

The FRIONA STAR

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15 Cents

14 Pages

FRIONA BUSINESSES have been much in the news lately. Last week's issue of the Star carried at least six announcements directly related to local businesses, including the one about the Postal Service taking an option on a site for a new building.

Two businesses usually thought of as competitors made the news this week in a joint venture.

Friona Motors and Reeve Chevrolet-Olds, as it says elsewhere in the Star this week, are planning a gala showing of the 1975 model Fords, Chevrolets and Oldsmobiles—all under one big roof at the new Community Center.

We congratulate the management and ownership of the two businesses involved for their foresight in the venture. This is the type of cooperation among businesses that Friona needs more of, in order that the business district might continue to grow and prosper.

We predict that because of the joint showing of 1975 automobiles, more people will come out to see the cars. There is more room in the community center for showing the new models. There is way more parking available out at the Community Center.

Only thing that might hurt the crowd would be if we have nice weather and the farmers of the area have to be otherwise occupied. But the local car dealers probably wouldn't mind that in the long run.

ANOTHER THING accomplished by the 1975 Auto Show next Friday at the Community Center is keeping the "streak" going for having a major activity at the center at least once a month since it was used for the first time in February.

We're justifying to keep on until we get the money spent for the Showbarn/Community Center yet!

THE OTHER NIGHT we saw singer-composer Marty Robbins on one of the new fall television shows.

Robbins, most of you over-35 music fans will recall, made such songs as "El Paso," and "Big Iron" popular back in the late 50s and early 60s.

Some of you might not have known that Robbins' biggest hits, such as those mentioned, were written by him. On the show the other night, he revealed that his grandfather had been a Texas Ranger, and that many of the ballads portrayed in his music came from true-life experiences he had heard his grandfather tell about.

YOU MAY HAVE heard that there is a movement underway to make the metric system a universal thing.

Columist Wes Izzard of Amarillo News warned this week that the system was creeping up on us, and quoted an article pointing out what could happen if it comes about. Can you imagine the following old expressions, after being translated into the metric equivalent:

Peter Piper picked 8.81 liters of pickled peppers.

It hit me like 907 kilograms of bricks.

Beat him within 2.54 centimeters of his life.

All wool and 91.3 centimeters wide.

A decigram of salt.

Hell's 2,235.5 square meters.

Missed it by 1.609 country kilometers.

DON'T FEEL sorry for yourself. Feel sorry for those who have to live with you.

Grief can take care of itself, but to get the full value of joy you must have somebody to divide it with.

At 30 your face is what God made it. At 40 it's what you made it. At 60 it's the face you deserve.

According to Agriculture Commissioner John C. White, slightly more than half of the potatoes sold for human consumption are processed, with 40 percent going into French fries.

Chamber Announces Maize Days Schedule

Final plans for the city's annual Maize Days celebration were announced this week by the Friona Chamber of Commerce.

One notable change has been made this year, in that a charge of \$1.00 per plate will be made for the Saturday barbecue.

In the past, the barbecue has always been presented free of charge, with feedlots and Friona businesses footing the bill. Due to the depressed cattle market, and in an effort to keep the cost of Maize Days down to the merchants, the Chamber

decided to charge for the dinner.

This practice has been instigated in other places which feature a community-wide barbecue, it was pointed out.

Reserve seat tickets are on sale for the Maize Queen pageant on Thursday, October 3. Reserve seat tickets are priced at \$2.50 each. General admission the night of the pageant will be \$2.00. The talent contest, to be presented at 4 p.m. October 3, will cost \$1.00 admission.

"We recommend that parents and others wanting to guarantee their seats for the pageant to buy tickets in advance," said Peggy Bryant, Chamber secretary.

Gen. Robinson Risner will act as parade marshal of the Maize Days parade, it was announced this week. The parade will be a part of Saturday's "double-header," which features the giant barbecue. The parade will start at 10 a.m. Saturday.

Headlining the queen's pageant will be the appearance of

Judy Mallett, 1973-74 Miss Texas, as the contest emcee.

Ray Cammack's carnival shows and rides will kick off the celebration on Tuesday at the City Park. Another highlight of Tuesday will be the "Little Miss" pageant sponsored by the Friona Jaycee-Ettes.

The complete Maize Days schedule is being presented elsewhere.

George Rushing and Jay Beene are serving as co-chairmen of the 17th annual Maize Days Festival.

'75 Auto Show Slated For Community Center

A "first" for Friona is scheduled for next Friday, September 27.

A 1975 automobile show,

featuring all three makes of automobiles available in Friona, is scheduled for the Parmer County Showbarn/Community

Center, from 8 a.m. to 6 p.m. that day.

The show is being co-sponsored by Friona Motors, Parmer County Ford dealership, and Reeve Chevrolet-Olds, dealers for Chevrolets and Oldsmobiles.

As far as can be determined, the combined show will be the first time that competing lines of automobiles have been shown under one roof.

Troy Young, sales manager of Friona Motors, and Glenn E. Reeve, Jr., manager of Reeve Chevrolet-Olds, say they came up with the idea as a means of making it more convenient for auto fans to see the 1975 models.

By using the community center, more cars can be exhibited by both dealers, and the autos can be presented more attractively.

Those attending the new car showing are asked to register for door prizes, which are valued at approximately \$150.00. The exact prizes to be given were not known at press time, but the show promoters were thinking in terms of several prizes to be awarded.

Refreshments, consisting of donuts and coffee, plus soft drinks, are to be served.

Announcements pertaining to the new car showing, plus feature articles and pictures of the new models, are contained elsewhere in this issue.

Slap Suit On Chain Stores

An aggregation of individual cattle feeders and feedlot owners and corporations in the Texas Panhandle have filed a whopping \$20 million suit against some of the largest food chain stores in the country.

Named in the suit, which was filed in federal court in Amarillo, are Great Atlantic and Pacific Tea Co. (A&P), Kroger Co., Safeway Stores, Inc., and all retail meat and meat product chain stores that are members of the National Association of Food Chains.

Those alleging price fixing by the supermarket chains are A.L. Black and G.B. Buske, both cattle feeders from Friona, and Pioneer Cattle Order Buyers Inc., of Friona; Hereford Feed Yards Inc. of Hereford and the Eureka Cattle Co. of Hereford and the Solana Corp. and Prochemco Cattle Feeders Corp., both of Amarillo.

In the litigation, which is not a class action suit, the area residents allege that the food store chains are engaged in an unlawful conspiracy to fix the price of livestock and processed meat products.

The cattle feeders also charge the store chains with fraudulent concealment in that they used their membership in the association for secret meetings where alleged violations of anti-trust laws were agreed upon.

The suit was filed Wednesday by the Hereford law firm of Witherspoon, Aiken, Langley, Woods, Kendrick and Gulley.

County Delegates At State Meet

Eight Parmer County residents attended the State Democratic party convention in Austin last week.

Those attending were Mr. and Mrs. H.H. Horton, Jr., Mr. and Mrs. Paul Fortenberry, Mr.

and Mrs. Wendol Christian and Mr. and Mrs. Richard Colard.

Horton is county Democratic chairman. Christian is chairman of the Oklahoma Lane precinct. Fortenberry is county judge-elect.

Parmer County had five delegate votes on matters of business at the convention and the county's votes were cast at every balloting.

Mrs. Ruth Osborn of Pampa and Wayne Dammerier of Amarillo were named committeeman and woman for the 31st Senatorial District.

Joe Batson of Amarillo and Carl King of Dimmitt were elected to the Democrats "Mini Convention" to be held in Kansas City, at which the party by-laws will be re-written.

In a heated election, Calvin Guest was re-elected as state Democratic chairman, with approximately 60 per cent of the votes.

On Monday, county chairmen were guests at a reception hosted by Lieutenant Governor and Mrs. Bill Hobby at the Driskill Hotel.

A senatorial caucus was held on Monday, in which the Parmer County delegation voted.

A resolution was passed by the convention supporting the state's Democratic candidates.

The delegates commented that Governor Dolph Briscoe and Senator Lloyd Bentsen made speeches that were well-received. Also on the program were Lt. Governor Hobby, agriculture commissioner John White and state comptroller candidate Bob Bullock.

TEMPERATURES

Date	Hi-Low
Saturday, Sept. 14	65-48
Sunday, Sept. 15	59-52
Monday, Sept. 16	63-56
Tuesday, Sept. 17	73-57
Wednesday, Sept. 18	71-54
Thursday, Sept. 19	68-56
Friday, Sept. 20	75-57
Precipitation: .06 Sept. 14; .01 Sept. 15; .27 Sept. 16; .13 Sept. 19.	

Joy Morton Takes Contest Honors With 15 Correct

Joy Morton, one of the regular contestants in the Friona Star's football contest, claimed first place money this week and took high score honors for the contest this year with a score of 15 for the second week's slate of games.

Miss Morton, who teaches at Friona High School, came through the list of upsets unscathed, except for the Littlefield-Levelland tie game, which is automatically counted as a miss for contestants.

"I picked Arkansas to beat Southern California for my

upset; and Dallas over Atlanta because I thought the Cowboys were surely better than they had shown in exhibition games, and West Texas State over Drake because I thought it was time West Texas won a game," Miss Morton said in explaining her success in correctly picking the three games that gave contestants the most trouble.

Only three other contestants of the 206 entering the second week's contest picked as many as 14 games, and two of them split second and third place prize money.

Redge Priest and Jimmy R. Walker of Hereford each picked 14 games, and missed the tie-breaker score by five points. Larry Johnston, a student at Texas A&M, was the other contestant scoring a 14, but was edged on the tie-breaker when he missed by a total of six points.

Of the three contestants picking 14, Johnston and Priest each missed the Arkansas-Southern Cal game, but Walker's miss was in picking Drake over West Texas.

Twenty-five other contestants scored 13 for the week, a score that could have been "in the money" the first week. Those picking 13 games were Eugene Bandy, Ralph Broyles, Kathy Cain, Charlie Clark, Virginia Cleveland, Mary L. Collier, Ron Davenport, Randy Farr, Marie Fleming, Don Fortenberry, Andy Hurst.

Also, Casper Morales, Eune Martin, Steve Pennington, Karen Renner, Flossie Rhinehart, J.P. Sims, Mitchell Smiley, Roy Smith, Gladys Spring, Kenny Stowers, Frank Torres, Mildred Welch, Bobby Wied and Larry White.

Charlie Clark, whose 13 duplicated her score of the first week, jumped into the lead in the race for grand prize, with a total score of 26.

Miss Morton's 15 this week pulled her into a tie with C.H. Veazey for second place at 25.

Scores of all the leading contestants may be found elsewhere in this issue.



TOP SCORE...Joy Morton, right, is presented first place check by Star publisher Bill Ellis after turning in the season's high score of 15 last week in the Friona Star football contest. Her score also elevated Miss Morton into second place in the season standings with a total of 25. (Photo by Laura Coffey)



QUEEN CANDIDATES...Four candidates have been nominated for homecoming queen for 1974 at Friona High School. One of the four will be crowned in pre-game ceremonies next Friday. Left to right, are Amal Malouf, Connie Lindeman, Johnnie Walter and Cindy

Gammon. All four are seniors. Parents of the girls are Mr. and Mrs. Johnny Malouf, Mr. and Mrs. Homer Lindeman, Mr. and Mrs. John D. Walter and Mr. and Mrs. J.W. Gammon.

Chiefs Outfox Muleshoe, 13-0

BY DON WINDLE
Sports Editor

A fumble and a mental error on a punt by the Muleshoe Mules enabled the Friona Chiefs to race to their second shutout win of the season Friday night as Coach Bob Owen's Angry Red ended a two-game losing streak to Muleshoe.

The contest was played in a steady mist of rain which made throwing the football hazardous, and hurt Friona's passing attack it had exhibited in the season opener.

Muleshoe got into trouble on its second set of downs when Mule quarterback Carey Sudduth fumbled a pitchout in which Friona's defensive unit pounced at the home team's 25.

Chieftain quarterback Dusty Peters sent halfback Dee King plunging through the line for a gain of two yards. Peters then ran the quarterback keeper for 11 yards, setting the ball on the Muleshoe 12 yard line.

On the next play, split end Gene Strickland sprinted for the flag, faked the Muleshoe cornerback out of position and grabbed Peters' pass for the touchdown. Kenny Stowers' point after touchdown was wide as Friona took a 6-0 lead with 1:24 remaining in the first quarter.

Muleshoe had to punt the ball with 4:27 remaining in the first half. The punt dropped on the Friona 48 yard line. A Muleshoe player touched the ball and

walked away from it. However, the ball was still alive and Chieftain David Hutson alertly picked the ball up and dodged one player and raced 52 yards to paydirt. Stowers tacked on the extra point attempt to give the Chiefs a 13-0 command.

In the third quarter of play, neither team could mount a serious scoring drive, with both defensive units playing on equal terms. The Friona ground game could not get untracked and the swarming Chieftain defensive unit led by Dale Cleveland, Roy Don Rector and Kenny Stowers proved too tough for the Muleshoe runningbacks.

Muleshoe tried to use its superior weight advantage throughout the game to run between tackles, but the Chieftain defense was equal to the challenge. In fact, the Chiefs held Muleshoe to no net yards for the second half.

In the closing minutes of the fourth quarter, the Chiefs started to drive at the Muleshoe 44. Robin Baize, a reserve running back, and Dee King combined to skirt the Muleshoe defensive unit, and brought the ball to the Mules' six-yard line. On a fourth down play, the Chiefs were stopped at the four, two yards short of a first down.

Muleshoe tried to just get the ball out of dangerous position, with line plays, and punted the ball back to Friona with 46 seconds remaining. The Mules broke through and smothered

Peters on a pass attempt as the clock signaled the end of the game.

In two games the Friona defensive unit has not allowed a point, while the offensive unit has produced 57 points. Friona's leading ground-gainer and scorer was held in check by Muleshoe as Clay Bandy netted only 17 yards.

The Big Red Machine from Friona will be at home Friday night as they host the Tulia Hornets. The Chieftains hope to keep their slate clean and end the Homecoming activities on a note of victory.

The week's layoff appeared to hurt the Friona offensive unit and it sputtered and stopped itself numerous times. Muleshoe's defensive unit was big, fast and strong, as it overpowered the Chieftain running backs and kept them from breaking loose on several different occasions.

An idea of what a defensive struggle the game was helped by the weather—was in the first downs column, where Friona had only six and Muleshoe five. Friona led in total yards, 103-65. In the season opener, Bandy had more yardage than the entire team managed Friday.

Friona closed the gap on the Mules in the series, which now stands with Muleshoe holding a 15-8-1 edge over the Chieftains. Friona's win was the first at Muleshoe since 1959.



SWEEPING LEFT...Friona halfback, Robin Baize (32) sweeps left end against Muleshoe Friday night. The Chieftains capitalized on Muleshoe errors in reaching a 13-0 victory over the Mules and end a two-game losing streak to Muleshoe. The Chiefs kept their

record clean in wrapping up their second shutout victory of the season. Friona hosts Tulia in Chieftain Stadium Friday night in the annual Homecoming Game and first home game.

School Lunch Menu

Week of September 23-27
MONDAY-soup, chili and sandwiches, cookies, crackers and milk.
TUESDAY-barbecued chicken, mashed potatoes, hot rolls-butter, buttered carrots, chocolate cake and milk.
WEDNESDAY-frito pie, pinto beans, cornbread-butter, mixed greens, apple cobbler and chocolate milk.
THURSDAY-steak fingers, mashed potatoes, hot rolls-
 butter, green beans, coconut cake and milk.
FRIDAY-hamburgers, fruit jello, French fries, lettuce, tomatoes, pickles, milk and orange juice.

More than 35 percent of all marketed turkey meat is used in items such as turkey rolls and TV dinners, says Agriculture Commissioner John C. White.

The FRIONA ★ STAR

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Friona Flashbacks

...from the files of The Friona Star

40 YEARS AGO-SEPTEMBER 14, 1934

The first bale of cotton for this section was brought to the Friona Gin Monday afternoon by Fred F. Bell, who lives east of Homeland, and the usual bonus for the first bale was subscribed to be given to Mr. Bell for his distinction as being the first of the season to bring in one bale of cotton.

35 YEARS AGO-SEPTEMBER 15, 1939

Marriage vows were exchanged by Miss Grace Miller and Bruce Parr, Saturday afternoon, September 9 at 2 p.m. in a double ring ceremony in the home of the bride's brother, Mr. and Mrs. Claude Miller, of the Lakeview Community.

According to a statement made by Miss Margaret St. Clair, the Parmer County Home Demonstration Clubs and girl's 4-H Clubs of the county will have exhibits at three regional fairs and also at the State Fair in Dallas.

30 YEARS AGO-SEPTEMBER 15, 1944

Luther Frank Loveless, son of Mr. and Mrs. Walter Loveless of Friona, has been graduated from the Fifty-Second Officer Candidate Class, Marine Corps Schools here and commissioned a second lieutenant in the Marine Corps Reserve.

The bountiful rains and occasional showers that have visited the Friona country during the past three weeks, have been of almost inestimable benefit to the farmers and their growing crops.

20 YEARS AGO-SEPTEMBER 17, 1954

Over 2,000 people attended the free barbecue and parade during the Parmer County Fair held this year for the first time at the beginning of the week rather than the week-end.

The first bale of cotton delivered locally this season arrived Saturday. The cotton was delivered to the Mills & Fleming Gin, and was grown by J.C. Redwine, who farms south of Hub. His yield has been guessed from 1 1/2 to 2 bales per acre.

15 YEARS AGO-SEPTEMBER 17, 1959

Darla Bingham, daughter of Mr. and Mrs. Dean Bingham of Friona was crowned the 1959 Maize Days Queen Thursday night following the annual Queen Contest to get the celebration underway last weekend.

Bill Morgan, 26, formerly of Clovis, N.M. has been named a new member of the Friona Police Department according to Ben Moorman, chief of police.

10 YEARS AGO-SEPTEMBER 17, 1964

Some 100 residents of Parmer County travelled to the courthouse in Farwell on Tuesday to hear a state Soil Conservation official explain the procedure whereby Parmer County may have a recreation spot on Running Water Draw along with the planned flood prevention dams.

Sandra Beene was crowned as the 1964 Maize Days Queen. Pat Burton is second runnerup and Shirley Phipps is first runnerup.

5 YEARS AGO-SEPTEMBER 18, 1969

Pam Grissom, 17-year-old daughter of Mr. and Mrs. Leon Grissom Sr. of Bovina was crowned Maize Queen as a highlight of the 13th annual Maize Days celebration here last week.

The Medlock Apartments "Chateaux Friona," in the 1900 Block of West Ninth, will hold open house Sunday afternoon between the hours of 2 and 5 p.m.



Star Survey

BY LORRI EULER

The Question: What do you think of amnesty for deserters and draft dodgers?

Out of twenty, sixteen were against it and four were all for it.

One person said, "Think it's terrible-think the President is wrong doing this. Put them on the old fashioned rock pile-if they prove themselves there a year or two-then maybe so." Another said, "I think it's an insult to anyone who ever was drafted and wore the uniform for our country."

Still others said, "I'm against it, if they can't fight for this country they shouldn't be permitted to live here." "Definitely no amnesty, but if it continues Lt. Calley should be pardoned also." "If they had rather go somewhere else than fight for their country, leave them there." "If someone hadn't gone to serve-another country would have come here."

One person that was for it said, "It would be cruel not to do it." Others said, "Maybe we shouldn't judge." "They wouldn't print what I think."

And off the subject-GO!!!!!!
BIG!!!!!!RED!!!!!!!!!!!!!!!!!!!!!!

Best Feet Forward

There's a subject men don't like to talk about... feet, especially the kind that are hot and burning after a great game of tennis or golf or any sport. In fact you don't have to be an athlete to have burning feet... you can get them just by walking or standing. What to do? Apply a medicated cornstarch powder like Mexsana to troubled areas. And, make sure socks are clean and woven from non-scratchy materials. Your feet shouldn't be taken for granted. Maintain proper personal foot hygiene. Treat your feet with care, and they won't treat you to trouble.

Lions Schedule Halloween Candy Sale

The Friona Lions Club voted to sell Halloween candy on Tuesday, October 8 as a fund-raising project.

It was suggested that proceeds from the sale could go toward paying off the Boy Scout building fund expense.

It was reported that the scouts still lack about \$400 paying off the debt on their new building.

Also discussed was the

possibility of equipping Friona youngsters' bikes with reflector tape. The dates of October 5 and 12 were discussed as possible days for distributing the reflectors.

Another item of business discussed was the recognition of the local police department for their work.

Reports from various club committees were heard.

Robert Neelley, president,

was in charge of the meeting, held at Earl's Parmer House Restaurant, and well-attended by 20 club members.



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Granada Is Ford's In-Between Car

[Editor's note: The 1975 Fords will be on display next Friday, September 27, at the Community Center, in the joint Auto Show.]

New models, styles and designs will feature the 1975 Fords, which go on display Friday, September 27.

Included among the array of new Fords is a new model, Granada, which is a new car designed to combine an efficient balance of space, fuel and money.

There are eight new Ford LTDs to choose from, plus a new car in "Elite," a new mid-size car in the Thunderbird tradition.

"As a Ford dealer, our goal is 'No Unhappy Owners,'" said Troy Young, sales manager at Friona Motors, local Ford dealership.

Young listed the following features of some of the Ford models:

FORD LTD—Roomy, six-passenger comfort with luxury and convenience features that have become traditional with LTD. Standard features like... 351 CID V-8 with solid state ignition... SelectShift Cruise-O-Matic transmission... gas-saving, steel-belted radial ply tires... power front disc brakes... power steering... and more!

THE NEW LTD LANDAU—provides fine-car features and styling to challenge more expensive cars. Standard features include... hidden headlamps... vinyl roof with colored vinyl bodyside moldings... electric trunk lid release... front cornering lamps... full wheel covers... comfortable flight bench seat with fold-

down center armrest... padded door panels.

1975 FORD ELITE—A new mid-size car in the Thunderbird tradition. Ford Elite combines the operating economy of a mid-size car with the classic styling and personal luxury of Thunderbird. And Elite comes to you the way a luxury car should with trim opera windows, rich grain vinyl roof, and many standard features. Ford Elite is built to help you keep operating costs down. With gas-saving, steel-belted radial ply tires.

GRAN TORINO—Bigness is inside where you need it to give full-size six-passenger comfort. Great operating economy, too. Gran Torino has 351 CID V-8 with solid state ignition; Cruise-O-Matic transmission; gas-saving, steel-belted radial tires; power brakes and steering—all standard.

MUSTANG II—in addition to all its standard features, offers a wider array of options like the snappy new 302 CID V-8 and sporty new aluminum wheels. The standard 2.3 Liter engine or optional 2.8 Liter V-6 is now available with extended range fuel tank (standard with 302 V-8).

'75 GHIA—for the ultimate in Mustang II style and luxury. Stylish distinctions—all standard—vinyl roof, new opera windows, dual pin stripes, dual remote mirrors and Ghia spoke-style wheel covers. WSW tires. Elegant interiors, too.

MAVERICK—carpeting, courtesy lighting and European-type armrests are all standard. Simple, honest value, surprising luxury. The more you look at Maverick, the more you'll like what you see.

PINTO—America's good little economy car keeps getting better. That's because we keep improving the basics. Besides the refinements made since Pinto's introduction, we've added as standard equipment for 1975 steel-belted radial ply tires and a peppier 2.3 Liter 4-cylinder engine with solid state ignition.

THUNDERBIRD—Decide for yourself. Besides the very specialness of Thunderbird itself, and the superb feel of Thunderbird's ride, there's more to consider. All those lavish features that come standard: air conditioning, an AM/FM multiplex radio.

WAGONS—Meet the standard-size Ford Wagons: The prestigious new Ford LTD County Squire... and the Ford LTD Wagon. These magnificent station wagons bring you a high level of plushness and comfort. A 400 CID V-8 with solid state ignition is standard. So are SelectShift Cruise-O-Matic, power brakes and steering, power ventilation, power tailgate window and other fine features.

GRANADA—designed for the way driving is today. The size is new. Trim. Personal. Interior room and luggage space is comparable to larger cars, although Granada is about two feet shorter than most standard size cars. There's seating comfort for five—with reclining seats. The look, the lines are reminiscent of well-known European luxury sedans. But Granada is built to act economically. It has gas-saving, steel-belted radial ply tires, solid state ignition, and is scheduled to go 5,000 miles between oil changes... 30,000 miles between chassis lube.

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Twin Oak ALKA SELTZER 36's 87¢

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Alpo **DOG FOOD** 6 1/2 Oz. Can **5/\$1.00**

Shurfine **TUNA** 1/2 S **49¢**

Betty Crocker **HAMBURGER HELPER** 7 Oz. **59¢**

Gold Medal **FLOUR** 5 Lb. **79¢**

Loven Spoonfuls 12 1/2 Oz. **CAT FOOD** Can **27¢**

Shurfine 14 Oz. **CATSUP** **3/\$1.00**

Gladiola 6 Pkg. **CORNBREAD MIX** **2/29¢**

Nestles 12 Oz. **CHOCOLATE MORSELS** **79¢**

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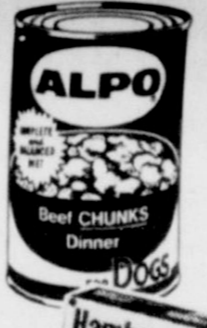
THIS WEEK'S FEATURE Bread & Butter Dish



U. S. No. 1 **RED POTATOES** 10 Lb. Bag **69¢**

BELL PEPPERS Lb. **25¢**

New Crop Jonathan **APPLES** Lb. **25¢**



HOUSER

GROCERY & MARKET

WE GIVE GUNN BROS. STAMPS



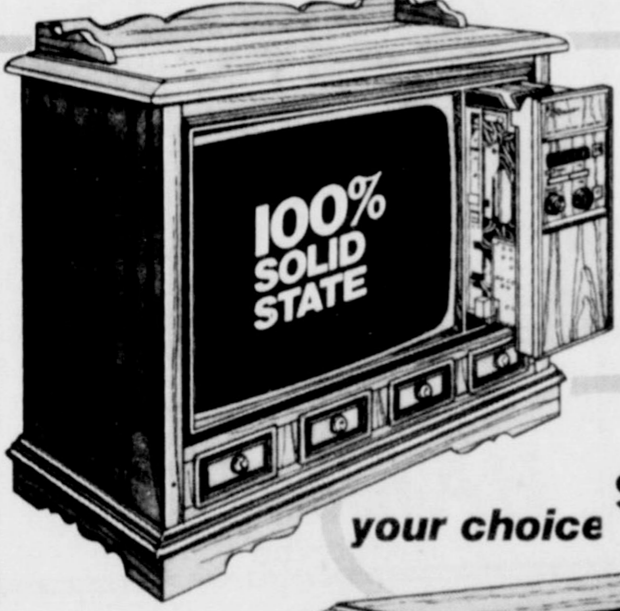
DOUBLE ON WEDNESDAY WITH \$2.50 PURCHASE OR MORE



Quasar

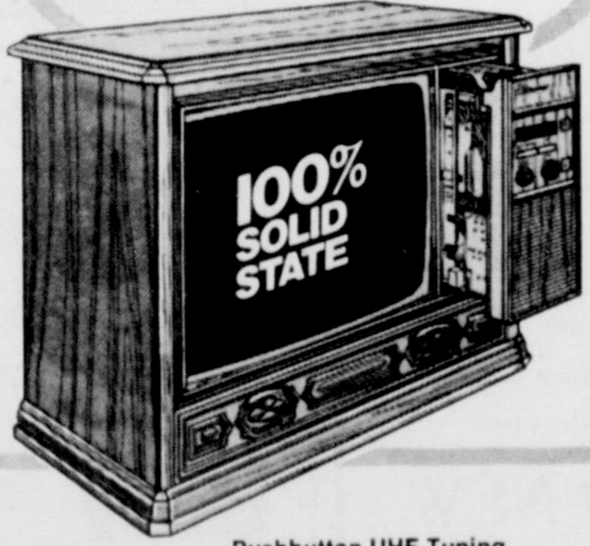
Works in a Drawer. Color TV

reach out values



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Elegantly styled Early American Credenza cabinet. Our greatest picture performance. Model WU8016LS.

your choice **\$599.95**



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Magnificently styled Mediterranean Credenza cabinet. Our greatest picture performance. Model WU8018LP.

Insta-Matic Color Tuning
Automatically balances the color intensity, hue, brightness, contrast... even activates the Automatic Fine Tuning.

Pushbutton UHF Tuning
Tune in up to five UHF stations by pushing a button.

Matrix Plus Picture Tube
Color dots are surrounded by a black matrix. Helps maintain picture contrast even in brightly lit room.

Single Slide-Action Picture Control
Allows you to adjust the picture to your preference by sliding one control... no fiddling with numerous controls.

QS 3000 100% Solid State Color TV Chassis
This "Works in a Drawer" TV chassis highlights seven years experience in building solid state color TV. Delivers our visibly sharper, crisper picture.

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CLASSIFIED ADS

PH.247-2211

Reader Ads...First insertion, per word8 cents
 Additional insertions (no copy charge), per word .6 cents
 Minimum charge \$1.25
 Classified display (boxed ads-9 pt. type under a specific heading, 1 column width only-no art or cuts. Per column inch \$1.50
 Repeat insertions without copy charge per column inch \$1.25
 Cards of Thanks...same as classified word rate, minimum charge \$1.25

DEADLINE for classified advertising in Sunday's issue-5 p.m. Thursday.

Check advertisement and report any error immediately; The Star is not responsible for error after ad has already run once.

FOR SALE...Oswalt manure spreader. 1973 model, 14 1/2 foot. Bed only. Phone 265-3682 or 357-2322. 38-tfnc

FOR SALE...Like new top line cornet. Edward White. Phone 247-3301. 47-tfnc

FOR SALE...14 foot boat, motor and trailer. 40 h.p. Also, 2 125 cc motorcycles. 1972 360 Yamaha. Call 247-3671 after 7 p.m. 45-tfnc

FOR SALE...TAM 101 wheat seed. First year from certified. Philip Weatherly Call 265-3566 45-tfnc

FOR SALE...3 piece bedroom suite. Call after 4 p.m., 247-2878. 48-tfnc

FOR SALE...1973 Toyota sports model in excellent condition. Air conditioned with radial tires. 7,500 actual miles. Has a 50,000 mile warranty. Call 247-3590. 50-tfnc

FOR SALE...1974 Datsun station wagon. Automatic transmission and air conditioning. Marshall M. Elder. Call 247-3266. 51-2tp

FOR SALE...1966 Ford 4-door, 6 cylinder. Great second car. Call 247-3617 after 5 p.m. 51-tfnc

FOR SALE...Gleaner Baldwin combine, Model C. Good repair. Two 2-ton Ford trucks, good motors, good rubber, grain beds and hoists. Phone 806-247-3864. 51-2tc



VIKING
 -Machines
 -Supplies
 -Cabinets
 -Sewing Tables
NELLIE-JANE'S
 715-B Main
 Friona, Texas 45-tfnc

CARDS OF THANKS

Johnny is home, thanks to the prayers, concern and help from our friends and neighbors. We would especially like to thank Johnny's school friends for their calls, visits, gifts and help. All this has been very instrumental in getting him well.

May we say again, thank you. June, Paul, Susie and Johnny Spring 51-tfnc

REMODELING SALE...Washer and dryer, kitchen sink with cabinet, bar with 2 stools, wooden door, 2 screen doors and other household items. See at 1500 Jackson or call 247-3501. 50-2tc

TUPPERWARE
 For all your needs
 Call 247-3727
Beverly Kimbrough
 46-tfnc

FOR SALE

FOR SALE...14 x 64 ft. mobile home, 2 bedroom, 1-3/4 baths, fully carpeted and air conditioned. Built-ins in the kitchen, including dishwasher and garbage disposal. Call 247-2743 until 5:30 or 247-3645 after 6 p.m. 44-tfnc

FOR SALE...Firewood-seasoned oak. Call 247-2877 or 247-3690 after 4 p.m. and weekends. 50-tfnc

Use Classified Ads
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Carrol Gatlin Land Company

102 E. 11th Friona, Texas 247-2745
 COMPLETE REAL ESTATE SERVICE
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SPACIOUS 4 BR. basement home. 1900 sq.ft. \$25,000.00
 NEARLY NEW 3 BR brick, 1-1/2 baths, single car garage, nice fenced yard. only \$19,000.
 SEE THIS ideal 3 BR home, 1 3/4 baths, Built-ins, Refrig. Air, recently carpeted, best location in town. Only \$27,500.00
 ROOMY 2 BR country home, could be easily converted to 3 BR. 13/4 baths, fully carpeted, refrigerated air, brick, fenced yard. 1/2 acre of land with 1,600 sq. ft. of living area. Only \$23,000.00


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Why not call an expert?



Hicks Plumbing, Heating & Air Conditioning
 Financing Available Free Estimates

GARAGE SALE

GARAGE SALE...1608 West 10th. Furniture, household goods and miscellaneous. September 26 and 27. Thursday and Friday. 51-1tp

GARAGE SALE...904 West 5th, Sunday, Sept. 22 thru Sept. 28. Lots of boy's clothing, and miscellaneous items. 51-1tc

GARAGE SALE...Saturday only, September 21. 1307 W. 6th Street, 9 a.m.-6 p.m. Luggage, clothing, household items. 51-1tc

HOUSES FOR RENT

FOR RENT...Recently remodeled farm house. 8 miles East of Friona. Natural gas. \$85 per month. Call 353-2858, Amarillo. 50-2tp

LIVESTOCK

CALVES, 7 to 14 days old. Healthy and started on bottle. Free delivery on 10 or more. Call 214-223-5171 after 7 p.m. 38-52tc

HELP WANTED

HELP WANTED...Service Station attendant, experience preferred but not necessary. Murphree Texaco Station, 247-3356. 46-tfnc

WANTED...Experienced Help. \$2.00 per hour. Apply in person only. Friona Snack Bar. 47-tfnc

HELP WANTED...Friona Country Club now hiring waitress. Experience helpful but not necessary. From ages 18 and older. See or call Ted at 247-3127. 41-tfnc

HELP WANTED...Experienced waitress. Apply in person. Earl's Farmer House Restaurant. 44-tfnc

PETS

TO GIVE AWAY...Good children's dog. Call 247-3398. 51-1tc

2 HOUSES FOR SALE
 910 Virginia \$6,700
 911 Maple \$6,700
 If interested write M.R. Martin, 500 Kathie, Clovis, or call 505-762-1160. 51-tfnc

FOR SALE...Three bedroom brick home. 2 baths, built-ins, drapes, central heat and air conditioning, double garage and storage house. Call 247-3449 or 247-3567. 47-tfnc

FOR SALE...2 lots and storage house, cellar, and orchard. Call Harrell Mays, 247-3477. 48-tfnc

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Free Gift With Any Purchase

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 601 Main

J.B. SUDDERTH REALTY

904 Third St. Box 627
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 Ph. 481-3288 or
 505/763-5575 Unit 5408

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THIS WEEK'S SPECIAL

Beautiful 2-Bedroom, 2-Bath Brick with garage. Lots of storage. Fenced back yard. In Bovina. Excellent Location.

760 Acres, 5 wells, 2 houses, 2 quonsets. Rhea Community.
 840 Acres, 6 wells, 2 good houses and quonset.
 160 Acres dryland North of Bovina on highway.
 320 Acres dryland, lays good, north of Bovina, one-half mile from highway.

J.B. SUDDERTH REALTY
 23-tfnc

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 Mobile Phone 806/265-3690
 Office 806/247-3404. 48-4tc

MARSHALL M. ELDER
 Representing
Rushing Real Estate
 Phone 247-3370
 Res. 247-3266
 Box 1075, Friona, Texas 26-tfnc

FOR SALE...2 bedroom house on west 5th. Marshall M. Elder Representing Rushing Real Estate. Phone 247-3370 or 247-3266. 51-2tp

FOR SALE...2 bedroom, 1 bath house. Immediate possession, \$6500.00. Owner will carry papers with substantial down payment. 1202 Euclid. Also for sale-3 bedroom, 1 bath, 1 1/2 story stucco house, 609 Summitt, \$8,500.00. Owner will carry papers. Immediate possession. For full information on these homes call Coker Realtors, Hereford, Texas, 364-6061. 48-tfnc

FOR SALE...Improved irrigated quarter with good water and sprinkler. South of Clovis, \$95,000. Adjoining quarter for lease. R. 3, Box 135, Clovis, N.M. 88101. 48-tfnc

FOR RENT OR SALE...house at 905 Walnut. Sale price \$5,000. Write M.R. Martin, 500 Kathie, Clovis, or call 505/762-1160. 51-tfnc

160 Acres of farm land located 10 1/2 miles southeast of Friona for cash lease. Call 265-3555. 51-2tc

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 762-4417
 Clovis, New Mexico

REAL ESTATE LOANS

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

Use Friona Star Classified Ads.

ANNOUNCEMENTS

Needlepoint & Supplies
 Still Stocked at
ALLEN'S JEWELRY
 3-tfnc

Friona United Methodist Women are going to have a pastry wagon Homecoming weekend. Friday, September 27. Special orders call 247-3358 or 247-3508. 51-1tc

Portraits
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CREATIVE PORTRAITS
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PAT SHAFER
 Muleshoe, Texas
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CUSTOM HARVESTING
 Cutting and hauling 7700 and 105. Contact Bob Ray. 1210 Elm. Call 247-3153. 50-tfnc

For your **MERLE NOR**
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Original Oil Paintings
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THE STAR ART GALLERY
 916 Main Street
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*Reasonable Prices!

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Prices SLASHED WEEKLY!

20% -80% OFF AND MORE!

GAINES HARDWARE
 Bovina

CONSERVE Energy

FIBERGLASS INSULATION CAN CUT HEATING COSTS!!
 FULL THICK 3 1/2"
\$7.95 PER 100'

STORM DOORS

TEMPERED SAFETY GLASS-SELF STORING-REMOVABLE SASH

32" OR 36" **\$32.95**

FARM DISCOUNT LUMBER & Supply

364-6002
 US 385 SOUTH (Dimmitt Hiway)
 HEREFORD, TEXAS

Three Friona Men Honored

Three Friona men have been selected as Outstanding Young Men of America for 1974 and will be included in the awards volume this year, which is scheduled for publication and distribution in November.

Those selected were Rev. Bobby J. McMillan, James William Andrews and Carrol Keith Gatlin.

According to Doug Blankenship, chairman of the board of advisers for the national awards publication, the 1974 volume will feature the

accomplishments of approximately 6,300 men between the ages of 21 and 35 throughout the United States.

Gatlin, the son of Mrs. Pearl Gatlin of 4102 S. Lipscomb, Amarillo, is owner of Gatlin Land Company. A native of Amarillo, he holds a Bachelor of Business Administration degree in Finance from West Texas State University.

A resident of Friona for the past five years, Gatlin is a former member of the Chamber of Commerce board of directors, is on the board of city development, and is chairman of the Chamber's Business Activities Committee, which he helped to organize, along with the BCD.

Gatlin served as co-chairman of the building committee of the Parmer County Show Barn Community Center, and was one of the individuals most responsible for the realization of the building, which had been a dream of many area residents for several years.

He negotiated with the KIS Development Co. of Roswell and secured the donation of the property for the building to the City of Friona.

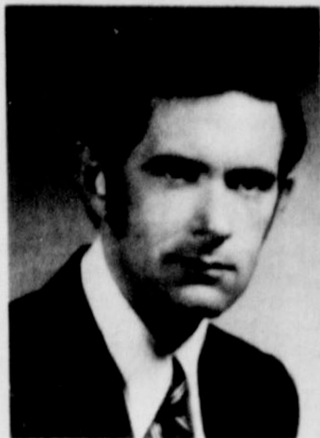
Gatlin is a member of the coordinating board for the Community Center, serving as vice president.

He and his wife Myrna Gaye are parents of two sons, Brent, 6, and Lance, 4. They attend First Baptist Church, where Carrol teaches and sings in the adult choir.

He also is a member of the Lions Club, and has served as a Little League coach.

Rev. McMillan, 35, is pastor of the Friona United Methodist Church. He received his BA degree from McMurry College and his BD from Perkins School of Theology, Southern Methodist University.

Prior to coming to Friona, he



BOBBY McMILLAN



JAMES ANDREWS



CARROL GATLIN

served pastorates at St. Luke's United Methodist Church in Colorado City; Trinity United Methodist Church at Snyder, and the Agape United Methodist Church at Lubbock.

McMillan's mother, Mrs. R.D. McMillan, lives at 605 Bell St. in Big Spring.

The Friona pastor is chairman of the Seminary Committee for the Board of Ministry of the Northwest Texas Conference of the United Methodist Church.

He is a member of the Friona Ministerial Alliance, and the Amarillo District Council on Ministries.

While a student at McMurry, McMillan was president of the National Methodist Scholarship.

He is a member of the Friona Noon Lions Club.

McMillan is a certified field instructor for the Perkins School of Theology Internship program. He and his wife Marilyn have three children: Allison, 11; Scott, 9 and Alicia, 7.

Andrews is in his fifth year in the Friona school system as junior high school band director.

This past summer, Andrews' composition, "Sinfonietta for Winds and Percussion," was chosen as the outstanding composition from the College Band Directors National Association's biennial composition contest.

As winner of the Southwest Regional contest, Andrews' work will now compete in the college finals, to be held at Berkeley, California in February, 1975.

A member of the Texas Music Educators Association, The Texas Bandmasters Assn. and the Friona Kiwanis Club, Andrews attends the Methodist Church.

He is the son of Mr. and Mrs. Walter Ballard of Vega. He and his wife Linda have a daughter, Sheri, 2.

The men included in the volume are selected for their services to others, professional excellence, business advancement, charitable activities and civic and professional recognition. Nominations are made by civic organizations, Jaycee chapters, college alumni associations and military commandants.



Indians once had the hot idea that it wounded the fire god to poke up the fire!

WANTED

WANTED...male bookkeeper and experienced fertilizer equipment operator. Apply at Ag-Chem Farm Services, or call 247-2784. 51-1fc

HOUSEWORK WANTED...Phone 247-2298, ask for Carmen Rodriguez. 50-2tc

WANTED...Wheat, corn, milo, and beet pasture. David Brumley, Call 806-289-5902 or 806-364-1209. 47-12tc

NOTICE...we now have a good supply of fish for your aquariums. We have angels, neons, sword-tails, silver dollars and plecostomus. WESTERN AUTO, Friona. 51-1tc

FOR SALE...365 ft. 8" irrigation pump, bronze bearings, 12" bowles, 110 horsepower gearhead. Recently re-built. \$5,800.00. David Turner, Rt. 1, Texico, N.M. 505/389-2409. 51-1tc

May I take this opportunity to thank the nurses, Dr. Paul, Dr. Lee, the flowers, cards and visits during my recent stay in the hospital.

Mrs. Rufus Melton

NOTICE: FRIONA APARTMENTS

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For Leasing Unfurnished Apartments

*1-2-3 Bedrooms

*Fully Carpeted

*Refrigerator & Range

*Central Heat & Cooling

*Utilities Paid

*Laundry Facilities

*Play Area For Children

*Sorry, No Pets

One Bedroom...\$115.00
Two Bedroom...\$130.00
Three Bedroom...\$145.00

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Office...Apt. #29

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U.S.D.A Grade A

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Lb. 49¢

CHUCK ROAST

Lb. 95¢

TOMATOES

Lb. 27¢

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Birdseye CAULIFLOWER 10 Oz. Box 43¢

Aunt Jemima WAFFLES 10 Oz. 63¢

Tree Sweet ORANGE JUICE 120 Oz. Can 57¢

CABBAGE

Lb. 9¢

White Swan FRUIT COCKTAIL 303 Can 2/89¢

Reynolds FOIL 12 In. 33¢

Snowy BLEACH 16 Oz. 59¢

Peter Pan Smooth or Crunchy PEANUT BUTTER 18 Oz. Jar 89¢

Gladiola FLOUR 5 Lb. Bag 89¢

PINESOL 28 Oz. Bottle \$1.09

Rich N' Ready ORANGE DRINK Gal. 98¢

Borden Eagle Brand MILK 14 Oz. Can 49¢

Crisco SHORTENING 3 Lb. Can \$1.89

GREEN ONIONS

Bunch 10¢



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 For
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12 HERRING IMPLEMENT CO

 Home Of The "Generation II" TRACTORS
 WICHITA ST. at WEST TEXAS

5 Western Ammonia Corporation
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13 WEST FRIONA GRAIN
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FOOTBALL CONTEST



Enter Our Contest Each Week
 ... Nothing to buy-Just Pick Winners
HERE'S YOUR CHANCE TO WIN CASH PRIZES

FIRST PRIZE	SECOND PRIZE	THIRD PRIZE
\$5	\$3	\$2

GRAND PRIZES

- Two tickets to the Cotton Bowl Game & \$30 Cash
- Two tickets to the Sun Bowl Game & \$20 Cash



CONTEST RULES

- Pick the winner of the 16 games listed in the advertisements on this page. Write the winners in the blanks provided on the official contest blank.
- Pick the score of the tie-breaker game. This score will be used to break weekly as well as grand prize winners.
- Bring your entry blank by the Friona Star or Bi-Wize Drug by 5 p.m. on Friday. Entries must be received in the Star office by Monday to be eligible, if mailed.
- The leading contestant at the close of 13 weeks will receive two free tickets to the Cotton Bowl Football game, along with \$30 expense money. Second place winner will receive two tickets to the Sun Bowl game and \$25 expense money. Third place winner gets two season tickets to the Friona Chieftains games next fall.
- Only one entry per person.
- To count for grand prizes, entries must be on official blank printed in the paper.
- Contestants must be 12 years of age or older.
- Everyone eligible to enter (sponsors included) except employees of the Friona Star and their families.

OFFICIAL ENTRY BLANK

Select Winners From Games Listed In Advertisements

1 _____	9 _____
2 _____	10 _____
3 _____	11 _____
4 _____	12 _____
5 _____	13 _____
6 _____	14 _____
7 _____	15 _____
8 _____	16 _____

TIE-BREAKER (Pick Score) Friona _____ Tulia _____
 NAME _____
 ADDRESS _____

Time Out With Don

BY DON WINDLE Sports Editor



Recently read a statement made by Dumas head coach Bill Spann about the decline in high school football candidates. Coach Spann, an outstanding coach at Dumas for the past 13 years bases his statement of kids not coming out for high school football on the numerous activities around, minimum wage and little league football.

Let's take each step—First-Football does not make the world go around as it did in the past. In today's generation, the football hero is not the campus hero he used to be. Coach Spann is right about there being so much more activities for a student to be involved in. Let's face it—different strokes for different folks.

Number two—in this day and age where food prices, clothing and practically everything costing so much more, the minimum wage has little effect on what a person can buy. Most of these kids, if they are to enjoy some of the luxury of being a teenager—a car, money for dates, etc., they have to get out and earn them, thus leaving out football.

Number three—kids football program. This is kind of a sore spot with a lot of coaches. However, it does teach a kid to get along with others—thus you have team work, what each high school coaches strive for. It also teaches the basic fundamentals of the game, also to win and lose, it helps establish a little character.

Basically, you get good coaches in these programs and in most larger towns the high school coaches conduct a coaching clinic. You find the little league teams running the same offense and defenses of the high school. But most of all it gives the kid an idea of competition.

High school coaches feel that the kid is burned out by the time he gets to high school. I for one, do not go along with this, because there are too many outstanding high school players that came up through the little league program and they are just one step ahead of the kids that didn't compete.

Sports in this day and age have become very complicated, a specialty. Where there used to be so many four-sport lettermen, there are very few of those now. Mainly because of the off-season program. I know of many schools where football and basketball seasons never end. The school starts getting prepared for next year as soon as the last whistle has blown ending the current year. Even during the summer months, the athlete works out.

In many larger towns, you have year-round basketball. There's the summer day league, the twilight league and the industrial league. Yes, even little league basketball.

In little league football, every player on the team gets to play. Can the high schools make this statement? I can answer that in one word—no. Usually a little league team carries 28 to 30 players, and it is written into the rules, that if a coach does not play every player on his roster, the game is forfeited to the opposing team.

Back during this writer's playing career, I remember a teammate of mine, who never missed a practice, was usually the first on the practice field and last to leave it, well needless to say, this player was involved in maybe a dozen plays in two years.

I hope that the coaches don't think that this article is knocking them or their respective sport, because sports has been good to me and I feel that sports teaches a teenager, boy or girl, a valuable lesson, but I am not convinced that athletics should be the only thing in life for a youth. After all, how long can you play the game?

MEETING SET

The Friona Chieftain Parents Club will meet at the high school cafeteria Monday Sept. 23 at 8:30 p.m. The meeting is held to discuss and decide on whether to have an open or closed All-Sports Banquet. All members are urged to attend.

SPORTS TRIVIA

Let's not forget that the Friona Chieftain football team is playing Tulia Friday night. The Tulia-Friona encounter has been tabbed homecoming for the Chiefs.

Minnesota Twin All-Star second baseman, Rod Carew has stated he wants to be traded. Carew, the leading hitter in the American League with a .364 average, was booted by some of the 4,095 fans Monday night after dropping a pop fly in the ninth inning. It was his 30th error of the season.

Monday night football got off to a great start this past week with the Buffalo Bills slipping past the Oakland Raiders. It was one of the better games played on opening day and the excitement lasted until the final whistle.

Oakland Raider, George Blanda, who by the way turned 47-years-old, missed a 50-yard field goal attempt with six seconds remaining. Blanda, who was playing in his 197th consecutive game and starting his 25th season, kicked two field goals earlier, but the distance was just out of range for the ancient one.

On the Buffalo-Oakland subject, the new member of the broadcasting team, Alex Karras, did a great job of matching wits with Howard.

A sign displayed at the game—Evel Knievel's next jump will be across Howard Cosell's mouth. How true it is..... HAVE A SUNNY DAY.

Friona JV Ax Morton

MORTON (Staff)—The Friona junior varsity behind the three touchdown performances of quarterback Bobby Zetsche shut-out the Morton Indian JVs, 36-0. The Friona squad displayed a balanced offensive and defensive effort in racing to its second victory of the season. Friona rushed the ball for 282 yards.

Friona erupted for a 22-point effort in the second quarter of play as Zetsche scrambled for touchdown runs of 52, 40 and 10 yards. Zetsche converted a two point after while Roy Smith grabbed a pass for a two point play.

The Friona defensive unit got into the scoring act in the second half as Eddie Bermea blocked a Morton punt, picked it up and ran 12 yards for the touchdown. The point after was missed, however, as the Chiefs took a 28-0 lead over Morton.

The second Friona touchdown of the second half came on an intercepted pass by Keith Martin. Martin raced 40 yards with the stolen pass. David G Owens caught the point after touchdown pass to end the Friona scoring.

Coach Larry Dyess remarked, "The team played a good game offensively and defensively and we are pleased with their performance." Dyess singled out Manuel Hernandez, Alberto Rodriguez, Keith Martin, Richard Bermea and Richard Smiley for their defensive performance. Jody Menefee, Joe Lafuente, Hernandez and Martin received praise from Dyess for their offensive line play.

The Friona JVs meet Morton again Thursday at 5:30 here in Friona.

Chief Frosh, Tulia Battle To 0-0 Tie

The Friona freshmen grid-iron team and Tulia battled to a scoreless deadlock Thursday afternoon at Chieftain field with both teams failing to capitalize on scoring opportunities. The tie gives the Friona freshmen a 0-1-2 win-loss mark.

Friona took the opening kickoff and promptly marched down to the Tulia 18 yard line where the Red offensive unit stalled. A Todd Bandy pass fell off the outstretched hands of the intended receiver, thus turning the ball over to Tulia.

Tulia marched upfield for 19 yards before the Friona defensive unit toughened up to force the visitors to punt. The score was still deadlocked at 0-0 after one quarter of play.

The visitors cashed in on a Friona fumble late in the second quarter when Todd Bandy coughed up the pigskin turning the ball over to Tulia at Friona 44. Tulia signal-caller, Randy Ray began to run the ball on the quarterback rollout. Ray brought the visitors down to the Friona 10 yard line. The Friona defense led by the charge of Luis Rodriguez dacked halfback Larry McCaslin for a two yard loss bringing up a fourth down six situation. Ray got back three yards on fourth down, but the ball went over to Friona.

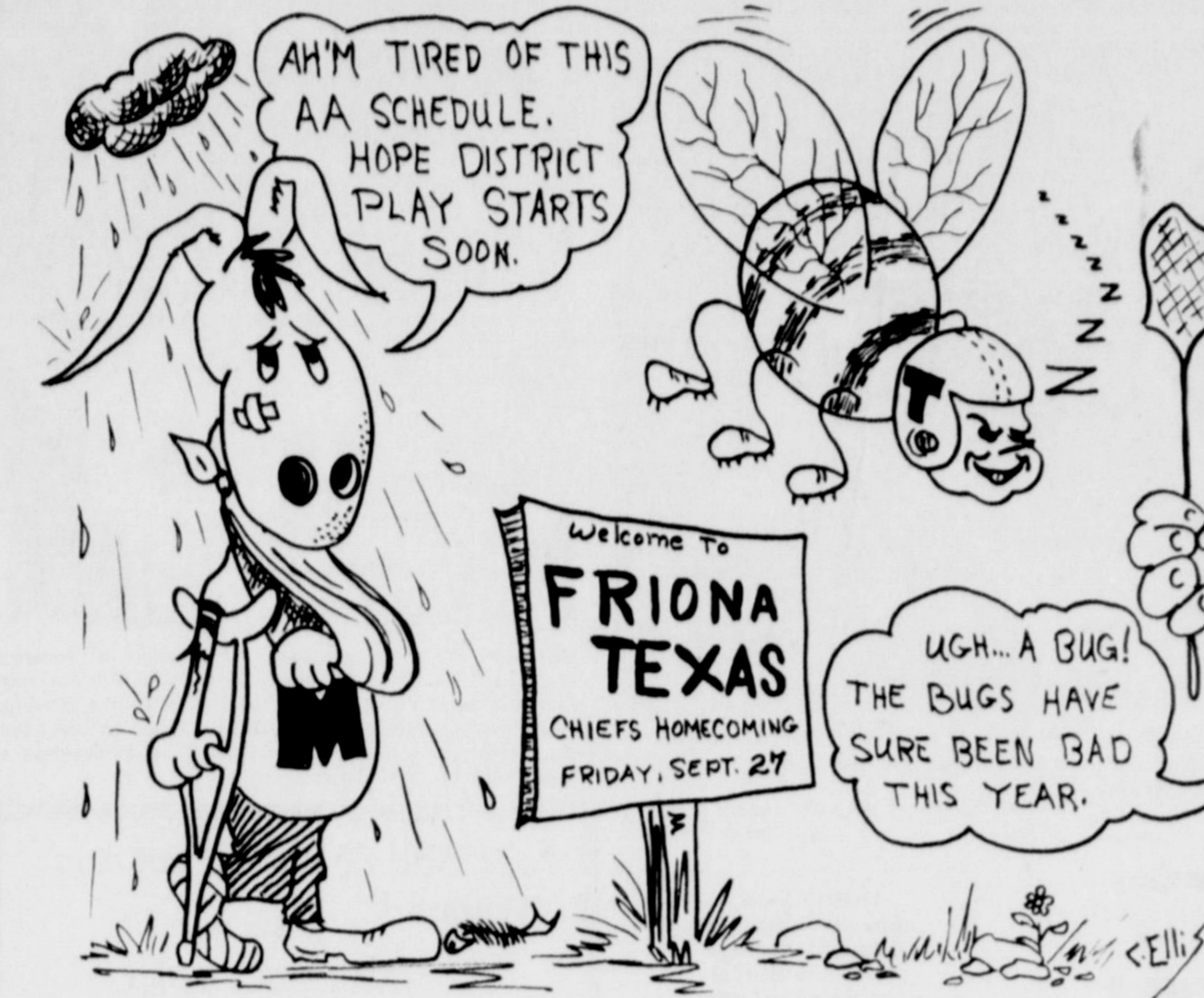
Late in the third quarter, Friona took the ball after forcing Tulia to punt at its 26. With Bandy, Glenn London, Terry Wilcox, and Paul Bralliff carrying the load, drove the ball to the Tulia 10 yard line. Friona fumbled the ball and Tulia recovered, ending a golden opportunity for the Red and White.

Tulia had one more scoring opportunity in the late portion of the fourth quarter. Friona was forced to punt and had a bad snap. Friona did, however, get a pass off from Ed Castillo to Todd Bandy.

The Tulia freshmen with Randy Ray doing the running drove to the Friona five, with a first and goal. After three line smashes and an incompleting pass, Friona took over the ball with 0:26 remaining in the game and the ball at the four.

Terry Wilcox emerged as the leading rusher for Friona with 61 yards in 12 carries. Glen London noted the pigskin 44 steps in nine attempts. Friona gained 128 yards on the ground in 31 rushing plays while going to the air seven times with three completions for 29 yards.

The Friona eighth grade absorbed its second straight setback, suffering a 34-6 loss at the hands of Tulia. The eighth graders of Friona opened the season with a 6-0 victory over Farwell, but took a 26-0 loss from Dimmitt the following week.



Chiefs Host Tulia In Homecoming

BY DON WINDLE Sports Editor
The Friona Chieftains and Tulia Hornets renew a long-time prep football series that has been dropped since 1961. The Super Chiefs will be seeking their first victory over the stinging Hornets since 1961. The contest will mark the first time this season that the Angry Red has played before hometown fans and has been designated as Homecoming Game.

Tulia has put it to the Chiefs seven straight times and holds an 11-3 win-loss edge over Friona. Friona coach Bob Owen has never coached a Chieftain team against the Hornets. The series dates back to 1933 and the Hornets won that contest, 27-0. Friona's only victories came in 1941, when the Chiefs won by forfeit, 1943

Supercat Mayberry Sparks Dimmitt Offensive Show

BY DON WINDLE
When the season opened, many coaches and experts were wondering how the Dimmitt Bobcats would do without their superstar, Flashing Robert Mayberry. Well, they can quit wondering, Super Robert is back. All the Bobcat ace did was score three touchdowns, rush for 242 yards in his seasonal debut last Friday night as the talent laden Bobcats smothered Slaton, 43-3.

District 3-AA teams have compiled a 6-2-1 win-loss record so far and outscored its opponents, 178-85. Dimmitt is the highest scoring team with 57 points in two games, however, the Friona Chieftains have only posted 44 points to their ledger in one game and has not been scored on, while Dimmitt has given up three points. Olton has allowed only eight points in two outings and netted 36 markers in registering two victories. Morton has been the easiest team to score on as the Indians have allowed 52 points in two games while scoring 27.

Dimmitt leads in total offense with 847 yards in two games. The Cats have the third top scorer in the district with Mayberry, but Gene Veals and Ricky Wright rank seventh and eighth, respectively, in the top ten.

SCORING LEADERS

PLAYER	SCHOOL	TD	PAT	TP
Glenn Johnson	Olton	4	0	24
Clay Bandy	Friona	3	0	18
Robert Mayberry	Dimmitt	3	0	18
Bill Turner	Littlefield	2	2	14
Dusty Peters	Friona	2	0	12
Ray Thompson	Morton	2	0	12
Gene Veals	Dimmitt	2	0	12
Ricky Wright	Dimmitt	0	9*	9
Kenny Stowers	Friona	0	8*	8
Dee King	Friona	1	0	6
Travis Hampton	Dimmitt	1	0	6
Leon Sandoval	Dimmitt	1	0	6
Kenneth Standmire	Morton	1	0	6
Jimmy Parker	Olton	1	0	6
Tony Soliz	Morton	1	0	6
David Johnson	Olton	1	0	6
Thompson Mayberry	Dimmitt	1	0	6
Johnny Rozell	Morton	0	2	2
Sam Johnson	Morton	0	1	1

Olton, Friona and Dimmitt are the only teams in the District 3-AA that have not felt the pangs of defeat. Morton, which opened the season with a 20-18 victory over Plains was swept aside by the Tulia Hornets this past week, 34-7. Coach Roy Winter's crew happened to meet a young man named Raymond Williams, who rushed for 121 yards. Tulia scrapped its wishbone offense after the first game and went to the Power I, where Williams as tailback could get more running room.

TEAM OFFENSE

TEAM	RUSHING	PASSING	AVG.	TOT.
Dimmitt	81-691	5 of 14-156	423.5	86-847
Olton	87-378	11 of 24-169	273.5	98-547
Littlefield	103-429	4 of 9-39	229.0	107-458
Morton	63-307	8 of 19-99	203.0	71-406
Friona	51-221	5 of 10-139	360.0	56-360

Defending district champion, Littlefield, failed to get in the win column last week, but Coach Jerry Blakely's young, and inexperienced Wildcats battled Levelland to a 7-7 draw. The Wildcats rely mostly on the bruising running of tailback Bill Turner, the current district rushing leader. Turner has stepped off 368 yards in two contests and scored all the Cats points.

DISTRICT STANDINGS

TEAM	W	L	T	PTS.	OPP.
Dimmitt	2	0	0	57	3
Olton	2	0	0	36	8
Friona	1	0	0	44	0
Morton	1	1	0	27	52
Littlefield	0	1	1	14	22
TOTALS	6	2	1	178	85

Glenn Johnson of Olton rambled for three touchdowns in the Mustangs', 28-8 romp over Muleshoe and pranced to the head of the list in the district scoring race. Johnson has 24 points to lead Friona's Clay Bandy, who was idle last week and Dimmitt's Robert Mayberry. Johnson is the second leading rusher in the district with 252 yards in 32

LAST WEEK'S RESULTS THIS WEEK'S SCHEDULE

Dimmitt 43, Slaton 3; Olton 28, Muleshoe 8; Littlefield 7, Levelland 7; Tulia 34, Morton 7; Friona, open date.	Friona at Muleshoe; Springlake at Dimmitt; Olton at Lockney; Morton at Cooper; Slaton at Littlefield.
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INDIVIDUAL RUSHING

PLAYER	TEAM	ATT.	YDS.
Bill Turner	Littlefield	70	368
Glenn Johnson	Olton	32	252
Robert Mayberry	Dimmitt	14	242
Ray Thompson	Morton	36	168
Gene Veals	Dimmitt	13	146
Thompson Mayberry	Dimmitt	14	130
Clay Bandy	Friona	16	112
Tony Soliz	Morton	19	80
Jimmy Parker	Olton	27	73
David Ramby	Morton	9	68
Joe Alcorta	Olton	21	57
Dee King	Friona	11	51
Ronnie Lawson	Dimmitt	4	45
Cliff Porter	Dimmitt	9	42
Robert Horton	Dimmitt	13	40
Rick Hopping	Littlefield	11	33
Kevin Welch	Friona	7	31
Ronald Parmer	Littlefield	11	28
Brad Sanders	Dimmitt	5	25
Stanley Patterson	Littlefield	7	24

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Hounds Impressive In Juarez Invite

"They did a good job," said coach Bill Silverberg about the Eastern New Mexico University athletes who participated in the Juarez Invitational in Juarez, Mexico on September 14.

Placing 15th in the meet was track runner Tom Boitt of Kenya. Boitt finished the distance in 24:40, while All-American Joseph Mengich of Kenya placed 22nd in 25:15. Eastern's other athlete to finish high was Brian Petroff.

Coach Larry Dyess remarked, "The team played a good game offensively and defensively and we are pleased with their performance." Dyess singled out Manuel Hernandez, Alberto Rodriguez, Keith Martin, Richard Bermea and Richard Smiley for their defensive performance. Jody Menefee, Joe Lafuente, Hernandez and Martin received praise from Dyess for their offensive line play.

The Friona JVs meet Morton again Thursday at 5:30 here in Friona.

**Jaycee-Ettes
Seek Members**

The Friona Jaycee-Ettes met in the home of Mrs. Ernest Mingus on Monday, September 16.

The club discussed its Maize Days activities, particularly the Little Miss competition, which it will sponsor the night of Tuesday, October 1 at 7:30 p.m.

A report was given on the club's fund-raising projects, including the Tupperware party, which netted over \$30.00.

Next meeting of the Jaycee-Ettes will be held October 10 at the Friona State Bank's Community Room. Anyone interested in joining the Jaycees or Jaycee-Ettes are invited to attend the meeting, according to Nita Galyon, president.

Present Program

Modern Study Club met Tuesday, September 17 in Federated Club House.

The meeting opened with a devotional given by Wilma Jones.

Charles Allen sang "His Eye Is On the Sparrow" and "Amazing Grace." He was accompanied by Melba Allen on the piano.

The roll call was followed by a short business meeting, presided over by Mrs. Glenn E. Reeve, Sr., president.

It was stressed that more assistance is needed to help with Story Hour on Thursdays at the Library.

Anyone who can give an hour of their time on one Thursday of each month, please call the librarian or Mrs. J.G. McFarland.

A program was presented on "Cotton Promotions" by Mrs. Ovid Lawlis of Bovina, and Mrs. Vinson Legan of Bula. Mrs. Legan is the president of the High Plains District of Woman's Promotion of Cotton.

Many items made from cotton were displayed, including flour and some cookies made from the flour.

The meeting adjourned with the members repeating the club collect in unison.

Refreshments were served to sixteen members and the guests, Mrs. Ovid Lawlis, Mrs. Vinson Legan and Mrs. John Blackman, both of Bula. Hostesses were Fern Awtrey and Gerry Taylor.



HOLD UP THERE... Friona freshman Joe Bermea [35] comes up fast to haul down Tullia end Jeff Wilks [88] after the Hornet receiver had pulled down a pass for a sizeable gain. The Freshman Chieftains battled to a 0-0

stalemate as Friona posted an 0-1-2 win-loss mark. Friona meets Morton here Thursday afternoon in search of its first victory of the season. [Staff Photo]



GOODIES FOR PD-The Young Homemakers of America concluded YHA Week in Friona Saturday. The club was very busy this week sending flowers, get well cards and donating sweet breads to various places in the city. Lynda Grimsley and Jan Petree, left to right, presented Chief of Police Bill Denny, a cake Thursday. [Staff Photo]

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Thank you,
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Statistics

SCORE BY QUARTERS

Friona	6	7	0	0-13
M'shoe	0	0	0	0-0

GAME AT A GLANCE

Friona	M'shoe	
6	First Downs	5
79	Yds. Rushing	69
24	Yds. Passing	-1
103	Total Offense	68
11-2	Passes Comp.	6-2
1	Had Intercepted	2
7-273	Punts, Yds.	7-207
39.0	Punting Avg.	29.6
3-15	Penalties	3-23

INDIVIDUAL RUSHING

Player	TCB	Yds.	Avg.
Bandy	6	17	2.8
King	8	20	2.5
Peters	10	25	2.5

IND. PASSING

Player	PC	PC	Yds.
Peters	9	2	24
Bandy	2	0	0
Tot.	11	2	24

PASS RECEIVING

Player	PC	Yds.	Avg.
Strickland	1	12	12.0
King	1	12	12.0

INDIVIDUAL SCORING

Player	TD	PAT	TP
Strickland	1	0	6
Hutson	1	0	6
Stowers	0	1	1
Totals	2	1	13

FRIDAY NIGHT SCORES

Dimmitt 33, Springlake 6
Cooper 14, Morton 0
Olton 22, Lockney 6
Littlefield 29, Slaton 0
Floydada 6, Post 0
Vega 22, Claude 0
Bovina 39, Lazbuddie 0
Farwell 0, Valley 0 [tie]
Hart 22, Crosbyton 6
Plains 14, Sudan 7
Tascosa 28, Dumas 13
Hereford 16, Borger 15
Boys Ranch 38, Happy 0
Canyon 17, Caprock 14 [Thurs.]
Freanship 6, Tullia 0

It is estimated that 70 percent of all sales rung up at the supermarket are for new products that didn't exist 10 years ago, according to Agriculture Commissioner John C. White.

Beef, Half Or Whole, Cut And Wrapped... 82¢ Lb.

CUSTOM PROCESSING

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"At the risk of offending someone's constitutional rights, I will offer a short prayer."

ASSEMBLY OF GOD 10th and Ashland-Rev. Larry Watts, pastor Sunday School-9:45 a.m. Worship-11 a.m. Young People-6 p.m. Evening Worship-7 p.m. Wednesday Worship-7:30 p.m. Sunday Men's Fellowship-7 p.m.	SIXTH ST. CHURCH OF CHRIST 502 W. Sixth-Terry Brown, Preacher Bible Study-9:30 a.m. Worship-10:30 a.m. Evening-6 p.m. Wednesday evening-8 p.m.
CALVARY BAPTIST 14th and Cleveland-Rev. Ron Trusler Sunday School-10 a.m. Worship-11 a.m. Christian Training Union-9:30 a.m. Evening Worship-6 p.m. Wednesday Prayer Meeting-8 p.m.	LUTHERAN CHURCHES Rev. Duane Kirchner Redeemer -Sunday School & Bible Class, 10 a.m. Worship Service-11 a.m. Immanuel -Worship Service, 9 a.m. Sunday School & Bible Class, 10 a.m.
CALVARY BAPTIST MISSION 5th and Main-Rev. L.S. Ansley, pastor Sunday School-9:45 a.m. Worship-11 a.m. Evening Worship-7:30 p.m. Wednesday Prayer Meeting-7:30 p.m.	UNION CONGREGATIONAL CHURCH Euclid at 16th-Rev. David R. Plumb Sunday School-9:45 a.m. Worship-11 a.m.
FIRST BAPTIST Sixth and Summit-Rev. Bill Penland Sunday School-9:45 a.m. Worship-11 a.m. Training Union-6 p.m. Evening Worship-7 p.m. Wednesday Prayer Meeting-8:30 p.m.	TENTH ST. CHURCH OF CHRIST 10th and Euclid Sunday Worship-10:30 a.m. Evening-7 p.m. Wednesday Evening-8 p.m.
MEXICAN BAPTIST CHURCH 4th and Woodland-Rev. Donnie Carrasco Sunday School-9:45 a.m. Worship-11 a.m. Training Union-5 p.m. Evening Worship-6 p.m. Wednesday Prayer Meeting-8 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 p.m. Thursday evening-8 p.m.
NEW ZION BAPTIST CHURCH Highway 60 & Pierce-Rev. L.V. Mays, pastor Sunday school-10 a.m. Morning Worship-11 a.m. Wednesday Evening Services-8:30 p.m.	FRIONA UNITED METHODIST CHURCH 8th and Pierce-Bobby McMillan Sunday School-9:45 a.m. Worship-11 a.m. MYF-6 p.m. Evening Worship-7 p.m.
ST. TERESA'S CATHOLIC CHURCH 16th and Cleveland-Father John Coppinger Mass-10:30 a.m. and 8:00 p.m. Confessions-Sunday, 10 a.m.	UNITED PENTECOSTAL CHURCH Fifth and Ashland-Pastor Jim Robinson Sunday School-10 a.m. Worship-11 a.m. Wednesday Evening-7:30 p.m. Sunday Evening-7 p.m.

REXALL "2 FOR" SALE STARTS OCT. 3

Dear Bi-Wize Customers:

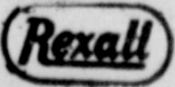
Thursday, October 3, is the first of ten big days of savings during the Rexall "2 FOR" Sale at Bi-Wize Rexall Drug Store, 619 Main St., Friona.

"We'll be featuring reduced prices on pairs of Rexall brand products so customers save by purchasing two," explains Ralph Roden, Bi-Wize owner. "Other Rexall brand products will be available singly at greatly reduced prices. Our sale will also feature name brand products at saving costs...like Kleenex Tissues, Ray-O-Vac Super Cell Batteries and Reynolds Fanci-Poil Wrap!"

For extra convenience, customers can pick up an advance shopping list, check the items they need, and leave the list at Bi-Wize before the sale. "Our sales people will fill these orders and have them ready for pick-up when the sale begins October 3rd," says Roden.

"Since we buy Rexall brand products direct from the maker, Rexall Drug Company, we price them lower than competing brands in our store," explains Roden. "So the Rexall "2 FOR" Sale, with its added savings, means real bargains for our customers!"

All Rexall brand products, including sale items, are guaranteed to satisfy or your money refunded where purchased.

BI-WIZE  DRUG

Chevrolet Features Three New Models

[Editor's note: See the 1975 Chevrolets at the Auto Show Friday, September 27 at the Community Center]

Chevrolet Motor Division marks one of the most significant years of product development in its history for 1975 with important breakthroughs in vehicle design and an expanded lineup of 46 models in eight different car lines.

Pacesetters in the 1975 Chevrolet fleet are an all-new sporty sub-compact, the Monza 2+2 and the completely re-designed Nova.

The new models are the culmination of one of Chevrolet's most innovative years in technical and mechanical advances that result in more efficiently operating automobiles.

Compared with a year ago, three new models appear in the lineup...the Monza 2+2 hatchback and the top-of-the-line Luxury Nova (LN) which is available in both two and four-door models.

The exciting addition to the Chevrolet family, the Monza 2+2, is a sporty sub-compact with a European styling flair and has two seats in front and room for two passengers in the rear. It unveils a new body and power train and features twin rectangular headlights.

The new Nova, representing one of its most extensive model year changes since being introduced as the Chevy II in 1962, spotlights new luxury models, new styling and important mechanical and structural revisions.

The Chevrolet passenger car lineup for 1975 will be unveiled in dealers showrooms from coast-to-coast on September 27, except Sportvan, Corvette and Vega models which will be publicly introduced at a later date.

Key developments throughout various lines are:

Two new sedan roof lines, improved driveability and new front styling for the regular Chevrolet to enhance further

its position as America's favorite car.

-New front and rear styling and ride and handling gains for the intermediate Chevelle.

A sportier appearance, important equipment revisions and brake and other mechanical improvements for the Camaro.

A broad range of "under-the-skin" refinements and design changes for the Vega, which retains its distinctive styling but has a total of 268 new parts and accessories covering product improvement and added convenience.

-New front styling, wrap-around rear taillights, greater interior luxury and improved operation to strengthen Monte Carlo's standing as a popular personal car.

-Chassis improvements, new toughness and improved operating efficiency that help the Corvette add to its luster as America's top all-around sports car.

Development of a new small block 262-cubic inch V8, featuring performance combined with fuel economy for use in the Monza 2+2. The engine is also teamed with the Nova as base V8. (This engine will not be available in California at the start of production.)

An improved 250-cubic inch six-cylinder power plant that features an integral cast inlet manifold and cylinder head design is base engine for Chevelle and standard Camaro models and most Nova applications.

Heart of the extensive new vehicle systems design program for 1975 is a combination of mechanical advances designated as the "Chevrolet efficiency system." The system includes use of an underfloor catalytic converter and no-lead fuel for control of exhaust emissions in compliance with more stringent federal emission regulations.

Other features of the 1975 Chevrolet cars are:

REGULAR CHEVROLET-Two different appearances in the grille distinguishing Ca-

price models from Impalas and Bel Airs. Two new sedan roof lines with larger side-viewing areas. A total of 15 models in three series...Caprice Classic and Estate.

CHEVELLE-New front styling to provide different looks for Malibu Classic and Malibu models. Ride and handling gains from improved down-the-road tracking and other suspension refinements. Eleven models including top-of-the-line Malibu Classic and Malibu series. A Laguna S-3 model is slated for introduction later in the model year.

CAMARO-New look featuring wrap-around rear window, more luxurious interiors for the LT model, new sport decor package. Line includes the regular sport coupe and the Type LT.

VEGA-Popular styling retained but a list of 268 new parts and accessories ranges from engine and suspension equipment to new power brake and tilt steering wheel options. Lineup features standard notchback and hatchback coupes, wagon, LX notchback and Estate wagon plus such options as the GT Estate wagon, GT sport hatchback and wagon.

MONTE CARLO-New appearance features re-styled grille, wrap-around taillights and luxury interiors with a choice of standard bench or optional 50-50 reclining passenger seat or swivel bucket seats. Line includes V8 powered coupe or Landau coupe.

CORVETTE-New soft-face front bumper with restorable honeycomb cell core. Rear bumper uses hydraulic absorbers, aluminum impact bar and urethane body color cover. Offered as two-door coupe and convertible.

MONZA 2+2-New hatchback sportster introducing torque arm rear suspension and numerous other new structural and styling features. Other highlights are integral frame and body design with high tunnel, full coil suspension, rectangular twin headlights and wrap-around rear lights. At

Court House Notes

Instrument Report Ending September 5, 1974 in County Clerk Office, Bonnie Warren, County Clerk

WD, Max Carter, Willard Nicewarner, lots 29 and 30, Blk. 43, OT Farwell

WD, Carolyn A. Owens, Dee F. Hight, lots 23, 24, 25, Blk. 35, Farwell

WD, Don Paul Spring, Union Congregational Church, E 32' lot 17 and W 38' lot 18, Blk. 1, Lakeside Add., Friona

Black Study Club Meets

Black Study Club met Thursday in the home of Mrs. Dick Rockey. The opening exercise was given by Mrs. T.J. Presley which was a historical article.

The program consisted of a humorous article read by Mrs. Gene Welch. Roll call was taken with the following members present. They were: Mrs. Charles Hamilton, Mrs. Bill Carthel, Mrs. Troy White, Mrs. Clifford Allmon, Mrs. Fern Barnett, Mrs. T.A. Kelley, Mrs. Tommy Tatum, Mrs. Emma Elmore, Mrs. Harry Lookingbill, Mrs. Glenn Hamilton, Mrs. Gene Welch, Mrs. Allen Hamilton and Mrs. Roscoe Ivie.

New officers were elected. Mrs. T.A. Kelley was elected president; Mrs. Troy White, vice president; Mrs. Harry Lookingbill, secretary treasurer; and Mrs. Roscoe Ivie and Mrs. Ellis Tatum, reporters.

MARRIAGE LICENSES

Tyson Dirk Phillips and Pamela Kay Lee.
William Edison Mohoney and Patricia Diana Lee.
Marcus Brian Walters and Vicki Jean Salmon.
Stephen Craig Chumley and Vicki Cleo Etta Edwards.

The big game isn't everything,



Attend The
"After The Game
Thing"
Friday, Sept. 27
After The

HOMECOMING

Game

Featuring "KOINONIA," a group from Wayland Baptist College, and a local band, "Sweet Freedom."

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SHOW BARN
All Junior High & Senior
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YES...PAY LESS HERE!



Shurfine
BOLOGNA Pkg. **59¢**

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VANILLA COOKIES 20 Oz. **79¢** Reg. or King Size **69¢**



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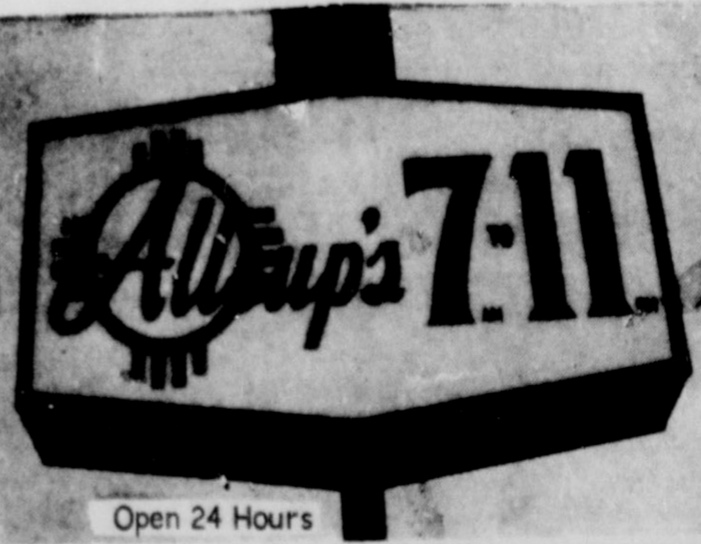
Wilson's
VIENNA SAUSAGE
4 Oz. Can **3/\$1.00**

TIDE
Laundry Detergent
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Ideal

DOG FOOD
15 1/2 Oz. Can **4/\$1.00**



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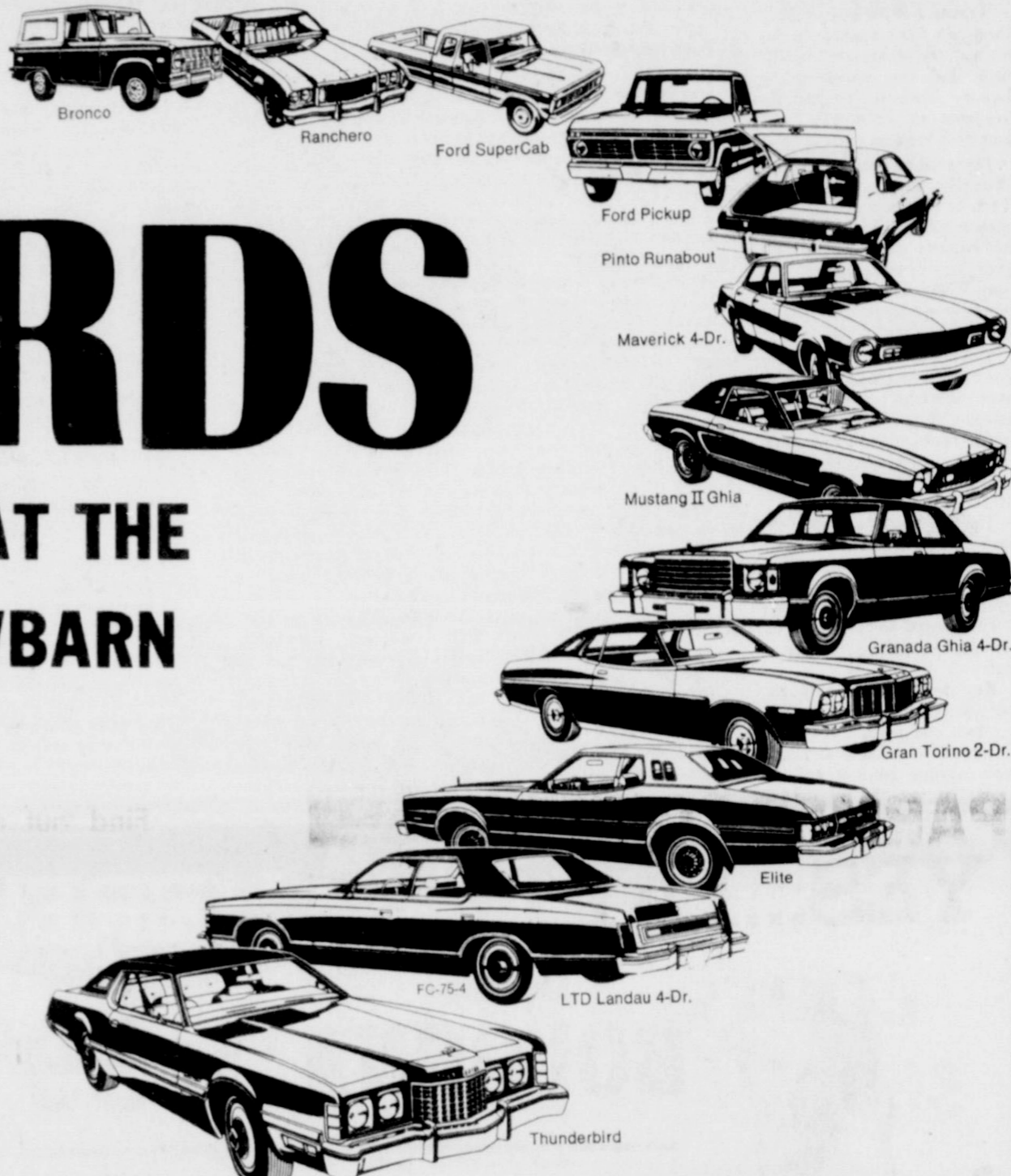
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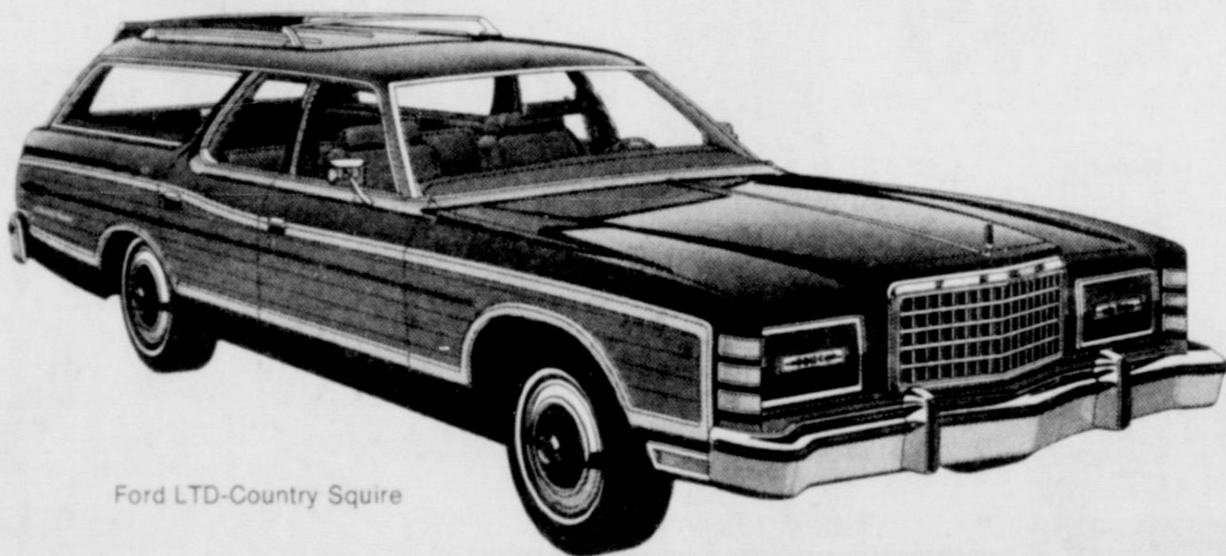


THE NEW 1975 FORDS

FRIDAY ... SEPTEMBER 27 AT THE
COMMUNITY CENTER SHOWBARN
FROM 8 a.m. TO 6 p.m.



Granada-4-door Base



Ford LTD-Country Squire

YOUNGSTERS 8-13
COMPETE

win big

ENTER THE PUNT, PASS & KICK COMPETITION

You can show your football skills while competing against other youngsters your own age. Just bring your parent or guardian to register. Get a free Tips Book and start practicing.

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OCTOBER 4

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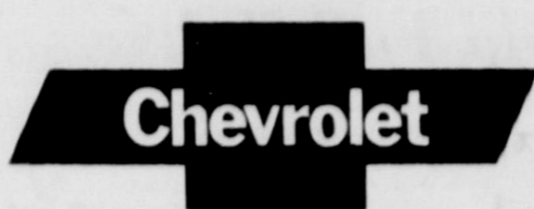
THE CLOSER YOU LOOK,
THE BETTER WE LOOK



FRIONA MOTORS

- ★ We are happy to announce that this year, for the first time both of your local auto dealers will be combining to bring you the new car showings for 1975, under the same roof at your Community Center.
- ★ Join us for refreshments of donuts and coffee and take your time looking over the fabulous features of the new cars.
- ★ Register for \$150 in door prizes to be given away at the end of the day.

1975



Chevrolet

VEGA
BY CHEVROLET

Nova

Monte Carlo

Camaro

hatchback

AUTO SHOW

Bel Air

Impala

Caprice
BY CHEVROLET

Chevelle
BY CHEVROLET

Kingswood

**SEE THEM ALL
FRIDAY, SEPT.
27 AT THE
PARMER COUNTY
COMMUNITY
CENTER-
SHOWBARN
8 a.m. To 6 p.m.**

Extra! Extra! The news-makers are headlining a big, new driving season. See the talked-about models for '75. The excitement's all here.

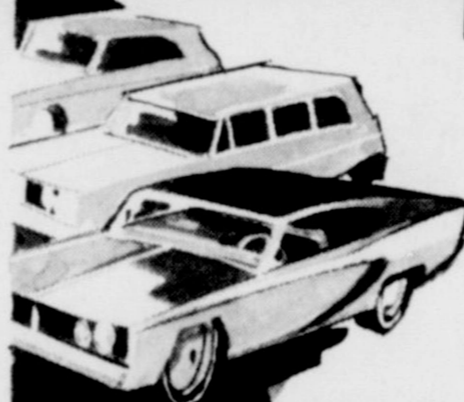
Find out about all the outstanding design features and innovative construction details. And, check out the built-in safety measures.

★ Register For
\$150⁰⁰ DOOR PRIZES

★ Join Us For
Refreshments

★ See All The
New Models

Under One Roof.



REEVE

CHEVROLET

&

OLDS



NEW FLAIR FOR AMERICA'S FAVORITE—The standard Chevrolet, America's No. 1 car choice, offers a new level of luxury for 1975 and presents a different new look in front that gives separate identity to both the Impala (bottom photo) and the top-of-the-line Caprice Classic models (top photo). Styling changes include two new roof lines for four-door and sport sedan. The regular-size Chevrolets and station wagons are available in 15 models, in three series. . . Caprice Classic, Impala and Bel Air.

TOUGHER NEW CORVETTE—Chevrolet's Corvette, America's only true production sports car, adds to its award winning qualities for 1975 with body, chassis and engine developments that improve performance while structural advances including new bumper systems provide greater toughness. A new soft-face front bumper using honeycomb cell with self-restoring feature was developed specially for the Corvette. The 350-cubic inch V8 standard and optional engines are continued in 1975 but the optional 454 cubic-inch V8 is discontinued. An economy axle is being added as an option with the base 350 V8 and automatic transmission.



BROTHERS HONORED...Mrs. Denver Smith was hostess for a birthday party honoring her twin brothers, James H. Roark of KoKamo, Indiana and Perry A. Roark, of Eugene, Oregon. This was their sixth-fourth birthdays and it was the first time they had been together for their birthdays in

thirty-six years. Mary, Perry's wife, his daughter and Vera, James' wife, were present along with Mr. and Mrs. Randal Allen, Randy and Randa, all of Friona. Allen is their nephew. Cake and ice cream were served.

Lutheran Women Hold Fall Rally

The Fall Rally of the Lutheran Women's Missionary League was held at St. Paul Lutheran Church in Plainview on Tuesday, September 17.

The guest speaker for the morning session was Rev. Richard Bode, who had been a missionary in the Philippines. He showed slides and told of the different stations he served there. Rev. Bode and his wife adopted a Philippine daughter and have moved back to the states. They have lived here for four years and are presently living in Hooker, Oklahoma.

In the afternoon, slides were shown by Mrs. John Albers of Canyon. The slides were scenes from Mission projects which

are being supported by our Mite Box contributions.

Election of officers was held during the meeting. Those elected were: Mrs. Doris Hooper, president, Plainview; Mrs. Martha Schueler, vice president, Friona; Mrs. Catherine Schoppa, treasurer, Plainview; and Rev. Ebert, pastoral advisor, Plainview.

The following committees were appointed: Gwen Tuceck, mission hospice, Canyon; Sandra Turner, public relations, Farwell; and Lorna Schueler, historian, Friona.

Those attending from Friona were Pastor Duane Kirchner, Martha Schueler, Velma Schlenker and Lorna Schueler.

Three Students Make SWSU Honor Rolls

Hundreds of students have qualified for the President's List and Dean's List for the past summer semester at Southwestern State University in Weatherford, Oklahoma.

To be eligible for either of the honor rolls of top-ranked undergraduate students an individual must have been

enrolled in at least six semester hours of courses offering letter grades.

Sharon E. Mills was listed on the President's List. The two students making the Dean's List were Glen A. Rebber and Michael A. Mills.

The President's List includes students who made straight A's, while the Dean's List is composed of students with grade-point averages of at least 3.0 on a 4.0 scale, and no letter grade below C.

Love Circle

Met Monday

The Love Circle of Redeemer Lutheran Church resumed its monthly meetings on Monday, September 16 at the church.

Teri Outland was elected as the new president. Peggy Kirchner led the program. They made plans to sponsor a bookstore table at the Christmas Bazaar in November at the Community Center-Showbarn. The tables will contain western books, gift items, religious books, popular books and children's books.

Those present were Delphine Wied, Selma Habbinga, Velma Schlenker, Retta Schueler, Lorraine Jarecki, Teri Outland and Peggy Kirchner.

Club Elects

New Officers

The Health Careers Club met for the first time this year on Wednesday, September 11.

Plans were discussed for activities during the coming year. The group decided to tour the local hospital and some of the Amarillo hospitals.

New officers were elected. They are: Pattie Crump, president; Teresa Baca, vice president; Sami Rector, reporter; Karen Young, secretary-treasurer; Marsha Carlan, chaplain; and Linda Duke, parliamentarian. Sponsors are Mrs. Mercer and Mrs. Spring.

Deadline Extended Locally For "Little Miss" Entries

Deadline for entering the Little Miss contest, to be sponsored here September 26 by the Friona Jaycee-Ettes, has been extended to Thursday, September 26. It was announced this week.

Tickets for the pageant are now on sale from members of the Jaycee-Ettes, at \$1.00 for adults and 50 cents for children 12 and under. Tickets will also be available at the door the night of the pageant.

Applications for the contest are available at the Friona Star office. An entry fee of \$5.00 is being charged. Entries must be accompanied by a photograph of the entrant.

Last year, in the pageant's first year, a total of 23 entries competed in the pageant, with Tammi Kelley selected as

winner of the "Little Miss" title.

A representative of the Jaycee-Ettes stated that out-of-town judges had been selected for the pageant. The contest master of ceremonies is yet to be named.

Any club, organization or individual may enter a girl in the "Little Miss" competition. Entrants must be five through

seven years of age.

As of the Star's deadline this week, a total of 13 entrants had been received in the contest. They consisted of: April May, Glenda Ellis, Shannel Woodard, Wendy Hinkle, Leslie Upton, Ashlee Gee, Rachel Bermea, Corrie Lundy, Shelia Kay Gresham, Sharlene Parr, Dody Jones, Stacy Westmoreland and Renae Terry.

Widners Have Second Child

Alicia Dale Widner, who was born August 12 at Hi-Plains Baptist Hospital in Amarillo to Mr. and Mrs. Dale Widner, is now at home and doing well, according to the parents.

The new arrival weighed just four pounds, 11½ ounces at birth, but is now up to six

pounds, nine ounces. The baby was kept in the hospital for 19 days.

The Widners have an older daughter, Jaton, who is 16.

Grandparents are Mr. and Mrs. C.J. Widner and Mr. and Mrs. J.E. Frazier, all of Melrose, N.M.

CHEVROLET FOR 1975. CARS THAT MAKE SENSE FOR TODAY.



Nova LN Sedan

Monza 2+2

MONZA 2+2 The small car of tomorrow will probably be a little more powerful, handy and comfortable than ever. The 1975 Monza 2+2, shown above, offers this today. It has advanced like rectangular headlights set in a soft front end, fold-down rear seat, and a new 4.3-litre V8 engine available.

NOVA In the background above, our new Nova LN Sedan. A luxurious Nova with thick carpeting and wide-back reclining front seats. For 1975, all Novas have been emphatically refined along the lines of elegant European sedans. Nova's always been good. Now it's beautiful.



CAMARO Our sensibly sporty compact. It looks like a million and drives like it looks.



IMPALA America's favorite car continues to provide the room many families need plus plenty of quiet and comfort. Still the great American value.



WAGONS Big ones, small ones, in-between ones. Practical wagons that make sense for America. And you.

CHEVROLET'S NEW EFFICIENCY SYSTEM FOR 1975

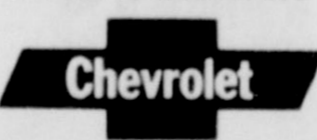
It's the key part of a program aimed at helping our new cars run leaner (more economically), run cleaner—and save you money every mile.

The Efficiency System is standard on all 1975 Chevrolets with V8 or 6-cylinder engines. It's a series of significant engineering improvements working together for the very first time.

Components include High Energy Ignition, catalytic converter, Early Fuel Evaporation and steel-belted radial ply tires. In sum, the System is designed to heighten the pleasure and lower the cost of driving a 1975 Chevrolet—to bring you a better running car in many ways, along with improved fuel economy, more miles between recommended maintenance and an engine that stays cleaner internally because of no-lead fuel.

Your Chevrolet dealer will gladly give you the details and answer your questions. See him and the sensible 1975 Chevrolets starting September 27.

CHEVROLET MAKES SENSE FOR AMERICA



CHEVELLE Mid-size, easy to drive, room for six, mid-priced, strong reputation for value. America's most popular intermediate.



MONTE CARLO Its special ability: making you feel good. About the way it looks and drives. About your own taste and judgment.

When you update your heating system... inquire about electric heating for your home. Electric heating is efficient, clean, economical — as modern tomorrow as it is today. There are several different methods of heating with electricity

... one of them is just right for your home... and now you can have wise use electric heating and cooling with one unit — the heat pump, the Bright Star in the Galaxy of Electric Heating!

Call us for a free electric home heating survey, this week.

THE FUTURE IS ELECTRIC!

THE ELECTRIC COMPANY

FOR 50 YEARS PEOPLE

Chieftain Who Save Wampum Now Have Rompum Stompum Good Time Later

(Young Indian Proverb)

We invite all you Chiefs (And Chieftain fans) to save plenty of wampum on all your automotive needs at Friona Consumers. Gas, oil, batteries, tires, shocks and lots of other good stuff for your car... best prices in town.

CHIEFS!

BEAT THE TULIA HORNETS AT HOME—COMING FRIDAY

FRIONA CONSUMERS





NEW FHA MEMBERS...Five boys joined the Future Homemakers of America organization in Friona Tuesday evening, September 17. The boys are, left to right, Gene Strickland, David Clark, Dale Cleveland, Clay Bandy and Kevin Wiseman. They are all seniors in Friona High School.

FHA Club Enlists Five New Members

New officers were elected for the 1974-75 Future Homemakers of America club year. The installation ceremonies were conducted Tuesday evening, September 17.

Five boys joined the local chapter. They are David Clark, Clay Bandy, Mitchell Wiseman, Gene Strickland and Dale Cleveland, all seniors in the Home & Family Living class at Friona High School.

This is becoming a common occurrence across the state, as more and more boys find that not just girls are Homemakers

of Tomorrow.

Officers elected for the club year are: Johnnie Walters, president; Melodi Dixon, first vice president; Janice Peak, second vice president; Jason Widner, third vice president; Linda Anthony, fourth vice president; Dianne Bennett, fifth vice president.

Also, Amanda Mason, secretary; Nell Fulks, treasurer; Martha Castillo, historian; and Marilyn Jones, parliamentarian.

Refreshments of cake and punch were served after the ceremony.

Frionan Marches In Fair Parade

A Friona youth was among the over one hundred members of New Mexico Military Institute's cadet band, drill team and color guard which marched at the head of the 1974 New Mexico State Fair parade held last Saturday in Albuquerque.

The local youth participating in the parade was Cadet Darrel P. Mason, the son of Mrs. Amy J. Mason of Box 118, Friona.

NMMI's president, Colonel C. Robert Kemble, USA Ret., accepted the State Fair Parade Committee's third consecutive invitation to lead the parade on behalf of the three cadet organizations early last month. Donations by the NMMI Alumni Association support the Institute contingent's participation.

Dr. Kemble has personally, and officially, expressed NMMI's appreciation for the support which enables the eighty-piece marching band, a twenty-four man Goss Rifles Precision Marching Drill Team, and the five-man color guard to take their places in the parade line of state-wide organizations, institutions, businesses and concerns. Dr. Kemble noted his conviction that, as representa-

tives of both NMMI and Roswell, the three cadet organizations were determined to reflect the proud infantry tradition of marching, which is so much a part of the Institute way of life.

In 1971, the cadets won the second-place overall trophy at the Texas State Championship Meet, and then netted an invitation to the National Drill Competition Meet and Cherry Blossom Festival Parade. So flawless was their show in Washington that the team returned to the Hill with the National First Place Showmanship Trophy.

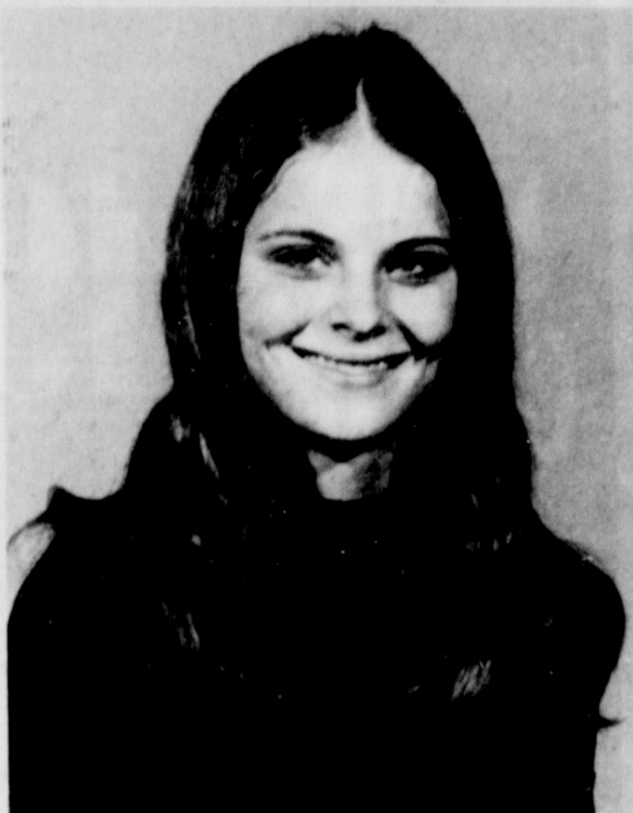
Assembly Names New Advisor

Nell Fulks, the 16-year-old daughter of Mr. and Mrs. J. Vonne Fulks, will be installed as Worthy Advisor of the Friona Rainbow Assembly #275.

The installation will be held at the Masonic Lodge at 2 p.m., Saturday, September 28.

She is a junior at Friona High School and participates in basketball, Future Teachers of America, treasurer of Future Homemakers of America and is on the Student Faculty Congress.

All relatives and friends are invited to attend the ceremony.



NELL FULKS

St. Ann's Society Schedules

Annual November Dinner

Sunday, November 3, was selected as the date for the annual Turkey Dinner, sponsored by St. Ann's Society, at a meeting of the organization Monday in Parish Hall of St. Ann's Catholic Church.

Mrs. Phil Brockman, vice president, was in charge of the meeting with 13 members and Father Joe Egan attending.

Mrs. Mary Rose Brito gave a report on the Parish Council activities. Mrs. Eunice Schilling and Mrs. Brenda Jesko were appointed co-chairman of the Turkey Dinner. A Parish social was planned for Sunday, Sept. 29, as a "welcome home" for Father John Coppinger who has been on vacation and also in appreciation of Father Egan, who has served as pastor in Father Coppinger's absence.

Members of the society began making a double knit quilt which will be given away at the dinner.

At the Monday meeting, Mrs. Judy Brockman was feted with a pink and blue shower.

Hostesses were Mrs. Dan Koelzer and Mrs. Lynn Chitwood.

Howard Named Society Head

Dewayne Howard was elected president of the Parmer County Unit of the American Cancer Society at the general meeting on Thursday, September 12 at Friona State Bank's Community Room.

Other officers elected were: Mrs. Leon Massey, vice president; Peggy Bryant, secretary; and Mrs. Jack Nelson, treasurer.

Howard appointed chairpersons of standing committees. They are: Mrs. Albert Cupell and Mrs. Dewayne Howard, public education; Mrs. Claude Blackburn, service/rehabilitation; Mrs. Johnny Atkinson of Farwell and Mrs. Leslie Fithen, public informa-

tion; and Mrs. Darrell Simpson, unit crusade.

Ed Jones, District Executive Officer from Lubbock, explained how the local unit will benefit people in Parmer County.

Jones also presented statistics on the distribution of funds donated to the American Cancer Society. He emphasized that it is a national organization fighting cancer through balanced programs of research, education and service.

Howard invited all interested persons in Parmer County to attend the next general meeting in November. The time and location will be announced at a later date.

Antique Club Met

In Jones Home

The Friona Antique Club met Monday, September 16 in the home of Mr. and Mrs. Tommy Jones.

The minutes were read by Mrs. Leo Bails and most of the evening was spent in social conversation.

A snack supper was served to those present. On the menu were pigs-in-a-blanket, jello

salad, chips, dips, cake, coffee and tea.

Those present were Mr. and Mrs. Raymond Adams, Mr. and Mrs. Leo Bails, Mr. and Mrs. Rudolph Renner, Mr. and Mrs. O.C. Jones, Mrs. Dick Habbinga, and Mrs. Orma Flippin.

The next meeting will be held in the home of Mr. and Mrs. O.C. Jones.

Youths Take Over

Worship Services

A take-over plan has recently been revealed. The Calvary Baptist Youth are planning to take over Sunday night worship services on September 29 at 6 p.m.

The church youth, ages nine and older, will provide everyone with a night of singing and testimony.

The service will be a special

blessing to all who attend, according to Buster Bentley, Youth Council President.

A lot of work has been done on this program and everyone is invited to bring a friend and attend the services.

A special entertainment, fellowship has been scheduled for the youth immediately after church services.

Members Attend Meeting

Lois Norwood and Mrs. Ron Hawkins, both members of the Sigma Upsilon Chapter of Epsilon Sigma Alpha International attended the District IX meeting at Post on Sunday, September 15.

Workshops were held on all chapter offices. During the business meeting, Mrs. Hawkins was elected recording secretary for District IX, replacing the present secretary who resigned since she was moving from the district.

Special guests attending the meeting were State President, Mrs. Martha Hewitt, and International Council Parliamentarian, Mrs. Judy Rittiman, both of Sinton, Texas, and State Recording Secretary, Mrs. Carolyn Stokes of Coleman, Texas.

Four Wheelers Plan N. M. Tour

The Friona Four Wheelers met Monday, September 16 in the Community Room of Friona State Bank for a covered dish supper.

The meeting was called to order by Tom Lewellen, president. The club decided to have regular meetings every other month on the second Saturday night.

The next meeting of the group will be November 9. Plans were made for a trip to Red River September 27, 28 and 29 for a color tour of the aspen trees.

Anyone interested in making the trip should contact Leon Coffey, 247-3483.



Rock Owl Plaques

\$4.00 to \$6.00

Also...

- * MUSHROOMS
- * FROGS
- * FLOWERS
- * WINDMILLS

Many More Gift Items Priced Under \$10.00

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STAR GIFT GALLERY
914 Main -- Friona



Don't miss this "double feature!"

Two great styles... one great price!



Take your pick of these compact XL-100, 100% solid state consoles, only

\$589.95



You Could Be Enjoying All These On Your New

RCA COLOR TV
Color You Can Count On!

"SEE US BEFORE YOU MAKE A DEAL"

WELCOME
SPECIAL TRADES!
SPECIAL DEALS!
"SHOP WHERE YOU GET THAT GOOD OLE HOME TOWN SERVICE"

Many Other Models
In Stock...
See Them Now!



An XL-100, 100% solid state color console in a "work of art" cabinet! Buy now... only \$ 669.95

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ANNOUNCING

Our New
BEAUTY OPERATOR
MONA REED

Will Be Accepting Appointments
On Tuesday Thru Friday From
2 O'Clock On.

And All Day Saturday

FRIONA SWIRL & CURL

Phone 247-3762

- ★ Debbie Reed, Tues. Thru Sat.
- ★ Juanita Estep, Thurs. Fri.
- ★ Jessie Sisk
Tues. Thru Sat.

1974 Maize Days Schedule

TUESDAY, OCTOBER 1
 Carnival in City Park all week.
 Art Club exhibit, City Hall [paintings].
 Jaycee-Ettes sponsor "Little Miss Friona Pageant," High School Auditorium, 7:30 p.m.
 Fire Dept. will sell fire extinguishers all during the week.

WEDNESDAY, OCTOBER 2
 Carnival in City Park.

THURSDAY, OCTOBER 3
 12:00 noon-queen contestant's luncheon, Congregational Church.
 4:00 p.m.-queen talent contest, High School Auditorium, also featuring the Ex-Miss Texas, Judy Mallett as MC. \$1.00 Admission.
 8:00 p.m.-queen's finals, High School Auditorium, \$2.50 reserved seats, \$2.00 general admission.

FRIDAY, OCTOBER 4
 Hub Ladies Club will sell Christmas decorations, 7th & Main. The Community Center will have various booths and exhibits: Rabbit Show, Oct. 4 & 5
 Fine Art Show, Oct. 4 & 5
 Mrs. T.A. Kelley & Mrs. Tom Lewellen, Baby Quilts, Blankets
 Mrs. T.J. Presley, Doll Display
 Various Other Civic Displays

SATURDAY, OCTOBER 5
 Rainbows and Eastern Star will serve breakfast, 6-9 a.m. at High School Cafeteria.
 10:00 a.m.-General Riser, Ex-POW will be the Grand Marshall of parade.
 Mary Beth and Her Western Group will play during the barbeque.
 12:00 noon-Barbeque at the park, unless incimate weather, then go to the Community Center, served by Friona Fire Dept.
 Panhandle Antique Car Show.
 Leon Coffey will have Indian Jewelry and Indian blanket display.
 Fire Dept. will raffle riding lawn mower, City Park, 4:00 p.m.
 ESA Sorority Raffle-25 lb. freezer pack.
 Jaycees will raffle a bicycle.
 Friona Riding Club, Trap Shoot at Bengier Air Park, Sat. & Sun. 1:30 p.m. Cash prizes.
 Buttons & Bows will square dance in front of Library, 8 p.m. Sat. night, caller will be Stewart Rowen, Hereford.

Contest Standings

26 Charlie Clark	17 Wilson DiCuffa, Larry Fallwell, Mark Fancher, Ray D. Fleming, Bryan Johnston, Vondale Mann, Kathy Martin, Keith Martin, Ricky Royal, Ruede Rule, Melba Smiley, E.V. Thompson, Frank Truitt, Max White.
25 Joy Morton, C.H. Veazey	
24 Darrell Barlow, Mary L. Collier, Rick Jennings, Larry Johnston, Roy Smith, Kenny Stowers, Jimmy R. Walker, Kevin Wiseman.	
23 Dean Broyles, Ralph Broyles, Gene Ezell, Don Fortenberry, Mike Gowens, Jimmy Grimsley, Dewayne Howard, L.F. Jacobs, Flossie Rhinehart, Gladys Spring, Dale Williams, Mitchell Wiseman, Larry White.	16 Shaun Aguirre, Butch Casey, Sam Drager, Tim Elmore, Jan Fleming, Ann Graves, Randy Mabry, Jessie Morales.
22 Clay Bandy, Eugene Bandy, Stan Benge, Virginia Cleveland, Andy Hurst, Joe Jackson, Mrs. Albert Johnson, Celia Loflin, Clifford McLellan, Cindy Means, Kay Nuttall, Sam Perez, Mary Priest, Redge Priest, J.P. Sims, Vickie Smiley, Ray Strickland, Terry Thompson, Robin Zetsche.	15 Travis Graves, R.M. Walker.
	14 Koty Kothmann, Keith Pryor.

Hospital Notes

ADMISSIONS-
 Ima Jones, Friona; Leon Grissom, Bovina; William Hall, Clovis; Herman Estes, Bovina; Jimmy Gonzales, Farwell; Mrs. Oscar Dela Cerda and baby boy, Hereford; Mabelle Hartwell, Friona; Mrs. David Musick and baby boy, Dimmitt; Jill Herring, Friona; Lupe Pacheco, Friona; Vivian Quicquel, Bovina; Mrs. Joe Castro and baby boy, Friona; Wallis Stotta, Hereford; Alice Stone, Bovina; William Hall, Clovis; Anna Wiggains, Summerfield; Lorraine Welch, Friona; Lawrence Jackson, Friona; Lillie Scott, Friona; and Marye Whitley, Friona.

DISMISSALS-
 Mabelle Hartwell, Marye Whitley, W.E. Williams, Mrs. Jay Potts and baby boy, Ricardo Hernandez Jr., Mrs. Danny Brito and baby boy, Mrs. Manuel Vasquez and baby girl, Mrs. Gary Coker and baby boy, Ophelia Estrada, Myrtle Melton, Leon Grissom, Jimmy Gonzales, Larry Smith, A.L. Smith, Mabelle Hartwell, Herman Estes, Wallis Stotta, Mrs. Oscar Dela Cerda and baby boy, Ima Jones, William Hall, Mrs. David Musick and baby boy, Lawrence Jackson, Jill Herring and Anna Wiggains.

PATIENTS IN HOSPITAL-
 Alice Parson, T.E. Wood, Elmer Euler, Lupe Pacheco, Linda Castro and baby boy, Vivian Quicquel, Alice Stone and baby girl, Lillie Scott, Marye Whitley, Lorraine Welch and M.A. Black.

Moslem's believe that an agave leaf over their doors will ward off evil spirits.

Elegant-Imported

10", Dinner Plate, Cup, Saucer, Bread and Butter, Fruit Dish

FINE CHINA

49¢

EACH BASIC PIECE

with every \$5.00 purchase

Beautiful Bell Flower Pattern
 The perfect complement to perfect dining

THIS WEEK'S FEATURE | Bread & Butter Dish

Family Size

COKES

3 32 Oz. Bottles 79¢

Plus Deposit

Zee 170 Count Paper

TOWELS

Jumbo Roll 39¢

Shurfine

SHAMPOO

16 Oz. Jar 49¢

Sudden Beauty 12 Oz. Aerosol

HAIR SPRAY

69¢

Ole South Frozen

COBBLER

Apple Cherry Peach 99¢

Gorton 1 1/2 Lb.

PERCH FILLETS

99¢

Fresh Green

ONIONS

Bunch 10¢

Fresh Firm

RADISHES

Bag 10¢

Fresh Hawaiian

PINEAPPLE

Each 49¢

Firm Green Heads Texas

CABBAGE

Lb. 10¢

THESE PRICES EFFECTIVE
 Saturday, Sept. 21 Thru Friday Sept. 27

PLUS S & H GREEN STAMPS
 Double On Wednesday With \$2.50 Or More Purchase

USDA CHOICE

BONELESS RUMP ROAST

Lb. \$1.39

USDA CHOICE

ENGLISH CUT ROAST

Lb. \$1.39

Family Pack 9 to 11 Chops

PORK CHOPS

Lb. 99¢

Lean And Tender Smoked

PORK CHOPS

Lb. \$1.39

Fresh Lean

GROUND BEEF

Lb. 89¢

Food King

BISCUITS

8 8 Oz. Cans \$1.00

Boden's Orchard

ORANGE DRINK

Half Gallon Jar 59¢

Mile High W.K.

GOLDEN CORN

3 No. 303 Cans 79¢

Big John's

HAMBURGER DINNERS

3 Boxes 79¢

Folgers

COFFEE

Lb. Can 99¢

With Coupon

FIGGLY WIGGLY

1 LB. CAN of FOLGER'S COFFEE

SPECIAL PRICE WITH THIS COUPON

Folgers coffee 99¢

GOOD THRU Sept. 27

PIGGLY WIGGLY