



This has been the season for Open Houses and Grand Openings in Friona, and it's not over yet.

On Sunday, Crow's Meat Company has scheduled open house at its new custom meat processing plant. This will be the fourth such opening in Friona within a 30-day period.

On November 14 we had open house for Friona Consumers' new building, then in successive weeks came The Hut, Friona State Bank and Crow's.

This must be a sign of growth in Friona, and we don't recall seeing anything to equal this anywhere else in our area. We've had the opportunity to plug many open houses and grand openings since we've been in Friona, but we've never had four in a 30-day period before. That's really something. Makes us think we've gotta be growing in Friona.

As you can see by a story elsewhere in this issue, our building permits in Friona this year will come close to the all-time record, with construction started during the calendar year already passed the \$1,800,000 mark.

That's three consecutive years for local building to go over the million-dollar mark. And this year it will come close to two million. Once again, the bulk of this figure is made up of homes or apartments.

We'd wager that Friona has built more homes during the past three years—despite being a time of "tight money" and high interest rates—than any city in Texas under 10,000 population. Perhaps the Bureau of Business Research in Austin will correct us if we're wrong on this, or call our bet.

Don't look now, but Christmas is just around the corner, in spite of the 75-degree weather, and the lack of snow.

If you have a small fry who would like to have their letters to Santa Claus printed in the Star's Christmas edition, please have them get their letters to us by December 18. We're always happy to print as many of the letters as are sent to us.

Don't worry about their spelling, if your youngster is just beginning to write. We like to print them in their "original spelling," as they are more interesting this way.

I guess you football fans noticed last Saturday without having it called to your attention, that the "big shootout" between Texas and Arkansas in reality turned out to be the "biggest ambush" since Custer's last stand.

Arkansas must have felt in a way like General Custer did when he saw all those Indians coming.

The thing that really gets us, is that we thought that Texas was ripe for an upset. Then, too, we thought L.S.U. might be in for it in their game with "Ole Miss." The Tigers won that game, 61-17.

The week before, we thought Oklahoma might get upset by Oklahoma State. All the Sooners did was blast their traditional rivals, 66-6.

We are constantly asked for our opinions on the games we choose for the football contest. And we usually give it out. The only thing is—this advice is sometimes worth about what it costs you.

In defense of our record, though, we did choose Southern Cal. over Notre Dame, Navy over Army and T.C.U. over S.M.U. in the previous week's games. So we didn't miss them all.

However, most weeks we have to admit that we're better at choosing the games for the fans to pick than we are at picking the winners.

On the subject of football, we've heard a lot of comment about the National Football League's television games on Monday nights. The comments usually vary, depending on whether it's a man or woman who is giving them.

However, last week, a sports announcer said something that sort of startled us when we got the full impact. This was on the weekend of Thanksgiving.

The announcer said on Monday. (Continued on page 5)

Chamber Sets Election Of Directors

The Friona Chamber of Commerce discussed its annual banquet, election of new directors, and routine matters at its regular monthly meeting on Tuesday.

Members of the Chamber will vote during December to elect five new members to its board of directors. Board members with terms expiring are W.D. Buske, W. Doyle Elliott, Steve Messenger, Dale Smith and Clarence Martin.

A report was given on the Chamber's drive to secure a traffic light at the U.S. Highway 60 and State Highway 214 intersections. A resolution passed by the City of Friona was read to the group. The resolution has been forwarded to the Highway Department.

Manager Billy Jones reported that entries are coming in for the Chamber's Christmas lighting contest, which will offer \$125 in prizes to local residents. Entries must be in by next Tuesday, December 14.

The board voted to publish a four-page tabloid "Chamber News" in conjunction with the banquet, which is scheduled for February 4. The special supplement would contain a record of the Chamber's accomplishments during 1970.

Also discussed was the possibility of establishing a "welcome wagon" program for Friona, although no decision was reached. Another angle brought up for discussion was the possibility of the Chamber furnishing a surplus car for use at the airport for travellers arriving locally.

President Steve Messenger reported on meetings of the Chamber's freight committee, and also suggested that the organization seek to procure some type of stick-on badges for use at various local events.

Anti-Rust Work Done

The annual rust-proofing maintenance at Friona's north water tower was performed on Tuesday by a representative of the Electron Rust Proofing Co. of Elizabeth, N.J.

The operation consists of replacing a series of eight aluminum anodes in the tank, which are used in an electronic manner to keep rust from forming on the inside of the tank.

Deadlines

December 14—Entries in Chamber of Commerce's Christmas Lighting Contest.

December 19—Join Project Christmas Card. Help purchase a heart monitoring machine for hospital.



GETTING SHOT. . . Ten-year-old Mark Bavousett was typical of hundreds of Friona youngsters who received his diphtheria inoculation this week at Parmer County Community Hospital.



PROCLAMATION. . . Various organizations were represented at a ceremony at City Hall last Friday in which Mayor R.L. Fleming signed a letter to North Vietnamese leaders and proclaimed "Write Hanoi" week in Friona. Standing are Chamber of Commerce manager, Billy Jones, city manager Jake Outland, Nelson Lewis, Leland Hutson and Mrs. Ernest Osborn. Flanking the mayor are Mrs. Calvin Dozier, left, and Mrs. Paula O'Brien.

CLUB PROJECT

"Write Hanoi" Week Underway Locally

This week has been proclaimed "Write a Letter to Hanoi" week by Mayor R.L. Fleming in support of a project originated by Friona's Young Homemakers chapter.

The club's goal is to have 4,500 letters written concerning the treatment of American war prisoners of the North Vietnamese. The drive has received the unqualified support of most clubs and organizations locally.

At the proclamation signing

last Friday, organizations represented included the Lions, the Chamber of Commerce, the City Council and Friona Young Homemakers. Other interested individuals also attended.

Friona State Bank cooperated with the drive during its open house by passing out copies of the sample letters to all adults who attended its open house.

Letters to the premier of North Vietnam may be airmailed for 25 cents. Letters to the

Paris peace delegation may be sent for 20 cents.

Various clubs, including the Lions, have volunteered to help defray the mailing charges, if an individual hesitates to write letters because of the postage. Simply leave the letters with Postmaster Wright Williams, and arrangements will be made.

Letter drops have been stationed at Bi-Wize Drug. Copies of the letter have been distributed by restaurants and gas stations. In addition, petitions have been signed at the drug store.

(Continued on Page 3)

Bank Opening Well-Attended

Friona State Bank officials estimated that upwards of 2,000 people visited the new bank during its official open house last Saturday afternoon.

The new building was fairly filled for the four-hour period that it hosted the public.

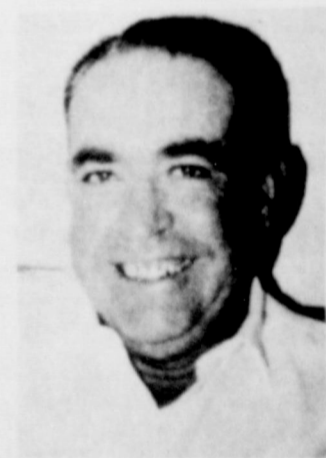
Visitors were treated to guided tours by members of the bank's staff, who explained the layout of the building and designated the offices for bank officers, etc.

Adult visitors received a 50-cent coupon, which is redeemable by the church of their choice when presented to the bank.

Visitors also were treated to punch, coffee and cookies. Employees, members of the board of directors and their wives acted as hosts.

In addition to the public opening, the bank hosted 130 visiting bankers and their wives at a special showing on Friday afternoon. Most of these visitors, also attended a dinner in their honor Friday evening at the grade school cafeteria.

Bankers were here from as far away as Fort Worth. Four Amarillo banks were represented, two Lubbock banks and all three Clovis banks.



Wes Long

Wes Long Dies Here

Funeral services were pending at press time for Wes Long, 51-year old Friona resident, who passed away near midnight Tuesday at Parmer County Community Hospital.

Long had been admitted to the hospital Tuesday afternoon with chest pains and experiencing difficulty in breathing.

A resident of the Hub Community and Friona for the past 20 years, Long was a member of the Methodist Church, the Lions Club and the Masonic Lodge. He had been active in the Hub Community Assn. and its annual auction sale.

A farmer and rancher, Long is survived by his wife, Billie, one daughter, Mrs. Jimmy Sned of Clovis, and two sons. Eldon is a student at WTSU in Canyon. Tommy is a junior student at Friona High School. Also surviving are two brothers, "Dutch" Long of San Diego, Calif. and Homer of Muleshoe; and four sisters, Mrs. Tess Jackson and Mrs. Dorothy Stephens of California; Mrs. Jessie Barnett of Lometa, Tex. and Mrs. Ray Burris of Springdale, Ark.

SATURDAY IS DATE

Pheasant Fans Get Guns Ready

The pheasant crop in Parmer County is "as good as ever" and possibly better. That was the consensus of members of Parmer County Game Management Association who met Monday night in Bovina to discuss the forthcoming pheasant season which is scheduled for December 12-20 --- Saturday through Sunday --- for a nine-day period.

Tailfeather contests for hunters have been set up in Farwell, Bovina and Friona. A total of \$30 in prize money will be awarded at each of the three places. The longest tailfeather will earn \$15, \$10 will be given to the second place winner and \$5 will go to the third longest.

In Friona, tailfeathers will be turned into Friona Consumers. The prize money will be donated by Friona State Bank, Production Credit Association and Friona Consumers.

In Bovina, tailfeather entry headquarters will be Bovina Gin Co. The prize money will be provided by Hartzog Seed Farms, Bovina Blade and Kerby Welding Service.

At Farwell, Farwell Hardware will be the headquarters and the prize money will be given by that firm, Security State Bank and Shirley-Anderson-Pitman elevator.

Game laws were discussed at the meeting, with emphasis on the pheasant season, by Chuck Coper, state game warden headquartered in Hereford. Jack Patterson, president of the association, presided at the meeting.

Association members agreed to encourage each farmer in

the county to leave protective winter cover for the pheasant population.

Rules regarding pheasant hunting here will remain as they have been in the past --- the bag limit will be two cocks per day with the possession limit four. Head and feet of

the birds must remain attached to the carcass.

Association members also agreed to encourage hunters to obtain permission to hunt on each farm and to practice sportsmanship and common sense in hunting.

TOTAL MOUNTS

Building Permits Noted For November

Five building permits were issued by the City of Friona during the month of November, for construction estimated to cost \$33,700.

The total brought the total permit figure for the calendar year to \$1,776,975. This is the biggest year since the record year of 1964, but the month of December will have to produce \$200,000 in new building starts to set a new all-time record.

City Manager A.L. Outland said that tax collections continued at a nominal rate, with the amount totalling \$47,539.13, or 44.9 per cent of the total roll as of the end of the month. This is some two per cent ahead of the same time last year.

Three new water taps were made during the month, bringing the number of active meters to 1239. Five new sewer taps were added, making a total of

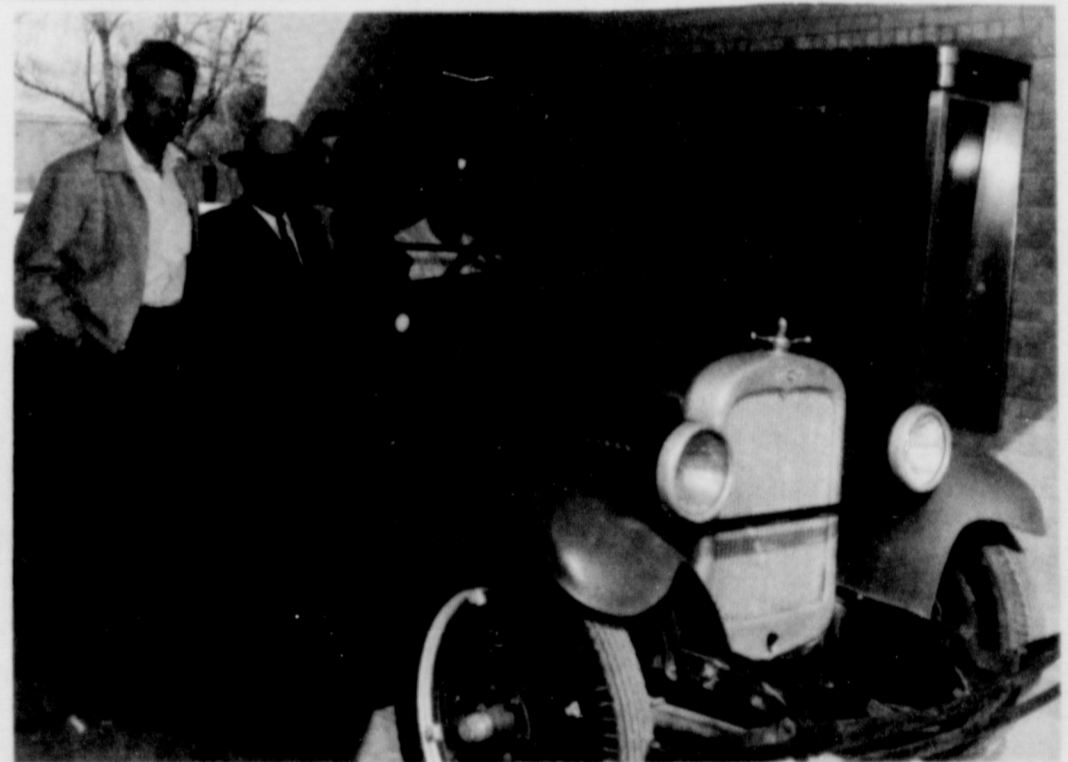
1198 active taps in this department.

Five fire alarms were sounded during November. Three were to Friona Farmers Co-op Gin, with no appreciable loss. Another call was to the Bruce Parr farm for a pick-up.

Twenty-two arrests were made during the month: 17 for traffic violations; four for drunkenness and one for vagrancy. Twenty complaints were investigated: four each for thefts and disturbances; three on "vandalism, two on shootings, and prowlers, and one each for stabbing, burglary, forgery, obscene call and a hit and run.

Stanley Vinson resigned as evening dispatcher on November 19, and was replaced by J. P. Ready.

Gerald Shavor resigned as patrolman on November 6, and Dane Stutzman was employed as his replacement November 23.



KEEP TRADITION GOING. . . When Friona State Bank opened its new "Tel Air" drive-up window, members of the Glenn Reeve family kept a tradition going by being the first customers to go through the drive. Back in March of 1959 (above), the Reeves helped inaugurate the bank's first drive-up window. In that picture, left to right, are Glenn E. Reeve, the late F.W. Reeve, Glenda Reeve and Glenn Reeve, Jr. in their 1927 Chevy Roadster. Below are shown Glenn and Glenn, Jr., with Glenda having grown up considerably in the meantime.

... To All Who Came To See Us During Our Grand Opening Last Saturday May We Say ...

THANK YOU

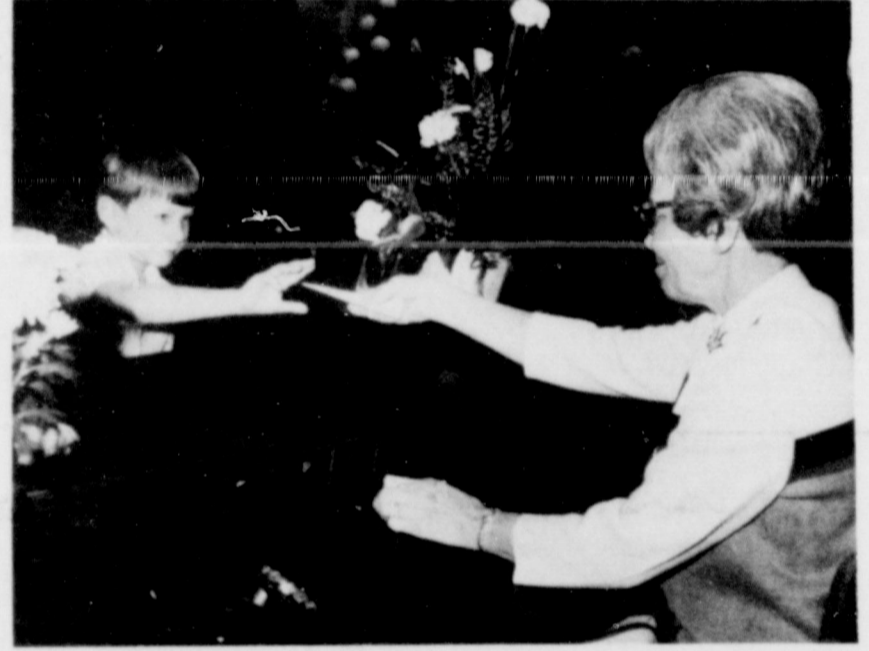
We Appreciate Your Taking Time To Visit Us At Our Open House
... And A Special Salute To Our
FIRST CUSTOMERS



In The New Building

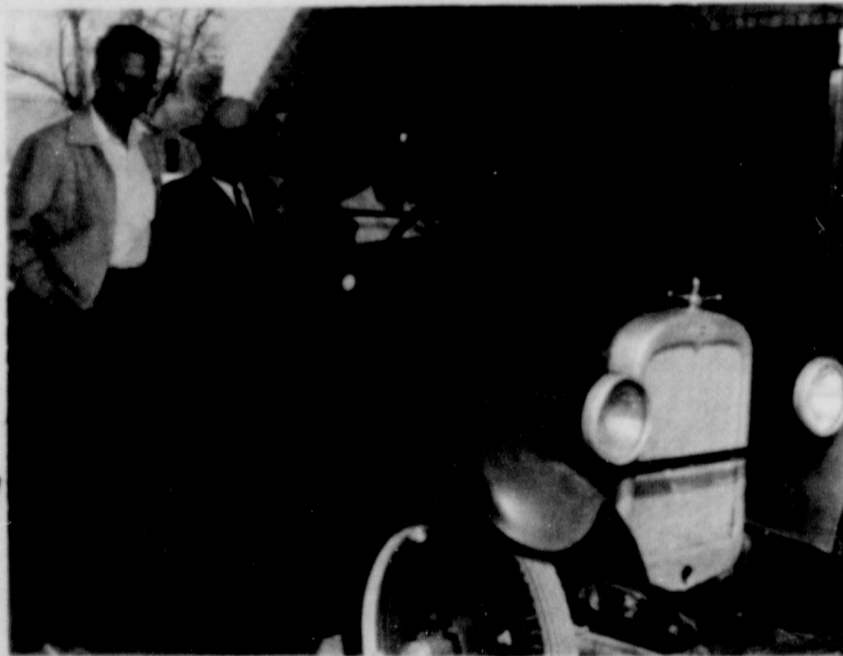
At left, Melody Drake assists Mrs. J. L. Britting, as she opens the first new account in Friona State Bank's new building.

On the right, young Jeff Reasoner opens the first new savings account at the new building, assisted by Iola Nelson.



Longtime Friona State Bank customer M.A. Black is shown as he becomes the bank's first loan customer at their new building. Bank president, Frank Spring assists with the details.

Sally Stevick, at right with Iola Nelson, is shown trading her savings bank for a U.S. Savings Bond. Sally was the first customer to buy a savings bond at the new building.



Another first for the Glenn Reeve family, as they become the first drive-in customers of Friona State Bank. On the far left is seen the Reeves in their 1927 Chevy -- Glenn, Sr. the late F.W. Reeve, Glenda Reeve and Glenn Evan. Glenn, Glenn and Glenda are shown 11-1/2 years later at the right.

FRIONA STATE BANK

Friona

Member FDIC

Phone 247-2736

Letter To Hanoi...

(Continued from page 1)

The petition calls for proper treatment of the American prisoners, and that free flow of mail and care packages to the prisoners be allowed. A big problem under the current status is that relatives with loved ones supposedly being held prisoner do not in many cases have word whether their loved one is dead or alive.

The project has received much publicity in the area, both in newspapers, and on radio and television. Other cities are also mounting drives, in the hope that the effort will show North Vietnam leaders that Americans are truly concerned about its sons that are being held prisoner.

try a little KINDNESS



Let your neighbor park his parking problem in your driveway. When he's planning a party and you're not using your car, offer the space for company.

Send cookies and books to a neighbor's son in the service.

A warm feeling of kindness is inspired by Clarol's Kindness Heat-Activated Hair Conditioner. It is the first heat-activated hair conditioner specially formulated for use with instant hairsetters.

Show a little kindness to drivers behind you—when you arrive at a toll booth have money ready.

The American Physical Therapy Association, 1156 15th Street, N.W., Washington, D.C. 20005, reveals that more than 150,000 Americans undergo physical therapy daily for such conditions as arthritis, spinal cord injuries, fractures and neuromuscular diseases. Devote your time and money to the therapeutic activities of the association.

For a free button that says, "try a little kindness," send your name and address to Consumer Relations Dept., Clarol, 345 Park Avenue, New York, N.Y. 10022.

Temperatures

Date	HI	Low
December 2	65	33
December 3	70	33
December 4	67	30
December 5	63	31
December 6	53	25
December 7	60	27
December 8	72	32

No precipitation.

DON'T BLAME THE FARMER—It's twice as costly to market farm products as to produce the food in the first place, surprising though this may seem. When they left the farm, food raw materials produced by U.S. farmers in 1969 were worth \$32 billion. By the time they reached the consumer, their cost had soared to \$96 billion.

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.

Prize-winning newspaper, Panhandle Press Association, 1927, 1928, 1929, 1930, 1931, 1932, 1934, 1936, 1946, 1947, 1948, 1949. Prize-winner in Texas Press Association, 1929, 1930, 1932, 1934, 1935, 1936, 1938, 1939. Prize-winner in West Texas Press Association, 1929, 1930, 1934, 1935, 1936, 1938, 1939, 1946, 1948, 1949. First place General Excellence winner, West Texas Press Association, 1961, 1962, 1963, 1964.

Second class postage paid at Friona, Texas, 79035.

SUBSCRIPTION RATES

Former County, adjoining counties: \$8 per year. Elsewhere: \$4 per year.



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



Member, Panhandle Press Assn., 1970



FARM LOANS

If you need money for any of the following:

1. To buy additional land
2. To buy a new home
3. Install an irrigation well
4. Underground Tile
5. Refinance short-term debts

SEE . . . ETHRIDGE SPRING AGENCY

Good appraisals --- low interest rates
--- long-term --- all loans closed locally

- *FRANK SPRING
- *DAN ETHRIDGE
- *BILL STEWART
- *LOIS NORWOOD
- *WENDELL GRESHAM

Ethridge - Spring Agency



Ph. 247-2766

Friona

Shop And Save At . . .

Santa's Favorite MARKET



Shurfine PINEAPPLE GRAPEFRUIT JUICE 46 Oz. 2/59¢

Lysol SPRAY DISINFECTANT 14 Oz. \$1.19



Del Monte CATSUP 14 Oz. Bottle 2/51¢



Shurfine PANCAKE MIX 2 Lb. 37¢



Duncan Hines BROWNIE MIX 23 Oz. 53¢

BANANAS 9¢ Lb.

SWEET POTATOES 13¢ Lb.

Fresh GREEN ONIONS 2 Bunches For 15¢

Betty Crocker Layer CAKE MIX Assorted Flavors 2/69¢



Gold Medal FLOUR 5 Lb. 55¢



Baker's CHOCOLATE CHIPS 12 Oz. 49¢



Campbell's TOMATO SOUP No. 1 Can 2/25¢

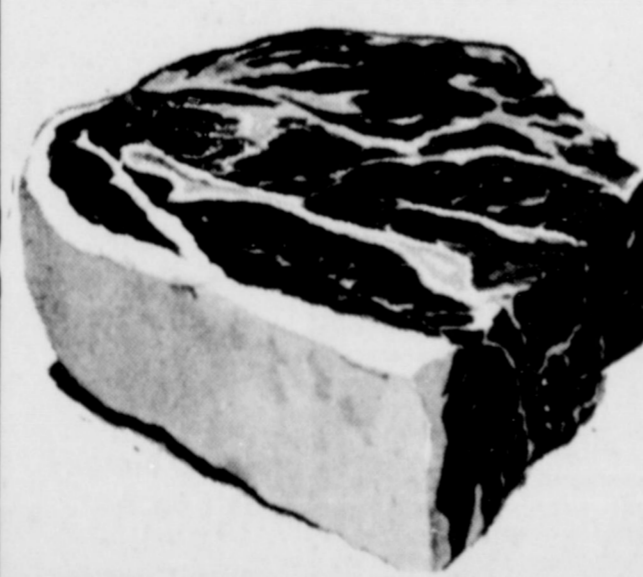


FRYERS Lb. 33¢

Longhorn CHEESE Lb. 83¢



Bar-S BACON Lb. 59¢



CHUCK ROAST Lb. 59¢

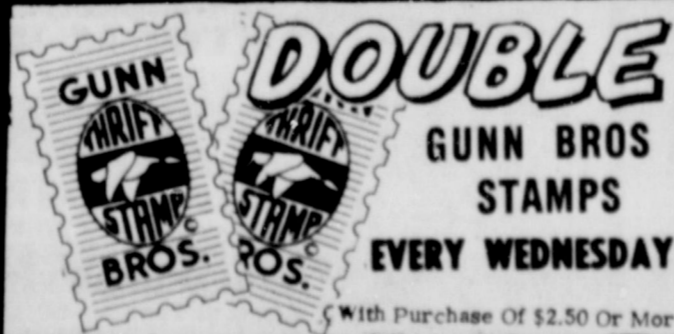
FROZEN FOODS

Morton's HONEY BUNS 3 For 79¢

Patio BURRITOS 49¢ Pkg.



Frito Jalapeño BEAN DIP 10 Oz. 25¢



Houser

GROCERY & MARKET



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

TRY SOME NOW

READ and USE CLASSIFIED ADS

BUSINESS DIRECTORY

ADAMS DRILLING CO.

WATER WELL DRILLING

Layne Pumps, Inc. Pump & Gear: Sales & Service Head Repairs: All Makes

Dial 247-3101
F riona. 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.

We take this opportunity to introduce a new dealer for our Enco Station at W. Highway 60 and St. Hwy. 214. He is Gene Bracken, a former resident, who invites all his old and new friends to visit him at the station.

Humble Oil Co. 12-2tc

WELL kept carpets show the results of regular Blue Lustre spot cleaning. Rent electric shampooer \$1. Ben Franklin. 11-1tc

FIREPLACE WOOD (DRY)

Hickory, Blackjack, Oak. Jim Loving Phone 364-2780 4 blocks East of K on 15th St. Hereford 11-10tp

FOR SALE... Clean 1967 Chev. Chevelle-5 mag wheels-Black Vinyl top. Black Interior-Bucket Seats-4 speed-Stereo Tape Deck-Radio-Heater, Power Brakes, Power Steering. New Paint. Can be seen at Benger Air Park. Or call 247-2861 or 247-2843. 12-2tc

Small furnished house for rent. Phone 247-2858. 12-1tc

FOR RENT... Five room house at Black. Mrs. Glyn Hamilton, Phone 265-3834. 11-1tp

JERRY'S

Used Clothing, Furniture and Miscellaneous
We Buy--Sell--Trade.

Corner of Main and Highway 60 8-1tp

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

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

FOR SALE... Three-bedroom house, fully draped. Small down payment. Take up small monthly payments. Farmers' Home Adm. Loan. Jimmy Stewart, 603 Watkins. 46-tfnc

FOR SALE... 2 bedroom brick house. 1-3/4 baths. Low interest rates; excellent location. Phone 295-3175. 11-tfnc

BARTLETT & POTTS

AUCTION SERVICE
Specializing in Farm Sales

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

LARRY POTTS Rt. 2, Friona, Texas Phone 295-6633

ANNOUNCEMENTS

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

Exciting new Christmas giftables arriving in our shop each day. Shop early while selections are good. THE HUMMINGBIRD SHOP 7-tfnc

WANT to fix wigs and wiglets, reasonable rates. Phone 247-3424. 10-tfnc

EFFECTIVE NOW!

Shampoo & Set--\$3.50

Chalet c' Bonte' 703 Main 247-3081 12-1tc

MUST relocate Spinnet Piano & Spinnet Organ. Individual with good credit may have on small monthly payments. Contact Mr. Matheny, Box 3192, Lubbock, Texas 79410. 11-3tp

NOTICE It is unlawful to pump water out of the Frio Draw without a permit. Check with Texas Water Rights Dept. Austin, Texas. 12-3tc

APARTMENTS

NEW... Extra nice 2 BR Tri-Plexes, all electric kitchen, 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

Furnished Apartment For Rent. Phone 247-3255. 12-1tp

TELEX

CLOVIS HEARING AID CENTER

HEARING AIDS

*Batteries *Molds *Free Hearing Tests

SERVICE ALL MAKES

416 Mitchell Phone 763-6900 9-tfnc

SEE HARRELL MAYS

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

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

HELP WANTED

HELP WANTED... Experienced pump truck operator. Salary plus commission. Apply in person. Big-T Pump Co. 10-tfnc

WANTED

WANTED... one neighborhood aide for out-reach work for community action program on war on poverty work. Bi-lingual preferred. Must know and accept the principal of confidentiality and have a sincere interest in working with people. Application forms and other information may be obtained by contacting Pearl Cervantez, Bovina Neighborhood Center, Blade Building, Box 94, Bovina, Texas, Phone 238-3981. An equal opportunity employer. 10-2tc

LOST AND FOUND

STRAYED... 400 lb. Black/White face steer. Branded CW on left hip. Chester Wiggins. Phone Westway 289-5229. 9-3tp

STRAYED... About 10 mixed calves: no brand. Weighing in neighborhood of 250-300 pounds. Leroy Burnett, Phone 265-3410. 12-2tc

NEED A FARM OR RANCH LOAN?

See Ed Hicks Phone 247-3537 or 247-3189 23-tfnc

Am interested in buying first or second lien notes secured with farm or ranch lands. J. J. Steele Citizens Bank Building Clovis, New Mexico, 88101 Dial: 763-4396 or 763-6455 11-3tc

RUSSELL BRYANT

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

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. 50-1tc

GARAGE SALE

Used stove, refrigerator, clothes, games and other miscellaneous articles. All day Saturday. Phone 265-3834 North Side of Hi-Way 60 Black, Texas 11-1tp

REAL ESTATE

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

Need a new home? Build one in HICKS ADDITION now. Nothing down. Low interest rates. Ed Hicks Real Estate 247-3537 247-3189 11-tfnc

26 years of dependable service

GARDNER DEAD ANIMAL SERVICE

Free Removal of Dead Stock

Phone 247-3012 for 7 day service. Night Phone 806-296-6908 Collect.

Plainview Rendering Service 51-tfnc

CARPET CLEANING

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

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

REMODELLING-- FENCING

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

FOR SALE

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

For Sale: Good used Frigidaire washers. New refrigerators, \$229.00 up. Upright food freezer-demonstrator. Pet rabbit with each sell, for a while. REEVE CHEVROLET CO. Phone 247-2774 Friona, Texas 6-tfnc

SITUATIONS WANTED

WANTED--job driving truck. Experienced. Carl Dandridge, 1205 Main. 12-1tp

HOUSES FOR RENT

FOR RENT... Two houses. Clyde Woodard. Phone 265-3331. 11-tfnc

WELCOME TO FRIONA



Our newcomers this week are the Andy Anderson family, who live in the Rhea Community. The Andersons moved from Clovis where they lived for 15 years. He is associated with Rhea Engine Service as a mechanic. The children are Deborah Ann, 14, Susan Marie, seven, and Richard Leo, Jr., 12, and attend Friona schools.

WHITES AUTO

In Friona For Their Tremendous Battery Specials

6 volt battery as Low As \$9.88 With Exchange

FOR SALE... 1970 Chevy Pickup. Terry Davis. Phone 247-2523. 8-tfnc

FOR SALE... Honda 70. Good condition. Brad Beene, 247-3061. 10-2tp

AREA'S BIGGEST FURNITURE & APPLIANCE CENTER Selling famous brand furniture, General Electric Appliances direct to you. Free delivery. We service. Taylor's Furn. & Appl. Center, 603 Park Ave., Hereford, Texas. Phone 364-1561. 26-tfnc

FOR SALE... Registered red miniature Dachshund puppies, \$30. Chest type deepfreeze. Guaranteed, \$50. Phone 806-364-4718, 109 Fir, Hereford. 11-2tp

FOR SALE... Scotch pine artificial Christmas trees. Priced from \$8.99 to \$16.99. 4-1/2 to 7 feet tall. Ben Franklin Store, Friona. 12-1tc

FOR COMPLETE REAL ESTATE SERVICE

CONTACT J.G. McFarland Phone 247-3272 or 247-2766 Business, Farms Ranches, Residences

Call For Free Estimates 364-5391

DALBY MAYFLOWER

202 S. 25 Mile Ave. Hereford, Texas

FRIONA VETERINARY CLINIC

East Hi-Way 60 Gary Cash D.V.M. Residence-1410 Euclid Phone 247-2470 Office Phone 247-3012

USED CARS REDUCED

Easy Terms---Make Us An Offer

JERRY'S Corner of Main and Highway 60 8-1tp

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

ROCKWELL BROS. AND CO.

"LUMBERMEN" Lumber, Paint & Tools

RHEA ENGINE SERVICE

* SALES AND SERVICE GMC Irrigation Engines Route 2, Friona

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

STOI' GOLD WINTER DRAFTS

Transparent Plastic Easy-On STORM KITS

STORM WINDOW KIT 39¢ Kit consists of 36" x 72" tough plastic sheet, 18 ft. fibre moulding and nails.

STORM DOOR KIT 49¢ Kit consists of 36" x 84" tough plastic sheet, 21 ft. of fibre moulding and nails.

At Hardware & Lumber Dealers Everywhere

Hicks Plumbing & Heating

See us for installation and service on furnaces, disposals, dishwashers, refrigerators, and faucets.

"Your Service Man"

We Have a Good Supply of Plastic Pipe. Phone 247-3052 Old Massey Bldg.

Hospital Notes

Admissions:
 Ray Walker, Friona; Randy Melton, Friona; Jamie Callouet, Texico; Rosario Ortiz, Hereford; Mrs. Bobby Fulks, Clovis; Moses Garcia, Hereford; Charlotte Redwine, Friona; Faye Lamcke, Friona; Willie Esparaza, Friona; Nestor Alejandro, Hereford; Betty Nazworth, Friona; Ronald Montelongo, Friona; Albert Trevino, Friona; Walter Cain, Lazbuddie; Velma Lovvorn, Farwell; Jimmy L. Dickson, Clovis; Michael L. Gowens, Friona; Estella Rivera, Hereford; Lucille Latta, Friona; Brent Hall, Friona; Billie F. Long, Friona; Jerry L. White, Friona; E.F. Johnson, Bovina; David W. Wines, Bovina; Maude L. Mills, Friona; Bob R. Williams, Farwell; Betty L. Word, Hereford; James D. Johnston, Friona; Nettie Mae Charles, Bovina; Mrs. Jackie Hight, Friona; Margaret Charles, Bovina; Mary Ann Lopez, Hereford; Doris Kendrick, Friona; Karon Zachary, Friona; Margaret Abalos, Hereford; Corina Carrillo, Hereford; Patricia Fleming, Friona; Stella Mae Purcell, Bovina; Sharon L. White, Friona; Shawn Carnes, Friona; and Julie Bedford, Friona.

Dismissals:
 E.T. Dement, Betty Word, Ray Walker, W. Truett Johnson, Moses Garcia, Willie Esparaza, W.H. Jones, Rene Montelongo, Faye Lamcke, Lucille Latta, Brent Hall, Mrs. Bobby Fulks and baby girl, Rosario Ortiz, Estella Rivera, Walter D. Cain, Albert L. Trevino, Betty Nazworth, David Wines, E.F. Johnson, Charlotte Redwine and baby, Billie Long, Jerry White, Nestor Alejandro, James Johnston, Mary Ann Lopez, Bob Williams and Janice Callouet.

Patients In Hospital:
 Margaret Abalos, Lasaro Balderas, Julie K. Bedford, Shawn Carnes, Corina Carrillo, Baby Boy Callouet, Margaret Charles, Nettie Charles, Wanda R. Coates, Jimmy L. Dickson, Patricia Fleming, Mrs. Jackie Hight and baby, Doris Kendrick, Mrs. M.D. Lovvorn and baby, Randy Melton, Maud L. Mills, Stella Mae Purcell, Ollie Utzman, Fred Valenzuela, Jr., Lillian Wheeler, Sharon White and Karen Zachary.



BANK VISITORS. . . . Some of the hundreds of visitors who went to Friona State Bank's open house last Saturday are shown above. Mrs. Mike Pavalus and Mrs. Iva Petty are being served refreshments by Mrs. Jerry Hinkle and Mrs. Dale Smith.

Moving Date Planned By City

The Friona City Council approved the annual audit of the city's books at its regular monthly meeting Monday night. Preparing the audit was Bernard Gowens of Gowens, Glover, and Graham, Accountants.

The council also passed a motion to purchase 20 pieces of furniture from Friona State Bank, at a total cost of \$2,170. The furniture will be used by the city when it occupies the former bank building after January 1.

City Manager A. L. (Jake) Outland said he proposed that the city move its administrative offices into the building after January 10, although this date was not definitely set. In other business, Mrs. Thelma Jones was hired as daytime dispatcher for the police department, filling the void left by the removal of the administrative personnel from the present city hall, which will be used as police headquarters and fire department.

The status of evaluation of property for the Highway 214 overpass was discussed. The evaluator who was hired has not started the job as yet. He was to have begun sometime around November 1.

Alderman Bill Ellis was confirmed as the council's representative with Mayor R. L. Fleming to the Panhandle Regional Planning Commission, which the council voted to join at its last regular meeting.

Bond Totals Are Given

United States Savings Bond sales in Parmer County totaled \$7,992 for the month of October. Sales for the ten-month period were \$46,150 which represents 46 per cent of the 1970 goal for the county, according to Frank A. Spring, County Bond Chairman.

Sales in Texas during October were \$15,665,738 while year-to-date sales for January thru October totaled \$151,965,956 for 84 per cent of the 1970 goal of \$179.9 million.

"The County Bond Committee and I would like to remind everyone that Savings Bonds make wonderful Christmas gifts. In case there is someone special on your Christmas list, let us suggest that you go to your bank and buy 'the gift that keeps on giving'--United States Savings Bonds. Special gift envelopes are available, without cost, at your bank." Spring stated.

"ANTIQUE" INSURANCE

If your insurance was purchased ten years ago, chances are it's out of date for your family's needs even today. Let us review your full insurance picture. No obligation, just information. Ask about our outstanding fraternal and social benefits, as well.

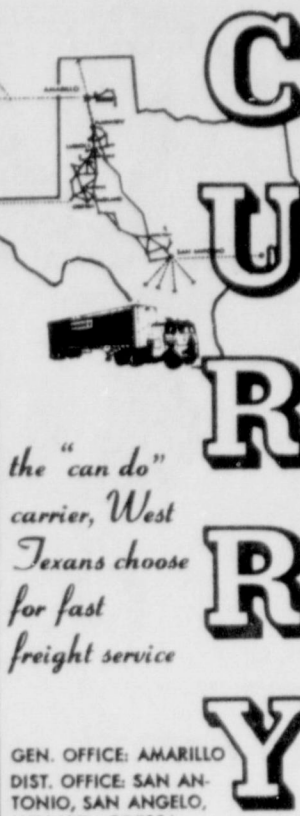
Hop Lewis
 803 W. 6th
 Phone 247-2534
 Friona, Texas



WOODMEN OF THE WORLD LIFE INSURANCE SOCIETY

HOME OFFICE OMAHA, NEBRASKA
 "The FAMILY Fraternity"

FROM TOP TO BOTTOM IT'S . . .



the "can do" carrier, West Texans choose for fast freight service

GEN. OFFICE: AMARILLO
 DIST. OFFICE: SAN ANTONIO, SAN ANGELO, MIDLAND, ODESSA, LUBBOCK, PLAINVIEW

MOTOR FREIGHT LINES, INC.

PAUL GALYON
 Local Mgr.

Phone 247-3559

MISCELLANEOUS SERVICES

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



TAX DISCOUNT

TAX PAYERS OF PARMER COUNTY TAKE ADVANTAGE OF YOUR DISCOUNT

1% IF PAID DURING DECEMBER

This Discount Is On All State And County Taxes Collected By The County Tax Collector

Applications Now Being Accepted For Voter Registration Certificates.

Hugh Moseley
 Tax Assessor And Collector
 Parmer County, Texas



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



CHUCK ROAST
 lb. 59¢

Sammy's Pride

BACON
 Lb. Pack 63¢



Colorado Red
POTATOES
 20 Lb. Bag 88¢

White Swan
BISCUITS 49¢
 6 Pack

Del Monte
PINEAPPLE 2/45¢
 8 Oz. Can

Sugar Sam
SWEET POTATOES 2 1/2 Can 35¢

Johnson's
FUTURE WAX 27 Oz. Bottle \$1.09

Johnson
LEMON PLEDGE 14 Oz. Can \$1.29

Gala
PAPER TOWELS 39¢
 Big Roll



DREAM WHIP TOPPING 79¢

HANDY ANDY CLEANER 14¢ Off

69¢

AVOCADOS 2/35¢

RADISHES Or GREEN ONIONS 2 Bunch 15¢



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



RUDOLPH SAYS —

AN EDITORIAL

Christmas Shopping Serves A Purpose

Commercialization of Christmas is perennially a complaint of chronic Scrooges and others who like to think that business is never up to any good.

No one can deny that consumer shopping is vastly expanded during the Christmas season. Anyone who can read knows that the newspaper is a major factor in stimulating the Christmas trade.

So commercialization of Christmas and newspaper advertising is often linked together.

But before anyone is critical of the merchant Christmas newspaper advertising, he should take a close look at the items advertised. He should ask where, if any, waste is involved.

Over 90 percent of the goods advertised as suggestions to Christmas shoppers are necessities. They are goods which are just as much needed in June as December.

Most often listed gift suggestions are coats, dresses, shoes, household appliances, furniture, books, tableware, watches, records, record players, and even various kinds of pots and pans.

The fact is that, for most American families, Christmas shopping is mainly delayed shopping. Real needs are postponed until Christmas so they might be purchased as gifts.

The custom is neither the making of the retailer nor the newspaper. It is a buying choice of the consumer.

Increased newspaper advertising during the Christmas season meets a consumer demand for information at a time when the consumer has chosen to buy.

The merchant who expands his advertising at Christmas necessarily assures the consumer that delayed demand can be supplied at the consumer's convenience.



Pause and Reflect

By Nelson Lewis

The day is Christmas Eve, 1776.

General George Washington has met defeat in two recent battles.

His army numbers only two thousand and they are badly equipped and poorly fed.

He stands alone on the banks of the Delaware River, the far shore is hidden by a blinding snowstorm: the survival of a new nation is hidden by blinding indecision.

The chill of anxiety sinks into the very marrow of his bones at the realization that on his judgment alone rests the fate of his beloved America.

He has commanded enough boats to effect a crossing. His ragamuffin horde will follow him to Hell and back. The raid could result in the capture of a thousand Hessian mercenaries and control of the state of New Jersey: or it could mean the end of the Colonial Dream.

As he tramps the frozen river bank his inborn intelligence and stubborn pride indicate a surprise raid.

But wait!

If he crosses the river due to his best judgment, experience or general personal desire for victory, he will be criticized by the "Doves."

If he does not engage in this doubtful venture he will earn the scorn of the "Hawks."

If his soldiers destroy the enemy, they, and he, may be tried as war criminals.

If he does not destroy the enemy he may be branded as a general "soft" on the common foe.

The safe course is to dispatch riders to obtain permission to advance.

This will delay the attack for several days while commissions are formed, committees meet, bills and riders are attached.

The lapse of time will give ample warning to the enemy therefore if and when the raid is made the goose will have flown the coop.

Fortunately, the General was not whiplashed by politicians playing games with the fate of the new nation.

He had taken the field with one thought in mind—victory.

A quiet command is passed from mouth to mouth.

Boats are launched into the snowy darkness.

Standing amid ship in the lead boat a tall man glances from the icy river toward the heavens.

A rift in the clouds exposes an extremely bright star: a star whose brilliance has lighted a manger and will soon shine on red blood against white snow, later it becomes the first in a field of fifty.

.....

Ages pass, peace is assured until brother turns on brother and the new nation is torn by civil strife.

A gunboat loaded with Yankees sails up a Texas river. The objective is the occupation of Texas (a big order in anybody's language.)

There is only one hitch--the Texans don't want to be "occupied."

Everytime the boat heads toward the river bank a band of ragamuffin characters lay down a fullside of musket balls that is plumb discouraging.

This gets old after a few days, especially when fresh water and victuals are scarce, so the commander of the

Federal gun boat turns the craft around and returns to safety of the harbor.

.....

These two incidents in the history of our Nation and our State show the falacy of indecision when the chips are down and the stakes are high.

There comes a time when we can no longer stumble around in that broad grey land between diplomacy and military victory. The North Vietnamese have no such problem--they are fighting to win--by fair means or foul.

In the forefront of our minds we must keep one thought very clear--the men being held in communist prison camps are men we drafted to fight for us.

If we in our callous prosperity born of inflation choose to ignore such terms as duty and patriotism we can not shrug off the suffering of these men, who dying inch by inch pay for our freedom here at home.

There is no better way for you to help them than the letters to Hanoi movement being sponsored by the Young Homemakers of Friona.

After all they and their buddies make it possible for you to read this uncensored newspaper!

.....

"... crime cannot be explained away. It can be given aliases, but by any other name it is still crime--violations of the law of our land. And it is still increasing."--Mr. J. Edgar Hoover, Director of the Federal Bureau of Investigation.

LETTERS TO EDITOR

(Editor's note: Following are two responses to the Friona Young Homemaker's "Write Hanoi" drive.)

Dear Homemakers:

An article, page 38, Amarillo Daily News, Friona, "Sign-a-Letter-To-Hanoi Week" is very commendable.

We have a son Sgt. Charles V. Newton, Spec. Forces, (Green Beret) missing in action (M.I.A.) since April 1969.

Add this name to your list with Glenn Tubbs and make two only known Panhandle boys missing.

Most appreciative,
Troy Newton
Rt. 2, Canadian, Texas

Mrs. Dozier,
First of all I would like to thank you and the Friona Young

Homemakers for launching a campaign in your area.

Your interest in this very humanitarian situation is very pleasing not only to my children and myself but to the other 1500 families across the United States.

If at all possible I would appreciate a copy of the proclamation signed by the Mayor of Friona. As I am keeping a scrap book to show my husband when he does return to us so that he will know that at least the people of the Texas Panhandle did not forget the many men who have given so much of their life for our country. Also I would appreciate a copy of your letter and petition for this scrap book.

Our deepest thanks,
Pam, Paul & Cindy Tubbs

IT'S OLDS "CATCH-UP" TIME!

'71 Delta 88s are rolling in... and Olds dealers are out to catch up! Great time to move into the big-car world of Olds!



Oldsmobile Delta 88: all-new styling exclusive new "G-Ride" System. Power steering and front disc brakes, standard. Solid comfort from a new full-foam molded front seat. See your Olds dealer today!



FRIONA INDEPENDENT SCHOOL DISTRICT

STATEMENT OF CASH RECEIPTS AND DISBURSEMENTS

FISCAL YEAR ENDED AUGUST 31, 1970

EXHIBIT "B"

Description	Operating Fund				Food Service Fund	Student Activity Fund	Building Fund	Interest & Sinking Fund	Consolidated Application Fund	Totals
	State & County Available	Local Maintenance	Transportation	Payroll						
Opening Cash Balance, 9-1-69	\$ -0-	\$ (8,333.54)	\$ 1,344.39	\$ 502.55	\$ (4,079.74)	\$ 1,059.38	\$ 1,223.43	\$ 4,060.38	\$ 474.35	\$ (3,748.80)
Receipts:										
10 Local Sources	\$	\$345,276.55	\$ 1,128.90	\$	\$ 70,723.12	\$ 30,727.24	\$ 2,070.00	\$116,680.05	\$	\$ 566,605.86
20 County Sources		13,413.31								13,413.31
30 State Sources	154,149.04	251,685.91	28,860.00		12,632.14				15,127.16	462,454.25
40 Federal Sources										-0-
50 Sale of Bonds										-0-
60 Loans										-0-
70 Sale of Property and Insurance Recovery		4,107.89	1,741.02							5,848.91
80 Incoming Transfers				674,907.15						674,907.15
85 Interfund Transfers										
Revolving Fund - Food Service Salaries				27,750.05						27,750.05
Loans Received from Other Funds		474.35		115.00				12,408.50		12,997.85
Other - Returned Checks Collected					465.29	84.89				550.18
Total Cash Receipts	\$154,149.04	\$614,958.01	\$ 31,729.92	\$702,772.20	\$ 83,820.55	\$ 30,812.13	\$ 2,070.00	\$129,088.55	\$ 15,127.16	\$1,764,527.56
Total Funds Available	\$154,149.04	\$606,624.47	\$ 33,074.31	\$703,274.75	\$ 79,740.81	\$ 31,871.51	\$ 3,293.43	\$133,148.93	\$ 15,601.51	\$1,760,778.76
Disbursements:										
Budgetary Disbursements	\$ 6.00	\$100,087.26	\$ 10,171.69	\$675,524.70	\$	\$	\$ 1,862.99	\$130,120.65	\$ 4,112.69	\$ 921,885.98
Retirement of Current Loans										-0-
Food Service Fund					81,793.61					81,793.61
Student Activity Fund						27,961.42				27,961.42
Interfund Transfers	154,149.04	494,111.48	18,063.63						8,583.00	674,907.15
Revolving Fund - Food Service Salaries				27,750.05						27,750.05
Loans Paid to Other Funds		12,408.50							474.35	12,997.85
Prior Year Payables										
Liquidated		1,983.24	9.00							1,992.24
Other - Checks Returned, Etc.					451.60	123.40				575.00
Total Cash Disbursements	\$154,155.04	\$608,590.48	\$ 28,244.32	\$703,274.75	\$ 82,245.21	\$ 28,199.82	\$ 1,862.99	\$130,120.65	\$ 13,170.04	\$1,749,863.30
Closing Cash Balance, 8-31-70	\$ (6.00)	\$ (1,966.01)	\$ 4,829.99	\$ -0-	\$ (2,504.40)	\$ 3,671.69	\$ 1,430.44	\$ 3,028.28	\$ 2,431.47	\$ 10,915.46
Less: Accounts Payable, 8-31-70	-0-	1,374.79	16.40	-0-	-0-	261.02	-0-	12,408.50	2,431.47	16,492.18
Unencumbered Cash Balances, 8-31-70	\$ (6.00)	\$ (3,340.80)	\$ 4,813.59	\$ -0-	\$ (2,504.40)	\$ 3,410.67	\$ 1,430.44	\$ (9,380.22)	\$ -0-	\$ (5,576.72)
Add: Temporary Investments and Time Deposits, Balances, 8-31-70	-0-	-0-	-0-	-0-	-0-	-0-	-0-	35,345.70	-0-	35,345.70
Unencumbered Fund Balances, 8-31-70	\$ (6.00)	\$ (3,340.80)	\$ 4,813.59	\$ -0-	\$ (2,504.40)	\$ 3,410.67	\$ 1,430.44	\$ 25,965.48	\$ -0-	\$ 29,768.98

Friona Invitational Tournament

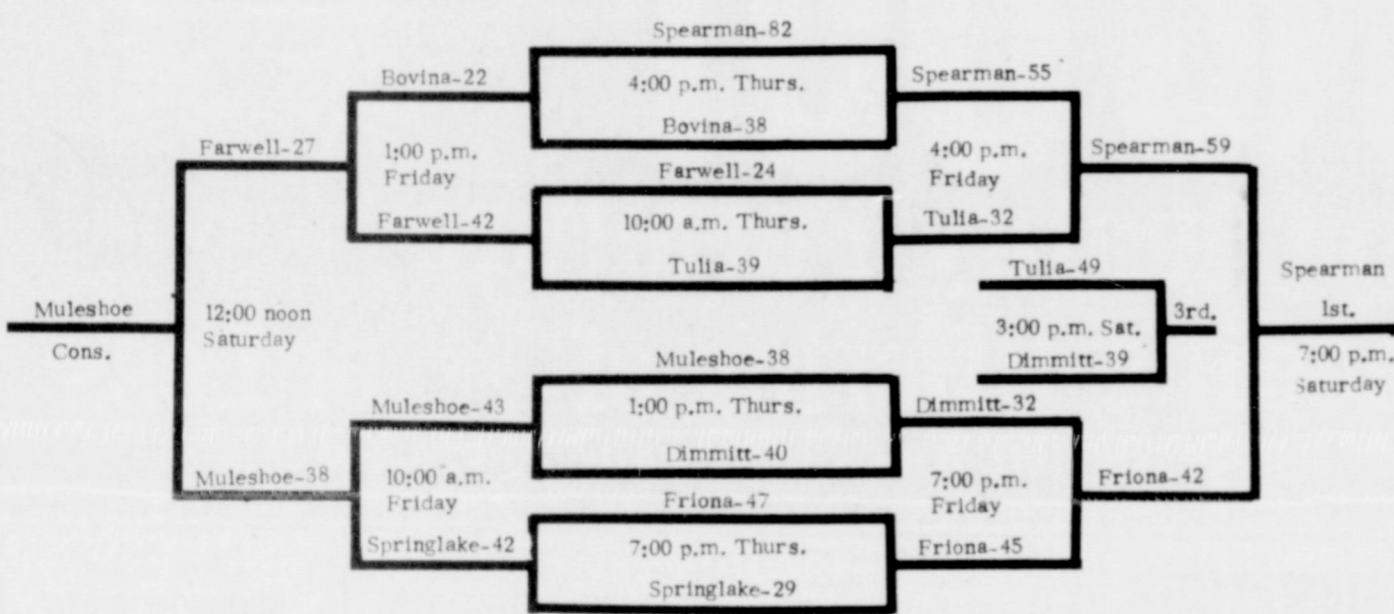
Results

Dec. 3, 4, 5, 1970

BOYS



GIRLS



That Favorite Man On Your List



Will Appreciate A Gift From FRIONA CONSUMERS

- *Tool Gifts For Automotive Repair
- *Outdoor Clothing For The Hunter Or Farmer
- *Or Give Him A Gift Certificate And Let Him Choose His Own.

FRIONA CONSUMERS



Buddy Lloyd, Mgr.
Phone 247-271 or 247-2860

Marion Fite and Ed Hutto Announce

the purchase of American Oil fertilizer facilities at Bovina - Friona - Pleasant Hill

The businesses will be known as **3-Way Chemical**

Complete fertilizer service will continue to be offered and your business will be appreciated.

Marion Fite - Friona Manager - Pat Kunselman - Bovina Manager - Barry Thatcher - Pleasant Hill Manager



George Long

George Long is now associated with **3-Way Chemical** as sales representative.

George is well-known throughout the area and will headquarter in Bovina.

3-Way Chemical

"Farmers' Headquarters"

Friona - Bovina - Pleasant Hill

How About A NEW HOME

For *Christmas*

Select the plan of your choice in Lakview Addition Low Interest;

PLUS

Anyone Buying A House Between Now And Dec. 25th Will Receive A



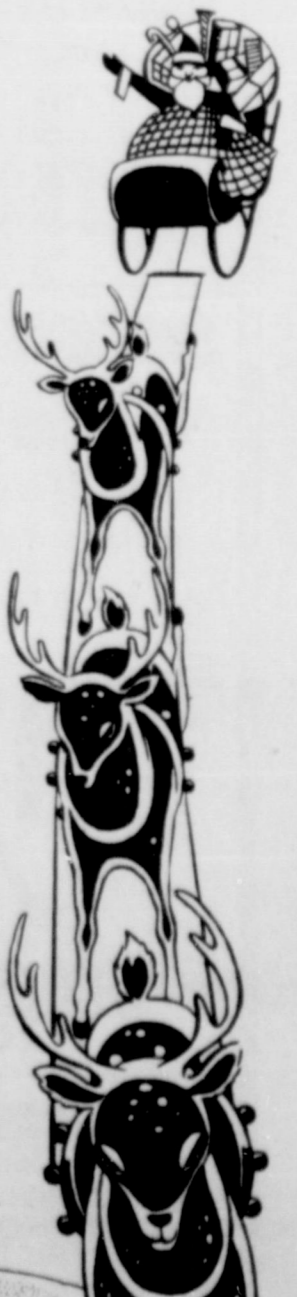
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Westinghouse Permanent Press Two-Speed Washer and Dryer

HIGH PLAINS DEVELOPMENT CO.

Phone 372-9233, Amarillo

Phone 247-2511, Friona



SELLING \$100 THOUSAND DOLLAR STOCK OF FINE FURNITURE

Hereford, Texas

H&H FURNITURE OPEN DAILY 10A.M. 'TIL 8P.M.

THE END of the Sale IS NEAR

Offering You The BEST Opportunity of Your Lifetime To Save . . .

Here is just what you have waited for . . . The last days of our "Quitting Business Sale" are closing in on the unsold balance of the \$100,000 stock of fine furniture that is being offered at drastic prices. Many dealers would like to buy this entire balance, but we want our friends & customers to share the savings that are left, these last few days will surely be bigger savings than you have ever been offered before . . . Come out and browse around.



WE'RE SELLING OUT



AN OFFICIAL GOING OUT OF BUSINESS SALE!
RULES OF SALE:
 Time payment plan is available at these Going Out of Business Sale Prices! No Mail or Phone Orders can be accepted since all items are subject to prior sale. All Sales Final, No Refunds, No Exchanges, No Cancellations.
H & H FURNITURE

Our \$100,000 Stock of Quality Furniture
Lamps • Tables • Bedding • Offering of 1/2 or Less

RIGHT TO THE SALES LAST CLOSING DAY AND HOUR—YOU MAY BUY ON LONG EASY CREDIT TERMS—TAKE MONTHS TO PAY—Free Delivery

Regular \$189.50 SOFA BED 2-PIECE SUITES Our all new 2-pc. sofa bed suites in variety of colors and styles . . . modern Early American, Spanish, sofa and matching chair. MUST GO! CLOSE OUT NEAR END PRICE: \$88	Regular \$299.50 GROUP OF FINE HID-A-BED SOFAS Famous brand, choice of covers, nylon, velvet, vinyl, variety of styles; makes a full bed or larger. MUST GO! CLOSE OUT NEAR END PRICE: \$129	Regular \$189.50 and \$199.50 BEDROOM SUITES 4-PIECE WALNUT & COLORS Fabulous 4-pc. bedroom group with handsome burl, walnut, walnut finish, large mirror, bookcase bed & chest. MUST GO! CLOSE OUT NEAR END PRICE: \$88	WE QUIT . . . FURNITURE CLOSE OUT SALE  Read all of these Better Days of our CLOSE-OUT SALE in this page advertisement and they represent but a few of the many hundreds of the final Bargains to be had while the Merchandise lasts. Remember please YOU CAN NOW BUY quality, Fine Quality from the country's best makers for a great deal less than if you were actually in the furniture business. COME IN AND BROWSE, You'll save many, many dollars by doing so with items now at a great deal LESS than 1/2 price! NOTICE ON MOST DELIVERIES Thousands of purchases have swamped our delivery department. Please be patient . . . our delivery staff is now working at top speed in order to make deliveries as promised, as we are just as anxious to get the FINE furniture you have purchased in to your home as you are to receive it.	Regular \$499.50 and \$399.50 EARLY AMERICAN BROYHILL SOFAS A fine group of Hi-Wing back quilts, some traditional, choice of print or solids colors. Dozens to choose from. MUST GO! CLOSE OUT NEAR END PRICE: \$229	Regular \$249.50 4-PIECE SPANISH BEDROOM SUITE Fabulous Spanish Style, large dresser, mirror, full size bed and matching chest of drawers, nite stand. MUST GO! CLOSE OUT NEAR END PRICE: \$168	Regular \$459.50 4-PIECE PULASKI BEDROOM SUITE In Spanish styled dark oak with touch of shaded green. Lots of decoration, dresser, 2 mirrors framed, with queen or regular size bed. MUST GO! CLOSE OUT NEAR END PRICE: \$239
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TAKE MONTHS TO PAY - FREE DELIVERY \$50 OR MORE

THE LAST DAYS of QUITTING BUSINESS SALE

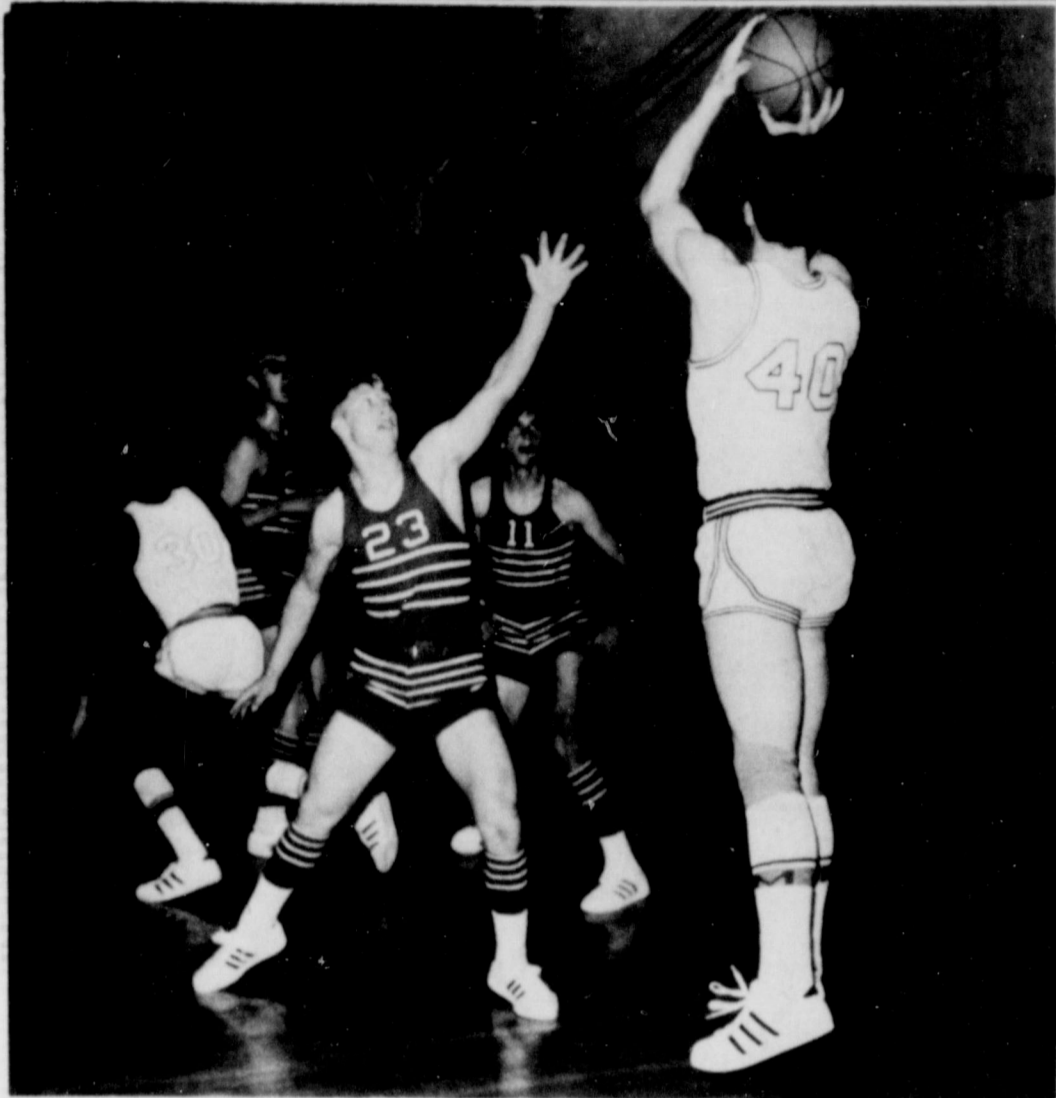
Regular \$399.50 LIVING ROOM 2-PIECE SUITE This suite has a heavy vinyl cover club chair and 3 cushion sofa. Ideal for the den and hard wear a real HE-MANSUITE. MUST GO! CLOSE OUT OUT PRICE: \$188	Regular \$1039.00 BEDROOM SUITE QUEEN MATTRESS & BOX SPRINGS Frame included . . . Hey! look here and read this. 8-piece bedroom, triple dresser, nite stand, mirror, queen headboard, frame, and the finest orthopedic bedding money can buy. MUST GO! NEAR END OUT PRICE: \$588	Regular \$499.50 92" VELVET SOFA . . . A BEAUTY Red velvet curved sofa, tufted back and skirted all around 2 cushion and their Scotchguard. Made by Broyhill. Better hurry . . . Blue Tool! MUST GO! NEAR END CLOSE OUT PRICE: \$238	Regular \$189.95 QUEEN SIZE Mattress & Box Springs This set has built-in comfort, restful because they are built that way. Hundreds of coils with quilted top. MUST GO! CLOSE OUT NEAR END PRICE: \$89	Regular \$359.00 LATEX KING SIZE 2 BOX SPRING & 5 1/2 MATTRESS "Kingsize" set of nothing but the very best sleep set that leaves you feeling good good every morning. 20 year guarantee. By famous brand manufacturer. MUST GO! CLOSE OUT NEAR END PRICE: \$199	Regular \$108.50 FULL SIZE HOLLYWOOD 4 PIECE BEDROOM SET Special set with full size boxsprings and mattress, frame, tufted headboard of vinyl. Never will there be another of these. Hurry! MUST GO! CLOSE OUT NEAR END PRICE: \$68
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LIVING ROOM CHAIRS \$ 89.50 Lounge Chair . . . \$39 \$129.50 Lounge Chair . . . \$33 \$ 99.50 Lounge Chair . . . \$59 \$139.50 Lounge Chair . . . \$54 \$119.50 Lounge Chair . . . \$49 LESS THAN 1/2 PRICE!	EARLY AMERICAN SOFAS \$299.50 Early American Sofa \$144 \$399.50 Early American Sofa \$168 \$499.50 Early American Sofa \$197 \$429.50 Early American Sofa \$210 \$599.50 Early American Sofa \$288 LESS THAN 1/2 PRICE!	EARLY AMERICAN CHAIRS \$179.50 Early American Chairs \$59 \$199.50 Early American Chairs \$99 \$289.50 Early American Chairs \$86 \$ 99.50 Early American Chairs \$36 \$129.50 Early American Chairs \$48 LESS THAN 1/2 PRICE!	GENUINE CONVERTI.BEDS \$599.50 Genuine Converti-Beds \$299 \$599.00 Genuine Converti-Beds \$279 \$349.00 Genuine Converti-Beds \$174 \$599.50 Genuine Converti-Beds \$229 \$399.00 Genuine Converti-Beds \$198 LESS THAN 1/2 PRICE!
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LIVING ROOM SOFAS \$549.50 Living Room Sofa . . . \$268 \$399.50 Living Room Sofa . . . \$186 \$499.50 Living Room Sofa . . . \$239 \$399.50 Living Room Sofa . . . \$196 \$529.50 Living Room Sofa . . . \$259 LESS THAN 1/2 PRICE!	MATTRESS & SPRINGS \$ 39.50 Red Label—Pinstripe \$ 19 \$139.50 Hotel-Motel Twin (Damaged) . . . \$66 \$349.50 King-Size 2 Boxsprings \$167 & Mattress \$ 49.50 180 Coil Super Soft Innerspring . . . \$ 24 \$119.00 Twin Mattress & Box Springs . . . \$ 58 LESS THAN 1/2 PRICE!	Regular \$699.50 . . . 8-PC. DINING ROOM SUITE Pecan finish dining room suite and buffet, oval table, 2-leaf extensions, 6 ladder back chairs with black vinyl upholstery seats. MUST GO! CLOSE OUT NEAR END PRICE: \$349 Regular \$599.50 . . . 6-PC. SPANISH OAK BEDROOM SUITE Dark Spanish bedroom suite, triple D, carved frame mirror, nite stand, kingsize bed, 5 drawer chest. Add beauty to any bedroom. MUST GO! CLOSE OUT NEAR END PRICE: \$369	QUALITY BEDROOM SUITES \$189.50 4-Pc. Bedroom Suite \$ 88 \$269.50 4-Pc. Bedroom Suite \$136 \$389.50 4-Pc. Bedroom Suite \$186 \$529.50 4-Pc. Maple BR Suits \$263 \$599.50 5-Pc. Antique White Suite . . . \$299 LESS THAN 1/2 PRICE!	GOOD USED MERCHANDISE \$175 Coppertone Refrigerator, Close Out Price! . . . \$99 \$100 Wright 18 Ft. Freezer . . . \$40 Up Right \$29 Recliner Chair, Close Out Price . . . \$10 \$39.50 5-Pc. Dinette, Close Out Price . . . \$27 \$129.50 7-Pc. Dinette, "Virtue" Now . . . \$88 LESS THAN 1/2 PRICE!
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THE END IS NEAR . . . QUITTING BUSINESS SALE . . . DON'T WAIT, SAVINGS OF 1/2 AND MORE . . . NOW!

LARGE & SMALL PICTURES, MIRRORS, PLAQUES \$ 1.95 Each Small Pictures . . . 96c \$12.95 Each Oval Mirrors . . . \$6.00 \$ 9.95 Each Small Long Pictures . . . \$4.30 \$19.50 Each Floral Pictures . . . \$9.00 \$34.50 Each Chinise Black Frame . . . \$14.00 LESS THAN 1/2 PRICE!	TABLE & SWAG LAMPS \$49.50 Lamps 1/2 Reg. Price . . . \$22 \$59.50 Lamps . . . \$24 \$69.50 Lamps . . . \$32 \$199.50 Swag, Table Lamps . . . \$99 \$34.50 Swag Lamps . . . \$16 \$59.50 Swag Lamps . . . \$28 LESS THAN 1/2 PRICE!	LIVING ROOM TABLES \$59.50 Occasional Tables . . . \$29 \$59.50 Occasional Tables . . . \$28 \$129.50 Occasional Tables . . . \$59 \$129.50 Occasional Tables . . . \$57 \$79.50 Occasional Tables . . . \$28 LESS THAN 1/2 PRICE!	COLONIAL SOLID MAPLE FURNITURE \$599.50 4-Pc. Bedroom Suite . . . \$296 \$ 89.50 Bookcase, 3 Shelf 36" . . . \$44 \$169.50 Lingerie Chest . . . \$83 \$179.50 8-Drawer Desk . . . \$88 \$199.50 Hutch & Base . . . \$99 LESS THAN 1/2 PRICE!
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WHOA, MULE... Bill Bailey (23) attempts to guard this Muleshoe point-maker in the third-place battle last Saturday. In the background are J.V. Finley and Don Fortenberry.

FOOTBALL RESULTS

Alton Peak Takes First In Contest

Alton Peak proved to be the best crystal-ball gazer in the Friona Star's first "bonus" football contest held last weekend. Peak was one of four contestants who came out with scores of 13 for the week, and he took the first prize money of \$15.00 on the basis of his tie-breaker guess.

Second place, and \$10.00 in cash, went to Mrs. Jack Clark, whose husband won the runner-up spot and two tickets to the Sun Bowl in the regular contest.

Third place, and \$5.00 in cash was awarded to Ramiro Castillo. Also picking 13 games, but finishing just out of the money, was Clarence Monroe.

Peak's only miss on the 14-game slate was in picking North Texas State over Tulsa. He missed the tie-breaker by only nine points, picking Minnesota over Chicago by 24-14 (the score was 16-13.)

Mrs. Clark's miss was Childress over Haskell. She was 11 points off the tie-breaker, guessing it to be 24-10.

Castillo missed the Petersburg-Cooper game, and was 21 points off the tie-breaker. Monroe missed the Childress-Haskell game, and was 26 points off the game score.

The Brownwood-Monahans game, a 10-10 tie with Brownwood winning on penetrations, was considered a win for Brownwood in the contest.

Contestants getting 12 games right were Mal Manchee, Hereford; Bob Finley, Eugene Ellis, Benny Pryor, Larry Johnston, John W. Frazier, Bill Bailey, Jack Crawford, Hank Wheeler, W.R. Mabry, Jerry Tisdale, Hereford; Frank Castillo, Trinidad Gomez, Hereford, and Melvin Lloyd.

Another 13 contestants correctly picked 11 games.

The Star will feature its second "bonus" contest, to include all major bowl games, in next week's issue. Be watching for this final contest.

Last week's contest drew over 100 entries, including some who entered for the first time.

Teams Enter Tulia Meet

Friona High School basketball teams will see action this weekend in the Tulia Invitational tournament.

The Squaws will meet Slaton in a 1 p.m. Thursday game, with the Chiefs meeting the host Hornets in the 8:30 p.m. finale on opening day.

Idalou and Canyon girls are in the other quarterfinal bracket, so the Squaws will face one of those teams in a second round game.

Happy and Slaton are the boys teams in the lower bracket with the Chiefs, so they will meet one of those teams either in championship or consolation play.

Other girls teams entered are Muleshoe, Dimmitt, Clarendon and Tulia. Happy replaces Canyon in the boys division.

Frosh Suffer Second Loss

The Freshman boys lost their second game of the season to Muleshoe at Muleshoe November 30.

Friona took the lead on a field goal by James Perea and free shot by Ricky Carr. Muleshoe tied it up 3-3 with 2:59 left in the quarter and led 9-3 at the end of the quarter. Friona got the first 2 points in the second quarter to pull within 4 (9-5) but it was short lived and Muleshoe took command and led 23-12 at the half.

Muleshoe's longest lead of the game was the final score.

Friona	3	12	18	28
Muleshoe	9	23	39	52
James Perea, 5-1-11; Bill Fallwell, 3-1-7; Weldon Peace, 2-1-5; Kent Patterson, 2-0-4; Ricky Carr, 0-1-1.				

Contest Games McMurtrey Wins School Lunch Menu

(Editor's note: Following are scores of the games included on last week's contest slate.)

- Petersburg 41, Cooper 7
- Haskell 50, Childress 15
- Brownwood 10, Monahans 10 (Brownwood wins on penetrations)
- Odessa Permian 18, Palo Duro 6
- Tennessee 28, UCLA 17
- Houston 36, Miami 3
- Texas 42, Arkansas 7
- L.S.U. 61, Mississippi 17
- Arizona State 10, Arizona 6
- Tulsa 26, North Texas 20
- Detroit 16, St. Louis 3
- Oakland 14, N.Y. Jets 13
- Kansas City 16, Denver 0
- Dallas 34, Washington 0 (Minnesota 16, Chicago 13)

Las Vegas Trip

O.L. McMurtrey of 1402 West Fifth St. in Friona, was among 20 salesmen honored by Triple "F" Feeds during a 4-day holiday here last week.

McMurtrey won the jet trip to Las Vegas by leading the company in sales of preservatives and minerals in Texas, Oklahoma and eastern New Mexico. He is an area manager for Triple "F". Mrs. McMurtrey accompanied him on the trip.

Monday--hot dogs, French fries, pork and beans, apricot cobbler and milk.

Tuesday-- hamburger patties, corn, carrot sticks, hot rolls-butter, English peas, apple sauce, and milk.

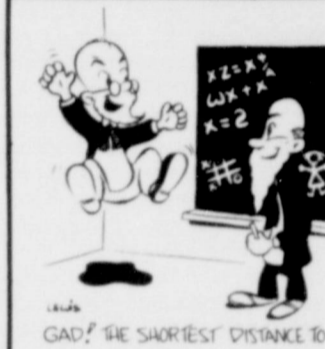
Wednesday--tacos, pinto beans, corn bread and butter, lettuce, tomato salad, peaches and milk.

Thursday--barbecue on bun, potato chips, brownies, sweet relish, and chocolate milk.

Friday--turkey and dressing, buttered carrots, hot rolls and butter, cranberry sauce, fruit salad and milk.

STATEMENT OF NON-DISCRIMINATION

"West Texas Rural Telephone Co-op, Inc. has filed with the Federal Government a Compliance Assurance in which it assures the Rural Electrification Administration that it will comply fully with all requirements of Title VI of the Civil Rights Act of 1964 and the Rules and Regulations of the Department of Agriculture issued thereunder, to the end that no person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination in the conduct of its program and the operation of its facilities. Under this Assurance, this organization is committed not to discriminate against any person on the ground of race, color or national origin in its policies and practices relating to applications for service or any other policies and practices relating to treatment of beneficiaries and participants including rates, conditions and extension of service, use of any of its facilities, attendance at and participation in any meetings of beneficiaries and participants or the exercise of any rights of such beneficiaries and participants in the conduct of the operations of this organization. "Any person who believes himself, or any specific class of individuals, to be subjected by this organization to discrimination prohibited by Title VI of the Act and the Rules and Regulations issued thereunder may, by himself or a representative, file with the Secretary of Agriculture, Washington, D. C. 20250, or the Rural Electrification Administration, Washington, D. C. 20250, or this organization, or all, a written complaint. Such complaint must be filed not later than 90 days after the alleged discrimination, or by such later date to which the Secretary of Agriculture or the Rural Electrification Administration extends the time for filing. Identity of complainants will be kept confidential except to the extent necessary to carry out the purposes of the Rules and Regulations."

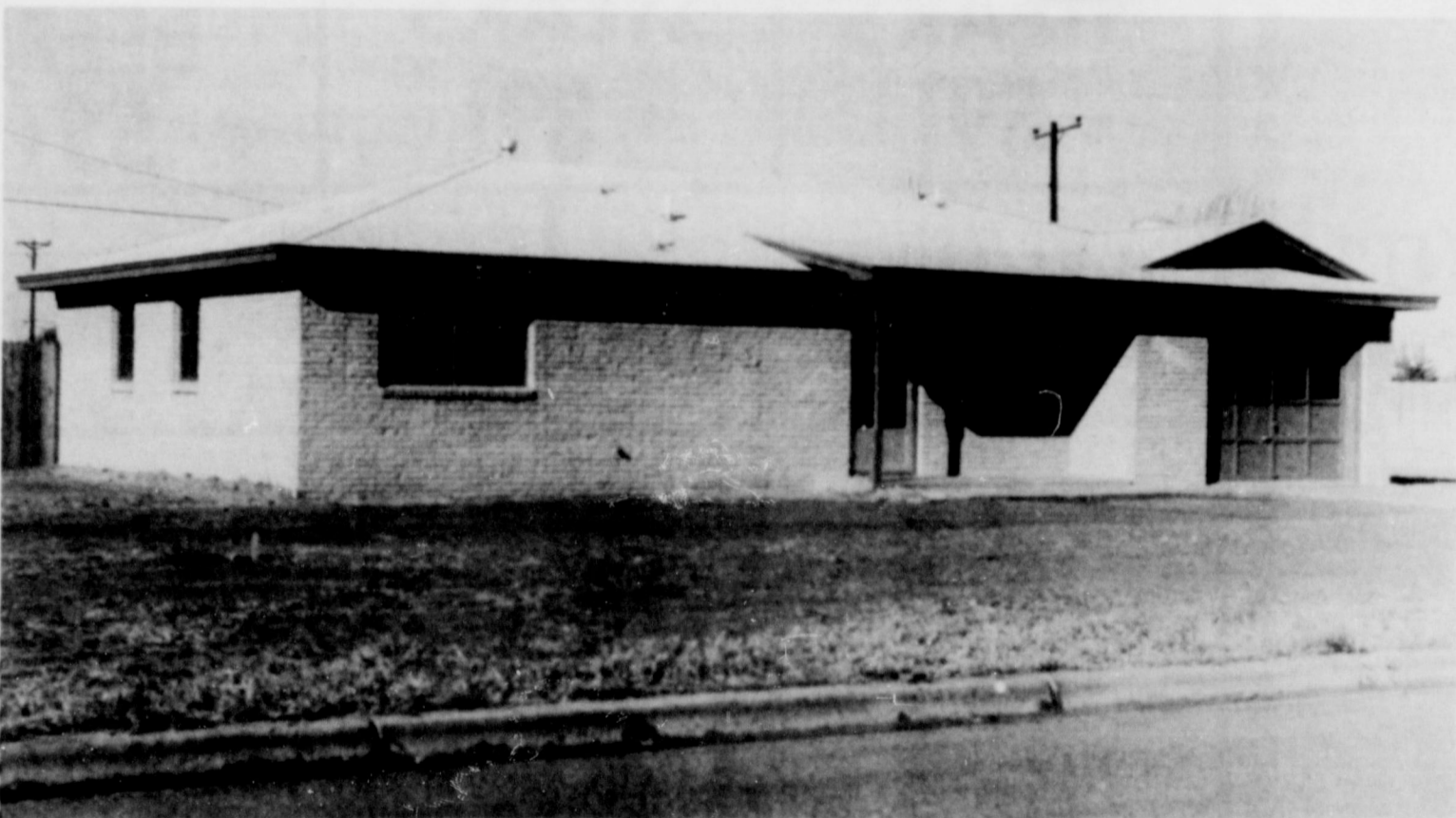


WHITES AUTO

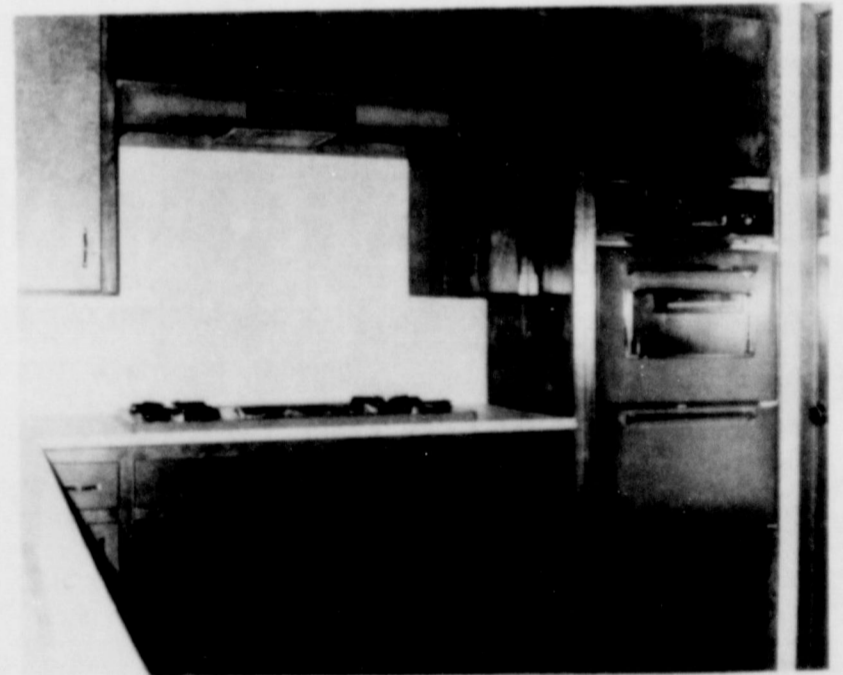
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WE BUILD HOMES - - Not Houses



This fine home, located at 1111 Virginia, meets all FHA specifications, and was built entirely by local contractors, listed at right



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- *Hicks Plumbing
- *Campbell Electric
- *Bill Stephens, Painter
- *Fallwell Floors
- *Bob Clark, fencer

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"LUMBERMEN"

O. F. LANGE

FRIONA, TEXAS



**At Home In
Parmer County**
By Janice Miller
County HD Agent

The Christmas tree, symbol of the beauty and joy of the holiday season, may present problems as you try to choose just the right tree for your home, advises Everett Janne, Extension landscape horticulturist at Texas A&M University.

Proper selection and treatment enhance the long-lasting beauty of a Christmas tree, he reminds.

The first rule in selecting the freshest tree is to shop early. To determine how fresh a tree is, first check the needles. They should be resilient and not brittle when bent. The needles should adhere when you run your fingers down the branch. Shake or bounce the tree on the ground lightly to see if the needles are firmly attached. If only a few drop, the tree is undoubtedly fresh and is more likely to retain its needles throughout the holiday season.

Trees on the lot always appear smaller than they actually are. Since Christmas trees are sold according to height, it is economically unwise to buy one several feet taller than the ceiling at home.

Look for a tree with uniform triangular taper. Check to see that it is free of weak, broken or unduly long branches. Also, it should have a well-fitted out look.

Once home, make a diagonal cut at the base of the tree, removing one to two inches of the base. Stand the tree in water and keep the base immersed. The tree should be stored in a cool, shady spot, indoors or outdoors, until time for decorating.

A Christmas tree with its base immersed in water will remain safe from ignition from a point source, such as a match flame, for at least 3 weeks, if installed reasonably fresh.

Add water to the base container daily to replace amounts absorbed by the tree. A five or six foot tree may use as much as a gallon of water a

day. Low humidity found in most heated homes increases the difficulty of keeping the foliage fresh.

Locate the tree so that it is not in the air stream of heating vents or near other sources of heat. Use a fire screen before a fireplace to contain flying sparks.

Keep the Christmas tree lighting system in good order. Inspect and discard wires with frayed insulation, broken sockets, and loose connections. Don't buy strings of lights unless they have the UL label. Keep the base of the tree from combustibles and remove combustible Christmas wrappings as soon as possible.

Saccharin poses no hazards in the quantities it is likely to be used, reports Minnie Bell, Extension specialist in family life education at Texas A&M University. The information is the result of a study on saccharin usage by a committee of the National Academy of Science and the National Research Council.

According to the committee reports, Miss Bell says, a safe level of about 12 to 18 quarter grain tablets per day may be used by adults. Actual usage is likely to fall far below the safety standard.

The use of saccharin covers an 80 year period. During World War I, heavy use of the sweetener in England and Germany has produced no adverse effects.

A recent cancer mortality study involving over 21,000 diabetics using saccharin showed no increased risk of cancer over a period of 28 years, the report showed.

Miss Bell added that the committee did recommend further investigation of specific items related to saccharin's long-term effects.

The Home Demonstration Club women got together in No-

**High Plains Grain Crop Could
Feed 4,000,000 Cattle Yearly**

Research by two members of the Texas Tech University Department of Agricultural Economics shows that enough grain sorghum is produced in the High Plains of Texas, Oklahoma and Eastern New Mexico to feed about four million head of cattle annually.

Research on grain sorghum market structure of the High Plains conducted by Prof. Richard J. Foote of agricultural economics, and research associate Jesse Carter Snodgrass, was financed through a special item of Research in Agriculture in the Texas Legislative Budget.

The report concluded that if surplus water were brought in, grain production and cattle feeding could increase substantially.

"If supplemental water supplies are not obtained, areas now in cotton and vegetable production could be shifted to feed grains, if it would be the most profitable use for this land and water," said Foote.

"Improved technology could result in expanded feed production with no expansion in land or water resources.

member for their Annual Luncheon. This year each member brought a favorite dish and the recipe to share. I'd like to share these recipes with you. This one is a favorite of Mrs. Walter (Martha) Schueler of the Rhea Community.

MEXICAN HOT DISH
1 lb. ground meat
1 large onion
1 can mushroom soup
1 small can taco sauce
1 can Enchilada Sauce
1 pkg. Tortilla chips
1/2 lb. grated cheese
1/2 teaspoon salt
1/2 teaspoon garlic salt

Method: Fry meat and onions. Mix soup, taco sauce, and enchilada sauce, add to meat. In a casserole, place a layer of broken tortilla pieces, layer of meat mixture, and cheese, alternate layers ending with cheese. Bake 350 degrees F. for 1 hour. Freezes well.

"The study," he said, "was made to determine the major characteristics of the current market structure for grains. It may suggest ways to develop a more efficient marketing system, thus enabling the High Plains to realize the full economic potential of both grain sorghum production and cattle feeding."

The study determined flows of feed grains produced on the High Plains through various market channels, especially to local feedlots, and obtained information on current market practices.

"In recent years, substantial increases have taken place in both the quantity of grain sorghum produced and the number of cattle fed," said Foote. "The semi-arid climate of the High Plains and relatively warm winter temperatures are factors that have encouraged cattle feeding."

Cattle feeding is carried on to some extent in virtually all sectors of the area, he said, with the largest concentrations in the central and northern portions. Another area of high concentration is the western part of the area in Chaves County, N.M.

"Cattle feeding has been expanded in all parts of the study area, primarily due to the surplus of grain in Texas and Oklahoma," Foote said. "This surplus grain has given feeders a lower feed cost than experienced in other sections of the U.S."

Study results show grain sorghum was used in larger quantities than any other feed grain by feedlots. It represented 95 per cent of the total grain used and 97 per cent of the purchases made.

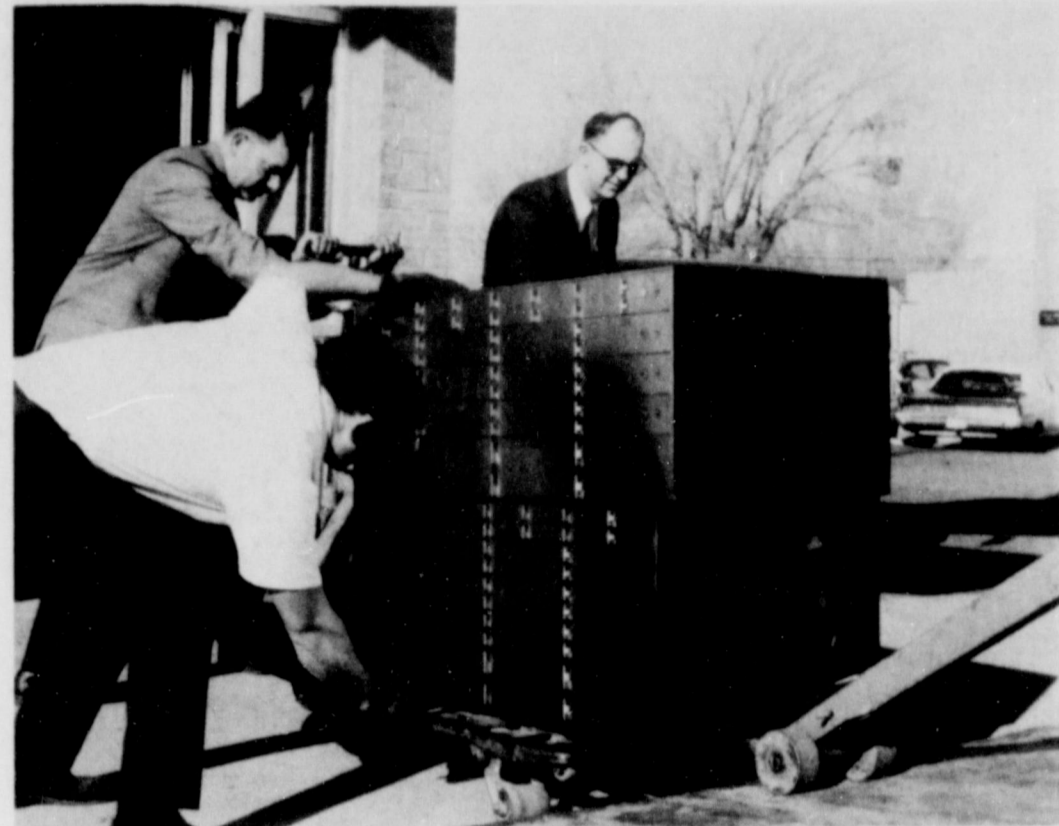
"About half of the grain storage capacity in the area was held by 10 per cent of the firms with a capacity of three million bushels or more per firm," Foote said.

"About 90 per cent of the feed grains handled by elevators was sorghum grain and for a third of the elevators, this was the only grain received."

In the north, the study revealed, 38 per cent of the purchases of feed were on a weekly basis and in the south and the Pecos Valley, about 65 per cent were on an annual basis.

"Most large feeders buy under contract," said Foote. "Most of the feedlots indicated they tried to buy when they thought prices would be low and price was the most important criterion with respect to choice of suppliers."

Court House Notes
Instrument report ending November 25, 1970 in County Clerk Office Bonnie Warren, County Clerk
WD, Odella Huckert, Frank Huckert, und 1/3 Int in & Part Sec. 4, Plyant Part Sec. 1, Carter
WD, Robert Estes & Bob McLean, Duane McDaniel, 0.99 ac. out Sec. 21 T7S; R2E
WD, Calvin M. Kunkel, Edward Dean Wuerflein, SE 1/4 Sec. 6, Warren
WD, Glenn C. Taylor, J. E. Hicks, N 5 ft. between lots 7 & 8, Bk. 10, Drake, Friona
WD, David L. Barclay, G. E. Nance, Lots 30, 31, 32, Bk. 24 Farwell
WD, High Plains Dev. Co., Albert Lee Chesher, Lot 1, N 18 ft. lot 2 Bk. 5, Lakeview Add, Friona
WD, Sloan Osborn, Geo. C. Taylor, Jr., Lot 8, Bk. 93, Friona
WD, Panhandle & South Plains Dev., Benito Rodriguez, Lot 14, Eastview Add Bovina
WD, Jose A. Torres, Panhandle & South Plains Dev., Lot 14, Eastview Add Bovina.



MOVING TIME... Movers, with an assist from bank employees, are shown loading up the first load of safety deposit boxes which were moved from Friona State Bank's old building to the new location last Friday.

Clothing Specialist Discusses Hemlines

Hemlines have become one of today's most controversial topics. For those already tired of the mini-versus-midi question, there are many more American women who are simply tired of hemming, period.

Hemming is a chore few homemakers like. Yet, a well done hem gives a dress a smart appearance and contributes to a woman's well groomed look, says Fannie Brown Eaton, Extension clothing specialist at Texas A&M University.

The most important thing about a hem is not the site, but the stitch, she adds. Use the sewing machine to put narrow hems in garments to be used for active sports clothes and other garments,

such as children's school clothes and those that will be laundered often. This stitching adds a decorative touch if done with skill.

Sew the hem by hand on better garments that demand appearance rather than strength. Use small stitches and thread the same color as the fabric. Take stitches between hem edge and the garment, keeping them fairly loose to achieve a neat hem.

Use a finish, such as hem tape, stretch lace, or lightly overcast edge, on fabrics that fray easily or those loosely woven. Pink or machine-stitch fabrics that don't require a finish. Firmly woven fabrics and those that don't ravel, including most knits, may be

hemmed with no edge finish at all.

On underlined garments, the hem should be attached to the underlining. Pay special attention to avoid stitching through the top side of the garment.

Miss Eaton reminds that regardless of the fabric, a good hem should always be an even distance from the floor all the way around. It should not be noticeable on the right side of the garment. The hem should be uniform in width, and wide or narrow enough to give the right weight to the skirt. A good hem is one that is durable, neat, well-pressed, and lies flat and smooth.



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Swift Honey Cup MELLORINE 1/2 Gallon 39¢	
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MIRACLE WHIP Qt. Jar 67¢	OLEO Solid 1 Lb. 20¢
HOMINY 2 1/2 Can 19¢	BLACKBERRIES 303 Can 33¢
HERSHEYS Semi Sweet Chips 12 Oz. 59¢	WAFFLE SYRUP Qt. 53¢
POPCORN 3 Minute 2 Lb. 35¢	GRAPEFRUIT SECTIONS 303 Can 29¢
BANANAS Lb. 10¢	CARROTTS 1 Lb. Pkg. 10¢
POTATOES 20 Lb. 89¢	



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

CORN BLIGHT POSSIBLE ON HIGH PLAINS IN 1971
Southern corn leaf blight which plagued corn producers throughout the Corn Belt this year will be back in 1971. Although the epidemic did not penetrate the Texas High Plains where corn is becoming an increasingly important cash crop, corn blight was identified in late September in Bailey and Deaf Smith counties. So, producers should be on the lookout when the new crop season rolls around.

"High Plains producers can do two things to protect against losses from the disease," points out Dr. Robert Berry, area plant pathologist with the Texas Agricultural Extension Service. "First of all, stubble management is important. Stubble should be turned under so that it will not be brought back up by land preparation or cultivation. Secondly, producers should plant as early as possible."

EARLY PLANTING IS IMPORTANT
Early planted corn seemed to sustain less damage throughout infected areas this past season, explains the plant pathologist. If the crop matures before large numbers of spores are produced by the disease-causing fungus, losses can be reduced substantially.

Planting blight resistant seed is also a possibility. Such seed will be available in limited quantities in 1971 and will be selling at a premium. Since there is only a slight chance that the disease will invade the area, planting good quality seed that is not resistant will be more economical as well as a "good risk," adds Berry.

WHAT ABOUT THE HIGH PLAINS?
What are the prospects for the disease epidemic to spread to corn fields in this area of the state?

"Southern corn leaf blight will probably reach into the High Plains next year," says Berry. "However, chances are good that the infection will only be slight. The disease will have to enter a field from spores carried by the wind from infected areas. Also, warm, wet weather hastens infection and these conditions are usually rare on the High Plains. We expect most disease to develop late in the season due to rainy weather in September."

DISEASE SYMPTOMS CITED
In describing the symptoms of the disease, the plant pathologist explains that oblong lesions with tan centers and dark brown, reddish borders will appear on the plant leaves. A yellow halo often forms just outside the border. Leaf spots are one-half to three-fourths inch long and about one-fourth inch wide.

Similar spots also occur on husks, leaf sheaths and stalks. Infections may penetrate husk layers until the fungus reaches the kernels, thus destroying the quality of the grain. Ear shanks may also become infected and weakened so that ears fall from the plant. When this occurs, penetration continues up through the cob. Infected cobs become limp and break into several parts when squeezed or dropped. This complicates harvesting. Stalk rots also occur when the fungus penetrates the surface. Under severe conditions, stalks may break and create a lodging problem.

FUNGICIDES AVAILABLE
"Several fungicides are cleared for use on corn which serve as protectants from the disease," points out Berry. "However, treatment costs are high, from three to four dollars per acre, and several applications are required to give satisfactory control. So, fungicide control should be considered only as a last resort on fields with high yield potentials when a damaging disease is occurring in the area."

Producers on the High Plains may also be concerned about the disease possibly infecting grain sorghum. Says, Berry, "There are no reports of the disease occurring on grain sorghum. We will continue to observe sorghum fields for all diseases, but we do not expect to find the corn blight fungus there."

The plant pathologist also points out that there is no evidence of corn blight or any of its by-products being injurious to human health. However, some people are allergic to breathing certain types of mold spores. Berry adds that livestock fed infected grain or forage have shown no adverse effects. Infected grain stores poorly, however, and may deteriorate from other fungi and bacteria that may be detrimental to livestock.

FITE IS PARTNER

**Ownership Change In
Fertilizer Company**

A recent ownership change in an area fertilizer chain has been announced by Marlon Fite of Friona and Ed Hutto of Bovina.

Fite and Hutto have purchased the locations of American Oil Co.'s fertilizer plants in Friona, Bovina and Pleasant Hill.

Personnel at the three locations will remain basically the same. Fite will be the Friona

manager, Pat Kunselman is the manager at Bovina, and Barry Thatcher will manage the Pleasant Hill location.

Name of the business has been changed to Three-Way Chemical, which was the original name of a fertilizer firm which Hutto started in the late 1950s.

Hutto has been serving as area manager for American Oil, in addition to the three locations which changed own-

**Employment Survey To
Be Taken In Area**

A number of households in this area will take part in a nationwide survey on employment and unemployment to be conducted the week of December 14-18 by the Bureau of The Census, Walter A. Freeman, Jr., Director of the Bureau's regional office in Denver announced today.

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

This survey is taken monthly by the Bureau for the U. S. Department of Labor. The households interviewed are scientifically selected to represent a cross section of all households throughout the United States.

Statistics on conditions in the labor force, especially on the

unemployed, are prime measures of economic conditions of the country. In October, for example, the survey indicated that 78.9 million persons are employed and 4.3 million were unemployed with a seasonally adjusted unemployment rate of 5.6 percent.

Men and women in the sample households who have done farm work during 1970 will be asked to provide information about their work experience. These additional questions are asked in the monthly survey annually for the U. S. Department of Agriculture.

Facts about individuals collected in the survey are held confidential by law; the results can be published only as statistical totals.



Whoever wrote "The Night Before Christmas" lived a hundred years too soon. Those lines about Maw-in-her-kerchief and Paw-in-his-cap settling down to a long winter's nap are for the birds.

Maw and Paw ain't about to get any sleep the night before Christmas or the night before that. They're too busy trying to figure out how to put the kids' bicycles together.

Seems that all the wheel toys these days come off the assembly line unassembled . . . and guess who's supposed to be a budding engineering genius? If Nader's Raiders would investigate, they'd probably find out that more husbands leave home on Christmas Eve than any other time of the year. (Chances are the wives they leave behind are crying because their husbands left the darned bicycle and its 130 moving parts scattered in an immobile state all over the living room floor.)

Theoretically, when you buy a bicycle, all the parts have been assembled and inspected. If you don't believe it, just look inside and you'll see a little slip that says "Inspected by Inspector No. 342" or some equally intriguing number. I'm looking for the day when I come up on one that says Inspector No. 000—then at least I'll know somebody's leveling with me.

I keep wondering about the person who inspected the last bike we bought . . . was he near-sighted, beside himself, or tripping out? Or did he really think my four-armed child would be happier with two chrome-plated power grip high-rise handlebars and only one semi-pneumatic tire?

About the only compensation I can think of for being the parent of a teen-ager is the thought that I won't have to suffer through another long session of "Attach Part A to Part B placing Part A-1 in a perpendicular position at obtuse right angles to Part B-1."

We've advanced from strollers to wagons, gone from trikes to bikes, and finally graduated to grooming a clothes horse.

This year all I have to do is step up to the counter and tell the clerk I want one cotton corduroy blazer in any shade of navy blue; three French-cuffed shirts in purple, tangerine, and acid green; the wildest four-inch ties he has in stock; and some tie-dyed blue jeans—all fully assembled, gift-wrapped, and charged to next month's bill.

It's the nicest Christmas gift my son has ever given me: the rest-of-my-lifetime membership in the Parents' Lib movement.

ALERT ON GRASS FIRES--
The dry and windy weather has created conditions very favorable for grass fires. Hunters are urged to be doubly careful with fires while in the field.



**FEEDING T-E LIQUID FEED IS SO EASY
IT COULD SPOIL YOU**

When you get out of bed in the morning, your supplement feeding chores may already be done for days to come—if you're feeding T-E Liquid Feed Supplement.

Because one refill of the free-choice range feeders will take care of your herd for about ten days, using a T-E feeder for every 75 to 100 head. All you have to do is make the rounds, once every ten days, stopping at each feeder long enough to watch it fill up.

T-E Liquid Feed Supplement cuts out most of the time, labor and equipment connected with dry supplements . . . saves you money.

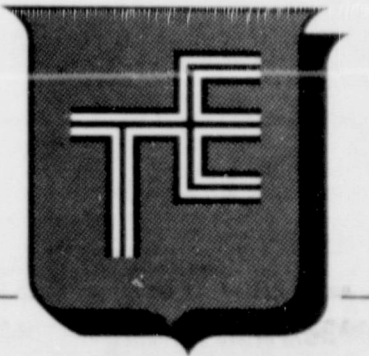
The proof of T-E Liquid Feed Supplement is in the extra quality your animals will show—extra energy, extra good health, extra gain. And that means extra profits from your range feeding program.

T-E Liquid Feed Supplement along with adequate roughage, minerals and water, is the easy way to be sure your animals are getting the protein, phosphorus, vitamins and trace minerals they need for energy and growth.

Of course, you do have to get out of bed—at least every ten days. Otherwise it could spoil you.

**T-E LIQUID FEED SUPPLEMENT
IS MADE FROM A PATENTED FORMULA**

The basic ingredients of T-E Liquid Feed Supplement are urea, phosphoric acid, molasses, vitamins A, D and E and trace minerals. The urea is chemically inhibited (by the patented formulation with phosphoric acid and molasses) to control the release of nitrogen and pace its conversion into protein for more efficient use by the animal.



**LIQUID FEED
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**Are You Running Low On Wheat Pasture?
Hi-Plains Feed Yard offers
many important advantages!**

Some of the outstanding features of our custom feeding facilities and services are typical of top-flight modern yards. Some, we think, are unique. We'll be happy to visit with you personally, explaining in complete detail why your cattle are so well-off being fed at Hi-Plains. Here are a few big reasons:

Hi-Plains Feed Yard is equipped with the finest, most modern milling and feeding machinery available. Extensive use of electronic controls, gauges and scales assures extreme precision in weighing, mixing, and dispensing all rations, which are analyzed twice weekly for complete certainty that protein level, moisture content, and percentages of minerals, fats and carbohydrates are exactly correct. Raw materials are constantly checked to meet our high standards, any failing to do so are returned to the supplier. Flaked milo is checked throughout the day for consistency. And rations are formulated by one of the world's foremost nutritionists, Harvey Richardson.

All cattle coming into our yards receive our personal attention from arrival throughout the fattening period and right onto the trucks when they're sold. Pens, water troughs, bunks and alleys are designed for one purpose: to fatten cattle as rapidly, efficiently, profitably as possible. Men in charge of your cattle have been in the business most or all of their adult lives. They know what they're doing and are actively concerned with keeping your cattle in optimum condition for best feedlot performance. Pens are fitted with sprinklers to reduce dust and heat stress; they are sprayed frequently to keep down flies; and good men are inspecting them every day. Fresh arrivals are given what we think is a uniquely protective, effective introduction to the feeding regimen. Our death loss is extremely light.

Ration costs at Hi-Plains are kept at a minimum not only because we're surrounded by the biggest milo producing region in the world, but to mention vast local production of other feedstuffs, but also by virtue of our purchasing a id warehousing procedures and facilities. Again we'd like to emphasize: Rations are precisely mixed and formulated to formulations by a renowned authority on animal nutrition.

Hi-Plains Feed Yard is favorably located not only with regard to feedstuff supplies, climate, and transportation advantages, but also with respect to market outlets. The world's biggest packing houses have major plants almost in the shadow of our mill. Examples:

- Swift & Company — 35 miles
- Missouri Beef Packers, Inc. — 3 miles
- Wilson & Company — 23 miles

We'd like to visit with you personally about our feeding program. In lieu of that, we take this means of giving you some idea of our splendid operation, meanwhile extending a cordial invitation to visit us whenever you can.

HI-PLAINS FEED YARD
CUSTOM CATTLE FEEDERS
Phone (806) 295-3100 Friona, Texas

A complete staff of highly trained men with long experience will be looking after your cattle constantly at Hi-Plains. These are some with top responsibilities:

PAUL MORGAN
Manager

Paul Morgan has been in the cattle feeding business some 30 years. He managed feedlots for Western Beef Packers of Denver for 10 years and had long experience in the Midwest before that. He came to Friona to oversee construction of Hi-Plains Feed Yard preparatory to managing its operation.



BOB CAMPBELL
Mill Supt.

Bob Campbell came to Hi-Plains late last year as mill superintendent after having served in the same capacity with Farr Better Feeds in Colorado for 13 years.



EARL ELAM
CATTLE FOREMAN

Earl Elam is a veteran of 22 years in the feeding industry, including 17 years with commercial feeders. Born in St. Joseph, Mo., he spent seven years with Western Beef Packers prior to joining the Hi-Plains staff.

DR. JOHN D. SHOEMAN

Our consulting veterinarian was head of the animal health department for W.R. Grace Research farm, and had his own practice 35 years in the heart of the cattle feeding industry, and fed many cattle individually.



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AUCTION

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CHRISTMAS FACTS & FANCIES



The legends and truths about Christmas—that happiest of all holidays—differ greatly from country to country and are often quite contradictory. Here, to set Santa's record straight, are some of the most interesting facts and beliefs that surround the celebration: One little known fact is that Christmas was once abolished in England and the United States! In 1643, the Puritan "Roundheads"—so called because of the round hats they wore—passed a law in Parliament against the Christmas holiday, which they considered pagan. Gradually, the people who resented this edict rebelled against Oliver Cromwell's "Roundhead" dictatorship and, in 1654, the law against Christmas was repealed. On the other hand, Christmas did not become a legal holiday in this country until Alabama declared it so in 1836. Louisiana and Arkansas followed suit in 1838 and, during the Civil War, thirteen additional states did the same. The District of Columbia, lagging far behind,

finally recognized Christmas in 1870. It may come as a surprise to you, but turkey—America's traditional Christmas dish—is rarely "gobbled" at England's holiday tables. There, roast beef has been the favorite meal since pagan times—when the ancient Druids sacrificed two white bulls as a winter rite. What about Santa Claus? When did he first arrive in this country? Though the Dutch brought him to New York in the form of St. Nicholas, Santa Claus—as we know him today—didn't come into being until Dr. Clement C. Moore wrote his famous poem that began, "Twas the night before Christmas." Dr. Moore, an Episcopal minister, created the jolly fellow and companion reindeer in 1822—to entertain his own children. Of all the customs, none evokes more excitement for young and old alike than the giving of gifts. No present, however, can top the one that General Sherman gave to Presi-

Daughter Born To Clovis Residents

Mr. and Mrs. Bobby Fulks, Clovis, New Mexico, became parents of a baby girl at 11:43 a.m. Tuesday, December 1, at Farmer County Community Hospital. She was named Lori Lyn and weighed 7 lbs. 8 ozs. She is the second daughter for the couple. Their older daughter, Lisa Lea, is 3-1/2. Maternal grandparents are Mr. and Mrs. C.R. Brandon of Hereford. Mrs. Agnes Fulks, Friona, is the paternal grandmother. Great-grandparents are Mr. and Mrs. Joe Stephens, Mador and Claude Brandon, Roring Springs. Mr. and Mrs. Fulks and Lisa Lea are former Friona residents.

Local Student On Scholarship

Bob Thomas, son of Mr. and Mrs. Howard Hayes, of Route 3, Friona, is among over 900 scholarship recipients at Abilene Christian College this semester. Thomas, a freshman pre-law major, is a 1970 graduate of Friona High School. That magnanimous soldier wired his Commander-in-Chief the following message on December 25, 1864: "I beg to present to you as a Christmas present the city of Savannah."



CRESCENT CITIES JUNIOR MISS... Vikki Young of Clinton, Maryland, is pictured here prior to being named Crescent Cities Junior Miss for 1970-71. She will compete for the State of Maryland title in January. She is a native Texan and is the daughter of Doris Taylor Young, a former Frionan. Miss Young's maternal grandmother, Mrs. Lillian Taylor, lives here now.

Vikki Young Wins Junior Miss Title

Vikki Young, 17 year old senior at Crossland High School, Clinton, Maryland, was recently named the Crescent Cities Jaycees Junior Miss for 1970-71. The five foot five inch brunette was born in San Angelo, Texas and now lives at 6170 Summerhill Road in Camp Springs, Maryland. She is the daughter of the former Doris Taylor and granddaughter of Mrs. Lillian Taylor, Friona. Miss Young gained her crown and the privilege of competing for state honors at the Fourth Annual Crescent Cities Jaycees Junior Miss Pageant, which will be held in January. The Junior Miss Pageant, an annual production of the Jaycees, was co-sponsored by the Iverson Mall Merchants' Association.

The pageant judges selected Miss Young from a field of 19 contestants in competition based on talent, academic achievement, personality and poise. For her talent presentation she sang "I Can't Say No," from the musical "Oklahoma." She carries a 3.3 academic average and has been accepted for enrollment at the University of South Carolina. She was recently invited to become a member of National Honor Society and was named by her high school principal as one of three "Outstanding Teenagers," in a school with an enrollment of 800. Miss Young quarterbacked Crossland's powder puff football team and is currently serving as sports editor of the 1971 yearbook. She plans to major in Spanish.

Nine Frionans Attend Meeting

The Iota Eta Chapter of the Delta Kappa Gamma Society met Saturday, December 5 in the Homemaking Cottage of Bovina High School. Hostesses for the coffee were Bovina members. The business meeting was presided over by Carmaleet Truitt, president. Hattie Coffey gave the Constitutional Quickie. Then the World Fellowship fund was explained by Leota Hardgrove. Each member will have an opportunity to contribute to the fund, which will exert influence toward the advancement of women educators, improve inter-cultural relations and strengthen bonds of fellowship among women educators. The program, "Nor sit, nor stand, but go," was presented by Lauretta Pool. Icee Leer and Opal Perry assisted by presenting a skit, "The Watchman." The concluding number on the program was a solo, "A Let of Friendship," by Iona Cook. Those from Friona attending

Attend Meeting

were Fay Reeve, Iona Cook, Leota Hardgrove, Bona Brewer, Ethel Bengert, Martha Bates, Joy Morton, Carmaleet Truitt and Valoris Osborn.

Chili Supper Next Tuesday

The Chieftain Parents are sponsoring a chili supper on Tuesday, December 15, prior to Friona's district opener basketball game against Littlefield. Serving will be from 5 to 8:30 p.m. Charges will be \$1.25 for adults and 75 cents for children under 12. Proceeds from the supper will go toward the all-sports banquet, scheduled for next March. Between the "B" game and at halftime of the varsity boys game, Mrs. Redge Priest's physical education girls will put on a tumbling exhibition. Some 50 girls will be involved in the half-time show.

O. E. S. Slates Christmas Party

Kay Hinton, worthy matron of Friona Chapter of the Order of Eastern Star #990, has announced that there will be a Christmas party at the next regular meeting of the lodge. The meeting, which will begin at 7:30 p.m. Monday, December 14, will be held in Masonic Hall. Following the business session there will be a gift exchange.

Mrs. Bill Ellis Hosts Luncheon

Mrs. Bill Ellis has hosted at a luncheon in her home, 906 West Fifth Street, at noon Friday. Chop Suey over rice, beets with orange sauce, tomato aspic salad, whole wheat rolls, spiced peaches and fruit cup were served to Mrs. John Fred White, Mrs. Bob Alexander, Mrs. J.C. Beck and Mrs. Tom Pruett.



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Christmas Decorations Of All Kinds
Electric Portable HAND MIXER
\$7.99
Most Complete Line Of COSTUME JEWELRY We've Ever Had

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Oklahoma Lane Reunion Is Well-Attended

Some 250 residents and former residents attended Oklahoma Lane's five-year reunion on Friday, November 27 at the Oklahoma Lane Community Center. Officers of the group were re-elected: Harold Carpenter, president; A.L. Hartzog, vice-president; and Mrs. Leon Billingsley, secretary-treasurer. People came as far as from Oregon to attend the reunion. Those in attendance voted to hold another such reunion in five years—1975. The time of that get-together will again be around Thanksgiving. There Are Only 16 More Shopping Days Left Till Christmas.

Sincerely Yours
BY REV. ALBERT LINDLEY

Generally speaking, how are things going with you? And I really mean "generally". . . Are your football teams winning their conference or league? . . . Are you "fairly" happy over your year's income? (That was bait for a sure-negative reply). . . Is your health holding up? . . . Is your family in a fair condition? . . . Does your short range future hold any bright spots? . . . Does your long range? . . . See, I really meant "generally speaking." We can be fine in one area, playing it cool in another and really out of sorts in another—but put all of those attitudes, pressures or concerns together and it gives you the overall approach that you make to most situations. (If you didn't understand that, read on, maybe we both will come out with something.) It would seem to me—and it does—that anything we could do to control the "horizon and environment" of our lives, would certainly be some time well spent. . . and it would. Wouldn't you know—and you do—that at this time of the season I would want to say something about a person's character and what can be done about it? . . . and I do. I should think that there would be some things we could build on in order that this Christmas would have great possibilities for our growth. For instance, what if we all set about to work on our appreciation of others. . . I mean what if you took some time to express your appreciation to those who have meant so much to you in the past? . . . I mean anyone to anyone. Just express your appreciation, very simply, honestly and forthright. It will strengthen your attitude toward a meaningful Christmas, I think. . . and I do. Since I seem to be sermonizing—let me get in my three points. (It has been said a sermon has three aspects—you tell him what you're going to say; you say it; and then you tell them what it was you just said.)

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. I.S. Ansley, pastor Sunday School: 9:45 a.m. Worship: 11:00 a.m. Evening Worship: 7:30 p.m. Wednesday Prayer Meeting: 7:30 p.m.
FIRST BAPTIST Sixth and Summit Rev. 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 10th 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 Lee Sunday School: 9:45 a.m. Worship: 11:00 a.m.
TENTH ST. CHURCH OF CHRIST 10th and Euclid Sunday Worship: 10:30 a.m. Evening 7:00 p.m. Wednesday Evening: 8:00 p.m.
SIXTH ST. IGLESIA de CRISTO 408 W. Sixth--M.R. Zamorano Bible Study--9:30 a.m. Worship: 10:30 a.m. Evening: 8:00 p.m. Thursday Evening: 8:00 p.m.
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.

Janice LaVerne Miller Weds Glenn Jay Fant

In a double ring ceremony at Second Baptist Church in Lubbock at 8:00 p.m. Saturday, November 21, Janice LaVerne Miller and Glenn Jay Fant exchanged wedding vows. The vows were exchanged before an arrangement of greenery and lighted tapers by Rev. Jimmy McGuire, pastor of the Arnett-Benson Baptist Church, Lubbock.

Parents of the couple are Mr. and Mrs. W. L. Miller, Weatherford, Texas, formerly of Floydada, and Mr. and Mrs. Chester Fant of Quannah.

Mrs. Gene Ward of Abilene was the matron of honor. She wore a formal length dress of apricot peau. It was designed with an empire waistline and gathered skirt. The fitted bodice was marked with inset banding and trimmed with buttons. She carried a bouquet of matching carnations.

Larry Douglas, organist, presented traditional wedding selections and accompanied Mrs. Lon Miller, soloist.

Darrell Fant, Huntsville, was his brother's best man. Ushers were Ronnie Miller, Weatherford, brother of the bride, and Lyndon Box, Lubbock, cousin of the bridegroom.

As the bride was escorted to the altar and presented in marriage by her father, she wore a formal wedding gown of white doekin crepe fashioned with an empire waistline. The skirt was gathered and tucked. The bodice of white imported lace was accented by a round neckline and long full sleeves, which ended in wide lace covered cuffs caught to ruffles. A satin pearl ornament held her chapel length train and shoulder length veil of tiered tulle.

She carried a cascade bouquet of white carnations tied with white satin love knots. For the reception, which was held in the church parlor, the serving table was covered with a white linen cloth and centered with an arrangement of spider mums in apricot and turquoise. Lighted tapers completed the table decorations. Crystal and silver appointments were used in serving wedding cake, punch, nuts and mints.

For her wedding trip Mrs. Fant wore a brown suit, off white blouse and brown accessories.

Mr. and Mrs. Fant are at home at Farwell. She is a graduate of Floydada High School and Texas Tech University and is the Parmer County Home Demonstration agent. Fant, a graduate of Quannah High School and Texas Tech University, is employed by the Texas Department of Public Safety as a highway patrolman.



BOBBY SIMS

Local ASU Student Makes Who's Who

Dean Paul K. Horne of Angelo State University, San Angelo, recently released names of students who have been selected as members of Who's Who.

Jynger Hight Born Saturday

Jynger Michiele is the name Mr. and Mrs. Jackie Hight chose for the baby girl born to them at 8:22 p.m. Saturday at Parmer County Community Hospital. She weighed 9 lbs. and is the fourth child for the couple.

Jynger has two brothers, Joel 8, and Jay, 5, and one sister, Jill, 6.

Her grandparents are Mr. and Mrs. Dee Hyatt of the Hub Community and Mae Magness, Friona.

Girl Scouts Report

Troop 266 met Thursday afternoon at Girl Scout House. Those participating in the flag ceremony were Anne Merritt, Kimber Britting, Doris Hough and Debbie Wilson, caller.

The pledge was led by Detrica Miller. A song, "The Star Spangled Banner," was led by Rene Brock.

A poem, "A Girl Scout's Prayer," was read by Shannon Parr.

Refreshments were served by Shannon Parr, Janice Coffey and Sandra Ramos.

The girls made Christmas gifts for their mothers.

Register For Nardis Suit At Ruthie's Missy, Junior Apparel Selections Point To Festive Holidays

Delightful missy, junior and children's apparel selections at Ruthie's greet the Christmas season, promising fun and fashion for those taking advantage of the "so right" lines represented.

The holiday mood is evident at Ruthie's from the beautiful decorations to the discriminating choice of holiday wear, and even in the friendliness of the shop personnel. Always a pleasant shop in which to visit, it becomes a real fun experience in the spirit of the season.

The large stock, the newness of every item throughout the store, and special effort to provide the better lines—all these set Ruthie's aside as distinctive in its field.

The brand names need no introduction: Nardis, Justin McCarty, Cadillac, Ralph Originals, Jane Colby, Lillian Russell, Michael, Sue Brett, Jo Junior, Jo Hardin and Karinda.

Add to this Dorce sweaters, Mr. Beau coats, Mercury shoes and boots, Collins of Texas purses and Garner billfolds. At Ruthie's you will find beautiful lingerie from Gossard, Rogers and Exquisite Form.

Men find shopping for gifts so easy at Ruthie's. The qualified and understanding personnel are happy to assist in correct choices for any gift situation for "her."

Whether the desire is for coordinates, pant suits, dresses, (many of wash and wear polyester) the selection has never been better at Ruthie's. Ruthie's invites everyone in to register for a Nardis Suit that will be given away Christmas Eve. What a wonderful gift for any lady to get for Christmas just for coming in and registering.

The very capable sales staff at Ruthie's includes Mrs. Ruthie Fite, Mrs. Beth Thompson, Mrs. Billie Vaughn, Mrs. Betty Lewellen, Marie Roberson, and Gay Welch. Gay is a high school senior and is especially "hep" to the fashion trends for the younger set.

Aside from the well-known apparel lines, Ruthie's stocks beautiful costume watches and jewelry by Inca.



MAKE HER CHRISTMAS MERRY by shopping at Ruthie's, where you can select suits, dresses, pant suits, blouses, slacks, sweaters, lingerie, hose, gloves and costume jewelry from a complete line of name brands. Mrs. Fite and Billie Vaughn, one of the efficient courteous sales women, are pictured here with a suit by Nardis. Your gifts will be attractively wrapped and ready to put under the Christmas tree when you shop at Ruthie's.

New Pastor Announced For Assembly Of God

Rev. J.M. Ashley is the new pastor of Friona's First Assembly of God Church.

Rev. Ashley comes to Friona from Waurika, Okla., where he pastored for the past four and one-half years.

Having spent 13 years in the ministry, Rev. Ashley formerly pastored churches in Stecker, Carnegie and Hobart, Oklahoma and Lockney, Texas.

The Ashleys have four children who enrolled in Friona schools this week. They are Carolyn, 15, Johnny 12, Steve, 11 and Tommy, nine. They also have two married daughters, who live in Oklahoma, and a son Rickie, who has graduated from high school and will enter the U.S. Navy in January.



REV. J. M. ASHLEY

Prior to entering full-time pastoral work, Rev. Ashley served two years as an evangelist.

"Don't Fence Me In" Theme Of Club Meeting

"Don't Fence Me In," was the theme of a Texas appreciation program on barbed wire given by Mrs. Walter Cunningham for the New Horizons Junior Study Club, which met in

Federated Club House Thursday, December 3.

Several excerpts from "Cow Country," a book by Tanner Laine, prominent Lubbock author, were read by Mrs. Cunningham.

Mrs. Jack Walker was a guest. Refreshments were served to the guest and seven members.

A general sing-song of pioneer songs concluded the meeting.



FABRICS FOR HOLIDAY SEWING

First Quality	MENS WEAR DOUBLE KNIT	Reg. \$8.99	\$5.99
	Double Knit In HOLIDAY PASTELS	Reg. \$6.99	\$5.49
	Assorted Stripes & Floral DOUBLE KNIT	Reg. \$5.99	\$3.99
	Machine Washable BONDED ACRYLICS	Reg. \$4.39	\$2.98

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Give A Dress Length of One of Our Fashion Fabrics

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minimido...the watch you'll wear without a care. When you're doing the dishes or doing the baby; bathing in the beach or dining downtown. Minimido takes to water like a mermaid. This Swiss miniature is the one fine watch you'll wear where you never dared before.

And, for evenings there are Minimidos with bracelets sculptured in 14K gold, others radiant with diamonds. Try one on soon.

Model shown: Stainless steel, alligator strap \$140
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Yellow Gold Filled or Sterling Silver

A personalized tie tack with birthstones for each member of the family!

ALLEN'S JEWELRY

Lullaby Shower Fetes

Mrs. Dale Cunningham

A lullaby shower in the home of Mrs. Leon Coffey, 1003 West Fifth Street, was a courtesy of Mrs. Dale Cunningham. The serving table was centered with an arrangement of yellow carnations in a yellow nursery vase. Refreshments of assorted breads, hot spiced punch, nuts and mints were served.

Co-hostesses with Mrs. Coffey were Mrs. John Fred White and Mrs. Ronald Dee Clark. Special guests were Mrs. Edgar Fletcher and Mrs. James W. Cunningham, mother and mother-in-law of the guest of honor. Favors were three-cornered diapers pinned with pink and blue safety pins.



FOR GIFTS WITH A BOUTIQUE FLAVOR—Pick the most colorful cottons in sight and stitch up a pair of reptiles with winning personalities. Cotton calico prints, sewn together in bright patchwork fashion, make Jake the Snake a welcome visitor to the couch or bed. He's stuffed with cotton batting and even has a zippered pocket that can be used as a secret hiding place for money, diary companion—done up in two shades of ribless cotton corduroy—is designed for door-stop duty. Both were created by the Talon Department of Design. For free instructions, send a self-addressed stamped envelope to the National Cotton Council, Dept. PR, Box 12285, Memphis, Tennessee 38112.

Comments by
Gib

Most people don't decide to grow old gracefully until there's not enough time left to learn how to do it.

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JOHNNY MANN SINGERS

Johnny Mann Singers Set Amarillo Shows

You can color Christmas red, white, and blue this year and re-awaken your patriotic spirit. The Johnny Mann Singers will appear in Amarillo with an all-American review, "So Proudly We Hail."

With a cast of nearly forty musicians and singers, The Johnny Mann Singers have thrilled literally thousands. They've received standing ovations at the Tennessee State Fair; a part

of the production received raves from viewers of "The Ed Sullivan Show." And in the sin capital of the United States, The Johnny Mann Singers slipped into the Sahara Motel at Las Vegas and packed each performance to capacity with their clean all-American show to unheard-of standing ovations.

This is their first road show, and they are coming to the patriotic heart of America for the performance. They'll be appearing Saturday afternoon at 2 o'clock, December 19, in the Amarillo Civic Center Coliseum, and again that night at 7:30 to a premiere performance in the auditorium.

"So Proudly We Hail" comes at a time when love of God and country seems at a low ebb. The performance is guaranteed to regenerate your enthusiasm of America and will have you humming and tapping your toes to songs that you have long forgotten. The heart-throbbing, soul-swelling performance of "So Proudly We Hail" will be the perfect holiday gift for the whole family for the reawakening of faith in America, and will give you a new concept of what the holiday is all about.

Local Students Are Pledges

Gwyn Moore, daughter of Mr. and Mrs. Kenneth S. Moore, 1601 West 10th, and Kay Riethmayer, daughter of Mr. and Mrs. W.R. Riethmayer, Route 3, Box 113-B, have pledged women's social clubs at Lubbock Christian College. Moore pledged Theta Rho and Riethmayer pledged Lambda Omega Alpha.

These clubs offer opportunities in leadership, training in the social graces, service to LCC, and good fellowship. The group's activities are directed by the club's own officers under the supervision of faculty sponsors.

The Lonely Heart



Budget-Minded? Turn Towels Into Toys

Inexpensive toys with loads of appeal can be made in minutes from colorful cotton terry towels and wash cloths. Fun and easy to make, the toys are formed by rolling and stitching the towels and wash cloths. Trims can be made from scraps in the sewing basket.

Sailor-minded youngsters will welcome the S.S. Wash Cloth to their fleet of toys. It's a jaunty ship made from blue and white wash cloths, trimmed with curtain rings, ribbon, and small flags.

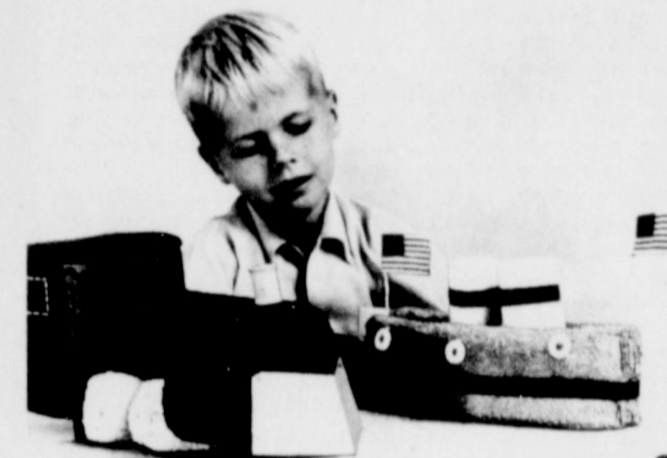
Another towel toy with boy appeal is a big red locomotive complete with cab, cylinders, and cowcatcher. It's made from a hand towel and eight wash cloths. An empty spool serves as the smokestack, and cardboard is shaped into a cowcatcher.

For detailed instructions, send ten cents to Cannon Homemaking Service, P. O. Drawer 107, Kannapolis, N.C. 28081.

NEELEYS VISIT HERE

Mrs. Robert Neelley and children, Ben and Leigh Ann are houseguests in the home of Mr. and Mrs. Wesley Foster this week. The Neelleys are former Friona residents.

PENGUIN PAL—Little girls (and coeds, too) will take to Perry, the terry penguin. He's made from two cotton bath towels and three wash cloths. Cannon Homemaking Service points out that the towels are not cut and can be unrolled for later use in the bath.



TOYS WITH BOY APPEAL—Easy-to-make toys from colorful cotton terry towels and wash cloths include a bright red locomotive, complete with cowcatcher, and a jaunty boat that sails under the name of S.S. Wash Cloth. The locomotive is made from a hand towel and a group of Cannon wash cloths. The boat, fashioned from seven wash cloths, also makes a good gag gift for grown-up boatmen.



Set a pretty table during the holidays with this Candy Cane Centerpiece made from puffed rice. Shaping the puffed rice-marshmallow mixture on aluminum foil is a simple trick and the decoration is easy, too. Just pipe frosting where you want the "stripes," then place halves of red candied cherries over the frosting "glue."

For a colorful holiday effect set the candy cane (still on foil) on Christmas greenery and complete the centerpiece with candies or other Christmas trimmings. Later you can slice the cane and serve it as a fitting finale to a festive holiday party.

CANDY CANE
Makes 1 candy cane

- 7 cups puffed rice
 - 1/4 cup butter or margarine
 - 4 1/2 cups miniature marshmallows
 - 1/2 teaspoon anise extract
 - Thick white confectioners' sugar frosting
 - Red candied cherries, halved
- Heat puffed rice in shallow baking pan in preheated moderate oven (350° F.) about 10 minutes. Pour into large greased bowl. Melt together butter and marshmallows over low heat, stirring occasionally. Stir in anise extract. Pour over cereal, stirring until evenly coated.
- With greased hands, shape to form a log about 28 inches long on a large piece of aluminum foil. Allow bottom side to remain flat. Bend one end of log to form neck of candy cane.
- Pipe 2 wide lines of frosting diagonally across cane at 2-inch intervals to form stripes on cane. Attach cherries, cut side down, to frosting. Let set about 3 hours.
- Trim foil to edges of cane. Place on bed of Christmas greens; attach bow at neck of cane, if desired. Use as centerpiece; slice and serve as a confection.

INVENTORY REDUCTION Sale

Sensational Offers For A Limited Time.

Bonded Knit FABRICS \$1.50 Yd.

100% Satin Nylon LADIES LINGERIE SET
Includes Half Slip & Panty
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- Coverlets

FOSTERS Dry Goods
Friona, Texas

People who cook with pride cook with GAS. Mrs. S. M. Smith does.

Some of the world's best cooks are found in the kitchens of America, and they give themselves every cooking advantage, like gas range cooking. Good cooks like Mrs. Smith and nine out of 10 professional cooks agree that precise temperature control makes the difference in good cooking, and with gas you get exactly that. Gas also gives immediate response and constant temperature, so important in oven cooking.

So, give yourself every advantage and cook with gas. Remember, people who cook with pride cook with gas.

Here's one of Mrs. Smith's favorite recipes.

RICE WITH QUAIL OR DOVE CASSEROLE
Mrs. S. M. Smith, 1300 Runnels, Big Spring

- 5 cups cooked rice (as directed on package)
- 4 sticks celery diced
- 4 diced pimentos
- 2 cans mushroom soup (undiluted)
- 1 small onion—grated
- 1 cup grated cheese
- 1 green pepper cut very fine
- 4 or 5 cups cooked quail or dove (cut in cubes)

Place 6 or 7 birds in a baking pan. Cover with water, add 2 sticks of butter, salt, pepper, 1 bay leaf, a sprinkle of rosemary. Cover. Place in oven and bake at 350 degrees for about an hour and a half or until tender. Cool and cube. Place in buttered casserole—rice, quail, pepper, onion, and pimento. Pour two cans of undiluted mushroom soup over mixture. Top with grated cheese. Cook in uncovered dish for about 45 minutes at 300 degrees. Serves 12 people. (chicken or turkey may be used)

PIONEER NATURAL GAS COMPANY



SQUAW SENIORS... The five senior members of the Friona Squaws pose with the runnerup trophy they received in the Friona invitational tournament last weekend. Kneeling are Karen Crofford, Ginger Murphree and Sharon Crofford. Flanking coach F.G. Crofford are Gloria Brown and Jayn Massie.

LOSE CLOSE ONE

Chiefs Are Fourth In Local Tourney

The Friona Chiefs took fourth place in their own invitational tournament here last week.

The team scored an opening round victory, 60-45 over Springlake, but were ousted by finalist Spearman, 41-26 in the semi-finals.

In the battle for third place on Saturday, the team lost a close one to Muleshoe, 45-44. In the latter game, Friona led for most of the game, but Muleshoe overtook them in the final quarter, and the Chiefs were never able to regain the lead.

Friona had a 16-10 lead over the Mules after a quarter, and led 24-18 at the half. It was 32-31, Friona, entering the last quarter, but a strong finish by the Mules enabled them to enjoy three and four point leads during the latter stages.

Three different players led the team in scoring in each of the three tournament games. J. V. Finley was high point man in the Springlake game with 19 points, Johnny Bandy had 15 in the Spearman game, and Mike Royal scored 18 in the Muleshoe contest.

Chiefs	17	14	14	16--60									
Springlake	10	10	7	18--45									
Finley	7-5-19	Fortenberry	5-2-12	Clark	2-4-8	G. Fallwell	0-1-1	Bandy	3-3-9	Bailey	2-0-4	Royal	3-0-6

Chiefs	5	5	5	11--26
Spearman	9	10	13	9--41

Chiefs	16	8	8	12--44					
Muleshoe	10	8	13	14--45					
Finley	4-1-9	Fortenberry	1-2-4	Clark	0-7-7	Bandy	2-0-4	Royal	9-0-18

7th Grade Top Mules

The seventh grade boys won their second game of the season at Muleshoe November 30.

They played the Muleshoe 8th grade B team and were never pressed as they jumped out to a 12-2 lead at the end of the first quarter and maintained a good lead with substitutes playing part of the game. The final score was 34-27 for Friona.

Friona	12	24	30	34							
Muleshoe	2	6	17	27							
Davy Carthel	8-2-18	Kent Miller	3-2-8	John Seright	1-0-2	Troy Messenger	1-0-2	Ronald Land	1-0-2	Kenneth Stowers	1-0-2



DOUBLE WHAMMY... Jayn Massie (55), Friona Squaw's guard, seems to be putting a spell on the Spearman forward. Spearman recovered sufficiently to down the Squaws, 59-42 in the finals of the local basketball tournament last weekend.

AN APPROVED PATENT RIGHT IS GOOD FOR 17 YEARS IN THE U.S.

FALL TO SPEARMAN

Squaws Take Second In Invitational Meet

The Friona High School Squaws took the second place trophy in their own invitational tournament which concluded here last weekend.

The Squaws scored victories over Springlake and Dimmitt, but fell to always-tough Spearman in the finals, their first loss of the season.

Friona defeated Springlake for the second time this season in the tournament's first round, 47-29.

The Squaws built a 12-9 first quarter lead and steadily increased it, until the team had a commanding 39-23 lead entering the final quarter.

Diane Day scored 20 and Sharon Smith 14 to be the leading point-makers.

On Friday night, the Squaws pulled away from district rival Dimmitt in the second half to advance to the tournament finals, 45-32.

The neighboring Bobbies had an 8-7 lead at the end of a quarter, and it was 16-15, Friona at halftime.

Then the Squaws turned on the defense in the second half, outpointing the visitors, 29-17 during the last two periods, to wrap up the win. Miss Day had 24 points and Miss Smith 15.

Fouls hurt the team in its battle with Spearman for the tournament title. The Squaws lost two of its defensive starters on fouls and a third had four fouls.

Friona held the lead during the early stages of the game, coming from a 12-9 deficit after the first quarter to take a 21-20 lead at halftime.

But a big third quarter by Spearman doomed the Squaws. The Lynxettes, aided by 12 foul shots, scored 26 points to take a commanding 46-29 lead into the final eight minutes. If you took away the third quarter, Friona would have won the game, 34-33.

Squaws	12	15	12	8--47					
Springlake	9	10	4	6--29					
Karen Crofford	1-2-4	Diane Day	10-0-20	Sharon Smith	5-4-14	Jayn Massie	2-1-5	Jill Riethmayer	2-0-4

Squaws	6	10	15	14--45			
Dimmitt	8	7	8	9--32			
K. Crofford	1-2-4	Day	12-0-24	Smith	5-5-15	S. Crofford	1-0-2

Squaws	9	12	8	13--42			
Spearman	12	8	26	13--59			
Day	12-2-26	S. Crofford	1-0-2	K. Crofford	3-4-10	Smith	1-2-4

8th Grade Wins, 44-34

The eighth grade boys won their second game of the season by downing Muleshoe, 44-34 Monday November 30 at Muleshoe.

Muleshoe jumped out front with a 4 point lead but in 30 seconds, Dale Cleveland, Gene Strickland and Kevin Welch each hit a field goal to give Friona the lead, 6-4 with 3:56 left in the quarter. Friona went on to lead 16-7 at the quarter.

Friona had its longest lead of 20 points (34-14) with 5:38 left in the third quarter.

Muleshoe came back to trim the lead to seven points (41-34) with 2:21 left in the game but Friona made the next 3 points to win, 44-34.

Friona	16	32	39	44							
Muleshoe	7	13	24	34							
Clay Bandy	3-6-12	Dale Cleveland	5-0-10	Kevin Welch	4-2-10	Mitchell Wiseman	2-0-4	Dee King	1-0-2	Gene Strickland	3-0-6

Teams Divide Farwell Tilts

The Chiefs and Squaws split a pair of varsity basketball games at Farwell last Tuesday, with the Squaws coasting to a 57-23 win and the Chiefs falling, 58-50.

It was the second win of the year for the girls team over Farwell, and likewise the second loss for the Chiefs to the Steers. The Chiefs led at half-time, 27-24, and 41-39 going into the last quarter, but fell to a torrid fourth-quarter rally.

Diane Day paced the Squaws with 25 points. J.V. Finley's 15 led the Chiefs.

Squaws	11	14	15	17--57							
Farwell	4	11	5	5--23							
Diane Day	11-3-25	Karen Crofford	1-1-3	Sharon Crofford	2-1-5	Sharon Smith	7-2-16	Jill Riethmayer	1-2-4	Jayn Massie	0-4-4

Chiefs	15	12	14	9--50					
Farwell	9	15	15	19--58					
Finley	6-3-15	Fortenberry	2-5-9	Clark	3-3-9	Bandy	4-3-11	Bailey	3-0-6

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They're bound to cause talk.

And not just among the neighbors. This is the kind of conversation people make over phones like these: "Ah, mon cherie je t'aime, je t'adore..."
Or maybe: "Tell Schafhausen to call me from Beirut. In three days or the deal's off."

Call your General Telephone business office to order one of these glamorous new Decorator Telephones.
And if you only order the groceries over it, it'll still make peanut butter and milk sound like caviar and champagne.

General Telephone



In And Around
Friona
With June Floyd

A large number of newspapers arrive at the Star office each week and we enjoy reading some of them. Of course, we are constantly on the alert for a familiar name or mention of our town.

Until Monday I had never seen a copy of the "Catfish Villa Report." However, I'm sure a lot of our readers are very familiar with it. It is published weekly at Zapata, Texas and contains news about Falcon Lake fishermen. The Tuesday, November 10 edition contained a bit of news about Hap and Julia Fairchild.

The Fairchilds, who spend a good deal of time at Falcon, either went fishing in the late afternoon or decided to see the sunset. At any rate, they were stranded out in the middle of the lake somewhere with a dead battery for several hours. Apparently they have good neighbors down there, too. A couple of them went out in search of Hap and Julia and rescued them before bed time. Think most people down in that area play games after supper and someone probably needed to complete a foursome for cards or dominoes.

They plan to come home within the next few days, so we can probably learn more details of how a person feels out on a large lake without power to get to any shore.

For as many years as I have been a homemaker I have been looking for a schedule of some kind which would enable me to do all the things I should do and still have time for all the things I would like to do, too.

One time, soon after I became a farm homemaker, I clipped a schedule from one of the farm papers, tacked it on the cabinet door and went around for a day or two feeling as if I had finally arrived.

Things went along pretty smoothly for a day or two so I was really beginning to believe that a schedule would work even for a farm homemaker with three pre-school age children. Then one morning one of the children spotted our cows grazing in a neighbor's field. There wasn't any place in the schedule for chasing cows, taking care of emergency calls or any of the other interruptions homemakers are bound to have.

I took the schedule down and gave up on the idea. Since then I have read numerous articles, lists and suggestions for attaining the status of "Efficient Homemaker," but have never tacked one on the cabinet door nor tried to follow it.

Last week I read a very interesting article along this line of thinking and now I've decided maybe I might attain the status of "Mrs. Executive Homemaker."

It began like this "Homemakers Are Executives" Every homemaker is an executive in her own right, and her work calls for the most skillful organizing. She must plan and organize her work schedule so that she can make the most of her time and equipment, and keep her home running smoothly and efficiently.

Properly running a household involves so many things, - disposing of the garbage, cleaning the house, caring for curtains and upholstery, freshening arrangements of furniture, pictures, etc. So many things must be done weekly, even daily, and some like meals, dishes and floors even more frequently.

It is good to list things to be done according to the frequency of care required, occasionally, weekly, daily, etc. Then priorities and routine can be better established. It has been suggested:

1. Allot time to do the most important things first.
 2. Try to be efficient and effective, whether you follow a schedule or not.
 3. Plan a reward for yourself after you have finished, so as to provide greater incentive.
 4. Take things in order. Be systematic. Do not try to do everything at once.
 5. Allow for little diversions, during the day, and even for little vacations at the end of certain periods. This will help take care of fatigue, illnesses, and unexpected interruptions.
 6. Have a definite quitting time for general chores, remembering that you will have tomorrow, just as a secretary or your husband must leave some work for tomorrow.
 7. You are the executive, so organize and systematize, so that uncertainty, confusion and disorder do not make a slave out of you, but that you will be the master of the whole operation.
- And good luck, Mrs. Executive Homemaker. (You're going to need it!)

Flowers Bloom Here
The Year 'Round



SPRING FRESH—Orange walls and carpeting create the perfect backdrop for Desley-Edson's quilted cotton bedspread splashed with spring flowers. Matching draperies at the window and a covering for a small round table continue the theme. Making the most of limited space, the corner of the recessed bed area takes a handsome bamboo unit. Luxurious comfort for reading is provided by a well-proportioned chair covered in deep green velvet.

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REGISTER FOR ONE OF TWO BIG
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- *25 Pound Freezer Pack
- *10 Pounds Of Sausage



- * See Our All-New Facilities
- * Refreshments To Be Served

CROW'S MEAT CO.

South On Highway 214

New Plant Doubles Size

CAPACITY INCREASED

Expansion Program In Line With USDA Rules

A couple of years ago, the U.S. congress passed a law upgrading federal regulations which applied to small custom slaughter plant operations. The law called for a sweeping change in the operation of such small plants.

As a result, the small packers were faced with a choice of either modernizing or closing up. Many plants, including some in this area, either closed or will close. Crow's Slaughter Plant chose to expand and modernize.

Last August, the plant, which reorganized as Crow's Meat Co., moved into the modern new building, which met all federal qualifications, and included many modern pieces of equipment and freezers.

The new plant is more than double the size of the former one, and the company has more than doubled its slaughter capacity.

Crow's can now slaughter up to 20 head of cattle and hogs per day, as compared to only eight at its old plant.

The kill floor, which features all-new equipment and square

foot after square foot of washable tile walls and concrete floors, is a roomy 27x42 feet—and has a 16-foot ceiling.

Slaughtered animals are hoisted onto a chain by which the carcasses are easily moved from station to station for the various operations.

From the kill floor, the carcasses are moved into the beef cooler, a room about the same size as the kill floor, where the meat is aged anywhere from two days to two weeks, depending upon customer preference.

After the meat has hung in the cooler, it goes into the processing room, a 24 x 48 room where it is sliced and packaged, marked and labeled with customers' names.

Should the meat be pork, it then goes into the curing room for another ten days. If it is beef, it goes into the quick-freeze room, where it is frozen and then is ready for customer pickup or shipment.

The freezer rooms, which are approximately 22 feet by 40 feet, stay at 18 degrees below zero.

(Continued On Page 7)



OLD BUILDING. . . This is the building which housed Crow's Slaughter Plant from 1950 until August of this year. Crow still uses the refrigerated portion of the building for storage purposes. The old building contains 2,000 square feet of space, while Crow's new facility has over 5,200 square feet. Open house at the new plant will be held Sunday from 2 until 5 p.m.

Crows First Opened Locker Here In '45

W.S. (Red) Crow first went into the frozen meat business in Friona in 1945, when he and his uncle, A.A. Crow, opened Friona's first locker plant.

The plant the Crows opened was located across the street south of Rockwell Bros. Lumber Co. After they had operated the plant about three years, A.A. Crow was killed in a car-train crash at the South Main crossing.

Red Crow sold the plant to C.W. Dixon, who in turn sold it to Bert Chitwood.

On January 1, 1950, Crow opened the plant south of town which served as the company's home for the next 20 years.

In 1957, Crow leased the locker plant located across from Rockwell's from Bert Chitwood,

and operated both plants for a short time, until a fire destroyed Chitwood's plant.

At the time the Crows first established a locker plant in Friona, there were only two people employed in the business, L.M. and Red Crow.

The new Crow's Meat Company employs 13 people in addition to Mr. and Mrs. Crow. Crow manages the business, and his wife is bookkeeper.

Included in the employee figure is a United States Department of Agriculture meat inspector, an employee of the U.S. government, who is stationed permanently at the company.

In addition, there are two men on the kill floor, four butchers, and four women employed in the packaging department.



PORK ROOM. . . Shown above are pound after pound of bacon and ham which is stored in the curing room for pork in Crow's new plant. The meat is kept in the curing room for 10 days before being frozen.

Congratulations

TO

CROW'S MEAT CO.

ON YOUR OPEN HOUSE

Sunday, December 13, 2 - 5 p.m.



We Are Happy To Have Served As General Contractor On Your Expansion Program.

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Congratulations

To

CROW'S MEAT CO.

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OPEN HOUSE

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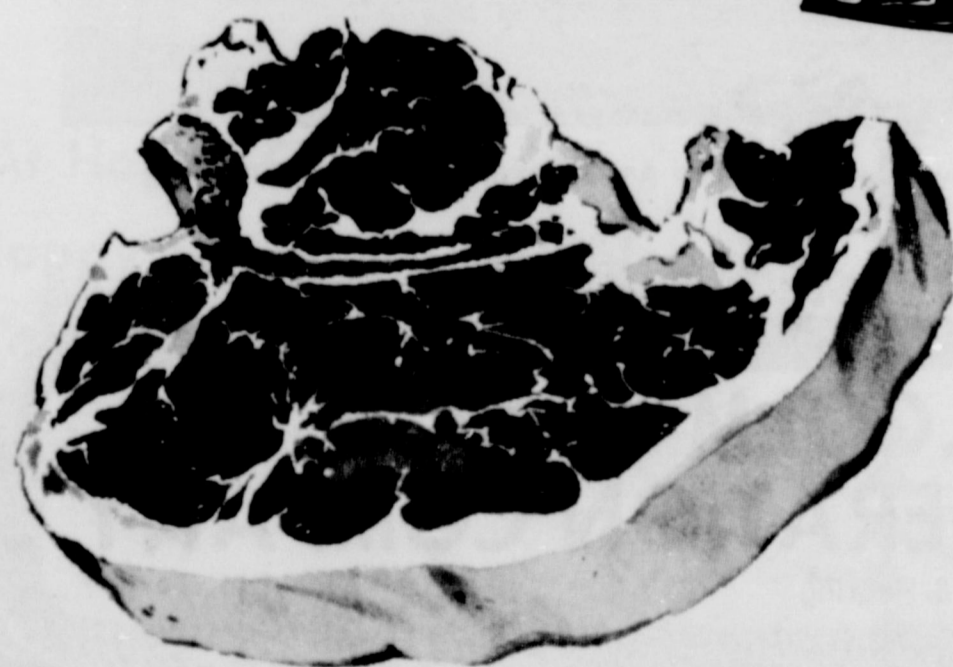
HOGAN CONSTRUCTION CO.

Pampa, Texas







**HATS OFF TO
PROGRESS**

* * * *
OUR CONGRATULATIONS
TO
CROW'S MEAT CO.
ON THE OPEN
HOUSE AT YOUR
NEW PLANT



**THE CONTRACTORS, SUPPLIERS
AND FRIENDS OF CROW'S MEAT CO.
LISTED BELOW WISH THEM THE BEST
OF LUCK IN THEIR NEW PLANT.**



<p>QUARLES ELECTRIC Electrical Contractor Pampa</p>	<p>AMARILLO PACKING CO. Longhorn Fancy Meats</p>	<p>PANHANDLE CONCRETE CO. Amarillo Friona Hereford</p>
<p>JAKE DIEL Paving Contractor Hereford & Muleshoe</p>	<p>ROBERTS PAPER CO. 100 S. Lincoln Amarillo</p>	<p>MISSOURI BEEF PACKERS, Inc. </p>
<p>REEVE CHEVY & OLDS  </p>	<p>FRIONA STATE BANK</p>	<p>BOVINA FEEDERS, Inc. </p>



PROCESSING ROOM Two of the butchers at Crow's Meat Co. are shown preparing the red, beefy cuts for the company's custom orders. Shown are Clifford Crow and Manuel Fuentes.



ROWS OF BEEF . . . W.S. (Red) Crow inspects a side of beef which is hanging in the beef cooler at the new Crow's Meat Company. Open house is Sunday from 2-5 p.m.

Marketing Specialist Discusses Meat Consumption Per Capita

There are several factors which influence the per capita consumption of meat in the United States but, explains Ed Uvacek, Extension livestock marketing specialist, none is more important than meat production.

How is the per capita consumption of meat figured in the first place? Uvacek says it's simple: namely, meat production plus imports, minus meat

exports, divided by the human population. Since imports are small and exports insignificant the really important factor then is meat production. Larger productions of beef, for example, tend to raise the per capita consumption level as long as they are greater than the population growth. Beef consumption per capita is expected to reach 114 pounds this year compared with 110 pounds last year,

notes the specialist.

Income is another factor Uvacek relates as highly important to meat consumption. As per capita income (after taxes) rises, meat consumption usually increases, he says. This relationship is much more pronounced for certain cuts such as steaks and roasts and less evident for items like bacon and ham.

Price has a major influence

on meat consumption levels and the usual pattern—as prices rise—meat consumption moves lower. Consumption of specific meat cuts, however, varies considerably in their reaction to price changes, explains Uvacek.

Research indicates that the consumer's occupation also affects consumption habits. Laborers, for example, tend to eat more meat than white-collar

workers.

Where one lives also influences the types of meat and the amount consumed, notes Uvacek. City dwellers, in general, eat more meat than rural people. Regional differences in meat consumption habits are real. A person who grew up in the North East U.S. is likely to consume more lamb and heavier beef than is a native Texan.

(Continued On Page 7)

COW POKES

By Ace Reid



"Mr. Tufernal, you said you wanted yer money er my cows . . . wul here's my cows!"



TOP BRASS . . . Mr. and Mrs. W.S. (Red) Crow are the managers of Crow's Meat Co. They have been in the locker business in Friona for the better part of 25 years. Seated is Ginger Stephens, receptionist.

New Plant For Crow's

(Continued from Page 2)

Crow's has built up quite a trade territory in its 20-year-plus history. Customers come as far as 100 miles to do business with the local packer. Some typical points which have provided customers for Crow's include Amarillo, Wildorado, and Tucumcari and San Jon, N.M.

The expansion program cost around \$160,000 for both the building and equipment.

The company is now a corporation. Directors in addition to Crow, are Andy Hurst, Dr. Loyd Shackelford, Richard Collard, Clarence Martin, Lawrence Martin, Dr. Paul Spring, Sloan Osborn, W.D. Buske, Elvin Wilson and Lewis Welch.

The company slaughters beef and pork primarily, but also kills lambs.

Complying with the new federal regulation, there is a USDA meat inspector at the plant at all times, inspecting each carcass.

Crow's has a modern, functional plant, and one of which the city of Friona can be justly proud.

Visit the plant on Sunday, December 13, between the hours of 2 and 5 p.m.

Factors On Meat Eaters

(Continued from Page 2)

Family size and its composition may also play a role in meat consumption. In general, explains the specialist, teenagers in a family usually eat more meat while older people consume very little. As a rule, the per capita consumption of meat decreases as family size increases, says Uvacek.

Race, religion and nationality are cited as greatly affecting the meat consumption habits of people. The season of the year also comes in for consideration and is most important when specific cuts of meat are considered. The spring and summer "cook out" season brings much stronger demands for hamburgers, steaks and hot dogs while roasts and stews are winter-time favorites.

And finally, says Uvacek, meat consumption is a rather complicated process that yields a single simple figure but one that had best not be misinterpreted.

REDDY CONGRATULATES

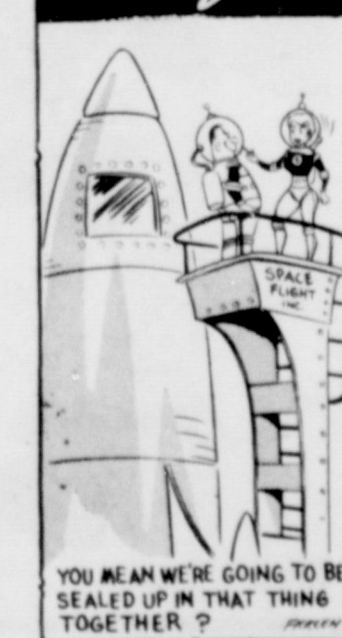


CROW'S MEAT COMPANY

on the opening of your new plant
 another important step in the
 growth of the progressive Friona area.



Out of Orbit



Congratulations

TO CROW'S MEAT CO. ON YOUR NEW PLANT.

We Are Proud To Be Associated
 With You In The Packing Industry.

GLOVER PACKING CO

Of Roswell, N. M. & Amarillo
 CHUCK WAGON BRAND

Homer Glover

Raymond Harris

MEET OUR STAFF AT CROW'S MEAT CO.



ABOVE: Mr. and Mrs. W. S. (Red) Crow. Seated: Ginger Stephens, receptionist.



LEFT: Kill floor employees, Earl Jameson, Buster Bentley, Jim Sanders, U.S.D.A. inspector.

RIGHT: Butchers--J. A. Loflin, Ernest Vaughn, Manuel Fuentes, Clifford Crow.



BELOW: Packagers--Mrs. Jack Clark, Agnes Fulks, Madge Loflin and Lillian Jones.



ATTEND OUR OPEN HOUSE SUNDAY, DEC. 13

STAR



Lites
★
by Bill Ellis

Friday is the deadline for joining "Project Christmas Card," and donating to the fund to help purchase a heart monitoring device for Parmar County Community Hospital.

Response has been pretty good, but it needs to be better if the drive is to reach its goal of \$3000 that it needs in order to purchase the machine.

The amount needed is almost double what the project normally turns up, so it behooves those who have not as yet contributed to the fund to dig down a little deeper than they usually do.

We have been privileged to see some of the checks which have come in for the drive, and frankly, we're disappointed to see many checks for under \$5.00.

Naturally, the sponsors of the project are glad to get checks of all sizes, but we wanted to point out how much service you get for your donation.

First, there is the deposit record, along with a separate listing of how the donor wishes his name signed on the Christmas greeting.

Next, the list is compiled, through the cooperation of Friona State Bank and Modern Study Club. After it is compiled, it is checked and rechecked for spelling and possible omissions.

We receive the list at the Friona Star, and it is set in type. After this we go through the checking process again, to make sure our final copy has names properly spelled, and has not left out any names.

This is quite a lot of work that is done after you make your contribution, and the person who contributes only \$2.00 gets a lot of service--just as much as the one who contributes \$25.00 or \$50.00.

We're not saying we think the club should set a "minimum" amount for contribution. They might not want to do that. But we do think that contributors need to take this into consideration, along with the fact that the money all goes to an extremely worthy cause.

Not only is "Project Christmas Card" a means by which residents can wish their friends in Friona a Merry Christmas by the easiest possible means--it is the only concerted drive made each year to help our hospital.

Friona and Parmar County are fortunate, indeed to have the facilities and the doctors, nurses and staff members at Parmar County Community Hospital. Project Christmas Card is a good way for us to show our appreciation to the hospital, and contribute toward its improvement.

Doctors at the hospital think the machine can be a real lifesaver for heart patients. All of the larger hospitals are getting the unit, and this would enable our local hospital to have the same type of facility as the larger ones.

We hope you'll consider these things if you have not as yet contributed--and if you have, perhaps you'll send in another check. After all, the life the machine saves could be yours!

The little old lady entered the department store. Instantly, a band began to play, an orchid was pinned on her dress, a \$100 bill put in her hand. She found herself being photographed from all sides and a TV camera beamed down on her.

"You're the one-millionth customer," the master of ceremonies told her, smiling broadly. "And now can you tell us what you came here for today?"

"Yes," said the little old lady. "I'm on my way to the complaint department."

Temperatures

Date	Hi	Low
December 9	76	35
December 10	72	33
December 11	61	21
December 12	48	21
December 13	48	17
December 14	52	24
December 15	57	26
Moisture: .02 inch Dec. 11, in form of a half-inch of snow.		