



Lites
by Bill Ellis

The following is from Cal Santare, new executive vice president of the Western States Meat Packers Association--
"One of the local radio stations has been pushing poultry sales with a 'Poultry is a good buy' type of commercial. (Good buy compared to what?)
"Recently they changed the format, became objective, and claimed, 'Poultry is a better buy than beef.' We took up the challenge.
"Bob Horger, chief of Santa Clara County's Department of Weights and Measure, supervised the research and weighed the results.
"Randomly, a purchase at a local supermarket was made, consisting of one chicken carcass intact, and one chicken cut up with wings, back, legs and breast.
"The intact carcass weighed 2 lbs. 10 ozs. at 49¢ per pound, costing \$1.27. Upon boning and separating into components, the results were: 14 oz. of bone, 7-1/4 oz. of skin and fat, 4 oz. of giblets, and 1 lb. of meat. Cost of the meat--\$1.27 per pound."
"The cup-up carcass weighed 2 lbs. 15-1/2 oz. at 55¢ per pound, costing \$1.63, according to Santare. "Results were: 16-1/2 oz. of bone, 6-1/2 oz. of skin, 5 oz. of giblets and 1 lb., 3-1/2 oz. of meat, whose cost was about \$1.39 per pound."
"Giblet recovery would reduce the cost a few pennies, but my wife uses only the liver. Incidentally, boneless round steak was being sold in the same supermarket for 99¢ per pound."

Friena's preliminary population total, although disappointing to civic leaders, sounds a lot better when compared to some other city totals, such as those released recently by neighboring Lamb County. All six towns in the county lost population. Sudan had the biggest loss percentage, from 1,235 in 1960 to 937 at the present. Littlefield was down from 7,236 to 6,677. (Littlefield, you will recall, was dropped into Class AA by the Interscholastic League, and will compete in Friena's district this year.)

Olton, another District 3-AA mate of Friena's lost from 1,917 in 1960 to 1,730; and Earth slipped from 1,104 to 1,094. Thus, a 60 per cent increase is beginning to sound better all the time.

We see where Amarillo officials convinced the census officials that a large number of people were missed in at least two districts, and the regional census office plans to check these districts.

Speaking of population figures a release from the Lumbermen's Association of Texas points out what a very young state we have, compared to other sections of the country.

Only 90 years ago, the story points out, San Antonio was the state's largest city with a population of 30,000. Dallas ranked second with a little over 27,000 residents; Galveston boasted 24,500; Houston, 23,137; Fort Worth, 22,000; Waco, 17,000 and Austin was just shy of 12,000.

At that time, Amarillo was a little hamlet of 400 people, and Lubbock didn't even exist. Beaumont was the big city in the southeastern part of the state, with 3,000 people--less than Friena has today.

According to the above figures, the combined population of the state's top four cities in 1880 was 104,637. The preliminary figures for 1970 place the total for the top four at 3,201,093.

Cecil Maddox, manager of Friena's Dive-In Swimming Pool, says "We may have the only swimming pool in town, but we try not to act like it."

Employers are looking only for alert men between the ages of 25 and 35--with 40 years of experience.

Schoolmaster: "If Shakespeare were alive today, would he still be regarded as a remarkable man?"
Student: "I'd think so. He'd be over 400 years old."

TO DOUBLE SIZE

New Post Office Okayed Here

Plans for a new post office building for Friena, to more than double the floor space at the present office, were announced this week by Postmaster General Winton M. Blount.

400 square foot site was being sought. Postmaster General Blount credited President Nixon's postal modernization program for an assist with getting the new building. "President Nixon wants the American people to have the best postal service in the world," Blount said. "New buildings such

as this will help us to realize that goal. "This project is but one facet of the Nixon Administration's program to completely modernize the postal service. This building, will in the long run, save money for the American taxpayers because it will enable us to operate more efficiently." A 22,400 square foot site

will be sought for the new building. The site will be selected for its convenience to the public and for its operational advantages to the postal service. The new building is to provide 4282 square feet of interior space, plus 120 square feet of platform area. There will be 11,000 square feet for parking and

maneuvering of postal vehicles. The present building has 2132 square feet of interior area, 180 square feet of platform and 1045 square feet for parking and maneuvering. The post office will vacate the present building after the new one is completed. Blount said the decision to have a new building con-

structed was made only after it was determined that remodeling the present facility or the use of another existing building would not be feasible. The Postmaster General said the building will be constructed under the Department's lease construction program, thus keeping it on the local tax rolls.

Plans and specifications for the new building, as well as bidding forms and other pertinent data, will be made available to prospective bidders. The site option will be assigned to the successful bidder, who will purchase the land, construct the building to postal requirements, and lease it to the Department.

The FRIONA STAR

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Thursday, July 23, 1970

FRIONA, TEXAS, 79035

14 Pages

MAIZE DAYS

Deadline Announced For Queen Entrants

Deadline for entries in the 14th annual Maize Queen contest in Friena was announced this week by contest chairman. Entrants must be sent to either Mrs. Elvin Wilson or Mrs. Deon Awtry in Friena by Thursday, August 20. The queen's contest will be held on Thursday night, September 3, at the Friena High School Auditorium. To be eligible to enter, girls must be either a junior or a senior in one of the four Parmer County high schools. Businesses, clubs or organizations may sponsor entrants. A \$10.00 entry fee is charged. The entry fee, along with the sponsor's name and billfold-size picture of the entrant must accompany all entries. The reigning Maize Queen is Pam Grissom, daughter of Mr. and Mrs. Leon Grissom of Bovina. Pam, who was a senior at Bovina High School when she

won the title last year, will attend Texas Tech University this fall. Entrants will be required to perform a talent act before judges the afternoon of September 3. All entrants will do their talent acts that afternoon. The top ten contestants will perform in the contest that evening. Girls entered will also be interviewed by the judges during the afternoon, and the top ten contestants will be interviewed by the contest emcee during the Maize Queen pageant. Entry fee checks may be made payable to the Friena Chamber of Commerce, which is sponsoring the 14th annual Maize Days celebration in Friena the week of August 31-September 5. Other activities during the week include a parade, which also is soliciting entries, a free barbecue, and an art display.



ALL-STAR HARDWARE. . . Ray DeBord proudly displays the handsome trophies which will be given out during Friday night's all-star baseball games. On the left, he displays the trophies for first and second place team members in the season standings. The handsome plaque will be awarded to each member of an all-star team, and the fourth trophy is the sportsmanship trophy of which two will be presented.

Mama Gets Turn At Bat

Mama will leave the grandstand and take a turn at bat next Tuesday when the Friena Little League mothers play an exhibition softball game at Little League Park, at 8 p.m. Donations will be taken to further the Little League program. Some expenses will be incurred in putting in the new field for the senior division, and for work on the existing field.

The mothers met Monday night and drew for teams. The two teams are: "The Has Beens'" and "The Mitted Mom's". Rosters for the teams are: The Has Beens: Peggy London, Donna Mears, Carolyn Watters, Sondra Nichols, Glenda Adkins, Danny Rue Menefee, Joyce Veazey, Linda May, Ruth Tucker, Pat Evans, Peggy Monroe, Melba Smiley, Shirley Waggoner, Elizabeth Peak, Iris Carter, Doris Barnett, and Kay Renner. The Mitted Mom's: Patsy Bandy, Mildred Welch, Andrea Frye, Frankie Wilcox, Mary Redfean, Ibbie Lewellen, Lois

PLANS MADE

Maize Days Steering Committee At Work

Mrs. Deon Awtry and Mrs. Elvin Wilson have been appointed as co-chairmen of the 1970 Maize Queen contest, a part of Friena's 14th annual Maize Days festivities. Wendell Gresham is general chairman of the celebration. Porter Roberts is chairman of the parade, and A.L. Black will be in charge of the free barbecue. Other chairmen will be announced in the near future. At a meeting of these chairmen with Chamber of Commerce president Steve Messenger and one of the general chairmen for 1969, Cecil Maddox, plans for the 1970 celebration were discussed.

The queen contest was discussed and qualifications were set out (see separate story, this page). The proposed appearance of the queen entries on television was discussed. The Chamber officials are to contact farm news personnel on KGNC-TV to firm up the TV date. Appearances on the other channels will also be sought. Last year's celebration drew exposure from all three of the Amarillo channels. Also, the proposed appearance of the Maize Queen in Amarillo's Tri-State Fair parade was discussed. It has been the practice in recent years for the Maize Queen to ride in the

Amarillo parade, which comes the week following Maize Days. Roberts reported that he had already been contacted by several prospective parade entrants, and that he intended to check on the Kwahadi Indian Dancers as a possible attraction for the celebration, although not necessarily for the parade.

Fiscal Year Receipts Up

Postal receipts for the postal year ending June 30 showed an increase of \$1,419.11 over the previous year, it was revealed this week by Postmaster Wright Williams. The total receipts for the fiscal year stood at \$69,123.00, said Williams, compared to \$67,703.89 for the previous year. Biggest quarter, the "Christmas quarter," totalled \$22,296.21. This was more than \$1,000 more than the corresponding quarter a year earlier, which produced receipts of \$21,076.63, the report indicated. All quarters showed increases over those from the previous year, with the exception of the July 1-October 17 period, which was for some reason less than the previous year.

Temperatures

Date	Hi	Low
July 15	95	65
July 16	94	65
July 17	94	64
July 18	93	63
July 19	96	64
July 20	97	64
July 21	68	58

Precipitation: .05 on July 20; .06 on July 21.

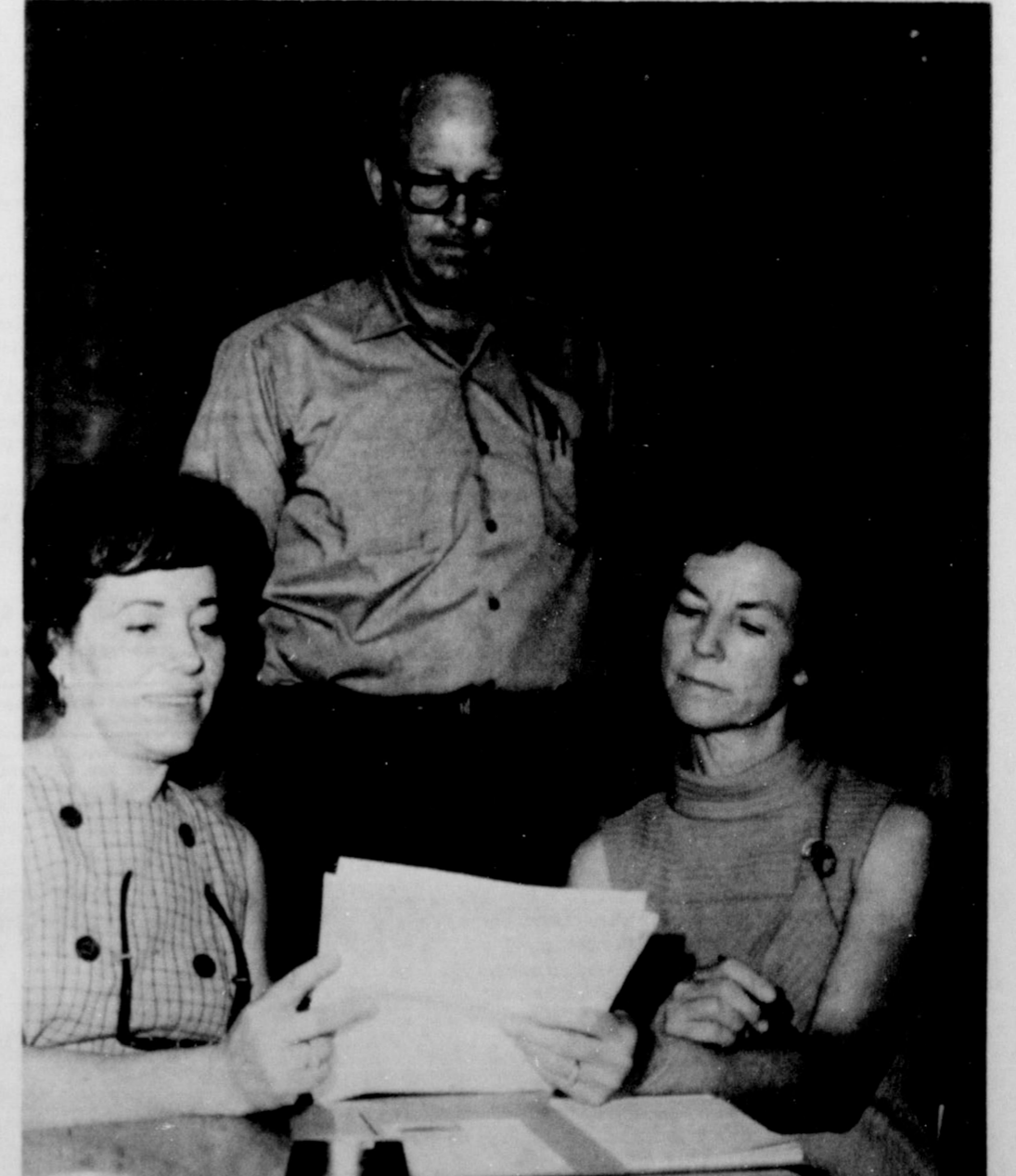
CONCLUDES SEASON

All-Star Games Set For Friday

The annual Pee-Wee and Intermediate League All-Star games will be held on Friday night, to climax the 1970 Friena Summer Baseball Program. All-stars from the Pee-Wee League will square off beginning at 6 p.m. at Little League Park. The Intermediate League stars will play their game afterwards. The Pee-Wee game will be six innings, and the Intermediates will play eight innings. Between games, Summer Baseball Program director Ray DeBord will present the sportsmanship trophies to one player from each league. Also, members of first and second-place teams in each league will receive trophies, and members of the all-star teams will get awards. Four players from each Pee-Wee League team were chosen for the special game. Six players were chosen from each team in the Intermediate League. In the Pee-Wee League, players from the first, third, fifth and two from the seventh-place teams will meet those from the second, fourth, sixth and two from the seventh. In the older league, all-stars from Friena State Bank and Star-Hurst (first

and fourth) will meet those from Reeve Chevrolet and Friena Feed Yard (second and third.) One player from each team has been nominated for the sportsmanship award. The nominees are as follows: Bron Euler, B-J Bees: Chuck Nichols, Tasty-Cream: Britt Eustace, Parmer County Implement: Ky Graham, Monsanto: Chris Barnett, Continental Grain: Clint Mears, Ethridge-Spring and Bobby Watters, Hi-Pro Feeds. Also, Kevin Welch, Friena Feed Yard; Keith Pryor, Star-Hurst; Jerry Martin, Reeve Chevrolet and David Hutson, Friena State Bank. The players chosen to the all-star teams are as follows:

PEE-WEE LEAGUE
B-J Bees--Jesus Mata, Curt Mills, Jim Fallwell, Nathan Krutzmann.
Tasty-Cream--Mike Hutson, Johnny Jarecki, Todd Bandy, John Carson and Chuck Nichols.
Parmer County Implement: Joe Bermea, Chuck Whitten, Danny Adkins, Kirk Frye.
Monsanto Ag Center--Jeff Porter, Jody Lewellen, Bryen London and Pat Reznik.
Continental Grain--Glen Johnston, Jay Jarboe, Cliff McLellan, Charlie Pena.
Ethridge-Spring--Clint Mears, Park Weatherly, Jeff Peak, Teddy Harper.
HI-Pro Feeds--Bobby Watters, Jeff Whitesides, Alan Monroe and Terry Wilcox.
INTERMEDIATE LEAGUE
Friena State Bank--David Hutson, Gene Strickland, Rusty Redfean, Davy Carthel, David Blackburn and Robin Baize.
Reeve Chevrolet--Edward Castillo, David Barnett, Keith Martin, Jerry Martin, Loren Martin and John White.
Star-Hurst--Dale Cleveland, Randy Waggoner, Mark Neill, Mitchell Smiley, Jody Menefee, and Eddie Bermea.
Friena Feed Yard--Kevin Welch, Joe Bob Odom, Charlie Wilkins, Randy Melton, Jim Murphree and John Seright.



MAIZE DAYS BUSINESS. . . Mrs. Deon Awtry, left, and Mrs. Elvin Wilson, the co-chairmen of the Queen's Contest, look over a list of rules governing the 1970 contest, as Maize Days general chairman Wendell Gresham looks on. The details are carried elsewhere in this issue.



CHAMPIONS. . . Friena State Bank, the champions of the Intermediate League with an unbeaten record, are shown here. In the front are Davy Carthel, Gene Strickland, David Hutson, Roy Don Smith, Robin Baize, Joe LaFuenta and David Gowens. In the back are Rusty Redfean, David Blackburn, Don Maynard, Mike Blackburn, Jimmy Pena, Tommy McCall and Jerry Loflin, coach.

AN EDITORIAL

"Equal Time" Point Sometimes Stretched

A matter of hot discussion in professional journalism publications these days in the matter of tv policy in granting "equal time" in the political arena. This thorny problem was highlighted recently when one of the tv networks granted "equal time" to a number of democrats to "reply" to reports to the nation made by President Nixon.

But was the demand on the part of the democrats—or the policy of granting equal time to that one political party by the networks—a wise move? We're not sure. After all, there are many democrats who support those policies, even as there are some republicans who oppose them.

The President of the United States—whatever he might be at any given time, or whatever his personal political convictions—is a man who has been elected by all of the people of the United States, including voters from both parties. His messages to the nation are addressed to all of the people—not to just one party. And when he speaks to the world as President of our country, he speaks as the elected representative of all the people—not as a spokesman for just one political party.

This is not to say that dissent and debate is to be discouraged; indeed, the sharpest discussion on all public issues is to be encouraged. This is the way of a free people in a free land. We believe that the basic principle of equal tv time is sound. But is it politically advantageous that the debate appear to be only between the Democrat Party and the President? Conceivably, such a stance may prove to be politically detrimental. Would not a wiser tv policy be: let the President speak for and to the people; let the democrats and the republicans have equal time to debate the issues as hotly as they wish.



Pause and Reflect

By Nelson Lewis

We have just returned from our annual pilgrimage to Washington, D.C. and some of the "Old States" of the southeast and would like to share with you a few impressions gained in over four thousand miles of travel.

During the course of our journey we made contact with hundreds of people—service station attendants, guides, waitresses, etc., and not once did we encounter rudeness or carelessness. Evidently "work" is not the thing for the Hippie-type individual.

We were glad to see that clean hair cuts and decent clothes still go hand in hand with industrious young people.

A dishwasher in a Memphis, Tennessee restaurant did not show up for work.

Her phoned in excuse—"I was ironing my uniform and sat down on the hot iron."

Wonder how she managed that?

A big black limousine glides up to the Capitol steps and three handsome young people get out.

Our President's daughter is showing her British friends around town.

Miss Nixon is lovely in a plain white dress, bright golden hair falls to her shoulders and her manner and bearing show her good breeding.

Princess Ann is a tall, graceful girl with beautiful wavy brown hair and she wears what my women-folks call a "Street dress."

Prince Charles has on a grey suit and pale blue shirt and he is tall enough to look in levis and boots.

None of the trio put on any airs what so ever. They are just decent young people who happen to be in the lime light.

May their burdens be lighter than those of their parents.

Thousands of families, representing every state in the union and a few foreign countries, stand in line, jam the streets, drive bumper to bumper to gaze in appreciation at our nation's capitol building.

It is truly a beautiful sight. Massive as it is, every detail has meaning.

We have enjoyed several private "tours" through it and see something new every time.

Williamsburg, Virginia possesses a degree of pure charm that must be seen to be fully appreciated.

It was here that our form of government and our way of life first came into being.

This little city—once called "Middle Plantation" because it is halfway between the James and York Rivers—is the birth place of American Democracy.

What was the most impressive sight of all?

Mothers and fathers taking time to explain to wide-eyed children the meaning of all the wonders spread before them.

Sincere parents training their offspring to appreciate the value of the American way.

Somewhere in the crowd are the future Washingtons, Jeffersons and Lincolns: are they not worth the time and effort required to inspire them to form a better world?

We think so.

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Founded in 1925 by John W. White

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



Member, Panhandle Press Assn., 1970

WOULD YOU BELIEVE BEN BARNES IN '72?



TRIAL BALLOON

LETTERS TO EDITOR

Dear Mr. Ellis: I would like to say a few words about the Friona Little League Baseball Program.

I believe we have a wonderful program going for these kids. We owe a great deal to the sponsors, coaches, board members and anyone else who so willingly gives of their time to see that we have this type of program for our boys.

It's hard to realize how hard it is to keep a program like this going and it's impossible to please everyone when decisions by coaches and board members have to be made. I feel that we as parents are the ones who get so upset when things don't please us. We don't stop to consider what's best for a bunch of boys that are involved.

The coaches of each of these teams do a wonderful job and spend many hours each summer with these boys trying to teach them sportsmanship as well as the game of baseball. I know we don't appreciate them enough for their fine work.

The Little League board which is composed of local men, many who have boys playing ball, appointed by different organizations, have to make and set some rules and also make decisions on problems that do arise. I believe each man tries to do what they feel is best for the boys. You know it's impossible to please that many parents.

We need to consider the hard work being done by so many people to have a program like this for our boys, instead of getting upset and blaming so many when things don't go to suit us.

I personally will try to remember to praise a lot of people from now on for their fine work for I believe we have an outstanding baseball program

going for our kids. A lot of thanks goes to the Noon Lions Club for all their work getting the new ball park going.

Let's remember we have a wonderful program for our boys and we each should do our best to help improve it, not destroy it.

Respectfully,
Peggy Monroe

Bill Ellis
Friona Star

Dear Bill: I have just learned of the award for "General Excellence" recently made to your publication. May I join your many friends in saying a hearty "well done."

The weekly newspaper remains an important part of many communities in the 18th District and throughout the Nation. As one paper which has performed an excellent community service I know how well the Friona Star deserved this award.

Please accept my best wishes for many years of continued service to the people of Friona and Parmer County.

Sincerely,
Bob Price
Member of Congress

Mr. Bill Ellis, Publisher
Friona Star
Friona, Texas

Dear Bill: Congratulations on your TPA General Excellence Award, as well as the other honors you have garnered.

You're doing a fine job for your community and your advertisers.

Cordially,
Edward G. Weber
Director of Advertising
Southwestern Public Service

Flashbacks
...from the files of the Friona Star

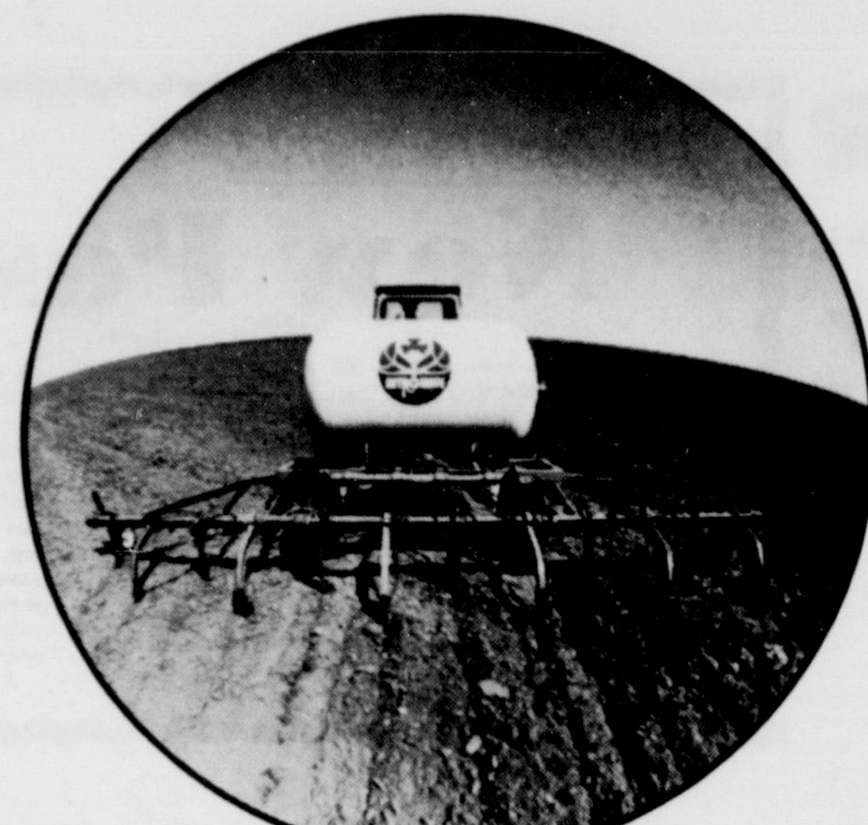
40 YEARS AGO--JULY 25, 1930
The report to the effect that Friona State Bank has changed ownership was verified here Wednesday morning, and came as a surprise to the people of Friona. The new owners, who took control of the bank on Wednesday, are Bruce McLean and Ester Nobles, both of Dimmitt. McLean will assume the presidency of the bank, and Nobles will be vice-president of the institution.

35 YEARS AGO--JULY 26, 1935
Whether it is generally known by the majority of our citizens or not, it is nevertheless a fact that our city commission has levied what it calls a street tax on all citizens between the ages of 21 and 60 years, of \$1.00 each. Purpose of the tax is to make an effort to keep our streets and gutters in passable and presentable conditions. It is also provided that this tax may be paid in labor if the citizen so desires, rather than cash, and the rate of pay shall be \$2 per day, so that a married man may pay for himself and his wife with a day's labor.

30 YEARS AGO--JULY 26, 1940
The political rally and pie supper at the grade school building last Thursday sponsored by the American Legion Auxiliary was pronounced a successful affair, except that the attendance could have been better. Five of the candidates for Congress were present. They were Louis Goodrich, Deskins Wells, Henry S. Bishop, James O. Cade and Lewis Fields. The three candidates for state legislature also were present and spoke.

20 YEARS AGO--JULY 21, 1950
Announcement of construction of a 200,000 bushel elevator addition to the local Santa Fe Grain Company was made jointly in Fort Worth and Friona Tuesday morning. The new unit, comprised of six bins, will raise the capacity of the local elevator to 715,000 bushels, and will be built just to the east of the present elevator. G. Preach Cranfill is the local manager of Santa Fe Grain.

15 YEARS AGO--JULY 22, 1955
The Mabry Building, now under construction at 901-903 Main, will house five office buildings, according to James D. Mabry, owner. Second polio shots for Parmer County's first and second graders will be available next week, with Dr. Paul Spring having announced the times and dates for these shots.



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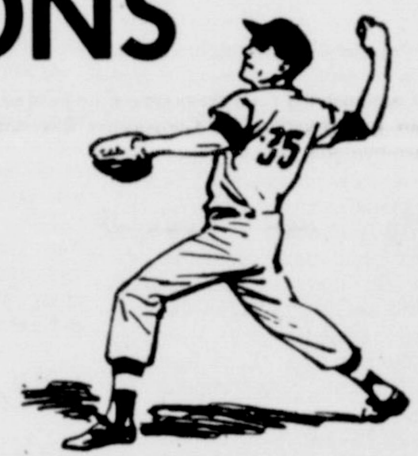
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Friona, Texas



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CONGRATULATIONS TO OUR CHAMPS



BANKERS, . . . Friona State Bank, the champions of the Intermediate League with an unbeaten record, are shown here. In the front are Davy Carthel, Gene Strickland, David Hutson, Roy Don Smith, Robin Baize, Joe LaFuente and David Gowens. In the back are Rusty Redfearn, David Blackburn, Don Maynard, Mike Blackburn, Jimmy Pena, Tommy McCall and Jerry Loflin, coach.

We Are Proud To Have Hosted The Champs Of The Intermediate League This Year. Congratulations To These Fine Lads And Their Coach.

We have closed one of our drive in windows. Sorry if this has caused you any delay or inconvenience. Please bear with us until this fall when our new facilities will be complete. In the meantime you might like to have your deposit slip filled out before you enter the window.

FRIONA STATE BANK

Serving A Great Irrigation And Beef Production Area.
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4-Hers Enjoy Summer Activities



SUMMERTIME with all its beauties of nature is the perfect time to learn about flower care and floral arrangements as these 4-H girls (and little brother) are doing. A 4-H junior leader explains the art of floral arrangement as part of the 4-H horticultural program offered by the Cooperative Extension Service and supported by Allis-Chalmers.



UPSURGE IN HOME CANNING prompted the Kerr Glass people to find out just who is doing most of it. Young homemakers and teenagers are at the top of the list. Showing how to can corn is one of the millions of 4-H girls who has learned the home art by participation in the national 4-H food preservation program supported by Kerr for more than four decades. The Cooperative Extension Service supervises the learn-by-doing project.



THERE'S NOTHING LIKE the smell of Bar-B-Q chicken to get the gang out of the water. Here a junior 4-H leader serves up the crispy golden pieces to members of her 4-H Club. She has learned how to prepare the chicken through participation in the 4-H food-nutrition program which annually attracts around 660,000 girls and boys, reports the Cooperative Extension Service. General Foods Corporation supports this nationwide program.

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This is also the time to let us know if you want an additional listing in this year's directory. One for your wife. Or a separate listing for a newly-grown-up daughter. All it takes is a call.

General Telephone



summer STOCK-UP SALE

HUNT'S CANNED FOODS SALE



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#300 Can 2/25¢



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#300 Can 2/53¢



Hunt's **CATSUP** 32 Oz. 49¢

MANWICH SANDWICH SAUCE #300 Can 33¢

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Lb. 29¢

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Frozen Foods
Sara Lee **COFFEE CAKES**
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Kern's Frozen **STRAWBERRIES** 4 for \$1.00
10 Oz. Pkg.

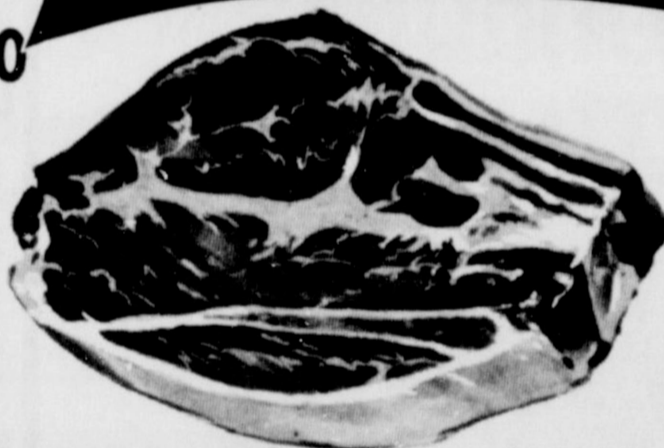
CABBAGE
Lb. 9¢

Little Brownie 10 Oz.
COOKIES 4/\$1.00

Duncan Hines 19 Oz. Pkg.
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FREE - FREE

Beautiful Set Of Mounted Longhorns To Be Given Away In Drawing Saturday August 1. Horns From Swift & Co. Are On Display Over Our Meat Counter. Register Each Time You Come In.



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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-Tuesday, 4 p.m.

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.

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"Take over payments on 1965
Singer Sewing Machine in
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ments at \$7.96. Write Credit
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FRIONA ELECTRONICS
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32-tfnc

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School will soon be start-
ing! If you need World
Book, Child Craft, dictio-
nary, atlas, or cyclo, contact
Mrs. Wana Brewer, Phone
247-2578. 41-3t

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247-2245 Day
247-3424 after 5:00
34-tfnc

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AREA'S BIGGEST FURNITURE
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Selling famous brand furniture,
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rect to you. Free delivery.
We service, Taylor's Furn. &
Appl. Center, 603 Park Ave.,
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1561. 26-tfnc

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Chain link, cedar, redwood.
All types, commercial or re-
sidential. Call Bob Clark
at 247-3236. 36-tfnc

FOR SALE OR TRADE...
1967 Kawasaki, 350 cc Rd.bike.
Excellent condition. 703 Ash-
land. 41-tfnc

FOR SALE

1962 Long bed pickup with or
without camper. Large chest-
type deep freeze, like new.
Automatic washer. Medium-
sized accordion, 17-inch B&W
TV, 3/4 bed with box springs,
and mattress. Thomas Howard,
1111 W 4th. 41-tfnc

FOR SALE...1964-150 Honda.
Call 247-2582. 42-1t

FOR SALE...177 pc. Lud-
wig drum set. Phone 247-
3273. 42-2t

FOR SALE... Special prices
on all sizes of good used alu-
minum pipe, hydrants, valves,
tees, etc. We also have new
ALCOA aluminum pipe and a
wheel-move sprinkler system.
Before you buy, see STATE
LINE IRRIGATION
LITTLEFIELD-MULESHOE
21-tfnc

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THE BEAUTY BOX

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plete including house antenna
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40-tfnc

FOR SALE

Pure bred toy
poodle puppy. Female.
\$35.00. 806-265-3430. 41-2t

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I will have good quality
alfalfa hay this summer in
the field or in the stack.
Keith Brock.
Phone 265-3449
36-tfnc

FOR SALE... Unfinished
wood boxes, bowls, art objects.
HUMMINGBIRD SHOP
41-3t

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Olds. \$225.00.
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HELP WANTED... Experi-
enced pump truck operator.
Apply in person at Big-T Pump
Co., Friona. 42-tfnc

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truck, local and over the
road. Diesel or gas: ex-
perience helpful but not nec-
essary. You can earn over
\$5.00 per hour after short
training. For application
and personal interview, call
214-742-2924, or write
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Texas, 75207. 42-2t

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Bingham Land Company.
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3 bedroom brick, 2 baths,
double garage, patio, carpet,
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Friona, Texas

FOR SALE... 1966 New Moon
Mobile Home; 10 x 55; 2
bedroom; sleeps 8; good con-
dition. Phone 247-2228. 32-tfnc

FOR SALE BY OWNER...
Three bedroom brick, 2 car
garage, screened porch, 1-
3/4 baths, sunken living
room, large den, 806-247-
3681 or 316-697-4448.
19-tfnc

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5 miles northeast Friona. Ph.
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HOME FOR SALE

Three bedroom brick; 2 car
garage; 1-3/4 baths; liv-
ingroom, den with fireplace.
5-3/4 loan. Phone 247-
2568. 36-tfnc

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23-tfnc

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developing Hicks Addition.
Build a new home, nothing
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18-tfnc

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FRIONA MOBILE ES- TATES...

Friona's new-
est and largest mobile home
park. Located at 802
East 11th, 8 Blks. east of
Main on Highway 60. Call
247-2745 or 247-3274 at
night. 23-tfnc

FOR SALE

Two operating hog farms.
One in Oklahoma Panhandle
350 sows, good management.
Second on Texas- New
Mexico line, 180 sows, good
management. Buyer must be
financially sound and be will-
ing to share profits or own-
ership with manager. Initial
cash requirement low.
Writer: Box 1057, Friona,
Texas, 79035. 42-2t

LEGAL NOTICE

CONTRACTORS' NOTICE OF
TEXAS HIGHWAY
CONSTRUCTION

Sealed proposals for con-
structing 10,269 miles of Gr.,
Strs., Base & Surf. From:
FM Hwy. 54, 4 Mi. West of
Littlefield, South to Hockley
County Line (FM1490), From:
US Hwy. 60 2 Mi. Southwest
of Black, South to FM Hwy.
2397 (FM3140) on Highway No.
FM 1490 & FM 3140, covered
by S3156(1A) & S3146(1A) in Lam-
b & Farmer County, will be
received at the Highway De-
partment, Austin, until 9:00 A.
M., July 29, 1970, and then pub-
licly opened and read.

The State Highway Depart-
ment, in accordance with the
provisions of Title VI of the
Civil Rights Act of 1964 (78
Stat. 252) and the Regulations
of the U.S. Department of Trans-
portation (15 C.F.R., Part
8), issued pursuant to such Act,
hereby notifies all bidders that
it will affirmatively insure that
the contract entered into pur-
suant to this advertisement will
be awarded to the lowest re-
sponsible bidder without dis-
crimination on the ground of
race, color, or national orig-
in.

Plans and specifications in-
cluding minimum wage rates as
provided by Law are avail-
able at the office of Rhea E.
Bradley, Resident Engineer,
Littlefield, Texas, and Texas
Highway Department, Austin,
Usual rights reserved. 41-2t

LEGAL NOTICE

The Friona Independent School
District is soliciting bids on
regular gasoline and motor oil
for school bus operation for the
1970-71 school year. Sealed
bids must be in the school
superintendent's office by Aug.
10, 1970. The board of trustees
reserves the right to reject
any or all bids. Alton Farr,
Superintendent. 42-3t

THE EXPRESSION "RARE
AS A DODO BIRD" MIGHT
NOT NOW BE IN USE IF THIS
EXTINCT BIRD HAD LEARNED
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Hereford, Texas

THE HARD TRUTH

Home painters should avoid
applying finish coats of paint
until after undercoats or prim-
ers have thoroughly hardened.
Applying a finish coat too soon
may cause wrinkling.

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292 Chev. Crated.	\$450.00
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300 Ford Irrigation.	765.00
428 Ford Irrigation.	995.00
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1-478 GMC Irrigation.	500.00
1-702 GMC Irrigation.	850.00
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Cylinder heads for most engines. each

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WELCOME TO FRIONA



Our newcomers this week are the Sam Richards family. Richards is serviceman for General Telephone Company, and has been in Friona since April. Natives of Muleshoe, the family moved to Friona from Hobbs. He has been with the telephone company for the past ten years. Family members are Rhonda, 13, Tammy, six, and Randy, eight. They live at 701 Pierce.

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FRIONA WHEAT GROWERS

Elevator Service
Field Seeds

Out of Orbit



"THERE'S LIFE VERY SIMILAR TO OURS HERE"



CHEERLEADERS AT WORK . . . Some of the cheerleaders for FHS are shown here hard at work over posters boosting the Chiefs to victory in the football games forthcoming this Fall. The girls spend a good part of their Summer working on these banners to complete some 250 of them. These hard-working young ladies then spend their "spare time" practicing yells and routines. Cheerleaders for the coming year are Susie Spring, Lana Renner, Carleen Schlenker, Carol Reeve and Bonni Odom.

LEGAL NOTICE

NOTICE OF HIGHWAY IMPROVEMENT OR CONSTRUCTION
The Texas Highway Department is planning to proceed with the development of the proposed highway improvements on State Highway 214 from Spur 270 (Fifth Street) in Friona, South along Grand Avenue and across the A.T. & S.F. Railroad to present St. Hwy. 214 curve. Since the Administration of the Highway Department has approved the design proposed for development of this project, work will begin on the next phase of engineering necessary for the development of this project. The proposed highway project contemplates the relocation and construction of a two-lane highway with paved shoulders and a bridge over Frio Draw and the A.T. & S.F. Railroad on sufficient right-of-way to provide connections to existing State Highway 214 and county road by the construction of an interchange. Maps, drawings showing geometric design and all other available data concerning the development of this project may be inspected at the Resident Engineer's Office at Littlefield, Texas. 42-ltc

FRIONA DIVE-IN SWIMMING POOL

1601 West 5th St., Friona

OPEN MAY 15 TO AUG. 15

HOURS: 1:00 To 6:00 p.m.

Mornings For Private Swimming Lessons
Evenings For Pre-Scheduled Private Parties

ADMISSION

Children 1 - 12 50¢
Adults - Over 12 Years . . . 75¢

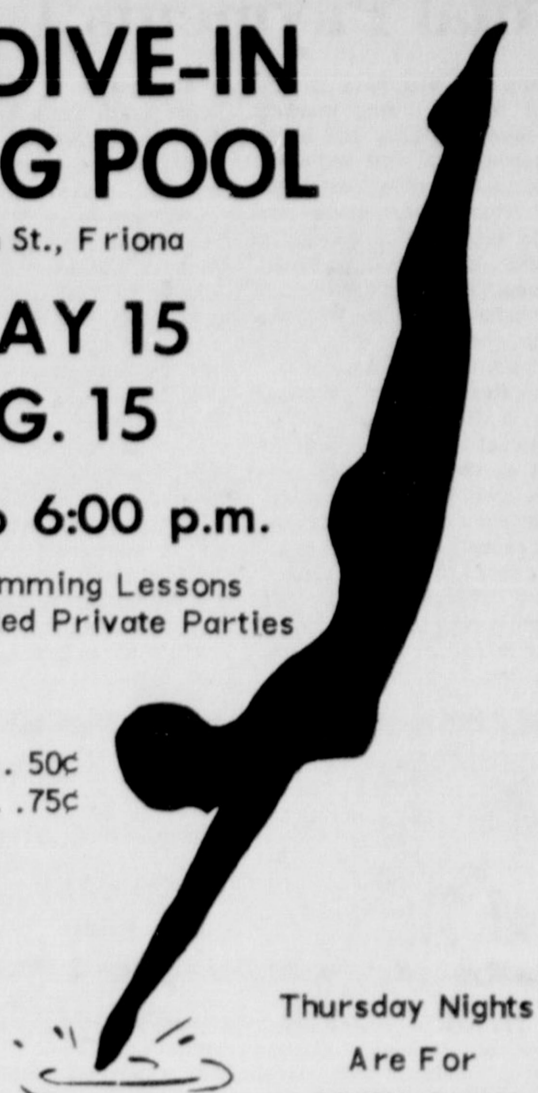
SEASON TICKETS

Children \$15.00
Adults \$20.00

For Additional Information Call:

Cecil Maddox - 247-3439
Or
City Hall - 247-2711

Thursday Nights
Are For
LADIES ONLY
8 to 10 p.m.



Comments by

Gib



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HOSPITAL REPORT

Admissions:

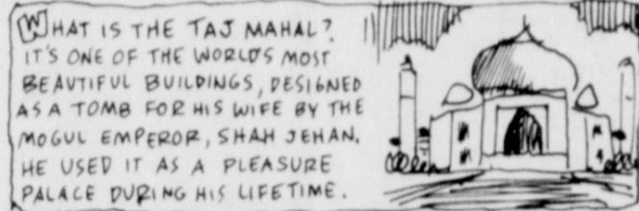
Wanda White, Friona; E.D. Armstrong, Friona; Mrs. Aurelio Delgado and baby girl, Bovina; Mrs. Elisio Rivera and baby boy, Hereford; Earl Drake, Friona; Lena Kelso, Lariat; Mrs. Robert Moore and baby boy, Friona; Mrs. Joe Hernandez and baby girl, Hereford; Buck Williams, Mulleshoe; Mrs. Augustine Perez, Friona; Mrs. Juan Trevino and baby girl, Friona; Otho Whitefield, Friona; James Rodriguez, Bovina; Mrs. Bennie Barron and baby boy, Friona and Felix Earnest, Earth.

Dismissals:

Darshan Jennings, Jean Bentley, Wanda White, Teresa Maurer, Mrs. Willie Rodriguez and baby girl, Pedro Bautista, Donalita Hawkins, Mrs. Teodoro Ybarra and baby girl, Mine Perez, Mrs. M.C. Osborn and baby girl, Mrs. Aubrey Carlton, Jr., and baby boy, Mrs. Joe Whitten and baby boy, Bevo Darden, Earl Drake, Lena Kelso, Mrs. Hardy May, Mrs. Aurelio Delgado and baby girl, Mrs. Joe Hernandez and baby girl, Mrs. Elisio Rivera and baby boy, Mattie Stowers, Cecil Murphy, Mrs. Robert Moore and baby boy, E.D. Armstrong, Glee White and Mrs. Augustine Perez and baby girl.

Patients In Hospital:

Mrs. Bennie Barron and baby boy, Janie Deen, Felix Earnest, Beatrice Mesza, James Rodriguez, Mrs. Juan Trevino and baby girl, Otho Whitefield, Buck Williams and Laura Whitson.



WHAT IS THE TAJ MAHAL? IT'S ONE OF THE WORLD'S MOST BEAUTIFUL BUILDINGS, DESIGNED AS A TOMB FOR HIS WIFE BY THE MOGUL EMPEROR, SHAH JEHAN. HE USED IT AS A PLEASURE PALACE DURING HIS LIFETIME.



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HOME OFFICE OMAHA, NEBRASKA

"The FAMILY Fraternity"

HOUSE FACTS & FANCIES



In the Old West, when a man built a house all his neighbors would help, then stage a noisy hoedown once the roof was up. This is why we call a loud celebration "raising the roof."

Wilson's FRANKS



Lb. **69¢**

Lee's **SAUSAGE**

2 Lb. Pkg. **\$1.39**

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Santa Rosa

PLUMS

Lb. **25¢**

CABBAGE

Lb.

10¢

TOMATOES

Lb.

33¢

WHITE SWAN PORK & BEANS 6/\$1.00

#300 Can

Richellou **COFFEE**
Lb. **79¢**

Richellou W.K. Golden **CORN**
#303 Can **5/\$1.00**

Hunt's **CATSUP**
32 Oz. **49¢**

Crisco **SHORTENING**
3 Lb. Can **89¢**

Big Roll Gala **TOWELS**
39¢

Skippy **DOG FOOD**
15 Oz. Can **9/\$1.00**

Wagner's **ORANGE DRINK**
32 Oz. **3/\$1.00**

Holz Hot **BARBEQUE SAUCE**
With Onions 16 Oz. **47¢**

We Sell ELECTRIC Water Heaters



Call us when you have water heater troubles. We'll take out the old and put in a sparkling new electric model. We'll take care of all the fuss and bother...you'll enjoy hot water, electrically. And, if you like, you can pay it out on your monthly electric bill.

P.S. We have a very special rate for electric water heaters... another plus when your water heater's electric!



WATER HEATER TROUBLES? CALL US! WE'LL DO THE WORRYING!!!

Try SAMMY'S PRIDE MILK And AUNT MARTHA'S BREAD

Total Payments To Be Made Earlier In 1970

Farmers who have contributed to stabilizing markets for food and fiber and to the conservation of soil and water resources by taking part in the 1970 wheat, feed grain, and cotton programs are going to receive their total program payments earlier this year than ever before, according to Louis Welch, chairman of the Parmer County ASC Committee.

The first batch of payments were mailed out on July 1. Additional payments will be made as farmers certify compliance with program requirements and as fast as individual farm records can be processed and checks returned to ASCS County Offices for distribution to farmers.

Due to inclement weather (rain), some farmers are finding

it impossible to report their acres at an early date. Some of them are waiting for ASCS employees to measure their program acres. Of course, measurement activities have been slowed down because of the rain. This work (by ASCS) will be carried on as rapidly as possible.

"Because of the excellent cooperation between farmers and their local ASCS office, 30 percent of the participating producers in Parmer County will receive their payments by the end of July," Welch said.

Practically all payments should be completed by about the end of the third week in August, if farmers who signed up will complete the necessary certification indicating that they have complied with all of the

program provisions.

Farm program payments help maintain a balance between supply and demand, the chairman explained. He pointed out that both farmers and consumers benefit from this balance.

"Agricultural productivity almost doubled in the past 20 years, but farmer's markets take only about a third of this increase," said Welch. This means we need new markets. Farm programs help us hold down farm production and maintain farm income until new markets are developed and old ones expanded.

"Huge surpluses must be avoided. They are costly in tax dollars and are wasteful of food and fiber."

"Farm programs help farmers make adjustments in their individual farming operations that in the long run will result in more farm income from the marketplace and less from the public treasury.

"Since farmers are \$50-billion-a-year purchasers of goods and services produced in our cities and rural towns, the workers and business firms in cities and towns benefit from farm programs, too."

Farm programs also make important contributions to conservation of natural resources and help fight pollution, Mr. Welch said. Acres that are diverted out of crop production under farm programs are put to conserving uses such as the growing of grass and trees. Such practices conserve soil and water, provide habitat for wildlife and small game, help prevent pollution of our streams from sediment and agricultural chemicals or waste products, and reduce air pollution caused by blowing dust, the chairman explained.

"When a farmer takes land out of production and puts it to a soil-and-water conserving use, he gives up the value of the production he normally would have received as income. At the same time, the farmer pays taxes on land removed from production even though that land produces no crop. Program payments are designed to compensate him for these voluntary contributions toward a more stable farm economy and a better environment.

In recent years, the U.S. De-

partment of Agriculture had advanced partial payments to farmers during the spring sign-up period for the feed grain program only. The balance of the feed grain payment, and cotton and wheat payments were generally made starting in late July and continuing through August and September, or later, the chairman explained.

"Because of budget restraints, partial payments could not be made this year. However, the department made a commitment to farmers that full payments would be made as early as possible. That commitment is now being fulfilled."

"Total farm program payments to producers in Parmer County in 1970 will be about 14 million dollars. Payments mailed out up to now amount to about 1/2 million dollars; so, there is quite a number of payments yet to be made," said Welch.



**On The Farm
In Parmer County**
MACK HEALD
County Agent

The heat is on corn again this year, increasing irrigation demands to keep production potential up. The hot, dry weather combined with current peak water requirements for most corn makes the situation critical. Adequate soil moisture is vital now and will be for the next four to five weeks.

Adequate moisture is most essential during the silking and pollinating stage. Moderate to severe moisture stress at this time can limit the number of kernels on the ears and could result in a 40 to 50 percent yield reduction. High soil moisture should also be maintained during the three to four weeks following pollination. Water requirements remain high during the blister, milk and soft dough stages of grain development. Grain weight increases rapidly during these periods and adequate moisture must be available for high production.

Water requirements decrease considerably by the time the crop reaches the hard dough stage. Drier soil near maturity will have very little effect on the final yield.

High quantities of water do not have to be applied to produce top corn yields. Applying smaller amounts when water requirements are highest have produced yields equal to those where large quantities of water were applied. Pumping costs are also less with smaller applications, thereby leaving a higher profit potential.

Alternate furrow applications can be used to apply small amounts of irrigation water on mixed soils. Irrigation may need to be more frequent (9 to 12 days from tassel through soft dough), but the irrigating rate is faster. This allows for timely irrigation on more acres.

On drier clay soils alternate furrow irrigation may be difficult to manage. So smaller amounts of irrigation water can be applied by increasing the number of furrows normally irrigated during a set.



TRAVEL-MINDED—A news-making cotton rascal knit in a bold red and white tile design is modeled by Maid of Cotton Gayle Thornton. The easy-going jacket dress by Barbarella is perfect for her trip to Europe aboard Pan American's new 747 jumbo jet this summer.

NOW

Serving ALL Of Parmer County Savings & Loans

4.8% Dividends,

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Congratulations



ETHRIDGE-SPRING: The Ethridge Spring Cardinals, who finished tied for third in the Pee-Wee League with a 6-6 record, are shown here. Front row, left to right—David Morales, Jeff Peak, Clint Mears, Pepper Weatherly, Rod Owen and Park Weatherly. Back row—Dale Gober, coach, Luther Ekins, Mark Bavousett, Gary Jander (bat boy), Larry White, Johnny Jander, and Alton Peak, manager. Not present were Teddy Harper and Jimmy Taylor.

**Here's A Big 'THANK YOU' To The Players And Coaches
For Making Our Team A Success. Hope You Enjoyed The
Summer.**

**ETHRIDGE-SPRING
AGENCY**

Phone 247-2766



SINCEREST CONGRATULATIONS TO YOU ...



CONTINENTAL GRAIN: . . . The Continental Grain team in the Pee-Wee League, which finished with a 5-7 season mark, is shown with its coaches. In the front are Raymond Granado, Todd Greeson, Bryan Johnston, Chris Barnett and David Fleming. In the back are Bobby Thompson, Kyle Barnett, Charlie Pena, Cliff McLellan and Toby Strickland. Coaches are Jack Chambers and Ted Tucker. Not present was Jay Jarboe.

**We Take This Opportunity To Say "We're Proud Of You"
To This Fine Group Of Youngsters Who Represented Us In
The Little League Program This Summer.**

CONTINENTAL GRAIN CO

ASCS Gives Details On 1971 Wheat Referendum

Program Details Announced For 1971 Crop Wheat Referendum.

All wheat producers as well as a number of other persons, are interested in knowing the details of the question being voted upon in the 1971 Wheat

Referendum to be held during the period July 27 through July 31. Facts are as follows:

1. The referendum is mandatory under current law in the absence of new legislation for the 1971 wheat crop.

2. Any person having a legal interest in a wheat allotment of record will be eligible to vote in the referendum. This includes the spouse of eligible voters.

3. If two thirds or more of the producers voting in the referendum indicate "yes" to marketing quotas, the national average price support loan rate will be \$1.15 per bushel and domestic certificates will have a value of \$1.39 per bushel making the price support on the domestic portion of the crop \$2.54 per bushel or 90 percent of parity as of July 1, 1970.

4. If producers vote "yes" in the referendum, a penalty would apply on wheat grown in excess of a farm's allotment.

5. If the referendum fails to carry, the loan rate is mandatory at 50 percent of July 1971 parity. This would amount to \$1.41 per bushel based on parity as of July 1, 1970.

6. Either way, the wheat allotment on the average farm in Parmer County will be about 3 percent less in 1971 than in 1970. A producer must, whether the vote is "yes" or "no" plant within his farm's allotment to have his wheat eligible for price support.

What does this all mean on an average farm in Parmer County?

A. Let us take a farm in Parmer County, assume the farm has an 80 acre allotment and a program yield of 50 bushels per acre. If marketing quotas are approved: The operator of the farm could plant 80 acres of wheat (the domestic acreage would be 47 percent of the allotment in this case 37.6 acres) and would be required to divert 29.2 acres (36.5 percent of the farm allotment) to a non-crop use. This would cause him to be eligible for price support on all the wheat produced on the farm. In addition, the farm would be eligible for certificate payments on 47 percent of the projected production on the al-



At Home In Parmer County

By Janice Miller
County HD Agent

This past Tuesday (July 21) the 1970 edition of the Parmer County Dress Revue was held. This event was planned by a group of 4-Hers enrolled in a Clothing Project. These girls were Arlene Magnesa-Bovina, Carrie Haseloff, Cheryl and Linda Gohike-Oklahoma Lane, Deborah Harding and Patty Martin-Farwell. These girls are taking more responsibility to make a better 4-H program in the county.

Spectacular skewer cookery is fun for guests, so reduce your own cooking job and let each person construct and grill his own kabob.

Kabobs require the use of meat and vegetables which will cook in about the same time. This may mean that some vegetables, such as potatoes and onions, will have to be partially cooked before being placed over the grill in order to have everything cooked to the right degree

of doneness at the same time. Before broiling, season with salt and pepper and brush with barbeque sauce or melter butter and lemon juice. "Chunks of meat will cook faster and more evenly if they are not crowded on the skewer."

Here are some kabob combinations:

1. Franks, canned pineapple or apple chunks and bacon squares
2. Luncheon meat, pineapple and banana chunks
3. Ground lamb shoulder, tomatoes, green pepper and onion
4. Beef steak, mushrooms and sliced onions
5. Luncheon meat, quartered tomatoes, small cooked onions
6. Chicken livers, small bacon squares and mushrooms



SPRING FRESH—Crisp cotton canvas in peppermint stripes shapes a fashionable girl's ensemble. The white-bordered coat tops a matching dress with high fit and flare. By Cinderella.

Congratulations!



REEVE CHEVY. . . Reeve Chevrolet's second-place Intermediate League team is shown here. In the front are Jerry Martin, Keith Martin, John White, Wade Jameson and Ricky Ulen. In the back are Edward Castillo, David Barnett, Bobby Zetzsche, Loren Martin, Benito Castillo and coach Gene Weatherly. Not present were Robert Green, Juan Perez and Danny Campbell.

We Are Proud To Take Part In Friona's Summer Baseball Program. Our Special Thanks To These Young Men Who Represented Us So Well This Year.

REEVE CHEVROLET-OLDS



Your Chevrolet & Oldsmobile Dealer in Friona Since 1938



Three Cheers For Our Team!



MONSANTO. . . The Monsanto Ag Center team, which finished with a 5-7 season record, is shown above: Front row, left to right: Pat Reznik, Glen London, Jeff Porter, Phillip Veazey, Gary Schueler. Back: Ky Graham, Doyle Williams, Rusty Carter, David Porter and Britt Moore. Albert Wolfington is manager. Not present were Jody Lewellen and Randy Patterson.

Thanks For Doing A Fine Job. And Being Such Good Representatives During The Summer Baseball Program This Year.

Monsanto MONSANTO

Ag Center

"Science Serving Agriculture"

Friona
Tam-Anne

PRESENTING



FRIONA FEED YARD. . . The Friona Feed Yard team, which tied for second place in the Intermediate League, is shown here. Front row, left to right: Kent Miller, Joe Cunningham, Kevin Welch, Charles Wilkins, Randy Melton and Hal Blackburn. Back row: Don Fortenberry, coach, Joe Odom, Darrell Mason, Jim Murphree, John Seright and Jim Johnston, coach.

We Are Proud To Have Had This Fine Group Of Youngsters Representing Our Company This Summer. Hats Off To Each One, And To Their Coaches.

FRIONA FEED YARDS



COMMITTEE MEETS. . . A Maize Days planning committee met last Friday at the Parmer House Restaurant to make preliminary plans for the 1970 celebration. From the left are Mrs. Dale Gober, Chamber of Commerce secretary; Cecil Maddox, 1969 chairman; Steve Messenger, Chamber president; Wendell Gresham, 1970 chairman; Mrs. Deon Awtry and Mrs. Elvin Wilson, queen's contest co-chairmen; and Porter Roberts, parade chairman.



PANTED COTTON—The mini dress worn over pants is fashion's most sophisticated swinger. Chester Weinberg's version in white pebble cotton is sashed at the waist in red, white, and blue. The little dress, boasting a front kick pleat and wide midriff insert, tops wide leg pants.

Former Resident Opens Spa In South Carolina

Mrs. Connie Cragg, the former Connie Vaughn, whose parents, Mr. and Mrs. Richard Vaughn live on Route 2, Friona, has opened a health spa in Conway, S.C.

A feature story about the new business, which is known as Woman's World HealthSpa, was featured recently on the woman's page of the Field and Herald in Conway.

Connie is a graduate of Bovina High School and West Texas State University. Her husband, Ted, also a graduate of WTSU, is serving as secretary and manager for the spa. Connie's mother-in-law, Mrs. Lib Gragg, is co-owner of the business with her. There are three other staff members.

The former area resident became a spa instructor when she worked at the European Health Spa in Denver, Colo.,

and the Stonehenge Spa in Aurora, Colo. Her modern dance courses and physical education minor fit in well with her work. Mrs. Cragg was a speech major and a physical education minor at West Texas State University.



"LATELY I DON'T FEEL SO GUILTY ABOUT PASSING OUR DEBTS TO THE NEXT GENERATION."

Volunteers Help World's New Generation



For the new generation in scores of villages and towns throughout the world the opportunity not only for survival, but of continuing good health has become a fact because of the Peace Corps Volunteer. Some 10,000 Americans of all ages and experience are working overseas in programs developed with host countries to solve immediate, pressing needs. About 10 per cent of these Volunteers are in health or health education programs, conducting inoculation programs, explaining good nutrition, encouraging proper sanitation, helping people to help themselves in making life better for themselves and their families.

introducing...



STAR-HURST. . . Sponsored by the Friona Star and Hurst Department Store in the Intermediate League. Front row, left to right, Mark Neill, Jimmy Menefee (bat boy), Keith Pryor, Randy Waggoner, Glenn Atkins, Robin Renner, and Mitchell Smiley. Back row: Dwain Menefee (coach) Ernest Mills, Dale Cleveland, Jody Menefee, Raul Brailiff, and Charles Waggoner, manager.



We Sincerely Appreciate The Boys And Coaches Who Made Up Our Team This Year. We hope You Enjoyed Playing As Much As We Enjoyed Being Your Sponsor.

THE FRIONA STAR

HURST'S DEPARTMENT STORE

We Think These Youngsters Are.....

REAL COOL



PARMER COUNTY IMPLEMENT's team in the Pee-Wee League is shown above. Front row: Roy Brito, Eddie Brailiff, Jesse Bermea, Chuck Whitten, and Larry Ball. Back: Kirk Frye, Eddie Wilkins, Joe Bermea, Robert Alexander, Jerry Blood. Coaches are Jerry Wikle and Everett Gee. Not present were Phillip Chambers, Brit Eustace, Danny Atkins and Tommy Villalobos.

We Are Happy To Have Had You Representing Us In The Pee-Wee League This Summer!

PARMER COUNTY IMPLEMENT CO



Friona

Phone 247-2721

PRESENTING---



B-J BEES. . . Parmer County Pump's entry in the Pee-Wee League, the B-J Bees, are shown here. In the front are Jim Fallwell, Kirk Miller, Bron Euler, Jesus Zamora and Joel Hight. In the back are Tony Johnson, Willie Brailiff, Roger Pezce, Nathan Kretzmann and Sam Akers. Mike Chaney is coach. John Bill McFarland also a coach, and Randy Lee Richards are not shown.

Once Again We're Proud To Have Been A Part Of The Summer Baseball Program. Hats Off To Our Players And Coach.



PARMER COUNTY PUMP CO.

W. Highway 60

Ph. 247-3030

Watermelon Feast Honors Team Members

The coaches and players of Continental Grain baseball team were special guests at a watermelon feast in City Park Tuesday evening.

Gifts were presented to the coaches, Ted Tucker and Jack Chambers.

Team members present were Brian Johnson, Cliff McLellan, Charlie Pena, Kyle Barnett, Raymond Granado, Chris Barnett, David Fleming, Jay Jarboe, Todd Greeson, Bobbie Thompson and Toby Strickland. Also Mr. and Mrs. Ted Tucker and Mark, Mr. and Mrs. Wesley Barnett and Ricky; Mr. and Mrs. Tom Jarboe, Mr. and Mrs. Kenneth McLellan, Ronnie and Becky, Mrs. O'Neal Greeson and Marc, Mrs. Ray Strickland, Guy Cranfill of Dumas, Darrel Thompson and Howard Fleming.

Watermelons were through courtesy of Alsups 7-11.

Rhonda Garth Sees Action In 89-85 Win

Rhonda Garth, who played in the North Texas North All Star team in Brownwood last weekend, was chosen one of six guards to play with the Texas All Stars. The North team won by a score of 89 to 85 in a game in which the score was tied at the end of regulation play and four overtimes.

Mr. and Mrs. Claude Garth and Matt were accompanied to Brownwood for the Saturday evening game by Mrs. Janie Moraw, Needmore, Texas.

The Texas All Stars will compete against the Oklahoma All Stars at Lindsey, Oklahoma at 8 p.m. Saturday, July 25.

Miss Garth, who is the daughter of Mr. and Mrs. Claude Garth, is a 1970 graduate of Friona High School and played guard for the Squaws three years.

Final Standings

Intermediate League

Team	W	L
Friona State Bank	8	0
Friona Feed Yard	4	5
Reeve Chevrolet	4	5
Friona Star-Hurst's	1	7

Pee-Wee League

Team	W	L
Tasty-Cream	10	2
Hi-Pro Feeds	8	4
Ethridge-Spring	6	6
B-J Bees	6	6
Monsanto Ag Center	5	7
Continental Grain	5	7
P.C. Implement	2	10

WILD 27-0 FINALE

Welch Slams Three Homers; Hurls No-Hitter To Boot

A no-hit, no run pitching performance in which the pitcher also slugged three home runs featured the final week's action in Friona's Summer Baseball Program.

Kevin Welch, pitcher for Friona Feed Yard, was the man of the hour, slugging three home runs in the four-inning game which was ended after four innings by the ten-run rule.

In an unbelievable batting performance, Welch socked home runs in three consecutive plate appearances, and had a single before the game was over, knocked in ten (that's right, 10) runs.

Welch's three-run clout in the first inning got his team off to a 3-0 lead, and another similar home run in the second inning paced an eight-run outburst which brought the count to 11-0.

In the third inning, Welch again connected with two men on, which made it 15-0. He came to bat for a second time in the third inning, the fourth time in the game, and walked to load the bases. This time, Charlie Wilkins socked a bases loaded home run, and by the time the

third inning was over, it was 25-0.

The game hadn't gone four innings yet, and could not be stopped, so Welch got a run batted-in single in the fourth inning, his fourth hit and tenth run accounted for in the run-away.

On the pitching side of the ledger, Welch allowed six bases on balls, but got tough with men on base, striking out eight men in the four-inning game. It was only the second no-hitter of the season, and the only one for the Intermediate League this year.

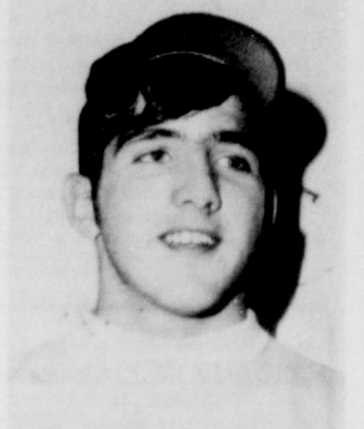
The win also allowed Friona

Feed Yard to tie Reeve Chevrolet for second place in the league standings.

In the other Intermediate League game, Friona State Bank closed out an unbeaten year with a 10-1 win over Star-Hurst. The Bank is the only Intermediate League team in recent years to go through the season unbeaten.

David Hutson slammed a pair of home runs, and Davy Carthel had one for the Bankers.

Tasty-Cream shut out Farmer County Implement Company, 3-0, to wind up their season with a 10-2 record. It was also a no-hitter for John Carson of the league champs.



Kevin Welch

Mothers Play...

(Continued from Page 1)

ly, Joy Graham, Nelda Miller, Lawanda Moore, Virginia Cleveland, Meg Reznik, Shirley Fangman, Sara Alexander, Jo-hnnie Massey and Maxine Owen.

If there are any mothers or friends of Little League that are interested in playing we will be happy to put you on a team if you will call Peggy London 265-3463 or Patsy Bandy 265-3413.

Controller Named By MBP

The appointment of Roy D. White as controller for Missouri Beef Packers was announced this week by Harold Wichman, Vice President of Missouri Beef Packers, Inc.

White is a native of Central Texas. He received a B.S. Degree from North Texas State University in Denton, Texas in 1955.

White has had 15 years experience in the Meat Packing

Industry. He began his career with Armour & Company at Fort Worth, in Industrial Engineering, Labor Accounting and General Accounting. In 1962 he moved to Memphis, Tennessee and assumed the duties of Assistant Controller of Armour's Memphis Plant.

White and his wife, Royce Ann, have two children, David, 4, and Emille, 1-1/2.

Linescores

Intermediate League
Friona Feed Yd. 38(14) 2--27
Reeve Chevy 000 0--0
Welch and Wilkins, Barnett and Martin.

Star-Hurst 000 100--1
Friona St. 014 41x-10
Waggoner, Cleveland and Smiley; Balze and Redfean.

Pee-Wee League
Ehridge-Spring 102 4--7
B-J Bees 310 4--8
Mears and Weatherly; Miller and Mats.

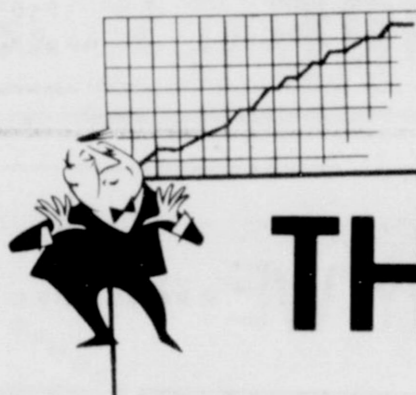
Monsanto 500 0--5
Hi-Pro 003 1--4
Porter and Lewellen; Waters and Renner.
Continental Grn. 001 6--7
P.C. Implement 001 0--1

Johnston and McLellan; Adkins and Bernea.
Tasty Cream 102 0-3
P.C. Implement 000 0-0
Carson and Jarecki; Adkins and Bernea.
Monsanto A.C. 132 00--6
P.C. Implement 410 11--7
Porter and London; Adkins and Bernea.

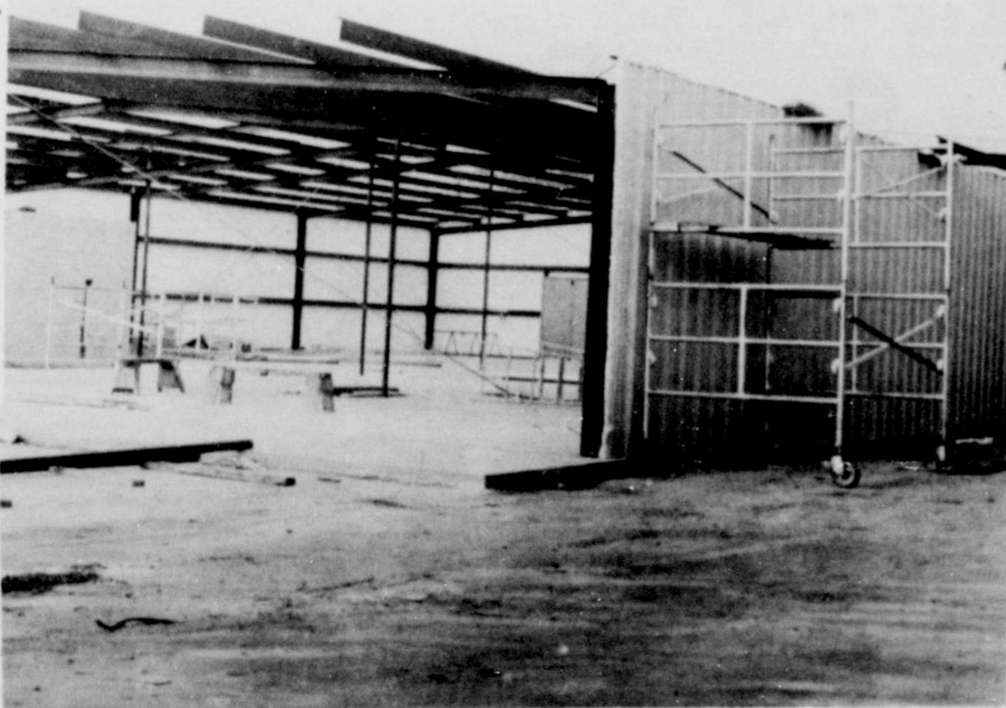
Rowntrees Visit Friona Relatives

Mr. and Mrs. Doyle Rowntree of Burnett were visitors in the homes of Mrs. J.B. McFarland and other Friona relatives last week. Rowntree is Mrs. McFarland's nephew.

PARDON OUR INCONVENIENCE BUT



THAT'S PROGRESS



We appreciate the kindness and continued patronage of our many good customers during our period of remodeling. We are set up to serve you as usual at the former Nunn Lumber Building while our new building is underway. We hope to be back at the old location soon. Meanwhile the tire store and service station continue to serve you at the usual place.

FRIONA CONSUMERS

Buddy Lloyd, Mgr

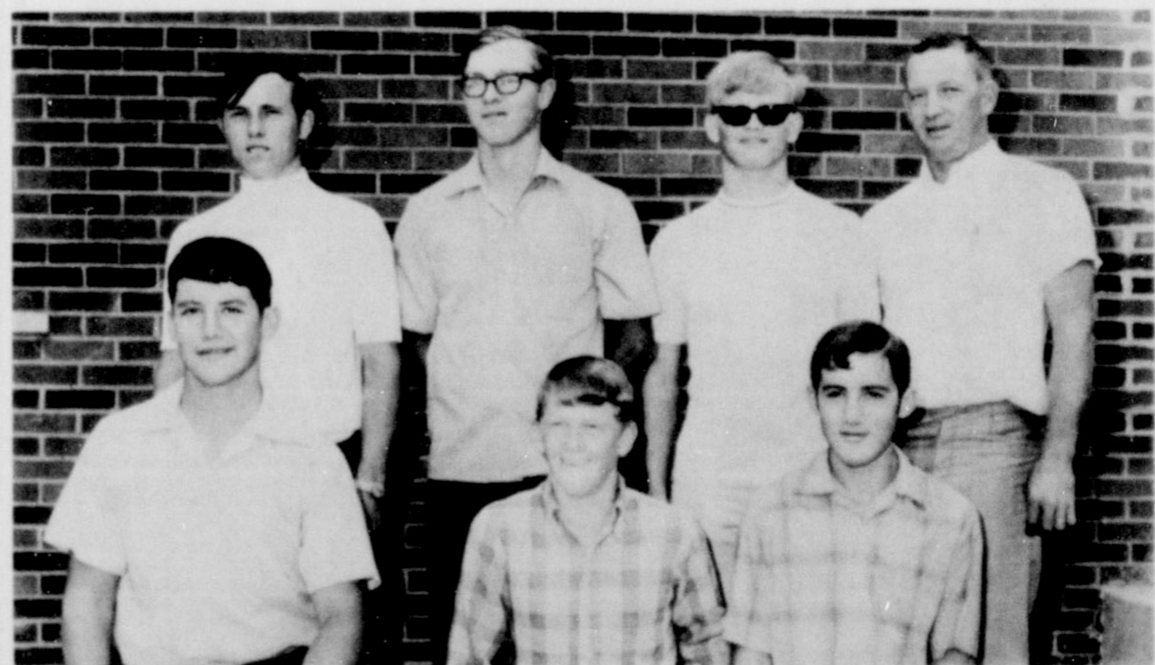


824 Main

Phone 247-2771

Introducing

The Friona Senior Little-League All Stars



ALL-STARS. . . The Friona members of the Tri-City Senior Little League all-stars, who played in the district tournament at Raton Tuesday night, are shown above. In the back row are James Sims, Mike Martin (alternate), Danny Waggoner, and Charles Waggoner, coach. Kneeling are Kevin Wiseman, Eddie Waggoner and Clay Bandy. Three of the boys are from Benger Air Park's team and three are from Hi-Plains Feed Yard.

WE ARE HAPPY TO HAVE TAKEN PART IN THE SENIOR LITTLE LEAGUE THIS YEAR, AND WE ARE PROUD TO HAVE THE ALL-STARS SHOWN ABOVE REPRESENTING US IN THE DISTRICT PLAYOFFS IN RATON, N.M.

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HI-PLAINS FEED YARD

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Muleshoe, Texas

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Come On Down to the new mid dress (or the "Longuette" as it's also called). Suddenly, you'll look slimmer, you'll walk taller, you'll know you're fashion-right—when you first wear the new length in a stunning coattress like this on its own one day, over the matching pants another day—a sample of the new-for-fall mid excitement.

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PAUL GAYLON
Local Mgr.
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PRESENTS PAINTING. . . . Kenneth Wyatt of Tulla, prominent West Texas Artist, is shown with Senator Jack Hightower of Vernon in his Senate Office in the Capitol at Austin. The occasion was the display of one of Mr. Wyatt's paintings in Senator Hightower's office. The painting, "Double Trouble" is a fine example of Western Art. Senator Hightower said, "I am pleased to have the opportunity to show this beautiful painting of a cowboy during roundup. The recognition that Mr. Wyatt has received as an outstanding artist has brought honor and distinction to our section of the State."

"Texas" Cast Members Have Panhandle Background

Several members of the "Texas" cast have roots in the Panhandle which enable them to have a real comprehension of the forces which moves the characters in Paul Green's drama of the plains.

David Schuette, the horse wrangler who rides to the top of the cliff each evening with his flag to herald the opening of the performance is the grandson of Fred Schuette, an early settler. He was a cowboy on the T-Anchor Ranch, one of the earliest spreads. The T-Anchor Ranch house, one of the earliest buildings built in the area, stands on the campus of West Texas State University, still sturdy, made of logs cut in the Canyon.

Linda Rockwell is the great niece of Montie Rockwell of Canyon. Her maiden name was Montie McBride and McBride's Canyon is named for her family. She was an early teacher there.

Harold Orr's grandfather was a missionary in the southern panhandle.

Vicki McFarlin is the great-granddaughter of Mr. and Mrs. J. L. McFarlin, early settlers in Moore County.

Dean Kelley, who plays "Uncle Henry," is married to the niece of Mr. and Mrs. O.H. Finch, longtime panhandle ranchers and philanthropists who live in Borger.

Ruth Ann Carroll is the grandniece of Gus Freeman of Hereford.

Edward Dalton is almost a pioneer himself. He has worked for forty years as a cowboy in the panhandle, spending years on the Yellow House spread near Littlefield, and being on the crews of the Bivins and Masterson ranches.

Two members of the cast belong to families having experiences in the Palo Duro Canyon itself. Mike Wilson (Abel Tatum) is the great-grandson of the founder of the McSpadden Ranch just south of Canyon. The McSpadden cowboys exchanged work with the Marshall cowboys and the Marshall land is still adjoining the Canyon.

In 1941 and 1942, the state leased grass lands in the Palo Duro State Park area and the McSpaddens ran some cattle there. Some strays wandered into the area where the theatre is now. Gene Morrison, the father of the Gene Morrison who sings in "Texas" this year, remembers driving several strays up the trail which the rider in the show uses every night. He was one of the McSpadden cowboys at the time. They also went into the Canyon to vaccinate cattle and mules during the epidemic in 1942.

For reservations to see "Texas" the story of the early days on these plains, write "Texas," Box 268, Canyon, Texas 79015 or call 806-655-2182.

It is estimated that 6,020,000 square miles, or about 10.4 percent of the earth's land surfaces, is permanently glaciated. The world's longest known glacier—the Lambert Glacier in the Antarctic—measures 220 miles in length.

Trio Slates Seminar

Three high school students from Parmer County will travel by chartered bus Tuesday, July 28, to Baylor University in Waco where they will attend a Citizenship Seminar July 28-31 conducted by the Texas Farm Bureau. They are: Don Fortenberry, Friona, son of Mr. and Mrs. Paul Fortenberry, Larry Johnston, son of Mr. and Mrs. Jim Johnston, Friona, and Doyle Merrell, son of Mrs. Mary Merrell of Bovina.

The Parmer County Farm Bureau is sponsoring the local students at the four-day training school. Some 457 students from 156 counties across the state are expected to attend the session.

Four outstanding, nationally-known lecturers will address the Waco training school, according to Harry Hamilton of Friona, president of the Parmer County Farm Bureau.

They are Dr. Clifton L. Ganus, Jr., President of Harding College, Searcy, Ark.; Dr. C. L. Kay, vice president for public affairs of Lubbock Christian College, Lubbock; John Noble, Muncy, Pa., author of "I Was a Slave in Russia"; and W. Cleon Skousen, Salt Lake City, Utah, author, lawyer, educator, and former FBI agent.

In addition, a young former narcotics addict and ex-convict will relate the tragic story of his life as an addict and criminal. He is Richard Perigo of Dallas, who is associated with HIP (Help Is Possible), an organization dedicated to the prevention of delinquency and drug abuse among teenagers. Purpose of the Seminar is to give the students a better understanding of the American system and way of life. Emphasis will be placed on the economic, moral, and social aspects of the American society. Instructions will consist of lectures, films, and panel discussions.

Fast Freight

The hoist at International Nickel's Creighton No. 9 mine shaft can lift 15-ton ore skips from the loading area, 6,800 feet deep, to the surface at 40 miles per hour.


HURST'S BIG STOREWIDE Close-Out Sale




Continues Through This Week!

Don't miss this chance of a lifetime to save on Back-To-School items and Summer close-out merchandise.

HURST DEPARTMENT STORE



HATS OFF To The Champs!




CHAMPIONS. . . . The champs of the Pee-Wee League, Tasty-Cream are shown here. In the front, left to right, are Todd Bandy, Mark Edelman, Chuck Nichols, Ernesto Castillo and Douglas Ball. In the back are Stan Powell, Frank Hutchison, John Jarecki, Mike Hutson and John Carson. Managers are Donnie Gibson and Gary Elam.


HATS OFF To The Young Men Who Represented Us This Summer. We Hope That You Enjoyed Playing, And We Appreciate The Work By You

DON'S TASTY-CREAM

Friona Phone 247-3060



MAY WE.....
CONGRATULATE
.....YOU



HI-PRO FEED. . . . The Hi-Pro Feeds team in the Pee Wee League, which compiled an 8-4 record, is shown above. In the front are Ricky Redfearn, Bobby Watters, Ted Lindeman, Scotty Fangman and Jimbo Evans. In the back are Paul Lindley, Alan Monroe, Terry Wilcox, Darcy Renner, and Jeff Whitesides. Not present are Dahl Matthews. Coaches are Jack Redfearn and Glen Watters.

Here's A Big 'THANK YOU' To The Players And Coaches For Making Our Team A Success. Hope You Enjoyed The Summer.

HI-PRO FEEDS

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

Youngsters Win County Horse Show

The annual Parmer County 4-H Horse Show was held on Friday, July 10, at the roping arena in Farwell. This show was held to qualify five youngsters for the district show. The events included showing at halter, western pleasure, reining, pole bending and barrel racing. The show was judged by Mr. Dewey Pierce, Clovis, New Mexico. Worley Grain Company, Farwell, donated the trophies for the show.

Laura Doshier, daughter of Mr. and Mrs. Frank Doshier, Jr., had a field day by placing first in pole bending, barrel racing and showmanship. Her horse, Salty Red Star, was first place aged gelding and Reserve Grand Champion Gelding of the show. Laura was also high point youth of the show, and claimed that trophy for totaling the most points.

Penny Norton, daughter of Mr. and Mrs. Walter Hughes, showed her gelding, Red One, to Grand Champion of the show.

Garvin Thorn, son of Mr. and Mrs. Bill Thorn, Friona, won his share of the honors by winning first in western pleasure and reining. With his mare Bob's Goldenrod, Garvin won the aged mare class and picked up the Grand Champion Mare trophy.

Kelly Deeds, showing Sundown, won first place in the grade gelding 14-3 and over class. Kelly is the son of Mr. and Mrs. Gene Deeds.

Charles Christian, son of Mr. and Mrs. Donald Christian, won the grade gelding under 14-3 class, with his horse named Duke.

The five youngsters that qualified for the district show are Laura Doshier, Garvin Thorn, Penny Norton, Johnna Thorn and Charles Christian. They will compete for district honors at the Bill Cody Arena in Amarillo on July 24.

Below is a list of the county winners:
Registered gelding over 5 years of age: Laura Doshier.
Registered Gelding under 5

years of age: Penny Norton and Barty Bartlett.

Grade gelding over 14-3 hands high: Kelly Deeds and Johnna Thorn.

Grade gelding under 14-3 hands high: Charles Christian, Deborah Harding, David Harding and Vick Christian.

Grand Champion Gelding: Penny Norton.

Reserve Grand Champion Gelding: Laura Doshier.

Grand Champion Mare: Garvin Thorn.

Pole Bending: Laura Doshier and Vick Christian.

Barrel Race: Laura Doshier, Charles Christian, Johnna Thorn and Vick Christian.

Reining: Garvin Thorn and Deborah Harding.

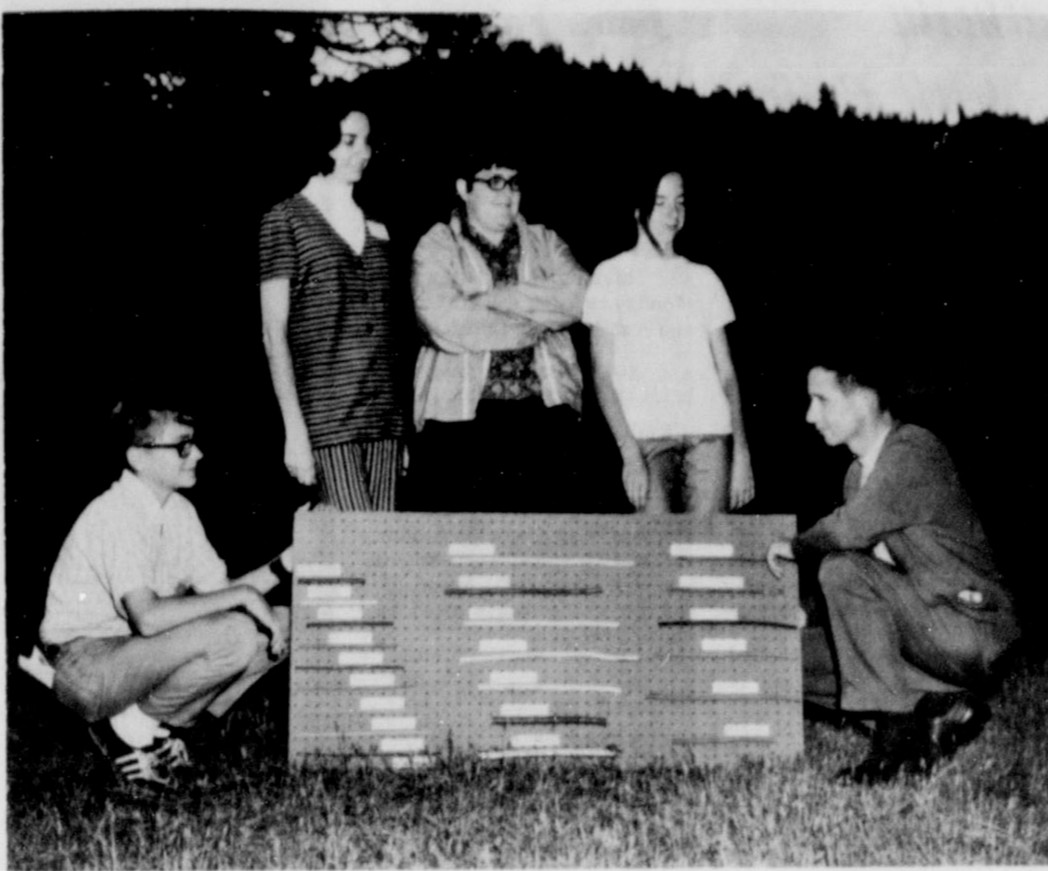
Western Pleasure: Garvin Thorn, Johnna Thorn and Penny Norton.

Showmanship: Laura Doshier, Garvin Thorn, Barty Bartlett, Johnna Thorn, Penny Norton, Charles Christian, Kelly Deeds and Deborah Harding.

Leadership-Electric Camp County Youngsters Attend

Three 4-H youngsters from Parmer County attended the District I Leadership-Electric Camp last week at Camp Scott Abel, New Mexico. Deborah Harding, daughter of Mr. and Mrs. Herschel Harding, Farwell, Patty Martin, daughter of Mrs. Gay Martin of Farwell and Coy Jameson, son of Mr. and Mrs. Earl Jameson of Friona, were accompanied to New Mexico by Janice Miller, Parmer County Home Demonstration Agent.

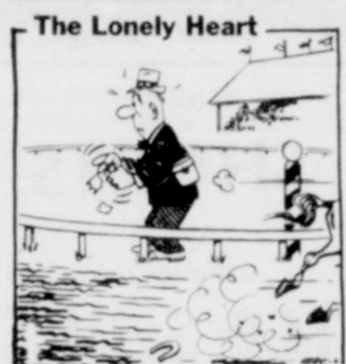
The week-long event is sponsored by Southwestern Public Service of Amarillo. The activities include various types of recreation, plus electrical classes conducted by Southwestern Public Service personnel. Deborah and Coy were Council Delegates to the camp. During the week they met with



ATTEND OUTING. . . Three Parmer County 4-H members and an extension agent spent a week in the Sacramento Mountains of New Mexico at a 4-H Electric Camp sponsored by the Southwestern Public Service Company. Those attending were, left to right: Coy Jameson, Friona; Janice Miller, Home Demonstration Agent, Farwell; Patty Martin, Farwell; Deborah Harding, Farwell; and Bill Wilshire, Public Service Instructor from Amarillo.

other delegates in District I to help plan various upcoming 4-H activities.

Parmer County was responsible for the entertainment one night, which involved all three youngsters. Leadership training was given to all of the youngsters during the week.



Two Local FFA Members Receive State Degrees

Approximately 5,000 Texas Future Farmers of America attended the 42nd Annual State FFA Convention in San Antonio, July 15-17.

Attending from the Friona chapter were Dale Schueler and Dwayne Bauer.

The group was accompanied by Bob Middleton, Vocational Agriculture Instructor and FFA advisor.

Murry Edwards, State FFA President from Clyde, presided over the three-day convention.

Harry Birdwell, National FFA President, Fletcher, Oklahoma, will address the convention on Wednesday. Mr. Bill McRenolds, San Antonio, will be in charge of the "Fun Night" activities on Wednesday. Dennis Pharris, National FFA Student Secretary, Hillsboro,

will be the speaker for the third general session on Thursday.

Nine hundred and thirty-one (931) Texas Future Farmers were awarded the State Farmer Degree on Thursday. The State Farmer Degree is the highest degree the Texas Association may award its members. Dale and Dwayne received this degree.

Numerous scholarships and awards will also be presented to outstanding Future Farmers.

Conservation Programs Help Reduce Pollution

Locally-led conservation programs have dramatically reduced many forms of pollution and have improved the quality of our environment, according to Clyde W. Graham, head of the Soil Conservation Service for Texas.

"Many of us who have been concerned with conservation for a long time find it a little startling that our goals of conservation, purer water, and a better environment are now in the middle of a national crusade," Graham said. "Reforestation, establishing grasses and legumes, terracing, and other conservation practices installed by Texas landowners have had a big impact on pollution abatement.

The SCS has been giving technical assistance to local soil and water conservation districts with conservation programs since 1939, according to Graham.

"Sediment, for example, is the largest pollutant of water," Graham said. "Sediment washes from unprotected land into streams and lakes. The soil particles can carry disease and wastes, ruin fishing, and increase the cost of purifying water.

"More than 30 years of conservation work by the landowners of this country has greatly reduced the volume of soil washing from rural lands," he continued.

Graham pointed out that a large portion of sediment pollution today comes from urban construction sites, roadbanks, parking lots, and other nonfarm uses. He said many conservation practices that are effective on farmlands can also be used to curb nonfarm erosion.

"Air pollution from agricultural sources is a rare, local-

ized problem now," Graham added. "But wind-blown soil from farmland once polluted the air on a grand scale."

"Clouds of dust blew from land that had been mismanaged and over-used, darkening the skies over Washington, New York, and other eastern cities.

"Air pollution of this magnitude has been eliminated by conservation programs. Permanent cover, tree windbreaks, wind stripcropping, and better management in many ways are keeping the landowners' soil at home--and out of the air."

"Burning woodlands, prairies, and crop residues once sent natural plant nutrients up in clouds of smoke that blanketed the countryside in some parts of Texas for weeks at a time," Graham said. "Now, thanks to enlightened conservation methods, indiscriminate burning is no longer practiced. This source of pollution from our farmlands has been almost eliminated."

"Some people may be surprised to learn that conservation farming reduces the need for chemical pesticides and herbicides which are sometimes guilty of air and water pollution," Graham continued.

"Crop rotations are used to conserve and improve the soil and fight insects, weeds and diseases," he explained. "Certain plants kill nematodes, for example. A rotation to include these plants will help control nematodes."

"The conservation farmer strives to reduce soil loss and runoff," Graham said, "and this reduces the likelihood of fertilizers and chemicals washing into streams and lakes."

"New ways are being found to use or dispose of wastes that once went into streams. Wood

chips, fruit processing plant wastes, animal by-products, and a long list of other materials are proving to be useful as soil conditioners or fertilizers," according to Graham. He said the whole concept of conservation is founded on planning for the protection and improvement of the environment--a positive approach.

A good example of the positive approach may be seen in the Texas Hill Country. Ranchers are joining with ornithologists in a program to inventory and preserve nesting sites for a songbird of limited range--the golden-cheeked warbler. SCS land-use information is helping locate stands of ash cedar, which the golden-cheeked warbler must have to build his nest.

"This is a unique example of planning ahead to avoid detrimental activities," Graham said, "but the same positive principle can be used in planning for recreation, industry, housing developments, and the like. Such planning should begin with the land and its related resources."

Graham said that most conservation work is done in rural areas by farmers and ranchers--but that the technical help that has been proven successful in rural programs is also available for nonfarm use.



THE TAILORBIRD OF ASIA USES HIS BILL AS A NEEDLE AND SEWS ITSELF INTO A SACK USED AS A NEST.

JOHNSON'S FOOD MARKET

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What Is Service?

Service is a word that's much misused
By those who claim to give it,
Too often bereft by promises,
With a lack of will to live it.

Service begins before sales are made
With an earnest desire to view
A product, not only for profit,
But to see that all claims follow through.

Service is courteous treatment,
A glad hand, a meaningful smile,
And the willingness to serve and please
By going the extra mile.

Service is customer welfare
That nurtures a confident feeling
Between the buyer and seller,
And endures through all future dealing.

Service is making a word a bond
That never requires retraction;
It's the faith a customer gains in you
When you back your promise with action.

Service is the mark of do-manship
That separates the men from the boys,
And registers, like a barometer,
The success that a business enjoys.

Service is business security,
An investment that grows and pays
In repeated sales, that are lifeblood,
In both lean and opulent days.

Service is satisfaction,
Not only to those who receive,
But also to those who give it:
What a golden web it can weave!

Service is what you make it;
Try anything else for size,
And you'll find that
The odds are in favor
Of the service-minded guys.

-- Emil J. Blacky

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LOIN STEAK lb. 89¢	BEEF LIVER lb. 39¢
FOLGERS COFFEE 3 lb. \$2.69	Diamond Solid OLEO 2 lb. 35¢
Diamond SHORTENING 3 lb. Can 75¢	Kimball's SALAD OLIVES 10 Oz. 49¢ With Pimentos
Kimball's TOMATO JUICE 46 Oz. Can 37¢	Aunt Jemima PANCAKE & 4 1/2 lb. \$1.15
Kimball's MILK Tall Can 6 For \$1.00	Kimball's PEACHES 2 1/2 Can Y. C. 29¢
Thompson Seedless GRAPES lb. 33¢	NECTARINES lb. 33¢
	NEW POTATOES (B Size) 2 lb. Bag 27¢



Mrs. Gene Weatherly Honored With Coffee

A get-acquainted coffee in the home of Mrs. Glyn Hamilton from 9:30 to 11 a.m. Friday was a courtesy for Mrs. Gene Weatherly, who is a new resident of the Black Community.

Assorted fruits, nut breads, coffee and fruit juice were served by the hostess and her daughter, Diane.

Those present, besides the honoree and her mother, Mrs. Kenneth Neill of Friona, were

Mrs. Jerry Loflin, and daughter Teresa, Mrs. Ellis Tatum, and Mrs. Marvin Jordan, all of Friona, Debbie Houlette, Damas, and Mrs. Ralph Guthrie, Lubbock.

Also Mesdames Cliff Allmon, Rosco Ivie, Travis Stone, and Conple, Gene Welch, Bill Carthel, George Frye, Wesley Barnett, Ethel Bengler, Helen Fangman, Teddy Fangman, Johnny Mars and Harry Lookingbill of the Black Community.

The hostess gift was a decorated recipe box and each guest presented Mrs. Weatherly a copy of one of her favorite recipes.

Jones Family Hosts Antique Club Meeting

Mr. and Mrs. Tommy Jones and children were hosts at the Monday evening meeting of Friona Antique Club in their home.

A game session followed a brief business meeting.

Refreshments of cake, coffee, punch and nuts were served by Mr. and Mrs. Jones, Joe, Marilyn, and Johnnie, to Mr. and Mrs. Rudolph Renner, Mr. and Mrs. Raymond Adams, Mr. and Mrs. O.C. Jones, Mr. and Mrs. Leo Bails and Mrs. Orma Flippin.



KARA BETH SIDES, . . . Mr. and Mrs. Billy Sides, Route 1, Friona, have announced the engagement and approaching marriage of their daughter, Kara Beth, to Daniel Clayton Skaggs, son of Mr. and Mrs. Fred Skaggs, Kermit. Miss Sides is a 1968 graduate of Friona High School and Skaggs is a 1967 graduate of Kermit High School. Both have attended McMurry College, Abilene, where she was a member of Theta Chi Lambda Social Club, the McMurry College Band and Wah Wahtaysee, women's service organization. He was a member of KIVA Social Club and the McMurry College Band. Wedding vows will be exchanged at Friona United Methodist Church at 7:00 p.m. Saturday, August 27. Friends of the couple are invited to attend.



Mrs. Mudry Honored With Shower

A miscellaneous bridal shower in the home of Mrs. Waymon Wilkins from 3:00 to 5:00 p.m. Friday, July 17, was a courtesy for Mrs. Walter Mudry, who was Sallie Howard before her recent marriage.

Refreshments of punch, nuts mints and cookies were served. Co-hostesses with Mrs. Wilkins were Mesdames Floyd Wilkins, James Anthony, Richard Perkins, Albert Chesher, Jesse Stowers, J.E. Knight, W.B. Fulgham, L.D. Gonser, James McLean and Bobby Perkins.

SUPER SPORTS—Double knit cotton coordinates in new deep-tone colorings travel smartly through summer into early fall. Typical is this three-piece outfit in burgundy and beige by Queen Casuals.

Family Fun Nite Planned By Club

Members of Friona Young Homemakers have completed plans for the annual Family Fun Night, which is the club's only meeting during the summer months. This event will be held Friday, August 24 at Federated Club House.

There will be a picnic supper for club members, their husbands and their children, as well as guests. Members and women interested in becoming members are encouraged by Mrs. Roy O'Brian, president, to bring all their children.

A game session for adults will follow the supper.

There will also be supervised activities for all children present.

Mrs. O'Brian wishes to remind all members that dues should be paid by the end of July.

Reception Planned For Former Residents

An Open House and reception honoring former residents has been planned for Sunday, August 2 from 1:30 to 5:00 p.m. in Fellowship Hall of Union Congregational Church.

Mr. and Mrs. Milford Alexander, Springfield, Missouri; Mr. and Mrs. Lex Alexander, Lancaster, Texas; and Mr. and Mrs. Audley Alexander, Amarillo, will be visiting in Friona during that week and are anxious to see as many former neighbors and friends as possible.

Mrs. Audley Alexander is the former Pauline Hart and was a

teacher in the Friona schools several years.

The Alexander family lived in the Lakeview Community several years and are asking everyone who would enjoy doing so to join them in a pot luck dinner in Fellowship Hall immediately after the morning worship of Union Congregational Church.

Mr. and Mrs. Jerry Hanson and son, Leon, of Athens, Texas have been visiting in the homes of Mr. and Mrs. Leo Bails and Mr. and Mrs. A.H. Hadley.

Children's Book Group Placed In Local Library

Field Services Division, Texas State Library, Austin, announces the placement of a collection of 150 children's books in the Friona Public Library.

Such incentive book collection grants are made available from time to time by the Texas State Library to encourage better local support for improved public library services.

The collection is being placed in the Friona Public Library on the recommendation of Austin Hoover, field consultant serving the public libraries in this area of the state. The Friona Public Library was selected to receive this collection for recent local efforts to upgrade local library service.

FOSTERS	Don't Miss Foster's Big SUMMER CLEARANCE!				FOSTERS	
	Women's And Girl's DRESSES SUITS SPORTSWEAR SHOES SANDALS 1/2 Price	Boy's And Girls' SWIM SUITS 1/2 Price	Men's Short Sleeve SPORT SHIRTS Reduced 1/4 to 1/3	Boy's SHORTS And Sleeveless TEE SHIRTS 1/2 Price		Large Group PIECE GOODS 1/2 Price

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***Supervised Play**
***Two Instructors**
***Morning And Afternoon Sessions**

Registration: Monday, August 24
Classes Begin: Tuesday, August 25

★ INSTRUCTORS ★
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7. Gas costs so little to operate that you can afford to use all the hot water you want.

So, if it's hot water you need, and plenty of it, you need an automatic gas water heater. Call your plumber or gas appliance dealer soon.

PIONEER NATURAL GAS COMPANY

Miss Bryant, Mr. Hurt Exchange Marriage Vows

In a candlelight service at First United Methodist Church Muleshoe, Saturday, July 11, Deborah Louis Bryant, 2317 Fifth Street, Lubbock, daughter of Mr. and Mrs. Russell Wayne Bryant, Friona, became the bride of Stephen Moore Hurt, son of Mr. and Mrs. Roland Moore Hurt, 3429 60th Street, Lubbock.

The double ring ceremony was read by Rev. Johnny Timms, formerly of Lazbuddie, before an altar arrangement of two nine branched candelabra and two one branched candelabra, holding white candles and entwined with greenery. A footed basket of white gladioli and pom pom mums completed the setting.

Mrs. Pat Watson, organist, presented traditional wedding selections and accompanied Mrs. Stan Hurt, sister-in-law of the groom, vocalist, as she sang, "If Ever I Would Leave You," and "One Hand, One Heart."

Mrs. Johnny Ackinson, Lubbock, sister of the bride, was the matron of honor. Kim Bryant, Friona, another sister of the bride, was the maid of honor. Mrs. Mike Miller, Muleshoe, was the bridesmatron and, bridesmaids were Sherry Kirkland, Houston, and Vicky Kelley, Texico.

Bridal attendants wore formal length sleeveless dresses of blue dacron lace. They were designed with satin ribbon at the empire waistlines and back bows. They wore matching shoes and gloves and carried single blue carnations tied with two colors of blue satin streamers.

Stan Hurt, Lubbock, twin brother of the groom, was the best man. Groomsman were Johnny Owens, Jimmy Stiles, Randy Andrews and David Miller, all of Lubbock. Rusty Andrews, Jimmy O'Jibway and Alan White of Lubbock, and Greg Hurt, Odessa, cousin of the groom, seated the guests.

Candlelighters were Mike Bryant, Lubbock, brother of the bride, and Charles Jones, also of Lubbock. The ring bearer was Donald Howard, Muleshoe.

As the bride was escorted to the altar and presented in marriage by her father, she wore a formal length wedding gown of white satin. It was



MRS. STEVEN HURT

designed with an empire bodice, which was covered with lace in a daisy design, low rounded neckline, elbow length sleeves and a full length coat in the same daisy design. A chapel length train of matching lace was attached to the yoke of the coat.

Her shoulder length veil of silk illusion was held in place by a trio of lace and pearl flowers. She carried a cascade arrangement of cymbidium orchids and stephanotis on a white lace covered Bible.

The serving table at the reception, which was held in Fellowship Hall of the church, was white net over blue satin. Baskets of white gladioli, blue daisies and pom pom mums centered the table and white wedding bells were tied at the corners of the table cloth.

The three tiered wedding cake which was decorated with blue

cornflowers in two colors and topped with wedding bells, was served with blue mints, nuts and punch.

For a wedding trip to Las Vegas, Nevada, Mrs. Hurt wore a beige and black coat dress with beige accessories and the orchid corsage lifted from her bouquet.

Mrs. Hurt is a 1967 graduate of Muleshoe High School and is a senior personnel management major at Texas Tech University. She is employed by Public Finance Inc., Lubbock. Her husband, who is a 1967 graduate of Monterrey High School, Lubbock, is a senior banking major at Texas Tech, where he is a member of Phi Delta Theta Social Fraternity. He is employed by the Lubbock Avalanche Journal.

Mr. and Mrs. Hurt are at home at 2317 Fifth Street, Lubbock.

Plans Being Made For ESA Chapter

Epsilon Sigma Alpha, one of the world's foremost women's service organizations, soon will be coming to Friona. A chapter is being formed here by Epsilon Chi Chapter of Muleshoe.

Prospective members in Friona will be conducted soon by members of the Muleshoe Chapter, with the idea of forming a local chapter within a few weeks.

Founded in 1929 Epsilon Sigma Alpha is one of the largest women's organizations in the world. It has 1500 chapters and more than 40,000 members scattered around the globe from Australia to Holland and all over the United States.

There are numerous chapters in Texas including those in Farwell, Sudan and Muleshoe.

The local chapter would meet twice a month and its members would pursue the three primary purposes of Epsilon Sigma Alpha: (1) to study cultural and educational programs, (2) to sponsor local philanthropic projects, and (3) to stage social activities.

Any inactive members or anyone wishing to learn more about plans to establish a local chapter may call Mrs. Nonnie Howard, 806-272-4037 or Mrs. Sharon Brown, 806-272-4215.

Visitor Departs

Delonna Brown of Henderson, Nevada has returned to her home after a visit in the homes of her maternal grandparents, Mr. and Mrs. Travis Light, and other relatives and friends in Friona and Clovis.

W. O. Browns

Visit In California

Mr. and Mrs. W.O. Brown returned home recently after spending about six weeks visiting relatives and friends in California. One of the highlights of the trip was a flight from Oakland to Los Angeles, which was the couple's first air borne trip.

In Fresno they visited Mrs. Leann DeLaker and Mr. and Mrs. T.J. Jones. Mrs. DeLaker and Mrs. Jones and Brown's sisters. Then they visited in the homes of Mr. and Mrs. Warner Davenport and Mrs. Carl Miller, niece and nephew of the couple.

They spent several weeks in Hayward, where they lived before moving to Friona four years ago. There they were guests in the home of Mrs. Donna Todd, who is Mrs. Brown's sister. They also visited a large number of friends and assisted with Vacation Bible School at the Church of Christ.

In Oakland they visited Mr. and Mrs. J.L. Davenport, who are their cousins.

Then they went to Alameda, where they visited in the home of Mr. and Mrs. Darrell Freeman. They also visited Mr. and Mrs. Jerry Bandy of Modesto and Mr. and Mrs. J.C. Speight and daughter, Darian, in San Leandro.

Son Born To

Ronnie Whites

Mr. and Mrs. Ronnie White of Waco, Texas, became parents of a baby boy Tuesday, July 14 at a Waco Hospital. He was named David Noah and weighed 5 lbs. 12 ozs.

David is the first child for the couple.

Grandparents are Mr. and Mrs. Henry N. White, Friona, and Mr. and Mrs. Horace Garrison, Burlington, Colorado, formerly of Friona.

Mr. and Mrs. E.D. Matlock, also of Friona, are the great-grandparents.



HONORED ON BIRTHDAY... Mrs. A.O. Drake, center, was honored with a birthday supper in the home of Mr. and Mrs. Earl Drake Wednesday evening. Mrs. Drake was observing her 88th birthday. Pictured with her are two of her four living children, Arthur Drake and Mrs. Frances Howard. Others present were Mrs. Arthur Drake, Mrs. Earl Drake, Mr. and Mrs. Owen Drake, Mr. and Mrs. Floyd Reeve and daughters, Mr. and Mrs. Jerry Brown and daughters, Mr. and Mrs. Jackie Stowers and daughter and Bobby Drake. Later callers were Mr. and Mrs. Bill McClothlin. Two children, Earl Drake, who was hospitalized, and Mrs. Treva Reece, Canyon, were unable to be present.

Family Groups Meet

In Colorado Mountains

Mr. and Mrs. Tom Lewellen spent last week at the Lewellen cabin, which is located in the Colorado mountains near South Fork. Other members of their family, who were there with guests, were Mr. and Mrs. T. A. Kelley and Tammy and Mr. and Mrs. Joe Lewellen and family, all of Friona.

Also Mr. and Mrs. Gary Goetz and daughters, Tonja and Nicki, all of Stratford; Mr. and Mrs. Alvah Lynch, Hotchkiss, Colorado; Mr. and Mrs. James Kelley, Kermit; and Mr. and Mrs. Loyd Bartz and family, Denver.

The Frionians returned home Sunday.



JULY FASHIONWIDE CLEARANCE

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<p>Ladies Juniors Children's</p>	<p>DRESSES AND SPORTSWEAR</p> <p>UP TO 50% OFF</p>
<p>LADIES SWIMWEAR</p>	<p>1/2 PRICE</p>

One Assortment

BARGAIN TABLE

<p>Lingerie Hose Baby Wear Hats</p>	<p>1/2 PRICE OR LESS</p>
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New Fall Merchandise Arriving Daily.

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Sincerely Yours

BY REV. ALBERT LINDLEY

Well, you appreciated last week's topic so much, I'll just continue with a parallel idea.

We were talking about reading books, learning new ideas, and trying to stretch our knowledge some. So, today, let us venture just a little further.

Words convey ideas. Their purpose is to carry the idea of the speaker, but this doesn't always happen. (People curse mainly for three reasons--they either run out of words to honestly express themselves, they want to impress someone, or they mash their finger. Check to see which is your reason the next time. . . .)

When a word is spoken, the hearer also has some background to bring to that word and he just might assign a meaning totally different from what the speaker meant to say. That is why we are misunderstood, misjudged, misinterpreted, etc., so very often. Often, a hearer will hear just what he wants to hear, regardless of what may be said.

There are times when there is hidden meaning in the spoken word--or written word--(And no, I don't believe "Puff, The Magic Dragon" is a call to smoke "pot" either) and we need to keep our reasoning about us.

We have to look inside to really know what it is all about--the book--the statement--the person--

A good example of what is being said here is the remembrance of the G. I.'s during World War II. They all had to wear their uniforms--all alike--what a drab decoration to find a town filled with those--yet each man was a personality and had the right to be known as a person--not to be lumped in with all of the others as a "them."

People have the right today to be "person" and to be understood as "persons," not for what they seem to be or what we might label them to be because of how they look--Oh, I know this isn't always true, but even the real gone "social outcast" should be proven to be just that--not assigned the label with no attempt to be known as a person.

You think I'm way out? Have you read any good stories or ideas from books by authors, Matthew, Mark, Luke, John or Paul, lately? Or is that another book you have judged by its black cover--? After all, nothing in a black cover could be very exciting--right?

Well friend, paint it red or whatever, but see if what I have been talking about doesn't come out in the spirit of what unfolds as you spend some time with it. . . . ever check to see how often the Master (I shouldn't use that word because he isn't everyone's Master) how often "Jesus" turned away from a guy because of his apparel? (Excuse me I didn't catch where you said that was-----).

Wow, talk about relevant, up-to-date, livable ideas, that thing is packed.

Well, it's just like this paper you are reading. No one would have had the least idea it would contain an exciting article like this when they picked it up--you might start your new and exciting direction by picking up the book I referred to above. You might get some "kicks" out of it-----

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<p style="text-align: center;">ASSEMBLY OF GOD</p> <p>10th and Ashland--Rev. D.W. Calcote, 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.</p>
<p style="text-align: center;">CALVARY BAPTIST</p> <p>14th and Cleveland--Rev. R. C. Hester, 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.</p>
<p style="text-align: center;">CALVARY BAPTIST MISSION</p> <p>5th and Main--Rev. L.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.</p>
<p style="text-align: center;">FIRST BAPTIST</p> <p>Sixth and Summit Rev. Charles Broadhurst 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.</p>
<p style="text-align: center;">MEXICAN BAPTIST CHURCH</p> <p>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.</p>
<p style="text-align: center;">ST. THERESA'S CATHOLIC CHURCH</p> <p>16th and Cleveland--Father Norman Boyd, Mass: 10:30 a.m. Confession: Saturday 7 p.m. Evening Mass: Wednesday, 7:30 p.m.</p>
<p style="text-align: center;">SIXTH ST. CHURCH OF CHRIST</p> <p>502 W. Sixth--Bill Gipson, Preacher Bible Study: 9:30 a.m. Worship: 10:30 a.m. Evening: 6 p.m. Wednesday Evening: 7:30 p.m.</p>
<p style="text-align: center;">REDEEMER LUTHERAN CHURCH</p> <p>13th and Virginia--Otto Kretzmann 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.</p>
<p style="text-align: center;">UNION CONGREGATIONAL CHURCH</p> <p>6th and Cleveland UCC Rev. Paul Mohr Sunday School: 10:00 a.m. Worship: 11:00 a.m.</p>
<p style="text-align: center;">TENTH ST. CHURCH OF CHRIST</p> <p>10th and Euclid Sunday Worship: 10:30 a.m. Evening: 7:00 p.m. Wednesday Evening: 8:00 p.m.</p>
<p style="text-align: center;">SIXTH ST. IGLESIA de CRISTO</p> <p>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.</p>
<p style="text-align: center;">FRIONA UNITED METHODIST CHURCH</p> <p>8th and Pierce--Rev. Albert Mindley Sunday School: 9:45 a.m. Worship: 11:00 a.m. MYF: 6:00 p.m. Evening Worship: 7:00 p.m.</p>
<p style="text-align: center;">UNITED PENTECOSTAL CHURCH</p> <p>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: 8:00 p.m. Friday Young People: 8:00 p.m.</p>



With the fresh vegetables season just beginning, a lot of us will be looking for new ideas for preserving some of the surplus for winter use. The Floyds have been eating and enjoying pickled okra for several years. Our favorite recipe is one given by Mrs. Manuel Self of Muleshoe and I'm not sure I need any other.

However, in a recent column of a North Plains demonstration agent the following appeared and I plan to try it

- PICKLED OKRA
- 2 cups white vinegar
- 2 tablespoons salt
- 1-1/2 cups water
- 2 teaspoons mustard seed
- 1/8 Tablespoon dill seed
- Hot green peppers

Boil together and pour over okra pods, which have been packed in jars. To prepare the okra pods for pickling, soak them in a brine made of 2 teaspoons alum and 1/4 cup salt in 1/2 gallon water. The next morning rinse the pods in clear water.

How would you like to live on Prince Edward Island, Canada? I'm sure there are some disadvantages weatherwise and otherwise there, but an excerpt from a recent publication accents the positive and most of us would like the advantages pointed out.

It was entitled, "A Good Place To Live," and went like this: "Prince Edward Island in Canada, with a population of over 90,000 has only 13 policemen. There is no unemployment and only one divorce has been granted in 60 years.

Since 1947 there has not been a single assault on life, desertion of family or neglect of children. There is no penitentiary. In some years it has had as few as two motor car accidents for each 10,000 cars.

How can we account for this amazing record? One explanation is that in the year 1900 alcohol was abolished from the island and has never been re-admitted.

If anyone notices an unusually large smile on Henry White's face as he goes about his daily tasks, he's probably enjoying being a grandfather for the first time. Then, too, the fact that the new grandson has Noah for a middle name hasn't taken anything from Grandpa Henry Noah White's feeling of pride.

Enthusiasm is one of the most powerful engines of success. When you do a thing, do it with all your might. Put your whole self into it. Stamp it with your own personality. Be active, be energetic, be enthusiastic, be faithful, keep your eye on the goal and don't give up and you will accomplish your object.

Nothing great has ever been achieved without enthusiasm. It is one of our greatest assets and its value increases by being used.

Maize Days is closer than we think. Whatever we plan to do for this year's celebration needs to be planned real soon. If you have a good idea, call the chairman of the project and discuss it with him. This is much better than waiting until everything is planned then saying, "Why didn't they... do this, that or the other?"

The W.A. Cochran received word early this week that their daughter, Lou Ann Cochran Soefje, had achieved an excellent academic record during the spring semester at Texas Women's University, Denton.

Mrs. Soefje, who was a senior home economics major was credited with 2.3 times as many grade points as she had hours of credit and her name was placed on the semester's Special Honor Roll.

Lou is a 1967 graduate of Friona High School.

The basic test of freedom is perhaps less in what we are free to do than in what we are free not to do.—Eric Hoffer.



• NOTICE •

Effective, Saturday, August 1, 1970

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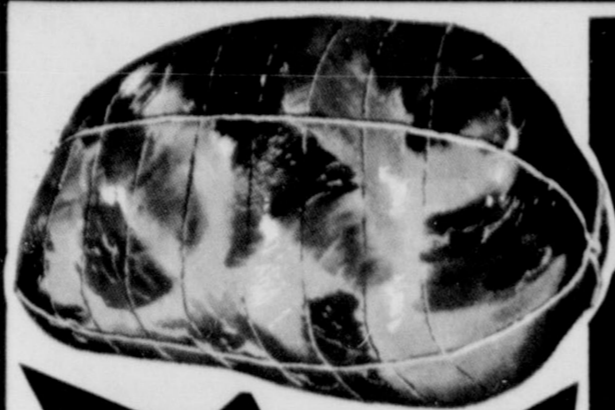
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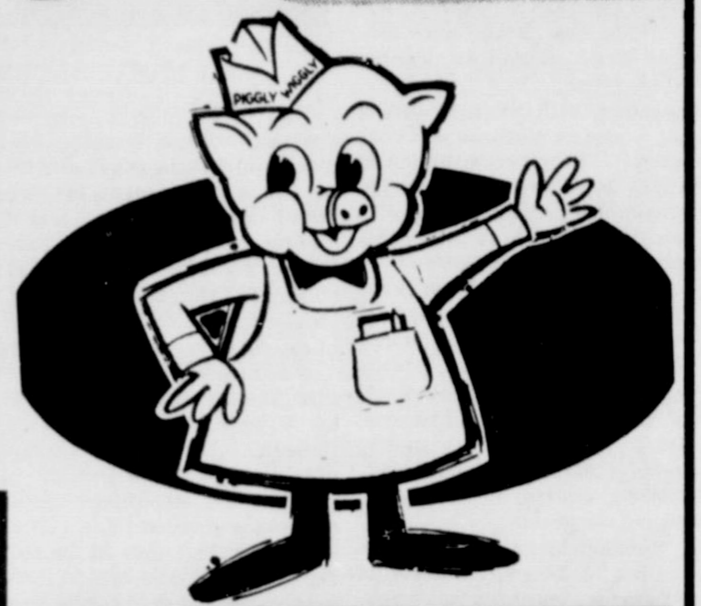
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