



The FRIONA STAR

Volume 46, Number 3

Thursday, October 15, 1970

FRIONA, TEXAS, 79035

Two Sections

CROPS AFFECTED

Record Early Freeze Does Some Damage

A record-breaking early freeze last Thursday morning put an end to the 1970 growing season, and caused farm leaders to speculate as to the effects the freeze had on area crops. With temperatures dropping to an official low of 28 on October 8, this year's freeze was

six days ahead of last year's, which came on October 14, and was the earliest in several years. Most of the crop damage was suffered by the cotton crop, although some of the late maize undoubtedly was also adversely affected.

Charles Waggoner, manager of the Friona Farmers Co-Op Gin, says the cotton definitely is going to be hurt. "It's hurt more than I thought it was at first. Some may have damage up to 25 per cent," Waggoner said this week. Earl Chester, owner of Ches-

ter Gin, said it was hard to tell the extent of the damage at this time, although there undoubtedly was some. "However, we had more maturity this time, and that helps," Chester said. He estimated that if the weather stayed clear, the gins would be humming by November 1.

Apparently the cotton which had not had much water, or was not watered late escaped much damage; but the heavily irrigated was hurt. Many fields apparently were not hurt as some farmers had already or were considering a defoliating program for their crop.

The maize harvest, however, passed the halfway mark during the past week, and is now headed downhill. Yields are good, and the quality of the grain is among the best seen in recent years.

"I'd say we're 60 per cent through," said Don Huckabee of West Friona Grain after a long day on Monday. He said yields were running from 7200 pounds to 9400 pounds per acre, depending on damage from insects, water availability, etc. Most farmers were running 500 pounds more per acre than last year.

Arthur Drake of Friona Wheat Growers said that he didn't think the early freeze hurt the maize in the Friona area very much—not like the farmers on the North Plains, although some late fields probably were hurt.

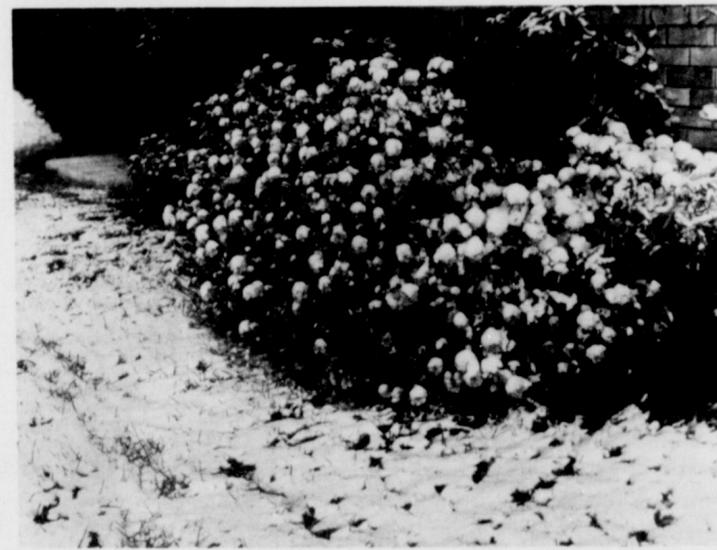
Drake agreed that the quality was much better this year, and also had reports of fields making over 9,000 pounds per acre. "However, there were some fields with insect damage that made only 5,000 to 6,000 pounds," he said.

The maize price in Friona has been steady from \$2.03 to \$2.08.

Drake indicated that Friona Wheat Growers' elevator, with its 3,170,000-bushel capacity, would be filled before Tuesday's business was finished, and that the elevator would stop accepting grain, as they did not plan to dump any maize on the ground this year.

Temperatures

October 7	85	50
October 8	75	28
October 9	45	27
October 10	62	27
October 11	75	38
October 12	62	32
October 13	75	33
Moisture:	.02 inch	October 8 (one-half inch snow), Trace October 9.



EARLY SNOW. . . Friona residents were surprised on arising last Thursday to find that an early snowfall had covered the ground. Many strange sights were evident, such as these flowers, whose blooms became topped with white. The first freeze of the year was also recorded on the date shown—October 8.

Residents Attend Austin Conference Honoring MBP

Some 31 Friona area residents, including officials of Missouri Beef Packers, were in Austin on Tuesday for the presentation to MBP of the Governor's Industrial Expansion award.

The Friona Chamber of Commerce chartered a plane which carried the local delegation to the affair, held at the Austin Municipal Auditorium.

Company president J.C. Walker received the plaque in an impressive presentation by the Texas Industrial Commission.

(For more details on the award, see the special eight-page section II this week, copies of which were distributed at the conference.)

Color slides and movies portrayed MBP's growth which cul-

minated in the award. The Friona Chamber of Commerce entered Missouri Beef Packers in the contest.

Six awards were presented to industries at the conference. Virtually all of the industries honored were giants in their field, and Friona was by far the smallest city represented. Other industrial winners were from San Antonio, Clear Lake (Baytown), Lubbock, Kilgore and Laredo.

Governor Preston Smith was the main speaker for the luncheon. He pledged his support in doing everything possible to attract new industries to the state, and to aid existing industries in such fields as pre-employment or on-the-job training.

Those going on the special charter plane included A.L. Outland, R.L. Fleming, Steve Messinger, Dale Smith, Marc Houser, Doyle Elliott, Ralph Shirley and Clarence Martin.

Also, Mr. and Mrs. Charles Allen, Mr. and Mrs. W.D. Buske, Hollis Horton, Billy Jones, Mr. and Mrs. H.K. Kendrick, Bill Ellis, Richard Collard, A. L. Black and Steve Bavousett.

Also, Mr. and Mrs. Dan Ehrldridge, Hugh Moseley, Dr. Paul Spring, Andy Hurst, Dr. Loyd Shackelford, Dick Montgomery of Deaf Smith Co. Electric Co-operative, and Virgil Marsh, president of the Deaf Smith County Chamber of Commerce. Attending the conference from MBP in addition to Walker were Melvin Rolf, Rock Port, Mo., chairman of the board, and board member Jay Taylor of Amarillo.

AMARILLO SPEECH

Agnew Says Freedom Of Dissent Abused

by Nelson Lewis

To a generation denied the force of true oratory, Vice President Agnew's reference to Shakespeare must have come as a complete surprise.

Speaking in Amarillo's Memorial Coliseum on Monday evening Mr. Agnew quoted from "Romeo and Juliet" saying "He jests at scars, that never felt a wound."

"Where there is despair, no hope at all—there is no unrest," he said, "Where there is hope there is life and unrest."

Mr. Agnew's implication was that the wounds and subsequent scars that America is currently experiencing are an out-growth of the freedom of dissent.

Departing somewhat from his usual fire and brimstone technique the Vice President appeared as one pleading for a return to respectful attitudes toward the real values and traditions that have made the United States a world leader in industry and in humanitarian conquests.

A crowd of 750 diners and 1200 spectators were reminded that respect for the past is necessary to preserve traditions but that the continued growth of Texas and the nation depends upon the election of open-minded men of balance to provide leadership in the modern world.

The atmosphere in the coliseum was definitely Republican but one could not ignore the sincerity of the speaker as he described problems which are nonpartisan in nature.

Mr. Agnew was accompanied to Amarillo by several Republican hopefuls among them Paul Eggers, George Bush and Malouf Abraham.

Congressman Bob Price was also in the group which, at the close of Monday night's meeting, flew to Dallas to continue upon the campaign trail.



LEAD THE BAND. . . Friona High School's drum majors for 1970-71, who proudly lead the Fighting Chieftain Marching Band, are shown here. On the left is Denise Frazier, daughter of Mr. and Mrs. John Frazier, and on the right is Kathy Horton, daughter of Mr. and Mrs. H.H. Horton.

HERE FRIDAY

Littlefield, Friona Meet For First Time

The Littlefield Wildcats -- new this year in District 3-AA -- come to Friona on Friday for the first football meeting ever between the two schools. It will be an important district game for both teams.

Littlefield has been compared to a team Friona met earlier this year--Muleshoe. The Wildcats were winless for the year, but are extremely capable. What's more, like Muleshoe, they are chomping at the bit into the win column.

Friona coaches have been pointing out to the Chieftains this week that Littlefield has capable material. The Wildcats were picked second in district in some pre-season polls.

Friona coaches have been sidelined by shoulder and arm injuries this season. Should the Wildcats get everyone well, they are bound to be trouble, coaches say.

An indication of their potential can be seen in the fact that they played Olton close last week before losing, 14-7. This was just a week after Olton shelled the Chiefs, 35-7 in the team's worst defeat in their last eight games.

In Littlefield's first district game, they fell to Lockney, 14-0. Other losses this season have been to Crosbyton, Levelland and Slaton.

At the same time, coaches feel that if the Chiefs give the type of performance they gave against Dimmitt they will be able to defeat the visitors.

The team will be out to continue the "comeback" they started against Dimmitt, after dropping two straight games to Muleshoe and Olton.

The Chiefs will field basically the same starters as last week. A blow to the team this week was the loss of end Ronnie McPherson, who is out for the season, with a knee injury.

Although the Chiefs have played most other teams in Lamb County, such as Olton, Springlake, Sudan and Amherst, this will be their first game against Littlefield, which has been in class AAA for several years, before falling by a few students to make the cutoff at the last re-districting date.

Game time Friday is 7:30 p. m.



START DRIVE. . . Gary Brown, standing, unofficially kicked off the 1970 United Fund Drive in the Friona State Bank coffee room the other day, and these three coffee drinkers became the first contributors to the drive. From the left are Joe Talley, H.H. Horton, Jr. and Spencer Hough. Glenn E. Reeve, Jr. is co-chairman of the drive. The goal and other details will be announced in the near future.

We never like to miss an opportunity to pat ourselves on the back, but we did just that last week. We were so busy promoting Young Homemakers Week, Four-H Week, and Fire Prevention Week that we did not have either the time nor the space to mention that it was also National Newspaper Week. The first week in October seems to be about the most popular week in the entire year for getting your group on the national calendar. It was also International Letter Writing Week, National Pharmacy Week, and Spring Garden Planting Week.

The theme for National Newspaper Week this year was "American Newspapers--200 Years of Freedom--1770's to 1970's." The fact that after 200 years, personal liberty under representative government still prevails, is due, in no small part, to the "eternal vigilance" of a free press. The community newspaper, and there are over 10,000 of them, is an institution that lends permanence and tangibility to individual rights as nothing else can. Every nation has its national observances. In most, however, there is no occasion to celebrate a National Newspaper Week. Where there is no free press, the less said about the newspaper, the better. Yes, National Newspaper Week should be a heartwarming reminder that we have lived in freedom for 200 years and that the community newspaper has played no small role in preserving that freedom.

The environmental problems of our nation seem to be taking up quite a bit of space in the newspapers lately. So that the Friona Star will be no exception, we have gathered a few comments on these problems from here and there for exposure in this column. You know, one good thing about the advice editors hand out, is that no one has to take it.

Texas is among sixteen of our states that have had to impose public health sanctions, banning fishing in certain lakes, warning the public about eating questionable fish, etc. because of mercury pollution.

Human intake of mercury is a most serious matter. It can cause death, comas, insanity and other dreaded effects. The principal sources of mercury contamination are the manufacture of chlorine-caustic soda, "chlor-alkali" plants, paint, lumber and paper-making operations and in agriculture usage.

The Great Lakes on the northern border of our nation are dying. Waste materials dumped into the water stimulate algae growth by supplying an overabundance of the essential nutrients on which algae feed. When the algae die, they decay and form large masses on the surface of the water which are vile-smelling and which foul the surface of the lakes and inundate the shore. The decay process uses up much of the oxygen dissolved in the water, making it unsuitable for many forms of aquatic life, like game and commercial fish.

We could go on and on listing the problems of an overcrowded society but it might be better if we list some of the things that are being done about these problems.

U.S. Senator James B. Pearson from Kansas has said "I want to warn that antipollution is not what we politicians call a 'warm puppy' issue, one which if we pass enough laws, spend enough money, and have a good heart, happiness is assured and soon America will be beautiful again. Antipollution means that someone will be hurt. Profits must be cut, comforts reduced, taxes raised and sacrifices endured."

One of President Nixon's first official acts of the new decade was the signing of the National Environmental Policy Act which established a Council of Environmental Quality in the Executive Office of the President. The new Act requires the Coun-



PET CORNER. . . Robert Alexander poses with a pair of diamond doves, sometimes called Australian lovebirds. The birds in their large wrought iron cage are an attractive addition to the atrium-entrance of the Alexander home. Note the orchid blooming in the foreground. Growing exotic plants in the atrium is a relaxing hobby for Dr. Alexander.

(Continued On Page 2)

(Continued From Page 1)



Pause and Reflect

By Nelson Lewis

There is an adage that cautions against waiting until the horse is stolen before locking the stable door.

This comes to mind as we learn of the problems confronting parents and children in today's troubled world.

A few days ago we spent some time visiting with a nurse from a Dallas hospital.

She tells of children suffering from hepatitis which they contracted by all using the same hypodermic syringe to inject themselves with narcotics.

The ages of these kiddos ranged from nine to fourteen. A nine year old dope addict?

Unheard of a generation ago--today an accepted fact. Now the nation is agog with frantic efforts to apply the key of education to the lack of prevention.

A very necessary step as none will deny--but how much better to have locked the door before the children's minds were robbed of reason.

Some of the young people gave a search of "kicks" as their reason.

Others said they started by simply pilfering tranquilizers and pen pills from the family medicine chest.

And speaking of pills--there is a very popular pill (the pill) which is no doubt convenient and beneficial when used as prescribed by a physician; however in the hands of ignorant youth it can lead only to the heartbreak of regret and the lifelong horror of venereal disease.

Here again education is our best tool with which to work.

And that brings us to the people we intended writing about in the first place.

Our town is well supplied with dedicated doctors, nurses, ministers, scout leaders, and those unsung heroes we call school teachers.

They cannot do the job alone.

As has been said here before "our children are everybody's business."

Please, fellow parents and grandparents, let's all work for programs that will lift this curse of permissiveness.

To better illustrate my point I have borrowed the following two items.

UNDERSTANDING

Though I teach with the skill of the finest teachers, And have not understanding,

I am become only a clever speaker and charming entertainer.

And though I understand all techniques and all methods, And though I have much training, so that I feel quite competent,

But have no understanding of the way my pupils think, It is not enough.

And if I spend many hours in letter preparation, And become tense and nervous with the strain,

But have no understanding of the personal problems of my pupils, It still is not enough.



The understanding teacher is very patient, very kind; He is not shocked when young people bring him their confidences:

Does not gossip; is not easily discouraged; Does not behave himself in ways that are unworthy, But is all times a living example to his students Of the good Way of Life of which he speaks.

Understanding never fails. But whether there be materials, they shall become obsolete:

Whether there be methods, they shall become outmoded, Whether there be techniques, they shall be abandoned; For we know only a little, and can pass on to our children only a little:

But when we have understanding, then all our efforts will become creative, And our influences will live forever in the lives of our pupils.

When I was a child, I spoke with immaturity, My emotions were uncontrolled and I behaved childishly; But now that I am an adult I must face life as it is with courage and with understanding.

And now abideth skill, devotion, understanding, These three, And the greatest of these is understanding.

Paraphrase of I Corinthians 13:1-13--Elouise B. Rivinius

LETTERS TO EDITOR

Dear Mr. Ellis:

Do you know that there are over eleven hundred informational media in Texas? That is the reason for the mimeography (may God forgive us.)

May I tell you of a program we are starting in Texas? By the way, it is entirely financed by foundations and some individuals.

About two months ago we started an anti-heroin campaign in the state of Louisiana. We did this on a statewide basis for a very definite reason. A clinic in a big town and no knowledge in the smaller towns, simply pushes the peddler of dope out of business in the big town. So he goes to the smaller towns. My feeling is that everybody must know that can and is being done.

This is in no sense designed to compete with any heroin facility in Texas. We will cooperate with any one as long as he tries with some success to get rid of heroin addiction. Doctor James T. Nix of New Orleans probably knows more about anti-heroin campaigns than any man in the world. Doctor Peter Carter of Fort Worth, Texas, certainly runs him a close second. These two men along with my information, will head the campaign. We will just try out best to get everybody knowing what can be done and everybody working independently. We envision no organization except very loose exchange of thoughts.

During the next months I will be sending you a great many releases. You can simply check the three men who are going to do the actual work. Again, they are Doctor James T. Nix of New Orleans, Doctor Peter Carter of Fort Worth and Doctor Paul Williamson of McComb, Mississippi. By the way, my business address is Box 700, Bellaire, Texas, 77401.

Will you help us see that everybody gets this information? Sincerely, Paul Williamson, M.D.

Friona Star
Friona, Texas 79035

To the Editor:

Since when are Texans incapable of making up their own minds on how to vote?

I notice that the Republican nominee for the Senate, George Bush, is importing people from several other states to do his campaigning for him. These include Vice President Agnew, Sen. Dole of Kansas, Congressman Morton of Maryland, Secretary of the Interior Hickel (former Gov. of Alaska), and it is rumored that Bush is even trying to get President Nixon down to bat for him.

This is not to discredit these individuals, but let us not forget their purpose in coming is to persuade Texas voters.

You don't see Lloyd Bentsen, the Democratic nominee for Senator, bringing in names and people from Washington, D.C. to attract attention.

I say let's put a true native son in the Senate. Let's elect Lloyd Bentsen on Nov. 3.

Sincerely, Steve Messenger
P.O. Box 596
Friona, Texas 79035

to submit an annual report on the environment, together with recommendations for remedying deficiencies of current environmental programs and activities.

Nature has a way of dealing with those ecology problems, too. According to Life Magazine's recent extensive articles on overpopulation of ALL species, nature beings to take rather drastic measures when these problems arise. Pestilence and disease eliminate the weak of some species. Others become irritable when overcrowding develops and begin fighting and killing one another off. Sound familiar?

A rather pointed comment was made on the "Laugh - In" program the other night.

"We can't figure out why everyone is so worried about the ecology problems of overpopulation and DDT in the food. It would seem these two problems cancel each other out."

1. Not throwing litter on the ground is just one way to reduce the problem. Another way is to stop making litter. Conservation means to help stretch (not waste) the earth's resources.

2. Encourage the reuse of bottles. If you have a choice of whether to buy your milk and soft drinks in cans and disposable cartons or in returnable bottles, choose the bottles which can be reused and tell the storekeeper why.

3. Don't throw away wrapping paper from presents. Smooth with a cool iron and use again.

4. Use both sides of drawing and writing paper.

5. Use washable glasses instead of paper cups.

6. Use cloths or sponges to do the work of paper towels. Use cloth napkins instead of paper napkins.

7. Save your family's newspapers to give to groups who collect and sell them to junk dealers or start your own club doing this.

8. Get a group together to collect one ton of all-aluminum cans. You can be paid \$200 by the Reynolds Aluminum Company. Write to: Public Relations Manager, Metal Recycling Division, P.O. Box 2346-LI, Richmond, Virginia 23218 about where to turn in your aluminum.

9. Buy only those laundry products that contain low phosphates.

10. When using chemical fertilizers on your farm lands use a little less than you think you'll need.

11. Limit the children in your family to two. This makes for negative population growth.

The greatest achievement of the human spirit is to live up to one's opportunities and make the most of one's resources.

Yours truly,
Mrs. Bert Romer
Maquoketa, Iowa

The Friona Star
Friona, Texas

Dear Sirs:

Enclosed is \$6.00 for another year's subscription to your paper.

My mother, Mrs. Minnie Orr took the paper for many years. As her daughter, I would like to continue receiving it.

YOU CAN HAVE THE GALAXIES, ALL TAKE MESQUITE, TEXAS, ANY DAY"

Operating Revenues \$138,082.68

Non-Operating Revenues 5,269.71

Total Cash to be Accounted For \$143,352.39

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CITY OF FRIONA

A COMPARISON OF REVENUES AND DISBURSEMENTS

Fiscal Year October 1, 1969 Thru September 30, 1970

GENERAL FUND

Cash On Hand and In Bank October 1, 1969 \$9,461.45

Total Operating Revenue \$166,553.49
Social Security Tax-City & Employees 8,287.42
Employees Withholding Tax -0-

Total Cash to be Accounted For \$174,840.91

Disbursements:

Operating Expense:

Administrative \$29,131.34
Police Department 41,077.05
Fire Department 2,730.41
Street Department 21,957.94
Sanitation Department 27,678.90
Park Department 1,534.96
Cemetery 2,701.63
Library 6,096.18
Swimming Pool 8,811.50
Total Operating Expense \$141,719.91

Non-Operating Expense

Withholding Tax \$ -0-
Social Security Escrow 1969-70 12,000.00
Capital Outlay 24,582.71
Total Non-Operating Expense 36,582.71

Total All Expenses General Fund \$178,302.62

Cash in Bank and on Hand as of September 30, 1970 5,999.74

INTEREST AND SINKING FUND

Cash in Bank as of October 1, 1969 \$11,476.32

Tax Collections thru September 30, 1970 \$18,693.93

Total Cash to be Accounted for \$30,170.25

Disbursements:

Bond Principal \$12,000.00
Tax Bond Interest 9,036.25
Tax Bond Handling Charges 65.00
Total Disbursements \$21,101.25

Ending Cash Balance as of September 30, 1970 \$ 9,069.00

WATER AND SEWER SYSTEM

Beginning Bank Balance as of October 1, 1969:

Water And Sewer Revenue Fund \$20,236.45
Operation and Maintenance Fund 847.96
Waterworks Reserve Dallas 594.24
Revenue Bond Sinking Fund, Friona 11,797.50
Revenue Bond, Improvement & Contingency Fund, Friona 1,031.89
City of Friona Savings 25,000.00
Total Beginning Cash as of October 1, 1969 \$59,508.04

Operating Revenues \$138,082.68

Non-Operating Revenues 5,269.71

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Ending Balance as of September 30, 1970 \$536.77

Action Grant To Assist In Training Lawmen

An action grant of \$17,850 to the Panhandle Regional Planning Commission to support its regional police training program was approved today by the Texas Criminal Justice Council.

It was one of 21 action grants, totaling \$436,399 approved at the Council's regular monthly meeting.

Judge Joe Frazier Brown, executive director of the Criminal Justice Council, said the Panhandle Regional Planning Commission is contracting with Amarillo Junior College to give basic training for 75 men and specialized training to 60 officers during the next year. The courses are approved by the Texas commission on Law Enforcement Officer Standards and Education.

An in-kind match of \$39,600 will be provided by the grantee

for the program to begin immediately.

Counties in the Panhandle State Planning Region are Collingsworth, Lipscomb, Potter, Randall, Armstrong, Briscoe, Carson, Castro, Dallam, Deaf Smith, Donley, Gray, Hall, Hansford, Hartley, Hemphill, Hutchinson, Moore, Parmer, Roberts, Sherman, Swisher and Wheeler.

The Criminal Justice Council, responsible for statewide planning, administers grants to units of state and local government to assist them in carrying out projects for improving the criminal justice system. The funds come from the Law Enforcement Assistance Administration, U.S. Department of Justice, under provision of the Omnibus Crime Control and Safe Streets Act of 1968.

School Enrollment Will Be On Monthly Agenda

A survey of school enrollment at all levels from nursery school through college will be conducted in this area by interviewers of the Bureau of the Census during the week of October 19, according to Walter A. Freeman, Jr., Director of the Bureau's regional office in Denver.

Local interviewing will be part of a nationwide effort made annually to measure the Nation's school and college population. A similar survey in October 1969 showed total enrollment to be 59.9 million persons—33.8 million in elementary school, 14.6 million in secondary school, 3.3 million in kindergarten, 860,000 in nursery school, and 7.4 million in college.

The survey will be made along with the monthly national survey of employment and unempl-

oyment for the Bureau of Labor Statistics of the U.S. Department of Labor which furnishes a basic measure of national economic health.

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

The interviewer who will visit households in this area is Laura Hart.

Dan Rowan takes time out from "Laugh-In," TV's top-rated Rowan and Martin show, to have a health checkup. The American Cancer Society urges a complete checkup once a year as the major defense against cancer. "You can help fight cancer," says Rowan, "with a checkup to help yourself and a check to the Society to help others."

The FRIONA ★ STAR

Founded in 1925 by John W. White

Published Every Thursday at 916 Main Street
Friona, Texas, 79035

Member, Texas Press Association; Member Panhandle Press Association; Member, West Texas Press Association.

Prior-winning newspaper, Panhandle Press Association, 1957, 1958, 1959, 1961, 1961, 1962, 1964, 1965, 1966, 1967, 1968, 1969. Prior-winner in Texas Press Association, 1959, 1960, 1962, 1963, 1964, 1965, 1966, 1968, 1969. Prior-winner in West Texas Press Association, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1968, 1969. First place General Excellence winner, West Texas Press Association, 1961, 1963, 1968, 1968.

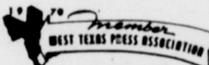
Second class postage paid at Friona, Texas, 79035.

SUBSCRIPTION RATES

Former County, adjoining counties: \$5 per year. Elsewhere: \$6 per year.



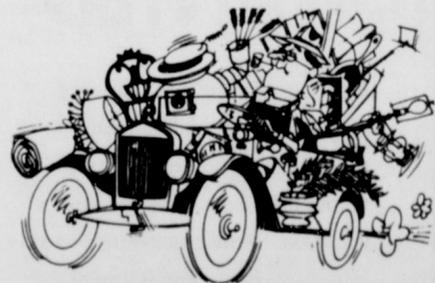
Bill Ellis, Editor & Publisher
Wahleah Beck, Bookkeeper
June Floyd, Women's News



Member,
Panhandle Press
Assn., 1970



WHY
WASTE YOUR TIME PEDDLING



... LIST YOUR JUNK ★

IN A
Friona Star
Classified

★ Someone else's treasure

Phone
247-2211

Super Savings



Cloverlake

MELLORINE 39¢
1/2 Gal.

DASH \$4.19
Detergent
Home Laundry
Size



Betty Crocker
BROWNIE MIX 45¢
23 Oz.

Mrs. Butterworth

SYRUP 63¢
24 Oz.



ALKA SELTZER 59¢
25's

DR. PEPPER

Reg. or King Size
6 Bottle
Carton
With
Deposit **2/89¢**



Save
Extra Fancy Rome
APPLES 15¢
Lb.

Save
TOMATOES 19¢
Lb.

Save
SWEET POTATOES 13¢
Lb.



Golden
Cream Style
Or
Whole
Kernel
#303
Can

4/\$1.00

Comstock

PIE APPLES

#2 **3/\$1.00**



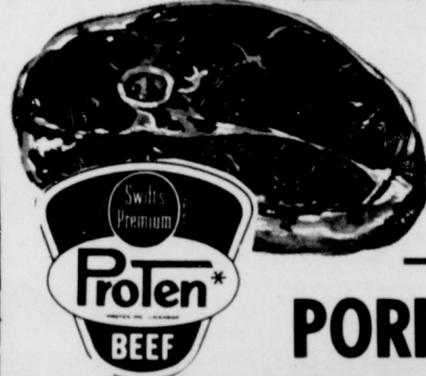
NEW
Johnson's
GLORY
Spray Foam
Rug Cleaner
Spray on!
Sponge in!
Vacuum off
when dry.
NO SPECIAL
EQUIPMENT NEEDED.

Johnson's

GLORY RUG CLEANER \$1.59
24 Oz.

D-CON MOUSE KILLER 39¢

FROZEN FOOD
Morton
GERMAN CHOCOLATE CAKE 49¢
Morton **DONUTS 2 Pkg. 69¢**



Bar-S

BACON 79¢
1 Lb. Pkg.

Swifts' Premium Pro-Ten

ROUND STEAKS 98¢
Lb.

PORK CHOPS 63¢
Lb.

DOUBLE GUNN BROS STAMPS EVERY WEDNESDAY
With Purchase Of \$2.50 Or More

Houser

Big Enough To Accommodate... Small Enough To Appreciate
Phone 247-3343

GROCERY & MARKET

GOOD CARTON BETTER QUALITY BEST FLAVOR TRY SOME NOW

READ and USE CLASSIFIED ADS

BUSINESS DIRECTORY

ADAMS DRILLING CO.

WATER WELL DRILLING

Layne Pumps, Inc. Sales & Service

Pump & Gear: Head Repairs All Makes

Dial 247-3101

Friona. Nights 247-2513 Texas

WANT ADS PH. 247-2211

CLASSIFIED RATES

First insertion, per word 6¢
 Second and additional insertions-4¢
 Card of Thanks-\$1.00
 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.

CARDS OF THANKS

We want to express our most sincere appreciation to neighbors and friends for the many deeds of kindness which have been done for us during the past several weeks. We are most grateful for everything which has been done in our behalf.

May God bless each of you,
 Mr. and Mrs. Harrison Gee and Family 3-ltc

Marshall M. Elder

REPRESENTING

Rushing Real Estate

Phone 247-3266 or 247-3370
 Friona, Texas

640 acres, \$300. per acre. No down payment, 7 1/2% int. 7 full 8" and 10" wells. Underground pipe. Natural gas. 400 acres of hay, Government payments. 3 miles west of Muleshoe. Dial a/c 806-763-5323. 2-tfnc

BARTLETT & POTTS

AUCTION SERVICE

Specializing in Farm Sales

HOUSTON BARTLETT
 Route 1, Bovina, Texas
 Phone 389-2191
 Clovis, New Mexico

LARRY POTTS
 Route 2, Friona, Texas
 Phone 295-3387

ANNOUNCEMENTS

"Take over payments on 1968 Singer Sewing Machine in walnut console. Will zig-zag, blind hem, fancy patterns, etc. Assume 3 payments at \$7.96. Write Credit Manager, 1114 19th St., Lubbock, Texas." 20-tfnc

T-V SALES & SERVICE

*Sylvania
 *Motorola
FRIONA ELECTRONICS
 Phone 247-3445 32-tfnc

For Sculptress bras call Mrs. Helen McMurtrey, consultant. Phone 247-3011, 1402 West Fifth Street. 21-tfnc

HELP WANTED

Need extra income? Both full or part-time employment available with a growing company. For information write

Juanita F. Bratcher
 3414 58th St.
 Lubbock, Texas 79413 48-8tc

FRIONA MOBILE ESTATES

...Friona's newest 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

Mayflower



Call For Free Estimates
344-5391

DALBY MAYFLOWER
 202 S. 25 Mile Ave.
 Hereford, Texas

TELEX

CLOVIS HEARING AID CENTER

HEARING AIDS

*Batteries *Molds *Free Hearing Tests
SERVICE ALL MAKES

416 Mitchell Phone 763-6900 9-tfnc

SEE

HARRELL MAYES
 For Hay Baling and Swathing
 Phone 247-3477. 31-tfnc

Well Drilling

For the Best in Know How & Experience for Drilling, Pump & Gear Head Repair. Contact

Big T Pump

247-3311 or Bob Clark, 247-3236. Distributor for Worthington Pumps. 50-ltc

FOR SALE

FOR SALE... 1970 Red Wing Hunter, 47 lb. Hunting Bow, 58" length, with bow quiver \$45.00. 247-2740. 50-tfnc

FOR SALE... New mattress, box springs, frame. Vickie Copley, Friona Star or see at McClothlin Trailer Park. 2-ltc

FOR SALE... Ironrite model 95 electric ironer. \$175.00. Can be seen at Hospital Maintenance Shop. Inquire of Nelson Lewis. 2-tfnc

For information concerning purchase of World Book Encyclopedia, Childcraft and other learning aids, contact your local representative or
 Juanita F. Bratcher
 3414 58th St.
 Lubbock, Texas 79413 48-8tc

HELP WANTED

Reliable person to care for elderly lady during day. References required. Reply to Box 1057 Friona. 51-tfnc

HELP WANTED... Full time and part-time sales personnel. Experience helpful but not necessary. Contact Allen Stewart, Allen's Jewelry. 2-2tc

Ready For A Treat Instead Of A Trick? Then Stop At Our Garage Sale Saturday, 9:00 a.m. 610 Arrah.



We've cleaned out our closets. Come and see. Mrs. Bill Carthel, Mrs. Gene Welch, Mrs. Tommy Tatum, Mrs. Ellis Tatum. ltc

RUSSELL BRYANT

Great National Life
 (South Coast Life)
 Phone 247-3547
 *Life *Hospitalization

CARPET CLEANING

Second to none (Dry Foam Method) No shrinkage or deterioration problems.

C & W CARPET
 Phone-Hereford
 806-364-3448 46-tfnc

Garage Sale

Electric Appliances, household goods, furniture, clothes, gas heater, pickup camper. Thursday, October 15, Friday and Saturday. 9:00 a.m.-6:00 p.m. 812 Jackson. 3-ltc

FOR SALE

All sizes structural pipe, post, cable, and sucker rod. Farwell Wrecking, Farwell, Texas, 481-3287 or 481-3870. 50-4tc

FOR SALE... Sturdy and Tascos Seed Wheat. Ed Clark Phone 247-2508. 45-tfnc

Piano Lester "Betsy Ross" Spinnet. Rounded Keys. Excellent Condition. \$550 full price. May see at 1111 Elm or call 247-3511. 2-2tp

FOR SALE... 3-1967, 413 Chrysler Irrigation Engines. In good shape. Contact Bob Finley, 708 Ashland, Phone 247-3566. 2-5tc

SEMI DRIVERS NEEDED

Experience helpful but not necessary, for local and over the road hauling. You can earn \$10,000 to \$15,000 per year if you are willing to learn. For application, call 214-742-2924, or write Safety Dept., United Systems, Inc., 4747 Gretna, Dallas, Texas, 75207. 3-2tc

HOUSE FOR SALE

Three bedrooms; 2 baths; storm cellar. Small down payment. Phone 247-3266 or 247-3370.

REAL ESTATE LOANS

NEED A FARM OR RANCH LOAN?
 See Ed Hicks
 Phone 247-3537 or 247-3189 23-tfnc

26 years of dependable service

GARDNER DEAD ANIMAL SERVICE

Free Removal of Dead Stock

Phone 247-3012 for 7 day service.
 Night Phone 806-296-6909 Collect.

Plainview Rendering Service 51-tfnc

REMODELLING-- FENCING

Sidewalks, patios, driveways. All types fencing. Call Bob Clark, 247-3236. 51-tfnc

REMODELING-- FENCING

Sidewalks, patios, driveways. All types fencing. Call Bob Clark, 247-3236. 51-tfnc

LOST AND FOUND

BORROWED... Several Ideas Magazines, Walter Foster and Grumbacher Art Books are missing from my files. Will those of you who borrowed these please return them at your earliest convenience. Carol Ellis. 3-ltnc

STRAYED... From farm northwest of Friona, 7 bull calves weighing about 350 lbs. Phone 247-3272. 1-tfnc

STRAYED... Two calves--One Black Angus, One Whiteface, 350 to 400 lbs. Branded on right hip. Lawrence Jameson, Call night 225-4136, day 265-3333. 2-4tp

STRAYED... Solid red 225 lb. heifer. Branded on right hip; 2 miles northeast Friona, Billy Sides, 265-3487. 2-tfnc

STRAYED... White face cows branded "A" on left hip. Deon Awrey, 247-3135. 2-tfnc

FOR SALE

1963 Ford 1 ton welding rig. Completely equipped with 200 amp. Lincoln Welder, cables, hoses, regulators and oxweld torch. \$1995. 247-3408. 3-ltc

FOR SALE... Pure blood black Poland China boar. Lloyd Rector, Phone 265-3420. 3-2tc

FOR SALE... Registered Angus Bull. Phone 295-3900. 3-tfnc

FOR SALE... One owner '65 Impala Chev. 4 Dr. V-8 Power and Air. Real Clean. Phone 295-3900. 3-tfnc

FOR SALE... 21-inch black & white Motorola, large cabinet. \$40.00. Phone 247-3398. 2-tfnc

RABBIT FRYERS FOR SALE... Donnie Renner. Phone 265-3657. 3-3tc

FOR SALE... Two 1968 John Deere 95 combines with custom cabs. 2 sets Hess-tons. 1967 Chevrolet pickup. All in good condition. 811 Virginia Ave., Friona. Phone 247-2540. 3-2tc

FOR SALE... Two-row beet digger. Complete with toppers and row finder. See Estis Bass, 5 miles northeast of Friona. Phone 295-3438. 1-4tc

FOR SALE... 1967 Suzuki motorcycle. Twin jet. \$300.00. Call Doyle Cummings, day 247-2781 or Night 247-2401. 2-tfnc

FOR SALE... 1969 Olds 98; gold color; black vinyl top; 2 door; 18,000 miles. 247-3370. 8:00 a.m.-5 p.m. 2-2tc

FOR SALE... 1968 Ford pickup; white; long wheel bed; good condition. Cummings Farm Store; 247-2781 days; 247-2401 nights. 1-tfnc

FOR SALE

Local Cement Plant. 247-3241. 3-2tc

FOR SALE... 3 bedroom brick; 1-3/4 baths; excellent location; Low interest rate. 295-3175. 3-ltc

FOR SALE... 2-Acre Tracts on Hwy. 2397. 3 miles from city limits--Phone 247-2228. 3-tfnc

FOR SALE... Local Cement Plant. 247-3241. 3-2tc

NOTICE

If you missed out on Ridgeview Addition, we are now developing Hicks Addition. Build a new home, nothing down and low interest rates. ED HICKS REAL ESTATE 247-3537 or 247-3189. 18-tfnc

WELCOME TO FRIONA



This week we welcome the Keith Ingraham family to Friona. Ingraham is employed as signal maintainer for Santa Fe Railway. The Ingrahams are natives of Oklahoma, but moved here from Kiowa, Kansas. The children are Bill, three and Kathy, 14 months. They are Baptists and live at Bill's Trailer Park.

APARTMENTS

NEW... Extra nice 2 BR Tri-Plexes, all electric kitchens, heating and ref. air Refrigerators, ranges, dishwashers, disposal, drapes, carpet, outside storage, near schools.

"CHATEAUX FRIONA" \$115.00 month. 900-9th St. Phone 247-2878. 34-tfnc

WANTED

WANTED... Wheat and Beet Pasture. Call 364-2135 or 364-1970. 1-4tc

HOUSECLEANING-WANTED White lady, can give references. \$1.50 an hour. Phone 247-3579. 51-4tc

WANTED... Household help. Keep two children in my home 4 days each week. Light house-keeping. Phone 247-2854. 3-ltc

MULESHOE SWINE BREEDERS, INC.

Now has a limited number of accredited SPS bred and open crossbred gilts for sale. Daytime-- 965-2970, Night--272-4663. 2-4tc

ROCKWELL BROS. AND CO.

"LUMBERMEN"
 Lumber, Paint & Tools

THIS SPACE FOR SALE

REED'S CLEANERS

117 West Sixth
 PICK UP AND DELIVER
 Friona Phone 247-3170

HOUSER GROCERY & MARKET

REEVE CHEVROLET

New and Used Cars
FRIGIDAIRE APPLIANCES

FRIONA WHEAT GROWERS

Elevator Service
 Field Seeds

FOR SALE

FOR SALE... One owner '65 Impala Chev. 4 Dr. V-8 Power and Air. Real Clean. Phone 295-3900. 3-tfnc

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FREE Dead Stock Pickup

Daily Service. Our trucks in Your Vicinity Daily From Clovis And Plainview. Call Collect
 Clovis 763-5513
 Plainview 293-4432
TRI-STATE INDUSTRIES 1-TFNC

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WANTED... Household help. Keep two children in my home 4 days each week. Light house-keeping. Phone 247-2854. 3-ltc

WANTED

Experienced driver to spot trailers, ramp and de-ramp piggy backs and various other related duties. Paid two weeks vacation. Paid insurance. Apply in person or by appointment. Contact Ron Dreckman, traffic manager.

Missouri Beef Packers

Phone 295-3201

FOR SALE

FOR SALE... One owner '65 Impala Chev. 4 Dr. V-8 Power and Air. Real Clean. Phone 295-3900. 3-tfnc

FOR SALE... 21-inch black & white Motorola, large cabinet. \$40.00. Phone 247-3398. 2-tfnc

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FOR SALE... 1968 Ford pickup; white; long wheel bed; good condition. Cummings Farm Store; 247-2781 days; 247-2401 nights. 1-tfnc

REAL ESTATE

FOR SALE BY OWNER... 5-room house, 1108 Main. Tommy Taylor. Phone 247-3672. 2-3tp

FOR COMPLETE REAL ESTATE SERVICE CONTACT
 J.C. McFarland
 Phone 247-3272 or 247-2766
 Business, Farms, Ranches, Residences

FOR SALE... Brick, 2-BR, Den, 1-3/4 bath. Double Garage. Refr. Air. Central Heat. Fenced Yard. Phone Doyle Cummings, day 247-2781--Night 247-2401. Excellent Location. 48-tfnc



LIONS BRASS... The Friona Lions Club hosted the District Governor and Deputy District Governor at their meeting last Thursday. Seated with club president Dale Smith is District Governor Jack Riley of McLean. Standing at left is Deputy Governor Floyd Sackett of Pampa, along with a past governor and charter member of the Friona club, W.L. (Preach) Edelman. The two visitors brought the program for the Lions, and were well received.

CASTILLO WINS

Four Contestants Ring Bell With 14s

Four contestants correctly picked 14 games and a former weekly winner won again in the fifth week of the Friona Star's football contest.

Filo Castillo, who also won the weekly prize two weeks earlier, came out on top for the prize money by guessing the Friona-Dimmitt score at 13-7. Two weeks ago, Castillo missed the Friona-Muleshoe score by just one point to claim the weekly prize.

Second place went to Laverne Mabry, who also got the 14 games correct, but guessed the tie-breaker at 21-7, missing by 14 points. Rickie Carr was third. He got all fourteen games, but missed the tie-breaker by picking Dimmitt, 27-21. Benny Pryor was the fourth contestant to correctly pick the 14-game slate.

A total of 21 contestants correctly picked 13 games, and a whopping total of 40 had scores of 12, as scores were by far the best overall for the season.

Mabry, by getting a 14, moved into a tie with last week's leader, John Frazier, and Holly Welch, who scored a 13 for the week. The trio of contestants now lead the list with scores of 54.

Castillo, Andy Hurst, Mal Manchee, Charles Waggoner



WHAT POEM SAVED A FAMOUS SHIP? OLIVER WENPELL HOLMES FAMOUS POEM "OLD IRONSIDES" IS CREDITED WITH SAVING THE FRIGATE "CONSTITUTION" FROM DESTRUCTION.

QUEBEC IS THE ONLY WALLED CITY IN NORTH AMERICA! THE WALLS WERE BUILT IN THE EARLY 14TH CENTURY.



MAN OR WOMAN WANTED

...for local truck driving job. Steady work. Guaranteed weekly income. Paid two weeks vacation. Paid insurance. Home every night. Experience is a must. Apply in person or by appointments. Contact Ron Dreckman, Traffic Manager.

MISSOURI BEEF PACKERS

Phone 295-3201

Calorie Counting Can Be Made Easy

A surprising number of calorie counters are carrying a lunchbox to work. What better way to avoid temptation? There are so many goodies you can whip up to still those hunger pangs—which brings us to yogurt. Try yogurt and grated raw mixed vegetables seasoned with salt, a hint of garlic powder, caraway seed and pepper. Or yogurt, water packed tuna and sliced water chestnuts mixed with soy sauce, a touch of ginger and instant onion. If yogurt isn't your dish, use low fat cottage cheese instead.

Black Presided At Convention

A.L. Black of Friona presided at the annual meeting of the Association of Texas Soil and Water Conservation Districts in Houston on October 6-7-8.

There were about 650 conservation leaders attending the convention representing 188 soil and water conservation districts throughout Texas.

The theme of the convention was The Modern District. Topics discussed by the speakers and delegates included: Districts Relating to Today's Problems, Districts or the Move, and Remote Sensing and Conservation.

The business session acted on resolutions to: Change election methods for District Directors; Support soils capability as a basis of taxation on rangeland; Accept greater responsibilities for the districts.

Since A.L. Black was not eligible for re-election as state president the convention closed by electing Doyle Hutcheson of Weatherford as the new president of The Association of Texas Soil and Water Conservation Districts.

Queen Crowned At Lazbuddie

The Homecoming Queen for Lazbuddie was crowned at the halftime of the Texico game. She was Barbara Woodard. The king was Charles Lee. Attendants for the Queen were Lee Ann Harlan who was escorted by Randy Bush, Debbie Engleking, who was escorted by George Wilson, and Delayne Steinbock who was escorted by Mike Casey.

Out of Orbit



THE MOST IN 4-H Youngsters between 10 and 13 years of age comprise the majority of 4-H members, according to a recent study. They account for nearly 64% of the membership.

For Cash Sales

\$1200 Discount on 14 x 70 3-Bedroom Mobile Home Spanish Decor.

\$1000 Discount on 14 x 65 Three-Bedroom Mobile Home

\$500 Discount on any other new mobile home on our lot

DISCOUNT MOBILE SALES CO.
1111 E-1st. St. Clovis, New Mexico
Phone 763-7353

MISCELLANEOUS SERVICES

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

AUCTIONEER SCHOOL

Hereford, Texas Classes Beginning Oct. 19, 1970 (Day or Night Classes)

For Information Call Amarillo 383-8255

BOB MILLER COLLEGE OF TOP NOTCH AUCTIONEERS
2-2tc

Another "MoorMan First" Roughage Buster 100 -with Biuret

Here's the new, low-cost way to supplement beef cattle on pasture, crop residue or other roughage: Self-feed MoorMan's* Roughage Buster 100™ containing Biuret—slow-release nitrogen source. Roughage Buster 100—blocks or granular—also supplies complete, balanced minerals plus vitamins A and D.

It stimulates rumen micro-organisms to break down coarse, fibrous forage and build protein.

Roughage Buster 100 was designed by MoorMan Research for consumption of about 1/4 lb. per cow daily. This supplies her needs even with low-protein, low-quality pasture or roughage. And it encourages wide, uniform grazing. I'll be glad to tell you more about it. Your MoorMan Man.

BULL SHIPPER MAKES A TASTY MIDNIGHT SNACK!



The "head of the herd" thinks that he can eat Red Barn Bull Shipper any time he wants.

This economical liquid feed supplement is self-ratting. Cattle adjust their intake to their needs.

The extra protein, minerals and vitamins cattle get from Bull Shipper will make them star attractions at the cattle buyer's show or even the packing plant.

Call your Red Barn dealer today and start extra profits on their way! We give sudden service!

D&D FARM SERVICES
"Where Service Is First"
Don McManaman
Darrell Simpson

RED BARN
FERTILIZERS - CHEMICALS

JOHN M. CLARK
Muleshoe
Phone 272-3848



WHITE'S SUPER MARKET

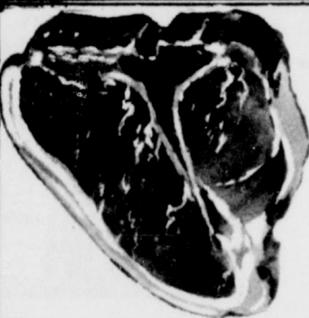
Our Aim Is To Please In Every Way

WE DELIVER

WE GIVE GUNN BROS STAMPS

Phone 247-2250

Double Stamps On Wednesdays With Purchase of \$2.50 Or More



T-Bone Steak
Lb. \$1.05



CHUCK ROASTS
Lb. 59¢

White Swan Sliced

PINEAPPLE
No. 2 Can 3/\$1.00

Mrs. Tuckers

SHORTENING
3 Lb. Can 69¢



Northern Toilet Tissue 4 Roll Pkg. 47¢

PARKAY OLEO

(Soft) 1 Lb. Pack 39¢

Richelleu TUNA

6 Oz. Can 41¢

NESTLES QUICK

2 Lb. Can 89¢

CABBAGE
Lb. 7¢

Yellow **ONIONS**
Lb. 7¢

CARROTS
Lb. Bag 10¢

CLOROX
BLEACH
1/2 Gal. 39¢

Del Monte Red (Alaska) Sockeye **SALMON**
Tall Can \$1.09

White Swan Luncheon **PEAS**
303 Can 2/49¢

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

1. ETHRIDGE-SPRING AGENCY

Dan Ethridge
Frank A. Spring
Bill Stewart
Wendell Gresham
Lois Norwood



Phone 247-2766

BOVINA at FARWELL

2. CHEVROLET REEVE CHEVROLET

*CHEVROLET *OLDSMOBILE
*FRIGIDAIRE APPLIANCES

Sales Service

WHITE DEER at SUNRAY

3. PLAINVIEW PRODUCTION CREDIT ASSN.



Dale Cary
Office Mgr.

ABERNATHY at OLTON

4. FRIONA COUNTRY CLUB GIN

DON HUCKABEE



Phone 247-2439

MORTON at DIMMITT

5. BI-WIZE DRUG

DRUGS SUNDRIES

Your Rexall Store

Phone 247-3010

TASCOSA at PALO DURO

6. FRIONA FARMERS CO-OP GIN

"It's Your Gin - Use It"

CHARLES WAGGONER, Mgr.

BORGER at AMARILLO

7. FRIONA MOTORS

Parmer County Headquarters
For
Ford Cars, Trucks, Pickups,
Tractors & Used Cars



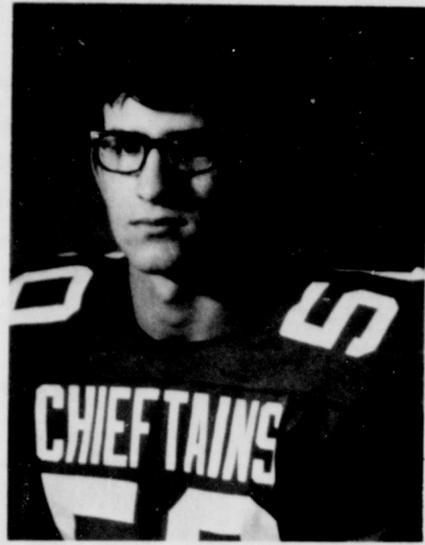
Phone 247-2701

VEGA at SPRINGLAKE

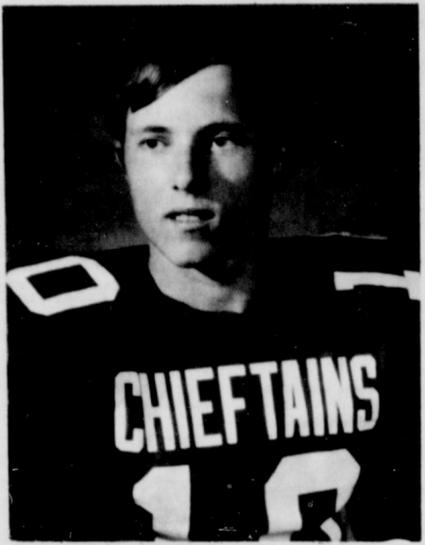
COTTON BOWL FOOTBALL CONTEST

MEET THE CHIEFS

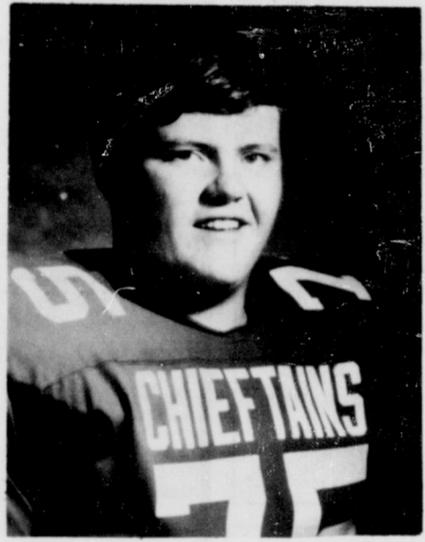
Photos Courtesy
Bradly Studio, Hereford



Willie Bailey, sophomore lineman



James Sims, junior quarterback



Bobby Drake, junior placekicker

Contest Standings

John W. Frazier11	54	Bonnie Brandt12	48
Laverne Mabry14	54	Jack Crawford11	48
Holly Welch13	54	Dale Gober13	48
Pilo Castillo14	53	Trip Horton10	48
Andy Hurst12	53	Albert Johnson11	48
Mal Manchee13	53	Larry Johnston12	48
Charles Waggoner12	53	Wayne Mills11	48
Elaine Wardlaw13	53	Lee Roy Nuttall11	48
Jack Clark13	52	Hank Outland Jr.12	48
Benny Pryor14	52	Larry Sanders11	48
Frank Truitt11	52	John Seright13	48
Wendell Garner12	51	Melba Jean Smiley10	48
Mrs. B.C. Hartwick13	51	Eddie Waggoner12	48
Randy Mabry12	51	Winston Wilson10	48
W.R. Mabry10	51	Frankie Allen12	47
Clarence Monroe12	51	Charles Broadhurst11	47
Hank Wheeler13	51	Ralph Broyles10	47
Phillip Weatherly11	51	Darrell Dirks10	47
Shirley Waggoner12	51	Owen W. Drake12	47
Edward White13	51	Jim Johnston12	47
Wright Williams13	51	Sam Mears12	47
John Baca11	50	Mary Pryor11	47
Audvie Barnett13	50	Floyd S. Reeve13	47
Jerri Bengel12	50	LaVon Reeve13	47
Phillip Duggins13	50	Alberto Solis Jr.11	47
Eugene Ellis11	50	Donn Timms13	47
Mrs. A. Johnson12	50	Darrell Barlow12	46
Mrs. Sam Mears13	50	Houston Bartlett12	46
Elizabeth Peak12	50	Mrs. Pilo Castillo10	46
Joe Reeve11	50	Ray D. Fleming13	46
Ronald Dean Smiley11	50	Fred Florez12	46
Danny Waggoner13	50	Jerry Hinkle10	46
Bill Bailey12	49	B.C. Hartwick11	46
Patsy Bandy12	49	Maurine Mabry10	46
Peggy Bryant11	49	Peggy Monroe11	46
P.C. Crofford12	49	Doris White12	46
Ron Davenport12	49		
Diana DeFord11	49		
Melody Drake12	49		
C.P. Fairchild12	49		
Jan Fleming13	49		
Mrs. Fred Florez12	49		
Celia Loflin12	49		
Jerry Mabry10	49		
Rex Minshew12	49		
Roy L. Smith11	49		
Mitchell Wiseman10	49		
Kevin Wiseman12	49		
Clay Bandy11	48		
Eugene Bandy12	48		
Debbie Bengel12	48		

CONTEST RULES

1. Pick the winner of the 14 games listed in the advertisements on this page. Write the winners in the blanks provided on the official contest blank.
2. Pick the score of the tie-breaker game. This score will be used to break weekly as well as grand prize winners.
3. Bring your entry blank by the Friona Star or Bi-Wize Drug by 5 p.m. on Friday. Entries must be post-marked on Friday to be eligible, if mailed.
4. The leading contestant at the close of 12 weeks will receive two free tickets to the Cotton Bowl Football game, along with \$30 expense money. Second place winner will receive two tickets to the Sun bowl game and \$25 expense money. Third place winner gets two season tickets to the Friona Chieftains games next fall.
5. Only one entry per person.
6. To account for grand prizes, entries must be on official blank printed in the paper.
7. Contestants must be 12 years of age or older.
8. Everyone eligible to enter (sponsors included) except employees of the Friona Star and their families.

OFFICIAL ENTRY BLANK

Select Winners From Games Listed In Advertisements

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

TIE-BREAKER: (Pick Score) Friona Littlefield

NAME _____

ADDRESS _____

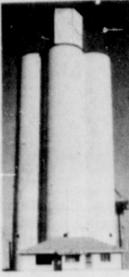
8. GRADY H. DODD
Consignee



Petroleum Products
Phone 247-3285

RICE at SMU

9. TRI-COUNTY ELEVATOR



Black

NOTRE DAME at MISSOURI

10. CHESTER GIN

EXPERIENCED
DEPENDABLE
SERVICE



Phone 247-3185 Friona

NORTH TEXAS ST. at WEST TEXAS

11. PARMER COUNTY IMPLEMENT CO.



Your IH Dealer

Phone 247-2721

MICHIGAN ST. at MICHIGAN

12. HI-PRO FEEDS, INC.



For Feed And Livestock Supplies--

Ron Davenport 247-2782 Box 1086 Friona, Texas 79035

TEXAS TECH at MISSISSIPPI ST.

13. HUB GRAIN FLEMING & SON GIN

Phone 265-3215 265-2405

TCU at TEXAS A&M

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



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HI-PLAINS FEED YARD

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

DALLAS at MINNESOTA

RARE WIN FOR FHS

Chiefs Blank Dimmitt For Homecoming Fans

Homecoming was a joyous occasion for the Friona Chieftains and their fans this year, as the fired-up Chiefs stunned longtime rival Dimmitt, 14-0 last Friday.

The win brought the Chieftains' record to 3-2 for the year and kept them in the district race with a 1-1 ledger there. It also was sweet revenge, as Dimmitt had embarrassed Friona two years earlier in a homecoming contest, 46-7.

It was Friona's sixth win in a homecoming game in their last eight. Dimmitt had spoiled two Friona homecomings during the 1960s, winning also 48-6 in 1962.

But last Friday the Chieftains were not to be denied. The Friona defense completely stymied the touted Bobcat triple-option offense, throwing Dimmitt backfield men for losses 13 times totalling 72 yards.

Bobcat quarterback Mark Wohlgenuth must have thought he had some extra men in the backfield, because he was caught nine times on his option plays, for 53 yards on the deficit side of the ledger. Mike Royal was perhaps the biggest thorn in the Dimmitt signal-caller's side, coming up with several stellar defensive plays.

Besides throwing Dimmitt's backs for losses, the Friona defense also caused seven turnovers. They recovered five fumbles and intercepted two passes.

It was following the first pass interception that Friona first got on the scoreboard.

Dimmitt had failed to cash in on an early break when Wesley Clark fumbled a punt at his own 10 early in the game and the Bobcats pounced on it. Two plays later the hard-hitting Chieftains caused Dimmitt to cough up the ball, and Mike Taylor claimed it for Friona.

The next time Dimmitt had

the pigskin, Wohlgenuth faded to pass from his own 24. Bill Bailey, who also was the offensive star for the Chiefs, picked off the pass at the Dimmitt 35 and ran it back to the 15. However, a clipping flag set the Chiefs back to the Dimmitt 39.

But the fired-up Chiefs mounted a drive. Quarterback Don Fortenberry rambled 15 yards for a first down at the 23, and Bailey burst three yards to the 11 as the first quarter drew to a close.

Bailey gained to the seven on the quarter's last play. Officials mistakenly placed the ball at the 11 after walking the length of the field, but it didn't prove costly to the team, as Bailey burst all the way to paydirt on the first play of the quarter. Bobby Drake's kick made it 7-0, Friona.

Later in the second stanza Friona was driving at the Dimmitt 33 when a holding penalty wiped out a first-down run by Donnie Lewellen. The Chiefs were their own worst enemy during the game, drawing 10 penalties for a whopping 110 yards.

Friona was nursing their 7-0 lead at halftime.

The Chiefs missed another TD early in the third period, after holding Dimmitt and taking over after a short punt at the Bobcat 49. Bailey broke into the secondary and almost broke but stumbled while in the open and had to settle for a 20-yard gain to the Dimmitt 29. Three plays gained to the 23 and on fourth down Drake tried a field goal. A high snap thwarted the try, but the kick squibbed to the Dimmitt 11, and the 'Cats were in a hole they never got out of.

Wohlgenuth was caught for a big loss at his three, and Dimmitt had to punt from its own end zone. The punt was

high into the wind and floated down at about the 10, where Chieftains and Bobcats alike tried to corral the wild-bouncing pigskin. Guard Dennis Anthony finally won the battle, and pounced on the ball a yard inside the goal-line for a lineman's dream—a touchdown!

Drake's kick split the up-rights for a 14-0 Friona lead, and the homecoming crowd could breathe a little easier.

Three plays later found the Chiefs creating another turnover. Back to pass again, Wohlgenuth was racked up by Royal for a 13-yard loss and the ball also squibbed free, with Friona claiming it at the 14.

On third down, Bailey charged to the two, being hauled down from behind by Dimmitt to save a TD. Although having

first and goal at the two, the Chiefs couldn't cash in, as a motion penalty shoved them back, and then Fortenberry was caught for a 12-yard loss on a pass play. On fourth down the team was back to the 13, where Drake again tried a field goal, but the kick again missed.

Dimmitt, which had been held to only three first downs for three quarters, made its only serious drive of the night early in the fourth period.

The 'Cats got fired up after a high snap to punter Royal caused him to be tackled at the Friona 41. Dimmitt drove for three first downs to the six, but at this point, the Chieftains' big play defense came through once again.

Wohlgenuth was racked three straight times on the roll-out

and the final time he was separated from the ball and Bailey hopped on it for Friona.

Midway in the quarter, Dimmitt tried again, getting to the Friona 11 before Daniel Frison dropped a pitchout and Friona claimed its fifth fumble.

Before the game ended Johnny Bandy intercepted a pass at midfield to insure the shut-out. Although it was only the ninth Friona win against 25 losses to Dimmitt since 1931, seven of the Chieftain wins have been shutouts.

Bailey led the ground attack with 119 yards, the top single-game total for a Chieftain back this season. Dimmitt was held to only 47 yards rushing and 67 yards total, undoubtedly one of their lowest totals in the long series.

Homecoming Queen Debbie Wassom and a sizeable crowd watched the game, as a nippy south breeze and temperatures in the 50s took away from their enjoyment otherwise.



AWAIT CROWNING. . . Two queen candidates and their escorts await the crowning of Friona High School's Homecoming Queen for 1970 prior to last week's Friona-Dimmitt game. On the left is Diane Day with Mike Taylor. Debbie Wassom, at right, is shown with her escort, Wesley Clark. Miss Wassom was crowned queen.

Chiefs Lead Opponents In Season Statistics

The Friona Chieftains lead their opponents in first downs, yards gained rushing, total yards, and points scored in season statistics for the team's first five games.

The Chiefs hold almost a 300-yard lead in rushing, but the opponents have almost as wide a margin in yards gained passing.

Friona has had only seven "turnovers" in their first five games—four lost fumbles and three pass interceptions. The Chiefs, meanwhile, have created 21 turnovers from the opposition—15 fumbles and six interceptions.

Halfback Wesley Clark leads Chieftain ball-carriers after five games, although this category had not produced an outstanding leader. Like the team

as a whole, it's a "team effort."

One thing notable is that four backs are averaging over four yards per carry.

Mike Royal leads the team in scoring with 24 points. Donnie Lewellen and Don Fortenberry each have two TDs and four others have scored one. Bobby Drake has 10 points, all on extra point kicks.

	FHS	OPP
First Downs	67	65
Yards Rushing	883	593
Yards Passing	197	464
Total Yards	1080	1057
Passes Attempted	44	68
Passes Comp.	17	30
Had Intercepted	3	6
Fumbles Lost	4	15
Penalties	36	34
Yards Penalized	366	301

INDIVIDUAL RUSHING			
Player	TCB	Yds.	Avg.
Clark	60	273	4.6
Bailey	53	222	4.2
Royal	46	191	4.2
Lewellen	38	108	2.8
Bandy	14	57	4.1
Fortenberry	37	49	1.3

INDIVIDUAL SCORING			
Player	TD	PAT	TP
Royal	4	0	24
Lewellen	2	0	12
Fortenberry	2	0	12
Drake	0	10	10
Clark	1	0	6
Mills	1	0	6
Bailey	1	0	6
Anthony	1	0	6
Totals	12	10	82
Opp. Totals	11	12	78

SCORE BY QUARTERS				
Friona	14	27	34	7-82
Opponents	22	13	7	36-78



UNBEATEN TEAM. . . Friona's only remaining unbeaten team at the season's halfway point is the B-Team, which has a 4-0 record, and has not allowed any points as yet. In the back row are Coach Larry Dyess, Mario Perea, Larry Fallwell, John Rule, Travis Lee, Richard Shirley, and Oberlon DeLeon. Kneeling are Mike Martin, Matt Garth, Mark Walters, Rudy Aguirre and Larry Nickels. In front are Lewis Lee, Scott Lillard, Frankie Saiz, Rex Minshew and Bobby Moore.

B-Team Rolls On; Tops Owls, 20-0

The Friona Chieftain B-Team won their fourth game of the season without a loss and remained unscathed on, as they blanked Hale Center B, 20-0, in a cold, windy evening at Hale Center last Thursday.

Nine members of the freshman team, who had no game last week, suited up and they saw action.

The B-Chiefs scored single touchdowns in each of the first three periods of the game, and then added a two-point safety in the fourth quarter to round out the scoring.

Friona was in the mood for long distance travel, as all three of their touchdowns came on runs of 40 yards or more.

Louis Lee got Friona on the scoreboard on the second play from scrimmage, as he scooted 65 yards to paydirt to make it Friona 6, Hale Center 0.

In the second quarter, James Bartlett raced 40 yards to cross the double stripes. The point try failed, but it was Friona 12, Hale Center 0 at halftime.

In the third quarter, freshman Danny Waggoner got into the scoring act by going 50 yards to score six points.

Friona threatened a couple of times in the fourth quarter, getting deep into Owl territory, but the cold weather helped cause fumbles to stop both drives. After one of the threats,

however, Hale Center was forced to punt from deep in their own territory, and a bad snap resulted in two more points for Friona.

Eighth Graders Feel Defeat For 1st Time

Friona's eighth grade Braves lost their first athletic contest since they began competition last year as seventh graders when Hereford LaPlata shutout the team, 14-0 last Tuesday.

The Braves were 7-0-1 in football and 10-0 in basketball as seventh graders.

LaPlata, which had tied the team 0-0 last season, were aided by the fact that Friona's starting quarterback Dale Cleveland, was hurt on the opening kickoff and only played a couple of downs before having to miss the rest of the game.

The Hereford was led by a 190-pound fullback, who made most of his team's yardage. Cleveland was attempting to block this boy when he injured a shoulder.

LaPlata took over following a Friona punt and drove 61 yards for the lead touchdown. It took a fourth down play from the two to take a 6-0 lead. The

Hale Center threatened to score just once, having a first and goal inside the 10. However, the B-Chiefs held on downs and took over.

second time LaPlata had the ball in the second quarter, resulted in another score. This also came on a fourth down play needing 18, when a pass worked for 36 yards and a TD. A run was good for two points and a 14-0 score.

Friona, with a re-vamped offense, didn't get a first down until late in the second quarter.

In the third period the Braves threatened when Clay Bandy passed to Dee King on a 29-yard play to the LaPlata 11. But Friona fumbled two plays later to end the drive.

Late in the game, Bandy threw a pass to Kevin Welch while in punt formation on a fourth and 20 situation, but the play lacked only a yard making a first down, and LaPlata was able to run out the clock.

The Braves held the Hereford team to only two first downs during the second half.

The loss left the Braves' season record at 2-1.

7th Grade Falls 20-6

Friona's seventh grade Braves dropped a 20-6 decision to Hereford LaPlata last Tuesday at Hereford.

All of the scoring came in the first half, as the Hereford team used a kickoff return and a bad Friona punt as their margin of victory.

LaPlata drove 59 yards for their first TD, after intercepting a pass at the 30 to stop a Friona drive. Score at the end of the first quarter was 6-0.

The Braves bounced back to tie the score, on a fine 78-yard run by Julian Zamora. The Friona team had received two penalties and was facing third down and 34 yards to go from their own 22. Zamora figured it was just about as easy to make a TD as it was a first down, so he just kept running.

The point try failed, and the score was tied at 6-6.

The tie was short lived, however, as LaPlata returned the kickoff for another six-pointer, and then ran for two points and a 14-6 lead.

Later in the quarter, Friona had to punt from its five, and Hereford got the ball on the Braves' 19-yard line after a short kick. Six plays later they scored, and the 20-6 count turned out to be all of the scoring.

The second half was a stand-off, although the Braves drove to the Hereford team's one-yard line in the last minute of play. The Braves ran four plays inside the LaPlata five, but couldn't punch it across.

Lazbuddie Makes Season Mark 4-0 By Drubbing Texico Wolves, 56-0

Game Statistics

First Downs	FHS	DHS
By Rushing	14	8
By Passing	12	7
By Penalty	0	0
Net Yds. Rushing	203	47
Net Yds. Passing	20	20
Total Net Yds.	223	67
Passes Attempted	3	12
Passes Completed	2	3
Had Intercepted	0	2
Fumbles Lost	1	5
Penalties	10-110	9-65
Punts, Yards	5-137	5-137
Punting Avg.	27.4	27.4

INDIVIDUAL RUSHING			
Player	TCB	Yds.	Avg.
Bailey	22	119	5.4
Clark	10	32	3.2
Bandy	6	23	3.8
Lewellen	7	20	2.9
Fortenberry	7	10	1.4
Vera	1	1	1.0
Johnston	2	1	0.5
Royal	3	-3	-1.0
Totals	58	203	3.5
Dim. Totals	40	47	1.2

INDIVIDUAL PASSING			
Player	PA	PC	Yds.
Clark	1	1	14
Bandy	1	1	6
Fortenberry	1	0	0

INDIVIDUAL RECEIVING			
Player	PC	Yds.	TD
Mills	1	14	0
Clark	1	6	0

PUNTING			
Player	TCB	Yds.	Avg.
Royal	5	137	27.4

The Lazbuddie Longhorns upped their season record to 4-0 last Friday night when they thrashed the Wolverines of Texico, New Mexico by a score of 56-0.

Lazbuddie started things off in the first quarter as Mike Casey crossed the goal-line on a 50-yard scoring jaunt and minutes later Arthur Graves struck paydirt from 30 yards out.

In the second period of play Charles Lee rambled 25 yards for the 'Horns next score. Mike Casey was another Longhorn adding six points to the Lazbuddie effort in the second quarter when he scampered 20 yards for a touchdown. Mark Barnes and Arthur Graves also crossed the goal line in the second quarter. Barnes plowed 15 yards for a touchdown and Graves zipped 20 yards and at the end of the first half, the score read 40-0 in favor of the home team.

A 50-yard run by quarterback Charles Lee on a return with a Texico punt and a 40-yard gallop from scrimmage would up the Lazbuddie scoring. Both of these touchdowns came in the third quarter. There was no scoring done in the last stanza.

Lazbuddie picked up 12 first downs and punted twice, averaging 50 yards each time. As a team, the 'Horns rushed for 439 yards and passed for 57 yards for a total offense of 496 yards. Charles Lee contributed 169 yards with his running and Mike Casey 165 yards. Lee carried the ball 10 times and Casey 13 times. Texico rushed for 38 yards and picked up 15 through the air for a total offense of 53 yards.

The next opponent for Lazbuddie will be the New Home Leopards October 16. The game will be played at New Home and will start at 8:00 p.m.

NATIONAL 4H CLUB WEEK

As They Learn, They Serve... and the Future Is Brighter, Thanks to 4-H'ers

With pride, we salute our local 4H Club members, for their efforts and achievements. Through their Head . . . Heart . . . Hands . . . Health program, they are learning better ways of farming and homemaking, better ways of working together, better citizenship for a brighter tomorrow. Valuable 4-H training for our youngsters means much to our community today . . . and will mean still more tomorrow, for experience shows that the worthwhile work, the aims and ideals of 4-H, do much to foster the priceless qualities of leadership. We take pleasure in congratulating our 4-H boys and girls, and wish them the best of success in all their projects.

CONGRATULATIONS
4H Club Members

Prompt Courteous Efficient
Service Is Yours
When You Patronize

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Hospital Notes

Admissions:
Lillian Wheeler, Friona; Rosalia Carreon, Hereford; Eugene H. Jones, Ruidosa, N. M.; Hazel Guinn, Friona; Harold Stovall, Farwell; Maria Olivarez, Bovina; Alice L. Flinn, Garden Grove, California; Leon Hart, Friona; Glenda J. Thigpen, Texico, N.M.; Troy E. Wood, Friona; Mika M. Maddox, Friona; Curtis T. Miller, Bovina; Rosie Sanchez, Friona; and Patsy Rust, Friona.

Dismissals:
Mrs. Doyle Goldsmith and baby, Eugene H. Jones, Hazel Guinn, Beulah L. Jarrell, Mika Maddox, Alice Flinn, Glenda Thigpen, Harold Stovall, Odom Smith, Mrs. Clara Olivarez, Jr. and baby, and Mrs. Alfredo Carreon and baby.

Patients In Hospital:
Leon Hart, Cayson Jones, Teresa Maurer, Curtis T. Miller, Patsy Rust, Ellen Remsnider, Rosie Sanchez, James L. Taylor, Lillian F. Wheeler and T.E. Wood.

County Residents Attend NFO State Convention

The Second Annual Convention of the National Farmers Organization was held recently (Sept. 24 & 25 to be exact) in San Antonio, Texas, with approximately 350 delegates present. An outstanding slate of speakers addressed the convention, which had for its theme "A Better Agriculture Through Better Marketing." Among these were Johnny Watkins, farmer, rancher, auctioneer and TV personality from Waco; Glenn Simpson from USDA Crop & Livestock Reporting Service in Washington, and Cary Palmer from the Texas Department; Arnold Paulson, one of the leading agriculture economists in the Nation; Lt. Governor Ben Barnes; John C. White, Texas Commissioner of Agriculture; Frank LeRoux, farmer, rancher, and author of "The Farmers Worst Nine Years"; William Stokes, President of the Federal Intermediate Credit Bank; NFO Vice-President Er-



On The Farm In Parmer County MACK HEALD County Agent

"The agriculture outlook in Parmer County is very good this week in spite of an early freeze on October 8," states Mack Heald, Parmer County Agricultural Agent. The main damage occurred in the late planted cotton scattered throughout the county. It is not plain as how much damage was done, but an approximate estimate of 5 percent was possibly lost in certain fields due to the freeze. There are 33,700 acres of cotton in Parmer County. Estimating an over the county average of 1-1/4 bales per acre could mean a total production of 42,100 bales. However if 5 percent of the cotton were damaged, this could drop total production down to 40,000 bales. Most farmers stopped the water on the cotton by August 20. This has made the green bolls less sappy than they would be if watered later. In this way they survived the freeze in much better shape. Many of the green bolls will open into fully developed locks of cotton. Most of the crop was much more mature than is normally seen this time of the year. There was less moisture in the plants and the bolls at the time of the freeze. It has been estimated that this year's crop is the best since 1965, when 2.2 million bales were ginned. From all indications the cotton crop will be much better than last year in Parmer County.

Grain sorghum, the main cash crop in Parmer County, is rapidly being harvested. By October 17, close to 80% of the crop will be out of the fields. Despite heavy insect and disease damage, the yields are looking good. Reports range from 6000-9000 pounds per acre with a few scattered reports of 10,000 pounds. There are over 152,000 acres of milo in Parmer County. With an average yield of 6,500 pounds per acre, more than one billion pounds could be produced. This would hold Parmer County's title as the largest grain sorghum producing county in the world. At the present time milo is bringing \$2.05 hundred. From all indications, this year's crop will be considerably higher in yield than was seen last year.



At Home In Parmer County By Janice Miller County HD Agent

How do you spend your money? According to Doris Myers, Extension home management specialist at Texas A&M University, the U.S. Consumer's expenditures are broken down like this: food and tobacco-23.2%; housing-14.4%; household operation-14.1%; transportation-13.5%; clothing and accessories-10.3%; medical care expenses-7.2%; private education-1.6%; religion and charity-1.5%; other-8.7%.

Some of you have recently been concerned about termites in your house. Termites do have expensive diets, because they eat wood and other materials such as plaster, cement wall boards, books, leather, plastic and rubber insulation.

To check your house for these destructive insects, here are some suggestions from Extension housing and home furnishings specialist.
- Inspect the inside of the foundation wall and each supporting pier.
- Look for small tunnels about the size of a kitchen match stem which the termites have built from the ground level up the inside of the foundation wall.
- Pay particular attention to concrete porches, garages, patio steps and any wooden sills or beams in contact with the ground. These are ideal places for termites.
- Use an ice pick or screwdriver to test the soundness of the wood. These tools can be forced easily through wood damaged by termites.



HEAD OF CLASS—Singer sewing experts say the cotton corduroy jumper will head the parade of back-to-school styles this fall. This zip-front version with new deep-cut armholes is made from Simplicity Pattern 8375. It tops a checked cotton blouse made by Simplicity Pattern 8226. Fabrics and patterns from Singer stores.

LIST GIVEN

4-H Achievement Winners Presented At Annual Fete

Gold Star winners were the top awards named October 10 at the annual 4-H Achievement Banquet in Bovina. Recipient were Carrie Haseloff, daughter of Mr. and Mrs. A.H. Haseloff and Darwin Green, son of Mr. and Mrs. Doyle Green. Carrie has been a member of the Oklahoma Lane Club for 5 years. She has served as secretary-treasurer of her club and vice-chairman of the County 4-H Council. She has been a junior leader in food & nutrition projects and has represented the county in both the District Dress Revue and District Food Show.
A 4-H member for 5 years, Darwin has served as president, vice-president, reporter and Council Delegate of the Farwell 4-H Club. He served as County Council Chairman and as an active member of the District 1 4-H Council. He won first place in 1970 State Competition on his Farm & Ranch Management demonstration.

The Danforth "I Dare You" leadership awards were presented to Deborah Harding and Kevin Kaltwasser. Other awards presented were as follows: Achievement—Holly Hart. Beef Cattle—Carrie Haseloff, Steven Kaltwasser, Bruce Kaltwasser, Evelyn Hart, Michael Mimms, and Lee Ann Williams. Bread—Linda Gohlke and Reta Davis. Clothing—Mary Beth Bennett, Peggy White, Vicki Jupe and Georgia Terry. Dress Revue—Deborah Harding. Entomology—David Harding. Food & Nutrition—Arlene Magness, Jacquelyn Langford and Patty Martin.

Food Preservation—Sue Monk, Terri Boling, Karen Mimms and Susan Mimms. Food Show Awards—Carrie Haseloff, Deborah Harding, Patty Martin, Susan Mimms, and Lee Ann Williams. Home Improvement—Cheryl Gohlke. Horse & Pony—Kelly Deeds, Garvin Thorn, Johnna Thorn, Laura Doshier, and Patti London. Field Crops—Phil Brock, Randy Boeckman, Tim Boeckman and Kevin Kaltwasser. Rifle—Coy Jameson. Sheep—Karene Hart, Lori Norton, Rene Brock and Diane Bennett. Leadership—Danny Wayne Clark. Swine—Darwin Green, Gary Green, Dwight Green, and Weldon Kube. Wildlife—Wade Jameson.

The following year pins were given: First—Georgia Terry, Peggy White, Vicki Jupe, Terri Boling, Linda Gohlke, Karen London, Claire McFarland, Gay London, Tami Haseloff, Rene Brock, Evelyn Hart, Johnna Thorn, Kelly Deeds, Randy Boeckman, Tim Boeckman and Patti London. Second—Patty Martin, Penny Norton, Sonia Kube, Wade Jameson, Michael Mimms, Phil Brock and Weldon Kube. Third—Cheryl Gohlke, Sue Monk, Arlene Magness, Lee Ann Williams, Lori Norton, Diane Bennett, David Harding, Bruce Kaltwasser and Dwight Green. Fourth—Mary Beth Bennett, Jacquelyn Langford, Susan Mimms, Audrey Magness, Garvin Thorn,

Laura Doshier and Gary Green. Fifth—Carrie Haseloff, Karen Mimms, Holly Hart, Reta Davis, Darwin Green, Coy Jameson and Danny Clark. Sixth—Karene Hart and Deborah Harding. Seventh—Steve Kaltwasser and Kevin Kaltwasser. Coy Jameson, Friona, served as Master of Ceremonies for the Banquet. Invocation was said by Kevin Kaltwasser, Oklahoma Lane, Danny Clark, Lazbuddie, led the Pledge of Allegiance and Arlene Magness of Bovina, led the 4-H Pledge and Motto. Guests were recognized by Carrie Haseloff, Oklahoma Lane. Representatives of the Banquet sponsors, Bailey County Electric Coop and DeafSmith County Electric Coop, were recognized by Bruce Kaltwasser. Entertainment for the evening was provided by Candy Moore and Karla Littlefield of Lazbuddie. Robert E. Harrison, Minister of the Kingswood Methodist Church in Clovis was the Banquet speaker. He was introduced by Darwin Green of Farwell.

Friona School Lunch Menu

Week of October 19th thru 23rd
Monday—steak, corn, cabbage slaw, hotrolls-butter, English peas, apple cobbler and milk.
Tuesday—salmon crockets, French fries, tartar sauce and catsup, hot rolls-butter, green beans, pineapple rice pudding and milk.
Wednesday—frito pie, pinto beans, apricot cobbler, corn bread-butter, buttered mixed greens, onions and milk.
Thursday—pizza, lettuce and tomato salad, peach halves and buttered carrots.
Friday—hamburgers, potato chips, no-bake cookies, lettuce, tomatoes, pickles, onions and milk.

QUICK QUIZ! BY THOMPSON

BOTH SOAPS AND DETERGENTS ARE PRETTY MUCH THE SAME AND IT MAKES NO DIFFERENCE WHICH YOU USE WHICH YOU USE IN YOUR AUTOMATIC WASHER.
(A) TRUE (B) FALSE

WHICH IS THE MOST EFFECTIVE OF THESE DETERGENT INGREDIENTS AT GETTING CLOTHES CLEAN?
(A) CITRIC ACID (B) SODA ASH (C) PHOSPHATES

PLUNGING MAKES YELLOWED FABRICS WHITE AGAIN BY BLEACHING OUT THE DISCOLORATION.
(A) TRUE (B) FALSE

WHICH OF THE FOLLOWING WILL CAUSE FABRICS TO GRAY OR YELLOW IN YOUR AUTOMATIC WASHER?
(A) TOO LITTLE DETERGENT (B) TOO MUCH DETERGENT (C) NEITHER OF THESE

ANSWERS UPSIDE DOWN

1. FALSE
2. (A) PHOSPHATES
3. FALSE
4. (B) TOO MUCH DETERGENT

AVOID "ONION TEARS"
BY SPEARING A ONE-INCH CHUNK OF BREAD ON THE POINT OF YOUR PAGING KNIFE BEFORE YOU BEGIN PEELING THE BREAD ABSORBS THOSE TEAR-JERKING FUMES!



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Ph. 247-2265 6th and Euclid



PORK CHOPS 63¢ Lb.	Sunray PORK SAUSAGE 2 Lb. Bag 98¢	Fresh GROUND BEEF 55¢ Lb.
Pillsbury FLOUR 10 Lb. Bag \$1.27	Lanes ICE CREAM 1/2 Gal. 79¢	Aunt Jemima PANCAKE MIX 4 1/2 Lb. 79¢
Diamond SHORTENING 3 Lb. Can 85¢	Shurfine PEANUT BUTTER 12 Oz. 3 For \$1.00	Kimbell PEACHES Y.C. 2 1/2 Can 35¢
American CHEESE 2 Lb. Box \$1.65	American Beauty INSTANT POTATOES 1 Lb. 49¢	Bounty TOWELS 2 Roll Pk. 53¢
Texas RED GRAPEFRUIT 21¢ Lb.	AVOCADOS 27¢ Each	White POTATOES 10 Lb. 59¢

...bundle for winter

CONVERT YOUR HOME TO COMFORT ELECTRIC HEATING NOW... AND WE'LL INSTALL STORM WINDOWS... Free!

Now is the time to bundle up your home for winter. Now is the time to install whole-house, comfort electric heating because, right now, with every qualifying electric home heating installation, we'll install free a complete set of storm windows for the heated portion of your home. All you need do is call Southwestern Public Service Company. Our electric heating specialist will gladly and professionally determine the exact heating requirements for your home.

Modern electric comfort heating is already being enjoyed by over 4 million American families... almost 5,000 in our area alone. The reasons are many, but what most people like about clean electric heating is the comfort it gives. An even warmth from floor to ceiling creates a comfort unlike any other heating method. You owe it to yourself and your family to get the facts about electric heating!... and now is the time to do it.

Storm windows have proven their value in keeping out cold, wintry winds, holding down inner heat loss and contributing to lower heating costs. The storm windows now offered free with qualifying home electric heating installations, are 2-track, aluminum windows with screen, and custom made to fit your own windows. Storm windows do an excellent job of combating dust storms, too.

IS YOUR HOME ELIGIBLE?
This offer is available to residential customers of Southwestern Public Service Company, living in existing single family homes and qualifying for the special residential electric heating rate. Should you already have storm windows or windows of such design or shape that they do not lend themselves to normal installation, do not despair—we have a special, most attractive plan for you, too.

Comfort Electric Heating

you are

INVITED

co—together; operative—doing work: co•op•er•a•tive

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CELEBRATE
AND
OBSERVE**



A better
life in the
70's

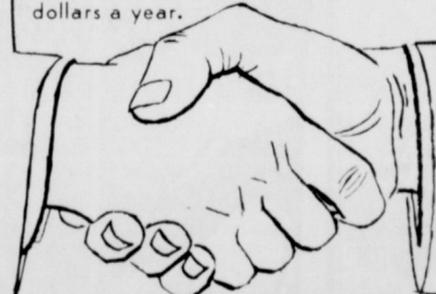
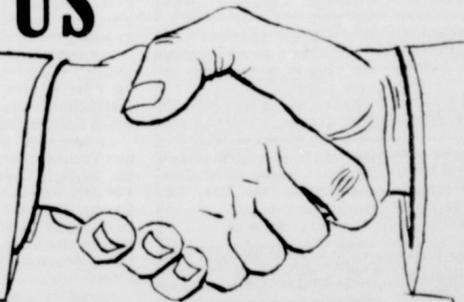


**NATIONAL
COOPERATIVE MONTH**

DURING OCTOBER WITH US

60 MILLION OWN CO-OPS

More than 60 million Americans share ownership in cooperatives. City, town, and rural people use these co-ops to get housing, food, health care, credit, insurance, drugs, furniture, and petroleum products. Rural people use cooperatives to get ginning, elevator, fuel, electricity and telephone service, chemicals, and steel products. All of this cooperative business totals \$20 billion dollars a year.



Business men also use cooperatives to serve their special needs — druggists, grocers, hardwaremen, clothiers, and other independent merchants. Associated Press, the world-wide news gathering agency, is a publishers' cooperative.

The distinctive mark of a co-op is that it serves the people who own it; its customers. It's locally-owned, not-for-profit, serving its member-owners at approximate cost. They have a voice in determining the quality of goods and services they get and the prices they pay through their co-ops.

In cooperatives, 60 million persons participate more fully in this country's free enterprise system. They find it a good way to get things done.



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ELECTRIC
CO-OP, INC.**

**FRIONA
FARMERS
CO-OP GIN**

**FRIONA
WHEAT
GROWERS**

**WEST TEXAS
RURAL
TELEPHONE
CO-OPERATIVE**



**FRIONA
CONSUMERS**

Linda Cruse Exchanges Vows With Robert Dopps

Bouquets of green gladioli and white carnations formed the background for the exchange of wedding vows between Linda Cruse and Robert Dopps, Friday, September 18, in Madison Avenue Church of Christ, Pierre, South Dakota. The double ring ceremony was read by Clyde Freeman, Mitchell, South Dakota.

Parents of the couple are Mr. and Mrs. Jim Cruse of Pierre and Mr. and Mrs. Bruce Dopps, of Wichita, Kansas.

A medley of traditional wedding selections, including "O Perfect Love," "Oh Promise Me," and "Because," preceded the ceremony. "The Lord Bless You and Keep You," was sung immediately before the couple was presented to guests.

Given in marriage, by her father, the bride wore a formal length gown of organza and lace. It was designed with a scoop neckline and empire bodice accented with lace and pearls. The long fitted sleeves ended in points over her hands. Her chapel train was made of organza and lace and was attached at the shoulders to form a cape. A crown of lace, crystals and pearls held a shoulder length veil of imported nylon illusion.

She carried a bouquet of carnations, rosebuds and stephanotis. She wore an heirloom ring, which belonged to her grandmother; pearl earrings, which were a gift from the groom; a cameo necklace, which she borrowed from an aunt, and the traditional blue garter.

Mrs. Jim Mellon, Mandan, North Dakota, aunt of the bride, was the matron of honor and Cheryl Cruse, sister of the bride, was the maid of honor. Bridesmaids were Jane Freeman, York, Nebraska; Collette Dopps, Wichita, Kansas, and Dianne Swanson, Pierre.

The attendants wore formal gowns of lime green and white nylon dotted voile designed with empire waistlines and butterfly sleeves. The waistlines were marked with satin ribbon sashes, which were re-embroidered with white daisies in front and ended with streamers in the back. Their headpieces were of matching satin bows and net. Each attendant carried a long stemmed lime green carnation tied with white streamers.

eamers. Angie Mellon, Mandan North Dakota, cousin of the bride, was the flower girl. She carried a basket of green net filled with rose petals and wore a gown designed identically to the ones worn by the other bridal attendants.

Richard Dopps, twin brother of the groom, was the best man. Groomsmen were John and Mark Dopps, Wichita, Kansas, also brothers of the groom; Dennis Cash, York, Nebraska; and Mike Cruse, brother of the bride.

For her daughter's wedding, Mrs. Cruse chose a gray dress-maker suit with pink accessories. Mrs. Dopps, mother of the groom, wore a brown knit dress with matching accessories.

Guests were registered by Colleen Burke, Pierre.

A reception in King's Inn followed the ceremony. Mr. and Mrs. Walter Thompson were dining room hosts. A four tiered wedding cake, which was topped with a miniature bride and groom standing under a bell, was cut by the bride and groom and served with punch, nuts and mints.

Mrs. H.A. Poindexter, Miller, South Dakota and Mrs. Max Cruse, Pierre, both aunts of the bride, and Mrs. John Dopps, Wichita, Kansas, presided at the bride's table.

Teryl and Cathy Cruse, cousins of the bride, unwrapped and displayed the wedding gifts.

A rehearsal dinner in the home of Mr. and Mrs. Walter Thompson honored the bridal couple and their attendants.

Mrs. Dopps is a graduate of Riggs High School, Pierre, and a former student of York Christian College, York, Nebraska. Her husband, who graduated from a Wichita High School, is also a former student of York Christian College.

For a wedding trip to the Black Hills in South Dakota, Mrs. Dopps wore an off white knit dress with pink accessories and the corsage lifted from her bridal bouquet.

Mrs. Dopps is the granddaughter of Ned Cruse of Pierre and the late Mrs. Cruse. Her mother, the former June Moody, and father are both former residents of Friona and graduates of Friona High School.



MR. AND MRS. ROBERT DOPPS

Seventeen Students Make "A" Honor Roll

The honor roll for the first six weeks has been released by Principal John R. Cook. Seventeen students made the Straight A list. They were Beverly Bailey, Janice Bandy, Gloria Brown, Kay Cochran, Glenda Deaton, Darlene Harper, Trip Horton, Ann Hurst and Gary Land.

Also Jay Messenger, Kathy McLean, Annette Reznik, Marie Russell, Dale Schueler, Holly Stephenson, Lou Whaley and Debra Wylie.

Those making A's with 1 B were: Vicki Beck, Gregg Collier, Bryan Elliott, Shera Fin-

ley, Sarah Gammon, Donna Garner, Bill Gipson, Cinda Johnson, Sally Kendrick and Bobby Lewellen.

Also Carolyn Martin, Nancy Martinez, Carolyn Martinez, Carol Reeve, Glenda Reeve, Jill Riehmayer, Gayla Self, Susie Spring and Gay Welch.

Names listed on the A's with 2 B's were: Bill Bailey, Jeanne Bandy, Rhonda Bauer, Ellen Denny, Margaret Emerson, Carl Evans, David Hargrove, Denise Frazier, Carolyn Gore and Donna Harper.

Also Davey Hill, Kathy Horton, Dorothy Johnston, Joe Jones, Pamela Lewellen, Mike Mills, Gary Mingus, Betty Sachs, Sheila Struve and Paul Wylie.

Those making A's with 3 B's were: Willie Bailey, Johnny Bandy, James Burchett, Dave Buske, Karen Crofford, Sharon Crofford, Randy Dorrrell, Regina Duke and J.V. Finley.

Also Ricky Johnson, Mike Miles, Ronnie McPherson, Conrad Renner, Clinton Schueler, Kyle Shelton, David Sides, Lisa Taylor and Terri Williams.

Robert Jackson, Kim Parr, Chris Sanders and Jeanie Thompson make A's with 4 B's. Debbie Bengt, Cynthia Hutson and Kent Patterson made B's with 1 A.

Mr. and Mrs. Carl Larson of Denver, left Sunday for their home in Denver. They had spent a week visiting in the home of their daughter, son-in-law and grandchildren, Mr. and Mrs. Larry Morgan, Lisa and Jeffrey.

Shower Honors Engaged Couple

Sherrie Hulsey and her fiance Larry Elmore, were honored with a miscellaneous shower in the home of Mrs. Raymond Hughes, 310 West Tenth Street, from 3:00 p.m. to 5:00 p.m. Tuesday.

The serving table from which cookies, punch, nuts and mints were served, was covered with a white linen cloth and centered with a floral arrangement.

Co-hostesses were Mesdames Frances Hilley, C.L. Vestal, Jr., R.E. Snead, Raymond Fleming, Watson Whaley, W.O. Brown, A.L. Reznik, Glen Stevick, Lester Cole, L.R. Hand, Tommy Hammock, Ralph Robinson, James Procter and Otis Neel.

Special guests were Mrs. Sonny Hicks and Mrs. W.V. Elmore, mothers of the engaged couple.

Girl Scouts Report

The members of Girl Scout Troop 211 met at the Scout House Wednesday afternoon. During the business session officers for the coming year were elected. They were Janice Bandy, president; Cinda Johnson, vice-president; Kay Cochran, treasurer; Glenda Reeve, scribe and Carolyn Gore, reporter.

Mrs. Billy Dean Baxter presented instructions on the qualifications of a first class scout. The girls worked on basket weaving toward "Our Own Troop" badges.

Mrs. W.M. Massie, leader, and Mrs. Mickey Wilson, assistant leader, were both present.

Troop 266 met Thursday afternoon at the Girl Scout House. Girls participating in the flag ceremony were Kimber Brit-

ing, Deena Mason and Detricia Miller. Tina Milligan led the Pledge of Allegiance. Becky McLellan then read a new poem, "A New Flag Salute."

The theme of the program was a nature study. New games were played.

Refreshments were served by Shae Dodson. Those present were 36 Brownies and four leaders, Mrs. Kenneth McLellan, Mrs. Johnny Miller, Mrs. Lee Britting and Mrs. Tom Mason.

Girl Scout Troop #244 had its regular meeting at the Scout House Thursday afternoon. An overnight for November 13 was planned. Each girl was asked to bring a craft idea to the next meeting. Decisions were made on badge work. Refreshments were served by Pam Wilcox.

Twenty members of Girl Scout Troop #166 were accompanied by six adults recently when they made a trip to the Dorsey Mansion in northeastern New Mexico. Following a tour of the mansion, the group had a picnic lunch.

Members of this troop have been studying pioneer history of our country and events related to lives of pioneers.

Mrs. K.E. Deaton directed the tour then played several selections on an antique piano and an antique organ. She played "This Old House," "How Great Thou Art," and "Shine On Harvest Moon."

Refreshments of banana cake and hot chocolate were served.

Leaders making the trip were Mrs. Watson Whaley, Mrs. A.W. Anthony, Jr. and Mrs. Fred Florez. Other adults attending were Watson Whaley, A.W. Anthony Jr. and Mrs. Leo Ruzicka.

Underground Pipeline
More than 1,300 miles of piping are used to service the underground mines of The International Nickel Company of Canada, Limited at its Ontario and Manitoba operations.



A Saturday meeting in Amarillo will probably be of interest to several Friona residents. It is a Child Care Symposium and will be conducted in the auditorium of the Psychiatric Pavilion in the Amarillo Medical Center Complex, 1200 Wallace Blvd. on the west edge of Amarillo.

Subject of the meeting will be child care and development in the Texas Panhandle, its problems and possibilities. The meeting, which will be open to all interested groups and individuals, is being hosted by the Potter-Randall Family and Child Welfare Council.

Mrs. Bonnie Craig, chairman of the invitation committee, says, "We would like to learn more about your local situation and to get acquainted with others around the Panhandle who deal with the same kind of problems we deal with."

She further states, "We are inviting all of those who provide day care for children, whether as a private service, a community service, a tax supported service, church supported or whatever and want all of you who possibly can to come."

Her invitation ended with, "Please come if you possibly can. If nothing else, you'll meet some very nice people who are interested in what you are doing."

Dr. Emmett Smith, vice-president of West Texas State University will serve as Moderator. Dr. Lewis Fairchild, Kilgore Children's Psychiatric Center and Hospital, will speak from 9:00 to 9:45. Then Dr. Smith will preside over a buzz session from 9:45 to 10:15.

Following a fifteen minute refreshment break, Pat Murphy, community specialist for children's programs; David Chapa, program inspection officer for the office of child development in the Department of Health, Education and Welfare, Dallas; and Burt Adams, deputy director of the Texas Office of Economic Opportunity, Austin, will present the Community Co-ordinated Child Care Program of the state and federal governments.

The final session of the symposium will end at 12:00. Persons in the Friona area who are interested in any phase of child care, should avail themselves of this opportunity to get acquainted with what is being done in other areas.

All Frionans are being invited by members of Hereford's Garden Club to attend the annual home tour there from 2 to 6 p.m. Friday, October 16. Homes, which are featured on the tour are those of Edwin Axe, five miles west of Hereford on the Harrison Highway; Taft McGee, 139 Mitmosa; and N.D. Bartlett Jr. and Thomas Braddy, 535 and 537 West 15th.

The Bartletts and Braddys have a most unusual home arrangement. Think you call their homes "Townhouses." At any rate, these two homes are under one roof, but there's no indication from the outside that they are duplexes in the usual sense of the word. Each has its own floor plan and is entirely independent from the other.

Tickets are only \$1 and may be purchased at any of the homes. If you are planning a new home, or just enjoy observing how others arrange furniture and decorations, be sure to attend.

As of right now the most effective classifieds this week is one which was placed by Benny Pryor early Monday. He was distressed over the disappearance of the family pet, a Chinese Pug.

Jokingly, of course, a Star classified taker said, "Sometimes our classifieds are so effective we locate lost dogs even before the paper gets on the street."

"I'm afraid this will not be one of those times," was the woful reply.

Tuesday morning about the same time, the same man came in, but he had a different look on his face.

"Just take my ad out!" was his beginning sentence.

After school Monday afternoon a young girl rang the Pryor doorbell. When the ring was answered by Vicki, the Pryor's daughter, the girl announced, "Here's your dog."

Then she disappeared before Vicki had time to ask her name, where she found the dog or any other questions. Pryor was so elated over getting the dog back that he offered to pay for the classified that didn't run and expressed his desire to learn the identity of the finder.

How many different colors do chrysanthemums come in? Mr. and Mrs. Bill Johnson, who live out on West Fifth have an array of colors and they are most beautiful.

GOOD START
"When a woman driver puts out her hand, you may be sure of one thing—the window is down."—Wilfred Beaver.

CLASS DISTINCTION
One thing about reunions that Reflects your point of view: Old schoolmates are so changed and fat They hardly know it's you!

—Martha H. Friedman



SIXTY SEVEN YEARS LATER, . . . Mr. and Mrs. Jasper Bess, Ada, Oklahoma, are pictured here standing on the spot where her parents lived in 1903. The couple was married in the home of her parents August 30, 1903. They lived here for a number of years, but moved back to Oklahoma about ten years ago. Mr. Bess, who was a farmer and livestock man, observed his 90th birthday Monday, October 12.

Handwriting Expert Speaks At Meeting

Ray Walker, Amarillo, handwriting expert, was guest speaker at the Thursday afternoon meeting of Friona Young

Homemakers in Friona High School Auditorium. His theme was "How Drugs Affect Handwriting and Personality."

The "Toys For Tots," drive was discussed. The project was determined successful with good results being reported from all over town. Pickup load of toys will be taken to Amarillo soon.

Two members, Mrs. Jim Roy Wells and Mrs. Dewayne Procter, were present.

The devotional was presented by Mrs. Bill Brandt.

Mr. Dee Willard, Mrs. Roy O'Brian and Mrs. Larry Dyess, hostesses, served refreshments to members and guests.

Special guests were Mrs. Carl Larson, Denver, Colorado, and local Future Homemakers of America.



President Arthur had 24 wagonloads of worn-out furniture, broken toys, rubbish and junk hauled away from the White House, before moving in.

Save

Sight

Buy

Light

LIONS

LIGHT BULB SALE

IT'S HARVEST TIME

for your savings, too, where they are insured up to \$20,000 in our Association and earn the top dollar when it comes to dividends. Stop in or save by mail.

BUY LIGHT BULBS FROM FRIONA LIONS THURSDAY OCT. 22 BEGINNING AT 5P.M.

Comments by

Gib

Some people have to get caught out on a limb before they're willing to turnover a new leaf.

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CLERGY & M.E.

PORTALES, N.M.



KRYS MIESAK, . . . Wedding plans have been made by Krystina Miesak, daughter of Mr. and Mrs. Josef Miesak of Southington, Connecticut and David Smith, son of Mr. and Mrs. Lewis Smith, Route 2, Friona. Vows will be exchanged at 11 a.m. in St. Elizabeth's Catholic Church, Lubbock. Miss Miesak, who holds a bachelor of science degree in math is working on her master's degree at Texas Tech University. She is a member of Kappa Mu Epsilon, a math honorary fraternity. Smith, who is a senior at Tech, is majoring in engineering physics. He is a member of the Institute of Electronics and Electrical Engineers, Kappa Mu Epsilon, Tau Beta Pi, Phi Kappa Phi, Phi Eta Sigma, Sigma Pi Sigma and has been on the Dean's Honor list every semester since he entered college. Friends of the couple are invited to attend the ceremony.

Sausage Dinner Draws Large Crowd

About 400 people attended the German Sausage Dinner at St. Theresa's Hall Sunday. Members of St. Theresa's Ladies Society were well pleased with the turn out and appreciated the efforts of all who assisted in any way. \$300 in prizes was given away after the dinner. Winner of \$100 was K.S. Moore, Friona; seller of the ticket, Noto Saldana, won \$20. Winner of \$75 was Glenn Yosten, Hereford; seller of the ticket, Dora Berend, was the winner of \$10. Winner of \$50 was Ernie Salazar, Clovis, with Shaun Aguirre receiving \$10 as the seller of the ticket. Winner of \$25



"America For Me" Theme Of Meeting

Theme of the Tuesday evening meeting of Modern Study Club at Federated Club House was "America For Me." Billie Wolfe, assistant professor of home economics at Tech University, was the guest speaker. She chose "American Windmills, Legacy of Man," for her topic. She showed slides from her collection of windmill pictures giving the history of different types and kinds of windmills. She concluded her program with a troubador harp solo written especially for her entitled "Windmill Sketches of the Western Wind." "The six shooter didn't win the West; the windmill and the barbed wire fence did," Miss Wolfe said as she traced the history of the windmill in the United States. The quotation used was "We never know the worth of water until the well is dry," by Thomas Fuller. Mrs. Dave Thompson directed group singing of "America The Beautiful." Guests present were Lois Norwood, Lora Mae McFarland, Clovis, Mrs. Herschel Johnson, Mrs. Lee Spring, Mrs. Lila Kinchen, Lubbock, J.T. Gee, Otho Whitefield, Dan Ehrldridge, Dave Thompson, Dalton Caffey, George Taylor and Mr. and Mrs. Don Shipley. Refreshments were served by Mrs. Deon Awtry and Mrs. Ralph Wilson, hostesses.

FHS Band Invited To WTSU Homecoming

The Friona High School Band has been honored by an invitation to march in the W.T.S.U. Homecoming Parade, October 17, at 3:00 in the afternoon. After the Parade at approximately 4:00 p.m. there will be a free barbecue for all the bands member of the Band to the West Texas State--North Texas state football game at 8:00 p.m. in the Buffalo Bowl.

Jaycees Sponsor Motorcycle Races

Muleshoe Jaycees are sponsoring a motorcycle scramble Sunday October 18 at a track three miles east of the city. There will be competition in three classes: novice, professional and open. Entries will be accepted between 1:00 and 2:00 p.m. deadline. All minors must have releases of liability signed by parents or guardians. A Powder Puff division will be included. Participants and spectators from Friona are being invited by Doyce Turner, spokesman for the group.

In recent years, according to Dun & Bradstreet, more than 400,000 business concerns have been started annually, between 350,000 and 400,000 have been discontinued and slightly more have transferred ownership or control.

who participated in the parade. The evening activities include free reserved seats for each

Lori Tannahill Born Wednesday

Mr. and Mrs. Johnny Tannahill, 509 Grand Avenue, became parents of a baby girl at 11:37 a.m. Wednesday, October 8, at High Plains Baptist Hospital, Amarillo. She was named Lori Anne and weighed 8 lbs. 13 ozs. Grandparents are Mr. and Mrs. Elvie Jennings and Mrs. G.E. Tannahill, all of Friona. Mrs. O.M. Jennings of the Lazbuddie Community is the great-grandmother and Mrs. Olivia Rowland of Wynne, Arkansas, is the great-great-grandmother. Lori Anne is the first child for the couple. Mrs. Tannahill and Lori Anne were expected to be dismissed from the hospital and to return home Thursday.

Society

LINES ON DESIGNS OF THE TIMES

The one-length wardrobe is a thing of the past, maintain the editors of the leading needlework and crafts magazine. The new look is the layered look, the ensemble effect. The never-so-important accessory creates the costume. Six pages of stunning styles to knit and crochet by French



designer Sophie Dess of Paris lead off the Fashion Section. The long and short of it include a midi coat to quick-knit and mini dress to speed-crochet--plus a pouf hat to wear with both. Instructions for ensembles to knit and crochet--and a host of other fashions--are presented in the 272-page fall-winter issue of McCall's Needlework & Crafts Magazine now on newsstands. "This issue is the biggest we've ever published," reports Nan Comstock, editor-in-chief. "The interest in handcrafts of every kind is very big and has been reflected in our editorial content." A special Bazaar Section features big, bold jewelry made of tissue paper and glue, also includes merry pencil toppers, and a variety of letter clips and unusual paper novelties, easy to make with scraps of cardboard, bits of brightly colored yarn, and a lot of imagination. These will attract all bazaar shoppers. There are 30 pages of do-it-yourself wall designs included in the publication. There's even

a special project for Dad: making a sparkling rooster with nails. Wall decor ranges from three feet to seven feet tall, the whole height of a wall. Being a "wallflower" is a social drawback. Yet wall flowers, leaves, stems (plus buds) is applied to burlap, overlapping to make a vivid three-dimensional design. Mounted on a stretcher frame, the picture is 36 square inches.

The magazine's Nostalgia Section shows you how to re-



create the treasures of a bygone era. A variety of techniques is included, as exemplified by three cloth dolls in the colorful style of the 1860's--their "printed fabric" dresses created with tube paints. For patchwork fans, the issue presents a quilt of red schoolhouses. A Mississippi steamboat to work in needlepoint is a reminder of the days when Sam Clemens sounded "Mark Twain." And bead jewelry is also updated from the elegant past; oldtime stringing methods use jumbo beads and today's colors. A spirited high-stepping needlepoint horse is taken from an old doily which was worked in cross-stitch on a fine monk's cloth.

The magazine highlights a special section teaching beginners to learn to crochet by making belts, bags, and a poncho. They learn to knit by making toys, scarves, and a hat. Also, in the Children's Section, odds and ends and imagination can create robots from outer space or pinecone creatures.

So learn crocheting and other techniques spelled out in the magazine, and you'll be "with it."



ROBERT SAIZ, . . . son of Mr. and Mrs. Joe Saiz, 912 W. 4th Street, Friona, has been promoted to the grade of Sergeant. He has been stationed with the 23rd S&T Battalion since April, 1970.

BE A SCIENTIFIC NIBBLER



Leading nutritionists have found that eating a piece of candy an hour or so before mealtime elevates the blood sugar level and, therefore, makes it easier for people with hefty appetites to reduce the size of portions and turn down second helpings. According to Luden's Inc. of Reading Pa., a leading multi-line candy maker, which makes more than 500 items including the famous 5th Avenue Candy Bar and Nut Log Bar, hunger-pacifying candy snacks don't add many calories. A sour ball, for example, furnishes only 14 calories; a filled raspberry, 14 calories; a chocolate-covered peppermint patty, 30; a caramel, 38; a caramel with nuts, 47; a miniature chocolate, 27; and a regular-sized chocolate, 47 calories. These figures compare favorably with the calorie count of popular fruits, i.e., an average raw apple provides 58 calories; a banana, 88; and four large prunes, a whopping 268 calories.



Sincerely Yours

BY REV. ALBERT LINDLE

You know, I continue to be as excited about these articles as you are (?--I can hardly wait for the next one to come out to see what it says--someone told me the other day they got better each week (the article, that is) so hold on--they may last long enough to amount to something. . . .

I was very interested in the response to a project that one of the churches in Lubbock had at the South Plains Fair this past week.

The question was asked of some youth at the Fair, "did they think the church had a word for them today--with the concerns, pressures, ideas and actions of the youth today, was the church "with it?" . . . and if you read the report, the percentage of youth who said the church was not speaking to them jumped from a low percentage last year to a much larger percentage this year--wow! Now where does that leave the church? Now probably some of you will smile when you read this because this info will just add more fuel to your hopper for your "cop out" of the church that you already have in effect. . . .

Others will smile because this kind of a report will assist them in their continued attack of the church as being not what they think is proper--righteous--and of use today, (not all of these are crazy and might be of some worth to listen to. . . .)

But the vast majority of churchmen will read this report with concern and conclude that the church might need some restructuring in order to meet the concerns of a society which is becoming "youth oriented". . . and these same people--who are usually the church workers, will initiate ideas, plans and goals which will seek to correct the report that we have for this area of the world.

Now don't get me wrong, I'm not an advocate of the total rebuilding of the "church" as we know it to be. I do think that some creative initiative needs to be brought into action and that we might "re-do" some areas of its present activity. I don't know

all of the answers--I wish I knew more than I do--some of the people who have a ready answer for all of the ills and concerns today, bother me--would that it was all that simple. They remind me of the computer that was so efficient, it shot out answers before the questions were asked.

And this might be a concern for our world today--many of us spend a vast amount of time and resources in areas that are of little value and deal with problems in a hap-hazard manner. . . . at least they seem to be that way in relation to what God really intends for his children to do and be. . . .

There was this guy, see, who thought it all revolved about him--the world, life, the whole bit--he thought the real purpose of it all was to simply give him a chance to do what he decided was best--all people were really actors directed into his life so he could react and respond--everybody knew it was a game except this one guy--he thought the world was for real--he hadn't read the script--finally, the inevitable occurred--an actor upset over his hours and pay and went to the main and only character and unloaded the whole scheme--this made the main character so mad that he beat up the informer and then he decided to himself. . . . "That must have just been another way they wanted to see my reaction--that man must have been expendable just for my use--this is still my world and I have the right to use anything or anybody, anyway I want to. . . ." and he continues to live just that way today. . . . I know a lot of just such people who really think it is all just for them and they spend much of their time trying to keep everything packed neatly around their desires. . . .

Now, let us not be too quick to "pitchfork" this over on someone else at least until we have checked to see if any of it is applicable for our own life. . . .

Boy--that got "heavy" too! I must have eaten something last night that didn't agree with me. . . . but then, . . . everything. . . . and everybody. . . . doesn't have too. . . .

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

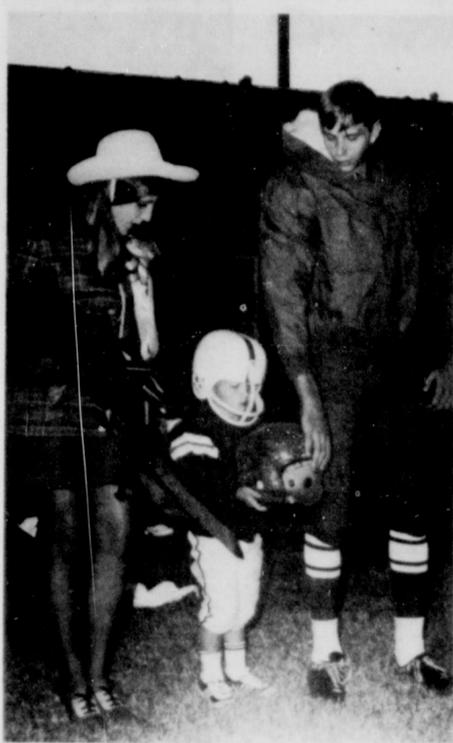
ASSEMBLY OF GOD 10th and Ashland--Rev. D.W. Calcote, pastor Sunday School: 9:45 a.m. Worship: 11:00 a.m. Young people 6:45 p.m. Evening Worship: 7:30 p.m. Wednesday Worship: 8:15 p.m. Sunday Men's Fellowship: 7:00 p.m.
CALVARY BAPTIST 14th and Cleveland--Rev. R. C. Hester, pastor Sunday School: 9:45 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.
CALVARY BAPTIST MISSION 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.
FIRST BAPTIST 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.
MEXICAN BAPTIST CHURCH 4th and Woodland--Rev. Donnie Carrasco Sunday School: 9:45 a.m. Worship: 11:00 a.m. Training Union: 5:00 p.m. Evening Worship: 6:00 p.m. Wednesday Prayer Meeting: 8:00 p.m.
ST. THERESA'S CATHOLIC CHURCH 16th and Cleveland-- Father Norman Boyd, Mass: 10:30 a.m. Confession: Saturday 7 p.m. Evening Mass: Wednesday, 7:30 p.m.
SIXTH ST. CHURCH OF CHRIST 502 W. Sixth--Bill Gipson, Preacher Bible Study: 9:30 a.m. Worship: 10:30 a.m. Evening: 6 p.m. Wednesday Evening: 7:30 p.m.
REDEEMER LUTHERAN CHURCH 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.
UNION CONGREGATIONAL CHURCH 6th and Cleveland UCC Rev. Paul Mohr Sunday School: 10:00 a.m. Worship: 11:00 a.m.
TENTH ST. CHURCH OF CHRIST 10th and Euclid Sunday School: 10:30 a.m. Evening 7:00 p.m. Wednesday Evening: 8:00 p.m.
SIXTH ST. IGLESIA de CRISTO 408 W. Sixth--M.R. Zamorano Bible Study--9:30 a.m. Worship: 10:30 a.m. Evening: 8:00 p.m. Thursday Evening: 8:00 p.m.
FRIONA UNITED METHODIST CHURCH 8th and Pierce--Rev. Albert Hindley Sunday School: 9:45 a.m. Worship: 11:00 a.m. MYF: 6:00 p.m. Evening Worship: 7:00 p.m.
UNITED PENTECOSTAL CHURCH Fifth and Ashland-- Rev. O.G. Stanton, Pastor Sunday School: 10:00 a.m. Worship: 11:00 a.m. Wednesday Evening 7:30 p.m. Sunday Evening: 8:00 p.m. Friday Young People: 8:00 p.m.

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FORMER QUEEN... Last year's Homecoming Queen, Carleen Greeson, is escorted by Don Fortenberry, and crown-bearer Brent Loflin as the pre-game ceremony got underway last Friday night.

THERE'S A SWORD IN YOUR FUTURE



Centuries ago, games of many kinds captured the imaginations of the Vikings. Displaying great "Norse power," these hearty people participated in a ball game in which a hard ball, *knottir*, and a bat, *knattir*, were, like baseball, part of a pitched battle. The games were played either on ground or on ice. Wrestling and fencing were popular sports. Northmen competed on skates made of the bones of animals. Many other Norse games and sports were similar to our own, but they had some about which moderns know little. Norwegian historians tell of a sport in which a man would walk on our blades while a boat was being rowed. This oar-inspiring feat required much practice. Then there was a game in which players leaped into armor... another pastime where two or three swords were thrown in the air and caught. To play with three swords at once without injuring oneself required great skill but was par for the Norse. Many Americans today, aged 8 to adult, are in the same boat as were the Vikings, with a new game known as Swords and Shields, adapted from a diversion that has stood the test of time. Part of the great "Norse" code, is a strategy game that originated several hundred years ago, and history books tell of the Vikings playing it on wooden laths for relaxation. It's fun to play and win as an attacking sword player and then win the next game against the same opponent as the defending shield player. As popular with adults as with children, the Milton Bradley game gives each player an equal chance at the start. It contains one playing board, nine shields and 16 swords. Though winning is particularly gratifying, there are no "Thor" losers either.

CLASS OF 1990!

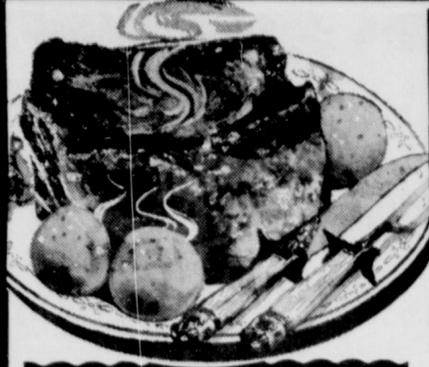
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The FRIONA ★ STAR

Volume 46, Number 3

Friona, Texas, 79035

Thursday, October 16, 1970

Section Two
8 Pages

MBP Gets State Award

AT AUSTIN MEET

Growth Cited During 1969

By Bill Ellis, Editor & Publisher

Missouri Beef Packers was one of six Texas Industries which was cited for its expansion during the 1969 calendar year at the third annual Governor's Industrial Expansion Conference in Austin on Tuesday.

The Friona-based beef packing plant was cited for the tremendous strides it made during its second year of operation.

During 1969, MBP added 34 per cent more employees by expanding the "breaking" portion of its operation. There were 250 employees at the plant at the beginning of 1969, and 335 at the end of the year.

"Breaking" is the process of cutting the beef down from halves into quarters and smaller portions. This broadened the company's wholesale meat outlets in the process.

The payroll at Missouri Beef Packers stood at \$1,250,000 in 1968. This jumped to \$2,500,000--or double--for 1969.

Sales value of products produced at MBP totalled \$31,000,000 during 1968. Thanks to the additional sales outlets during 1969, this figure zoomed to \$111,000,000. This was an incredible increase of 258 per cent.

Local expenditures for goods and services increased from \$29,000,000 in 1968 to \$106,000,000 in 1969. The plant's total investment in new facilities and equipment increased during the year from an estimated \$2 million to \$3 million.

During its first year of operation, Missouri Beef Packers increased the beef slaughtering capability in the Panhandle by over 400,000 head per year.

While the increase in plant size for the "breaking" facilities was modest (around 10,000 square feet) compared to the plant's overall size, the expansion of the operations into newly completed areas of the existing plant accounted for the substantial increase in payroll, sales and local expenditures.

The effect of Missouri Beef Packers' expansion during 1969 was evident in the city of Friona.

Eighty-seven building permits issued by the City Office during 1969 for construction valued at \$1,012,900. This was compared to an average of \$619,600 for the previous four years. In addition, permits issued during the first two months of 1970 came to \$1,200,000; so the plant's expansion continues to effect the economy of the city. Bank deposits increased 10

per cent during the year's time, from \$9,771,000 to \$10,777,000 in 1969. Friona State Bank is completing a modern, new bank building which will be occupied during the latter part of 1970, and a new post office facility is on the drawing board for 1971.

New businesses resulting directly from Missouri Beef Packers' location in Friona include two trucking companies, two new cattle feed lots and a cattle order buyer's company.

Other new businesses also have been added, and expansion of existing businesses has been noted. A modern federally inspected custom slaughtering plant (Crow's Meat Co.) has been completed, making additional job opportunities locally.

A new trailer court has appeared, and many housing projects have been seen. The largest of these is a 60-unit apartment complex, the first units of which are about ready for occupancy.

Perhaps the biggest economic boost which Missouri Beef Packers has had on Friona and the immediate area is the chain reaction which has caused increased demand and better market prices for grain sorghum (maize), the area's number one agricultural crop.

As indicated, the plant's location has directly affected the influx of livestock feeding in the High Plains area, and this has placed increased value on the area's grain crop, which is used as the major cattle feeding ingredient. The ability to sell the majority of the grain locally allows grain elevators to pay a higher price to local farmers, and eliminate the freight differential which formerly penalized the area grain farmers.

In former years, the area's grain crop was shipped to California and other markets, and used there for cattle feeding. The past year, very few carloads of grain were shipped out of Friona. Instead, the freight has been transformed into finished beef, which is now shipped to all parts of the country.



MISSOURI BEEF... This photo, which was taken during the plant's grand opening, shows the Friona division of Missouri Beef Packers, Inc., which houses the longest single-chain beef packing plant in the world. With a capacity to slaughter 10,000 head of cattle per week, and a force of 335 workers, MBP adds considerably to the economy of the Friona area.



CHUNK OF MEAT... The "chucks" are the largest single cut to be handled by MBP's breaking department. Weighing on the average of 100 pounds, they are carried the last 15 or 20 feet from the chain to be hung on the waiting truck.

DETAILS GIVEN

**Breaking Dept. Like
A Separate Plant**

The Breaking Department at Missouri Beef Packers--the completion of which played a vital role in the company's expansion award--is almost like a separate meat plant.

The expansion of this department has allowed MBP to expand its markets and sell meat in smaller quantities and smaller packages.

Jim Kofford, formerly of Dallas, is Breaking Department Superintendent. There are around 80 men under his supervision.

The carcasses to be used in the Breaking Department are first quartered. As they enter the breaking room on the chain, the first man cuts off the ribs and the "naval." The second man cuts off the lion and places it on a conveyor belt which moves down a 40-foot table.

While on the conveyor, the loins are cut further by butchers. First the tender cuts are taken off, and then the butts and strips are separated.

At the end of the table, the cuts are sealed in a cellophane wrap which adds two to three weeks to the life of the meat. The meat is then packaged into boxes holding 65 to 70 pounds of meat.

The three principal products which are boxed include boneless loin cuts, round cuts, and rib cuts. Also, boxes of "trimmings" are packed. The

chucks go out in primal cuts, weighing around 100 pounds.

After the meat is boxed, the boxes are sealed, labeled and loaded on refrigerated trucks. Wholesalers buy the meat by the box, or the chucks according to weight. Markets for the Breaking Department are basically the same as the buyers for the halves and quarters of beef, except in most cases they are smaller users of meat.

An average day sees the Breaking Department handle 250,000 pounds of meat. This gives the plant an outlet for around 350 additional cattle each day that do not have to be put on the market. It also gives MBP more leeway on its selection of carcasses.

The breakers turn out about seven truckloads of meat per day, working an eight-hour shift.



FINISHED PRODUCT. . . Jim Kofford, Breaking Superintendent at MBP, is shown holding a portion of meat which has been wrapped in cellophane and boxed in cardboard boxes (seen in background). The plant turns out an average of 250,000 pounds of meat per day in this fashion.

**Cattle Feeding
Is Really
Big Business**

Taking the current "cattle population" of the Friona area, and some average figures from the feedlots, one can see that cattle is really big business, and that it generates a lot of money for the area.

One cattleman pointed out that every 1,000 fat cattle represent an average investment of \$300,000. Or, every 3,000 fat cattle could represent in the neighborhood of a million dollars.

Thus, the 100,000 cattle which are on feed within a 15-mile radius of Friona represent \$53 million when they are fattened out.

The cattle eat an average of eight pounds of feed produced in the area for each pound of gain. Feedlot animals will average gaining around 400 pounds while in the lot.

This means that each animal consumes around 3,200 pounds of feed (milo, ensilage, etc.) during his fattening period. Thus, the 100,000 animals would eat 320,000,000 pounds of feed while being fattened out. In a year's time, the Friona area feedlots would feed 800,000,000 pounds of feed, or 40,000,000 tons.

For every steer fed, from \$6.00 to \$8.00 is paid in interest to area lending institutions. On the 100,000 head mentioned above, this would amount to roughly \$700,000 in interest every 90 days.

So, you can see that cattle feeding is a multi-million dollar industry in the Friona area.

MBP Products Blanket Nation

Missouri Beef Packers ships its finished products into virtually every part of the United States, even Hawaii and Alaska, states plant manager Dave LaFleur.

Only a group of states in the northwest, and some central

states, which are closer to other packers have been missed since the opening of the plant in May of 1968.

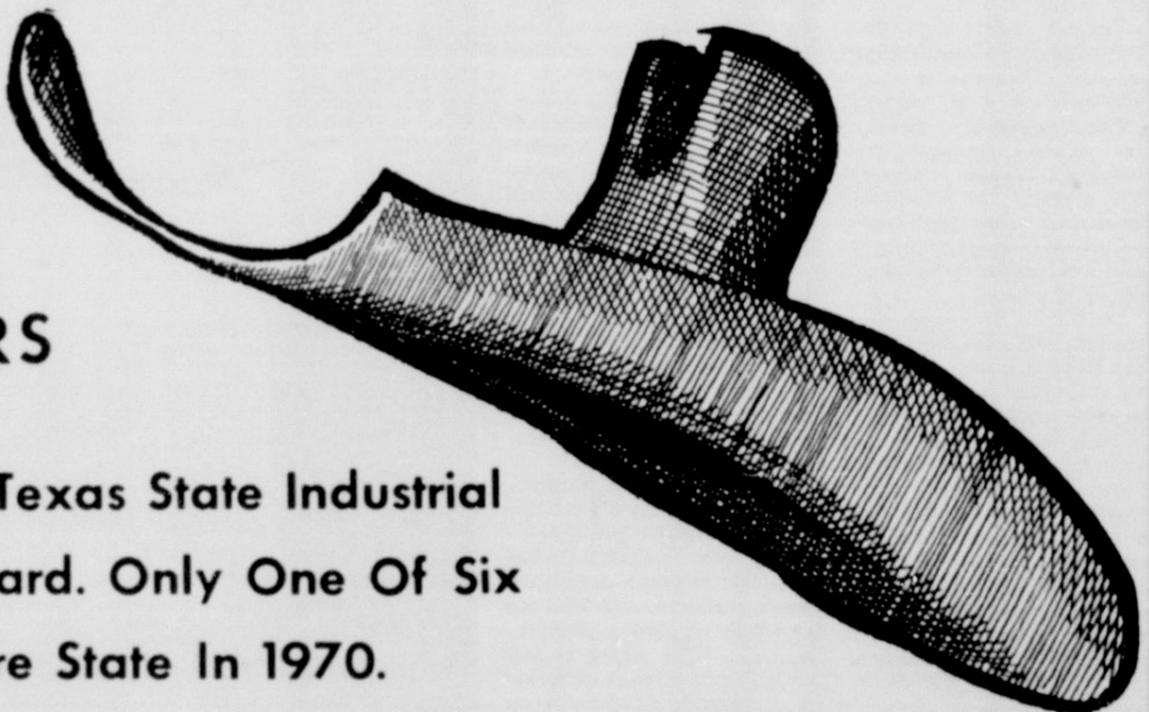
LaFleur estimates that about a third of the company's sales were considered "local" (New Orleans, Houston, Dallas, Okla-

homa City, Phoenix, etc.). Another third goes to the west coast and another to the east.

Missouri Beef Packers was the first corporation to top the \$100 million mark for gross sales during its first full year of operation.

**HATS
OFF
TO
MISSOURI
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Whoop-eee!



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County Rates Second In Feedlot Figures

Parmer County ranks second to Deaf Smith according to number of cattle on feed, according to the 1970 fed cattle survey conducted in the area by Southwestern Public Service Company.

There were 131,700 head of cattle on feed in the county at the time the 1970 survey was made, to 139,630 for Deaf Smith.

Parmer County also ranked second behind their neighboring county as to the number of cattle fed during 1969 (268,844), and total feedlot capacity (200,000), the survey showed.

The 11 top counties, embracing the electric company's service area in four states on the High Plains, are as follows:

County	Present Capacity	Now On Feed	No. Fed In 1969
Deaf Smith	264,000	191,630	433,400
Parmer	200,000	131,700	268,844
Texas-Ok.	133,700	117,000	263,750
Chaves	144,100	105,285	211,449
Castro	148,850	99,589	189,900
Sherman	105,800	83,700	221,500
Curry, NM	100,250	72,510	182,200
Hale	84,350	65,494	111,087
Moore	92,000	55,500	118,500
Lubbock	64,800	53,800	132,100
Swisher	92,000	44,000	100,000



MAKING CUTS. . . The second step in the breaking phase at Missouri Beef Packers is the separating of the loin from the brisket. Here, an employee in the breaking department is shown at work at his station. Some 80 men are employed in this department alone at the packing plant.

It's possible to breed a steer for more and bigger steaks, according to U.S. Department of Agriculture scientists. But, they say, there is little hope for breeding steers with more sirloin steak and other desirable cuts and less stew beef and less desirable cuts.

There are seven major feedyards in Parmer County. Neighboring Deaf Smith County has nine.

The FRIONA ★ STAR

Bill Ellis, Editor & Publisher

Published Every Thursday at 916 Main Street
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Member, Texas Press Association; Member Panhandle Press Association; Member, West Texas Press Association.

Prize-winning newspaper, Panhandle Press Association, 1957, 1958, 1959, 1960, 1961, 1963, 1964, 1965, 1966, 1967, 1968, 1969. Prize-winner in Texas Press Association, 1959, 1960, 1962, 1963, 1964, 1965, 1966, 1968, 1969. Prize-winner in West Texas Press Association, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1968, 1969. First place General Excellence winner, West Texas Press Association, 1961, 1963, 1965, 1968.

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MBP Leaders Are Given

Walker Serves As Company President

J.C. Walker has served as president of Missouri Beef Packers since the death of Robert E. (Gene) Frye in November of 1969.

Walker is also a member of the Board of Directors of MBP, and held the position of Executive Vice President until he was moved up.

Prior to joining Missouri Beef Packers in August of 1968, Walker spent 30 years with Armour & Company. His experiences there included management responsibilities in Chicago, Omaha, Huron, South Dakota and Memphis, Tennessee.

His latest assignment with the Armour Company was as plant and regional manager in the Memphis area.

Walker is a native of Cleburne, Texas, and graduated from Cleburne High School and attended Texas Christian University. Thus, it was a kind of "homecoming" when MBP moved its central offices from Rock Port, Mo. to Amarillo earlier this year.

The Walkers have four children: Dr. Terry Walker of

Grapevine, Ronald Walker of Aberdeen, S.D.; Tom Walker of Texas Tech and Jan Walker of the home.

Melvin Rolf of Rock Port is chairman of the MBP Board of Directors. A native of Missouri, he has farmed in the Rock Port area most of his life. He owned the Rolf Feed & Supply Co. in Rock Port from 1953 until 1964.

Rolf has also served as mayor of Rock Port. He currently is a member of the board of directors of Friona State Bank.

LaFleur, a native of South Dakota, has 21 years experience in the packing industry.

He came to Friona as plant manager in August of 1968, having formerly held a similar position with Iowa Beef Packers at their Dakota City plant.

The Friona manager spent 14 years in various capacities with Armour and Company, and then five years at Iowa Beef.

The LaFleurs have six children. They are Collette, Kevin, Pamela, Mary, Joe and David.

Other members of the MBP



Melvin Rolf



J. C. Walker



Dave LaFleur

Board of Directors include George Knepper, vice chairman; Robert L. Stanton, secretary; Harold Wichman, vice president; Gordon Clifton, treasurer; Frank Barker, George Beasing, Harold Melvin, O.C. Swackhammer, Jay Taylor and Dr. John Wanamaker.

Other corporate officers include David LaFleur, vice president and Raymond Shubat, vice president.

Missouri Beef Packers has assembled a team of management personnel which the company believes is the key to its success.

Virtually everyone in a position of responsibility has had experience with both the "new breed" independent packers and the majors. This enables MBP to avoid the pitfalls and growing pains others had experienced in adapting to the new trends of the industry.

 **Congratulations**

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GROWTH CONTINUES

State Bidding To Take Feeding Lead

(Editor's note: The following story is re-printed from the New York Times.)

The nation's beef basket is taking a swing from the Midwest to the Southwest.

When Missouri Beef Packers, a large independent beef processor moved its headquarters to a downtown Amarillo office building from Rockport, Mo., Texas made another stride toward becoming the leading beef-producing state.

This state traditionally has been a raiser of cattle, which were then shipped to Midwestern markets. But Texans today are talking about feeding nearly four million head by the end of this year, with more than half to be slaughtered and processed by Texas plants.

From virtually nothing 10 years ago, cattle feeding has grown to some three million head in 1969. The state is now third in total head slaughtered, after Nebraska and Iowa, and first in the total number of slaughtering plants, according to the Department of Agriculture's Statistical Reporting Service.

The growth of commercial cattle feeding in the Texas Panhandle began when improved irrigation encouraged farmers to switch from cotton crops to milo and sorghum, both highly rated as cattle feed. J.C. Wal-

ker, president of Missouri Beef Packers, also notes that the area's dry climate is "very beneficial to cattle."

The rise in cattle feeding brought about the boom in cattle processing. Packers prefer to build their plants where the cattle are. Mr. Walker explains: "The cattle don't run the risk of bruising, as when shipped live, and we end up shipping beef instead of a lot of hide, fat and bone."

Cattle feeding in this area is computerized and highly mechanical, on a scale unparalleled in the Midwest where smaller farmer-feeder operations are the norm.

Feed lots with cattle as far as the eye can see have sprung up in many cities. One local feeder contends, "There's no doubt that this High Plains area will become the leading beef-producing center in the world."

Missouri Beef built its first Texas plant in Friona, which started operations in May, 1968. Its 10,000-head-a-week capacity makes it one of the largest in the world.

Since then, the company has started a second Texas plant in Plainview, which will open in 1971, and has announced two others—a slaughter plant in the Dumas-Stratford area of the High Plains and a central breaking and fabricating plant for



STACKING PACKAGES. . . This employee in the Breaking Department is shown as he has finished sealing up a 70-pound package of beef, and prepares to stack it on a dolly which will carry several packages to a waiting refrigerated truck.

Amarillo. Wilson & Co. also has built a major plant in Hereford and American Beef has announced a plant for the Panhandle.

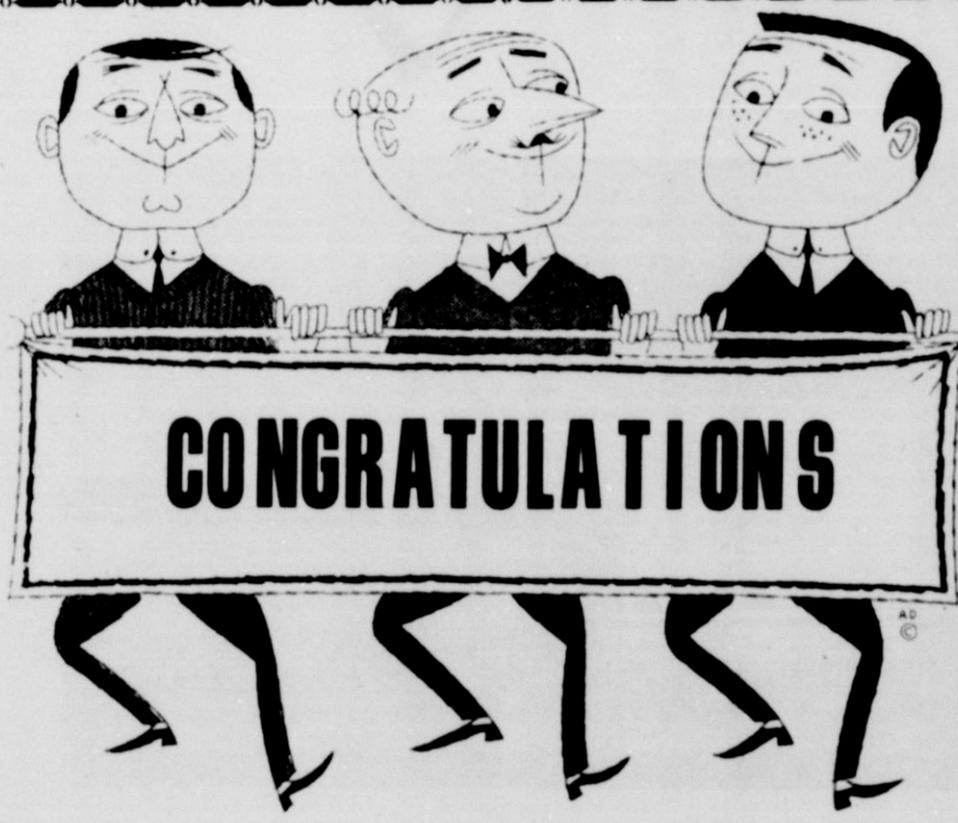
But Missouri Beef is the first major packer to move its headquarters to the area. The company, which reported sales of more than \$220-million in 1969, expects volume of \$400-million when the Plainview and Dumas

plants are operating. "Three-fourths of our business will be in the Panhandle then," Mr. Walker says, "and Amarillo is in the center of our operating sphere."

Panhandle packing plants should slaughter about 2.6 million head this year, according to industry sources. An Amarillo banker estimates that \$6-billion will have been in-

vested by the year-end in Panhandle feed lots, packing plants, farms and other businesses allied with beef production.

Walker predicts that the nation's appetite for beef—present consumption is some 110 pounds per capita, against 85 pounds in 1960—will continue to fuel the industry's growth. He foresees a doubling of beef production in this decade.



Our Hats Are Off To Missouri Beef Packers On Winning The Industrial Expansion Award



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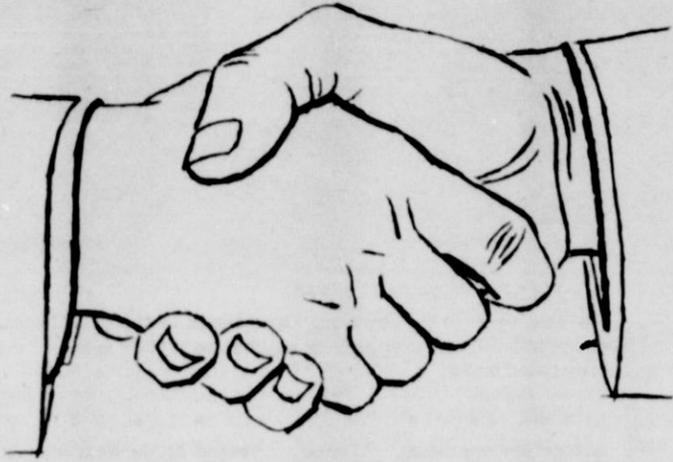
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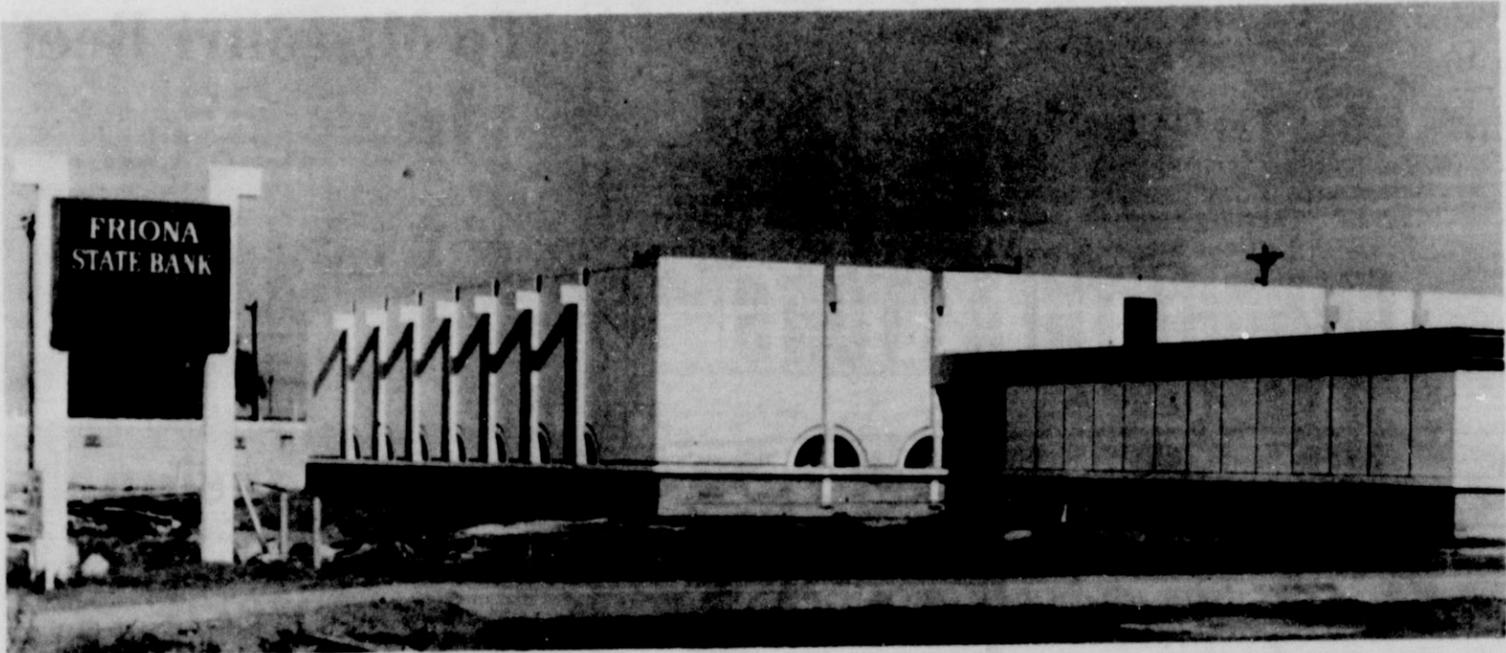
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BEST WISHES



We congratulate Missouri Beef Packers on their Award from the Governor's Conference on Industrial Expansion.



Like MBP, we are expanding, too, in order to better serve our customers. Our new facilities, which will be second to none, is nearing its completion at 11th and Cleveland.

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