

Welcome To Friona's MAIZE DAYS 1970



Friona Main Street--About 1910

You're An Oldtimer If You Remember - -

By Mrs. N.R. Cox
(Mary Catherine Crawford)

You are a Friona real "old-timer" if you can remember: Roosters crowing across town in the early morning, heralding the dawn of a new day.

The bell in the old Congregational Church steeple ringing for Sunday School and again for church services.

"Uncle Andy" Wentworth driving to town in his model "T" Ford.

T.N. Jasper in his ox-team delivery wagon coming up Main Street.

young fellows trying to outbid one another for their favorite's box or pie.

Bawling cattle being driven to market to the stockpens beside the Santa Fe Railroad tracks.

The rumble of the Santa Fe trains as they rolled into the local station.

"Uncle John" White, long-time editor of the Friona Star, in shirt sleeves or sweater, according to the season, exchanging pleasantries with all who "dropped by" his print shop.

Stinging sand storms of the early thirties, blowing dust relentlessly into every crack and crevice.

A disastrous fire that burned down the old Friona Hotel.

Fires set by lightning that destroyed the town's lone brick school building, and another similar fire that burned the Congregational Church in the 1920's.

"Os" Lange as a red-headed Toby in home talent plays.

Summer Chautauques and tent shows on the grounds of the present City Park.

Box and pie suppers in the high school auditorium with the

A refreshing southerly breeze giving cool relief from the heat on all but the hottest of summer days.

Long Saturday afternoons when farm folk came to town to buy weekly groceries and to visit with friends and neighbors.

Ask any of Friona's "old-timers" if those weren't the "Good Old Days."

(Editor's note: Mrs. N.R. Cox, a former Friona resident, and the former Mary Catherine Crawford, also wrote a historical sketch on Friona, which appears on Page 5, Section II. She also supplied some of the pictures used in this edition.)

Which One Of These Girls Will Be The Next Maize Queen?



DEBBIE CARTER



KAREN CROFFORD



CARLEEN SCHLENKER



PATTI EVANS



ESTHER SMITH



SHARON CROFFORD



FRAN DODD



KATHY HORTON



SHELLEY VAUGHN



KATHY KING



ANN HURST



KATHY MCLEAN



Pam Grissom
1969-70 Maize Queen



KATHY SCHUELER



DIANE DAY



DEBBIE WASSON



SHEILA STRUVE



JANET WALLIS



JEANIE THOMPSON



DENISE FRAZIER



VICKI BECK



MELISSA PRUETT



LANA RENNER



SALLY KENDRICK



JILL RIETHMAYER



AMY RENNER



VICKI MINGS



DONNA GARNER



GINGER MURPREE

Maize Days Schedule

Monday Through Saturday:
Carnival in City Park

Thursday:

- 1 p.m. to 6 p.m.--Children's Art Show, Book Sale: Library.
- 4 p.m.--Queen's Talent Contest, Auditorium. Admission 50¢
- 8 p.m.--Finals in Queen Contest, Auditorium. Adm. \$1.00 & 50¢

Friday:

- 9 a.m. to 6 p.m.--Children's Art Show & Book Sale: Library.
- 10 a.m.--Parade
- 11 a.m. to 4 p.m.--Fine Arts Display, Nunn Lumber building.
- 12 noon--Chamber of Commerce Luncheon.
- 3 p.m.--Children's Pet Show, on Library lawn.
- 6:30 p.m.--Bank Robbery, enacted at City Library.

Saturday:

- 9 a.m. to 6 p.m.--Children's Art Show & Book Sale: Library.
- 9:30 a.m. to 3 p.m.--4-H Club Fair Rear of Credit Union building.
- 10 a.m. to 4 p.m.--Fine Arts Display, Nunn Lumber building.
- 12 noon--Free Barbecue, City Park.
- 2:15 p.m.--Beard Contest, " "
- 2:30 p.m.--Drawing for Prizes " "



Flashbacks

...from the files of the Friona Star

40 YEARS AGO--AUGUST 29, 1930

It is reported on good authority that the Friona Motor Co., which is the local Ford agency, has relinquished its lease on the Parr building and will retire from business in Friona. W.F. Hays, proprietor of the company, also owns the Farwell Motor Co., and says that the volume of business does not justify the expense of operating two houses. His Farwell plant was the first established, and he will continue the business there.

35 YEARS AGO--AUGUST 30, 1935

"Ever since hearing of the tragic death of Will Rogers and Wiley Post, I have experienced a decided depression of mind and spirit. From the time I read of this proposed long and romantic vacation trip I had felt a kind of misgiving regarding it and inwardly hoped they would not undertake it. I watched daily for Mr. Rogers' little editorial, anxious to know where they had been and if they were still going, but always with a little dread." --J.W. White's column.

30 YEARS AGO--AUGUST 30, 1940

Friona lost to the Amarillo Blues in a game there last Sunday, 15-10. Big Price Brookfield was badly off form, due to playing in a tournament at Amarillo for Canyon last week. He gave way to Wright Williams in the seventh inning, who did not allow a Blue to get on first base during the two innings he pitched. Williams, Lewis, Renner and Brookfield were the hitting stars for Friona.

25 YEARS AGO--AUGUST 24, 1945

Deston Brothers are the new proprietors of the Phillips Service Station on the highway, after taking over the business last week from Sam Jones and Carroll Loflin. Friona State Bank has recently completed a remodeling job which includes new fixtures for the bank lobby.

20 YEARS AGO--AUGUST 24, 1950

Mrs. Steve Struve is recuperating in Parmer County Community Hospital from a rattlesnake bite inflicted Tuesday afternoon at the Struve home northeast of Friona. Mrs. Struve, Mrs. F.N. Welch and Mrs. Nelson Welch had been gathering cucumbers from the field when the snakebite occurred. She was bitten on the little finger, and had the presence of mind to apply a tourniquet at once.

15 YEARS AGO--AUGUST 26, 1955

Construction of the new Parmer County Community Hospital building is at last an actuality, with foundations for the 50 feet by 248 feet brick and tile structure being staked out Monday morning, on the plot of ground north of the present hospital. Official ground breaking is scheduled to be held sometime during the upcoming Parmer County Fair.

10 YEARS AGO--AUGUST 25, 1960

Team tri-captains were elected this week by the Friona Chieftain footballers, who began their second week of two practice sessions per day. Captains for the 1960 team will be Tommy Massey, Butch Barker and Jerry Rankin. So far, a total of 26 boys have been retained on the A squad, and according to Coach Earl Smith, the boys are coming along fine for this early in the season.

5 YEARS AGO--AUGUST 26, 1965

Law enforcement officers were searching for suspects this week after the Pak-A-Sak 7-11 grocery store was robbed late Sunday night of around \$1800 in cash. A bandit armed with a pistol accosted owner Jack Roubinek as he was sacking up his weekend receipts and preparing to leave the store, making off with the money, which was all bills.

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

Second class postage paid at Friona, Texas, 79035.

SUBSCRIPTION RATES

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



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



Member,
Panhandle Press
Assn., 1970



EDITORIAL

On Chocolate

One of the best-tasting delicacies of the western world is chocolate, in the form of candy, cake, ice cream or crackers. For decades now skin specialists have been advising teenagers to give it up when they experience acne.

Now comes a report from three skin specialists who have done extensive research into the problem. They say foods have little or nothing to do with acne. Moreover, they say there never was any thorough research leading to former conclusions. The specialists are Doctors James Fulton Jr., Gerd Plewig and Albert Kligman of the University of Pennsylvania School of Medicine. Their report can be found in the December 15th issue of the Journal of the American Medical Association.

The report was hailed, of course, by the Chocolate Manufacturers Association. It came as a blow to all those who at one time or another gave up chocolate, nuts, sodas (all of the banned foods were goodies) in a fight against skin trouble. Countless millions of chocolate-munching hours of enjoyment have thus been lost in recent decades, never to be regained--unless a heroic effort is made to right this wrong. It probably will be!

Out of Orbit



CLASSIFIED ADS MAKE YOU MONEY



Everyone's Heading To Friona For The Big 14th Annual

MAIZE DAYS

The Three J's Proudly Presents

MISS CARLEEN SCHLENKER

As Our Maize Queen Contestant.

Best Wishes To Carleen.



Carleen Schlenker

the Three J's INC.
FRIONA DIVISION



Pause and Reflect

By Nelson Lewis

This is "Have Fun in Friona Week," isn't it? Okay, let's have fun with facetious headlines and stories--in which there may be more truth than poetry!

NATION'S DRAFT BOARDS SWAMPED
by Iva Mania
Staff Writer

The wires of Useless News and Worldly Wise Reports indicate a huge influx of young draft-age men and boys into the country's 52,000 draft board offices.

From Blvd Dog, North Carolina, comes word that chief of police Heza Hellion, called State Police headquarters for help in dispersing what he assumed to be a mob of picketers that had surrounded the local office.

Upon arrival the state troopers found the gathering to be peaceful.

Several youths carried signs demanding that they and their buddies be admitted immediately into the armed forces.

Investigating officers learned that the home town paper, The Weekly Disappointment, had that morning carried a story stating that since Congress passed a law that women are to share all national privileges equally with men a local Beauty Queen, Miss Tobacco Blossom of 1970, had been drafted into the army.

A spokesman for the crowdsaid in an interview with newsmen that in his opinion that the President's plan for an all volunteer army could best be implemented by drafting girls and women thereby supplying incentive for prospective male volunteers.

"Women are the ideal personnel for policing barracks and grounds, not to mention K.P.," he said this would free men for actual combat duty: however I have known a few females that were first class combatants."

LABOR SITUATION CHAOTIC

Washington, D.C.--Egor Rusanik, assistant to Ivan Awful-itch, tenth deputy director of Labor Statistical Department (LSD) called a press conference in a third floor phone booth early, 11:00 a.m., Monday.

Director Rusanik presented the gentlemen of the press with statistics showing what he termed "alarming absenteeism" in the nation's male labor force.

"It seems," said Rusanik, "that the male workers have determined to work only 20, instead of the usual 40 hours, per week."

"Our field men--and of course, women--have interviewed hundreds of these non working employees and have been told by them that they spent at least one-half of their income entertaining girl friends. It is presently unnecessary to provide all of the funds since girls and women now have the opportunity and privilege of providing an equal share of the "long green."

Rusanik stated that several Senators and Congressmen are clamouring for the establishment of a Presidential Commission to research the situation.

"We hope," he said in closing, "that a real crisis may be averted so that none of our bureau's offices will be closed."

Fun is fun, but we have some serious business to attend to.

Three years, seven months, and one day ago the first article under the heading "Pause and Reflect" appeared in the Friona Star.

Just in case you don't remember it the subject was the dirty books and movies being presented to the American people.

During this three and one half year period a Presidential Commission (L.B.J., not Nixon) has been busy spending two million of your tax dollars and asking questions.

Their findings are that filth, freely circulated, is not in the least harmful and is not responsible for warped outlooks or sex crimes.

How do they explain away the fact that most "Peeping Toms" and child molesters have mountains of dirty books in their possession?

They were supposed to be investigating the effects of pornography on children: however their questions were asked of no one under 18 years of age.

From here it looks like we the parents will have to keep a sharp eye out for merchants who are greedy enough to stock such material.

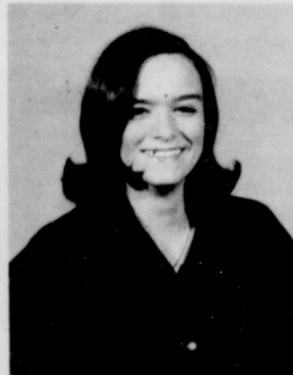
One thing we can do--carry your youngsters down town to our own fine library and let them get acquainted with the right kind of books.



Friona State Bank

Presents

Miss Sally Kendrick



Sally Kendrick

We are proud to have Sally as our representative in the Annual Maize Queen Contest this evening. This is a big event for these 28 local lovelies. We urge your support at the Queen Contest and all the many fine events of Maize Days, 1970.

FRIONA STATE BANK

Serving A Great Irrigation And Beef Production Area

Friona

Member FDIC

Phone 247-2736



ANN HURST, . . . flashes a sunny smile here for Star photographer. She is entering the Maize Queen Contest under sponsorship of the Modern Study Club. She is 16 years old, a junior this year and the daughter of Mr. and Mrs. Andy Hurst, Jr.



CARLEEN SCHLENKER, . . . is being sponsored in the Maize Queen Contest tonight at the High School Auditorium by the Three J's. She is 17-years old and a junior at FHS. Carleen is the daughter of Mr. and Mrs. Carl Schlenker.

HARVEST VALUES



Jimmy Dean
Sausage
2 Lb. Bag **\$1.39**

Bar S
Boneless

HAMS

1/2 or Whole

Lb. **99¢**



CLOROX
Gal. **59¢**

CHUCK ROAST Lb. **59¢**

Fresh **Ground Beef** Lb. **53¢**



Northern
BATHROOM TISSUE 4 Roll Pkg. **39¢**

Kleenex **TOWELS** Jumbo Size **29¢**



Gladiola
FLOUR 5 Lb. Bag **53¢**

Ideal
DOG FOOD #1 Can **2/29¢**



Hunt's
TOMATO SAUCE 8 Oz. **10¢**

Del Monte
RED SALMON #1 Can **98¢**

Nestea
INSTANT TEA 3 Oz. **\$1.09**



Formula
409 CLEANER 22 Oz. **59¢**

Lucky Leaf
CHERRY PIE FILLING #2 Can **51¢**

ALKA SELTZER 25's **53¢**



Texas
SWEET POTATOES 15¢ Lb.

Washington
PRUNES 17¢ Lb.

Elberta
PEACHES 19¢ Lb.

FROZEN FOOD SALE

Birdseye
DREAMY PUDDING 35 Oz. **69¢**

Sara Lee
COFFEE RINGS **59¢**

Do Your Share In Supporting Your Community
By Attending
MAIZE DAYS 1970
FUN FOR ALL!

PLAINS HARDWARE

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

Houser

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

GROCERY & MARKET

GOOD CANTON BETTER QUALITY BEST FLAVOR



TRY SOME NOW

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WATER WELL DRILLING

Layne Pumps, Inc. Sales & Service Friona. Dial 247-3101 Nights 247-2513 Texas

Pump & Gear: Head Repairs All Makes

BARTLETT & POTTS

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Specializing In Farm Sales

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

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

TELEX

HEARING AIDS CLOVIS HEARING AID CENTER

*Batteries *Molds *Free Hearing Tests SERVICE ALL MAKES

416 Mitchell Phone 763-6900 9-tfnc

RUSSELL BRYANT

Great National Life (South Coast Life)

Phone 247-3547

*Life *Hospitalization

OWENS ELECTRIC

Electric Contracting — Sales and Service of New and Used Motors and Controls

Loan Motors Available

Off. Phone 364-3572

809 E 2nd Hereford, 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.

ANNOUNCEMENTS

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

YARDS OR GARDENS

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

NOTICE -- Piano lessons start September 8, Johnnie Walters. Phone 247-3401 or new home phone 265-3375. 47-2tc

SEE

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

DO YOUR CHRISTMAS SHOPPING EARLY!

We have many new handmade and hand-painted items in the shop. Come by during Matze Days. The Hummingbird Shop

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

For expert piano tuning, call or write Elson Clark, Box 1266, Hereford, phone 364-0628 or 364-1150. 48-tfnc

Poodle Clipping Service. 615 Euclid. Apartment 1. 48-1tp

CARPET CLEANING

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

Lovely Selection CHRISTMAS CARDS Order personalized cards now Phone 247-2255. 48-tfnc

T.V. SALES & SERVICE

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

FOR SALE

FOR SALE. . . 1968 Yamaha 100, good condition, Roll-away bed, practically new, John Terry. Phone 247-3174. 47-2tc

FOR SALE. . . Alto Saxophone, clarinet. Good condition. 1201 Virginia, 247-3204. 47-tfnc

FOR SALE. . . Used Conn trombone. Glyn Hamilton, Ph. 265-3834. 47-2tp

FOR SALE. . . Selmar Paris 9, Wooden Clarinet. \$290.00, 247-2760. 47-tfnc

FOR SALE

1500 Good Potato & Feed Sacks--50 to a roll--\$5 per roll. Good AC All-Crop Harvester Self Powered-Good regular and pickup reel. \$200.00. Raymond Euler, 247-3043. 47-tfnc

FOR SALE. . . 26" Boys Bicycle. Good Shape. 247-2846. 47-2tp

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

FOR SALE. . . 25-one dollar bills: signed by "Joseph Barr" will sell one or all. Call Clovis, 763-3338 or Contact Dr. Pepper Routeman. 47-1tp

ANTIQUES FOR SALE

A.R. Chase organ \$550. Must see to appreciate. Sheridan divan in gold velvet \$125. Lovely dining room table, sideboard, high backed chairs, felt pad, two large leaves \$500. Jim Baxter. 806-295-3175. 48-tfnc

FOR SALE: Conn tenor saxophone. Jane Benge, Phone aru-2567. 45-tfnc

FOR SALE. . . 350 Farm Hand Beet Digger. Double Row or Two Single Rows. Troy Ray, Phone 247-3153. 45-tfnc

FOR SALE. . . Breeding age gilts. Weight about 175 lbs. George Rushing, Phone 247-3370 or 247-2528. 48-1tp

FOR SALE IN FRIONA. . . Nearly new upright piano. Concert approved. Tremendous Bargain. This is your chance to own a fine piano by assuming small payments. Write at once-- MCFARLAND MUSIC CO. 1401 W. 3rd. Elk City, Okla. 73644 48-1tp

FOR SALE. . . Practically new dinette and four chairs. Phone 247-3338. 48-2tc

FOR SALE. . . Chrome--formica dining room suite, table and six chairs. Phone 247-2878. 48-1tc

FOR SALE. . . New Built-in Westinghouse Dishwasher. 1407 Jackson, 247-3690. 48-1tc

FOR SALE. . . Brown recliner in good condition. Phone 247-2285. 48-1tc

WHEAT SEED FOR SALE

Sturdy and Palo Duro Eugene Bandy Phone 265-3413 43-6tc

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

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

FENCING

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

FOR SALE. . . Leblanc Clarinet in good condition with case \$79.00. Call 295-3714. 46-tfnc

FOR SALE. . . Olds recording trumpet. Used but in good condition. \$140.00. Call 247-3416. 46-3tc

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. . . 1965 Dodge Truck, 18-foot grain bed, hydraulic lift. Contact C.W. Turner at 603 Euclid after 6:00 p.m. Phone 247-3092. 48-2tc

CARDS OF THANKS

Our heartfelt thanks to all who extended comforting sympathy and gifts of flowers, food and love offerings during our recent loss. Also special thanks to the doctors and nurses at Parmer County Community Hospital for the care and concern of our loved one. May God bless each one of you, The Schwab Family 48-1tp

HELP WANTED

Permanent Mill Help Wanted. Apply in person, Hi-Pro Feeds, 47-4tc

HELP WANTED. . . Lady for baby sitting and light housework. Phone 247-3120 after 2 p.m. or apply 908 Virginia. 48-1tp

Need extra income? Both full or part-time employment available with a growing company. For information write Juanita F. Bratcher 3414 58th St. Lubbock, Texas 79413 48-8tc

APARTMENTS

NEW. . . Extra nice 2 BR Tri-Plexes, all electric kitchens, heating and ref. air Refrigerators, ranges, dishwashers, disposal, drapes, carpet, outside storage, near schools. "CHATEAUX FRIONA" \$115.00 month, 900-9th St. Phone 247-2878. 34-tfnc

REAL ESTATE

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

PRICED TO SELL TODAY Large 3-BR brick house, 2 baths, lots of storage, refrigerated air, fenced yard. Bingham Land Company. 247-2745 or Carrol Gatlin at 247-3641. 41-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

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

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

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

Friona's 20-0 win at Dimmitt in 1963 snapped a personal 14-game losing streak to the Bobcats, who hold a 25-8-1 edge over Friona in football.

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

FOR SALE. . . Brick-3 Bedrooms, 1-3/4 baths, Formal living room. Large sewing room & den with woodburning fireplace. Wall to wall carpet in every room. Beautiful drapes and cornices. Food center, dishwasher, disposal. New central heating with cooling coils. 12 x 20 shop with large concrete drive for boats or campers. Patio with gas grill. Chain-link fence. Large double garage. Lee Campbell. Phone 247-2786 or 247-3145. 49-2tc

REAL ESTATE LOANS

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

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, N.M. 88101 Dial 763-4396 or 763-6455 47-2tc

Mayflower



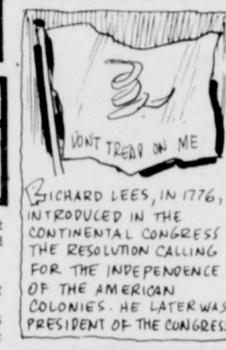
Call For Free Estimates 364-5391 DALBY MAYFLOWER 202 S. 25 Mile Ave. Hereford, Texas

WANTED

Would like to keep infants in my home. Phone 247-3597. 47-2tc

MISCELLANEOUS SERVICES

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



RICHARD LEES, IN 1776, INTRODUCED IN THE CONTINENTAL CONGRESS THE RESOLUTION CALLING FOR THE INDEPENDENCE OF THE AMERICAN COLONIES. HE LATER WAS PRESIDENT OF THE CONGRESS.

FRIONA MUNICIPAL LIBRARY FALL LIBRARY HOURS Effective 1 September 1970

Tues.	1-6
Wed.	1-6
Thur.	9-12
Fri.	9-12
Sat.	9-12

47-2t

OPENING SEPT. 10
We are opening a fresh fish business on our farm, starting Thursday, Sept. 10. One mile south of Black. Featuring fresh channel catfish. 85¢ lb; 10¢ extra for dressing. Open Thursdays, Fridays and Saturdays. TRAVIS STONE **STONE'S FISH FARM**

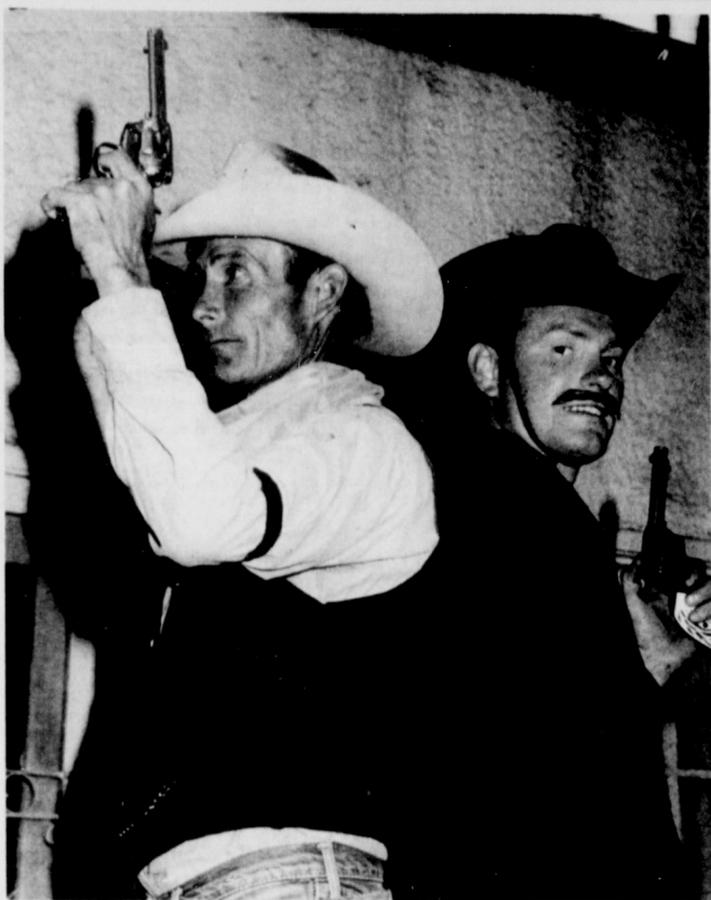
AUCTION
FARM EQUIPMENT
Beginning September 18, 1970 Auctions To Be Held Third Friday Of Each Month Through April. TIME: 10:30 a.m.
We have buyers for all types of machinery. This is the place to sell your surplus equipment.
1970 SALES DATES: Sept. 18, Oct. 16, Nov. 20, Dec. 18.
1971 SALES DATES: Jan. 15, Feb. 19, March 19, April 16.
TOM FLOWERS AUCTION SERVICE
2 Miles West Of Muleshoe On Clovis Highway PHONE 272-4154 P. O. BOX 582 MULESHOE, TEXAS 79347 **The Bloomin' Auctioneer**

WELCOME TO FRIONA



This week we welcome Mr. and Mrs. Billy Jones to Friona. Jones is the new Chamber of Commerce manager. Originally from East Texas, Jones and his wife spent the past 10-1/2 years in Turkey, where he was in the U.S. Air Force, and also managed a military housing project for the government. The Joneses live at 608 Watkins.

ROCKWELL BROS. AND CO. "LUMBERMEN" Lumber, Paint & Tools	HOUSER GROCERY & MARKET
HURST DEPARTMENT STORE	REEVE CHEVROLET New And Used Cars FRIGIDAIRE APPLIANCES
REED'S CLEANERS 117 West Sixth PICK UP AND DELIVER Friona Phone 247-3170	FRIONA WHEAT GROWERS Elevator Service Field Seeds



SHOWDOWN. . . Larry Morgan and Kenneth Johnson strike a pose, advertising the scheduled bank robbery at the City Library at 6:30 p.m. Friday, in which Morgan will portray the Sundance Kid, and Johnson will play the sheriff. (See details below, other pictures in section III)

SECOND WEEK RECORD

School Enrollment Hits Predicted 450

Enrollment in Friona schools stood at 1445 at the start of the second week of school on Monday, just five short of the predicted enrollment, and up 28 from the same date a year earlier. (Note: additional enrolling students on Tuesday sent the total past the 1450 mark.)

The total was up 86 from the second Monday two years ago, when enrollment stood at 1359.

Elementary school enrollment jumped to 589, an increase of 56 or ten per cent, over the first day's total. The enrollment in junior high school stood at 512, a gain of 28 from a week earlier, and high school counted 344 students, up seven from opening day.

High school enrollment shows 115 students in the freshman class; 75 in the sophomore group; 82 are juniors and there are 72 seniors.

"The enrollment will continue to rise for the next few weeks," said Superintendent of Schools Alton Farr, who expressed pleasure at the increase. He indicated that the peak enrollment is usually reached in the schools during October.

The first-grade class is the largest class, with 168 students. In addition, there are 24 kindergarten students. The third grade is the second-largest, with 139 students. There are 127 second-graders. A total of 121 in the fourth grade rounds out the elementary school. There are an additional 10 students in the special education class for this age group.

Junior high enrollment is as follows: Fifth grade--134; Sixth grade--123; Seventh grade--134 and Eighth grade--114. There are seven special education students in the 12 to 16 year old bracket.

The Library Corner

The first session of the preschooler's Story Hour at the Library will be from September 11 until December 10.

The time will be the same as in past years--Thursday morning 10-11 a.m. We will have three groups--three year olds, four year olds, and five and six year olds.

Each group will have one reader so simple arithmetic will tell you how many readers we will need for the fall session. If you are interested in spending ONE very worthwhile hour this fall, call Barbara Hammock at 247-3678.

During Maize Days, a children's art show and a book sale

Temperatures

Date	Hi	Low
August 26	89	59
August 27	91	59
August 28	92	60
August 29	91	57
August 30	89	62
August 31	87	56
September 1	83	56

Moisture for month of August: 3.48 inches, 2.08 Aug. 1; .47 Aug. 9-10; .93 Aug. 20-21.

Rain Total

Tuesday afternoon and early Wednesday showers in the city of Friona measured .52 of an inch of moisture.

Upwards of an inch was reported in the outlying area.



Celebrate With Us In Friona This Weekend At **MAIZE DAYS '70**

Good Old Fashioned Fun For Everyone.

BEN FRANKLIN

Bank Robbery New To Schedule

A new addition to the Maize Days fare this year will be a mock bank robbery at the City Library by Butch Cassidy, the Sundance Kid and their gang.

It will all take place at 6:30 p.m. on Friday. The performance will be complete with guns--using blanks--which will add realism to the affair.

Stars of the daring daylight robbery will be Larry Morgan, who will play Sundance; Jerry Wike (Butch Cassidy), Everett Gee and Mike Morgan, who make up the robbers lineup.

The "good guys" are in real life Kenneth Johnson, who plays the sheriff, Gary Elam, Monroe

Young, Lester Roth, Judy Johnson and Lonnie Paul Woodruff. Earl Flam is serving as director of the production.

Larry Morgan has in real life proven to be a fast-draw artist. In 1962 and 1963, he beat the established time of the Colorado fast-draw state champion. In 1965, he participated in some segments of a western movie being filmed near Denver, exhibiting his fast-draw skills.

Most of the participants have real-life "cowboy" backgrounds. All except Wike and Gee are employed at Hi-Plains Feed Yard. Those two are both employed at Parmer County Im-

plement Co. All are experienced horsemen, although they have decided against using their mounts for the skit, owing to the closeness of the crowd, and the unpredictable reaction of the horses to the gunshots.

Adding to the setting is the fact that the library building is in reality the old Syndicate Hotel building, which has a storied background.

Bring the kids on Friday afternoon, and watch a real, live "shoot-em-up."

Great Pyramid of Cheops was constructed with 2,300,000 stone blocks, each averaging 2-1/2 tons.

WITH SPRINGLAKE

Chiefs Slate Final Scrimmage Friday

The Friona Chieftains will host Springlake in the final pre-season scrimmage of the 1970 season Friday. The season will begin at the junior high field at 7 p.m.

Last Thursday, the Chiefs travelled to Boys Ranch, and their scrimmage with the Ranchers was termed "very satisfac-

ting" by Coach Bob Owen. "We were real pleased with our offense; also with the blocking of the line," said Coach Bob Owen.

Friona outscored Boys Ranch, two TDs to one. Donnie Lewellen scored one TD on a short run, and end Ronnie McPherson caught a pass from

Johnny Bandy for the other. Don Fortenberry guided the team during its first drive, and Bandy was concentrating on passing during the second.

Mike Royal, who has been out with an injury, rejoined the team this week.

Coach Owen said the team's attitude remained real good.

AUCTION

TIME: 1:00 P.M. SATURDAY, SEPT. 5, 1970

LOCATION: 517 MAIN STREET FRIONA, TEXAS

ACROSS STREET FROM CHEVROLET HOUSE

EVERYTHING SELLS TO THE "HIGHEST BIDDER". ALL NEW FURNITURE AND CARPET.

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|--|---|---|---|
| CARPET | —L.R. Suite, 2 Pc. Couch & Chair, Spanish & E.A. | —60" Hutch Buffet, with 3 glass doors, by Flanders | —Baby Beds, White and Walnut |
| 5000 Yards 100% Nylon | —Sofas of all Colors & Kinds | —40" Hutch Buffet, with 2 glass doors, by Flanders | —King and Queen Size and Reg. Head Boards by Flanders |
| —Shag, Green, 2 Color, D.J. Back | —E.A. Love Seats | —Round Table w 4 or 6 Chairs, by Flanders | —Assortment Reg. Size Beds by Flanders |
| —Shag, Green, 3 Color, D.J. Back | —Spanish Love Seats, Gold, Green Velvet, Blue, Brown | | |
| —Shag, Burnt Orange and Brown, 2 Color, D.J. Back | —Sleepers, E.A. & Modern | BEDROOM FURNITURE | MISCELLANEOUS |
| —Shag, Gold, 2 Color, D.J. Back | —Coffee Tables by Flanders | 3-3 Pc. Spanish T.D. B.R. Suite, Solid Oak, by Flanders | —Assortment Radios, G.E. |
| —Carpet, Red, D.J. Back | —Commode Tables to match Coffee Tables, by Flanders | —5 Pc. White Spanish B.R. Suite | —Assortment TVs, G.E. |
| —Carpet, Green, D.J. Back | —Step Tables, by Flanders | —4 Pc. White Spanish B.R. Suite | —Assortment Stereos, G.E. |
| —Tan Beige, D.J. Back | —Coffee Tables to match Step Tables | —5 Pc. Off White B.R. Suite | —Assortment Lamps, Swag and Table |
| —Neutral, D.J. Back | —Commode Tables, Square, Octagon, and Round | 3-3 Pc. B.R. Suites, Walnut | —Mirrors with Frames |
| —Red, Blue Tan, Orchid and many other colors in a Bath Room Carpet | —Marble Top Commode Tables | —Large Assortment Mattresses & Box Springs Reg. Size | —Plate Glass Mirrors |
| | | —Queen Size Mattress and Box Springs | |
| NEW FURNITURE | DINING ROOM FURNITURE | —King Size Mattress and Box Springs | Assortment Of APPLIANCES |
| —L.R. Suites, Velvet | —6 Ft. Table, Spanish, w 2 Leaves & 4 Chairs, by Flanders | | |
| —Couch and Love Seat to match | | | |

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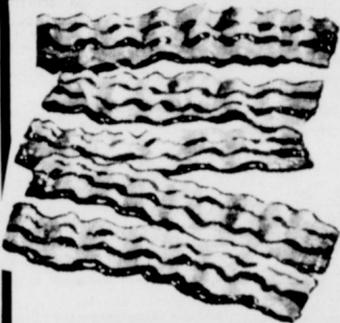
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WE GIVE GUNN BROS STAMPS

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



Sammy's Pride **BACON** Lb. **79¢**

CHUCK ROAST Lb. **59¢**



Lowest Prices on PRODUCE

WE WILL BE CLOSED LABOR DAY

Texas Cut **GREEN BEANS** #303 Can **3/59¢**

Richelieu **PURPLE PLUMS** # 303 Can **25¢**

Towle Stuffed **OLIVES** 7 Oz. Jar **69¢**

Trappery's Cut **OKRA** #303 Can **25¢**

Hunt's Snack Pack **PUDDING** 5 Oz. Can **4/67¢**

Mountain Pass **TOMATO SAUCE** 8 Oz. Can **10/\$1.00**

White Swan **BISCUITS** 8 Oz. Can **12/\$1.00**

Blue Bonnet **OLEO** **3/\$1.00**

PREAM Coffee Creamer 20 Oz. Jar **88¢**

White **POTATOES** 20 Lb. Bag **\$1.09**

Bananas Lb. **12¢**

PEARS Lb. **25¢**

New Mexico Delicious **APPLES** Lb. **25¢**

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

TONIGHT

28 Will Vie For Maize Queen Title

A total of 28 young ladies will seek the title of Maize Queen for 1970-71 on Thursday. It's the largest field for a queen's contest since 1966. Last year there were 22 contestants.

Competition for the contestants begins at 1 p.m. Thursday with a luncheon, followed by individual interviews with the judges.

Each of the 28 contestants will present her talent acts at 4 p.m. at the High School Auditorium. Admission of 50¢ will be charged for this portion of the contest.

At 8 p.m. the finals will be held, again at Friona High School Auditorium. Admission of \$1.00 for adults and 50¢ for students will be charged.

Each of the 28 entrants will be presented in revue at the finals, after which the top 10 contestants will be presented. The ten finalists will then present their talent acts.

Ted Weaver, former Chamber of Commerce manager, will serve as master of ceremonies for the queen's contest for the second straight year.

Mrs. Deon Atwey and Mrs. Elvin Wilson are co-chairmen of the event.

The reigning Maize Queen, Pam Grissom, will be unable to attend the contest because of

conflicts caused by her entering college. Miss Grissom will be a twirler for the Texas Tech band this fall, and is pledging a sorority. The week is "rush week" for all of the pledges. The 28 contestants are as follows:

Debbie Carter, 16, is a junior sponsored by Friona Clearview. She is the daughter of Mr. and Mrs. Charles Carter.

Karen Crofford, 17, is a senior sponsored by Black Grain Co. She is the daughter of Mr. and Mrs. F.G. Crofford.

Carleen Schlenker, 17, is a junior, sponsored by Three J's. She is the daughter of Mr. and Mrs. Carl Schlenker.

Patti Evans, 16, is a junior sponsored by Haywood's & Pat's Salon of Beauty. She is the daughter of Mr. and Mrs. Milton Evans.

Esther Smith, 17, is a senior sponsored by the Friona Star. She is the daughter of Mr. and Mrs. Ralph Smith.

Sharon Crofford, 17, is a senior, sponsored by Tri-Frye. She is the daughter of Mr. and Mrs. F.G. Crofford.

Fran Dodd, 16, is a junior, sponsored by Three F Farms. She is the daughter of Mr. and Mrs. Grady Dodd.

Kathy Horton, 15, is a junior sponsored by Progressive St-

udy Club. She is the daughter of Mr. and Mrs. H.H. Horton, Jr.

Shelly Vaughn, 16, is a senior, sponsored by Ruthie's. She is the daughter of Mr. and Mrs. Richard Vaughn.

Kathy King, 16, is a junior, sponsored by Lee's Barber Shop. She is the daughter of Mr. and Mrs. D.T. King.

Ann Hurst, 16, is a junior, sponsored by Modern Study Club. She is the daughter of Mr. and Mrs. Andy Hurst, Jr.

Kathy McLean, 16, is a junior, sponsored by Ethridge-Spring Agency. She is the daughter of Mrs. James McLean.

Kathy Schueler, 17, is a senior, sponsored by Friona Young Homemakers. She is the daughter of Mr. and Mrs. Raymond Schueler.

Diane Day, 16, is a junior, sponsored by White's Auto Store. She is the daughter of Mr. and Mrs. Herbert Day.

Debbie Wassom, 17, is a senior, sponsored by Panclera Tire. She is the daughter of Mr. and Mrs. Jack Wassom.

Shella Struve, 16, is a junior, sponsored by Graphic Arts. She is the daughter of Mr. and Mrs. Steve Struve.

Janet Wallis, 18, is a senior, sponsored by Parmer County Implement Co. Friona High School's exchange student from

Australia, she is living with Mr. and Mrs. Carl Schlenker.

Jeanie Thomason, 16, is a junior, sponsored by Sondra's Beauty Shop. She is the daughter of Mr. and Mrs. Dave Thompson.

Denise Frazier, 16, is a junior, sponsored by Cummings Farm Store. She is the da-

ughter of Mr. and Mrs. John Frazier.

Vicki Beck, 16, is a junior, sponsored by Grady Dodd Texaco. She is the daughter of Mr. and Mrs. J.C. Beck.

Melissa Pruett, 16, is a junior, sponsored by Chalet c' Bonte. She is the daughter of

Mr. and Mrs. Tom Pruett.

Lana Renner, 17, is a senior, sponsored by Murphree Texaco.

She is the daughter of Mr. and Mrs. R.J. Renner, Jr. Sally Kendrick, 16, is a junior, sponsored by Friona State Bank. She is the daughter of Mr. and Mrs. H.K. Kendrick.

Jill Riethmayer, 16, is a ju-

nior, sponsored by Earl's Parmer House Restaurant. She is the daughter of Mr. and Mrs. Bob Riethmayer.

Amy Renner, 17, is a senior, sponsored by Claborn Floral. She is the daughter of Mr. and Mrs. Ance Renner.

Vicki Mingus, 16, is a junior, sponsored by West Friona Gr-

ain. She is the daughter of Mr. and Mrs. Glen Mingus.

Donna Garner, 17, is a senior, sponsored by Lillard Real Estate. She is the daughter of Mr. and Mrs. Wendell Garner.

Ginger Murphree, 17, is a senior, sponsored by Bingham Land Co. She is the daughter of Mr. and Mrs. Ray Murphree.

Annual Parade Set For Friday Morning

The annual Maize Days parade will move out at 10 a.m. Friday, with floats, riding clubs, bands, antique cars, equipment, and an array of children in imaginative dress.

Porter Roberts, chairman of the parade again this year, reports that a good parade is in the offing.

Three bands will be featured, the Friona High School and Junior High bands and the Farwell High School Band.

The Chamber of Commerce offers prizes for the top three floats in various divisions: high school classes, clubs, commercial and church. Prizes are \$15, \$10 and \$5.00.

Prizes are also awarded for the best antique car, and for

the most unique decorations by the kids division.

Implement dealers and merchants are urged by Roberts to enter commercial equipment in the parade if they wish.

Parade entries which are expected, in addition to the floats and bands, are the American Legion Color Guard, Friona Volunteer Fire Dept. equipment, two or three riding clubs, and Quinten Jenkins with his pair of Percheron Horses.

The Shriners of Khiva Temple, who have been in the last two parades with their clowns and go-carts, will not make the parade this year. Officials say that most of the men are working men, and are unable to get off work on a weekday for a parade.

Friona School Lunch Menu

Week of Sept. 8-Sept. 11th
Tuesday--creole spaghetti, green beans, hot rolls and butter, buttered beets, apple cobbler, carrot sticks and milk.

Wednesday--hamburgers, pork and beans, lettuce, tomatoes, pickles and onions, fruit jello and chocolate milk.

Thursday--burritos and cheese, pinto beans, corn bread and butter, lettuce and tomato salad, cherry cobbler and milk.

Friday--roast beef and gravy, mashed potatoes, lettuce wedges, hot rolls and butter, English peas, apple sauce cake and milk.

There are more cattle in Parmer County than there are people in the city of Fort Worth.



PAM GRISSOM, who holds the title of Parmer County's reigning Maize Queen will relinquish her crown at the Maize Queen Crowning ceremonies this evening. However, she will do so in absentia, as Freshman activities at Texas Tech will hinder her from making an appearance at the event. Pam is the 18-year-old daughter of Mr. and Mrs. L.L. Grissom of Bovina. She will be a twirler with the Red Raider Band this year. It was her outstanding knife-twirling routine which helped her to win the crown this time last year.



A dragonfly, carrying its long body on wings thinner than fine paper, can hit 40 miles an hour.



MURPHREE'S TEXACO

presents

Lana Renner



Lana Renner

We are happy to announce that Lana Renner has consented to be our contestant in the Annual Maize Queen Contest tonight. We wish her the best of luck.

MURPHREE TEXACO TEXACO

BEST WISHES

Debbie Carter

We are happy to have Debbie entered as our contestant in the Maize Queen Contest tonight.



FRIONA CLEARVIEW

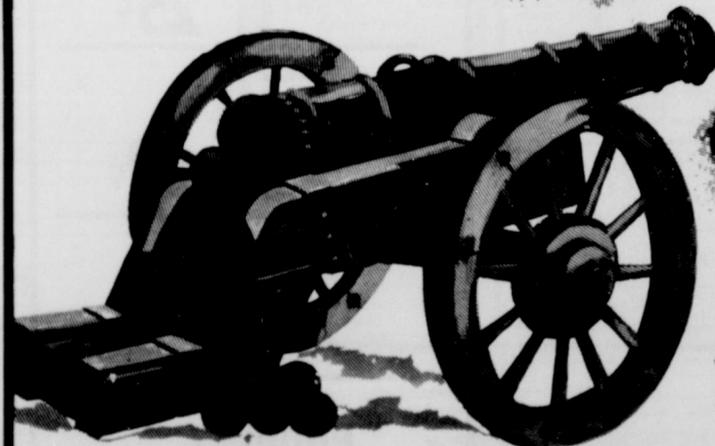


RIDE ...
RUN ...
HOP ...
CRAWL ...

HOWEVER YOU GET THERE
BE SURE TO MAKE IT TO
MAIZE DAYS
This Weekend In Friona

ROY'S TIRE SERVICE

**WE'RE HAVING A
REAL "BANG - UP"
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We're Proud Of Our Record
Of Service To This Little Community
We've Helped You To Build And
Grow, With Your Help And Considerate
Patronage We Will Continue To Serve
For Many Years In The Future.

**Support
MAIZE
DAYS
1970**

Celebrating Friona's
64th Anniversary

ROCKWELL BROS. & CO.

"LUMBERMEN"

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CHANGE NOTED

Chamber Meeting Date Set

The Friona Chamber of Commerce Board of Directors voted to change its official meeting to the second Tuesday of each month, beginning with the October meeting, at its regular meeting Tuesday at the Parmer House Restaurant.

The directors hold a monthly breakfast meeting beginning at 6:30 on the meeting date.

In other business, the directors authorized president Steve Messenger and manager Billy Jones to attempt to secure portable toilets for use in the park during the Maize Days Celebration, noting the need for such facilities during the week.

The directors extended the daily office hours of the secretary to end at 5 p.m. rather than 4 p.m. Mrs. Russell Bryant, the secretary, now will work from 9 a.m. to 5 p.m.

Potential speakers and dates for the chamber's annual banquet were discussed. Dr. Reagan Brown of Texas A&M Extension Service was mentioned as a possibility. Messenger is checking with Brown and other speakers with a December or early January banquet date preferred.

City Manager Jake Outland reported on the request the city has received from Pioneer Natural Gas for a rate increase. Pioneer is asking a 16 per cent rate hike. The city will negotiate for around 10 per cent, Outland said.

The Governor's Conference on Industrial Development was discussed, and president Messenger urged that Friona be represented at the October 13 conference in Austin. An entry has been prepared in regard to awards, which the conference gives, on Missouri Beef Packers' expansion program during 1969.

Wendell Gresham gave a report on Maize Days, and the manager asked about a permanent office sign for the Chamber office.



MODELING. . . Workmen are shown as they put a new front on the former Hurst Department Store building. Ray D. Fleming, plans to open a new store in the location, called "The Hut." The store, which will feature clothing for all the family, is tentatively scheduled to open the week of October 5.

Booster Club Meets Monday

The Friona Booster Club will meet Monday, September 7, at the high school cafeteria, according to Waymon Wilkins, president.

A film of the Boys Ranch scrimmage will be shown, and the club project of securing sponsors for pictures of Chieftain squad members will be discussed.

Wilkins issued a special invitation to parents of team players to attend the meeting.

A notion without motion seldom cuts much grass, or bakes many pies. . . .

Many feminine arguments won't hold water, but still pan gold. . . .

The fork is classed as the first tool invented by man, after the needle and pin.



GIANT CUKE. . . Lloyd Rector shows off a Texas-sized cucumber which he grew in his garden this summer. The cuke he is holding measures 18 inches, and weighed two and one-half pounds. A hybrid "burpless" variety, Rector said the cucumbers did real well. Five smaller cukes make six quarts of pickles.

Tonight

Is the big event for these three Friona beauties, who will be competing for the Maize Queen Crown. We take this means to wish them best of luck in their endeavor.



Ann Hurst
Modern Study Club



Kathy Schueler
Friona Young Homemakers



Kathy Horton
Progressive Study Club

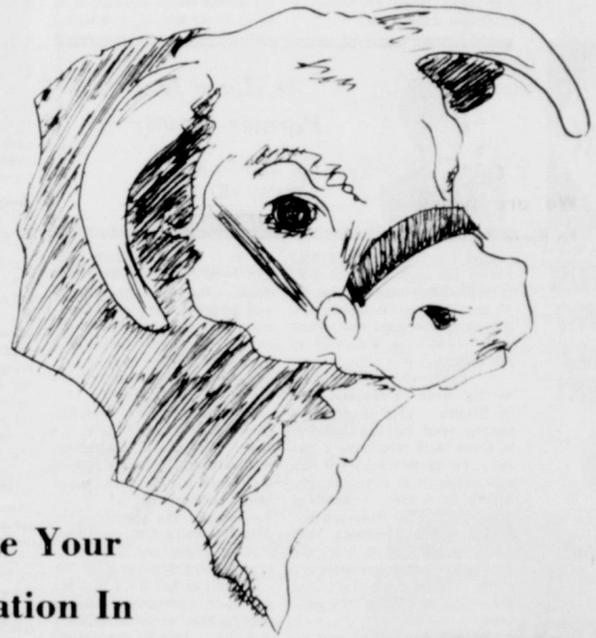
Plan To Enjoy All The Many Fun-Filled Events Of
MAIZE DAYS 1970

**PARMER COUNTY
PUMP CO.**

**MAIZE
FROM
Field...**



To...

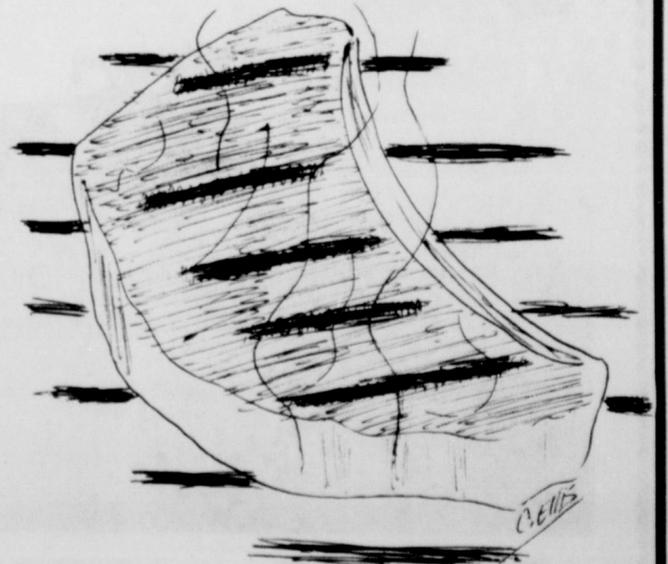


We Invite Your
Participation In
All The Fun And
Festivities Of

Fillet

**MAIZE
DAYS
1970**

.. Celebrating
64 Years Of
Growth And
Progress In
Friona.



**FRIONA CHAMBER
OF COMMERCE**



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

Today the cost price squeeze situation so commonly talked about is bringing about a change in thinking of our farm producers in the High Plains. This change in thinking is encouraging the production of red meats. Swine production has an excellent opportunity in contributing to the growth of this red meat production.

There are two factors that make swine production very suitable for Parmer County and

the High Plains. The first and probably most important factor is the availability of grain. Since grain makes up about 75 percent of swine rations this availability factor is very important. Parmer County and the High Plains are the leading grain sorghum producing county and area in the state. Approximately 152,000 acres of grain sorghum was planted in Parmer County in 1969.

Approximately 5000 head of hogs are produced in Parmer County yearly. This 5000 head of hogs is represented by all breeds. However, most producers are using crossbred sows in their operations.

Swine is one of the major livestock projects participated in by 4-H club members in Parmer County. Some 4-H'ers are in the show for pig production project while others enjoy showing and feeding our market hogs.

There are many essentials considered to be necessary to profitable swine production. Among these essentials are (1) a desire to raise hogs, (2) start small and grow into the business, (3) get in and stay in, (4) carry out a complete program, (5) control diseases and parasites, (6) adequate housing, (7) produce hogs the market demands, (8) raise large litters and, (9) feed for rapid efficient gains.

Combining the advantages of having an available feed supply, and ideal climate, and striving to accomplish the nine essentials just mentioned, Parmer County and the High Plains can make swine production a profitable enterprise.



DONNA GARNER, will be among the 27 other pretty young ladies entering the Maize Queen Contest at the High School Auditorium this evening. She is the daughter of Mr. and Mrs. Wendell Garner. She is sponsored by Lillard Real Estate.

**Bill Clayton Attends
National Conference**

State Representative Bill Clayton of Springlake accompanied Texas House Speaker G.F. (Gus) Mutscher as a delegate

to the 23rd Annual Meeting of the National Legislative Conference of The Council of State Government in Salt Lake City, Utah, August 25-28.

Rep. Clayton was chairman of a Legislative session concerning "Protecting Our Environment in the Face of Conflicting Demands." The Springlake Representative is secretary-treasurer of the Interstate Conference on Water Problems and is a member of the Texas Water Resources Study Committee, which was created by Clayton's H.S.R. 12 during the 61st Legislature.

More than 1,000 elected state officials and legislative staff members from the 50 states participated in the four-day conference, which featured meetings covering current state legislative problems and procedures, including environmental preservation, reapportionment, crime control and health services.

Terming the National Legislative Conference in Utah, "the most important conference for state leaders to be held this year," Mutscher, said that he was pleased to have a number of Texas House Members taking advantage of the opportunity to learn ways for more effective and responsive state government at the Utah meeting.

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



With the beginning of school comes the beginning of monthly 4-H club meetings. All six of the Clubs in the County will be having meetings and getting their local club activities in full swing.

A county-wide event this coming week is the 4-H Fair in Friona. This is only the second year for this activity. It gives 4-H members a chance to exhibit some of the things they do in 4-H clubwork. It also gives them a chance to develop some of their leadership abilities. Members have the responsibility of taking the entries and running the concessions. It is their Fair, and they work at making it a success.

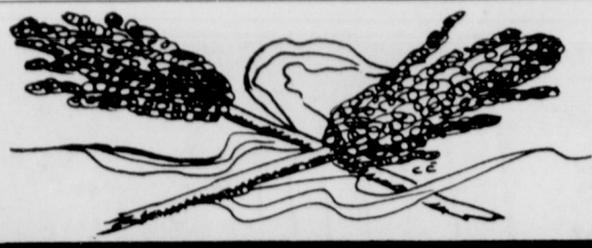
The 4-H Bake Show will be held with the Fair this year. Four-H girls entering this ev-

ent must turn in a foods project record and two baked products. This year the products will be two-crust pies and batter rolls. The girl with the highest score on these products and record will be eligible to enter the District Bake Show Sept. 19 in Amarillo.

The products are exhibited during the Tri-State Fair. On Rural Youth, Sept. 26, the District winner will be announced.

October 4-10 will be designated as National 4-H Week. The theme this year is "We Care." Watch for more news about 4-H'ers and their activities during this week.

To climax 4-H Week, the annual 4-H Achievement Banquet will be held on Saturday, October 10. This is one opportunity to recognize the 4-H'ers and their outstanding work.



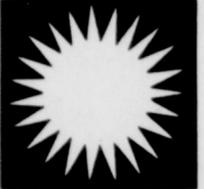
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FOOD MARKET**

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Tender Crust Bread
**Brown 'n
Serve**
2 Pkg. **59¢**

Lanes MELLORINE 3 Half Gallon \$1.00		
Sunray BACON 2 Lb. \$1.49	SIRLOIN STEAK Lb. 89¢	CLUB STEAKS Lb. 79¢
Diamond SOLID OLEO 2 For 35¢	Morton SALAD DRESSING Qt. 47¢	FRUIT & VEGETABLES Calif ORANGES S. K. Lb. 19¢
Van Camp PORK'N BEANS 303 Can 2 For 35¢	Frito-Lay POTATO CHIPS Reg. 59¢ Pk. For 49¢	TOMATOES 1 Lb. Pkg. 25¢
Pride CRACKERS 1# Box 27¢	PINE-SOL 28 Oz. Bottle 99¢	RED POTATOES 10 Lb. Bag 69¢ U. S. No 1
Kimbell FACIAL TISSUE 25¢	Kimbell CHARCOAL BRIQUETS 10 Lb. 69¢	



Want to be
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&
WARM**
next
winter?



**BE READY FOR
AN EXCITING
OFFER IN
SEPTEMBER!**



22-4



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Yet this new combine offers more than raw muscle. It has everything to make

your days pleasurable as well as productive. The steering pedestal and posture seat both adjust to your liking. You have power steering and power brakes. The pressurized cab is standard. You can equip it with air conditioning and/or heater. Concave-to-cylinder spacing and cylinder-speed control are regular features. Dollar for dollar, it's today's biggest bargain in harvesting productivity.

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

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

← **7700**

Here's 25 percent more combine than we've ever offered you before

HERRING IMPLEMENT

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READ and USE CLASSIFIED ADS



SALLY KENDRICK, . . .proudly displays a stalk of maize. She will be the contestant for Friona State Bank at the ceremonies at tonight's Maize Queen Contest. Sally is 16-years-old, a junior and the daughter of Mr. and Mrs. H.K. Kendrick.

Deaf Smith Crops Tour Includes Area Farms

The annual Deaf Smith County Crops and Conservation Tour, scheduled Thursday, September 3, will feature a field of noted crop and beef specialists from Amarillo and Lubbock.

Sponsored by Tierra Blanca Soil and Water Conservation District and the Deaf Smith County Crops Committee, the tour is open to all area farmers, businessmen and interested persons.

The tour will begin at 1 p.m. in the parking lot north of the courthouse and the first stop will be at the Tony Urbanczyk farm. There they will discuss the production of alfalfa fertilization and irrigation.

A stop will be made at the Jay Boston farm where they will examine 14 varieties of corn for grain production. They also will discuss the Southwest corn mower, irrigation, fertilization and insect control.

From Boston's place they will travel to the Chester Wiggains farm for an examination and discussion of his no-tillage grain sorghum operation.

Cool season grass mixture experiments and grainsorghum fertilizer will be discussed at a stop at the Thurman Atchley farm and from there the group will go to the W.L. Edelman farm for an examination of tall wheat grass.

At the Bruce Burney place the group will view the utilization of farm feedlot operation and from there they will go to the Don and R.K. Brooks farm for a look at a pivotal sprinkler system.

The Brooks have a field of 110 acres of tall fescue grass under one pivotal system. From this, the group will hear a discussion on the utilization of irrigated pastures, stocking rates, types of grasses suitable for stocker operations and various irrigation systems.

On the Paul Zinser farm the group will examine the Holly-Extension Service fertilization demonstration plots where varied amounts of nitrates were used.

Soil nitrates were tested prior to the planting of the crop and four different rates of nitrogen were applied.

Also, plant tissue tests will be made on the day of the tour by Dr. Jim Valentine to determine the actual nitrates in plants in each of the plots.

The final stop of the tour will be the Jerry Roberts place where they will discuss the varieties of milo and insect disease control and fertilization and irrigation of grainsorghum. Specialists to be on hand for the tour are Dr. Valentine; Dr.

Robert Berry, plant pathologist from Lubbock; Dr. Bill Clymer, entomologist from Lubbock; Leon New, irrigation specialist; Dr. Frank Petr, agronomist from Amarillo; and Dr. Cal Parrot, Beef cattle specialist from Amarillo.

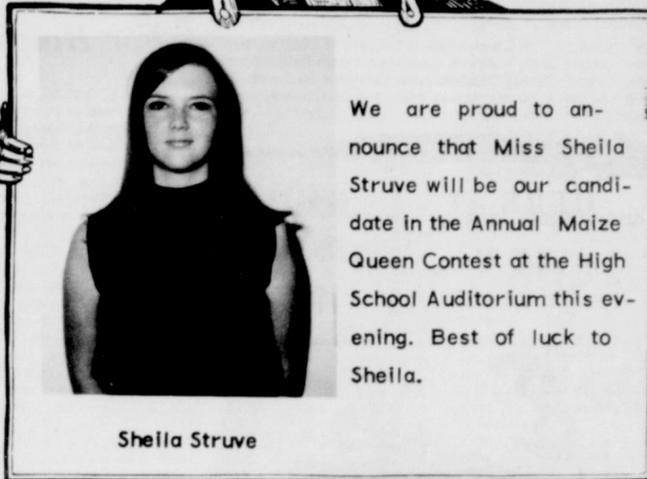
J.C. Brown, local manager of the Soil Conservation Service, and Juston McBride, county agricultural agent, will also participate in the crop tour.

Transportation to the various sites will be provided by the sponsoring groups. Refreshments also will be served.



LANA RENNER, . . .seems happy at the idea of entering the annual Maize Queen Contest this evening for Murphree's Texaco. Lana is 17 years old, a senior at FHS this year, and is the daughter of Mr. and Mrs. R.J. Renner, Jr.

Don't Miss Out On All The Fun And Frolic
At
MAIZE DAYS
When Friona Celebrates Its 64th Anniversary.



Sheila Struve

We are proud to announce that Miss Sheila Struve will be our candidate in the Annual Maize Queen Contest at the High School Auditorium this evening. Best of luck to Sheila.

Graphic Arts

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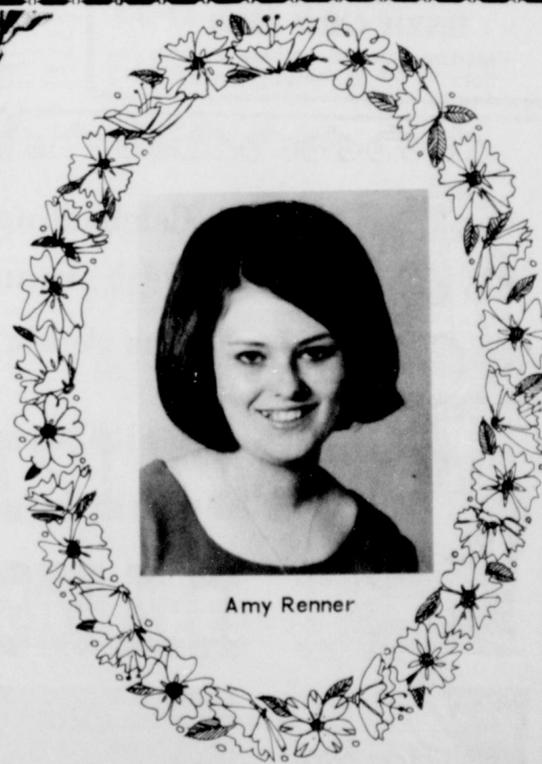
To Attend
Friona's Gala
14th Annual

**MAIZE
DAYS**

Claborn's

Funeral Home — Floral

Friona, Texas



Amy Renner

We are happy to have Miss Amy Renner representing us this evening at the Maize Queen Contest. We wish Amy the best of luck in this big event.

Presenting

MISS KATHY KING
As Our
**MAIZE QUEEN
CONTESTANT**



Kathy King

LEE'S BARBER SHOP

We take this means of wishing Kathy the best of luck in the big event tonight.



NEW BOOTH. . . A new booth in the park this Maize Days is the dunking tank, which is sponsored by the Friona Noon Lions. Here, Teresa Bingham takes her turn on the diving board, and hopes the marksman will miss the target with the baseball.

Showers Honor Mrs. Mark Womble

A miscellaneous bridal shower in the home of Mrs. Van Nichols, 605 Arrah, Tuesday evening was a courtesy for Mrs. Mark Womble, who is the former Shirley Johnson.

The serving table was covered with a white lace cloth over blue and centered with a floral arrangement. A silver punch service completed the table setting.

Green punch, nuts and mints were served with individual cakes decorated with rainbow colors by the hostesses.

Special guests were Mrs. Truett Johnson, mother of the honoree; Mrs. W.H. Johnson and Mrs. Ed Boggess, grandmothers of Mrs. Womble.

Hostesses were Mesdames

Nichols, Olan Turner, D.L. Carmichael, Jack Clark, David Carson, Harrison Gee, Glen Stevick, Rudolph Renner Jr., Billy Dean Baxter, Louis Welch, John Blackburn and Beal Broyles.

A lingerie shower in the John Renner home the previous Thursday evening was preceded by a swimming party.

Open faced sandwiches, melon balls and cold drinks were served by Mrs. Renner and daughter, Missy.

Others present, besides the honoree, were Jenice Foreman and Mrs. Dee Montgomery, Lubbock, Paula Fortenberry, Janice Clark, Pam Hartwick and Debbie Baxter.

New Committees Named For Hospital Auxiliary

Mrs. A.L. Outland, new president of Parmer County Community Hospital Women's Auxiliary, announced appointments of committees to serve during the coming year at the organization's Tuesday morning meeting in the meeting room of the hospital.

Other officers of the auxiliary are Mrs. A.W. Anthony, Jr., vice-president; and Mrs. Von Edelman, secretary.

Those appointed to serve on committees are: Mrs. Robert H. Osborn and Mrs. Ron Davenport, children's corner; Mrs. J.G. McFarland and Mrs. Glenn E. Reeve Sr., disaster; Mrs. J.T. Gee, Mrs. James Boyle, Mrs. Dan Ethridge and Mrs. Claude Osborn, new equipment and lobby furnishings.

Also Mrs. Von Edelman, finance; Mrs. John Gaede, Mrs.

Earl Drake, Mrs. Jon Mack Roden and Mrs. Sloan H. Osborn, television; Mrs. Marty Martinez, Mrs. H. C. Kendrick and Mrs. A.W. Anthony Sr., sewing; and Mrs. H.K. Kendrick, Mrs. Robert Alexander, Mrs. Lee Spring, Mrs. Loyd Shackelford and Mrs. Frank Spring, rummage sale.

Also Mrs. Paul Spring and Mrs. Ethel Benger, publicity; and Mrs. Charles Allen, Mrs. W.M. Stewart and Mrs. Herschel Johnson, hospitality.

Plans were discussed for the rummage sale, which will be held during the month of October.

Meetings of the auxiliary will be held regularly on Tuesday morning. Women in the community, who are not members, are invited to attend any meeting by Mrs. Outland.

Mrs. Danny Skaggs Honored With Parties

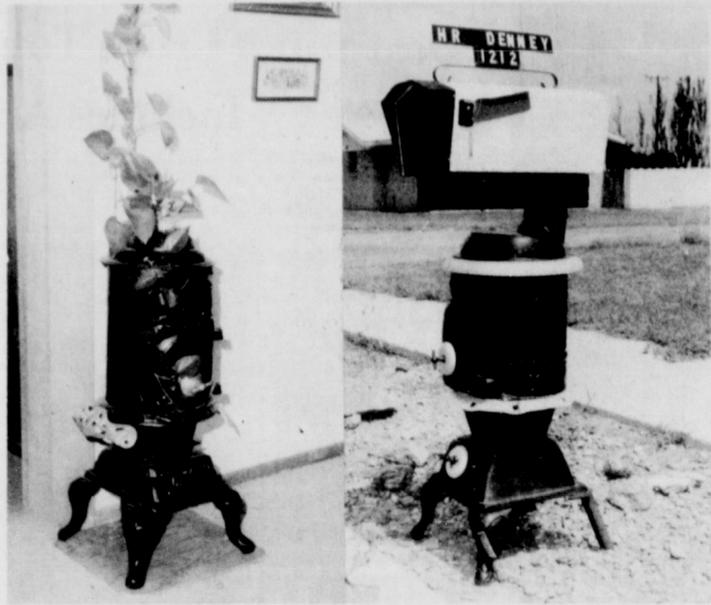
Mrs. Danny Skaggs, the former Kara Beth Sides, was guest of honor at two parties recently.

A miscellaneous bridal shower in the home of Mrs. Fay Reeve was hosted by Mesdames Baker Duggins, Eugene Ellis, Lewis Gore, W.R. Mabry, Lillian McLellan, Clarence Monroe, Lloyd Rector, Reeve, Howard Rhodes, Bill Teel, Homer

Lindeman and Olan Turner.

The serving table was covered with a white lace cloth over pink and centered with a floral arrangement. Punch, cake, nuts and mints were served.

A coffee in the Community Room of First National Bank, Kermit, also honored Mrs. Skaggs. Hostesses were Yvonne McDonald, Nancy Shaver, Norma Sharp, Mary Westmoreland, Helen Walker and Jodie Stewart.



DO YOU HAVE AN OLD STOVE you don't know what to do with? If so, you might want to use one of the above ideas. The Bill Denneys and Glenn Floyds, who are across the corner neighbors at 13th and Columbia, found different uses for similar stoves. The Floyds use theirs for a planter, from which ivy has grown to the ceiling and almost across the doorway between the living and dining areas of their home. The Denneys use theirs for a combination house marker and mail box holder. Both stoves are painted black with chrome trim and were fashionable heaters about 50 years ago.

Gabeharts Move To Arkansas

Mr. and Mrs. Kenneth Gabehart and children, Pat and Kenny, left Saturday morning for Harrison, Arkansas, where they will make their home.

The Gabeharts, who have lived here about two years, were honored with a going away party at Sixth Street Church of Christ Friday evening.

He was employed by Southwestern Public Service Company and moved here from Dumas.

Supper Honors Newcomers

Friona Classroom Teachers Association honored new teachers in the local schools with an ice cream supper on the patio of the Friona High School Friday evening.

All new teachers and members of their families were special guests as were the administrators and members of the school board and their families.

Home made ice cream was served with cookies and cake.

Legion Meeting Is Postponed

There are six major feedyards located between Friona and Hereford.

Parmer County annually produces more pounds of grain sorghum than any other county in the state or nation.

The regular meeting of the Friona American Legion post has been postponed from September 7, which is Labor Day, according to Commander J.P. Sims.

The meeting will be held on September 14 instead.

BROWNS RETURN

Mr. and Mrs. Herman Brown returned home Saturday after an extended stay at Byers and Wichita Falls.

Mrs. Brown, who is convalescing from surgery, will return to Wichita Falls for treatment within the next few weeks.



GO-TOGETHERS—Soft and supple cotton velour takes on sophisticated styling in coordinated sportswear. An intricately seamed tunic with brass closures is teamed with yoked trim-fit pants by Koret of California.



MAXI COATING — Colorful lions and tigers in pink, blue, or yellow adorn this jungle-printed cotton gabardine maxi coat. The side-fastened Dani Juniors design has hidden pockets and a matching muffler.

Don't Miss Out On All The
Good Old-Fashioned Fun
At
MAIZE DAYS



introducing....

SHELLY VAUGHN

We are happy to have Miss Shelly Vaughn as our representative in tonight's annual Maize Queen Crowning event. We wish Shelly best of luck.



Shelly Vaughn

Ruthie's
Ladies & Childrens Wear

Store Hours
8:30 a.m. - 6:00 p.m.
Friona, Texas Mrs. Marion Fite Phone 247-3232

We're Celebrating
At Our 14th Annual
In Friona Again

MAIZE DAYS

Presenting...
MELISSA PRUETT

May we express our best wishes to Miss Melissa Pruett who has consented to be our representative in the Maize Queen Contest this evening.

Melissa Pruett

Chalet e' Bonte'

The Lonely Heart

Birds need feeding during the winter months. Biologists say more die from starvation than from cold weather.

Plan To Attend Friona's Fourteenth Annual

MAIZE DAYS CELEBRATION

SEPTEMBER 3-5 Downtown Friona
FUN FOR ALL

- *Parade
- *Carnival
- *Races
- *Free Barbeque
- *Queen's Contest
- *Booths
- *Displays
- *Concessions

BI-WIZE DRUG

Third Son Born To Gregersons

Mr. and Mrs. Paul Gregerson of Duncombe, Iowa, became parents of a baby boy Saturday, August 15. He was named Rusty Paul and weighed 6 lbs. 9-1/2 ozs.

Older sons of the couple are Ricky, 9, and Blayne, 11.

The Gregersons are former Friona residents. He was an employee of Missouri Beef Packers, Inc. and she was employed by Chalet 'c Bonte.

Comments by

Gib



Let's all stay in Friona this weekend. We'll relieve the congestion on the highways and help make Maize Days a big success.

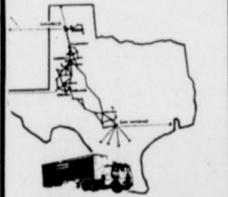
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In And Around Friona



with June Floyd

Maize Days time is here again! Probably by the time you are reading this most of the festivities will be over. Who has time to read the paper when there's so much to be done and so many interesting things to see?

One of the nicest things about Maize Days for me is visiting with former Frionans who now live elsewhere. The Buddy Squires family from Amarillo generally comes down and visiting with them is always a pleasure.

However, the family has dwindled down to three... Buddy, Phyllis and Buddy Gale, who is a sophomore in high school. He is employed at the Burger Chef, which is adjacent to Western Plaza Shopping Center and has visited with other Frionans there recently.

Larry, the couple's oldest son, is a second year student at Texas A&M School of Veterinary Medicine, College Station. He has been recognized as a "Distinguished Student" for three consecutive tri-esters with grade point averages of 3.85, 3.87 and 4.0.

I'm wondering why our two vet students at A & M haven't listed the Friona Star as their hometown newspaper and requested news releases for us. Even though Larry calls Amarillo home and Guy Welch belongs to Houston, we still count them among our college students.

Bill Weatherly is a beginning vet student there and we're confident he will recognize the Star as his hometown paper. He and his wife, the former Becky Coffey, are both ex-students of West Texas State University, Canyon.

Kenny, the second Squires son, is a senior accounting major at West Texas State. He is working toward becoming a Certified Public Accountant.

When Jason Lee Vaughn was born August 8, he became the third member of his mother's family to have the same birthday. His great-great-grandmother, Mrs. J.W. Horton, was born August 8, 1879, and another great-great-grandmother, Mrs. J.M. Gilmer, was born August 8, 1861.

Read a slogan somewhere recently that I was quite impressed with. It read, "Cities Don't Grow--Men Build Them." A recent survey by the Small Business Administration released the following information which was quite a surprise to me. Do you know what ten new jobs bring to a town? According to the SBA release ten new jobs bring the following:

- ...36 more people.
- ...9 more school children
- ...10 more households.
- ...\$71,000 more personal income per year.
- ...\$22,900 more bank deposits.
- ...10 more cars registered.
- ...6 more people employed in still other jobs.
- ...\$33,100 more retail sales per year.

These figures, our information says, were obtained from the National Chamber of Commerce.

If you are interested in seeing your town grow bigger and better, you may want to do some pondering on these things.

Weldon and Juanita Dickson of Hereford, formerly of Friona, became grandparents for the second time sometime during the weekend. A daughter was born to Randy and Joyce Dickson at Lovington.

While any of us need very little excuse to boast about our grandchildren and we always know that ours are the most of this, that and the other, the new little Dickson must have had a very unusual experience.

If you meet up with Grandpa Weldon and he begins the conversation with "Say, have you heard...?", maybe you'd like to know that his granddaughter had throat surgery soon after her birth.

According to the report I had, she was having some breathing difficulty and a surgeon was called in. Before she was very many hours old, she had had throat surgery. Apparently, she withstood the operation without any undue stress and was making satisfactory progress at the latest report.

Having that kind of surgery at such an early age surely isn't very common. Think she is the youngest throat surgical patient I've ever heard of.



FORMALLY INSTALLED... Mrs. Charles Faulkner, center, was installed as president of the newly formed Epsilon Sigma Alpha International chapter, Sigma Upsilon, in a ceremony conducted by Mrs. Betty Matthews, president of the Amarillo Eta Epsilon chapter, in the home of Mrs. Douglas Stephenson Tuesday evening. Pictured with Mrs. Faulkner are Mrs. Stephenson, a charter member of the Friona chapter; Mrs. Matthews; Mrs. Martha Hardin, state ESA president; and Mrs. Sharon Brown, Muleshoe. Thirteen local women signed the charter.

Sigma Upsilon Chapter Installed Here

Epsilon Sigma Alpha International installed a new chapter, Sigma Upsilon, here Tuesday evening in the home of Mrs. Douglas Stephenson.

Conducting the charter ceremony was Mrs. Martha Hardin, state ESA president. Officers were installed by Mrs. Betty Matthews, president of the Amarillo Eta Epsilon chapter.

Other special guests were Mrs. Mary McLaughlin, District IX president, and Ann Helmstetter, state second vice-president.

Signing the charter were 13 local women including Mrs. Charles Faulkner, chapter president; Mrs. Cliff Mowbray, vice-president; Mrs. Tex Barnes, recording secretary; Mrs. O'Neil Greeson, corresponding secretary; Mrs. Ernie Porter, treasurer; and Mrs. James Andrews, educational director.

Other charter members are Mrs. Yale Canfield, Mrs. Paul Galyon, Mrs. Jackie Hight, Mrs. Doug Stephenson, Mrs. John Nail, Mrs. Leon Massey and Mrs. Rodney Green.

The chapter was formed by the Epsilon Chi Chapter of Muleshoe, whose president, Mrs. Jack Rennels, was also present.

The purpose of ESA is to unite women throughout the world in a dedicated pursuit of excellence resulting in self-fulfillment and meaningful service to others. The Objectives are to seek out and bring together women who wish to develop themselves and their world for the better, aid the handicapped, play a significant role

in the solving of community problems, honor outstanding youth, men and women who are contributing to our communities, offer outstanding leadership training, create a climate of friendship and belonging, encourage one another in the pursuit of high ideals of Epsilon Sigma Alpha.

ESA is international, non-sectarian, non-political, non-collegiate and comprised of more than 1700 chapters and 32,000 members throughout the world.

Refreshments of coffee, banana punch and a decorative ESA cake were served. Attending the silver service and punch bowl were Sharon Brown, Christina Campbell and Judy Johnson of Muleshoe. They were assisted by Iris and Holley Stephenson.

It is assumed that Damascus, Syria, has been occupied as a seat of human habitation longer than any other spot on earth. It was a place of importance, 4,500 years ago, during the time of Abraham.

Young Homemakers

Install Officers

In a formal ceremony conducted by Mrs. Larry Moyer, outgoing president, new officers were installed at the Thursday afternoon meeting of Friona Young Homemakers in the high school cafeteria.

Mrs. Roy O'Brian was installed president. Other officers installed to serve with Mrs. O'Brian were Mrs. Bill

Brandt, vice-president; Mrs. Dale Smith, second vice-president; and Mrs. Calvin Dozier, third vice-president.

Also Mrs. Eugene Bandy, secretary-treasurer; Mrs. Danny Black, reporter-historian; and Mrs. R.J. Buchwald, benevolence chairman.

During the business meeting plans were made for display in Fine Arts Show during Maize Days. This display will be in the building formerly occupied by Nunn Lumber Company at the corner of tenth and Main Street. Mrs. Dale Smith was delegated club representative on the Chamber of Commerce and Agriculture Fine Arts Council.

Plans have been completed for serving home made pie and coffee during the Maize Queen's Contest.

Mrs. Larry Moyer, Mrs. Jarrell Wright and Mrs. Larry Dyess, hostesses, served chips, dips and cold drinks to one visitor, Mrs. Dee Willard, and twelve members.

Babysitting services were provided by Pat Nichols, Christine Grant and Jayn Massie, who is the club's little sister.

It's A Girl For Randy Dicksons

Mr. and Mrs. Randy Dickson of Lovington became parents of a baby girl at Les County General Hospital recently.

She was named Sherry Sue and weighed 6-1/2 lbs. She has one brother, Jeffrey Scott.

Grandparents are Mr. and Mrs. Weldon Dickson, Hereford, and Mrs. E.L. Hibdon of the Hub community.

Great-grandparents are Mrs. Minnie Dickson, Friona, and E. J. Woods, Fort Worth.

Daughter Born To Andersons

Mr. and Mrs. Clifton Anderson, 312 East Ninth, became parents of a baby girl at 11:24 a.m. Saturday, August 22 at Farmer County Community Hospital. She was named Hope Le Ann and weighed 7 lbs. 5 oz.

Hope LeAnn is the second child for the couple, who has an older son.

Mrs. Anderson and the baby have been dismissed from the hospital.



MEDALLION STRUCK AFTER ENGLAND DEFEATED THE SPANISH ARMADA IN 1588. WAS ONE OF THE FIRST TO BE AWARDED FOR VALOR IN COMBAT



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Fun - Loving
Folks To
Help Us Celebrate

Friona's 64th
Anniversary
This Weekend

At

Maize Days

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Downtown In
Friona!

Maurer Machinery

MINNEAPOLIS-MOLINE



YOUR M M DEALER IN
FRIONA FOR 42 YEARS



Our invitation

to you...

To Attend Friona's Annual
MAIZE DAYS



Ginger Murphree

Best of luck to Ginger who will be "Miss Bingham Land Company" in the Maize Queen Contest tonight.

BINGHAM LAND CO.

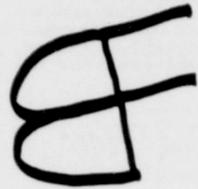


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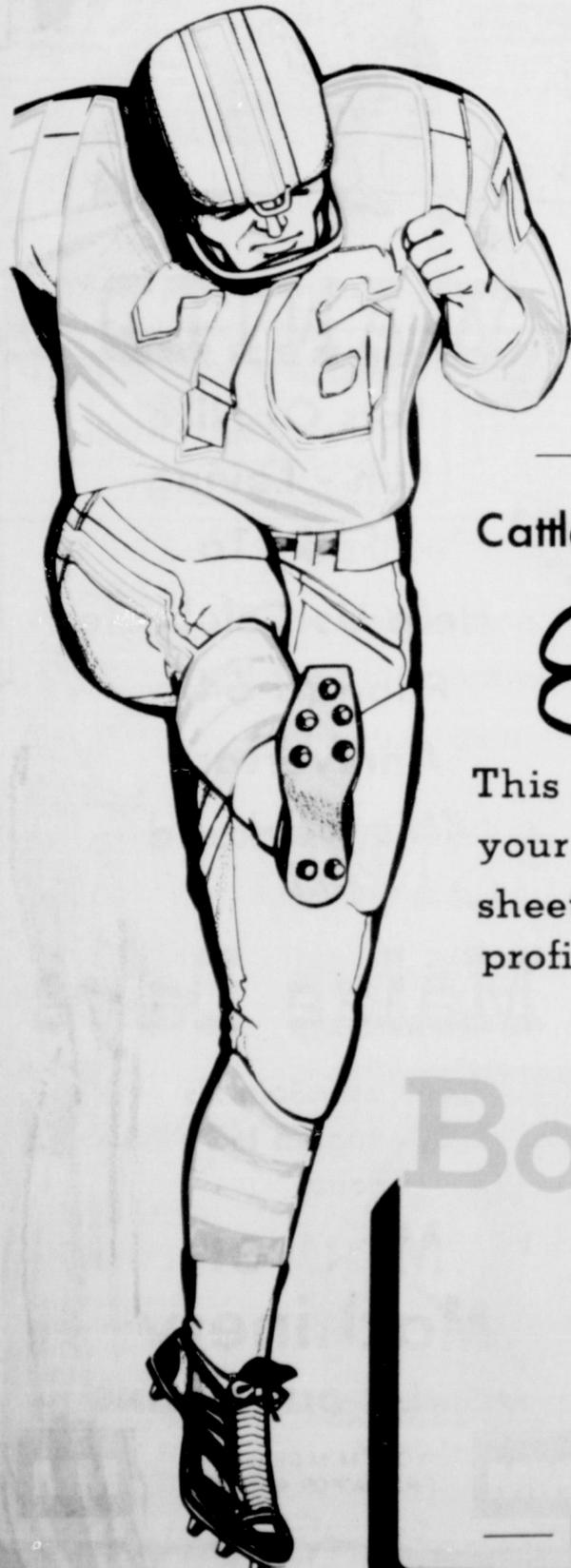


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sheet means more
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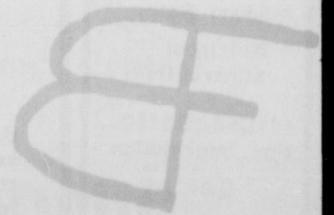
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"UNCLE JOHN" WHITE

Late Editor Describes Early-Day Friona

(Editor's note: The following piece was written by long-time editor of the Friona Star, J.W. ("Uncle John") White, on the 35th anniversary of his arriving in Friona. It is re-printed here because of its historical significance.)

grain elevators here at that time were scoop shovels. There were several vacant houses, but as the weeks passed by, these houses were bought by farmers and cattlemen and moved to the country.



"Uncle John" White
Friona Historian

.....
This is Tuesday, August 16th, 1949. Thirty-five years ago, August 16, 1914, on Sunday forenoon, in company with my wife and children and the handful of personal belongings, I arrived at Friona to make my home. I have lived here ever since, and expect to fulfill my days at Friona. I have never regretted that move.

.....
There were no paved streets and wagon roads led out from the business part of town in all directions heading straight toward the place the drivers wished to go, without regard to street lines. No one knew there were such things.

.....
At that time Friona had an estimated population of 150 people. There was but one church building, The Union Congregational. The Baptist had recently organized, the Methodists organized within the next few weeks, with nine members, but neither church had a building. There was a 2 story brick school building, employing three teachers, known as a 3rd class high school. The only kind of

.....
A few acres here and there over the prairies had been broken out and were in cultivation, making little green spots on the prairie, something like, I suppose, oasis are on the deserts. As I remember it, there was but one automobile owned in Friona. There are more now. In fact, anyone that does not own an automobile now is not considered to be much "Pumpkins." I still do not own one and more than likely I never shall. Would not be allowed to drive if I had one.

.....
At that time, the airplane was only beginning to be considered as a real fact, but not more than two persons would ever be able to ride together in one. They just would not be able to carry more. At that time a man simply could not make a living at farming in this country. The soil and climate were fit only to grow grass. True the few fields of

The FRIONA ★ STAR

Friona, Texas, 79035

Thursday, September 3, 1970

Page 1, Section II

fine row crops growing here at that time bore evidence to the contrary, but-
.....

I soon learned that I was the only man who had little enough sense to move to Friona.

.....
Since the George C. Wright Land Boom had ceased, everybody that was able had been moving out, just as the houses moved out of town for a while after I arrived. When I would meet a man and stop for a little chat, of course his first question was, "What is your name?" And when I had told him, his ejaculation was, "Oh, you are the new man." And by this I soon came to understand that no one had moved here for a long time, and which I learned later to be a fact, I did not mind this, and was, later quite proud of it, as it won for me the only distinction I have ever enjoyed—that of being the "ONLY DURNED FOOL IN THE PANT-HANDLE."
.....

.....
And even that was a short-lived distinction, for it seemed that it was only a few months until people began moving to Friona, and not many weeks passed that some new family did not arrive.
.....

.....
The cattle men were very kind to me, however, and they told me if I succeeded in raising any "feed"—as row crops were called then—that they would buy it, as they sometimes used a little "feed" but mostly depended on grass for their cattle, and that sooner or later I would be able to get hold of a "little bunch of cattle," then I would be all right.
.....

.....
We moved immediately from the car to a little farm, which

I had rented during a previous visit two weeks before, but we had not been quite as "durned fools" as our neighbors had suspected. We had two fine horses, three fair milk cows, and our two or three dozen hens. We did not put in much of our time driving into town, but when we came we brought some eggs, some cream and sometimes some butter, which the people here seemed very glad to get, thus we were never hungry because we had nothing to eat. We fared well. We never had to sleep out of doors and we had enough clothing, though it was not fine nor costly, but about the same as our neighbors had, and they sure were GOOD neighbors.
.....

.....
People told us our big eastern horses could not stand this climate and should not rush them. We had no occasion to rush them, for the simple reason, that they walked as fast as our neighbors' horses trotted. Neither would they eat this sorghum grain, so I bought some corn from some one who had shipped a car load in and when I fed them, I would put corn in their boxes and a bundle of maize in the manger, and do you know, those horses were as big fools as my family and I had been. They pounced in on those bundles of maize and devoured them before they paid any attention to the corn. We had also brought three pretty nice hogs with us, and had it not been for them, I do not know how I would have gotten rid of the corn, for even our hens did not care for it when they could get those nice little maize grains for food.
.....

.....
We also brought with us, what we considered a might good plow



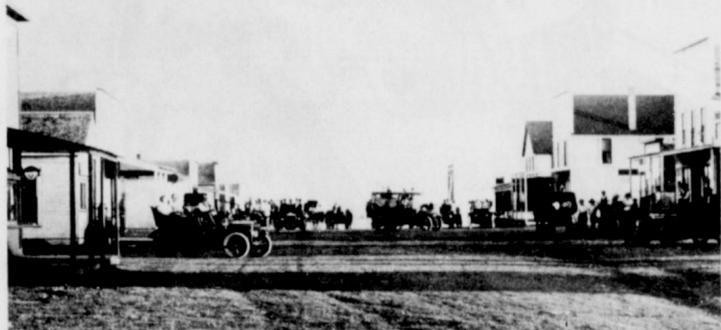
EARLY DAY FRIONA. . . This is a view of Friona, taken close to the time written about by "Uncle John" White in the accompanying article. It is taken from the vicinity of the old Bill McGlothlin place, looking east toward the business district of town.

.....
in Illinois. I had a small strip of sod land to plow, so I hitched my big horses to the iron plow and started in on the job and was getting along just fine so I thought. While I was at it one of my neighbor's drove by and yelled out to me to take that old two-horse plow back to Illinois with me. I replied, "Who said I am going back to Illinois?" Two other men in wagons, driving in from New Mexico with loads of grain, and when they saw us turning the sod, the one in front turned in his seat and called out to his neighbor, "Turnin' it with TWO, By Gog!"
.....

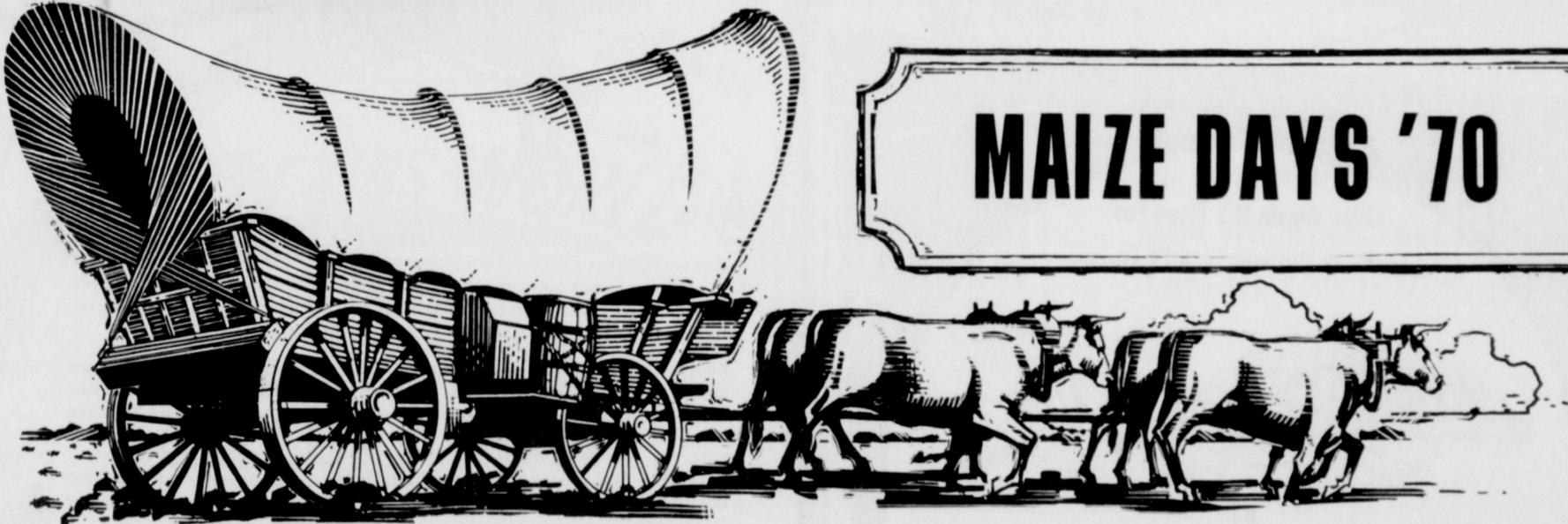
.....
gained when I came here told me there were two kinds of home seekers that came in on the "Wright" excursions. Some were "kickers" and some were "stickers," and there were more kickers than there were stickers and that accounted for the sparse population at that time. But in the thirty-five years great changes have been wrought, and many of those good neighbors have gone hence. The city has grown from its 150 souls to an estimated 1,600 or 1,800 people. The territory has become populated, and all have learned that this country will produce many things other than whitefaced cows and calves, in

fact there are not so many things in the line of agricultural products that cannot be produced here.
.....

.....
From the one little frame church it has grown to six neat and comfortable church buildings, among them one, that for size and architectural beauty is seldom equaled, and another of the same class will soon be under construction. From the one little three-teacher school we now have a State accredited high school and two large buildings and some twelve to fifteen teachers, and the district owning eight city blocks. And it has now sprouted a "sky-line."



Looking South on Main Street, Friona--About 1910



MAIZE DAYS '70

YOU ARE

Invited

To Join The Crowd Traveling
To Friona For The 14th
Annual Celebration

We are happy to be associated with the grain and cattle industry on the High Plains of Texas. . . and we are proud to salute the city of Friona on it's celebration of

MAIZE DAYS '70
Aug. 31 to Sept 5

✪ FAT CATTLE ✪ STOCKERS ✪ FEEDERS

**PIONEER CATTLE
ORDER BUYERS, INC**

Bingham Building - Main & Highway 60 - Friona, Texas - Phone 247-2738

"PROVIDING A SERVICE TO THE ENTIRE CATTLE INDUSTRY"

G.B. Buske
Don Foster
Doug Stephenson
Pat Butler
Mary Bingham



GINGER MURPHREE, . . . will be the Maize Queen Contestant for Bingham Land Co. at the queen-crowning event tonight in the High School Auditorium. She is 17-years old, a senior at FHS and the daughter of Mr. and Mrs. Ray Murphree.

Country Store Opens Friday

Modern Study Club's Country Store is scheduled to open in the Crawford Building at the corner of Sixth and Main Friday, September 4.

Featured in the store will be a wide variety of home made articles.

In the hand work department there will be many items which will be suitable for personal use or gifts. There will be articles which have been embroidered, knitted, crocheted and woven.

In the bakery department there will be fresh bread, cakes, rolls, pies and cookies. There will also be jams, jellies, pickles and relishes fresh from the kitchens of the members.

1 fresh produce department

will feature many locally grown products.

This club is also giving an arrangement of knotted chrysanthemums to some lucky person. The arrangement will be on display in Foster's window until the Country Store opens. Donations of \$1 each will be accepted by any member of the club.

Declares Dividend

Dallas, Texas, August 17--The board of directors of Gifford-Hill & Company, Inc., today declared a quarterly dividend of 10 cents per share of common stock, payable September 17, 1970, to shareholders of record August 27, 1970.

Revival Slated At Summerfield

Dan Vestal, one of Southern Baptists outstanding evangelists, will be the speaker for the revival services to be held at Summerfield Baptist Church August 31-September 6. Services will be held at 7:00 each morning and 8:00 each evening.

Dan Vestal has averaged 20 revivals a year for the past 20 years with an average of 1,000 conversions each year. He will be bringing messages on such subjects as "God's Love Story," "News That Makes Headlines," "Hell Angels," and "Why the Scar on My Face." Douglas Morris of Hereford

will be leading the song services. L.C. Roots is the pastor.



"DON'T YOU THINK YOU'RE STARTING HER OUT A LITTLE YOUNG?"



SHELLEY VAUGHN, . . . daughter of Mr. and Mrs. Richard Vaughn. Shelley models a stylish suit from Rudie's who will be her sponsor in the Maize Queen Contest this evening. She is 16 and a Senior at FHS.

Congratulations !

To Friona On Your 14th Annual MAIZE DAYS CELEBRATION



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

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

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

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

let
Willie Wiredhand help you . . .

Deaf Smith County Electric Cooperative, Inc.

"Helping Texas Grow"

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



AT
MAIZE DAYS

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



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



Home Arts Club Plans Show, Sale

Plans have been completed by members of the Home Arts Club for the second annual hand-work show and sale. Anyone in the area who does any kind of hand work is invited to display articles for show or sale.

All articles will be sold on a commission basis. The show and sale will be held in the building formerly occupied by Nunn Lumber Company in cooperation with the fine arts committee of Friona Chamber of Commerce and Agriculture.

This club is also sponsoring a drawing for a hand made afghan of hairpin lace. The drawing will be at 1:30 p.m. Satur-

day, September 5, at City Park. Donations of \$1 each will be accepted by any member of the club. You need not be present to win.

A member of the club will be at the building at 10 a.m. Thursday to accept articles for the show or sale, which will be open Thursday, Friday and Saturday.

The highest scoring football team in FIS history, the 1964 eleven, averaged 30 points per game. The team also has the best defensive record, allowing just 53 points in nine games.



ESTHER SMITH, . . . will be the Maize Queen Contestant for Friona Star at the queen-crowning event this evening. She is 17, a Senior at FIS and a talented pianist. She is the daughter of Mr. and Mrs. Ralph Smith.

Bond Totals Are Released

Frank A. Spring, Chairman of the Parmer County Savings Bonds committee, reported today that sales of Series E and H United States Savings Bonds in Parmer County totaled \$5,698 during July. Sales for the first seven months were \$31,820 for 32 per cent of the 1970 goal of \$100,000.

July sales in Texas amounted to \$15,434,922 compared to \$15,058,788 during the same period of 1969--an increase of 2.4 per cent. Year-to-date sales were \$106,206,174, while the 1969 sales totaled \$104,261,845 --a 1.8 per cent increase. National sales during the

month were \$402 million--1.2 per cent above 1969 July sales. During the first seven months sales were \$2.9 billion for 62 per cent of the national goal of \$4.7 billion. Exchanges of Series E for Series H Savings Bonds amounting to \$23 million were reported for July, compared to last July's \$19 million.

Don Light is the winningest coach in Friona's football history. Coach Light's teams won 33 games against 17 losses and one tie in five years.



JANET WALLIS, . . . is the FIS 1970 AFS exchange student. She lives with Mr. and Mrs. Carl Schlenker. She is being entered in the Maize Queen Contest by Parmer County Improvement. Janet is 18 years old and hails from Australia.

CARNIVAL **PARADE**

OUT OF THIS WORLD

Attend Our Gala

MAIZE DAYS CELEBRATION

IN

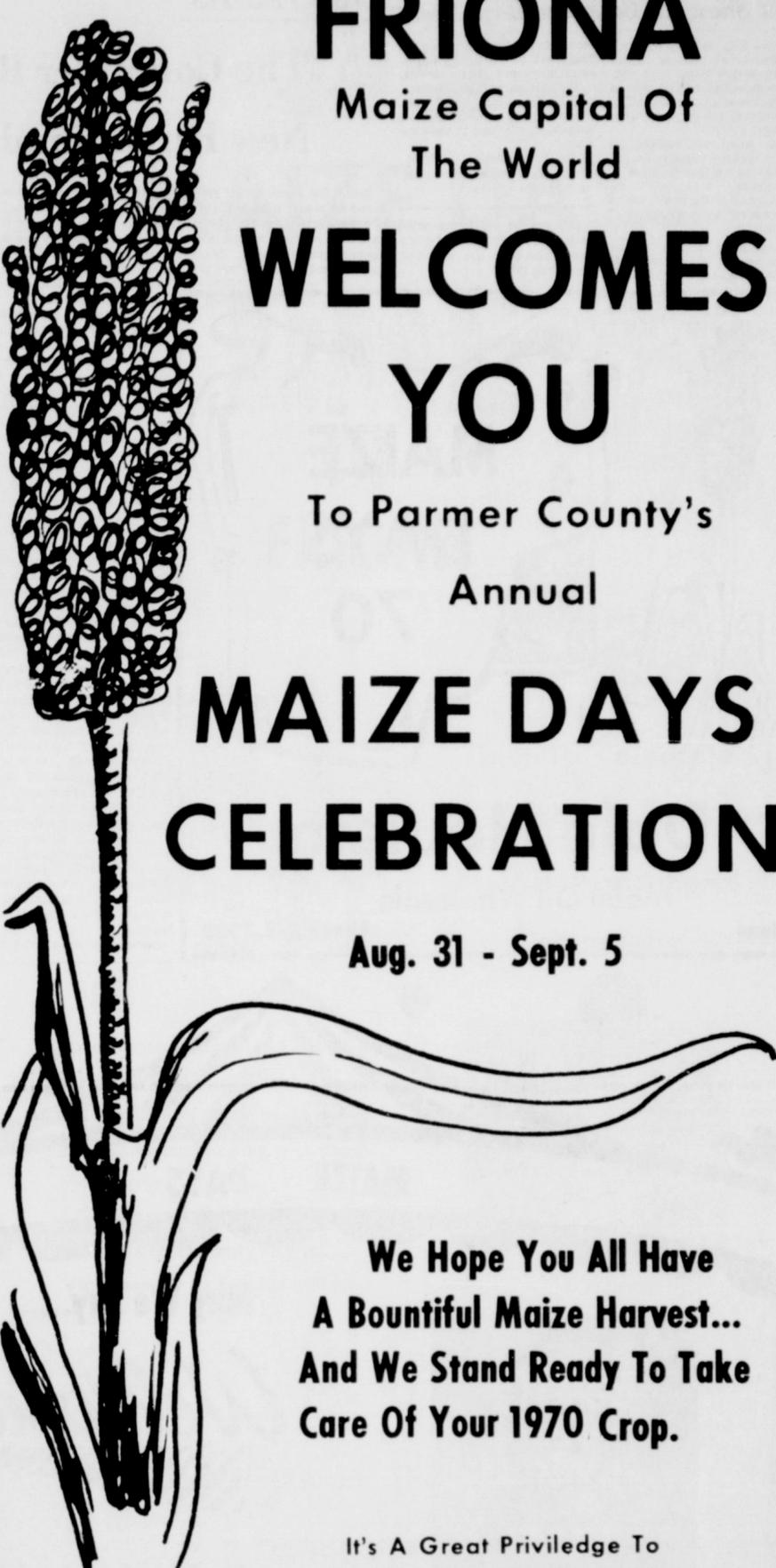
FRIONA

Aug. 31 - Sept 5

FUN FOR THE WHOLE FAMILY

WELCH AUTO SUPPLY

FREE BARBEQUE **QUEEN CONTEST**



FRIONA
Maize Capital Of
The World

WELCOMES YOU

To Parmer County's
Annual

MAIZE DAYS CELEBRATION

Aug. 31 - Sept. 5

**We Hope You All Have
A Bountiful Maize Harvest...
And We Stand Ready To Take
Care Of Your 1970 Crop.**

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



**CONTINENTAL
GRAIN
COMPANY**

H.H. (Hank) Wheeler, Mgr.

414 Main Phone 247-3151

Pet Show To Be Maize Days Event AIDS PROFITS

There will be a pet show for children of all ages on Friday during Maize Days at 3 p.m. The competition will be held on the Southeast corner of the City Park across the street from the Library.

This event will replace the Kids Contests which have received only slight interest in past years. Mrs. Bill Ellis is chairman of the event, which is sponsored by the Chamber of Commerce.

Large farm animals such as calves, goats, sheep, etc. will not be accepted. However, all other kinds of pets are invited. There will be a category for practically every kind of pet.

The pet parade and judging will begin promptly at 3 p.m. There will be no entry fee and the public is invited to view the show.

Dr. E. E. Kraus, owner of Friona Veterinary Clinic, is to judge the contest.

The record one-game point total for a Friona Chieftain team came in a 81-0 win over Farwell in 1934.

The Computer Ranks As New Hired Hand For Farmers

Just a few years ago, if you'd asked a farmer what he thought of computerized farming, he'd have sent you back to your Buck Rogers comic books. Many farmers today, though, are ac-

cepting the computer as an important management tool. Of course, farmers aren't buying computers, but they are buying computer time from organizations serving the farmer, like banks, universities, and agribusiness companies.

According to New Holland, the farm equipment division of Sperry Rand Corporation, computer services designed for farmers range all the way from simple check recording to elaborate "linear programming," which can help determine the most profitable farm production system. Computers right now are helping North American farmers determine what crops to grow, how many acres to plant, which rotation system to use, time and method of harvest, and the handling of feed crops—all for maximum profit. Farmers are even asking computers to predict their total cash returns.

Many banks offer a service that works like this: The farmer identifies all income and expenses by code number and puts the proper code numbers on all checks and deposit slips. As the bank processes checks and deposits, a computer records each item, and at the end of each month, the bank sends a print-out sheet totalling all income and expenses by category.

This service is a boon to many farmers, not only because it saves them a tremendous amount of bookwork, but because it makes it easier to get the complete and accurate records which are vital to the operation of a modern farming business.

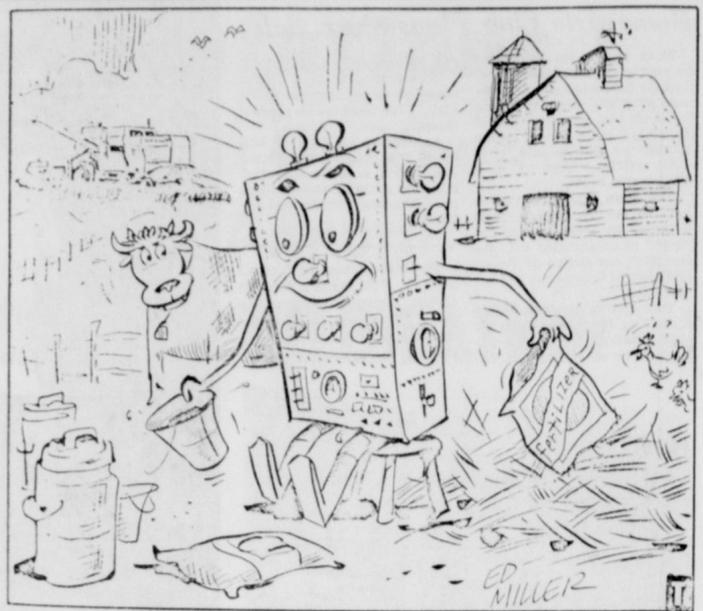
Some companies doing bus-

ness with farmers offer computerized aids as a customer service. One firm recently computerized all available data on weed control in several Midwestern states. Representatives from this company visit farms carrying a device that looks like an ordinary briefcase. The farmer tells the representative about his weed problems. Then through the farmer's own telephone, the representative connects his electronic "briefcase" to a centrally located computer, and transmits data on the weed problem. Seconds later the computer sends back complete information on how to handle the problem at the least possible cost.

Another company, a fertilizer manufacturer, uses computers to determine for individual farm customers the top-profit combination of new fertilizer, present soil fertility, soil moisture, plant population and levels of irrigation.

Computers are also being used to determine the least-cost livestock feed rations. Computerized ration planning brought an average saving of \$2.87 a ton in concentrate-feed costs in three experiments carried out by the University of California.

Regular commercial feed mixes were compared with computer-formulated mixes of the same nutrient content. Costs of the computer mixes ranged from 96 cents to \$4.07 a ton less than the commercial mixes. Donald L. Bath, extension dairy nutritionist at the University, reported that for a 200-cow dairy herd, these com-



COMPUTERIZED FARMING. . . . Computers are helping farmers in many ways as they continue to produce more and more food with less help. Computer information helps produce higher crop yields which heavy duty farm machinery is called upon to harvest. Modern combines can harvest enough wheat in an hour to produce 20,000 loaves of bread. From crop rotation planning, to accurate record keeping, farmers are making more and better uses of computer information.

puter mixes saved \$4.31 a day or \$1,517 a year.

"Computerized farming is becoming a present day necessity," says Paul E. Nesselroad of West Virginia University. Nesselroad sees the computer becoming as valuable to the farmer as his tractor: without computers he just won't be able to operate.

But if they're to get the most out of computer services, many farmers will have to change their attitudes toward bookkeeping. It's difficult to concentrate on bookwork after a hard day's work, and some

farmers have traditionally been careless bookkeepers. But computers demand exactness and completeness.

"Using a computer requires a disciplined approach," says West Virginia's Nesselroad. "In order to provide 'honest' information, the farmer will have to resign himself to the task of keeping accurate records. This means more than just financial records. It means detailed information on previous crop rotation, yields, fertilizing procedures, money available, and market potential for all possible crops."



The Dutch, whose houses traditionally are not only covered by roofs but whose chimneys are often bird nests as well, would welcome an American product known as plastic gutter guard. This plastic netting goes over roof gutters so that water can still get in. But leaves, nesting materials and trash are kept out.

MAIZE DAYS '70

Dale Houlette
Mobil Oil Wholesale

Friona Phone 247-3300

MAIZE DAYS

May We Say.....

Welcome

To The Carnival Of Fun Filled Events At **MAIZE DAYS, '70**

We Are Proud To Support Friona And Its Many Varied Civic Projects.

ETHRIDGE - SPRING AGENCY

*Dan Ethridge *Frank Spring *Bill Stewart *Lois Norwood *Wendell Gresham

Serving Friona Since 1934.....

602 Main Phone 247-2766

Methods Of Transportation Have Come A Long Way In 64 Years So Has Friona. This Week We Celebrate 64 Years Of Progress In Friona.

MAIZE DAYS 1970

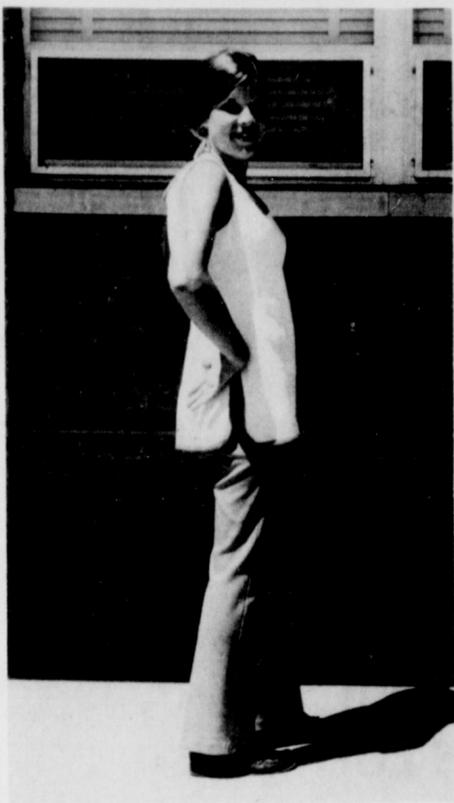
We are happy to have Miss Vicki Beck as our candidate in the annual Maize Queen Contest which will be held this evening at 8 p.m. in the High School Auditorium. Vicki is a Junior at FHS.

Vicki Beck

GRADY H. DODD

CONSIGNEE

Petroleum Products



KATHY SCHUELER, . . . flashes a sunny smile at the photographer. She is entering the Maize Queen Contest for the Friona Young Homemakers. Kathy is the daughter of Mr. and Mrs. Raymond Schueler. She is a 17-year-old Senior at FHS.



"NEXT WEEK WE START AGITATING FOR WHITE BOARDS AND BLACK CHALK."



DIANE DAY, . . . is a tall brunette and a talented musician. She is entering the Maize Queen Contest for White's Auto Store. Diane is the 16-year-old daughter of Mr. and Mrs. Herbert Day. She is a Junior this year at FHS.

FUN WITH FIGURES

Since it takes 1,000 millions to make one billion, don't get the idea that one million must be a measly amount. Only about three-quarters of a million days have passed since Julius Caesar ruled the Roman Empire.

The only universal numbering system for all businesses is utilized by Dun & Bradstreet. Each business in the country has a unique nine-digit number so it can be identified instantly.

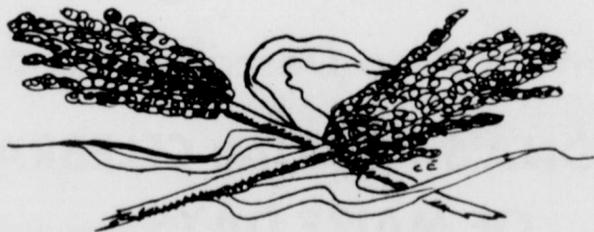
A billion—or the number 1 followed by nine zeros—is made up of 1,000 millions. Yet it represents only a small fraction of our current annual federal budget and an even more minute fraction of the national debt!

How do you reach a billion? Here's one way: Ride on the propeller of an airplane traveling a speed of 300 miles an hour and you'll go around a billion times—if the propeller spins constantly 24 hours a day, seven days a week, for two whole years.

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

Attend
MAIZE DAYS

Aug. 31 - Sept 5 Friona City Park



Friona celebrates 64 years of growth and progress this weekend during its 14th annual Maize Days Celebration. Best wishes to the citizens of Friona for many many more successful years.

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

TRI-COUNTY ELEVATOR

Black, Texas

MAIZE DAYS

TIME
IN
FRIONA



Time To Celebrate
64 Years Of Progress
In This Agricultural
Community



West Friona Grain is proud to announce that Miss Vicki Mingus will represent our firm in the Annual Maize Queen Coronation this evening at 8 p.m. in the High School Auditorium. We take this opportunity to wish Vicki best of luck in the competition.



Vicki Mingus

Plan To Attend The Celebration
In Friona This Weekend

Good Old Fashioned Fun
For The Whole Family



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

**WEST FRIONA
GRAIN**

DON HUCKABEE, Mgr.

Bovina Highway

Phone 247-2439

Local Travellers Visit 9 Countries

Mrs. T.I. Burleson Jr. and Mrs. Leroy Johnson recently returned after spending several weeks touring nine different European countries.

The following report of the trip was written by Mrs. Burleson.

Our trip to Europe included nine countries England, France, Switzerland, Italy, Austria, Liechtenstein, Germany, Belgium and The Netherlands.

We flew from Amarillo to Dallas where we joined other groups from our area, Dallas and Fort Worth. Flew to Bangor, Maine, refueled and on to London where we were met by our tour guide, "Mike."

Leaving London in the early morning motoring through Farnham and passed through Maidstone, Kent located in the Garden of England. We continued our drive to Ashford and Fokeston to reach Dover. It is said that Julius Caesar landed nearby in 55 B.C. From Dover we crossed the most historic body of water in the world the English Channel by ferry. Landing at Calais we continued through Bahulagne and Beauvais to Paris. We visited famous building, monuments, etc., such as: Opera, Champs Elysees, Arch of Triumph, Eiffel Tower, Louvre, Latin Quarter, Notre Dame Cathedral, Hill of Montmartre. Took Jerry for a ride that night down the River Seine.

The next day we crossed the rolling plains of Central France. Picturesque villages and lush vineyards lead us to Dijon the birthplace of Louis Pasteur then we drove via Dole and through the verdant Vosges Mountains crossing the Swiss frontier, speeding along the shores of Lac Lemon to Geneva.

The town of Geneva included the monuments of the Reformation, Cathedral of St. Pierre, John Knox Chapel, the famous University, founded by

Calvin. The water spout visible for miles. Visited Old Town where the streets were so narrow our bus almost didn't make it. In fact we found several places that were not built for the large touring buses.

Left Geneva for Milan we crossed the Savoy of France and drove through the engineering marvel the new Mont Blanc Tunnel-7-1/2 miles long to Italy. We had lunch in Courmeyer in the most beautiful mountains. Arriving in Milan we visited the Milan Cathedral the most ornate and extravagantly decorated of any in the world, often compared to a jewel, the world famous Opera House, etc.

From Milan to Rome we travelled through beautiful country, they grow rice, wheat and grain, hay, vegetables, and fruit. Many of the wheat fields we saw were red with wild tulips. We saw many beautiful castles.

Rome! Such a city and so much history. We visited Via Veneto, Fountains of Moses, Four Fountains, St. Peter's, Colosseum, Arch of Constantine, Piazza Venezia, Roman Forum, Patatine Hill, Aventine Hill, Basilica of St. Paul outside the walls, etc.

The next morning we visited Vatican City. The museum and the Sistine Chapel. We had a free afternoon. We all used it to rest or go our separate ways. Some of us visited the Spanish Square to see the artists of Rome and other cities of Italy. We visited "Three Coins in The Fountain" visited an old Castle. We visited Tivoli and visited the famous Villa d'Este of the renaissance period with 500 fountains and grattoes. Visited a cameo factory.

From Rome we went to Florence where we visited the Pitti Palace in the Boboli Gardens, Medici Chapels, the Bazzale Michelangelo with a panoramic view of the city Ponte Vecchio

and Uffizi Gallery. Saw the "Gates of Paradise" by Lorenzo Ghiberti. The first panel represents the Story of Jacob and Esau the second represents the Story of Moses, visited a lather factory here.

Florence to Venice. This is a lovely old city that is slowly sinking into the sea. We visited St. Marks Cathedral, Golden Basilica Doges Palace, the Bridge of Sighs and the prison. Visited the Venetian glass factory. That night I joined the group for a ride through the streets in a gondola. Christine did a little shopping and took a rest time.

Venice to Innsbruck, motored through the strangely shaped mountains peaks of the Dolomites to Cortina D' Ampezza where we stopped for lunch. We crossed Brenner Pass into Austria and the breathtaking views while driving through to Alps.

Dinner and overnight in Innsbruck. The next morning we drove the Inn Valley pass the well known resort town of St. Anton crossing the Arlberg Pass into Switzerland and Liechtenstein. We saw the tiny Principedom of Liechtenstein and its capital, Vadeez, where we stopped for awhile to send postcards and buy gifts. Drove on through beautiful Alpine scenery to the lake of Lucerne. We spent the night and a day of leisure for shopping in Lucerne.

Next day travelling to Heidelberg we visited the Rhine Falls a photographic paradise. We then entered the magnificent Black Forest region skirting Titisee with its lovely lakeside setting. In Heidelberg we saw University of Heidelberg and Castle before we continued through Worms where in its defense before the Diet in 1526 Luther uttered the stirring reply, "Here I stand, I can do no other, God help me, Amen." Saw the great monuments to

the great men and moments of the German Reformation and the Dome where the Diet was held. We continued to the old wine town of Rudesheim nearby we boarded the Rhine Steamer for a cruise up the fabled river through the Rhine Gorge where the breathtaking cliffs on either side perched precariously along these cliffs are old castles, crumbling ruins and the famous vineyards. Dinner and overnight in one of the Rhineland resorts Boppard.

To Arnheim we drove through Koblenz and Bod Gadesberg to Bonn seat of the West Germany government and the birthplace of Beethoven passed through the Rhue district of Germany crossing the border into Holland and the lovely garden city of Arnheim. Leaving Arnheim the next morning we motored through S' Hertogenbosch and Tilburg to Antwerp and Castende. We reached Calais and ate lunch on board the ferry. From Dover we motored through Canterbury site of the magnificent castle to London.

We toured London. Trafalgar Square, St. James Palace, Buckingham Palace, Piccadilly Circus, saw changing of the Guards, Regent Street, Oxford Street, Marble Arch, Hyde Park, Houses of Parliament, and Westminster Abbey. In the afternoon we left for Windsor, one of the residences of the Royal Family, via Eton we reached Windsor where the Castle with its state apartment was visited. We also visited the Queen's Dolls' House. We then visited Hampton Court, the gardens and part of the building. Saw a grape vine planted in 1768. We saw the Pet Grave Yard and the Speakers Corner where people meet to discuss any subject except the Royal Family.

This is a fairly good itinerary of our trip. It would be impossible to tell all the interesting things we learned about



LURE OF LACE—The pantsuit goes utterly feminine and elegantly high fashion in see-through cotton medallion lace. Sport Trio styles it with an easy-fitting shirtwaist tunic and wide-leg long pants.



WELCOME

Join The Fun In Friona

This Weekend At

MAIZE DAYS 1970

Hi-Plains Savings And Loan Assn.

Hereford

each place and all the things we saw that go to make up life in Europe. We had a wonderful trip, but was very glad to get back home. Our guide told us, "You Americans are the strangest people on earth, you have everything yet you travel half way around the world to see what the rest don't have."

Congratulations !!



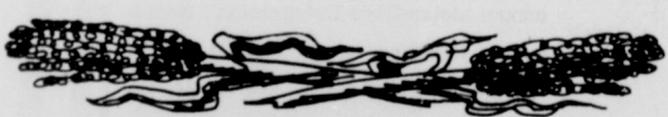
TO
FRIONA
ON YOUR
ANNUAL
MAIZE DAYS
CELEBRATION

BURKE INMAN TRUCKING CO.

"We Move More Cattle Than The Chisholm Trail"
Hereford 364-2490

Exciting

That's The Word For
The Cattle And Grain
Industries On The High
Plains. It Also Describes
FRIONA'S ANNUAL CELEBRATION
OF MAIZE DAYS
And We Salute You On This Occasion.



FARR BETTER FEEDS

Hereford, Texas A Division Of W. R. Grace Co.



THE JOHN B. MCFARLAND FAMILY. . . A family who has contributed much to the growth and development of Friona is pictured here. Mr. and Mrs. John B. McFarland moved from Central Texas to a farm west of Friona about 45 years ago. Several of the children attended school here and five of the nine still live here. Recently the nine children and a large number of other relatives visited Mrs. McFarland on her 90th

birthday. "Mr. Mc," who died a few years ago was one of Parmer County Community Hospital's staunchest supporters. Pictured here with her mother are Mrs. George Taylor, Mrs. Roy Clements, Granville McFarland, Mrs. Sloan Osborn and Mrs. Claude Osborn all of Friona; Lora Mae McFarland of Clovis; Mrs. Roy Lee Jones of Lovington; R. H. McFarland, Tucumcari; and Lonnie McFarland, Pierre, South Dakota.

Arts Display Will Be Feature Of Maize Days

The Friona Fine Arts Council has announced that there will be an exhibition of fine arts during Maize Days at the old Nunn Lumber Building.

All individuals and clubs wishing to exhibit, display or sell paintings are invited to enter their works free of charge.

Prizes will be awarded in the following categories: still life, landscape, contemporary and miniature. There will also be

a special category for paintings depicting Friona, past and present, with scenes peculiar to this area.

The painting display will be set up and judged on Thursday afternoon, September 3. It will be open for viewing on Friday, September 4 from 11 a.m. to 4 p.m. and Saturday, September 5 from 10 a.m. to 4 p.m.

Other special displays will include an arts and crafts show and sale, a needlecraft or cre-

ative stitchery and a hand-crafts division. There will also be a division for tole painting.

There will also be a special division of items particularly depicting the Friona area and those which are made from materials native to this area.

If enough interest is shown, there will be a junior division of paintings or arts and crafts or both.

The arts and crafts will be entered and judged on Wednes-

day, September 2, and will be on display for the public Thursday, Friday and Saturday during Maize Days.

The Historical Society is also planning a display at the same location. This exhibit will include many items of local interest.

Anyone wishing further information should contact Mrs. Wes Long, Mrs. A.L. Outland or Mrs. Steve Messenger.

Whoop-eee!

HATS OFF TO FRIONA



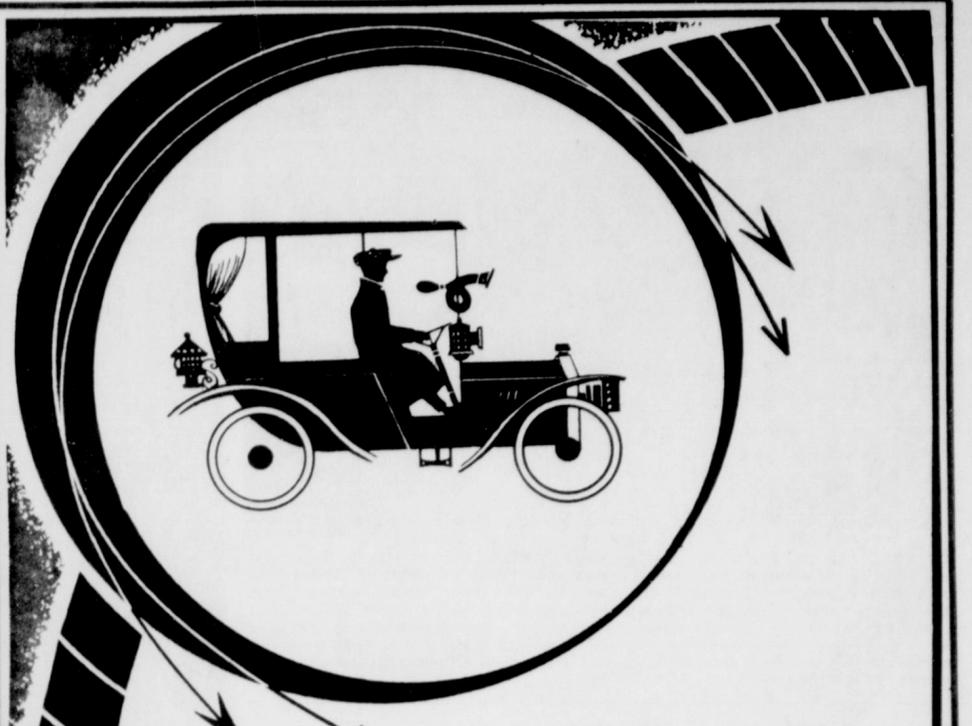
Don't Miss Out On All The Fun Going On During MAIZE DAYS



Karen Crofford

BLACK GRAIN CO. is happy to announce that Miss Karen Crofford has consented to be our representative in the Annual Maize Queen Contest tonight. We are proud of Karen and wish her the best.

BLACK GRAIN CO.



We've Been On The GO In Friona For 32 Years...

CLEARANCE Of 1970 Models

- * We Have Several Good '70s Left
- * Need To Make Room For The New Ones
- * We Can Make You A Real Good Deal Right Now!

And We're Still Going Strong!

We Welcome You To Friona's Maize Days Celebration August 31 - Sept. 5

Watch For The 1971 Chevys, And Oldsmobiles.

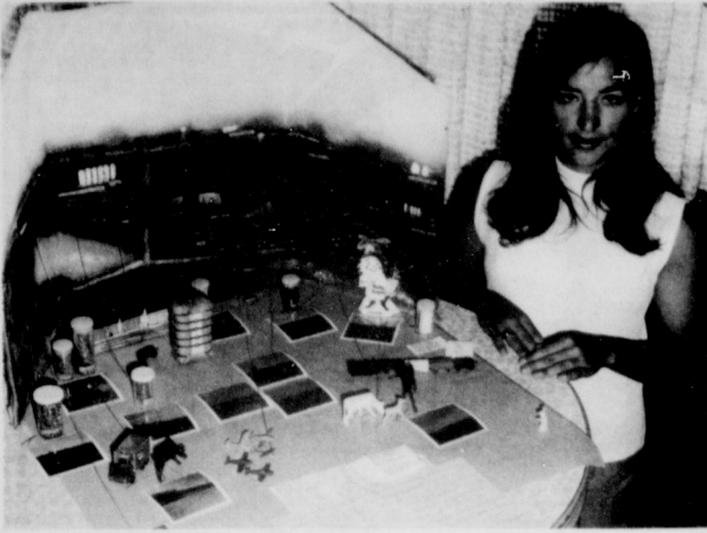
REEVE CHEVROLET-OLDS

510 Main

Friona

Ph. 247-2774





IT'S ALL ABOUT FRIONA... Kay Riethmayer is pictured here with a display she made to take with her to a National Girl Scout encampment in Byfield, Massachusetts. Theme of the twelve day meeting, which ended Friday, August 28 was "Fishes, Witches, and Fun." Each delegate was asked to prepare a display depicting the area in which she lived. Here Kay featured cattle, maize and cotton. Purpose of the displays was for delegates to learn more about the entire nation. Miss Riethmayer, who is the daughter of Mr. and Mrs. Bob Riethmayer, represented Caprock Girl Scout Council. She is a 1970 graduate of Friona High School and plans to attend Lubbock Christian College this fall.



JILL RIETHMAYER... is being sponsored in the annual Maize Queen Contest by Earl's Parmer House Restaurant. The tiny brunette is fond of athletics and is on the Squaws basketball team. She is the 16-year-old daughter of Mr. and Mrs. Bob Riethmayer.

Local Women Tabbed For Honors In National Publication

Three Friona women have been selected to appear in the 1970 edition of "Outstanding Young Women of America."

They are Mrs. Walter Cunningham, Mrs. Jerry Hinkle, and Mrs. Dale Williams, all charter members of New Horizons Junior Study Club.

Mrs. Cunningham, who is currently serving as club president, is employed by Collard-Elliott. Mrs. Hinkle, who is a registered nurse, is presently a full time homemaker. Mrs. Williams, who recently moved to Plainview, is employed by Plainview National Bank.

The announcement was made earlier this week by New Horizons Junior Study Club. Nominated earlier this year, these women have been chosen for the

awards publication on the basis of their achievements.

Selection in the "Outstanding Young Women of America" biographical publication is made on the basis of individual achievements. The program, designed to recognize the abilities of women 21 to 35, was conceived by the leaders of the nation's major women's organizations.

Each year over 6,000 young women are nominated as Outstanding Young Women of America by leading women's organizations, college alumni associations, and churches across the country. These young women's complete biographical sketches are featured in the national volume, OUTSTANDING YOUNG WOMEN OF AM-

ERICA.

These women are now in competition for their state's Outstanding Young Woman of the Year Award. This fall, fifty of the young women included in OUTSTANDING YOUNG WOMEN OF AMERICA—one from each state—will be named as their state's Outstanding Young Woman of the Year.

NBC news correspondent, Nancy H. Dickerson, who wrote the introductory message for last year's edition, said, "The young women honored by recognition in this book have made a good start... They can recognize the new acceptance they have and go forward to contribute even more in a more meaningful way than in the past, and hopefully enable a world which

Local Study Club

To Have Pastry Wagon

Members of Progressive Study Club's finance committee will conduct a pastry wagon sale on Thursday during Maize Days, September 3.

is so much more in need of their talents than ever before."

Guidelines for selection as an Outstanding Young Woman include unselfish service to others, charitable activities, community and civic and professional recognition.

The wagon will canvass the town with cakes, pies, and other baked goodies. Special orders can be made ahead of time by calling any of the members of the committee.

They are: Linda Griffin, 247-3410; Peggy Monroe, 247-3028; Yvonne McManaman, 247-3147; Ann Osborn, 247-2874; Betty Mabry, 265-3279.

Funds raised from the sale will be used for the club's many civic and philanthropic works.

Our invitation
to you...

To Attend Friona's Annual
MAIZE DAYS



Debbie Wassom

We are happy to have Debbie representing us as "Miss Panciera" for 1970 in the Maize Queen Contest tonight.

**PANCIERA
TIRE & SUPPLY**

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**CATTLE AND
GRAIN ...**



The Two Go Together To Form A Natural Partnership.

We're Proud To Be A Part Of This Great New Cattle-Grain Partnership In This Area.

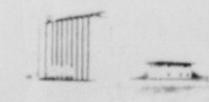
We're Also Glad To Salute Friona On Its Celebration Of
MAIZE DAYS.



BIG TEX CATTLE & GRAIN INC.

FEEDLOT DIVISION

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**Y'ALL
COME
To Our Big
MAIZE
DAYS
CELEBRATION**

August 31 - September 5

**PRODUCTION
CREDIT
ASSOCIATION**
Dale Cary, Manager

Friona, Texas
612 Euclid Street
Phone 247-3065



**Fire Dept.
To Give Panel**

The Friona Fire Department will give away a truck, which has less than 6,000 actual miles, as a Maize Days prize. The truck will be replaced with funds received from the project. The drawing will be at 2:30 p.m. Saturday, September 5, at the City Park. You need not be present to win. Chances for the truck are \$1 each and may be purchased at City Hall.



VICKI BECK . . . is being sponsored in the annual Maize Queen Contest this evening by Texaco Inc. She is a talented musician and the only bassoon player in the high school band. Vicki is the 16-year-old daughter of Mr. and Mrs. J. C. Beck.



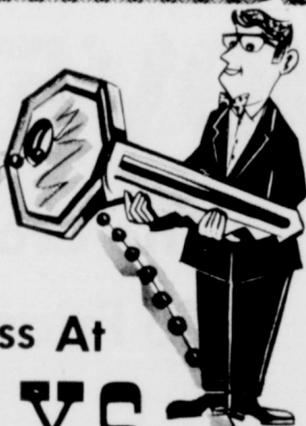
FRAN DODD . . . daughter of Mr. and Mrs. Grady Dodd is being sponsored in the Maize Queen Contest by the Three F Farms. Fran enjoys sewing and made the fashionable pants suit she is modeling here.



"WHAT DOES IT SAY, DAD?"

**TIME IS THE KEY TO
PROGRESS**

This Week
Friona Celebrates
64 Years Of Progress At
**MAIZE DAYS
1970**



Janet Wallis

We are happy to have Miss Janet Wallis representing us in the annual Maize Queen Contest. Janet is the AFS exchange student for Friona this year. She is making her American home with the Cark Schlenkers and she is originally from Australia.

**PARMER COUNTY
IMPLEMENT CO**



Friona, Texas

Phone 247-2721

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

**It's
MAIZE DAYS
Time!**

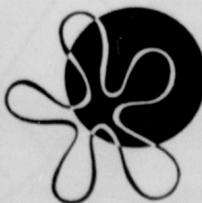
**It's Time To Celebrate
Another Fine Maize Crop
In Parmer County**



Meet Pam Grissom
Friona's Reigning Maize
Queen.



We are proud to have been serving the farming needs of Parmer County for 12 years. If we may serve you in any way please call on us. We are ready to handle your grain.



HUB GRAIN

O.L. (Mac) McMurtrey, Mgr.



Ray Landrum Country Home Re-modelled With Originality



WELCOME. . . The Landrum front door welcomes all comers with colorful signs of the zodiac depicted thereon. Here Mrs. Landrum, better known as Rozella, welcomes the family pet, "Angelique," a silver poodle which was a gift on the occasion of the Landrum's silver wedding anniversary.



KONIS WALL. . . Pictured here is the wall of the Landrum living room which is completely devoted to paintings by their son-in-law, Ben Konis, popular Amarillo artist. Among the collection are several portraits of family members, as well as scenes of familiar spots around the farm.

Early in February of this year Mr. and Mrs. Ray Landrum began work on a project they had been dreaming about for a long, long time. They engaged Dan Lacewell, one of Friona's finest craftsmen with wood, and began with what they had.

The house in which they had been living for several years was originally a 35 x 35 foot structure, which was built by Charlie Turner on a farm about three miles southwest of town on a farm a number of years ago.

Later Mr. and Mrs. C.W. Dixon, who are the parents of Mrs. Landrum, bought the farm and re-modelled the house. They added a service porch, one bedroom and a double garage and had permastone put on the house.

When the Landrums began their re-building project, they had several definite ideas about things they did and did not want. One thing they decided to do away with was the front door to the living room, which Mrs. Landrum said, "No one ever used anyway."

After the doorway was closed, a large box was built completely across the east side of the entry way. It was attractively upholstered in material and now serves as a combination window seat-wood box. Book shelves were built on either side of the entry and now the unused entry makes a very cozy reading nook.

The couple's desire for a covered patio, which would also serve as an entry, caused them to remove some windows to make a place for a door into the living room. The patio, which has an outside door in the east, has doors opening into the living room and kitchen, and a floor on two levels.

A sculptured fountain is in the corner between the two doors on the upper level of the

floor. An antique ice box, complete with brass fasteners and hinges has been converted into a record cabinet and a wagon wheel light-fixture is also featured on the patio.

As Mrs. Landrum conducted a Star reporter and photographer through the house, she was busy answering questions about where she got one object or another, how she decided to combine antique and modern furnishings together for such an attractive home.

Her answers were usually, "We just used what we had," "That was given to us," or "We found that in an antique shop." The fountain on the patio and the family pet, a French poodle named "Angel" were gifts.

The living room, which has a cathedral ceiling, has one wall of mirror tile and another of sculptured wall paper. The north wall serves as display space for a large number of Ben Konis originals. A long window, which is in the north wall, gives the room natural light and offers a view of the countryside.

Ray and Rozella are both members of pioneer ranching and farming families in Parmer County and have maintained their interest in the history of the county and many things in their home depict this interest. Cattle brands of different members of the family have been used on either side of the door leading from the patio into the kitchen.

Two dutch doors open out of the kitchen. "These come in real handy," says Mrs. Landrum, "when we want to keep the grandchildren or the dog in either area."

The grandchildren are Brian, Ben and Jeff Landrum and Kelly and Jade Konis, all of

Amarillo. The grandsons are the sons of Joel and Janette Landrum, and the granddaughters belong to Ben and Jinni Konis.

Mrs. Landrum enjoys sewing, re-finishing furniture and hunting for antiques. On our recent hunt she found a "fainting couch," which is next in line for a re-finishing job with antique-print fabric.

One end of the kitchen has been converted into a sewing nook. The area was formerly a bedroom with a window in the east.

Mrs. Landrum said, "I always disliked sitting at the sewing machine facing a blank wall, so when we were planning this area, I had the glass removed from this window."

Now, when she sews, she can look through the opening, across the patio and into the outdoors.



COZY KITCHEN. . . The Landrum kitchen is one which invites visitors to sit and chat awhile. Many of the walls of the home are covered with various types of fabrics. The kitchen cabinets are covered in contact paper. The rest of the kitchen is done in varying shades of green.



BEVO BODE SEZ THERE AIN' NO THIN' LIKE A DIET TO TAKE THE STARCH OUT OF A FELLA!



SUNNY SPOT. . . This sunny corner of the Landrum living room featured a bright red fireplace. In the background can be seen the reading nook which was originally the front door and entryway of the house.

HEAD'EM UP ... MOVE'EM OUT

The Crowd Is Heading
To Friona This Weekend

For
**MAIZE
DAYS**

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

**CHESTER
GIN**

Phone
247-3185

Friona, Texas

Everyone



**Come Join The
Fun**



Attend Friona's 14th

Annual MAIZE DAYS - '70

Celebrating 64 Years Of Progress

See You
There

**JOHNSON
ABSTRACT CO.**

Phone 481-3878

Farwell, Texas



BY TEXAS TECH

Feedlot Effects On Water To Be Studied

A Texas Tech scientist--in cooperation with feedlot owners and water quality experts--hopes this summer to gather evidence for a comprehensive underground "picture" of the Texas High Plains Feedlot industry.

With a team of eight, Dr. William D. Miller, groundwater geologist on the geosciences faculty, expects to determine the significance of any subsurface distribution of nitrates from feedlots to the groundwater zone of the High Plains and to learn what type of subsurface materials best guard against infiltration of nitrates to the groundwater zone.

Miller is directing test hole drilling and coring in a program involving 80 feedlots in the Texas Panhandle and the South Plains area. He said this work should be completed in October and data gathered will be studied in the fall.

Supporting the project are the Federal Water Pollution Control Administration, the Texas Water Development Board (TWDB), the Texas Cattle Feeders Association, the North Plains Water District and the university's Department of Geosciences.

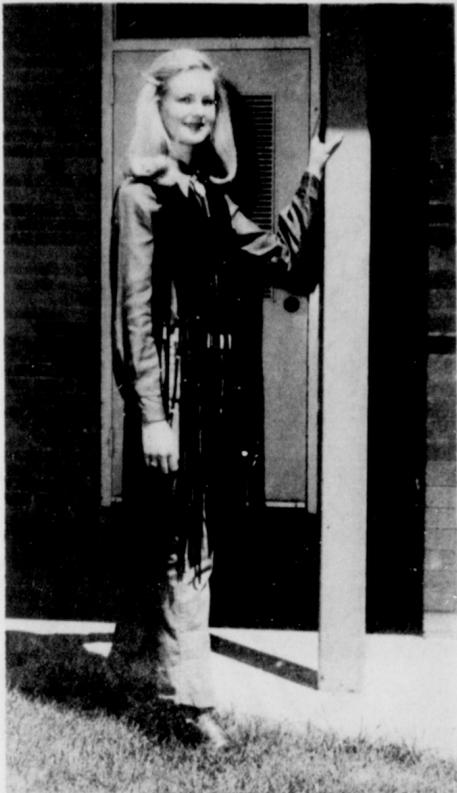
The cost, Miller said, will total from \$75,000 to \$80,000. "We are determining all the nitrogen family chemistry and other ions as well as permeabilities on the cores, and groundwater chemistry below

the feedlots and adjacent lands," he explained.

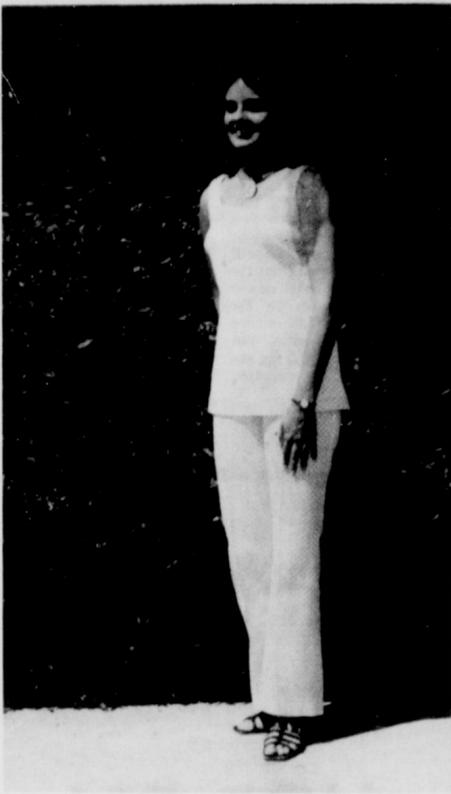
All this information will be integrated for a comprehensive view of the subsurface environment.

Both old and new feedlots are being used in the study which stretches from the South Plains area to the Oklahoma border.

Working in the field with Miller are: students John Buchanan of Dumas and Dennis Bell of Lubbock; James Sansom, geologist with the TWDB; James Rodgers, TWDB civil engineer; Louis Barnes, Chief core driller, TWDB and Barnes' drilling crew.



KATHY HORTON, . . . is all decked out in her western suit complete with fashionable fringe. She will be the Maize Queen Contestant for Progressive Study Club at this evening's coronation. She is the 15-year-old daughter of Mr. and Mrs. Hollis Horton and a junior at FHS.



VICKI MINGUS, . . . poses prettily for the photographer. She will be entering the Maize Queen Contest this evening for West Friona Grain. She is a 16-year-old junior at FHS this year and the daughter of Mr. and Mrs. Glen Mingus.



"WILL SOMEONE ELSE PLEASE SECOND THE MOTION?!"

We've Come A Long Way Since The Old Chuck Wagon Days.

CELEBRATE PROGRESS IN FRIONA THIS WEEK

MAIZE DAYS 1970



Jill Riethmayer

We are happy to announce that Miss Jill Riethmayer will be representing us in the annual Maize Queen Contest Contest at the High School this evening. Jill is a Junior this year at FHS.

EARL'S PARMER HOUSE RESTAURANT



TIBET LIES HIGH IN CENTRAL ASIA IN AN AREA WHICH IS REFERRED TO AS "THE ROOF OF THE WORLD!"

WAHOOOO!

It's Time Once Again To Join The Fun And Frolic In Friona During

MAIZE DAYS 1970

EASLEY FEED YARDS and CIRCLE 3 FEED YARDS CUSTOM FEEDING

Call 289-5368 or 289-5281 Westway

PITMAN-EASLEY INDUSTRIES



LET'S GO

We're Making Tracks To Friona, August 31 - September 5, Where They're Celebrating Another Fine Maize Crop In Parmer County.



JOIN US THERE!

And At Harvest Time, Bring Your Cotton To

WEATHERFORD GIN, INC.

"Where Ginning Is An Art And Service Is A Pleasure"

Milo And Cotton Seed

Summerfield

Phone 364-2056 Or 276-5724

Tailgate Barbecuing Is New Outdoor Activity

In the long, long history of barbecuing, it has grown from a stone age necessity to a contemporary leisure pastime. But through it all, cooking over hot coals has been confined largely to a specific location, whether it was the stone-ringed fire pit of our cave-dwelling ancestry or the backyard patio of a modern man.

More recently, however, Americans have discovered the fun and satisfaction of barbecuing wherever their activities take them. It's proven convenient and, at times, economical.

Two things have made this possible. One is the automobile, particularly the station

wagon. The other is the portability of today's barbecue equipment.

We specifically mention the station wagon not because of its storage space, but because of its tailgate. This fold down deck provides a convenient shelf that converts to an outdoor kitchen with the addition of a small, portable covered barbecue kettle.

It has inspired a whole new concept in outdoor barbecuing appropriately called, "tailgating." And more and more Americans who take to the highways and byways for special reasons are becoming tailgate chefs, thereby spreading the

barbecue season throughout the year.

The occasions for tailgating are numerous, dependent for the most part on the mood of the participants. Often, tailgating is planned because it is convenient and adds a high note to the fun.

Here's a barbecue suggestion that offers a hearty meal with a touch of Autumn in its flavor:
BACON-MUSHROOM BURGERS
(Serves 4)

- 1-1/2 pounds ground round
- 1/2 pound thin-sliced bacon
- 1 4-ounce can mushrooms
- 1 tablespoon Worcestershire sauce
- salt and pepper to taste

In preparation for the tailgate barbecue, fry the bacon until crisp and chop fine. Also, chop mushrooms fine, then blend all ingredients with the ground round. Form into patties three quarters of an inch thick. Make the patties long and narrow so that they fit pieces of French bread sliced lengthwise. These will be robust sandwiches for added enjoyment.

At the stadium, get the coals hot and then allow five minutes per side on the patties. If you choose, the French bread can be preheated over the coals by wrapping it in heavy duty aluminum foil.

Here's a tip for starting the fire more quickly. Collect coals that have been extinguished from earlier barbecuing events and use them for the tailgate cookout. They'll ignite in less than half the time it takes to bring fresh coals to cooking temperatures.

Another wonderful occasion for tailgating is at Christmas-time. More and more families are discovering the fun of going out into the country to farms which permit you to select and cut your own Christmas tree. The kids, especially, get a thrill out of this family adventure, and they, too, will be delighted with a piping hot barbecue snack, when they return with the tree.

Here's a sandwich that the whole family will take to:
SPICY CHEESE HOT DOGS
(Serves 4)

- 4 weiners
- 4 slices of American cheese cut into strips
- 4 slices of Italian salami cut into strips

Prepare the charcoals, confining the heat to one side of your covered barbecue kettle. Make a lengthwise slice in each weiner so that it will tend to open during cooking. Brown the weiners over the coals, then place each in a hot dog bun. Place strips of salami and then strips of cheese atop the weiners and put the buns on the grill at the far side away from the coals. Place the cover on and allow a few minutes for the cheese to melt. Then remove the sandwiches and serve. The cheese will mingle with the salami, adding a spiciness to the hot dog treat.

During the time you are adding salami and cheese strips to the hot dogs, you can place



a container of apple cider over the coals to heat so that it's ready when the family has collected for the snacks. The hot

liquid will appeal to all. This winter, when you plan a toboggan party, remember to take along the covered barbe-

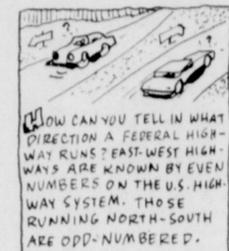
cue kettle for another tailgate treat. Here's a time when it will be especially welcome—not only for the satisfaction of appetites sharpened by hillside activity, but also for the warmth provided by the glowing charcoals.

A great appetite pleasure for a toboggan party is this one. Marinate overnight a sufficient number of sandwich steaks in a blend of the following:
1 cup muscatel wine
1 tablespoon Worcestershire sauce
2 teaspoons salt
1/2 teaspoon paprika

On the hill, cook the steaks in a covered kettle over a hot fire for one or two minutes per side. This will keep them pink in the center and retain the flavor of the marinade. Plan on at least two steaks for each member of the party because they'll come around for seconds. And

keep the fire going afterwards as a warming center.

Tailgating parties like these are limited only by the imagination. In each instance, they provide an added pleasure to an event and help to make it a memorable one. And better still, there's no messy kitchen to clean up after the party is over!

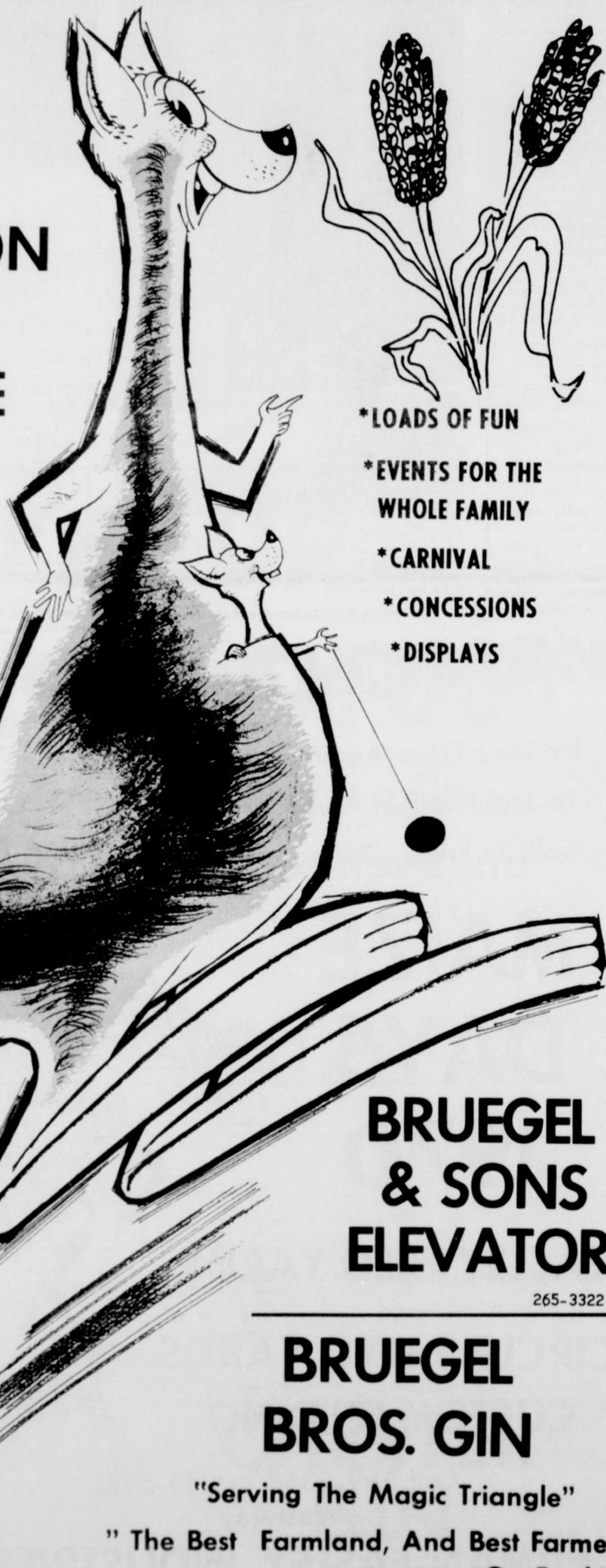


HOW CAN YOU TELL IN WHAT DIRECTION A FEDERAL HIGHWAY RUNS? EAST-WEST HIGHWAYS ARE KNOWN BY EVEN NUMBERS ON THE U.S. HIGHWAY SYSTEM. THOSE RUNNING NORTH-SOUTH ARE ODD-NUMBERED.



DENISE FRAZIER, . . . has the distinction of being a drum major with the FHS band. She is sponsored in the Maize Queen Contest by Cummings Farm Store. Denise is a 16-year-old junior at FHS this year and the daughter of Mr. and Mrs. John Frazier.

LET'S ALL HOP ON DOWN TO THE MAIZE DAYS EVENT



- *LOADS OF FUN
- *EVENTS FOR THE WHOLE FAMILY
- *CARNIVAL
- *CONCESSIONS
- *DISPLAYS

BRUEGEL & SONS ELEVATOR

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BRUEGEL BROS. GIN

"Serving The Magic Triangle"

"The Best Farmland, And Best Farmers On Earth!"

TECO of Texas Congratulates FRIONA ON ITS ANNUAL MAIZE DAYS CELEBRATION



FEEDLOT AND FEEDER SUPPLIES



TECO

of Texas

Factory Branch of

THOMPSON & GILL, INC.

HEREFORD, TEXAS

Phone 364-4204 . . . Located On E. Highway 60

IT'S A BIG CHORE

3500 Pounds Of Beef Prepared For City's Annual Free Barbecue

The free barbecue lunch, which caps off Friona's annual Maize Days celebration on Saturday, annually turns out to be about the biggest "picnic" each year in Parmer County.

An estimated 3,500 persons were served barbecue plates in 1969-- and this is a pretty good thing to have "drop in on you for lunch," unless you happen to be A.L. Black, barbecue chairman, who has become accustomed to handling large numbers of hungry folks.

Black has been chairman of the barbecue event every year since Maize Days began in 1957. As a matter of fact, Black and Frank Spring, president of Friona State Bank, staged the first big barbecue at Friona's 50th Anniversary Celebration in 1956. It was this celebration that led to the Maize Days series.

"After that first year, we decided we needed to get some help," Black admits.

The help came from the Friona Volunteer Fire Department, which turns out in full force to dish up the barbecue and trimmings. There are usually ten or more serving lines, and the large crowds are fed in seldom more than an hour's time. Last year, everyone had a plate after 55 minutes of serving.

"We couldn't do this without the Fire Department's help," Black says. "They have standing committees from year to year, and have everything worked out to a science."

Some 3500 pounds of beef have been prepared--from five well-rounded Parmer County steers. W.S. (Red) Crow at Crow's Slaughter House once again prepared the barbecue, as he has done for the past 12 years.

Cooking barbecue for 3500 people is a pretty good order. "It takes about three days," says Crow, whose barbecue has satisfyingly filled 42,000 folks since the inception of Maize Days.

The menu, besides barbecue beef, consists of red beans, tomatoes and onions. Drinks of

iced tea or lemonade are also provided.

"I think the free barbecue is the top drawing card of the celebration each year, and serves more or less as a climax to Maize Days," says Black. "It is furnished by the Chamber of Commerce, and is their way of showing their appreciation to the people of the Friona area for their support throughout the year," he concludes.

One project which helps defray the expenses of the barbecue is the selling of shave permits, which is spearheaded by members of the Lions Club. If you don't have any other plans for lunch on Saturday, and you like barbecue--don't miss out. Serving starts at 12 noon.



DEBBIE CARTER, . . . will enter the Maize Queen Contest tonight as the contestant of Friona Clearview. She is the daughter of Mr. and Mrs. Charles Carter. She is a Junior at FHS and a twirler.



JEANIE THOMPSON, . . . is a petite blonde twirler with the FHS band. She is entering the Maize Queen Contest sponsored by Sondra's Modern Beauty Shop. Jeanie is 16 years old and the daughter of Mr. and Mrs. Dave Thompson.

Bill Schwab Is Buried Tuesday

Funeral services for Bill Schwab, who had been a Friona resident about 16 years, were conducted from Calvary Baptist Church at 3:00 p.m. Tuesday, August 25.

Officiating clergymen were Rev. R.C. Hester, pastor, and Rev. Joseph Downs, pastor of First Church of God from Amarillo.

Schwab, who was a custom combine operator, was 52. He died at Parmer County Community Hospital at 3:00 p.m. Saturday.

Survivors, besides his wife,

Ruth, include one daughter, Mrs. Junita Ruth, Bentonville, Arkansas; three sons, Darrell of Monte Vista, Colorado and Michael is a student at North Texas State, Denton, Texas, and Randall of Fort Bragg, North Carolina; two brothers, two sisters and two grandchildren. Pallbearers were John S. Thompson, Charles Rector, Clyde Renner, Darrell Thompson, Donnie Renner and Hop Lewis.

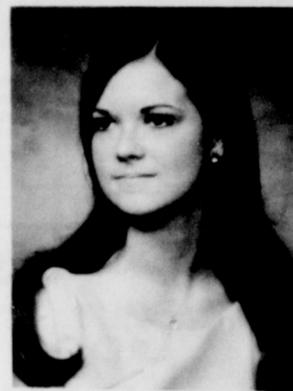
Burial was in Shattuck Cemetery, Shattuck, Oklahoma, under direction of Claborn Funeral Home.

WELCOME



Maize Days 1970

We take this means to wish good luck to Miss Fran Dodd who will be our representative in the Maize Queen Contest at the High School this evening. We urge all of you to attend this exciting event.



Fran Dodd

THREE-F FARMS

Steve Struve

if it's
safe, clean, modern,
economical, dependable,
quiet and space saving-

it's electric
home heating.

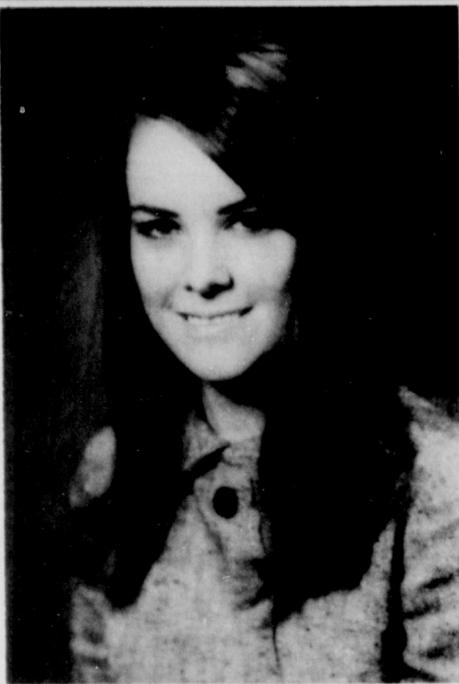
Your Public Service manager will gladly give you the name of your nearest Reddy Kilowatt Recommended Electric Heating Dealer.



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



Comfort
ELECTRIC
Heating



RECEIVES DEGREE. . . Mrs. Ralph Kuehn, the former Sandra Schilling, received her bachelor's degree from West Texas State University, Canyon, last week. Mrs. Kuehn, who is a 1966 graduate of Friona High School, is presently employed by the Amarillo Public School system. She is a math major and is beginning work on her master's degree at West Texas.



FAIR WINNINGS. . . Holly Hart, daughter of Mr. and Mrs. Dale Hart, displays the rosettes the Harts won at the recent Five-State Fair in Liberal, Kansas.

Harts Capture Honors At Five-State Fair

The Dale Hart family returned from the Five-State Fair in Liberal, Kansas recently with several rosettes, representing championship animals. Karene Hart, exhibited the Grand Champion Milking Sho-

rthorn cow in the junior division of the fair. She also owned the grand champion bull in the adult division. Dale and Laura Hart exhibited the grand champion female.

Holly Hart exhibited the Champion Poland China barrow in the Five State Fair Junior Swine Show. The Hart girls also received second places in the Duroc and Hampshire barrow show, and had three barrows in the junior livestock auction for prize-winning animals.

They also qualified two lambs

and one Shorthorn steer for the sale. The girls had both the first and second place Spring Duroc boars and gilts in the open division.

There were entries in the show from Kansas, Oklahoma, Texas, Colorado and New Mexico.

The Harts will also be exhibiting their cattle at the Texas State Fair and the Arizona State Fair, and the Texas State Milk-ling Shorthorn Show at the Pan-handle-South Plains Fair.



MONEY DOLL. . . Brian Edelman is big-eyed as he looks at the Money Doll, a long-standing Maize Days project of Progressive Study Club. Proceeds from ticket sales go to Farmer County Community Hospital.

WANT A PEN PAL FAR AWAY?

Soon a letter dropped in some mailbox in the U.S. will mark the millionth pen-friendship arranged by Letters Abroad, Inc. since its founding in 1952 as a clearing house for Americans and persons in other lands wishing to exchange ideas.

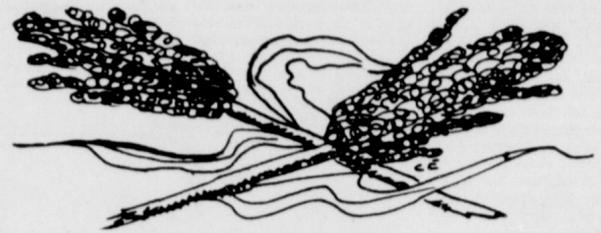
"Right now we really need names from the United States, especially in the 15 to 30 group, to help fill the backlog from all over the world. People today seem more anxious to learn about our country than ever before," explains Mrs. William Marsh, vice president of the non-profit organization devoted to promoting international friendship and

understanding. Trained volunteers match would-be correspondents by age, interests and occupation. The group's files literally run from A to Z, with the over 100 countries covered ranging from Algeria to Zambia and interests running from art to zoology.

New trends are apparent in pen friendship reports the unique service. As the world continues to shrink, friends send each other gifts, use the trans-oceanic telephone to cement ties and many pen-friends even travel to visit each other here and abroad.

Anyone 15 years or older

interested in beginning a rewarding pen correspondence can write to Letters Abroad, Inc., 209 East 56th Street, New York, N.Y. 10022, enclosing a stamped self-addressed envelope.



The folks at City Body Shop say a hearty welcome to the ever-growing city of Friona during our fourteenth annual.

MAIZE DAYS CELEBRATION

Plan to be on hand for all the fun and festivities this weekend.



CITY BODY SHOP

Good Old Fashioned Fun For Everyone .

Come One Come All!

MAIZE DAYS '70

This One Will Be The Finest Yet! Sept. 3 - 5

Celebrate With Us! It's Friona's 64th Anniversary.

RUSHING INSURANCE

WE SALUTE

PROGRESS

HI-PRO

FEEDS, INC.
P.O. Box 1086
Friona, Texas 79035



IN FRIONA THIS WEEK AT

MAIZE DAYS

We at Hi-Pro Feeds are proud to be so closely associated with the grain and cattle industry which has taken on a great surge of growth in this area in recent years.

HI-PRO FEEDS

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



KAREN CROFFORD, . . . poses prettily with a stalk of that popular local product, maize. She will be entering the Maize Queen Contest for Black Grain. Karen is the 17-year-old daughter of Mr. and Mrs. F.G. Crofford.



SHARON CROFFORD, . . . is the other half of the set of twin daughters belonging to Mr. and Mrs. F.G. Crofford. She is also 17 years old, a senior at FHS and she is entering the Queen Contest for Tri-Frye.

FORMER DO-IT-ALL

Bucket Is Disappearing In Farm Homes

A farm writer the other day bemoaned the passing of the bucket as one of the tools of the trade down on the farm. They are not as prevalent as they used to be he said.

The city slicker might also inquire as to what has happened to the bucket around the city house?

Time was that every home had several, each one for a designated purpose, and that was just not confined to the rural home either. We'll bet a Johnson nickel that there isn't a really good bucket in the average home right today, and if there is one

we'll bet another Johnson nickel it's a plastic job.

The bucket, usually a galvanized one, used to be one of the most essential items on the farm and in the home. Modern methods have sort of eliminated the portable container.

The housewife used it for watering the flowers in the yard, and on washday, well she just couldn't do without a couple of them. She used one to carry the wet clothes to the clothesline in the yard. Another she used for transferring clothes from one washtub to another.

On the farm who can forget the bucket that sat beside the well, and who can forget how, in the early morning hours a fellow broke the ice that had formed to pour out fresh water to dash over the face before breakfast?

The hogs had to be slopped and that called for another bucket, generally referred to as the "slop bucket". It caught the scraps from the kitchen table.

When it came to milking the cows, the buckets used were special things, and seldom, if ever used for anything else.

Today there's not much of a need for them, especially on farms that produce milk for dairies. The automatic milkers have replaced them.

The general purpose galvanized bucket came in mighty handy when it came time to gather eggs. Today, egg baskets are used.

In the house, modern washing machines drain the water via pipes to the outside and no longer does the Little Woman take her clothes to the line to dry, for she has a mechanical dryer that tosses them dry.

no fooling

There'll Be A Real Smashing Celebration In Friona This Weekend At . . .

MAIZE DAYS '70

- *Queen Contest
- *Parade
- *Carnival
- *Exhibits
- *Drawings

COME JOIN THE FUN!

Monsanto MONSANTO

Friona Tam-Anne

Ag Center

"Science Serving Agriculture"

It's Time To Celebrate

*** OUR**

Another Fine Maize Crop In Parmer County

CONGRATULATIONS

To Friona On Your

14th Annual MAIZE DAYS

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

OSWALT INDUSTRIES, INC.
FACTORY BRANCH
Quality Cattle Feeding Equipment

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NOLEN L. LeGATE, Branch Manager
P. O. Box 1328 GPF (806) 364-0250
HEREFORD, TEXAS 79045

FAIR WEEK

September 3 - 5

MAIZE DAYS

Come One - Come All

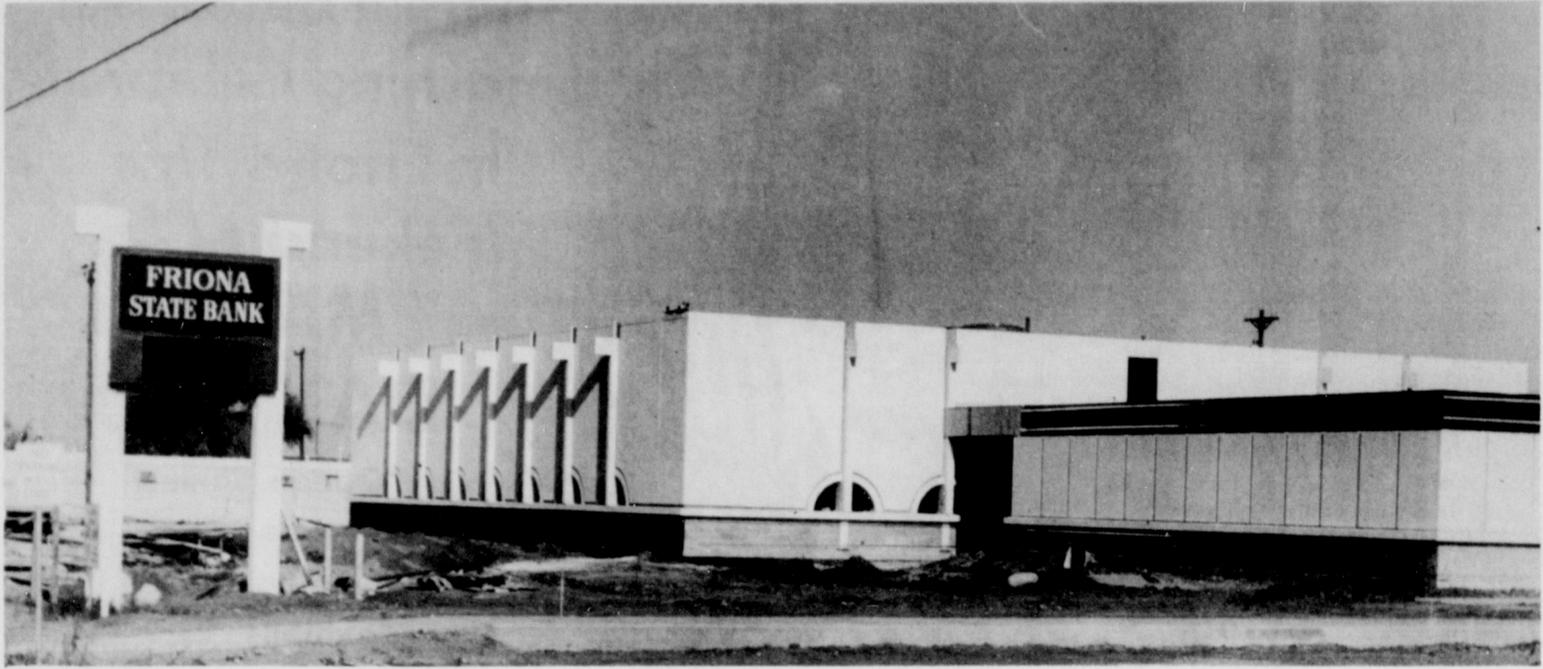
It's time, once again, to celebrate another fine Maize Crop in Friona. We are proud to have Miss Denise Frazier as our entry in the Maize Queen Contest. May we take this means to wish her the best this evening.

Denise Frazier

"Miss Cummings Farm Store 1970"

CUMMINGS FARM STORE

FRIONA STATE BANK



Says

Welcomes

MAIZE DAYS 1970

Representing 64 Years Of Growth
And Progress In Agriculture
In The Friona Area



Friona State Bank is closely linked with the progress of the area. Proof of this progress can be seen at the corner of Cleveland and Highway 60 where our new building is under construction. With the opening of this new building, Friona State Bank will offer modern banking facilities second to none in this area. Included in our many new features will be adequate parking for customers, sit-down tellers, an adequate supply of safety deposit boxes, private offices for officers, plus the same old-fashioned courteous service you have come to expect from an institution such as ours.



FRIONA STATE BANK

Serving A Great Irrigation And Beef Production Area.

Friona

Member FDIC

Phone 247-2736

MAIZE DAYS 1970



A Salute To Progress

We're celebrating Maize Days with a brand new building, which will enable us to better serve our customers.

While you're in town for Maize Days, stop by and see our new place--or watch for our Open House, which we will have in the near future.

Remember--the building may be new, but you'll receive the same personal service you've always received, and save money on your farm expenses by buying the co-op way.

**Serving The Friona
Area For Over 40
Years**



**Come By And Get
Your Attractive Red
And White Friona
Chieftain License
Frame - - FREE
Of Charge!**

COOP

FRIONA CONSUMERS

COOP

Buddy Lloyd
Mgr.
Sam Williams
Asst.



MELISSA PRUETT, . . . shows a happy smile at the thought of the Maize Queen Ceremonies tonight. She will enter the contest for the Chalet o' Ronte. Melissa is the daughter of Mr. and Mrs. Tom Pruett. She is 16 years old and a junior.

Students To Hold Art Show

Art students of Mrs. Bill Ellis will have a showing of their art works during Maize days at the Friona Star office. The show will be open to the public on Friday.

Among those who will be exhibiting paintings are Mrs. Tom Pruett, Mrs. James McLean, Mrs. Troy Ray, Mrs. J.C. Beck, Mrs. Lee Spring, Mrs. Grady Dodd, Mrs. Amy Mason, and Miss Cheryl Patterson. All are beginning painters.

Mrs. Ellis will also be exhibiting a variety of art works at the showing.

Refreshments will be served

following the parade on Friday. Everyone is invited to stop by the Star office sometime during the Maize Days weekend.

Friona Group Visits In Oklahoma

Mr. and Mrs. Raymond Hughes and Mr. and Mrs. W.O. Brown spent several days last week visiting in Butler, Oklahoma.

They reported fishing good in the new lake in that area.

The group returned to Friona Saturday afternoon.

Second 4-H Fair Slated This Weekend In Friona

The second Parmer County 4-H Fair will be held this coming Saturday, September 5, during the Maize Days Celebration in Friona. Every 4-H member in the County is eligible to have entries in the Fair. Exhibits will be open to the public at 12:00 noon.

In addition to the exhibits, the 4-H'ers will be selling brownies and lemonade. The money from these sales will be used for the 4-H Achievement Banquet in October.

The 4-H'ers can exhibit products in agriculture, baked goods, clothing, canned fruits and vegetables, and arts and crafts. Ribbons will be awarded to the top three entries in each class. The club that has the most entries will receive a special award.

Four-H members will be in charge of accepting the entries and running the concessions.

The 4-H activities will be located in the rear of the Credit Union Building.



DEBBIE WASSOM, . . . poses sweetly with a couple of stalks of the local product which will be much in evidence this weekend. She will be the Maize Queen Contestant for Panclera Tire. Debbie is the 17-year-old daughter of Mr. and Mrs. Jack Wassom.

**It Is With Great Pride
We Congratulate Friona On Its
64th ANNIVERSARY**

KENDRICK OIL CO.

PHILGAS

WELCOME

to MAIZE DAYS

In FRIONA, TEXAS

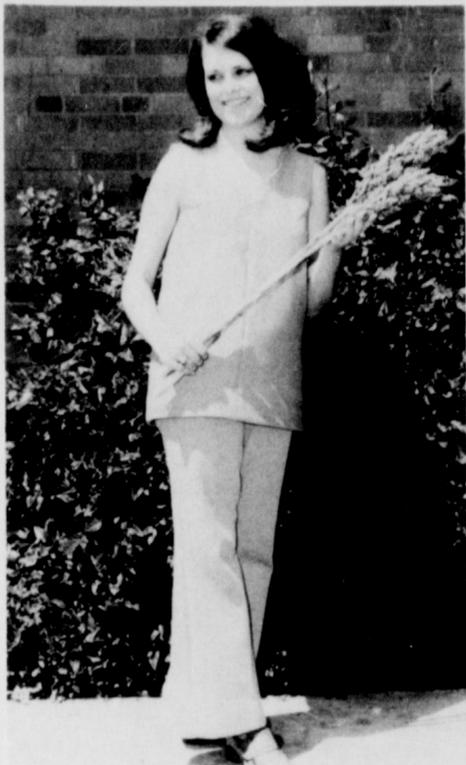


"Maize - - From Field To Filet"

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

HI-PLAINS FEED YARD Inc.





AMY RENNER, . . . is a talented little seamstress and poses here in the fashionable pants suit which she made. She is a Maize Queen Contestant for Claborn Floral. Amy is 17, a senior and the daughter of Mr. and Mrs. Ansel Renner.



PATTI EVANS, . . . daughter of Mr. and Mrs. Milton Evans poses prettily by the rose bed. She will enter the annual Maize Queen Contest this evening as the representative of Haywood's and Pat's Salon of Beauty. She is 16 years old and a junior at FHS.

HOSPITAL REPORT

Admissions:

Sipriana Lopez, Muleshoe; Hilda Pesina, Hereford; Steve Saldana, Friona; Patsy Rust, Friona; Glenda R. Vaughn, Muleshoe; Medlin Walker, Friona; Theresa Villegas, Hereford; Katy Osborn, Friona; Cheryl Ann Goldsmith, Farwell; Linda

Rodriguez, Bovina; Earsel E. Taylor, Friona; Teresa Vasquez, Friona; Teresa Maurer, Friona; John M. Bussell, Farwell; Elmer Euler, Friona; Lanita Reed, Friona; and Gregoria Dones, Dimmitt.

Dismissals:
Joe Camarillo, Steve Taylor,

Steve Saldana, Rufus Venson Jesus Gonzales, Sipriana Lopez, Mrs. Loyd Vaughn and baby, Mrs. Clifton Anderson and baby, Cheryl Ann Goldsmith, Theresa Villegas, Mrs. Rufus Pesina and baby, and Medlin Walker.

Patients in Hospital:

John M. Bussell, Ross B. Barlow, Virginia Coronado, Gregorio Dones, Elmer Euler, Aurora G. Gonzales, Evalina K. Gaines, Teresa Maurer, Amelia Meza, Katy M. Osborn, Ricky W. Pearson, Lanita Reed, Linda Rodriguez, Patsy Rust, Earsel E. Taylor, Amelia Villanueva and Teresa Vasquez.

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



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

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

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



PIONEER NATURAL GAS COMPANY

Presenting

**MISS FRIONA
STAR 1970**

**ESTHER
SMITH**



We wish Esther the best of luck in the
Maize Queen Contest this evening.

Join us in Friona this weekend for the
many fun-filled events of our 14th annual
MAIZE DAYS CELEBRATION.

**FRIONA
STAR**



KATHY MCLEAN... is one of the 28 talented beauties who will vie for the Maize Queen crown this evening. She is the daughter of Mrs. James McLean and she is sponsored by the Ethridge-Spring Agency. Kathy is 16 years old and a junior at FHS.

D. O. Robasons Visit
With Local Relatives

Mr. and Mrs. D.O. Robason of Siloam Springs, Arkansas, have been visiting in the homes of Mr. and Mrs. Calvin Talley and other relatives and friends. They are Mrs. Talley's parents.

Saturday morning Mrs. G.B. Buske hosted a coffee for her sisters, Mrs. Robason, Mrs. W.C. Williams of Washburn, Missouri; Mrs. W.H. Jones and Mrs. Aubrey Carlton, both of Friona.

Others present were Mrs. Phillip Weatherly and Mrs. Calvin Talley.

At noon Saturday about 50

members of the family of the late Mr. and Mrs. L.M. Crow met at the home of Mr. and Mrs. W.H. Jones.

Then at noon Sunday Mr. and Mrs. Aubrey Carlton hosted a family dinner for local and visiting relatives.

Donna McBroom, daughter of Mr. and Mrs. Everett McBroom of the Hub Community, returned to Chickasha, Oklahoma last week. Miss McBroom is a student at Jane Brooks School there.

'70 FHS Graduates Take Steps
Toward Higher Education

The majority of the graduating class of 1970 will be attending classes again this fall. Denise Buske, Jane Rushing, Sherrie Shelton and Isidore Cordova are attending Texas Tech University, Lubbock.

Ten of last year's seniors have enrolled at South Plains Junior College, Levelland. They are Petra Martinez, Lupe

Hernandez, Glenn Hill, Jerry Teel, Randy Mabry, Roger Dorrell, Floyd Schlenker, Mitch Terry, Kenny Taylor and Charles Fangman.

Ted Procter, Bob Thomas and Joe Boggess left early last week for Abilene, where they enrolled at Abilene Christian College.

Janet Mingus is also going

to school in Abilene, but she will be attending McMurry College.

Those attending San Angelo State are Randle Kelley, Susan Vestal and Raymond Hamilton.

Vicki Knight, Carla Mann, Rhonda Garth and Jenisu Fallwell will be attending Amarillo College.

Those attending West Texas State University, Canyon, are Jerry Shelton, Karla Patterson, LaFonda Hodges, Craig Hodges, Becky Neill and Amelia Sims.

Danny Kendrick has enrolled at Texas Christian University, Fort Worth; and Rex Talley is attending Baylor University, Waco.

Troy Bass and Paul Bush are serving in the United States Navy. Troy has completed his boot training and has reported to a Naval Base in Maryland and Paul is just beginning his training at Orlando, Florida.

Carlene Greeson, Myra Sue Day and Tim Oden have enrolled at North Texas State University, Denton.

Kay Riethmayer and Gwyn Moore are attending Lubbock Christian College.

Andrea Wilkins, Romalee Rector and Sandy Reznik have completed courses at Cliff Mann Floral School, Denver. Miss Reznik plans to attend Oklahoma Christian College at Oklahoma City.

Joe Bill Jones has enrolled at Tarrant County Junior College, Fort Worth.

Freddie Bailey is attending Wayland Baptist College, Plainview.

Milton Carlton, J.D. Spencer and Doyle Melton plan to enroll at Oklahoma Tech for the next tri-semester, which begins about the middle of October.

Donny Carthel is attending Eastern New Mexico University in Portales, as is Risa Howell Steed, whose husband is also a student there.

Debra Mears is attending Dallas Fashion Merchandizing College, Dallas.



SHEILA STRUVE... poses here in her fashionable pants suit. She will be among 27 other young lovelies in the Maize Queen Contest tonight. Sheila is sponsored by Graphic Arts. She is 16 years old and the daughter of Mr. and Mrs. Steve Struve.

MAIZE DAYS 1970

Best of Luck to Miss Diane Day, who is representing us in the Maize Queen Contest tonight.



WHITE'S
THE HOME OF GREATER VALUES

Friona

Leland Hutson

Ph. 247-3270

Let's Get Going!

COME JOIN THE FUN!
It's MAIZE DAYS Time!

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

BOVINA WHEAT GROWERS
Rhea

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

YOU ARE INVITED

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

MAIZE DAYS '70

Sept 3 - 5 - City Park

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

D & D FARM SERVICES
"Where SERVICE is First"
Don McManaman

RED BARN
FERTILIZERS • CHEMICALS
Darrell Simpson

HISTORICAL SKETCH

Friona's Origin Is Traced By Writer

BY MRS. N. R. COX
(Mary Katherine Crawford)

The town of Friona came into existence about 1906—less than seventy years ago. Development was begun by the George G. Wright Land Company of Kansas City, Missouri. The Wright Land Company secured an option to sell land owned by the Capitol Land Syndicates. This Chicago based syndicate owned and managed the famous XIT, (Ten-Counties-in-Texas) Ranch. At one time the XIT Ranch was said to be the largest ranch in the United States, or perhaps the entire world.

Parmer County land was included in the more than 300,000 acres of West Texas Land which was sold by the state of Texas to build the state capitol building in Austin. The XIT Ranch was put up for sale in 1901, when its British investors found that profits from cattle-raising were coming in too slowly.

The Wright Land Company began land-selling operations around Friona on a large scale in the fall of 1907. The completion of a railroad connecting Amarillo and Clovis made it possible to bring large numbers of prospective settlers to the country. For a period of two years (1907-1909), bi-monthly excursion trains were run from Kansas City to Friona.

Trainloads of a hundred to a hundred and fifty people were brought from Missouri, Kansas, Illinois, Indiana, Ohio, and other states. Excursionists were met at the station by a convoy of 18 to 20 "taxis," and carried on sight-seeing tours of the prairie country. They were taken in relays to points 18 or 20 miles northwest or southeast of town to hotels for an overnight stay.

Some land-buyers were taken to spend the night at Star Ranch about 18 miles southeast of Fri-

ona. This where the community of Lazbuddie is now located. Other excursionists were driven to a hotel at "Old" Findlay, a town now non-existent, which was located about 18 miles northwest of Friona. The Findlay hotel was a long two-story structure with more than twenty rooms.

According to a map and prospectus put out by the land company, the town of Friona had a "fine hotel, livery stable, two general stores, mail, telegraph, and express facilities. A building is already erected in which a bank is to be established in the near future."

A.N. (Uncle Andy) Wentworth, one of the first settlers, recalled that when he arrived in Friona, on the first excursion train in the fall of 1907, a box car served as a station. The present railroad station was built in 1908.

John White, long-time editor of the Friona Star, made his first trip to Friona on an excursion train in October, 1908. He later said he remembered nothing of the town—possibly because there was so little of it. The excursionists were whisked out of town in a cavalcade of approximately twenty company cars to "Old" Findlay. There they were made comfortable for the night. The next morning they were taken to see the country.

Mr. White recalled this amusement the rush there was among the different company cars to get back to the land office to sign up for the farm land. The race was to sign up for a choice quarter section before another person beat him to it. Mr. White said he came out ahead in this race by signing up for his quarter section before leaving Findlay. He wished to get land adjoining that owned by a friend in Illinois, who had told him it was good land.

After much of the farm land around Friona was sold, the Wright Land Company next centered its efforts on developing the town. It became a trade center and shipping point for farms and ranches for many miles around. "Old" Findlay was located in Deaf Smith County, to be exact; but much of the farm-land in Parmer County was sold there.

Land, which was sold at \$22.50 per acre, had been paid for by the company at the rate of about a dollar and a half per acre. The Capitol Land Syndicate from whom the Wright Land Company secured an option to sell land in Parmer and Deaf Smith Counties had its headquarters at Farwell, Texas.

The Wright Land Company withdrew its colorful sales promotions around 1910. Excursionists paid the regular round-trip railroad fare here; but Pullman accommodations were furnished free by the land company. On one occasion a hundred

cots were furnished overnight "guests" at Star Ranch by the company.

A brochure on the town of Friona, around 1907, or 1908, pictures some of the business places and "typical" homes of Friona citizens. These included photos of the home of George W. Clark, the residence of D.W. McMillan, one of the land agents and the home of John Saxine, land office representative. This home was situated near the railroad; and it was quite a show place with many beautiful flowers and trees. At one time town lots sold at \$65.00 a piece; and many considered that too high a price.

By 1909, the town boasted two grocery stores—one run by R. Overfelt, a boarding house operated by a Mrs. Karr, "Doc" Seamonds' livery stable, a bank, post office, and a lumberyard. A pharmacy was owned by Dr. E. E. Rohrabough, the town's first doctor. There was a Union Church, a two-room school, a newspaper office with a Mr.

Harris as editor, and Flanders' photograph gallery.

Mrs. Karr's, the first boarding house in Friona, was situated in a two-story yellow frame house one block west of Main Street. The Friona Hotel, which was described as "21 rooms and modern" in a land booklet, was operated by a Mr. Clark. It occupied the approximate location of the present Friona Hotel on the west side of Main Street.

The building used by the town's first pharmacy served originally as the first courthouse for Parmer County. It was at Parmerton. Developers of Friona once planned for the county seat to be located here. They had set aside land in the center of town for a courthouse square. After a county-wide election in 1908, the county seat was moved to Farwell. There it has remained since, although a later election was held in an unsuccessful attempt to move the county seat to Friona.



FIRST TEAM? . . . What well may be the first baseball team ever assembled in Friona is shown in this 1908 photograph. Identity of the players is not known.

FRIONA

on
your

64th Anniversary

Yes, we celebrate 64 years of progress in agriculture and industry in Friona this weekend. Won't you join us for . . .

MAIZE DAYS

ED HICKS
REAL ESTATE

CONGRATULATIONS

We've Got
Something To
CROW
About....

ANNOUNCING

Crow's Slaughter Plant

Has Moved Into Their New Modern Quarters . . .

Red Crow invites everyone to come out and see Crow's new facilities on Highway 214 South. Also, watch for Crow's open house, scheduled in the near future

ATTEND MAIZE DAYS!

CROW'S SLAUGHTER



ANTIQUE COLLECTOR Aubrey Rhodes, who lives at 902 Greene Street, has an attractive display near his front door. The top photo shows two cream cans, a coffee grinder, a scale and a water cream separator. A discarded pump serves as a holder for the mailbox. Near the mailbox passersby can see a grinder, a one-row horse corn planter and an iron wash pot. Included in the Rhodes' collection are a number of plows, one wagon, complete with spring seat, an oxen yoke, a railroad lantern, several pieces of harness for horses and a large number of other items.

The Friona Chieftains have had five winless football seasons in the past 32 years. The 1939 team was 0-6; 1945 was 0-7; and the 1938, 1961 and 1962 teams all were 0-10.

The Friona Chieftains have played only one tie football game in the last 11 years. That was a 7-7 deadlock with Memphis in the season final here in 1966.

Tony Perea holds the season scoring record at FHS, with 17 TDs and a total of 110 points in 1968. Perea also set a yards rushing mark with a whopping 1761-yard total that year.

Longhorn Stampede

By Mike Casey

Football's 1970 season is just around the corner and once again the Lazbuddie Longhorns are faced with the task of replacing seven outstanding seniors off a team that finished with a 10-2 record. One of these wins included a 14-0 bi-district game victory over the Groom Tigers.

Only one member of the offensive backfield returns and that one member is Arthur Graves, a 160-pound sophomore. Mark Barnes will be attempting to take over the fullback spot where Larry Hodges played last year.

Barnes is a promising 195-pound sophomore who played a considerable amount on defense last season.

Mike Casey will be given a shot at replacing the graduated Derrell Matthews at the halfback spot opposite Arthur Graves. He is a 165-pound senior.

The signal-calling chores will either be handled by Ricky Seaton or Charles Lee. Seaton is a 150-pound sophomore and has seen considerable action at quarterback in the past. Lee stood out as an offensive end last season and defensive halfback. He also made the all-district and all-south plains team on offense.

Jimmy Noland and George Wilson should provide the necessary strength at the guard positions. Noland has always stood out for the 'Horns, even since his days as a freshman when he was used mainly on defense.

Noland will be a junior this year and weighs 190 pounds. Last season he made the all-district team on offense and proved to be a great asset to the offensive line.

His counterpart, Wilson, made the all-state team on offense in addition to being named all-district and all-south plains on offense.

Manning the tackle positions will probably be Marty Mose-

ley a 175-pound senior who started some at that position last year, and either Thomas Kirvin or Darrell Elliott. Kirvin is a 178-pound junior who played "B" team all last year and Elliott is a 175-pound senior who saw a lot of action on defense this past season.

At one end position will be Loy Dale Clark, a 158-pound junior who saw action at that spot last year. John Jones will probably play the end position opposite Clark. Jones played "B" team ball last year but will move ready for the varsity this season. He is a 160-pound junior.

The Longhorns should be particularly strong, with Wilson, Moseley, Kirvin and Elliott heading up the line. They have some very capable back up men in Randy Bush and Larry Cox.

Linebackers will probably be Barnes, Noland and Jones. The cornerbacks will probably be Seaton and Graves. The remainder of the secondary will be composed of Lee, Casey and Clark.

Although lacking in depth in some places the Longhorns are counted on as being a top contender this season.

The 'Horns played host to the Lubbock Christian High School Eagles in a scrimmage game August 28 and defeated them three touchdowns to zero. Lazbuddie scored on runs of 80 yards and 60 yards by Casey and an 80 yard pass reception from Lee to Graves. Although no official statistics were kept the 'Horns had two standouts who were consistently making tackles assisted or unassisted. They were Noland and Kirvin.



MEET
MISS
DONNA
GARNER

Miss Donna Garner has graciously consented to represent our firm in the Maize Queen Contest this evening. We wish her our best.

Celebrate Friona's 64th
Anniversary At
MAIZE DAYS

LILLARD REAL ESTATE

Phone 247-3320

**MAIZE
DAYS
1970**

*It's a
Winner*

We at Imperial Livestock Supply are proud to be associated so closely with the area's ever-growing grain and cattle industries. May we say congratulations to Friona at Maize Days time when you celebrate 64 years of progress.

IMPERIAL LIVESTOCK SUPPLY

"Everything For The Stockman"

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Hereford, Texas
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**LET'S
GO GO**

To The
**MAIZE DAYS
CELEBRATION**

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

Join The Fun In Friona
Aug. 31 - Sept. 5

Ford

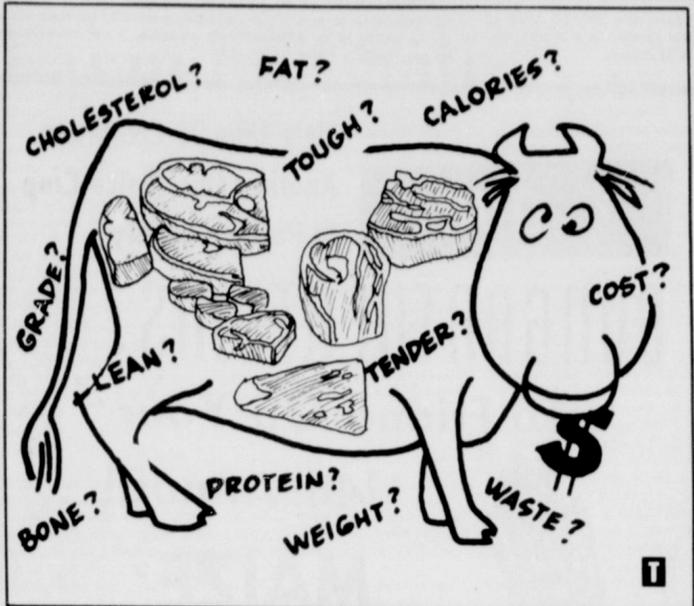
While In Town Check The Closeout Prices On
Our 1970 Models.
SEE OUR NEW PINTO - ON SEPT. 11

FRIONA MOTORS

Friona

Box 957

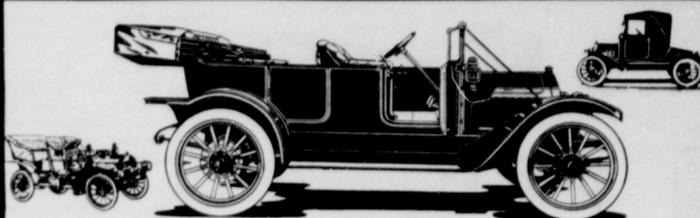
Grand & Highway 60



THE LEANER, less expensive cuts are the best beef buys for today's more health-informed homemaker, says an expert who recommends a shift to low calories, high-protein foods. "Too many people are filling themselves with calories but are still nutritionally starved," she says.



ALL THIS AND MORE, TOO. . . Old cedar posts, which have been in the Welch family for many, many years, form the background for a planter in the backyard of the Nelson Welch home. The planter was constructed of old railroad ties and filled with petunias and other flowers during summer. The scythe in the left side of the photograph is one of the relics owned by the family which are used as decorations in several places in the backyard of the Welch home at 1001 Maple.



We've Come A Long Way Since The Early Days When These Autos Were New. Help Us Celebrate

PROGRESS IN FRIONA
During
MAIZE DAYS 1970

ALLSUP'S 7 - 11

West Highway 60 - Friona

Experts Advise Changes In Diet

"The 1970's will bring about major changes in American eating habits if the recommendations made at recent national conference on food, nutrition and health are followed," says Jeannette Frank, nutritionist and food authority.

Miss Frank, who took part in the Washington conference, reports, "Leading physicians, nutritionists and diet specialists sharply criticize the diet of the average American today.

"They recommend a shift from cholesterol-forming foods such as steaks that are heavily fatted, fresh eggs, ham, whole milk, cream and butter. They urge a diet lower in polysaturated fats with less cholesterol, as well as lower in calories."

Miss Frank, who is the author of the new "Modern Meat Cookbook," reports that a number of authorities recommend changing the grade standards for beef and lamb to eliminate fat content as a criterion of quality. "This would encourage raising animals with lower proportion of fat and therefore more protein, pound for pound," says Miss Frank.

"The leaner, less expensive cuts are the best beef buys for today's more health-informed homemakers," she points out, "because they provide more vitamins and minerals per pound. The more expensive, fatter cuts contain more cholesterol and calories -- which can affect your health as well as your pocketbook! The lean cuts," she adds, "only lack tenderness, but today's women know that it can be added easily with modern cooking aids like an instant meat tenderizer or 15-minute meat marinate."

"Such aids are important to every homemaker for economy

reasons in today's era of soaring prices, as well as to help prevent such problems as obesity and high blood pressure.

Obesity, according to the conference experts, is a prime concern of our affluent society. About 60 million Americans are overweight mainly because they more calories per day than they "burn off" with physical activity. The modern sugar substitutes can help solve this problem for many people, Miss Frank says.

In addition to obesity, she reported and estimated 21 million American adults have hypertension or high blood pressure to some degree and need salt substitutes made with potassium instead of sodium chloride.

On this problem the conference experts recommend that the medical profession and the general public be emphatically told that one of the most effective ways available now to prevent hypertension is to prevent and control obesity.

They should be told about the possible advantages of restricting their intake of ordinary salt and foods with sodium content in general.

"These and other recommendations are made with the basic aim of prolonging life," says Miss Frank.

For a free, purse-size beef-buying guide, showing the best beef buys and their nutrient value, send a stamped, self-addressed envelope to: Dept. BBQ, P.O. Box 828, Burbank, Calif. 91503.

For a free Sodium Calculator booklet, showing the sodium content of the most common foods, send a stamped, self-addressed envelope to: Dept. SCR, P.O. Box 828, Burbank, Calif., 91503.



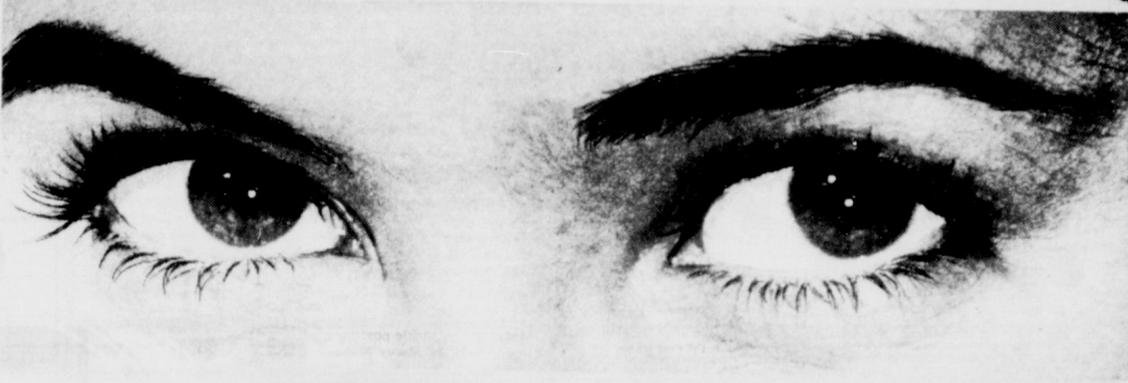
We Invite Your Participation In All

The Fun And Festivities Of

MAIZE DAYS 1970

WEBSTER'S

UPHOLSTERY



LOOK

It's Time For . . .

Friona's Fourteenth Annual
**MAIZE DAYS
CELEBRATION**

August 31 - September 5

Closely Linked With The Progress Of Friona Is

FRIONA WHEAT GROWERS INC.

Serving Area Farmers Since 1934



A Short Story

By H. Nelson Lewis

My name is Henry Crawley. I am supposed to work at selling real estate, especially farms, but I enjoy being out of doors and meeting people so much, that it seldom seems like work to me. Not this morning, anyway.

October had dealt us one of the best, bright, blue days. I stowed my car to take a good look at the herd of Holsteins grazing just the other side of a white board fence. No prettier picture anywhere. White fence, acres of green grass, sleek black and white cattle, all backed up by a forest of hardwood trees whose flaming tips gave just the right dash of gaudy color. The road and fence curved around the shoulder of a low hill and the homestead came suddenly into view.

My inclination, was to stop and enjoy a few day dreams. "Chipping Hill" was not exactly a show place, but mighty nice and substantial, a good everyday working farm.

Many times I heard Mr. Sloan say that his place must look good, as well as produce. I had been there when I was in 4-H and he had told us boys that a neat, clean place was usually a profitable place. Our agriculture teacher had taken us there to see a demonstration in pasture improvement. Mr. Sloan had given us a "before and after" type of lesson. He had shown us a green carpet where some cattle were too busy grazing to give us more than a passing glance. I had pulled off my shoes and socks and walked through the delightful coolness of it.

We crossed this pasture and crawled through a barbed wire fence (Mr. Sloan had not reached the point of prosperity that builds board fences by some years yet), I had quickly put my shoes back on. This area was the red, rocky and eroded "before" part of the show. The change from green grass to red clay was almost enough to hurt my eyes. While I listened to the discussion, I glanced around on the edges of some small gullies to see if I could spy an Indian arrowhead to add to my collection.

Mr. Sloan saw what I was doing and grinned across the gully saying, "I beat you to them, boy. My wife and I picked them all up a long time ago. Some more will turn up though when I give this field a face lifting. You come back then and we will get them."

"Thank you, sir," I answered. "There should be plenty here because this is a gentle slope south and a spring must have been near where that great, big, rotten stump is, and a camp site where the Indians sat and chipped them out. A chipping hill is what my Granddaddy would call it."

"Chipping Hill," Mr. Perkins slowly pronounced the words, as if he were tasting something good. I saw a kind of dreamy look in his eyes as he raised his head and looked across the fields to where the big, white house sat in a nest of boxwood.

"Hank, I kind of like the sound of that, I believe you have just named a farm," he said.

He grinned again, and I knew that I had just made a friend.

I went in often after that and before long a neat sign with the legend "Chipping Hill" appeared where his road joined the Highway. I couldn't help feeling a little proud.

Sometimes Mr. and Mrs. Sloan would accompany me on an arrowhead hunt over their farm. It was more than their farm, it was a way of life with them. They were both slender and work hardened and must have been in their early fifties. Mrs. Sloan had been able to take care of her looks these past few years, and she wasn't as sunburned then as she used to be when she drove the tractor and helped milk and do anything else a man her size could do.

Mr. Sloan was sunburned and hard as nails and had only missed five days work in fifteen years. They both loved what they were doing, and being childless, their livestock and fields showed the care that they would have lavished on a family. Lots of times I have seen them standing holding hands, like teen-age "puppy lovers", and gazing out over a sweep of green to a sycamore bordered creek. At such times they would tell me what it all looked like back in '30 when they had started to turn a worn out tobacco farm into a dairy farm. Back at the house after such a jaunt, I would eat cake and drink milk, and learn how things had been before they had electricity and good roads.



Well, all that was a few years ago, too. Not many, but enough for me to finish high school and get my kid brothers settled with Pop on the home place. Then, I got this job in town, plus a wife, and started to make a living.

As it was, I hadn't been to "Chipping Hill" for some time, and I guess that's why I almost stalled my car when the sights and memories all burst upon me at one time on this glorious October day.

I eased over a couple of cattle guards, passed a modern milking parlor and milk house. Next came a huge loafing barn which in turn was dwarfed by two kingsize silos. My tires crunched along a gravel drive and came to rest in front of a completely restored colonial home.

Mr. and Mrs. Sloan were sitting on a glider, holding hands, and watching a herd of black and white heifers grazing down near the creek. They invited me in and their friendly smiles made me think that I was a kid again and that the three of us would soon leave on an arrowhead hunt as we had so many times in the past.

After shaking hands, I sat down on a low chair right in front of them and opened right up.

"Why did you do it? It isn't that I don't appreciate a commission check of such proportions, not that at all. Now I can buy the Johnson Place next to home and tie in with Pop and the boys and will have a real farm. I can't understand how you could bear to leave here, even for a selling price that is almost a small fortune. I didn't think that customer had that kind of money or I wouldn't have sent him out here. I was sure surprised when you called and said you had agreed to sell."

There are 250,000 head of cattle located in a 25 mile radius of Friona.

"Where there is no incentive, the only thing produced in abundance is scarcity. Expecting people to produce with no incentive is no different than expecting a car to run with no gas."--R.D. Hofer.

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

*** OUR**

CONGRATULATIONS

To Friona On Your
14th Annual
MAIZE
DAYS

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

Western Ammonia Corporation
— Friona —

Mike Chaney, Local Owner

Sincerely Yours

BY REV. ALBERT LINDLEY

I sure wouldn't want to get into an argument with anyone and I sure wouldn't want anyone to get the wrong idea about me, but I feel I need to share a personal event with you.

On Monday of this week I had some "church business" (sometimes that means playing golf in Amarillo and I made the trip. . . .

My problems came when I started home. I had been having some trouble with my car battery but I sought to do the very thing the battery was doing--procrastinating--to put off the problem a little longer and that's just what the battery was doing until on this day, and then he decided (all batteries are of the male gender) to not fool with the problem of starting the car any longer and--K-put-t! That was it!

This is where it gets interesting. Do you know--it may be hard for you to believe, now--but I was located right in front of a store which--among other things--sold batteries? Wow! I just gingerly walked in and had one delivered to the left side of my car. . . .

I knew you would have a hard time with that, me being a 'preacher' and all--trying to believe it, but you even have a larger problem because I'm going to ask you to believe something else--and it is true, too.

On this same trip, I have my new battery, see, and I'm winging my way homeward with my mind right where it should be--on the building of the float for the parade--when all of a sudden I remember what it was that I was supposed to remember before I left Amarillo. . . be sure and get some gas. Now, I'm located about half way between Hereford and Summerfield.

Well, of course the logical thing is to go on to Summerfield and get my gas--but you

know what happened there. . . he doesn't sell gas! He doesn't even have a pump.

So now I'm beyond the point of no return and I'm burning my way toward Black and that station. (Read faster here for emphasis). . .

But as I draw near, I began to reason. Why not try for home. I didn't know how long it had been on empty when I noticed it and there would be five more miles, all with friends, all the way, so why not try it. . . but my car began to sputter right then.

Now here it comes. . . the hard part. . . I put my car in neutral and coasted about 200 yards into the gas station at Black. He comes out and I calmly said, "Fill'er up." (I'm breathless).

Now, I wouldn't for the world say anything like "The Lord takes care of his own," nor would I try to pull in the rain on the "just . . . (seems like there is more to that verse.) Neither do I think it would be wise here even to suggest that one's life just has to be right to have things like that happen.

No--what I'm going to conclude with is something that we can all join in with and is more commonly known as the Doxology.

"Praise God, from whom all blessings flow; Praise Him, all creatures here below; Praise Him above, ye heavenly host; Praise Father, Son, and Holy Ghost."

Now, that's worth thinking about.

Sincerely, just how conscious are you of God's part in your life and the multitude of blessings we so often take for granted? Proof? Sure, I have proof. Just take another good deep breath of air. . . think about the other things and join with me.

"Praise God from whom all blessings flow."

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

4th and Woodland--Rev. Donnie Carrasco
Sunday School: 9:45 a.m. Worship: 11:00 a.m.
Training Union: 5:00 p.m. Evening Worship: 6:00 p.m. Wednesday Prayer Meeting: 8:00 p.m.

ST. THERESA'S CATHOLIC CHURCH

16th and Cleveland-- Father Norman Boyd,
Mass: 10:30 a.m. Confession: Saturday 7 p.m.
Evening Mass: Wednesday, 7:30 p.m.

SIXTH ST. CHURCH OF CHRIST

502 W. Sixth--Bill Gipson, Preacher
Bible Study: 9:30 a.m. Worship: 10:30 a.m.
Evening: 6 p.m. Wednesday Evening: 7:30 p.m.

REDEEMER LUTHERAN CHURCH

13th and Virginia--Otto Kretzmann
Sunday School: 9:45 a.m. Worship: 11:00 a.m.
Rhea Immanuel Lutheran Church--Worship: 9:30 a.m. Sunday School: 10:30 a.m.

UNION CONGREGATIONAL CHURCH

6th and Cleveland UCC Rev. Paul Mohr
Sunday School: 10:00 a.m. Worship: 11:00 a.m.

TENTH ST. CHURCH OF CHRIST

10th and Euclid
Sunday 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.

Celebrate Progress In Friona At
MAIZE DAYS 1970

Jeanie Thompson

Sondra's Beauty Shop is proud to announce that Miss Jeanie Thompson will be our representative in the Annual Maize Queen Contest this evening at 8 p.m. Be on hand at the High School Auditorium for this exciting event and see coronation.

Sondra's
Modern Beauty Shop

Friona, Texas 614 1/2 Euclid Ave.

Farm For Sale. . .

(Continued from the preceding page)

I was excited, but I finally ran down, and then I noticed that Mrs. Sloan's eyes were a little brighter than usual and that Mr. Sloan was looking away off like he was the day we named the farm.

"Well, Hank, we thank you for your interest. We know you understand how we feel about everything, and we have always known that you love the place as only a natural born farmer can love the land. The truth is, Hank, the place has outgrown us. It's big business now, so much bookkeeping and red tape. So many men coming and going instead of coming and working.

The new owner has two sons, both in agricultural college, so we think we are leaving it in good hands. We are getting old, son, and want a place near town. Just an acre or two, a comfortable home and an opportunity to enjoy the fruits of our labors. We have no children and wouldn't want to leave it to be cut up and sold piecemeal or torn to shreds by our relatives. We are glad we have a young friend like you to handle the deal for us. Let's go now and you help us pick out a new place.

"No need to hurry, Honey," Mrs. Sloan said, "we don't have to give possession for thirty days."

"I know, dear, but we want to be settled before cold weather sets in," and aside to me, he said, "You know, Hank, this will be the first winter since I can remember that I can sleep late and not have to milk or either lay there wondering if the hired men are doing right by the cows."

No more was said until we were on the highway headed toward town. Mrs. Sloan had seemed to grow smaller and was almost lost on the rear seat. Mr. Sloan had climbed in the front so we could talk.

Guess they didn't want to get too far away. What if they got disgusted and somehow blamed me for the whole affair? They had called and listed their property though. Well, we would see what tomorrow brought.

Next morning we started out again. October still smiled on us and the first part of the day was a repetition of yesterday's landscape inspecting. By lunch time I could tell that they were both feeling that they were taking too much of my time and were being too hard to please. I told them that nothing could be farther from the truth, that theirs was very serious choice, and that I was enjoying being with them. Besides they were paying me and should get their money's worth.

Mr. Sloan said, "It's just that we don't want to impose on your good nature, Hank. Let's stop and get some lunch."

I pulled up in front of a little place I knew and we had a jolly meal. There was a juke box, and thinking that a little music might relieve any remaining tension, I dropped a coin in the slot beside a waltz I thought they would remember. They remembered it, all right! Darned if they didn't rise as one person and glide across the tiny polished floor in as nice a bit of ballroom dancing as I ever want to see. As I paid the check a faint ripple of applause came from a row of booths where some school kids were having cokes. The Sloans smiled and I saw his arm go a little tighter around her slim waist and for the next minute or two that couple showed the rest of us where waltzing started.



"Well, folks, I've got a whole lot of listings here. How close to town do you want to be? How big a house?" I thought I knew but I asked just to break the silence.

"Oh, somewhere on or near a bus line. Five or six rooms. All on one floor, Hank, my knees aren't what they used to be. All the trimmings, though. Everything automatic. That's about right, isn't it, Honey?" he turned and looked at his wife.

I glanced at the mirror and saw her smile straight into his eyes as she answered. "That's right. We want to be near churches and stores not too remote."

I showed them everything on the west side of town. New developments where we walked on planks to keep out of the red mud of filled in yards. Modern homes that still smelled of damp concrete and paint, whose gleaming kitchens looked more like laboratories than home sweet home. Homes with yards seeded and plantings started. At one of these I sneaked a look at Mrs. Sloan. She was looking pityingly at a feeble boxwood by the front walk. I knew she was thinking of the ones she had found starving and of how she had fed and cared for them for so many years at Chipping Hill.

We went downtown for lunch and afterwards I headed north to show them some older places. This area was full of fine homes, set among gardens on tree shaded streets.

The Sloans agreed that they would feel crowded here, so I cruised around until mid-afternoon and we decided to call it a day. There wasn't much conversation on the way back, and I left with the understanding that we would look some more tomorrow.

I must admit to a certain amount of misgivings as I drove home. Suppose nothing suited them? Hardly possible, I kept telling myself, after all they are reasonable people. Wonder why they don't set out for Florida or California? Then I remembered that they both had nieces and nephews in town.

I was waiting by the door and at their approach I opened it with a flourish and we started once more on our "pilgrim's progress." Not wanting to break the spell, I kept a little light teasing going on and at the same time pulled my thinking cap down over my ears--tight! It paid off too. I happened to think of a pretty rock house, set in a hillside, that I believed I could make a deal on. I snapped my fingers and announced, "Folks, I've got it! I know just the place. We will drive right out there. I'll take a short cut across town so we will have time to look around some before dark."

Twisting and turning like a rabbit in a briar patch, I worked my way through traffic and into the low rolling hills east of the city. Two major highways came into town from the east. My goal was the southernmost of the two and to get there quickly we must travel about eight miles of dirt road. I hoped that it would not prove to be too rough. The area was one that had been farmed out, leaving abandoned houses and grown up fields. Broomstraw and scrubby pines stretched for acre after acre. Honeysuckle pulled up on every old post and shan-



ty. Gullies leered at us from every hillside. Much of the land here had been burned over as if to add the insult of fire to the injury of careless sawmilling. We slowed down to avoid being shaken to pieces by the rough road, so had plenty of time to take a good look at what had once been a really fine home. There it stood, in a grove of giant white oaks, quaint and gray, waiting for the final bout with fire or storm. The windows stared bleakly out at us as we drove slowly by. All of the outbuildings were caving in and some of the smaller ones seemed to prefer leaning together rather than falling apart. I saw the Sloans shaking their heads in dismay that any part of "God's Footstool" should be treated thus. The road curved around the big grove and dived down a steep incline. I was glad I was driving so slowly for a narrow wooden bridge lay just ahead. Creeping along, watching the opposite approach to the bridge, I heard Mr. Sloan say, "Stop a minute, Hank, look over there to the left."

I did as he suggested and saw a home made sign nailed to a tippy fence post "Farm for Sale-by owner-V.J. Hawkins." A pair of red ruts curved by a drunken mail box and wound up a slight incline to disappear into scrubpine and honeysuckle.

"Can you make it, Hank?" I heard Mr. Sloan say. I thought he was teasing until I looked at him. He wasn't, he was plumb serious!

"Yes, I think so," I said as I wheeled in and managed to straddle the right hand rut. We twisted and turned around two or three turns, climbing all the time, finally coming out into a pine and broomstraw field. Directly in front of us was a small, cleared area and a two-up and two-down, lean-to-kitchen type of building. It bore all the earmarks of a rundown tenant house. From the tettering fieldstone pillars to the fuzzy wooden shingles, it had never known a drop of paint. There it stood, beaten black by the elements, the knots in the weatherboard bleached to a dusty yellow. Not a flower growing, not a bush or vine in sight. No shade trees to relieve the bleakness of the scene. A sagging window curtain and a split bottom chair sitting in the gaping doorway were the only signs of habitation.

All three of us climbed from the car and slammed the doors. As we walked silently toward the house, a young man, pencil thin, came around the corner. Two pretty little blonde children, peeked past the limp curtain. A slender girl stood on the kitchen porch, a timid smile of welcome on her lips.

The introductions over, Mr. Sloan suggested that we walk around the house and look about a little bit. There wasn't much to see. A right good vegetable garden had been made. The outbuildings were reinforced with slab planks and tar paper. Down on a far slope, a cow and two mules were trying to graze. From directly behind the house the land fell away in long swells, dropping finally to a large creek bottom. I became aware that Hawkins was speaking.

"Almost five hundred acres. Too much for a poor man to farm. I hate like thunder to think of leaving. I was born up there in the big house you just passed. I stayed home and looked after my parents as long as they lived. We moved down here because the big house needed so much repair work done on it. Looks like I just can't get ahead enough to farm it right. You know we have had three dry years in a row."

He spoke to us as a group, his eyes never leaving the far boundary of his place. Turning to face Mr. Sloan, he said, "I'll get a job in town doing something."

Mrs. Hawkins, joined now by the two children, stepped a little closer and said, "I can work too. We will have to put the children in a day nursery, I reckon."

Mr. and Mrs. Sloan exchanged one lightning glance. She took a step nearer the forlorn little family. He cleared his throat and spoke to me. I looked at him and saw that "Chipping Hill" look again. "Hank, this is just the place we have been looking for. Fix it up with Mr. Hawkins and see if he will stay on as my manager."

He held out a hand to his wife, "Honey, come on let's go see what is the first thing to do up at the big house."

Mrs. Sloan hurried to him and hand in hand they walked up through the old pasture toward a place where giant oaks held out welcoming and thankful arms.

I had not said a word for ten minutes! Heck of a salesman I am!

The End



**Serving Friona
For 25 YEARS**
We Welcome You To
MAIZE DAYS

**TAYLOR & SONS
BLACKSMITH**

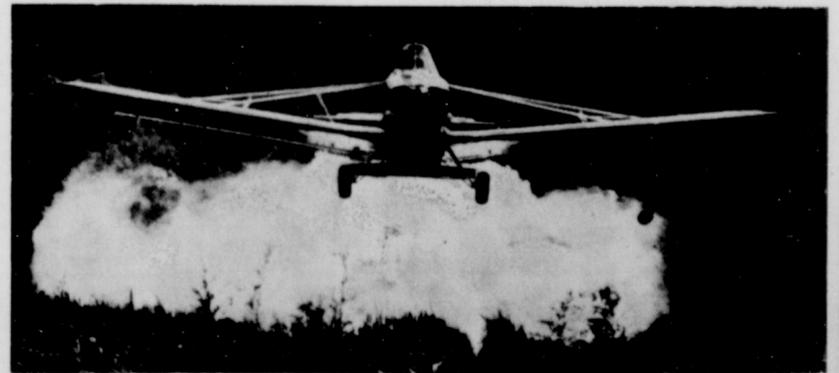
STRIKE UP THE BAND
FOR
MAIZE DAYS

SEPTEMBER 3 - 5
**FRIONA
FEED YARDS**

WELCOME TO MAIZE DAYS 1970

This Weekend In Downtown Friona

We at Benger Air Park are proud of the help we can give to farmers in the area. . . helping your crops to remain free of parasites is, we feel, aiding in the growth and progress of this agricultural area. This week Friona celebrates its 64th anniversary, well over a half a century of pioneering progress in agricultural fields.



BENGER AIR PARK

Elvie Jennings

FOR 1970-71

New Teachers In Friona System Are Introduced

The list of new teachers and aides in the local school system this year includes eighteen names. Five new positions have been added to the school curriculum. They are general mechanical repair; a woman teacher physical education for junior high and high school girls; an additional section of sixth grade, kindergarten teacher and aide and speech therapy.



MRS. DALE GOBER

Mrs. Dale Gober is the new homemaking teacher. She is a graduate of Texas Tech University and has had one year of experience. She is the former Tonya Ivy and graduated from Bovina High School. Her husband, who is a district sales representative for DeKalb, grew up in the Oklahoma Lane Community. The Gobers live at 1105 Elm Street.



MRS. GENE WEATHERLY

Mrs. Gene Weatherly is teaching ninth grade English. She is the former Cheryl Neill and is a 1964 graduate of Friona High School. She is also a graduate of Eastern New Mexico University, Portales, where she was an English major and library science minor. She has taught 2-1/2 years in Lubbock High School. Her husband is a farmer and the couple lives at Black.



MRS. REDGE PRIEST

Mrs. Redge Priest teaches girls physical education in junior and high school. She holds a bachelor of science degree from West Texas State University, Canyon, and this is her first teaching experience. Her husband is manager of Bovina Feeders, Inc. The couple has two children and their home is at 1305 Virginia.



MRS. LEONARD COPFEY

Mrs. Leonard Coffey is Friona High School's new related math teacher. She holds a bachelor of science degree from West Texas State University, Canyon, and has had two years experience. Her husband is owner of City Body Shop and the family home is at 510 East 13th.

Mrs. Troy Ray, who is the mother of three children, is the new kindergarten teacher. Mrs. Ray has taught in the local elementary school at several different times during the past few years. She and her husband live at 1210 Elm Avenue.



MRS. LEWIS GORE

Mrs. Lewis Gore is the home room teacher of the newest sixth grade section and is teaching reading and spelling in junior high. She is a recent graduate of West Texas State University, Canyon, where she received a bachelor of science degree. She and her husband and four children live on a farm northwest of town.



DON REEVE

Don Reeve and his wife, the former LaVon Reeve and three children, Jay, Julie and Jamie, live at 1409 West 11th. He is a graduate of Friona High School and West Texas State University in Canyon, and is associated with his father in Reeve Chevrolet. He is teaching mechanical skills and this is his first teaching experience.



TOMMY HARALSON

Tommy Haralson, who is teaching economics and social studies in high school, has had three years teaching experience and holds a bachelor of science degree from West Texas State University, Canyon. He is also a former student of South Plains Junior College, Levelland. His wife, Lovella Nadine, is a student at West Texas. The couple lives in the mobile home park in the east part of town.



MARTHA MILLS

Martha Mills is the new business education teacher. She will also sponsor the Arrow. She is a native of Silverton and a graduate of West Texas State University, Canyon. She lives at Friona Chateaux Apartments north of the high school.

The new junior high band director is James William Andrews. He is a graduate of West Texas State University, Canyon, where he received his bachelor of music education degree. He and his wife, Linda, who is a private music teacher, live at 910 West 9th St.

Mrs. Yale Canfield, who taught one section of the second grade last year, is the speech therapist. She is a graduate of West Texas State University and has taught several years.



MRS. ALTON FARR

Mrs. Alton Farr, who is the wife of superintendent Farr, is a teacher's aide in junior high. She is a former student of Texas State Teachers College and has had two years teaching experience. The couple have one son, Randy, who attends Texas Tech University, Lubbock, and live at 1303 West Seventh Street.



BILLY DON WOOD

Billy Don Wood is the new junior high school girls coach and has had three years teaching experience. He and his wife, Diana Lynn, live at 723 Pierce Street. He holds a bachelor of science degree from West Texas State University.



MRS. RALPH SMITH

Mrs. Ralph Smith and her husband and one daughter, Esther, who is a senior at Friona High School, live at 612 Woodland. Mrs. Smith recently received a bachelor of science degree from West Texas State University, Canyon, and is teaching one section of the second grade. The Smiths have three older daughters.



MRS. C. J. NAIL

Mrs. C. J. Nail, whose husband John is a college student, is teaching first grade. The couple has one child and lives at 1506 West Sixth Street. She holds a bachelor of science degree from West Texas State University, Canyon.



MRS. BILL BEENE

Mrs. Bill Beene holds a bachelor of science degree from West Texas State, and is teaching English and speech in junior high. She and her husband, Dr. Bill, who is an optometrist, and son, Brad, live at 301 West 13th. Their daughter, Mrs. Ronald Awtry, is teaching at Bovina.

Mrs. Joe Salas, whose husband is an employee of Friona Feedyards, Inc., has two children. She is an aide in the elementary grades.

William David Davis, who is the junior high boys coach and physical education teacher, holds a bachelor of science degree from Southeastern State College, Durant, Oklahoma. He is single and has had four years teaching experience.

LET'S COMMUNICATE!



MEASURED BY VOLUME, THE FORT PECK DAM ACROSS THE MISSOURI RIVER IN MONTANA IS THE LARGEST IN THE WORLD. IT IS 21,026 FEET (3.98 MILES) LONG. IT MAINTAINS A RESERVOIR WITH A CAPACITY OF 19.4 MILLION ACRES- FEET.



SPEAKING OF WATER SUPPLY, DO YOU KNOW WHO CAN BRING LARGE SUPPLIES OF IT OVER A MOUNTAIN? INTERNATIONAL TELEPHONE AND TELEGRAPH- HAMEL PAUL DIVISION CAN! IT DESIGNED A SYSTEM FOR DOING JUST THAT FOR THE GRAND RIVER DAM AUTHORITY, PRYOR, OKLAHOMA.

LET'S GET GOIN'

Every Body's Making Tracks For Downtown Friona Where There's Some Celebrating To Be Done!

It's Maize Days;

We're Happy To Be Of Service To The Farmers Of This Great Area!

ADAMS DRILLING

601 E. 11th Phone 247-3101

Plan To Attend MAIZE DAYS

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

Your account will be welcome.

Tri-County SAVINGS AND LOAN ASSOCIATION

P.O. Box 528 MULESHOE, TEXAS

AZTEC BOWL

FALL LEAGUES NOW FORMING

WE CAN PLACE AN ENTIRE LEAGUE, A TEAM, OR AN INDIVIDUAL BOWLER

WOMEN'S COFFEE LEAGUES

9:30 a.m. Monday Morning

9:30 a.m. Wednesday Morning

9:00 a.m. Thursday Morning

1:30 p.m. Monday Afternoon - Grandmothers

2:00 p.m. Tuesday Afternoon

WOMEN'S NIGHT LEAGUES

6:15 p.m. Monday Night - Classic

8:45 p.m. Monday-Ladies Jet

8:45 p.m. Wednesday - Lady Booster

MIXED LEAGUES

6:30 p.m. Tuesday Night

8:45 p.m. Wednesday Night

9:00 p.m. Friday Night

MEN'S LEAGUES

6:30 p.m. Monday Night - Business & Prof.

8:30 p.m. Tuesday Night - Major League

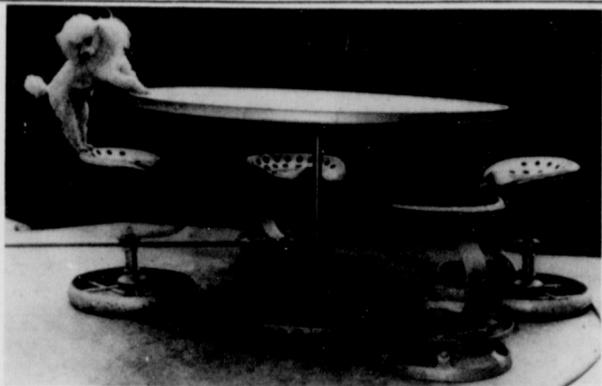
8:30 p.m. Wednesday Night - Industrial League

8:15 p.m. Thursday Night - Continental League

CALL Frank Murray or Bill Crawford Ph. 762-4535

AZTEC BOWL

120 Maple St. CLOVIS, NEW MEXICO



COME AND JOIN ME. . . Lucky, the French poodle belonging to Mrs. Decimae Beene, was very cooperative in posing for a Star photographer and attempted to encourage Micky, another pet of the Beene family to join in the fun. The picnic table and chairs, which were made from cultivator seats, implement wheels and an iron rod, are used very often by the family. The set was a gift from Mrs. Beene's parents, Mr. and Mrs. Goose Ramey of Dimmitt.



KATHY KING, . . . picks a pretty pose for the Star photographer. She will be among 28 entrants in the Maize Queen Contest tonight. Kathy is sponsored by Lee's Barber Shop. She is the 16-year-old daughter of Mr. and Mrs. D.T. King.



GOOD GUYS. . . Cowboys on the side of the law who will appear in the Butch Cassidy skit Friday evening are shown above. From the left are Lester Roth, Kenneth Johnson (the sheriff) Gary Elam, Judy Johnson, Monroe Young and Lonnie Paul Woodruff.

BAD HOMBRES. . . The villains in the Bank Robbery, scheduled to take place at the City Library Friday at 6:30 p.m., are shown above. From the left are Larry Morgan, who plays the Sundance Kid, Everett Gee, Jerry Wikle (Butch Cassidy) and Mike Morgan.



Welcome
To
MAIZE
DAYS
1970

We're Celebrating With Good
Old Fashioned Fun
In Friona This Weekend.

*Fertilizer *General Farm Supplies

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FARM SUPPLY & GIN**

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AT HALFWAY

**Field Day Offers Trip
To Acapulco As Prize**

An expense-paid vacation trip for two to Acapulco, Mexico plus \$500 in cash will be awarded to the lucky High Plains Research Foundation member who wins the door prize drawing during opening activities of the 14th Annual Field Day, September 10.

Sponsors making the trip available are Plainview Co-op Compress, City National Bank, and Hale County State Bank. The drawing will be made during the evening program. Merchandise door prizes also will be awarded.

The Annual Field Day will feature three field stops on the guided tour of Foundation research plots. As an added feature, Dr. Tom Longnecker has announced that Dennis Mooney, Foundation agronomist, will conduct the Foundation's popular slide program of minimum tillage studies. The slide presentation has been acclaimed by farmers who have viewed the program as stimulating and informative.

The slide presentation will be presented during the afternoon in the Moody building.

"The minimum tillage program has been viewed by approximately 50 different groups and organizations this past year and continues to hold interest as minimum tillage studies prove to be adaptable to the High Plains," Dr. Longnecker said.

In addition to the Field Day activities, a special Farm Equipment Show begins a three-day run at the Foundation on September 10. Some of the latest modern farm equipment will be on display during this special showing.

For Field Day activities, members of area civic clubs have been asked to act as greeters for Foundation visitors.

Texas Electric Cooperatives as in many years past, will provide the speakers roster and public address system for the guest speaker and the Field Day evening program. Baldridge Bread Company will provide the sound truck for tour dispatcher, Ollie Liner, Hale County Agent.

This Week In Friona We Salute

progress

During

MAIZE DAYS 1970

E-Z WAY LAUNDRY

We're Singing Out
**OUR
BEST WISHES,**
To Miss Sharon Crofford
In The Maize Queen Contest



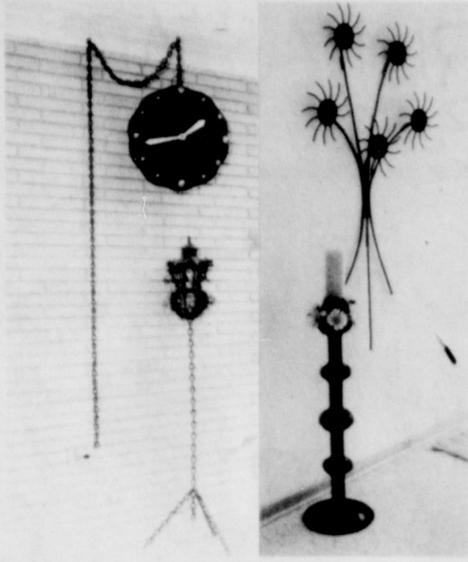

And To Friona
On Your
14th Annual

MAIZE DAYS CELEBRATION

Good Clean Fun For The Entire Family.

TRI-FRYE PRODUCE

George, Kenneth and Harlan Frye



FROM TRASH TO TREASURES... The home of Mr. and Mrs. Jack Moseley, 1208 Elm Avenue, is furnished with a number of items made by the man of the house, who is handy with carpenter's tools and welding equipment. Pictured on the left is a clock, which Moseley made from a discarded disc. The hour markers were made from balls out of wheel bearings and the chain, through which the current is carried, was fashioned from a length of chain. Standing near the clock, which is a feature of the patio, is a lantern which was also made from chain and other discarded items. Inside the den two wall plaques were made from reinforcing steel rods and parts of a soil tiler. The candleholder was made by combining bearings and a metal plate. All four of the objects were finished with black paint.

Whites Return From Two-Week Vacation

Mr. and Mrs. John Fred White and children, Noel and Holly, recently returned home after spending two weeks touring spots of interest in Colorado, Wyoming, Montana and Utah in the United States and Ontario in Canada.

From Yellowstone they went north into Glacier National Park and over into Ontario.

On the return trip they toured the Mormon Tabernacle and attended an organ concert in Salt Lake City. Then came by way of Silverton, Colorado, where they visited relatives.

The last stop on the trip was at Red River, New Mexico, where they camped for a few days before making their return home.

ELK Drive In

Fri. & Sat. Sunday, Only

4 5 6

John Wayne Rock Hudson The Undeclared

Prestrat

LET'S GO!

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

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LEAN SEMI-BONELESS

59¢

LB.

USDA GOOD BEEF

FAMILY STEAK

LB. **59¢**

FRYERS

USDA INSP. Lb.

Cut Up Lb. **33¢**

28¢

Family Pack

PORK CHOPS

1/4 loin cut into chops

59¢

LB.

GROUND BEEF

Lean 100% Pure Lb.

49¢

In 3 Lb. Packages Or More

LIPTON TEA

1/4 Lb. **39¢**
1/2 Lb. **77¢**

WHIPPING CREAM 1/2 Pt. **39¢**

Clardy's

BUTTERMILK

Half Gallon **49¢**

Savory

GRAPE JELLY

APPLE JELLY

RED PLUM PRES.

18 Oz. Dec. **3 \$1.00**

Krafts

BAR-B-Q SAUCE

18 Oz. **39¢**

PANTY HOSE

"One Size Fits All" PAIR **69¢**

SPRAY STARCH

Easy-On 22 Oz. Can **49¢**

Clardy's Festival

ICE CREAM

1/2 Gal. **39¢**

With \$7.50 Or More Purchase Excluding Cigaretts
LIMIT 2 There After **59¢**

Grade A Small

EGGS

Dozen **19¢**

LIMIT 2 Dozen There After **3 DOZ \$1.00**

FRESH PIGGLY WIGGLY PRODUCE

BANANAS

LB. **10¢**

YELLOW

Onions

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SHOP PIGGLY WIGGLY

AVOCADOS

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