefully in the western vale of a modern Garden of Eden.

And even so, in modern vil-

Money Doll Plans Are Announced

Progressive Study Club will again this year present its annual "Money Doll" drawing Maize Days, with proceeds from the project going into the club's new scholarship fund.

The doll dressed in 25 one dollar bills is on display in the window of Friona State Bank. Drawing for the doll will be held next Saturday in the city park at 2:30 p.m. Tickets may be purchased from any of the club members at 10¢ each.

Mrs. John Fred White, chairman of the club's finance committee, is in charge of arrangements for the "Money Doll" project.

Biggest gardener in the state of Texas is the Texas Highway Department with 840 thousand acres of right of way to maintain.

More than half of all traffic in Texas cities is on thoroughfares maintained by the Texas Highway Department, now celebrating its 50th year.

Maintenance of Texas highways costs the taxpayers 15 cents out of every highway dollar, compared to a national average of 25 cents.

lages across the area, water taps of this time, produce a sparkling reservoir of life-giving water to another people in whose hands its future lies. . .



LANA RENNER, . . . is the contestant for Bingham Land Company in the annual Maize Queen Contest to be held at the High School Auditorium at 8 p.m. this evening. She will compete against twenty other young ladies from Parmer County. Lana is a Junior at FHS and is the daughter of Mr. and Mrs. Rudolph Renner.

Square Dance Lessons Set

The Star Riders of Bovina are sponsoring square dance lessons each Thursday at 8:30 p.m., at the Bovina American Legion Hall.

The public is invited to attend, according to J.D. Adams. For further information, Adams may be contacted at Bovina.

NEW STORY FOR OLD GLORY

Forty-two feet by thirty, and a weight of about 100 pounds . . . that's the amazing size and bulk of the only exact replica of the original Star-Spangled Banner in existence today.

In fact, there has never been but one exact replica. The flag that flew over Fort McHenry, Baltimore, on the terrible night of September 12, 1814, was unique—and for 150 years was never copied.

Then a group of patriotic Baltimore ladies embarked upon the task of re-creating the original, stitch for stitch.

Now picture-taking visitors may snap the results of their labors at Baltimore's Flag House.



MAIZE DAYS

1969



Pat Roberts
Miss Maize Days 1968-69

We join with Pat Roberts, the reigning Maize Queen of Friona, in inviting you to enjoy all the fun and activities in the Friona City Park this weekend during the 13th Annual Maize Days Celebration. We pay honor to the city of Friona on its 63rd birthday this year during Maize Days.

Claborn's

Funeral Home — Floral

Friona, Texas

We'll meet you at the

MAIZE DAYS

Join The Fun In
Friona This
Weekend At . . .

MAIZE DAYS

- ✓ Parade
- ✓ Carnival
- ✓ Queen Contest
- ✓ Races
- ✓ Exhibits
- ✓ Booths
- ✓ Kid Contests
- ✓ Free Barbeque

PANCIERA TIRE & SUPPLY

BOB NICKELS,
Mgr.



Students Write Essays On Early Days Locally

(Editor's note: The following stories were written by fifth grade students in Friona Junior High, as a class assignment. Some of the stories were selected at random to be printed here.)

They used to have picnics on the Fourth of July. Yes, they did about 30 years ago. Have our communities changed?

When my Grandparents moved to the Lakeview communities in the early 30's, this was before electricity and T-V, so the people got together and visited more than they do today. This was especially so on National Holydays such as Christmas and Fourth of July. They would meet at the communities schoolhouse for Christmas parties and Fourth of July picnics. On the Fourth of July they would bring box lunches and have an all day picnic, with singing and lots of fun.

This past Fourth of July, in our city park, we had a day set aside for neighbors to get together and think about what the Fourth of July really means. It is not a day just for fireworks, but more important a day to celebrate our independence and be thankful for the many freedoms we have in our country.

Philip Hand
English 5
Friona Jr. High

Many people lived in dugouts. They did not have fences to keep in their cows and horses. They used picket lines instead of fences. They had diseases, such as, Scarlet Fever that they didn't have medicine for. They couldn't just walk to the store and buy food. And also they didn't have very much money. They couldn't get water from a faucet, they had to take a pail and go to the river and get water, they also had to strain the milk. Now you know that Pioneer days were not very easy.

Melodi Dixon
English 5
Friona Jr. High

In 1930 there was very little electricity in this country also fuel. People had to find other means of fuel for light and heat, which was kerosene for light and wood or coal for heat, some kerosene. Food was rationed then people saved or were given stamps for different staples. There weren't many schools, what schools there was, there wasn't much means of transportation, kids walked for miles to get to school. There wasn't many means for communication. People didn't have the modern facilities that they have now. No, big department stores. Radios were runned by batteries.

Peggy Baca
English 5
Friona Jr. High



RISA HOWELL . . . will be competing with twenty other Parmer County beauties in this evening's Maize Queen Contest. She is entered by Kendrick Oil Company. She is a Junior at Friona High School and is the daughter of Mr. and Mrs. Charles Howell.



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.

Building Figures Go Past \$700,000-Mark

Four building permits were issued during the month of August, including three for new residences. The permits issued for the month represented construction valued at \$37,000 and puts the year's construction figure at \$716,600.

Thus, if the city can average \$71,000 per month during the last four months of the year—usually big months—the totals could top the million-dollar mark in building for the second straight year.

The permits issued for August included three for new residences, worth an estimated

\$34,000, and one move-in residence, worth an estimated \$3,000, for the total of \$37,000.

In other figures released by City Manager Jake Outland, five new water taps were made, to bring the total of active taps at the end of August to 1175. This total is an increase of 50 over the same date a year earlier.

Records showed that a total of 29,159,100 gallons of water were pumped during the month, an average of 971,970 gallons per day. This is comparable to the previous month's pumping.

Rainfall during August amounted to 1.33 inches, and brought the year's total to 14.82 inches of rainfall.

Five new sewer taps were made during August, bringing the number of active taps to 1133. Sewage flow was up 15 per cent from the previous month's pumping.

Sewer department employee Ruben Martinez reported August 1 in order to enter Connally Technical Training Institute.

The fire department recorded only two alarms during the month. One was an automobile southeast of the city limits, a

total loss, and the other was a hay blaze on the AlReznik farm for an estimated loss of \$450.

Police records showed 32 arrests during the month, 24 for traffic violations. Five were for drunkenness, two for investigation and one for minor consumption of alcoholic beverages.

Four accidents were investigated, with no resulting injuries.

In the library department, Mrs. W. M. Stewart was appointed to the library board, replacing Mrs. Bill Brandt, who resigned.

Thank You

From The Friona Chamber Of Commerce

- Friona Feed Yard
- Black Grain
- Hi-Pro Feeds
- Benger Air Park
- Piggly Wiggly
- Friona Consumers
- Allsup's 7-11
- Dr. William Beene
- Foster's Dry Goods
- Steve Messenger & Co.
- Don's Drive Inn
- Claborn Floral
- Murphree Texaco
- Friona Farmers Co-op Gln
- Houser Grocery
- Lillard Real Estate
- Production Credit
- Grady H. Dodd
- Gowens, Glover, Graham & Brown
- Cummings Farm Store
- Pioneer Natural Gas
- American Automotive
- Friona Parts & Service
- Friona Motors
- Claude's Mobil
- Parmer County Pump
- Collard & Elliott
- Ben Franklin Store
- Taylor & Sons
- Friona State Bank
- A. L. Hartzog

The officials of the Chamber of Commerce take this means to say thank you to all the merchants, businesses and individuals of Parmer County for their contributions to the Maize Days fund drive. Without the excellent support of these donors, Maize Days could not be the success that it is each year.

MAIZE DAYS CONTRIBUTORS

- Rushing Insurance Agency
- Parmer Co. Implement Co.
- Claborn Funeral Home
- Friona Dental Clinic
- Billy Carmack
- Rockwell Bros.
- Sears Redi-Mix
- Haywood's Cut & Curl
- S & R Fabrics
- Friona Parts & Service
- Gib's Cleaners
- Allen's Jewelry
- R. H. Schueler
- Ronnie Webster
- Plains Hardware

- Terry's Shop
- West Friona Grain
- Parmer House Restaurant
- Hi-Plains Feed Yard
- Dale Houlette
- Fleming Fertilizer
- S. H. Osborn
- Southwestern Public Service
- Earl's Cafe
- Holiday Cafe
- John Bingham Land
- Herring Implement
- Friona Star
- Jon M. Roden, D.D.S.
- Ethridge-Spring Agency

- G. Canfill
- Friona Wheat Growers
- Friona Clearview
- Bi Wize Drug
- Crow's Slaughter
- Welch Auto
- Reeve Chevrolet
- Lee Gibson
- Hanna Malouf
- Modern Beauty Shop
- Maurer Machinery
- Kendrick Oil
- City Body Shop
- Chester Gin
- Continental Grain
- Rufenacht Commodities
- R. L. Fleming
- Panciera Tire
- White's Super Mkt.
- John F. White
- Douglas Land
- Ruthie's
- Pioneer Cattle Order Buyers
- Beauty Box
- Anthony A. Brito
- Poyner & Hutson
- Hurst Dept. Store
- Adams Drilling
- Big T. Pump Co.
- Larry's Tire Service
- L. G. Taylor
- Ed Hicks Real Estate

Friona Texas Federal Credit Union



KARLA PATTERSON, . . . is a Senior at Friona High School this year. She will enter the annual Maize Queen Contest as the contestant for Ethridge-Spring Agency. Karla is the daughter of Mr. and Mrs. George Patterson.

Memorable European Trip Is Reported By Miss O'Brian

The following report of a trip to Europe was written by Karen O'Brian. She is the daughter of Mr. and Mrs. Russel O'Brian and teaches the migrant kindergarten class, which is held in connection with the Dimmitt Public School System.

Miss O'Brian went to Heidelberg, Germany, to visit Kay Johnson, daughter of Mr. and Mrs. Herschel Johnson, who is employed there. She is a 1962 graduate of Friona High School and attended South Plains Junior College, Levelland, where she received an associate of arts degree, before transferring to West Texas State University, Canyon.

After receiving her bachelor of science degree with a major in elementary education, she taught one year in the Pacific Northwest before beginning her present job in the Dimmitt schools.

My trip to Europe was a most rewarding, once in a lifetime experience, although I was beginning to have my doubts when I left my family at the Air Terminal and walked toward the plane. (I had never flown commercially before.) My legs became weak, my heart was beating so loud that I could hardly think, and my mouth was so dry I couldn't swallow. I think one would classify this as fear. But once I had boarded the plane and began visiting with my seat partner, my fears subsided. I was soon to learn that flying was the greatest form of travel. I flew from Chicago to London and then to Frankfurt, Germany. I spent most of my time in Germany. It was a beautiful country and the people were so nice. I was somewhat limited in conversation since I couldn't speak German and the word or two that I knew I butchered with

my Texas accent. But that didn't stop me. I used hand motions, facial expressions and a lot of smiles.

Kay Johnson was a wonderful hostess.

Some highlights in Germany were the Castle Illumination in Heidelberg, a trip down the Neckar, the Rhine River Cruise and a trip to Berlin! Kay and I flew to Berlin and upon our arrival we could see the wall that divides the East and West sectors. While in Berlin I visited a lady who lived 20 minutes from her children in the East and she hadn't seen them in 4 years due to the wall division.

In Berlin we took a bus tour to the East sector through "Check Point Charlie." There were West German Police on one side, Russian guards on the other and in between was "No Man's Land." In the East sector they checked our bus and our passports thoroughly upon our arrival and departure.

Also we had dinner at the French Officers Club and visited Freedom Bridge where Powers the U-Two Pilot was exchanged for a Russian spy.

Berlin was a most exciting city. Then I traveled by train to Switzerland. I can't say enough about the beauty of the

country and the friendliness of its people. I visited Leurich, Lake Lucerne, Rinefalls, and Mt. Pilatus. The view of the Swiss Alps were breath taking from Mt. Pilatus. Switzerland was like a lovely picture book.

Later, Kay and I flew to London. When we arrived at our Hotel the manager said that there were several steps to climb to get to our room. We found that misery was climbing 82 steps with 44 pounds of luggage.

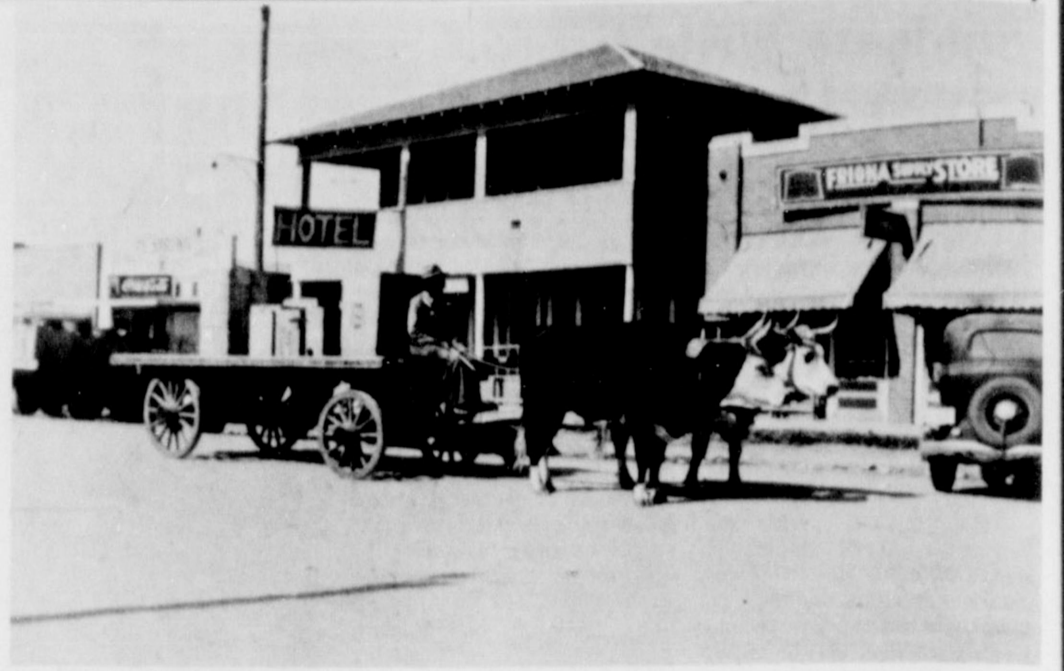
While in London we saw the Changing of the Guard at Buckingham Palace, Westminster Abbey, Big Ben, Piccadilly Circus, Tower of London, Hyde Park Corner, House of Parliament and a play at the London Theater.

I left Kay in England and she visited the English Countryside and Scotland before returning to Heidelberg.

On my return flight I saw the coast of Labrador, icebergs by Greenland and Niagara Falls from my plane window.

In Chicago, I had a very pleasant surprise as I met Jimmette McLean, and flew back to Texas with Martha Mae, Missy and Prissy Prewett who had been visiting relatives in Baltimore.

Europe is really a great place to visit, but there is no place like home. If a person takes



OX TEAM. . . Oxen, belonging to the late J. N. Jasper, are pictured here in a photograph borrowed from O. F. Lange. Jasper was a longtime freight hauler in Friona, and many stories are told about he and the oxen, which faithfully delivered the freight.

Safety Tip

Whenever you go into a school, church, theatre, store, or other place of assembly where there's a crowd of people, always look around and see which exit is nearest you, says the American Insurance Association.

It could save your life, in case of fire.

for granted that he is an American, he should visit Europe and his heart would swell with pride and humility for he would know that it was only by the Grace of God that he is an American.



Another Shot Of Jasper's Oxen

Fire Safety Week Set

Fire Prevention Week—proclaimed each year by the President of the United States—will be observed this year October 8-14, to remind everyone to be careful with fire.

Last year there were 12,100 fire fatalities in the United States, and property losses by fire totaled nearly \$1.5 billion. It is to help reduce this tragic toll in lives and loss of property that communities across the nation will mark the week with programs designed to stress the importance of fire prevention. According to the American Insurance Association, three out of every four fires are the result of carelessness.

Oklahoma Lane Farm Supply

SALUTES FRIONA
On
MAIZE DAYS -

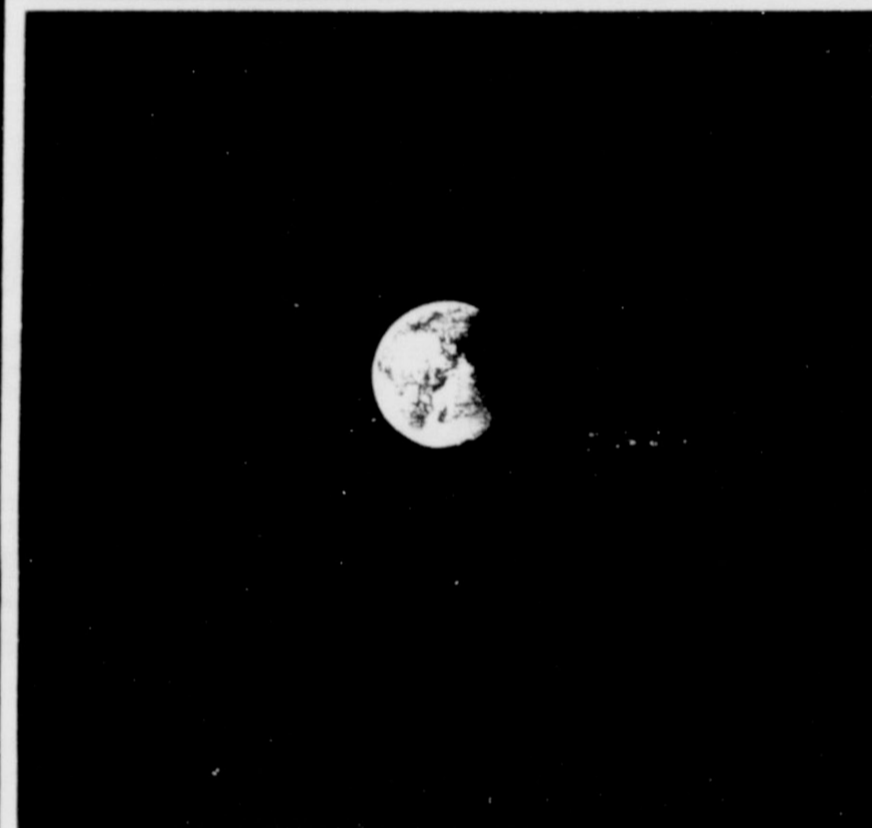
- *Wear More Cotton!
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BE A
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CITIZEN

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MAIZE DAYS

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Phone Tharp 225-4386

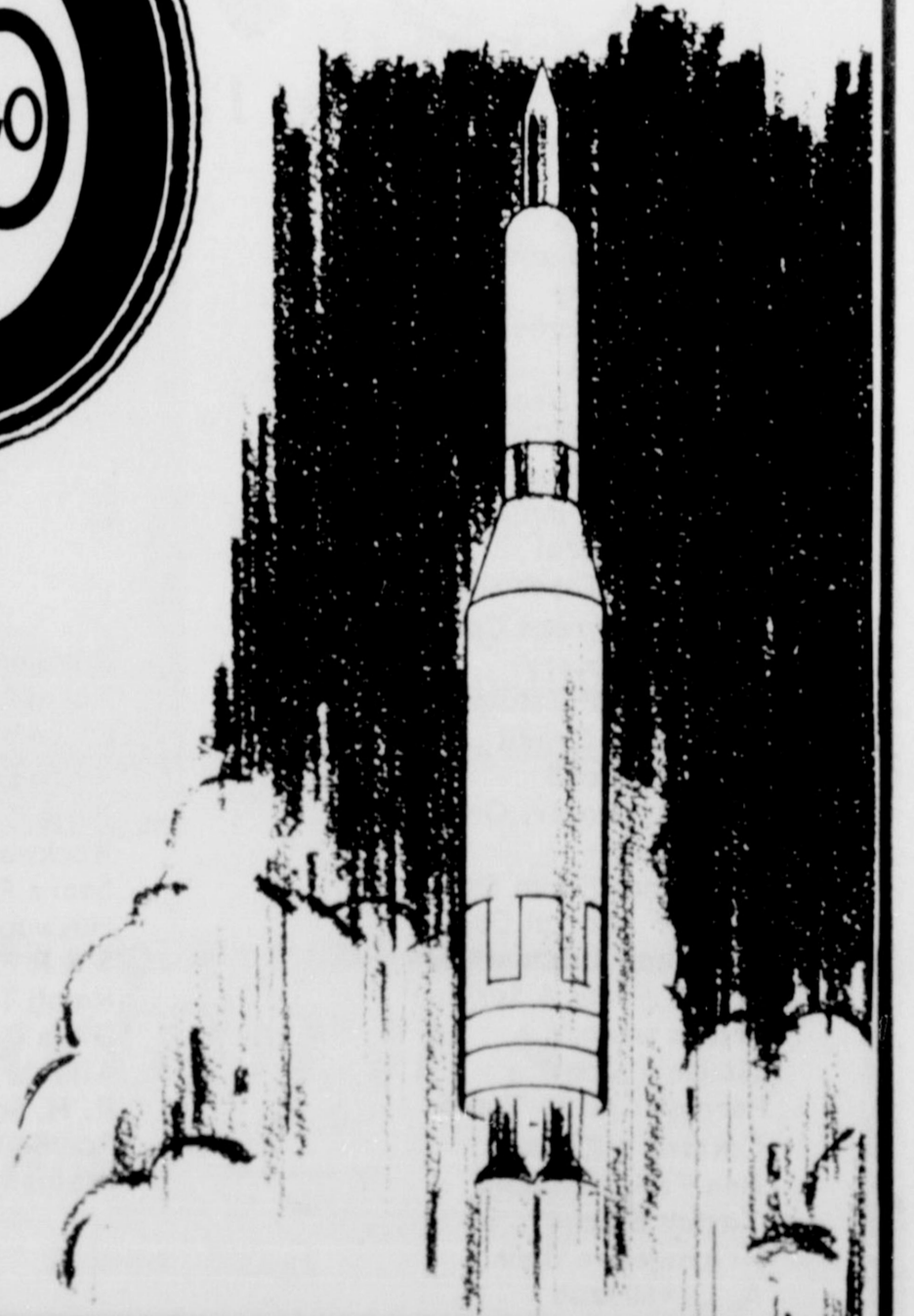


All Systems Are . . .



For The Thirteenth Annual
MAIZE DAYS
CELEBRATION
HUB
GRAIN

BLAST OFF FOR FRIONA Maize King Of The PLANET EARTH



Friona's College Freshmen Begin Higher Education Quest

Several spring graduates of Friona High School have already gone to other cities to begin their college careers. Others will be going soon. Several universities are initiating a plan whereby students will be able to complete the first semester's work before classes are dismissed for Christmas holidays.

Beginning freshmen at West Texas State University Canyon will include Kathy Bandy, Danny Carthel, Billy Nazworth, Deloris Phipps, Larry Martin, Donna Carter, Connie Whaley, Randy Allmon, Rose Marie Demney, Pam Hartwick, Angela Schilling, Mollie Seright, Darla Perkins and Mary Rando.

Linda Carson attended Texas Tech University, Lubbock, one session this summer and has enrolled for the fall session as have Debbie Baxter, Shirley Johnson, Pat Roberts and Pam Turner.

Brenda Blackburn, Janice Clark, Dale Neel and Scott Wooley have already enrolled at Lubbock Christian College. Tom Mars and Paula Fortenberry are attending Wayland Baptist College, Plainview and classes have already begun.

Members of the 1969 graduating class who have already enrolled at Amarillo College or plan to do so are Doris Ferguson, Carole Stokes and Carolyn Hutson. Three members of the class will be attending classes in Denton. Joel Osborn will enroll at North Texas State University and Mary Ellen Scales and Shirley Schueler plan to attend Texas Women's University.

Kamey Beene and Delvin Brookfield will be registering at

Any town in Texas can be struck by tornadoes. Advance action can save lives and reduce public alarm. You can learn about tornadoes and what to do when tornadoes threaten by reading a free circular prepared by the Texas Department of Public Safety. Learn the seven basic rules for tornado safety now. For more information, contact your local city or county civil defense director.

Angelo State College, San Angelo. Jimmy Broyles plans to attend James Connally Tech at Waco, Richard Royal and Connie Stone will be freshmen at South Plains Junior College, Levelland.

Hazel Fallwell will enroll at Ranger Junior College, Cisco, and her cousin, Joe Fallwell, will be attending Sul Ross at Alpine. Johnny Barker will be leaving soon for Weatherford, Oklahoma, where he will enroll at Southwestern State University.

Mike Pavalus plans to enroll at Eastern New Mexico University, Portales; Lowery Harper will be attending Southern Methodist University, Dallas, and Gary Shirley will enroll at the University of Texas, Arlington.

James Schlenker and Kay Russell will be freshmen at Panhandle State University, Goodwell, Oklahoma.

Upperclassmen will include Mary Short, Judy Phipps, Connie Schlenker, Jan Welch, Joan Gail Brookfield, Crista Evans, Cindy Ingram, Mr. and Mrs. Bill Weatherly, Mr. and Mrs. Mike Riethmayer, Mr. and Mrs. John Taylor and Mr. and Mrs. Larry Johnson, who will be attending West Texas State University.

Also Mr. and Mrs. Ronald Awrey, Ronnie Brookfield, Phillip Johnson, Linda Outland, Martha Martin, Lydia Buske, and Tim Herring, who will be attending Texas Tech.

Kathy Renner and Dewayne Procter will be upperclassmen at Lubbock Christian College and in the same category at South Plains Junior College, Levelland, will be Margaret Wilson, Linda Stone, Jay Potts and Mike Reznik.

Mrs. Richard Dickson, Mike Wooley and Steve Brown are attending classes at Abilene Christian College.

Ex-students of Friona High School, who are teaching for the first time this fall are Danny

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

Murphree, who is teaching math in Floydada High School; Dennis Howell, who is teaching physics and chemistry in Morton High School and Mrs. Tim Herring, who is teaching home economics at Abernathy High School.

Also Kay Neel and Myrna Bennett Gatlin, who are teaching in the local school system and Janet Stevick La France, who is a first grade teacher in one of Hereford's elementary school.

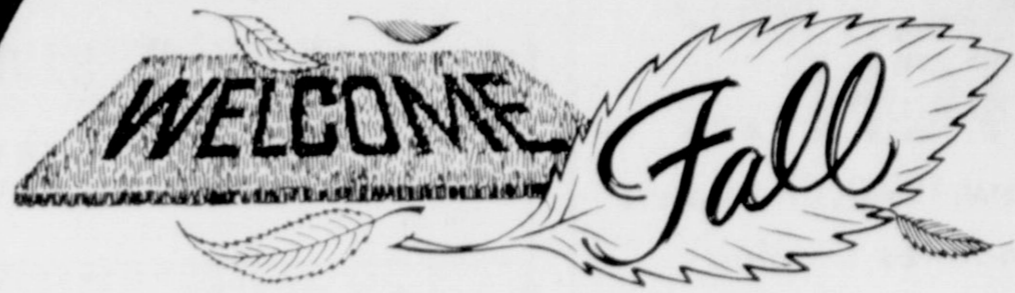


GAY WELCH . . . is the contestant for Brookfield Drilling in the annual Maize Queen Contest being held at the High School Auditorium this evening. Gay is a Junior at Friona High school and she is the daughter of Mr. and Mrs. Louis Welch.

Reeds Have Iowa Guests

Mr. and Mrs. Eldon Jones of Lenox, Iowa visited in the home of Mr. and Mrs. Bud Reed this past week. They are also visiting with the J.E. Knights and A. L. Stokes. Mrs. Jones is a cousin to Mrs. Knight, Mrs. Stokes and Mrs. Reed. Others visiting in the Reed home on Sunday were: Mr. and Mrs. Frank Reed, Romde and Zonda of Amarillo, Mr. and Mrs. Ralph Reed, Mona and Janette of Tatum, New Mexico, Mrs. Edna Fambro of Ft. Sumner, New Mexico, Mr. and Mrs. Jack Redfearn, Rusty and Ricky and Mr. and Mrs. Gene Zackary and Mark of Friona.

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.



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. . . Maize King Of The Planet Earth

It's The Thirteenth Annual

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We Are Happy To Be A Part Of Your Expanding
Agricultural Economy.



**MISSOURI
BEEF PACKERS, INC.**

Friona Division



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100% Wool Cashmere
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We now carry a complete line of
ribbons in velvet, grosgrain and
satin.



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See our new line of ladies
lovely knit fashions . . .

STAGE 7
Three-Piece And
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One-Piece Dresses
Priced \$20. To \$35.

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LADIES AND CHILDRENS WEAR
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Visit Any And Register
Of A Gift From Every Store
Visit All The Gifts
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To Qualify For The Grand
A Drawing Will Be Held
Eight Weeks

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Grocery Today

AND

STOP! . . . Spending
So Much On
Food.

See Our Regular Ad on Page 3

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GROCERY & MARKET

MAIZE DAYS SPECIAL
Thursday-Friday-Saturday
Only

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Pack Film 108
\$3.99

B&W Type 107 Film
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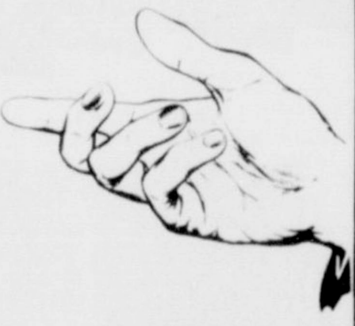
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subject on any college campus and
one way of getting the news to your
son or daughter is by taking ad-
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AND YES STAMPS

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 Reg. or Lime 49¢

Just Wonderful 13 Oz.
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Get Your
 Tickets While
 The Selection
 Is Good.

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Check our ad on the back page of this paper each week for dollar saving specials.

Shop PIGGLY WIGGLY

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Comments By Gib

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GIANT BURGER AND 20¢ DRINK 60¢

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Men's

Western Dress Hats
 By BRADFORD

All Sizes At Popular Prices

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Chieftain Windbreakers
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 DACRON DOUBLE KNIT
 10 Colors to Choose From
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\$15.00 Wave For \$7.50

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 Human Hair Eyelashes
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The Home Of Haywood Cosmetics

FOLLOWING TRIP

Janet Mingus Tells Of Girls State Convention

By JANET MINGUS

We the girls from 18th District left Amarillo bright and early at 3:15 a.m., Tuesday, June 10, 1969, after spending the night in the Herring Hotel. We got acquainted with each other; and after we arrived at St. Edwards, we felt like we had known each other all our lives. Just to see someone we knew made things go a lot easier at times.

When we got there each of us was assigned to a city. There were eight cities lettered from A to H. I was assigned to City "F" which was the city of Friendly Farmers.

We had our schedules filled with everything to do at the same time. We didn't know where to go first. I was so confused, hot and tired that I wanted to quit right there and come home. Boy, was I stupid! I didn't know it, but I was going to find out that I was there for the best ten days spent of my life.

We learned our party songs and our city songs. There were two parties: the Federalists and the Nationalist. I was in the Federalist Party. Every day before assemblies we would have party rallies that were very high spirited. It was fun trying to see which party could sing or yell the loudest.

Every day we had Flag Raising and Flag Lowering. My city as well as all the other cities tried to be first at these gatherings. We all sang our city songs and tried to see who could be the loudest. Then we finally got together and sang the traditional Girls' State Songs. It was just beautiful having more than 430 girls singing for the same cause. After the singing was over, everyone would be quiet and stand at attention for the flag ceremonies. They were very impressive. It really made me feel proud of my country to see Old Glory on that pole and know what it stands for.

Our director of Girls' State was Miss Frances Goff. At first she scared us to death, but we grew to love her very dearly. This year was her 17th year as the Girls' State Director. She told us that we would "learn by doing," and that is exactly what we did. We did everything ourselves as we set up our own government.

The first big thing to come up was city campaigning and city elections. I decided I would run for a city councilman. I made posters and a speech for my campaigning for this office. As it turned out, I was unopposed on the ballot; but I was very happy to get the office anyway.

We, the city officials, got to go into Austin and learn how the city officials of Austin work. We talked with our respective officers. This was very interesting, and it helped us with the functioning of our cities. In our cities we were taxed for our boyfriend's pictures, electric hair curlers, hair dryers, senior rings, and things like that as our personal property. We even had streets, and we had to obey traffic rules as if we were driving cars; or we would get a ticket. We even had the county judge marry us to our boyfriend's picture. We had to get a marriage license from the county clerk first just like for real. Once we had a wreck in our city. We had a trial to find out who was guilty.

We had assemblies every day with a guest speaker. Every city had the opportunity to make a presentation to one guest speaker at these assemblies. It was City F's pleasure to make the presentation to Miss Goff. We made her an honorary member of City F and put a banner with the title "Honorable Farmer Goff."

The main purpose of Girls' State was to teach us government. Miss Virginia Kennedy was in charge of this and believe me she taught us because

she knew what she was talking about.

We were also placed either into the Senate or the House of Representatives. I was in the Senate. To show us how important it is to be sure we know the qualifications of candidates for a certain appointed state office, a few members of the Senate had gotten with the President of the Senate and made up a name. They really cut this person down about her qualifications, and there was some real debate going on. We voted her out and later we found out that she was just an imaginary person. We also learned how to pass or table a bill or resolution.

For the inauguration of the state officials we went to the capital and had it in the rotunda. We also had Senate and House meetings, and we got to sit in the real Senators' and Representatives' chairs. These were very impressive. We also had the privilege of hearing Lt. Gov. Ben Barnes speak to us.

The real highlights of Girls' State was on the closing day. Miss Goff asked our Girls' State Governor to escort her guests in from the back of the room. To our surprise former President Johnson and Ladybird walked in. You just can't imagine the feeling that I had as the United States Flag preceded them down the aisle. It was really great.

These were just a few of the things that happened at Girls' State. I guess I could go on and on as this was a unique experience. I will never forget it. I just loved every minute of it. I want to say the two small words "Thank You" to the American Legion and American Legion Auxiliary of Friona for letting me have the privilege of going to Bluebonnet Girls' State. I only wish that every girl had the opportunity to go. Only a citizen of Girls' State can really know how I feel.



SHELLEY VAUGHN, . . . will compete for the Maize Queen Title this evening as the contestant of Lillard Insurance Company. She is a Junior at Friona High School and is the daughter of Mr. and Mrs. Richard Vaughn.

Services Held Here For Virgil A Hall

Funeral services for Virgil Allen Hall, 77, a retired carpenter, who had lived in the Friona area about 40 years, were conducted from Friona United Methodist Church at 3 p. m. Monday with Rev. Albert Lindley, officiating.

Hall, who had been a resident of Golden Spread Rest Home, Dimmitt, for several months, died in Plains Memorial Hospital, Dimmitt, Saturday evening, following a brief illness.

Survivors include his wife, Lois, of the rest home; three

brothers, Grady Hall of Muleshoe, and Victor Hall and Christopher Hall, both of Mississippi; and one sister, Mrs. S. J. Sanders of Mineola.

Honorary pallbearers were Frank Griffith, Bill Cogdill, John Burrow, George Baker, Ed Boggess and Jim Roberts. Serving as active pallbearers were Buddy Lloyd, Carl Fairchild, Ralph Durstine, Harry Roberts, Elroy Wilson and Johnny Brand.

Burial was in Friona Cemetery under direction of Claborn Funeral Home.

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Profitable farm operations today depend on wide use of modern, labor-saving mechanization. Take any job—pumping water, powering machinery, lighting, refrigerating, cleaning and ventilating—Reddy Kilowatt does it faster, easier and cheaper. In every way, low-cost electric service brings better living to rural customers. Let Reddy lighten your load, improve production and increase profits. Call on him often!



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September 14 - 21

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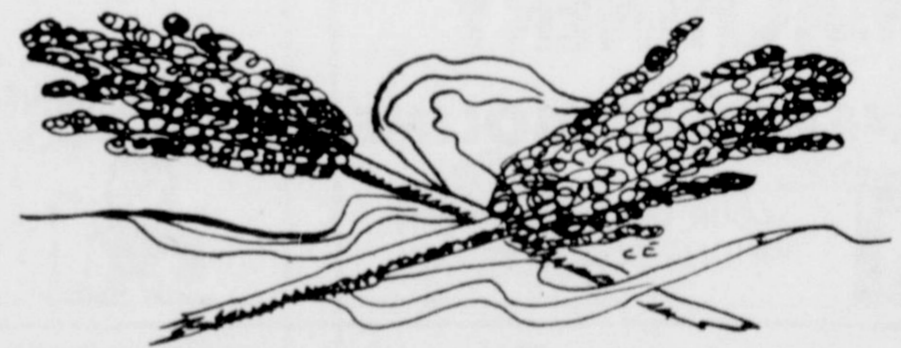
FRIONA, TEXAS
Rev. R. C. Hester, Pastor



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

Attend **MAIZE DAYS**

SEPT. 8-13 Friona City Park



Friona celebrates 63 years of growth and progress this weekend during its 13th annual Maize Days Celebration. Best wishes to the citizens of Friona for many many more successful years.

LET'S ALL BLAST OFF THIS WEEKEND FOR FRIONA. . . MAIZE KING OF THE PLANET EARTH!

TRI-COUNTY ELEVATOR

Black, Texas

READ and USE CLASSIFIED ADS



CINDY CAMPBELL . . . will be competing with twenty other young lovelies in this evening's annual Maize Queen Contest. She is the contestant of White Auto. Cindy is a Junior this year at Friona High School and she is the daughter of Mr. and Mrs. Lee Campbell.

Southward Family Among Early Pioneers In Parmer County

The heirs of the late J. R. Southward own one section of land which was patented by their father and grandfather by the State of Texas more than 65 years ago.

J. R. Southward, who was living at Headrick, Oklahoma, came to Parmer County in 1902 and made a deal for the land. His father, the late J. E. Southward, was so fascinated by his son's enthusiasm for the future of the area, agreed to become partners

with him in the purchase of the section.

At that time the land was all in grass and was leased for a number of years to Walter Overton, who operated a sheep ranch nearby.

Later Southward built a house and operated the farm long distance from Oklahoma. That is, he was a non-resident wheat farmer.

In 1940 Southward added onto the house and moved his family to the farm, which is presently

occupied by one of his daughters, Fay Southward.

When the family first moved here, maize was planted in continuous rows, which went around and around like drilling wheat in lands. Fay and her brother, Melvin, who lives on a nearby farm now, remember hand heading maize for two or three weeks, piling it in ricks, then having it threshed with a drag type Baldwin combine, which was owned by Clyde Goodwine.

Melvin says, "At that time we considered 1000 pounds per acre as a good yield and were real proud when we could average 1500 pounds." That was, of course, before maize farmers began irrigating and fertilizing.

When the Southward family moved from Oklahoma, horses and mules were moved to provide power for farming. The first tractor bought by Southward was driven from Amarillo by one of his sons, Bill, who now lives in Hereford.

A paved farm-to-market road now runs by the Southward farm and marketing of farm products is no problem. However, when the family first moved here, it was necessary to haul cotton to Muleshoe to have it ginned and many times truck loads of maize heads were hauled back to Oklahoma over dirt roads.

Jim Mears, who lives on a farm southeast of town, and Buddy Lloyd, who is the manager of Friona Consumers Fuel Association, both worked the Southward land before the family moved from Oklahoma, and each of them broke some of the land out.

At the present time the Southward family owns one and one half sections and have five irrigation wells. The first wells were drilled in 1948 and since that time the average per acre production of Maize is many times what it was when all the farming was dry land.

Mr. and Mrs. Southward both died in 1967 and at the present time Fay and Melvin are the Parmer County farmers in the family. Melvin and his two sons, Mike and Todd, live near the original Southward home.

Other Southward children are Mrs. Maydell Hope, who lives in Albuquerque; Mrs. Boyce Mitchell, Lubbock; Orville of Headrick, Oklahoma; Bill of Hereford; and Harold Dean of Albuquerque.



RHONDA GARTH . . . is being entered in the annual Maize Queen Contest at the High School Auditorium this evening by Panciera Tire and Supply. Rhonda is the daughter of Mr. and Mrs. Claude Garth. She is a senior at FHS this year.

FRIONA SCHOOL LUNCH MENU

Week of Sept. 15-Sept. 19
 Monday--meat loaf, buttered corn, carrot sticks, hot rolls and butter, green beans, cho, cake, and milk.
 Tuesday--steak, potatoes, tossed salad, English peas, hot rolls and butter, milk.
 Wednesday--burritos, pinto beans, onions, corn bread and butter, cheese, apple cobbler, cho, milk.
 Thursday--roast beef, potatoes, cabbage slaw, hot rolls and butter, buttered carrots, banana pudding, milk.
 Friday--bar beque-on-bun, french fries, milk, relish, cookies.

Congratulations FRIONA'S 1968 MAIZE QUEEN



PAT ROBERTS



*Ethridge-Spring Is
Proud To Have
Sponsored Pat
In Last Year's
Queen Contest*

Ethridge Spring Agency



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 WENDELL GRESHAM
 Phone 247-2766
 602 Main

Baby Boy For Bushes

Mr. and Mrs. Dub Bush of Lubbock became parents of a baby boy at 9 a.m. Monday, September 1 at Littlefield General Hospital. He weighed 7 lbs. and was named Rickie Lane.

Rickie has one brother, Lance, who is 3. His grandparents are Mr. and Mrs. Herman Bush Sr., Carlisle, and Mr. and Mrs. L. R. Hand, Friona.

Great-grandmothers are Mrs. Pearl Hand and Mrs. Pearl Brannon, both of Friona.

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 DIRECT-TYPE SUGAR BEET HARVESTER
New heavy-weight champion when the going's tough!

No need to tell you--beet harvesting in this area is a job for big power. Here's the direct harvester that has the weight to stay down where the beets are in hard soils...and keep digging! In mud, it has the strength to withstand the strain of heavy drag. Extra weight and strength are built in everywhere. Structural members are larger and formed of heavier gauge steel to keep perfect alignment under extreme power application. Come in and see the new Hesston that was designed for this area.

THREE ROWS--20" to 32"
 FOUR ROWS--20" to 24"
 FOUR ROW BED ROW--14" and OVER

AUTOMATIC ROW FINDER,
 WHEEL CLOSE-UPS AND
 OTHER OPTIONS TO MEET
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with the PROMPT SERVICE you expect during harvest from your

**DEPENDABLE HESSTON DEALER
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GIRLS STATE

Amelia Sims Writes Report On Convention

AMELIA SIMS, GIRLS STATE DELEGATE, 1969
 MY TRIP TO GIRL'S STATE
 The 1969 session of the Bluebonnet Girl's State was held on the campus of St. Edwards University in Austin, Texas, June 10-20. The university was a beautiful place if you didn't mind the heat. I'll never forget my stay at Girl's State, the staff was wonderful.

At Girl's State we learned pride for our country, state and city and respect for our fellowmen. Every morning we had flag raising ceremony. At first it was just a flag but as time grew near to leave we loved and respected the flag. We also learned the correct way to salute the flag.

Girl's State is a mythical state that the girls attending organize. We first elected city, county and state officials. We set up our form of government and ran it like the real thing. We had to make Girl's State, it didn't make us. Every thing that we got out of it was exactly what we put in it.

Our House and Senate sessions were great. At first we didn't have the faintest idea what was going on. I was put in the House with Jane East as Madam Speaker. She knew exactly what was going on and made sure that everything was done right.

Miss Virginia Kennedy taught us our government with the help of the head director Francis Goff. Miss Goff is a wonderful lady who spends her only vacation at Girl's State.

In my city our charter was like that of Austin. Our officials carried on exactly like the city officials of each city. One day all the newly elected city officers got to go into Austin for a visit with the different city officials. It was the first time that the officers got to visit. In my city we had roads which of course had stop signs and you had to stop. The Justice of the Peace had wedding ceremonies and married us to our boyfriend's pictures or love letters. We had few thieves that thought it was funny to steal pictures of fellows it was funny

until it exactly happened to you then it wasn't funny at all. Our counties were the same way. The tax collectors collected taxes again and we got a feeling of what our parents go through.

We had our final state elections on Sunday and boy was that day a dandy. Everyone was excited and trying to outdo each other. The Patronists and the Federalists were against each other. Then on Monday our state officers were inaugurated by Lt. Governor Ben Barnes, at the state capital. We spent all day at the capital and had a marvelous time.

At girl's State we had alot of guest speakers. Mr. P.T. Davis, Mr. Robert Walsh, Mrs. Harry Akin, Miss Anne Hodges, and Don Newburg were our speakers. Everyone of them had something very special to say. On Friday the day we were to leave we had a very important guest. Pres. Johnson and Lady Bird were our very special guest of the day. They both talked to us for awhile.

As the say goes, all good things must come to an end, and it did end on Friday, June 20. We were all home sick and wanted to go home but we didn't want to leave our friends we had met and grown to love. I'll never forget my stay at Girl's State and the friends I'll always have. Also the love of my nation, that one grows to love more while really knowing what's going on.

In ending I'd like to say another big "Thanks" to each member of the American Legion Aux. that sponsored me.

Baptist Youth Slate Fellowship

A post-game fellowship will be held at First Baptist Church, Friona, for all high school age youngsters following Friday's Friona-Farwell football game.

The program will be held in the church's Fellowship Hall immediately following the game. A special "style show" is planned for those attending.



JAN GROMOWSKY, . . . is a Senior at Bovina High School. She is being entered in the Maize Queen Contest by Hub Aerial Spraying. Jan is the daughter of Mr. and Mrs. William Gromowsky.



KAY RIETHMAYER, . . . will be entering the Maize Queen Contest this evening for the Young Homemakers organization. Kay and twenty other young ladies will vie for the crown at the High School Auditorium at 8 p.m. She is a Senior at FHS this year and is the daughter of Mr. and Mrs. Walter Riethmayer.

Bob Thomas Gives Ideas About Modern Youth

By Bob Thomas

This past summer I was privileged to attend the American Legion Boys' State. I feel this was probably the most worthwhile activity I have ever undertaken.

Actually, Boys' State has dual objectives. It not only teaches the principles of state government, but it also stresses high moral and patriotic ideals. The knowledge and understanding of our state government which I gained from this program is an invaluable asset. However, I would like to leave with you some of the impressions and insights I gained from this experience.

The citizens of Boys' State are representatives of 99% of today's young adults. They all have high standards and extremely serious purposes. Many times however, older generations do not see today's youth

in this light. They think all young people are "hell raisers" who could not care less about what happens to our society tomorrow. The reason for this attitude is relatively simple. The only time they hear about a young person is when he does something wrong. Because of all this, about 99% of all teenagers are judged by what only \mathbb{E} does.

Before I go any further I feel I should clarify myself. I am not blaming the news media for this unfair comparison. The largest part of the blame rests with the majority of the serious minded young people. This group is willing to sit back passively and let this \mathbb{E} majority group run the whole show.

I don't agree with many beliefs of the radicals or the S. D.S. members but I have to respect them for one reason. They have convictions and they are

willing to stand up and fight for them. Their minds may be terribly misguided but they have the courage to present them for what they are worth.

As I look back I can see many times I have sat back and done nothing because I was afraid of what people would say about me. The more I think about this and the more instances that come to mind, the more ashamed I become.

The image of today's youth must be changed. This is a large task and it is going to take a concentrated effort on the part of people of all ages.

I would like to thank the American Legion for what they are doing in this area. The Legion sees the problem and they are doing a tremendous job of rectifying the problems. Their example is of one which we should all take serious note.

West Friona Adds Bins

West Friona Grain is completing work on a 470,000 bushel storage building, which will give the company a total capacity of over 100,000,000 pounds of maize.

The 180 x 100-foot storage bin is the same size of the other steel and metal siding structure.

Don Huckabee, general manager of the elevator, says the new building will be a big asset to the elevator, helping to give West Friona Grain adequate storage for milo.

It is the second large addition to the elevator in the past two years, as a 270,000-bushel facility was completed last year.

Panhandle Steel Company of Amarillo is the contractor on the latest addition.

We won't hold you up!
We Just Want You To Come To Friona's 13th Annual MAIZE DAYS September 8 - 13 Fun For All

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Don't Miss Out On All The Fun Going On During MAIZE DAYS SEPT. 8-13 City Park

FUN FOR ALL

May We Present Karen Crofford

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

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Want to add a room, enclose the porch, finish the attic, build a garage, add more living space anywhere? We can handle your entire space program economically and efficiently. Our experienced craftsmen are eager to assist you in every way. Call us at 247-2212 for a free estimate on your space problems.

ROCKWELL BROS.
 "LUMBERMEN"

Census Will Ask About Immunization

A survey of the extent to which children and adults are immunized against various communicable diseases will be made by interviewers of the Bureau of the Census in this area during the week of September 14, according to Francis H. Wilmer, Director of the Bureau's regional office in Denver.

Laura Hart is the interviewer who will visit households in the Friona area.

Local interviewing will be part of a nationwide survey conducted annually for the U.S. Public Health Service. The question will cover immunization against influenza, polio, measles, diphtheria, and other diseases.

The immunization survey will supplement the Bureau's monthly national survey of employment and unemployment for the Bureau of Labor Statistics of the U.S. Department of Labor which furnishes a basic measure of the Nation's economic health.

Information collected in Bureau surveys can be used only to determine statistical totals, and facts about each person and family are kept completely confidential by law.



AMY RENNER, . . . is the contestant for Claborn Floral in this evening's annual Maize Queen Contest. She is the daughter of Mr. and Mrs. Ansel Renner and is a Junior at Friona High School.

GSPA Works For New Sorghum Uses, Markets

Grain sorghum first came to Texas a little more than a hundred years ago. The pioneer settlers learned quickly that their homelands crops would not grow in the semi-arid areas of West Texas. They diligently sought a remedy for this and so found grain sorghum, and with it cattle and cattlemen for a market.

Sorghum, it is believed, actually arrived in Texas in 1857 when the Indian Service sent seeds of Chinese cane to the Comanche and Brazos Reserves in Trockmorton and Young Counties. Research on sorghums probably started about 1904 on the XIT Ranch near Channing and the Chillicothe Experiment Station in 1905.

The hybrids of today, developed by research and enthusiastically utilized by farmers, bear no resemblance to those original sorghums. It has been said of Dr. R. L. Karper, a pioneer in sorghum research with the Texas Experiment Stations, that "He has done so much to sorghum that it will never be the same."

Agricultural authorities frankly admit that one of the effects of the "farm revolution" now in progress is the expansion and spread of sorghums for cattle and poultry feed. Texas alone produces almost half of all the grain sorghum grown in the United States, and Farmer County harvested more acres in 1961 than any other area in the United States! Grain sorghum is Texas' largest acreage crop and the second highest money-producing crop in the State, topped only by cotton.

Within easy recall of present West Texas farmers, the rise of grain sorghum has changed the economy not only of their areas but of the state and the nation. It has been one of the true "spectaculars" in agriculture, equalled in significance only by the use of the windmill and barbed wire in the Southwest, which has now given way to irrigation and open turnrows.

SPECIALIZED PROGRAM
As the spokesman of the grain sorghum producer, the Grain Sorghum Producers Association conducts a wide-ranging program of Research, Market Development and Service, both at home and abroad, to promote new uses and new markets for Texas' largest acreage crop, with the entire program being financed by a voluntary two-pound per thousand deduction from farmer deliveries to local elevators.

NEW OUTLETS
The research program of the Association goes on space and it will again next year sponsor a Grain Sorghum Research and Utilization Conference which attracts professional research workers every two years from all over the country to coordinate the technical and economic aspects of their programs. Individuals to be honored with the Outstanding Service Award by the National Grain Sorghum Research Committee are now being selected.

Creating better things for better living through research is the task of industrial chemists who work to find new means of utilization of grain sorghum: from deserts to dog food, pharmaceuticals to puddings, and acrilan and adhesives to wall-board and wave-set, there is scarcely an area of our lives today which is not touched in some fashion by products which may be made from grain sorghum.

The visit of foreign "teams" to study grain sorghum production and utilization has become almost commonplace. Following the exchange of government-sponsored feed grain study teams between the U.S. and Japan, delegations from commercial firms such as Zenkoren Feed Mills (representing 14 Japanese feed manufacturers) have made the High Plains and West Texas one of their established stops. The effect of the visit of these teams, particularly the Japanese, is clearly seen in the jump from no exports to an expected export of 500,000 tons this year to Japan. Importers, technicians, agricultural teachers and study groups are expected during September-October from Greece, England and Japan, with groups from other countries to follow.

CONTINUOUS SERVICE
The service program of GSPA includes dissemination of research information to producer members for more efficient grain sorghum production, higher quality and more profitable marketing. It includes vigilance in representing the Association's position as the voice of the grain sorghum producer in connection with the many varied farm bills affecting their product. Officers and staff of GSPA work with the USDA and administration officials, as well as leaders of other farm organizations to get, always, "the best deal possible for grain sorghum" as new farm legislation is developed.

Serving the needs of the grain sorghum producers, whether they be legislative, administrative or promotional continues to be the goal of GSPA; representation in all such matters is constantly one of their principal aims, and sorghum producers serve on committees such as State A.S.C. Committees, National Conservation and Water Resources Committee, National Conference of Commodity Organizations, State Fertilizer Advisory Group, National Feed Grain Advisory Committee, agricultural research station boards and market development councils, such as U.S. Feed Grains Council of which a sorghum producer, R. G. Peeler of Hereford, served as president last year.

EXPANDED MARKETS
To keep pace with the astounding growth of production by the development of new markets has been one of the chief aims of GSPA. Since its formation in 1955, grain sorghum producers, economists, nutritionists, and marketing experts have ranged the world to tell the "grain sorghum story."

In 1958, a cooperator agreement was developed with Foreign Agricultural Service of USDA and this work is now being carried on through GSPA's membership in the U.S. Feed Grains Council which has offices in London, Rotterdam, Rome, Tokyo, and Bogota, Columbia, with new offices for feed grain marketing expected to open shortly in Athens, Hamburg and Barcelona.

HOME PROTECTION
A phone by the bed and Yale pin tumbler cylinder locks on windows give extra protection from thieves. Going away? Don't let a dark house—and newspapers and milk bottles on the doorstep—give away your absence.

Impetus has thus been given to establishment of new feeding operations here in West Texas. It is believed the income-producing ability of grain sorghum can virtually be doubled when marketed through feed lot cattle. The economic value to our commodities may be quadrupled when the "turnkey" job of producing, marketing, storing and feeding is all done locally for operation and construction of feed lots requires purchases of steel, lumber, concrete, labor, electric power, water, pumps, banking, legal services and many other job-prime facilities and services. The feeding of cattle is a community affair.

A. W. Anthony, Jr. of Friona is president of the Grain Sorghum Producers Association, and Elbert Harp of Abernathy is executive vice president.

From rags to riches—from "catch crop" to Texas largest acreage crop, the rise of grain sorghum is a true spectacular and the future of it is as wide as the rich Farmer County and West Texas fields where it is grown, and the efforts of the men who raise and work with it.



JOHNNY ON THE PONY—A GAME PLAYED TODAY THAT TESTS JUMPING AND STRENGTH, GOES BACK TO AN ANCIENT BULL BAITING GAME IN CRETE, PLAYED OVER THREE THOUSAND YEARS AGO!



TODAY, A NEW CHILDREN'S GAME CALLED POP YER TOP FEATURES A MECHANICAL "KOO KOO BIRD" WITH A JUMPING HEAD OF HAIR THAT POPS OFF UNEXPECTEDLY DURING THE GAME!



LET'S GO!



We're Heading On Down To The City Park For Some Good Old Fashioned Fun And Frolic At

MAIZE DAYS

Sept. 11-13

Don't Miss It!
FRIONA BATTERY AND ELECTRIC

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Court House Notes

INSTRUMENT REPORT ENDING SEPTEMBER 6, 1969, IN County Clerk Office, Bonnie Warren, County Clerk.

WD, Tom Caldwell, Bovina Feeders, Inc., SE 1/4 & E1/2 of SW 1/4, Sect. 32, T15; R3E
DT, G. H. Brock, Prod. Credit Asso., SW 1/4 Sect. 27-S 1/2, Sect. 28-80,385 ac. out Sect. 29, T3S; R3E

WD, G. H. Brock, Keith Brock and Sandra Roots, 160 ac. out S1/2, Sect. 28, T3S; R3E-80,385 ac. out Sect. 29, T3S; R3E

WD, Jewell E. Cummings, et al, Glen Stevick, 1.65 ac. out NW/pt, Sect. 14, T3S; R3E

WD, Cummings Farm Store, Inc., Lindeman and Bruegel, 10 ac. out NW/pt, Sect. 14, T3S; R3E

DT, Glen C. Stevick, Jewell E. Cummings et al, 1.65 ac. out NW/pt Sect. 14, T3S; R3E
DT, E. H. Bradshaw, First Fed. Sav. and Loan, W 70' of lot 51, Blk. 2 Western Add. Friona

DT, B. J. Goldsmith, Leroy Williams, part of W 1/2 of Garden lot 43, Sect. 31, T9S; R1E

DT, Rosendo Ramos, Billy E. Mayfield, Lots 18, 19, Blk. 6 Bovina

DT, Juan R. Trevino, Panhandle Sav. and Loan, Lot 4, Blk. 3, Friona

WD, Metro Inc., E. H. Bradshaw, W 70' of lot 51, Blk. 2 Western, Friona

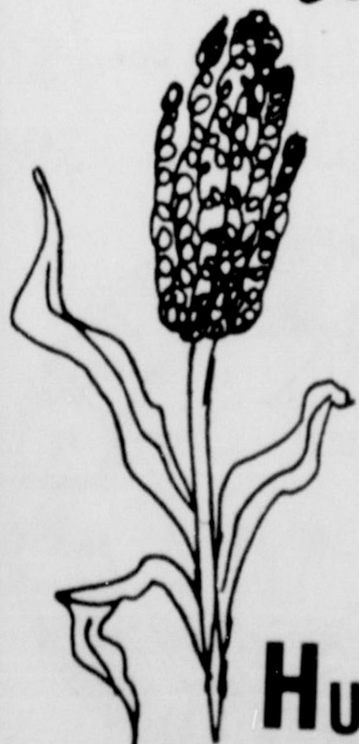
WD, LeRoy Williams, B. J. Goldsmith and T. F. Tunnell, Part W 1/2 of Garden lot 43, Sect. 31, T9S; R1E

WD, High Plains Dev. Co., Juan R. Trevino, Lot 4, Blk. 3, Friona

WD, Harry Alban, et al, Mary Louise Kemp, et al, Sect. 5, Blk. V, Oliver.

Federal Tax. Lien, USA vs NE Wood, SR.

Our invitation to you...



Hurst Department Store presents Miss Kathy Schueler. We are very proud to have her as our representative in the annual Maize Queen Contest this evening.

HURST DEPARTMENT STORE

To Attend Friona's Annual **MAIZE DAYS**



Kathy Schueler

Celebrate With Us!
It's Friona's 63rd Anniversary.

RUSHING INSURANCE



PAM GRISSOM... is a Bovina beauty who will be entering the annual Maize Queen Contest tonight. Pam is a Senior at Bovina High School and is being entered in the contest by Graphic Arts. She is the daughter of Mr. and Mrs. Leon Grissom.

COURTHOUSE NOTES

Instrument report ending August 20, 1969, in County Clerk Office, Bonnie Warren, County Clerk.

WD, A. G. Roien, Lessley Hamilton, E 1/2 of Lot 5, 6, Bk. 24 Friona

WD, Kenneth R. Cary, Redge Priest & Dolph Moten, Lots 3, 4, 5, Bk. 77 OT Bovina

WD, James D. Click, W. S. Crow, Part of Lot 4, Bk. 3, 1st. Instal. Welch Ac. Friona

DT, W. S. Crow, Tri-County Sav. & Loan Asso., Part of Lot 4, Bk. 3 1st instal. Welch Ac. Friona

WD, T. E. Parson, III, Thomas Parson, Part of SE 1/4 Sect. 1, T3S, R3E

WD, Lawrence K. Overstreet, H. Y. Overstreet, Lots 1 thru 7 & 10 thru 15, Sect. 48, Bk. A, Synd.

WD, Eula Newton, Ricardo Guzman, Lots 1 thru 5, Bk. 14, OT Bovina

WD, Sam Aldridge, C. R. Elliott, Lots 13, 14, 15, Bk. 14, OT Bovina

DT, Dwain Menefee, Prudential Ins. Co., SE 1/4 Sect. 24, T3S, R3E

WD, J. O. Glover, First State Bank, Lot 17, Bk. 4, Bovina

DT, Ricardo Guzman, Eula Newton, Lots 1 thru 5, Bk. 11, Bovina

WD, L. W. Loanman, Veterans Land Board, 35.01 ac. out SW 1/4 of Sect. 19, T4S, R4E

DT, Elvie T. Jennings, Hi-Plains Sav. & Loan, 1,428 ac. out E 1/2 Sect. 32, T1N, R4E

WD, A. B. Bingham, Larry O'Connor, Tract out Sect. 6, T4S, R4E

DT, Larry O'Connor, Tri-County Sav. & Loan Asso., Part of Sect. 6, T4S, R4E

DT, Larry O'Connor, A. B. Bingham & B. T. Spear, Part of Sect. 6, T4S, R4E

DT, George C. Taylor, National Bank of Commerce, E 240 ac. of S 1/2 of Sect. 14, Harding

WD, Mary Louise Kemp, et al, Harry Alban, et al, Sect. 7, 10, 11, Bk. H, Kelly

WD, Harry Alban, et al, Ben I. Foster, Jr., Sect. 10, Bk. H, Kelly

WD, Harry Alban, et al, C. W. Bradshaw, Sect. 7, Bk. H, Kelly

Abst. Judg., Elcor Chemical Corporation vs Carroll Bennett, SR

Abst. Judg., State of Texas vs Verna Nell Hensley DBA or FDBA Gateway Restaurant SR

Abst. Judg., Mary Davis vs Estelle Combs, SR

Abst. Judg., Jerrell Haberer vs Travis Dyer, SR

Fed. Tax Lien, U.S. vs N. E. Wood, SR

Fed. Tax Lien, U.S. vs Noyle E. & Lorene Wood, SR



USDA GOOD BEEF
SIRLOIN STEAK

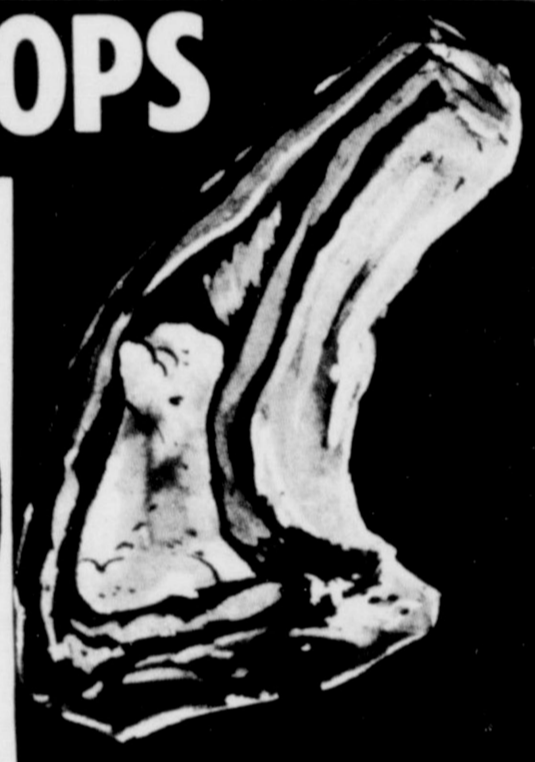


ROUND STEAK
CLUB STEAK
ARM ROAST

USDA GOOD BEEF Lb. **99¢**
USDA GOOD BEEF Lb. **89¢**
USDA GOOD BEEF Lb. **89¢**

S & H GREEN STAMPS DOUBLE ON WEDNESDAY

PORK CHOPS



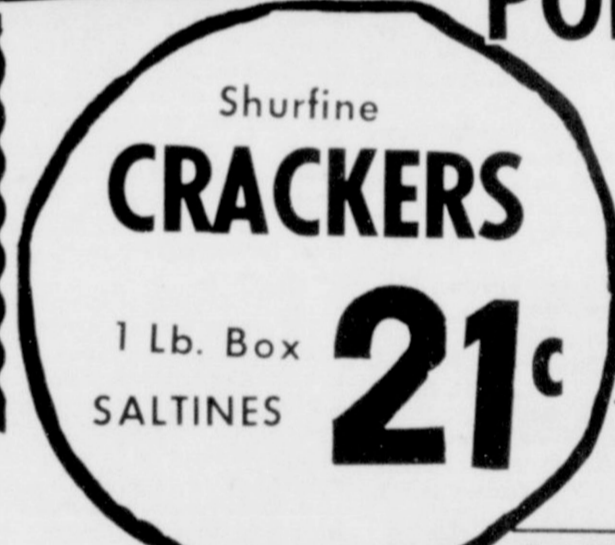
USDA GOOD **BEEF ROAST** Blade Cut Chuck Lb. **59¢**

SHORT RIBS OF BEEF Trimmed Lb. **39¢**

PORK ROAST Picnic Shoulder Lb. **49¢**

Merit **BACON** 1 Lb. Tray Pack **69¢**
PORK STEAK Lb. **69¢**

GROUND CHUCK Extra Lean Lb. **69¢**



FLOUR Food King 25 Lb. Sack **\$1.79**

COOKIES Vista 2 Lb. Box **49¢**

HOMINY Food King 300 Can **99¢**

JUMBO PIES Box Of 12 **39¢**

PORK 'N BEANS

Eggs Grade A. Small Doz **\$1.00**

Shurfine 300 Can **89¢**

FROZEN FOODS **HONEY BUNS** 4 Boxes **\$1**
TATER TOTS 2 Lb. **39¢**

FACIAL TISSUE Chiffon 200 Count Assorted **3 FOR \$1.00** SAVE 17¢

PAPER TOWELS Zee Large Roll **3 FOR \$1.00** SAVE 29¢



Meadow Lake OLEO Quarters 5 Lbs. **\$1.00**

TOMATOES Lb. **16¢**
CABBAGE Texas Lb. **5¢**

SHURFRESH MILK FOR GOODNESS SAKE

Save TenderCrust Coupons



STATE FAIR OF TEXAS OCTOBER 4-19 IN DALLAS



A World's Fair of fun and excitement in just 16 days! "George M!" with Broadway cast, mind-stretching "Moon & Beyond" N.A.S.A. Exhibit, "Hey Look!" magic screen experience, authentic "Tahiti Nui Revue", big-time Cotton Bowl Football, 5 big free "Spectaculars" each ending with fireworks, gorgeous "Fountains", Colossal Free Circus, giant 1970 Automobile Show, Pan-American Livestock Exposition, State Fair Horse Shows, thrill-packed Midway... AND MUCH, MUCH MORE!

INDIAN TREASURES EXHIBITION

ELK Drive-In Friona, Texas

Sun-Mon

12 13 14 15

Richard Widmark - Lee Remick
Death of a Gunfighter

GEORGE INGER ORSON PEPPERARD STEVENS WELLES
who holds the deadly key to the
HOUSE OF CARDS