



Star Lites By Bill Ellis

THANK GOODNESS the Dallas Cowboys didn't have to play their Conference Championship game on Monday. They probably would have lost.

College football's top teams would just as soon forget what happened in the bowl games Monday.

Don't know what was in the air, but something seemed to be going around.

And aren't you glad we didn't have a contest to pick the winners of the bowl games?

IF YOU WATCHED a lot of television over the holidays, perhaps you would appreciate the following item, which we gleaned from the papers, concerning TV commercials.

It seems that a reader survey conducted in San Francisco named the "worst commercials on TV."

Here are the "winners":

--Tickle deodorant with its giggling girls.

--Peto-Bismol's distorted sufferers.

--Geritol. A reader said the women "with the dyed mop who can skillfully juggle marriage, maternity, business and pleasure all at once are infuriating images."

--Clorox and its spokesman who tears clothes in half.

--Schlitz beer for its ads "threatening to kill you" if you don't drink Schlitz.

--Charmin bathroom tissue with its spokesman, Mr. Whipple.

--Wisk laundry detergent. "Why," one reader wants to know, "doesn't that man just wash his neck? No more ring around the collar."

--Sudrets, for the ad in which the man wakes his wife up from a sound slumber to complain he has a cold. "Watching this whining slob intrude on the tranquility of his selfless wife is an insult to all men and women who sleep together, married or not," wrote a participant in the survey.

In addition, respondents chose the worst people in TV commercials. They included Florence Henderson for Wesson Oil and Tang breakfast drink; "Mrs. Olsen" for Folger's Coffee; Howard Cosell for General Electric CB radios, Margaux Hemingway for Babe perfume; "Mother Tums," and Anita Bryant for Florida orange juice.

THANKS TO John Getz for researching the following hilarious collection:

Public Schools over the country have a rule, generally, that an absent student must present an explanatory note from a parent or guardian when he comes back to classes. This is the rule in Alabama schools.

And in one school in Mobile County, Alabama, an official has been saving these excuses. One of the reporters for the Mobile Press, Freda Roberts, went through the parental notes, chose a sampling which was later distributed by the Associated Press.

Here are some of them, spelling unchanged, some of the reasons kids didn't make it to school:

(Continued on Page 3)



GREETS MAHON....Among the big crowd on hand to greet Congressman George Mahon and his wife here Thursday were Hollis Horton, left (rear) and Ed Clark, right. Mrs.

Vernon Estes of Bovina is at Mahon's right. The Congressman had a lively session in a full house at Friona State Bank's Community Room.

PLEDGES FARM HELP

Mahon Greets Big Crowd During Visit

Congressman George Mahon, taking advantage of congress' holiday break to hear from his constituents, addressed a large group at the Friona State Bank Community Room Thursday morning, and heard a number of questions and comments, principally from farmers on their current problems.

"I think I have been pretty well informed on the problems, but I'm lacking in a quick solution," the veteran congressman said.

Mahon told the group he has fought farmers' battles for 43 years on Capitol Hill, and pointed out that it has become increasingly difficult to secure good farm legislation, since farmers today represent only about five per cent of the population.

"It has always been virtually impossible to sufficiently inform the residents of urban areas as to the problems that farmers face. The so-called farm strike has dramatized the problem, perhaps better than anything that had been done previously," Mahon said.

He cautioned farmers taking part in the movement to handle their activities in a way that they will "Make friends, and not enemies" for the farmers.

Borrowing a line from a song that was popular during the war years, Mahon said folks are going to have to "Accentuate the positive" in order to maintain our status in this country. "We need to have more enthusiasm in our nation. We'll solve our problems, but it may take a while," he said.

He pointed out that the United States is still the world's richest nation, producing an estimated two trillion dollars worth of goods annually.

Concerning the farmers' demands for 100 per cent parity, Mahon said he thought it would be virtually impossible to get congress to pass any type of government assistance program, since it required 218 votes in congress to pass.

In response as to why a large portion of the farm bill consists of food stamps, school milk, etc., Mahon explained that with farmers representing such a small portion of the population, there had to be other factors involved in order to get any type of bill passed.

One of the farmers attending the meeting commented, "Our problem in agriculture is cost of production. Everything we use to produce our crops has increased tremendously. We're producing at a loss. Better farm prices are our only hope."

Possible ways of improving farm prices suggested by those at the meeting included curbing farm imports, especially beef imports, and some type of layout program to curb production.

"We import 12 per cent of the beef consumed in this country, and this hurts American cattlemen. Also, I could feed my corn to that many more cattle, if the imports were stopped," one farmer remarked.

Mahon said he felt that inflation and high taxes are among our biggest overall problems as we start

the new year. Social security taxes are going up this year, and then will take a sharp jump in 1979, he said.

"I really expect congress to pass some type of tax break for the American people, in order to help our economy," the congressman said.

(Continued on Page 3)

Schueler Is Local Champ

Dale Schueler of the Rhea Community took first place honors in Friona and third place county-wide in the annual "longest tailfeather contest" sponsored by the Parmer County Game Management Assn.

Schueler's winning entry measured 24 3/4 inches for first place locally and a \$15.00 cash prize. S.D. Baize of Friona ran a close second with a feather measuring just under 24 3/4 inches. However, he received \$10.00 for his entry. Donnie Gustin took third place and \$5.00 for his feather.

Jessie Stone of Bovina won the contest county-wide. His entry measured 25 1/4 inches. Ralph McClendon of San Marcos won Farwell's contest with an entry measuring 24 and 13-16ths inches. By winning the county title, Stone will receive a belt buckle with a hand-painted pheasant emblem.

Construction Here Tops Million Mark

New residence construction continued to pace the building activity in Friona during 1977, according to figures released this week by City Manager Jake Outland.

Fourteen permits were issued for new home construction during the calendar year, for a total estimated value of \$489,800. This compared to 11 permits for new homes in 1976, worth an estimated \$482,500.

A total of 36 permits were issued for additions to alterations, with a dollar value of \$180,950. This compared to 35 permits during the previous calendar year, worth \$101,150.

Non-residential construction was relatively slow during the year. Only two permits were issued during the calendar year. The major project

was an addition to Sixth Street Church of Christ, in the amount of \$329,500.

For the calendar year, a total of 52 permits were issued, calling for construction valued at \$1,000,250. The dollar value was down slightly from the previous year, when construction totalled \$1,232,950, for the same number of permits.

Following is a month-by-month recapitulation for building permits during 1977:

January (1) \$18,000; February (2) \$5,100; March (3) \$59,500; April (7) \$93,500; May (7) \$280,800; June (6) \$33,900; July (2) \$10,300; August (4) \$27,700; September (7) \$365,400; October (6) \$32,100; November (4) \$49,650; December (3) \$24,300.

Friday Deadline For C-C Advance Tickets

Deadline for buying advance tickets to the Friona Chamber of Commerce banquet is Friday, January 13. Those planning to attend the banquet can save \$2.50 per ticket by buying them in advance.

Tickets, which may be obtained at the Chamber office on Main Street, or from any of the Chamber directors, are \$7.50 in advance. Ticket prices the night of the banquet, Monday, January 16, will be \$10.00.

Dr. Kenneth McFarland, who has been termed the "Nation's Number One Public Speaker," will be the featured speaker for the banquet, which will be held at the Community Center.

The guest speaker is an industrial advisor, civic leader, author, and authority on economic affairs. He has been an educator, businessman, salesman and stockman. He lives with his family on a horse farm at Topeka, Kansas.

Cecil Maddox has been named by a select committee to serve once again as the celebrity master of ceremonies. Maddox, like Dr. McFarland, is much in demand for MC duties, and the chamber feels it has a "double-barrelled" team in Dr. McFarland and Maddox.

The banquet also will honor the community's leading citizens, with plaques to be presented to those chosen by chamber committees.



DR. KENNETH MCFARLAND

Farmers Participate In Clovis Tractorcade

Over 70 farmers from throughout Parmer County, representing American Agriculture's farm strike movement, drove their tractors to Clovis Tuesday afternoon, giving the residents of the New Mexico city a show of strength on the farm strike.

"It was just a friendly movement. No blockades or picketing was planned," said Jerry Fancher, spokesman for the local farmers' group.

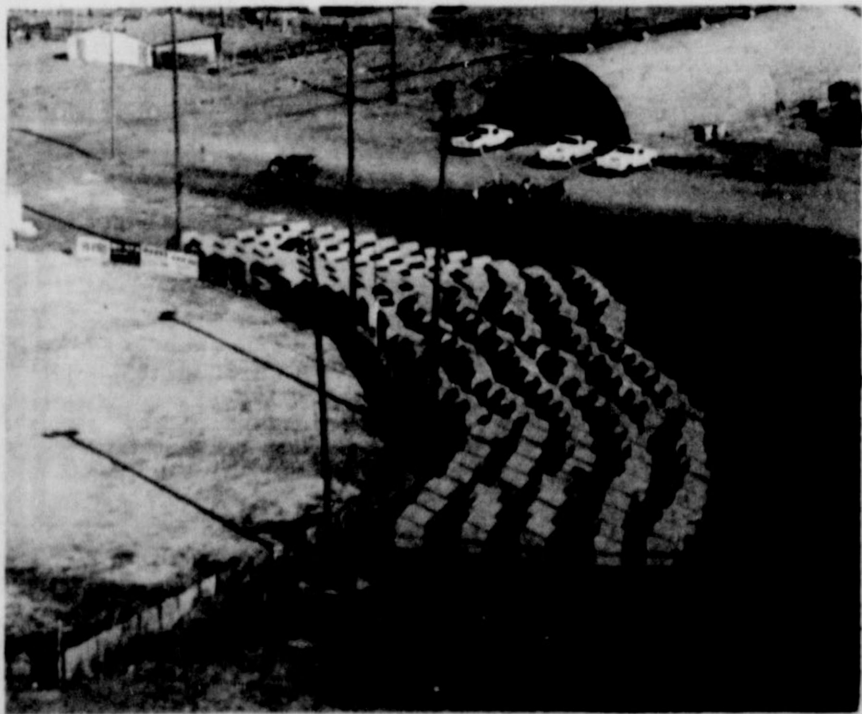
The tractorcade converged at the strike headquarters on south Third Street in Bovina just prior to noon Tuesday. They then paraded up

Third Street and then took Highway 60 to Clovis. The group planned to parade down Clovis' Main Street, hoping to draw attention to the strike effort.

Over 35 tractors came to join the group from Friona, and a number came up from the Lazbuddie area. The group from Friona stopped momentarily at the MBPXL plant between Friona and Bovina, temporarily blocking the entrance.

"We had over a million dollars worth of tractors in the tractorcade."

(Continued on Page 3)



NEW BOXES....A portion of the 400 new trash containers, which will make up the city's new trash disposal system, are shown in this view from atop the east water tower.

The boxes will be dispensed beginning Monday, but residents are asked not to use them until they are given the word from city officials.



SNOW FUN....These three Friona youngsters enjoyed the first snow accumulation of the season here

Monday, getting in a little sledding. Susi Noah and Sharla Duggins are pulling Sherri Noah on the sled.



TRACTORCADE....Only a small portion of the approximately 70 tractors are shown as they congregated on Third Street in Bovina for a tractorcade to Clovis on

Tuesday. It was quite a turnout of men and machines, making quite an impression for the farm strike movement.

LETTERS To The Editor

Dear Bill:
It seems that once again the farmers of Friona and our nation have decided it is time to take control of a bad situation that affects their destiny.

I am told that back in 1929, fuel was sold to farmers in Friona for 10 cents a gallon. It cost the dealer 2 cents a gallon—a 500 per cent mark-up. Farmers banded together and chartered a farmers cooperative to control this extortionate pricing situation. In 1977 the net margin at the wholesale level was just over 3/4 cents a gallon.

Now the economic squeeze is on the marketing side of the ledger. Farmers are fed up with boom and bust cycles for marketing their products. Most farmers are not willing to plunge into a "bust" year as the situation looks now. Last year was a disastrous year for most farmers and we in this agricultural town all felt the pinch. I feel that if we want Friona to prosper that we had better get behind the agricultural products. We have seen the strength and capability of the farmers to close down a whole town and it is unthinkable as to what would happen if the nation were shut down. But if this nation's farmers skip one crop—it will be "Katy-bar-the-door" for a whole lot of businesses and appetites. So may I suggest we business people of Friona start writing our congressmen, the President, the Secretary of Agriculture, and even our governor and ask for parity prices for all agricultural products. As a general rule, what is right for Friona farmers is right for Friona.

Sincerely,
Elton Wylie

Co-Op To Elect Members

The Nominating Committee of Deaf Smith REC met at 11 a.m. January 5, in the Headquarters building of the Cooperative in Hereford.

The Committee will nominate candidates from the Cooperative's membership for the expiring terms on the Cooperative's Board of Directors that expire at this year's Annual Meeting March 4, 1978.

Board members whose terms expire in 1978 are Eldred Brown,



CHRISTMAS IN FAIRY LAND...
Was portrayed by the members of Mrs. Faye Smith's second grade class and Mrs. Rita Stephenson's Plan A Class, in their recent

presentation before the grade school. Carol Jackson plays Old Mother Hubbard and Dolores Granado is Mother Goose, Gary Blackburn was Santa Claus.



SANTA VISITS MOTHER GOOSE...
This was the theme of the Christmas Program presented at the grade school auditorium by the second grade class of Mrs. Faye Smith and the Plan A Class of Mrs. Rita Stephenson. Pictured left to right are Bruce Wikle as Humpty

Dumpty, Billy Jackson, Phrod Walker and Anthony Drager as the Three Men In A Tub, Jane Dimas as the Old Woman In The Shoe, The Cat and the Fiddle portrayed by Sammy Ancera and Jose Dimas, and John Stephens as Little Jack Horner.

Cotton Program Provisions Given

The provisions for the 1978 cotton program were announced this week by Prentice Mills, of the Parmer County ASCS office.

Mills pointed out that there will be no set-aside requirements under the 1978 upland cotton program.

Other provisions of the program include:

+A target price of 52 cents per pound.

+A National Program Acreage of 10,248,000 acres.

+A 20 per cent voluntary acreage reduction.

+No land diversion payments and no limitation on planted acres.

+A 1978 loan rate of 44 cents per pound on strict low middling 1-16 (Mike 3.5 thru 4.9) at average U.S. location.

The target price provides cotton producers a national average income protection of 52 cents per pound.

If the national average price received by farmers for upland cotton during the calendar year 1978 falls below the target price, cotton producers will receive a deficiency payment at a rate equal to the difference between the higher of the average market price for calendar year 1978, or the loan level of 44 cents.

For example: If the average market is 46 cents per pound, the deficiency payment would be six cents per pound (52 cents minus 46 cents), if average market price is 42 cents, the deficiency payment would be eight cents. (52 cents minus the loan rate of 44 cents equals eight cents.) The target price is also used as a base to determine disaster payments. The disaster payment rate for 1978 is 17.3 cents per pound—one-third of the target price. Disaster payments are paid if the producer is prevented from planting upland cotton or other program crops or if his yield is substantially reduced due to circumstances beyond his control.

Prevented planting payments can be made on the acreage intended to be planted—not to exceed the acreage planted in 1977. Payment is made on 75 per cent of the established farm program payment yield on the acreage approved for prevented planting.

For low yields, payment is made on any production loss below 75 per cent of the program payment yield multiplied by the acreage planted for harvest on the farm.

The 10,248,000 National Program Acreage (NPA) could be revised later (cannot be less than 10,000,000) for the purpose of determining the

National Allocation Factor (NAF). The NAF (not to exceed 100 per cent) will be determined later by dividing the final NPA by the national harvested acreage of the 1978 crop.

For example: Harvested acreage 12,500,000 divided into the NPA of 10,248,000 equals .8198 Allocation Factor. Take a farm with 102 acres of cotton planted which earns a deficiency payment. The acres for deficiency payment would be 102.0 x .8198 equals 83.6 acres eligible for deficiency payment.

"In this example, keep in mind that all the acreage is eligible for disaster payments and loan. Also, if the 102 acres planted in 1978 is at least 20 per cent less than 1977, all the 102 acres would be eligible for deficiency payment," Mills said.

Deficiency payments under the 1978 cotton, wheat and feed grain programs combined are limited to \$40,000.00 per person in 1978. Disaster payments are excluded from payment limits. Of course, loans are not subject to any limitation.

Farmers Urged To Cut Back Acreage

Members of the American Agriculture Movement held a meeting Tuesday, January 3 at the Friona Community Center to help gain active support for the American Agriculture Movement and to explain to newcomers exactly what the movement is and what it hopes to accomplish.

Topics discussed were the future actions of the local group of farmers and the future actions of the entire movement nationwide.


Several hundred farmers and ranchers involved with American Agriculture plan to go to Washington, D.C. sometime in the near future to talk to the nation's leaders about the present farm legislation and propose new farm legislation for the near future. Several local farmers and their wives will be in the Capitol for that phase of the strike.

The American Agriculture Movement requests that farmers cut back on their production this year by 50 per cent to help ease the grain surplus situation. This will speed the recovery of farm prices. Under the present farm bill, farm production is to be reduced by 20 per cent. This reduction is not enough according to local farmers.

Also an attempt is being made by the Movement to inform the consumer of the amount of imported beef that Americans are eating unknowingly. A reduction of beef imports is sought by the Movement. The reduction will insure the American consumer that he is

getting the finest quality beef in the world.

Secretary of Agriculture Bob Bergland has agreed to meet with representatives of the American Agriculture Movement in Kansas City, Mo. January 16. Attempts are being made to get non farm-belt Congressmen to attend this meeting. The attendance of these Congressmen is essential for the passage of better farm legislation.



WEEK OF JANUARY 8-13

MONDAY—pizza, corn, crackers, lettuce and tomato salad, fruit and Borden's milk.

TUESDAY—creole spaghetti, blackeyed peas, hot rolls, beets, apricot cobbler and Borden's milk.

WEDNESDAY—tacos, lettuce and tomato salad, pinto beans, cornbread, banana pudding and Borden's milk.

THURSDAY—meat loaf, mashed potatoes, hot rolls, peas, yellow cake and Borden's milk.

FRIDAY—hot dogs, French fries, buns, pork and beans, Jello and Borden's milk.

(Menu Sponsored by BORDEN'S MILK)

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Bill Ellis, Editor & Publisher
Vickie Copley, Production Supt.
Laura Nell Coffey, Bookkeeper

Church Chuckles by CARTWRIGHT



"Better let him keep it, or he'll scream his lungs out!"

Welcome To Friona

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Friona State Bank

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SIXTH AND SUMMITT—REV. C. H. MURPHY

CALVARY BAPTIST

14TH AND CLEVELAND—REV. RON TRUSLER

ST. ESTHER'S BAPTIST CHURCH

5TH AND MAIN—REV. I. S. ANSLEY, PASTOR

MEXICAN BAPTIST CHURCH

4TH AND WOODLAND—REV. DONNIE CARRASCO

6th ST. CHURCH OF CHRIST

302 W. SIXTH—D. L. HARGUESS, MINISTER

6th ST. IGLESIA de CRISTO

408 W. SIXTH—

10th ST. CHURCH OF CHRIST

10TH AND EUCLID

LUTHERAN CHURCHES

RHEA AND FRIONA—REV. WILLIAM RUMPEL

FRIONA UNITED METHODIST CHURCH

8TH AND PIERCE—BOBBY McMILLAN

UNION CONGREGATIONAL CHURCH

EUCLID AT 10TH—Rev. Skip Sirnic

ASSEMBLY OF GOD

10th and Ashland—THOMAS BLEVINS—

UNITED PENTECOSTAL CHURCH

5TH AND ASHLAND—GAYLON CHAPMAN

TEMPLO LaHERMOSA SPANISH PENTECOSTAL CHURCH

1006 WASHINGTON—TIRSO LOPEZ, PASTOR

ST. TERESA'S CATHOLIC CHURCH

10TH AND CLEVELAND—FATHER DERMONT O'BRIEN

People Are... the Friona State Bank



FDIC Dale Smith

This week the Friona State Bank is proud to feature Dale Smith, one of our loan officers. Most residents of Friona have known Dale for a long time. Dale graduated from Friona High School, attended Wayland Baptist College for a year, and applied for a job here 18 years ago. He started in the bookkeeping department and later worked as an in-bank teller and drive-in window teller. In 1964 he was promoted to loan officer and before long to a Vice Presidency.

His job as a loan officer is to approve loans, cash checks, service credit cards, and take care of auto and equipment financing. In his capacity as Vice President, he is in charge of all the assets of the bank. He and his wife, Jere, have two children: Amber, 13, and Toby, 10. The Smiths attend the First Baptist Church in Friona.

His hobbies are silver dollar collecting, car restoration, trail bike riding, and his newest hobby, radio controlled aircraft. He is a former Vice President and Secretary of the Friona Chamber of Commerce, is a member of the Friona Evening Lions Club, has held all offices of the Club and was the Vice President in 1968-69 and President in 1969-70.

Dale is an individual who really personifies our motto, "PEOPLE COME FIRST."

FRIONA STATE BANK

where

PEOPLE COME FIRST

Mahon Visit....

(Continued from Page 1)

Other subjects discussed included the energy situation. "The president's energy bill provides for control of intra-state gas, which I think is deplorable. I voted against this bill in the first place, and would do so again," he said.

Also discussed were federal agencies, the HEW in particular. "Non-elected bureaucrats cause more and more problems all the time. Is anything being done to get the government back into the hands of elected officials?" asked one man.

Mahon said he realized that people are fed up with over-regulation from federal bureaucracies. "The department of HEW is one of the most poorly administered agencies in the federal government," he said.

Touching on the matter of the IWY and the ERA drive, Mahon said "Fortunately the International Women's Year expires in March." He said from what he understood, the leaders of that movement did not represent the wishes of the average woman.

He said he would strongly oppose any movement to extend the ratification period for the Equal Rights Amendment. "That would be like playing a football game, and toward the end of the game agreeing to play another period, so that the apparent losers would have a chance to win," he commented.

Regarding the president's trip to the Middle East, Mahon said that although the unrest in that section of the world goes back as far as time itself, that it was appropriate for the president to go, due to this nation's oil interests.

Star Lites....

(Continued from Page 1)

"My son is sick and under the doctor's care and should not take P.E. Please excuse him."

"Please excuse Ester from P.E. for a few days. She fell out of a tree yesterday and misplaced her hip."

"John have an acre in his side."

"Dear School: Please excuse Jim for being absent on Jan. 28, 29, 30, 31, 32, 33."

And these other excuses:
"Jane could not come to school because she was bothered by very close veins."

"Joe had been absent from school because he had 2 teeth taken out of his face."

"Linda was absent from school because she had a going over."

Or, these:
"Please excuse Jack Friday. He had loose vowels."

"Please excuse Randal from being. It was his fathers fault."

"Harold was absent yesterday because he was playing football and was hurt in the growing part."

"My daughter was absent yesterday because she was tired. She spent the weekend with the Marines."

"Cindy was absent Dec. 11-15 because she had a fever, sore throat, headache, upset stomach. Her sister was also sick with a fever, sore throat, headache. Her brother had a low grade temperature and ached all over."

Tractorcade....

(Continued from Page 1)

and many of them are mortgaged," Fancher stated.

Virtually every tractor had some sort of printed sign to call attention to the strike effort.

Many signs simply stated: "On Strike for 100 per cent parity."

One professionally printed sign said "It may be peanuts to Carter, but my farm is my life!"

Another sign proclaimed "The amber waves of grain are giving Carter a pain-Carter is one pill we don't want to swallow anymore!"

One tractor had the slogan "Stop Beef Imports" painted in the window of its custom cab. Others were labeled "Goonbuggy."

Club Has Christmas Program

The Christmas meeting of the Friona Antique Club was held on Monday night, December 19 in the beautifully decorated home of Elvie and Virginia Jennings.

The supper consisted of baked ham, hot rolls, cookies, punch and coffee served by the Jennings, and various salads, vegetables, pie and cake brought by the other members.

The remainder of the evening was spent in visiting, climaxed by the exchange of "gag" gifts.

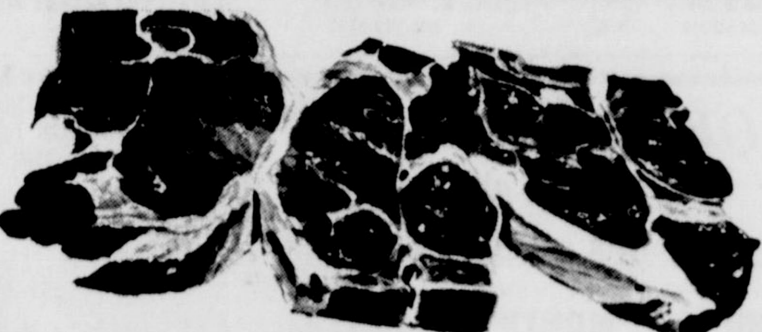
Those present besides the host and hostess were Leo and Lottie Bails, Hazel Baxter, Orma Flippin, Selma Habbinga, Opal and Ruth Jones, Tommie and Wanda Jones, Rudolph and Clara Renner, Jerry and Pattie Zachary and children, Joe and Pattie Grace, and one guest, Wade Thurmond.

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January 8, 1978

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Hot Links LB. 89¢
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Chili Bowl Chili 1 LB. PKG. \$1.39
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\$1.29

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Pork Chops LB. \$1.59
EXTRA LEAN TRIM CENTER CUT LOIN
Pork Chops LB. \$1.69

ARMOUR STAR
Sliced Bacon
\$1.29
1 LB. PKG.

ARMOUR STAR
Hot Dogs
69¢
12 OZ. PKG.



HUNT'S
KETCHUP
32 OZ. BOTTLE
69¢

BORDEN
ICE CREAM
1/2 GAL.
99¢

SHURFINE
BATHROOM TISSUE 4 ROLLS
59¢

HI-DRI
Paper Towels JUMBO ROLL
43¢

BETTY CROCKER
LAYER CAKE MIX 18 OZ.
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COMING MONDAY
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D-CON
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\$1.89

Dairy And Frozen Food
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12 OZ. 59¢
FROZEN CHEESE ENCHILADA, BEEF ENCHILADA, FIESTA, COMB.

CLOROX BLEACH 1/2 Gal.
57¢

CHICKEN OF THE SEA
TUNA 1/2 CAN
63¢

VAN CAMP'S
PORK 'N BEANS 300 CAN
29¢

GERBER'S STRAINED
BABY FOOD 6/\$1

DEL MONTE WHOLE KERNEL
GOLDEN **CORN** 303 CAN
3/89¢

FROZEN LYNDEN FARMS
FRENCH FRIES 2 LB. BAG
59¢

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TEXAS **GRAPEFRUIT**

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

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Political Calendar

POLITICAL CALENDAR
 The following have authorized the Friona Star to announce their candidacy for public office:

Subject to the Democratic Primary May 8, 1978:
 FOR COUNTY TREASURER:
 Benna Felts (re-election)

Make This New Year's Resolution

Resolved: To stop waiting and wishing and take time to check with Carrol Gatlin about these terrific buys.

To see this showplace of a home that is brick and has 3 bedrooms, 1 1/2 baths, double garage, beautiful paneling and carpet spread over 1854 square feet of living area all for only \$31,500.00

To check out this lovely 2 bedroom stucco home that is complete with a concrete block cellar, single car garage and a metal storage building all for only \$19,000.00

To inspect this spacious 3 bedroom brick home with 1 1/2 baths, beautiful fireplace, picturesque backyard with huge storage building and sprinkler system, 2100 square feet of living area for only \$49,500.00

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Hi-Plains Savings & Loan

"SERVICE is our only Business"



Carrol Gatlin
 247-3641

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 FRIONA, TEXAS 79035

ANNOUNCEMENTS

Friona Lodge No. 1332
 7th & Ashland
 Slated Meeting
 1st Tues. 8 P.M.
 J.V. Fuiks-W.M.
 A.L. Outland-Sec

NOW...In Friona. You can come direct to us and discuss a mortgage loan, or a home improvement loan. Let us visit with you on any financial question you might have. Tri-County Savings & Loan, 106 West Ninth, Friona. 16-tfnc

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BOVINA I.S.D. is accepting bids for a school car. For bid information contact Box 70, Bovina, Texas 79009. (806) 238-1494. Bids will be opened January 9, 1978, 7:30 p.m. at the school. Board of Trustees reserves the right to accept or reject any bid. 13-2tc

We Are Now the Authorized Dealers in Friona For MICHELIN TIRES "The First Steel-Belted Tire" WHITE'S AUTO 15-tfnc

FOR SALE...1976 K-Z 500 Kawasaki motorcycle. 4,000 miles, excellent condition, with fairing, sissy bar, luggage rack and roll bar. \$1,175.00 Call 265-3396. 12-tfnc

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FOR SALE...1969 Ford 4 door. Call 247-2801 or see at 1501 James St., Friona. 14-2tc

Call 247-2211 By Thursday Noon For Classified Ads

FOR SALE

FOR SALE...Electrolux vacuum cleaners. New and used. Sales and Service. Phone 247-3156 Mrs. L.R. White, 806 Ashland Avenue. 43-tfnc

FOR SALE...Litton range and microwave combination with Corningware cook top. Also, G-E potscrubber dishwasher, both harvest gold. Excellent condition. Good used divan. Jimmy Grimsley. Call 247-3777 or 247-3309. 14-tfnc

FIREWOOD FOR SALE... \$80.00 per cord. Call 247-2016. 11-tfnc

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FOR SALE...Trundle bed and dresser. Call 247-3536. 11-tfnc

FOR SALE...Good black and white console T.V. \$50.00 911 Woodland. 13-tfnc

FOR SALE...Excellent mechanic Snap On Tool Set and tool box. Priced to sell. Call 265-3817 or 265-3275. Can be seen at Tri Co. Elevator at Black. 14-4tc

HELP WANTED

HELP WANTED...Secretary. Must be able to type and do some bookkeeping. Pleasant personality and ability to get along with people helpful. Salary open. For interview, contact Linda Warren at Rushing Insurance Agency, 723 Main, Friona, Texas. Phone 247-3907. 14-1tc

TEXAS REFINERY CORP. offers PLENTY OF MONEY plus cash bonuses, fringe benefits to mature individuals in Friona area. Regardless of experience, write A.P. Pate, Pres., Texas Refinery Corp., Box 711, Fort Worth, Texas 76101. 14-1tc

CARDS OF THANKS

We would like to thank the wonderful people of Friona who helped make a Christmas a joyous one and a special thanks to the Bill Ellis Family, W.S. Bengel Family and Mrs. Wahleah Beck. Thomas and Isidra & Kids 14-1tc

LOST AND FOUND

LOST...Brown billfold. Reward offered. Call 247-2251. 14-1tc

REWARD...For return of goosedown coat and pair of spurs. Lost at the car wash around December 15. Phone 247-3673. 13-tfnc

WANTED

I WANT TO BUY old railroad crossties. Any quantity. Ann Carthel, phone 265-3889. 14-2tp

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 3 Bedroom Brick home. Seven years old. Priced worth the money.
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FRIONA ★ STAR

CHILD FIND

All School-Age Children In Texas Have The Right To A Free-Public Education

Some children, however, are not in school. They may be handicapped. If you know of a child (age 3-21) not in school...

Mail this information to:
 Region XVI Education Service Center
 c/o Full Services Support System
 P. O. Box 30600
 Amarillo, Texas 79120
 or
 CALL
 (806) 376-7463
 (collect if long distance)
 or
 Call Your Local School District's Special Education Director

(Name of child) _____ (Age) _____
 (Address) _____
 (Parent's or guardian's name) _____
 (Phone number) _____

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DIAL 247-2731 FRIONA, TEXAS

Your local used cow dealer is.....

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For 7 day a week dead stock removal Call 247-3032 Collect

BENNA FELTS ANNOUNCES

Nine County Spots To Face The Voters

The year 1978 will be a political year, on both the city and county level.

Some nine offices are up for election on the county level, including the county judge's position, county clerk, county treasurer, district clerk and county commissioners for the Bovina-Rhea (Precinct 2) and Lazbuddie (4) precincts.

Also up for election will be the three justice of the peace positions. In the Bovina precinct, Wayne Spears is filling out the unexpired term of the late Wilbur Charles.

County Treasurer Benna Felts this week authorized the Star to print her announcement for re-election, subject to action of the Democratic primary on May 6, 1978. Mrs. Felts was elected to the position in 1974.

In making her announcement, Mrs. Felts, a county resident since 1946, said "It has been a pleasure to serve as Parmer County Treasurer since 1974. I am now asking that the voters of this county support me for a second term of office."

County Judge Paul Fortenberry, who also was elected to a first term in 1974, in a telephone conversation with the publisher of the Star Tuesday, said he was planning to seek re-election, and would make his official announcement in the near future.



BENNA FELTS

Temperatures

Date	HI-Low
Saturday, December 31	60-28
Sunday, January 1	62-15
Monday, January 2	23-11
Tuesday, January 3	38-23
Wednesday, January 4	60-25
Thursday, January 5	64-33
Friday, January 6	62-36
Moisture: .11 inch moisture and 1 inch of snow on January 2.	

Cooperation Asked In Trash Schedule

Distribution of the new trash boxes for Friona's residences and businesses will begin on Monday, January 9, according to A.L. (Jake) Outland, city manager.

Outland requested, however, that residents NOT begin using the new boxes until such time as they are given word. Delivery of the packer truck, which will service the boxes, is not expected for another two weeks, and until that time the city has no way of emptying the new containers.

Distribution of the approximately 400 boxes will be a time consuming project, so it was decided to go ahead and begin putting out the new boxes.

As of Thursday, only about half of the boxes had been delivered to Friona from the manufacturer in San Antonio, but the balance was expected to arrive any time.

"We appreciate the consideration and cooperation of our residents during the change-over to the new system. We hope everyone will understand that it is physically impossible to deliver and install four hundred boxes at one time," Outland commented.

The new trash boxes, which are painted tan, have been stored on city property in the east part of town since they began arriving back in November.

It is not known for sure when the new trash system will be completely ready for use. Until officially notified, trash patrons are to

continue using their old trash barrels, even though the new boxes may be deposited in their alleys.

Rainfall Drops Below Average

For the second year in a row, rainfall was below normal, according to official figures released this week by the City of Friona.

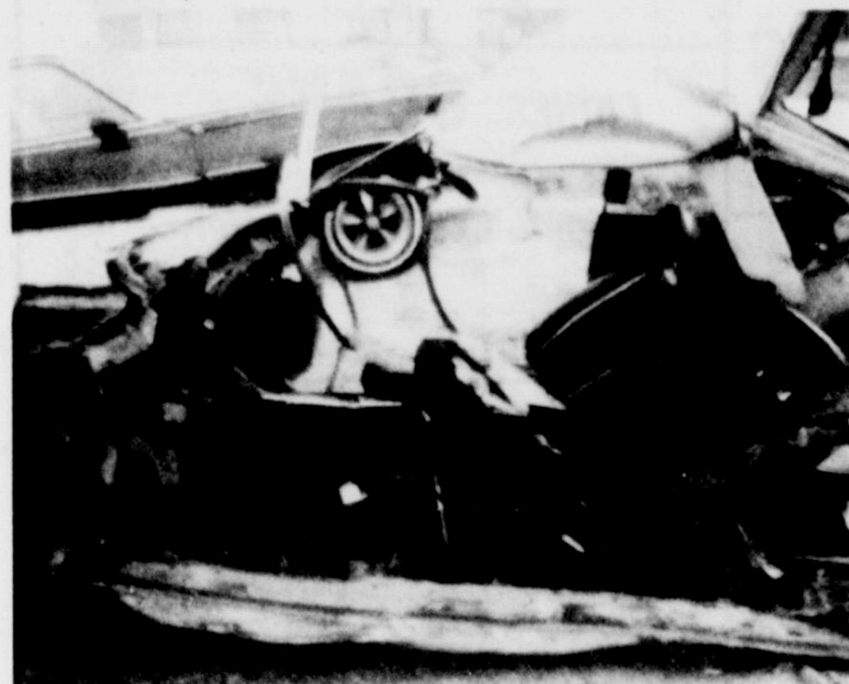
Total rainfall for the year was 11.82 inches. More than half of the total came in two combined months. May was the wettest month with 3.52 inches, and August saw 2.90 inches added to the total.

April, with 1.18 and June with 1.39 were the only other months with as much as an inch. Only .91 inch was received during the entire last quarter of the year.

The past year's total compared to 11.45 inches in 1976.

Here are the monthly moisture totals for 1977: January .21; February .33; March .72; April 1.18; May 3.52; June 1.39; July .30; August 2.90; September .36; October .72; November .11 and December .08.

Here are the yearly totals since 1962: 1962: 12.22; 1963: 18.80; 1964: 10.84; 1965: 17.33; 1966: 17.19; 1967: 11.17; 1968: 9.38; 1969: 22.59; 1970: 13.71; 1971: 18.34; 1972: 15.73; 1973: 16.44; 1974: 17.37; 1975: 14.69; 1976: 11.45; 1977: 11.82.



WRECKED VEHICLE....Shown above are two views of the 1972 Toyota in which James and Audrey Stevick of Friona were seriously injured following a two-car crash on Tuesday, January 3, near Tulla. The Stevicks have been hospitalized in Amarillo since the wreck.

Couple Injured In Auto Mishap

Two Friona residents, James Ray Stevick, 21, and his wife Audrey, 20, have been hospitalized at High Plains Baptist Hospital in Amarillo since late Tuesday night after they were involved in a two-car wreck west of Tulla.

The Stevicks were admitted to the hospital late Tuesday night in critical condition, were termed in "good" condition by a family member Friday morning.

Mrs. Stevick was driving as the Friona couple were returning from Fort Worth. She had to swerve the vehicle when a car headed east

came across the median and into the path of the Stevick vehicle. Still, the crash was almost head-on.

The driver of the other vehicle, Curtis Brasher, 58, a Tulla businessman, was killed in the collision.

Mrs. Stevick sustained a crushed shoulder, plus other cuts and bruises, since the impact was more on the driver's side of the vehicle. Stevick had a cut on the right shoulder.

Both of the vehicles involved were totally demolished.

Charles Caudill Says...

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TRAPPEY'S CUT OKRA & TOMATOES 300 CAN 53¢	WE WILL HAVE MRS. BAIRD'S BREAD MONDAY!
ROTINI & MEAT BALLS 300 CAN 61¢	LA CHOY SAUCE 5 OZ. BOTTLE 39¢
GLADIOLA FLOUR 5 LB. BAG 79¢	MEATS RANCH BRAND BACON \$1.29 LB. LONGHORN BOLOGNA \$1.19
QUAKER OLD FASHION OATS 18 OZ. BOX 63¢	JOY LIQUID 22 OZ. BOTTLE 10¢ OFF LABEL 79¢
PRODUCE SUNKIST LEMONS LB. 35¢ CARROTS LB. BAG 2/43¢ RUSSET POTATOES 10 LB. BAG 89¢	FAMILY SIZE TIDE \$4.79

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DOUBLE STAMPS ON WEDNESDAYS WITH PURCHASE OF \$2.50 OR MORE

January Clearance

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MEN'S QUILTED NYLON JACKET

\$25.00 Value
\$10⁹⁸

Large & X-Large Only



LEVI DURA PLUS JEANS

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\$12⁹⁷

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Shrunk To Fit
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MEN'S DOUBLE KNIT PANTS

Size 28-40
Reg. \$14.00 Value
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MEN'S BEST DOUBLE KNIT JEANS

Reg. \$20.00 Value
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BOY'S CORDUROY JACKETS \$6⁹⁷

MEN'S WESTERN SHIRTS

Reg. \$16.00 Value
\$7⁹⁷

MEN'S DOUBLE KNIT WESTERN PANTS

All Sizes 28-44
Up To \$24.00 Value
\$10⁹⁷

BOY'S WESTERN SHIRTS \$5⁹⁷
All Sizes

MEN'S SADDLEMAN JEANS

Solid Color Denim
Reg. \$17.50 Value
\$12⁹⁷

MEN'S BEAUTIFUL PRINT SHIRTS Reg. \$7⁹⁷
All Sizes All Colors \$16.00 Value

LADIES KNIT PANTS

Reg. Prices To \$9.98

\$5⁹⁷ Pair

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Sizes Large & Extra Large Only

Reg. \$30.00
\$10⁰⁰

STUDENT SIZES IN FASHION JEANS

Waist Sizes 25-30

\$8⁸⁷

Reg. \$14.00 Value

BIG TABLE OF BOY'S LEVIS

Sizes 2-14
\$4⁹⁷

MATCHING JACKETS

All Sizes
\$4⁹⁷

MEN'S LEVI FASHION JEANS

All Sizes
Reg. \$18.50 Value
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Beautiful Colors Prints & Solids \$2.98 Yd.

100% Polyester **DOUBLE KNIT** \$1⁴⁹
Top Quality Prints & Solids Yd.

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100% Polyester For Men's Fashions Yd.

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COTTONS 59^c
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5 Yds.

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Reg. \$4.97 Values
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DRAPERY & UPHOLSTERY FABRICS

MADE IN BELGIUM
\$35.00 Yd. Values

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MANY MORE BARGAINS THROUGHOUT THE STORE.

MALOUF SHOPPING CENTER

410 W. 12th
FRIONA, TEXAS

Great Shooting Is Key To Chief's Mark

Some great percentage shooting has helped the Friona Chieftains to their good 15-4 non-conference basketball standing, according to season statistics released this week by Coach Jimmy Pope.

Two members of the Chieftain team are shooting a blazing 50 per cent or better from the field, and a third is standing at 43 per cent.

Three different players are leading the team's three offensive categories.

Senior Jeff Whiteside is pacing the team in scoring, with 366 points through 19 games, good for a 19.3 per game average. Next comes Kevin Kothmann with 243 points and 12.8, and Lawrence Fithen, 163, 8.6.

Kothmann has been bombing the nets at 51.5 per cent accuracy from the field, to pace the team in field goal shooting. He has made 116 of 225 attempts. Whiteside is standing at an even 50 per cent, with 160 goals in 320 attempts. Lawrence Fithen, third, has a respectable 43.4 per cent average.

In free throw shooting, Todd Bandy is the team champ, with 28 baskets in 36 attempts. Kevin Kothmann is also the runnerup in this category with a 73.3 average, 11 for 15, while Whiteside stands at 67.6, 46 for 68.

As a team, the Chieftains are shooting a torrid 42.3 per cent from the field, which speaks well for the team's discipline in working for the good shot.

The team's free throw shooting could be better, standing at 56.2 per cent.

In rebounding, Koty Kothmann is the team leader with 112, or six per game. He had 13 against Bovina and Hedley.

The Chieftains will launch their District 3-AA schedule by hosting Muleshoe next Friday night. They host the tough Canyon Eagles, one of the team's to blemish their won-lost

record, on Tuesday, January 10.

SCORING				
Player	FG	FT	TP	Avg.
Whiteside	160	46	366	19.3
Kev. Kothmann	116	11	243	12.8
Fithen	66	31	163	8.6
Koty Kothmann	55	29	139	7.3
Bandy	31	28	90	5.3
White	16	7	39	2.6
Jarecki	12	1	25	1.5
Ortiz	8	5	21	1.5
Peak	8	3	19	2.1
Castillo	7	1	15	1.4
Hutson	1	1	3	1.5
Pope	1	0	2	1.0
Totals	481	163	1125	59.2

FIELD GOAL PCT.		
Player	FGA	FG Pct.
Kev. Kothmann	225	116 51.5
Whiteside	320	160 50.0
Fithen	152	66 43.4
Koty Kothmann	158	55 34.8
Ortiz	23	8 34.8
White	48	16 33.3
Bandy	118	31 26.2
Jarecki	48	12 25.0
Peak	14	8 57.1
Castillo	25	7 28.0
Hutson	2	1 50.0
Pope	3	1 33.3
Totals	1136	481 42.3

Jayvees Win

Both the Friona boys' and girls' junior varsity teams were victorious over the Littlefield freshmen in the first round of the Littlefield Tournament this week.

The Squaws with a 13-1 season record romped the young 'Cats by a score of 52-39. The leading scorers for Friona were Vickie Smiley and Dana Miller with 16 points each.

The Chieftain JV breezed through their game with a 65-57 win. Chris Barnett led the Chiefs with 13 points followed by Stephen Miller and Joe Malouf with nine points each. Both the boys and the girls led throughout the games.

FREE THROW PCT.			
Player	FTA	FT	PCT.
Bandy	36	28	77.7
Kev. Kothmann	15	11	73.3
Whiteside	68	46	67.6
White	13	7	53.8
Ortiz	10	5	50.0
Fithen	66	31	46.7
Koty Kothmann	65	29	44.6
Peak	7	3	42.8
Castillo	1	1	100.0
Hutson	2	1	50.0
Jarecki	7	1	14.2
Totals	290	163	56.2

Team Wins, Then Falls

The Friona Chieftains won their 15th game of the season December 30 at Hale Center, a narrow 59-57 decision over the Owls.

However, on Tuesday of this week, the team stumbled at Tulia to the Hornets, 51-48. The team already held three wins over the Tulia team, although they had given Friona a scrap in two of the games.

The week's action left the Chiefs with a 15-4 record.

CHIEFS 59, HALE CENTER 57
Kevin Kothmann 9-2-20; Jeff Whiteside 8-0-16; Lawrence Fithen 6-0-12; Koty Kothmann 3-0-6; Leslie White 0-1-1.

TULIA 51, CHIEFS 48
Kevin Kothmann 7-0-14; Whiteside 6-0-12; Fithen 5-0-10; Bandy 3-0-6; Koty Kothmann 2-0-4; White 1-0-2.

Band Booster Club To Meet

There will be a meeting of the Friona Band Boosters on Friday,

January 13 at the high school band hall, beginning at 7:30 p.m.

The boosters will view a film of the

Squaws Top Tulia; Fall To Owlettes

The Friona Squaws traveled to Tulia on Tuesday night where they played a close game coming out the victor by a 43-40 score.

The first quarter saw the scoring stay close with all the forwards contributing points. Rhonda Parsons collected several fouls which caused her to play a more conservative game.

The second period the Squaws scored 10 points to Tulia's 13 to stay close at the half with the score of Friona 22 to Tulia 26.

The third period Varla Welch was fouled early in the period to get points. The Squaws did not get hot until the middle of the period when Dana Miller got two from the line and then came back with a basket to start the Squaw scoring.

In the final quarter Miss Welch hit six of eight from the line to give the game to the Squaws, 43-40.

The Squaws have a 9-11 season so far. District starts for the Squaws January 20, a week after the boys begin.

Friona				
Player	FG	FT	TP	Avg.
Whiteside	12	22	33	43
Tulia	13	26	36	40

Forwards: Varla Welch 6-7-19; Cindy Cleveland 5-0-10; Linda Nelson 3-0-6; Rhonda Parsons 2-0-4; Dana Miller 1-2-4.

Guards: Paige Osborn, Cindy Smiley, Veronica Lafuente, Sylvia Malouf, Johnna Thorn.

The Friona Squaws traveled to Hale Center on Friday, December 30 where they played a good game, but

came out on the losing end of the score, 39-60.

The Squaws again had trouble getting the ball to go through the hoop.

Hale Center has two girls at 5'8", one at 5'9" and a six footer to present extreme height, especially at the forward position.

Cindy Smiley and Veronica Lafuente did a good job all night in stealing the ball. Paige Osborn found out what other girls feel like looking up to a person. Paige did a good job of guarding Hale Center's

six footer. The Squaws got the first points of the game. Hale Center then got to hitting from both inside and outside.

Friona				
Player	FG	FT	TP	Avg.
Hale Center	18	36	48	60

Forwards: Rhonda Parsons 5-4-14; Varla Welch 5-3-13; Cindy Cleveland 3-0-6; Linda Nelson 3-0-6; Cindy Smiley, Robin Zetsche, Sandy Schmidt.

Guards: Paige Osborn, Cindy Smiley, Veronica Lafuente, Sylvia Malouf, Johnna Thorn, Kathy Martin.

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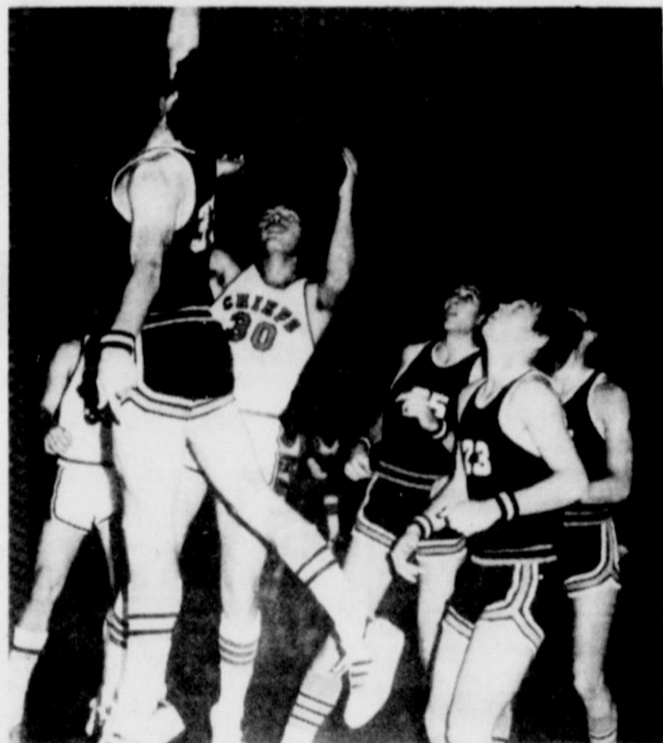
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KIM PARR PHONE 265-3809



BOYS ACTION...The Friona Chieftains, represented in the above photo by Paul Ortiz, are standing at 15-4 for the season, and will kick off district play against Muleshoe in a big game next Friday night.

COMING MONDAY



Mrs Baird started baking bread from a family recipe over 65 years ago. Today that bread is the most popular brand in Texas. Fresh at your grocer's Monday.

MRS BAIRD'S BREAD

Baked with family pride

WINTER CLOSE-OUT
Sale

CHILDREN'S CLOTHING

•Infants Thru Juniors

•Boys ... Infants Thru Size 7

Some Items Marked Down ...

1/3 OFF

Some Marked Down ... 1/2 OFF

TOTS & TEENS

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MARTHA JO HYMAN

Town Talk

By June Floyd

Phone 247-3681 With Your News Item



December was an eventful month for the Raymond Euler family. Lorri observed her eighteenth birthday, completed requirements for a G.E.D. diploma and accepted a part time position as a dispatcher at the local law enforcement center.

Then, during the holidays they made a trip to Memphis, Tennessee. Frances, Raymond, Lorri and Bron were accompanied by Mrs. J.E. Young, Hereford. She is Frances's mother.

The five were guests in the home of Mr. and Mrs. Ed Young, who are former Friona residents. One of the

highlights of their trip was a tour of Graceland.

Enroute they stopped in Erick, Oklahoma and visited with Sterling and Bertha Martin. Sterling is Mrs. Young's brother and Bertha is a cousin to a very special cousin of mine.

They also visited one of Raymond's aunts, Mrs. Pearl Mol, in Weatherford, Oklahoma. Mrs. Mol is a sister of the late Elmer Euler.

Phillip Varner and his wife and two daughters, Mary Grace and Sarah Jane, have been visiting in the homes of his parents, Mr. and Mrs. J.R. Varner, and other local relatives and friends.

The Verners also went to Fort Worth to visit Mr. and Mrs. Jack Shepherd and children, Diane, Paula and Alan. Mrs. Shepherd is Varner's sister.

Phillip is serving in the United States Marine Corps and holds a rank of CTTI. He has been stationed in Maine, but is on his way to a new assignment in Guam. Mrs. Varner and the girls will accompany him.

Enroute to the West Coast, the Verners planned to visit James, Lindy and Gaylene Varner, who live in Glendale, Arizona. James serves in the United States Armed Forces.

Mr. and Mrs. Johnny Bingham and son, Logan, of Houston, were holiday guests in the homes of their parents, Mr. and Mrs. John Bingham and Mr. and Mrs. Louis Welch. Mr. and Mrs. Douglas Young of Cleburne also visited in the Bingham home. Mrs. Young is the former Terri Bingham.

Other guests in the Bingham home were Mr. and Mrs. Robert Baker of Phoenix, Arizona. Baker is Mary's brother.

Little Shannon Marie Brookfield of Tucson, Arizona, visited in the home of her paternal grandparents, Mr. and Mrs. Floyd Brookfield. She was accompanied by her parents, Mr. and Mrs. Ronnie Brookfield.

Shannon Marie was born Easter Sunday, which was April 10, 1977, and was christened at Friona United

Methodist Church Sunday, December 25.

Other out-of-town visitors in the Brookfield home during the holidays were Mr. and Mrs. Richard Browning of Ruidoso, New Mexico, and Mr. and Mrs. Earl Richards of Bovina.

Meryle and Olive Massie had visitors from out-of-state and out-of-town during the Christmas holidays. Their middle daughter, Merylene, and her husband, David Towle of Richmond, Virginia, arrived in Friona a few days before Christmas and stayed until the following Tuesday.

Other Christmas Day guests in the Massie home were Mr. and Mrs. Clark Sweeney and Melissa of San Diego, California; Mr. and Mrs. D.P. Smiley, Roaring Springs; and Mr. and Mrs. Vern Brantley of Pecos, Texas.

Also, Mr. and Mrs. Bobby Smiley, Mr. and Mrs. Randy Smiley, and Mr. and Mrs. Barney Bumpass, all of Amarillo; and Mr. and Mrs. Stanley Roberts and family of Pecos.

Frionans present included Mr. and Mrs. Ronald Dean Smiley, Mitchell, Cindy and Vicky; Mr. and Mrs. Glen Herring, Richie, Christi, Jamie and

Jill; and Mr. and Mrs. C.B. Looper, Jr., Jodi and Lance.

The previous Friday evening Mrs. Ora Massie, who lives at Prairie Acres, Mr. and Mrs. Floyd Massie and Kent of Amarillo and all the Friona kin were guests in the Meryle Massie home.

Christmas 1977 was very special for Sandra Brock Roots, who lives in Berrien Springs, Michigan, and her brother, Keith Brock of Canyon. This was the first time they had been together on Christmas Day since Keith and Bettie were married 21 years ago.

Mr. and Mrs. R.W. Parr Sr. had all their children and grandchildren and all the in-laws, except Sandra's husband, L.C. Roots.

Those present for Christmas dinner were Keith, Bettie, Phil, Renae and Greg Brock of Canyon; Sandra Roots and children, Ruthetta, Rachel, Tim and Tom; Mr. and Mrs. R.W. Parr Jr. and Trey; and Mr. and Mrs. C.B. Eddins and Belinda, all of Friona.

Other guests in the Parr home were Lavada Hudson, also of Berrien Springs, Michigan, who accompanied Sandra and the children; and Mr. and Mrs. Buford Wells of Big Spring. Mrs. Wells is Mrs. Parr's sister.

Another resident of Michigan, who visited Friona during the Christmas holidays was Jimette Rose McLean, who lives in Ann Arbor. We all knew

(Continued on Page 9)



MUSICAL PROGRAM....These talented fourth graders are students of Mrs. Jo Witten. They are shown here as they presented a program to the

Grade School shortly before the Christmas Holidays. Leading the Christmas singing with his guitar is Storm Harrington.

Coupers

Have Girl

Mr. and Mrs. Fred Couper of Schenctady, New York are the parents of a baby girl, born Monday, December 19 at 4:54 a.m.

Named Jeanette Patterson Couper, the new arrival weighed eight pounds, five ounces. Jeanette is the first child for the couple.

Grandparents are Mr. and Mrs. George Patterson of Friona and Mr. and Mrs. Richard W. Couper of Chappaqua, New York.

Great-grandparents are Mr. and Mrs. W.A. Kirk of Canyon, Texas and Mrs. Betty Patterson of Floydada, Texas.

Boy Born To

Wittenbachs

Mr. and Mrs. Don Wittenbach of Chickasha, Oklahoma are the parents of a baby boy born Saturday, December 24 at 6 a.m.

Named Corey McLean, he weighed eight pounds, five ounces and was twenty-one inches long.

Corey has one brother, James Christian, eight years old.

Mrs. Pearl McLean of Friona is Corey's grandmother.

Mrs. Wittenbach is the former Luella McLeay.

Hospital Report

ADMISSIONS--

Calvin Cook, Bovina; Christi Corn, Friona; Jason Mayfield, Friona; Curz Carrillo, Hereford; Fidel Morales, Friona; Tim Mercer, Friona; Leroy Lambert, Broadview; Terry Modes, Friona; Amy Grisham, Hereford; Paula Sturm, Oklahoma City; Delma Arellano and baby girl, Hereford; Opal Lloyd, Friona; Charlsie Eubank, Bovina; Debbie Schilling and baby girl, Friona; Russ Shelton, Plainview; Geraldine Taylor, Friona; Roxanne Hurst, Friona; Marcina Gonzales, Friona; Dan Mann, Bovina; Mary Harper, Friona; Margaret Diaz, Hereford; Louva Kersey, Bovina; Hardy May, Friona; and Robbie Osborn, Friona.

DISMISSALS--

Edna Fambro, Curz Carrillo, Irma Mendoza and baby boy, Terry Modes, Nicholasa Sanchez, Tim Mercer, Christi Corn, Jason Mayfield, Paula Sturm, Amy Grisham, Russ Shelton, Rene Perez, Fidel Morales, Opal Lloyd, Charlsie Eubank, Delma Arellano and baby girl, Roxanne Hurst, Marcina Gonzales, Bill Denney, Calvin Cook, Dan Mann, Debbie Schilling and baby girl, Leroy Lambert, Mary Harper, Esther Rumpel and Geraldine Taylor.

PATIENTS IN HOSPITAL--

Louva Kersey, Robbie Osborn, LaTawn White, Hardy May, Margaret Diaz, Sarah Herreras, Athelea Neel and Bessie Boatman.

Lazbuddie

Crusade Set

January 16

The Lazbuddie Crusade will be held July 16-22, 1978. A planning meeting for this crusade will be held January 16, at the Lazbuddie Methodist Church at 7:30 p.m.

The crusade will be inter-denominational and representatives of all area churches are invited to the meeting and to participate in the crusade.

The meeting January 16 will be to consider speakers and singers to lead the crusade and to elect a general chairman.

OPEN 24 HOURS



OPEN 24 HOURS

Prices Good Thru Tuesday, January 10

INVENTORY REDUCTIONS!! **RICH'S FROZEN VANILLA PUDDING 10/\$1.00**
 PRICES REDUCED 10% UP TO 50%!

ALL DOLLS 1/2 PRICE

CHERRY CIDER 49¢

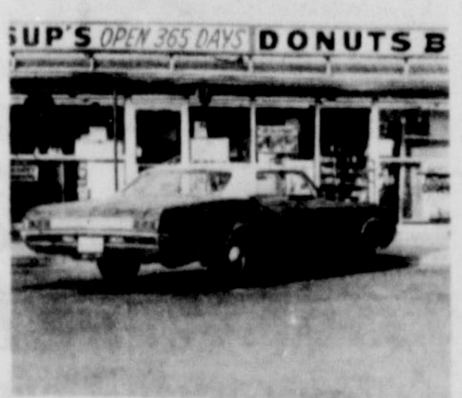
RED TAG SALE
 WATCH FOR THE RED TAG SALES

FISHER SPANISH PEANUTS or PARTY NUTS 12 OZ. CAN 69¢

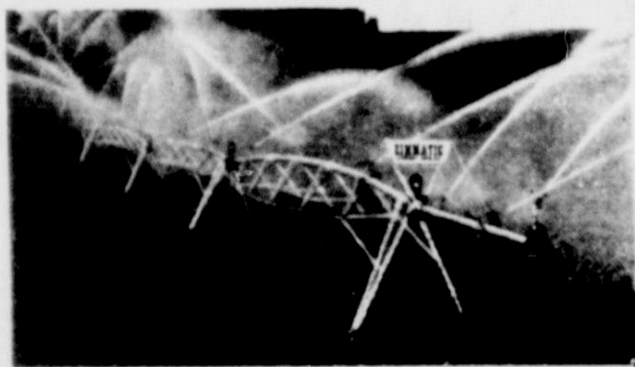
TACO ROLLS
 GEBHARDT'S CHILI 3 CANS \$1.00
 CHARCOAL LIGHTER QT. 49¢
 SHURFINE SODA 5/\$1.00
 GATORADE 32 OZ. 39¢
 RATH SAUSAGE LB. 69¢
 GEBHARDT'S TAMALES 3 CANS \$1.00
 SHURFRESH FRANKS 12 OZ. PKG. 49¢
 SHURFRESH BISCUITS 10/\$1.00
 MONSTER COOKIES 4 PKGS. \$1.00

HOT COOKED FOODS
 • BBQ CHICKEN • BBQ RIBS
 • HOT LINKS • MILD LINKS
 • BURRITOS • CORN DOGS
 • GERMAN SAUSAGE • BULK BBQ BEEF
 • BBQ BEEF SANDWICHES

SHOP THE FRIENDLY, CONVENIENT ALLSUP'S STORE NEAR YOU!



FRIONA, TEXAS



WHAT YOU PAY FOR THIS IS BASED ON THE PRICE OF A BUSHEL OF THIS

LINDSAY



Lindsay's Zimmatic Crop Lease is a revolutionary leasing program. If you don't take a long, hard look at it, you'll be shortchanging yourself. The Zimmatic Crop Lease is unique in the industry. When you study this offer you'll see that Lindsay is ready to go the distance with you and share some of the same risks you face every year.

Consider the features of the Zimmatic Crop Lease. First of all, if corn prices plunge, so does your lease payment. But also consider the low security deposit [lowest in the industry] and the fact that it's a 12-year lease [longest in the industry]...both features improve your cash flow each year of the lease. Your Zimmatic is out there raising your first year's crop before your first payment is due. And you'll be getting an annual interest payment on your security deposit to use as you wish.

Whether you raise corn, alfalfa, wheat, sugar beets, potatoes, soybeans or whatever, the Zimmatic Crop Lease can work for you. Although the lease payment is based on the changing price of corn, Lindsay designed the program considering that over the long-term, other crop prices generally fluctuate with corn.

Come in and see us soon. When we put a pencil to this program, you'll see that no other center pivot irrigation company has a finance program that can compete with the Zimmatic Crop Lease.

Term: 12 years
 Payment: Arrears
 Security Deposit: 5% of equipment cost
 Rate: Depends on corn price
 Option: Conversion to standard 10-year lease

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Holidays Spiced With Out-Of-Town Visitors

(Continued from Page 8)

her as Jimette, but in Michigan she is known by her middle name.

She came to Friona for a few days. Then she and her mother, Pearl McLean, went to Chickasha, Oklahoma, for a visit with Luellen and Don Wittenbach and sons, James Christian, who is eight, and Cory McLean, who was born Christmas Eve.

Pearl's youngest daughter, Kathy, who teaches in Bowie, Texas, drove up to spend the holidays in the Wittenbach home. Then she came home with her mother and sister for a few days before returning to Bowie.

++++

Mr. and Mrs. Ardith Rolan and daughters, Dorothy Jean, Vicky and Stacy, of Stratford, Texas, were visitors in the home of Dorothy's father, Elwood Vaughn, during the

Library Report

"The Lovers and Other Stories" by Pearl S. Buck is available at Friona Public Library.

This new collection of stories reveals once again why Pearl S. Buck continues to be one of the world's best-loved authors. Each one illustrates her special insights into the subtleties of the human heart.

In the novella, "Answer To Life," a young woman realizes her ambitious demands on her husband are ruining their marriage; her mother finally faces the same truth about her own marriage. In "The Kiss," a long delayed debt is repaid but perhaps shouldn't have been.

"The Man Called Dead" reads his own obituary, and discovers the woman who has always loved him.

"The Two Women" come to an agreement on how to keep one man happy. "Miranda" finally accepts the man who wants to marry her. In "Next Saturday and Forever," a middle-aged couple secretly meet and keep alive their hope for happiness. And a separated couple facing their daughter's elopement become once again "The Lovers."

With one exception, these stories have never been published before.

Christmas holidays.

++++

Holiday visitors in our home were Gerald, Jana, Jason and Sarah Floyd from Elkhart, Kansas; and John, Geneva, Joel and Heather Osborn from Garland.

++++

Mr. and Mrs. Mike Taylor of Kansas City visited in the homes of Mike's parents, Mr. and Mrs. Ralph Taylor and other relatives and friends during the holidays.

On Christmas Eve Ralph and Waneta hosted a family get together in their home. Out-of-town guests, besides Mike and Lynette, were Mr. and Mrs. Glen Taylor, Hereford; Mr. and Mrs. Bill Sachse of Amarillo; Mr. and Mrs. Keith Taylor and family of Muleshoe; and Debbie and Jeff Taylor of Silverton.

Also, Mr. and Mrs. D.J. Bennett and daughters, Tracee and Stacey, of Fort Worth. This was Lynette Taylor's first Christmas in Texas.

Local residents present were Mr. and Mrs. Harold Taylor, Mrs. E.E. Taylor and Mr. and Mrs. T.A. Williams.

Mrs. Harry McCarty of Carlsbad, New Mexico, was a visitor in the homes of Mrs. E.E. Taylor and Mr. and Mrs. Ralph Taylor.

++++

Mrs. E.S. White Sr. reports a very nice holiday season. Her youngest son, Richard, came in from Willard, New Mexico and spent a few days.

Then on Christmas Day Mrs. White and Richard went to Dumas, where they were dinner guests in the home of Mr. and Mrs. John R. Cannon.

Others present included Mr. and Mrs. Wayland Hinds and children, Pam and Kyle, Amarillo; Mrs. Miriam Cannon and Mr. and Mrs. Lee Roy Oliver, Dumas; Mr. and Mrs. Audrey Block and daughter, Kellie Sue, and Steve Jordan, El Paso; and Mr. and Mrs. Robert Holder, Fort Worth; and Mr. and Mrs. Roy Campbell, Amarillo.

Afternoon callers were Mr. and Mrs. Raymond White and son, Pete, Stratford; and Mr. and Mrs. Dale Nolte and daughter, Stacy and Mrs. Vicky Martin, all of Amarillo.

++++

Steve and Willene Grundy and children have moved back to Albuquerque. They sold their home out on West Ninth to Jimmy and Lynda Grimsley. The Grimsleys, who have two small daughters,

Holly and Poppy, have been living out northeast of town on a farm for several years.

The Grundys and Willene's parents, Oscar and Opal Baxter, had a near tragedy early Christmas morning. They were victims of gas inhalation and were taken to the local hospital for emergency treatment.

++++

Mrs. Tommie Parker also moved during the holidays. She has bought the house at the corner of Columbia and Ninth from Robert and Sandy Ward, who moved to Dimmitt.

For a long period of time Tommie has lived at 1208 North Main.

++++

Mr. and Mrs. Jerry Dillon and daughter, Danielle, of Tulsa, Oklahoma, were Christmas holiday guests in the home of Mrs. Dillon's mother, Mrs. Mae Magness.

Other guests in the Magness home for a family dinner on Monday following Christmas were Mrs. Marjore Newton and sons, Cliff and David, of Lubbock, and Mr. and Mrs. Jackie Hight, Joel, Jay, Jyl and Jynger.

++++

Mr. and Mrs. Bob Davis and family of Amarillo and Mr. and Mrs. George Bentley and daughters of Bovina were Christmas Day guests in the home of Mr. and Mrs. L.P. Davis.

++++

Mr. and Mrs. J.B. Buske spent last Saturday in Abernathy, visiting his relatives.

On Thursday, Rev. and Mrs. Ed Hughes from Indiana, their son Johnny and Mrs. Hughes' mother spent the night with Mr. and Mrs. Frank Griffith in Friona.

On Saturday night, Kenneth and Ann Houlette of Dumas, and their daughter Joyce from Houston spent Saturday night in the Griffith home.

Then on Tuesday, Mr. and Mrs. Harvey Brawdy of Wellington, Kansas stopped by and had lunch with the Griffiths. They were on their way home from Artesia, where they were visiting for the holidays with a daughter. Brawdy is a cousin to Mrs. Griffith.

++++

My most sincere apologies go to Phil, Trudy, Beth and Lindsay Johnson of the Hub Community. They contributed to the Project Christmas Card fund and want their

friends to know they chose this way of saying "Merry Christmas To You."

Somewhere between the bank deposit and the Friona Star Christmas greeting the Johnsons were dropped from the list.

++++

Philip and Phila May, Park, Pepper and Penni Weatherly, Mrs. Myrle Buske, all of Friona and Don Max, Lila Gay, Myla and Misty of Canyon spent Christmas in Red River at the Vars condominium. They enjoyed skiing and the usual Christmas festivities.

++++

B.K. and Janet Buske spent Christmas visiting in the San Antonio and Houston area with Janet's relatives. Then after returning home went to Red River skiing.

++++

On Saturday, December 31, Mr. and Mrs. J.B. Buske, Mr. and Mrs. W.F. Buske and Mrs. Myrle Buske went to Abernathy for a Buske family reunion, in the home of J.B. and Lizzie Young. Then that afternoon they all went to the Fiftieth Anniversary of Ted and Lorraine Watts.

++++

Do you know how people are like fish? Neither would get into so much trouble if they kept their mouths closed.



AVA JANE RASMUSSEN and GREG MARTIN...Mr. and Mrs. Stan Rasmussen of Hereford announce the engagement and forthcoming marriage of their daughter, Ava Jane, to Greg Martin, son of Mr. and Mrs. Clarence Martin of Friona. A February 22 wedding is planned.

Spotlight VALUES

**AT
BI-WIZE
DRUG**

PRICES GOOD WEEK OF JANUARY 9 THRU JANUARY 15

<p>New... Suave Super Roll-on Anti-perspirant Effective as Leading Anti-Perspirants and Economical too. Available in popular scents. \$1.39 Value 99c</p>	<p>Vicks NyQuil NIGHTTIME COLD MEDICINE Economy Size 10 Oz. \$3.75 Value \$3.49 6 Oz. \$2.52 Value \$1.99</p>
<p>Colgate MFP COLGATE TOOTHPASTE 7 Oz. 99c \$1.41 Value</p>	<p>LISTERINE ANTISEPTIC \$3.29 Value 32 Oz. \$2.79</p>
<p>RED ARROW RUBBING ALCOHOL 1 Pt. 69c Value 39c</p>	<p>FINAL NET Invisible Hairnet \$18.95 Value \$13.95 1 Gal.</p>
<p>CLEARASIL SOAP 3.25 Oz. 79c Value 49c</p>	<p>VASELINE Intensive Care & Mineral Bath BATH BEADS \$1.59 Value 99c</p>
<p>L'OREAL PREFERENCE HAIR COLOR \$3.25 Value \$2.79</p>	<p>SELSUN BLUE SHAMPOG 12 Oz. \$4.89 Value \$4.39</p>
<p>REVLON FLEX Balsam & Protein \$2.35 Value \$1.89</p>	<p>ALBERTO VO-5 HOT OIL TREATMENT 5 Oz. \$3.00 Value \$2.69</p>
<p style="text-align: center;">ALBERTO BEYOND</p> <p>PRE-SHAMPOO CONDITIONER 8 Oz. \$1.65 Value \$1.49</p>	

All Christmas Wrapping Paper 1/2 Price

BI-WIZE DRUG

AUCTION

SATURDAY, JANUARY 14, 1978 - SALE TIME 10:00 A.M.

LOCATION: 9 miles East of Hereford on Hwy. 60.
OWNER: Norton, Incorporated

- | | | |
|--|--|---|
| <p>TRACTORS, LOADER & COMBINE:</p> <ul style="list-style-type: none"> 1 - 1975 - 1070 Case, with Cab & air. Extra clean. 1 - 1975, 1175 Case with cab - radio. Good and cleaned - ready to go. 1 - 530 Case - (good shape). 1 - Model 1955 Oliver with cab. Needs some work. 1 - Melroe Bobcat M-610 Loader. Excellent condition. 1 - Older - Model W International Diesel. 1 - 1974, 915 International Combine, Diesel - 20' Header - Grain or Maize. (Pick up Reel). <p>TRUCKS, PICKUPS & HAY EQUIPMENT:</p> <ul style="list-style-type: none"> 1974 GMC Pickup (Loaded). 1973 Ford Explorer. 1970 Chev. 6 cyl. (Needs some work) 1974 International Hay Truck - with Tandem Axle trailer, moves 2 stacks at once. 1968 International Tandem Grain Truck. New engine, new paint - 5 speed and 3 speed Browning. 1977 - 1112 Diesel New Holland Swather. 500 hrs. 14' Header - Cab and air. 1972 Ford Car, Ltd. 4 dr. <p>EQUIPMENT:</p> <ul style="list-style-type: none"> 1 - 480 International 21' Tandem. 1 - 14' Schaefer Tandem. 1 - Big Squirt - Irrigator with 2 large booms - mounted on wheels, with its own motor and fuel tank. 2 - Field Spray Rigs - on wheels. Fiber glass tank - 1 - like new. 1 - 6 Row Lister. | <ul style="list-style-type: none"> 1 - 6 Row Lister - with 3 Tool Bars - Complete with Hydraulic Markers. 1 - 4 Row Lister, with markers. 1 - 3-Bottom turnover Mold board. 2 - Shredders. 1 - Ditch filler. 1 - Caldwell Atlas 8' Blade - 3 point. 1 - 3-point V-type ditcher. 1 - 7 shank Big Ox. 1 - 9 shank Big Ox. 1 - 21' International one way with Hydraulic cyl. 1 - JD 1610 disc. Wheat drill. 2 - JD Model 30 potato diggers (good) 1 - Small drag type Scraper. 1 - 6 Row planter. 1 - 6 Row Rod Weeder. 1 - 6 Row Packer. 2 - 4 Row Rotary Hoes. 1 - 16' Hoeme 1 - 12' Hoeme 1 - 10'x30' Metal Float. 1 - 10' One way. 1 - Tail water pump. 1 - 3 point post hole digger. 2 - New 10' Augers with shields. 1 - Anrel tractor cab. <p>CATTLE EQUIPMENT:</p> <ul style="list-style-type: none"> 1 - Farmhand, grinder-mixer. 4380 lb. capacity. 1 - 14' stock trailer. 1 - Hale 2 horse trailer. 2 - Cattle sprayers. 3 - Creep feeders - 1 double and 2 singles 1 - 3 barrel hay feeder. 2 - Cattle guard bottoms. <p>IRRIGATION EQUIPMENT:</p> <ul style="list-style-type: none"> 1 - 30' factory pipe trailer. 5850' of 8" Flow Line 30' Joints. 450' of 6" Flow Line 30' Joints. | <ul style="list-style-type: none"> 4 - 20' Joints of 6" gated pipe 30' Rows. 1 - Lot irrigation tubes. <p>OFFICE EQUIPMENT:</p> <ul style="list-style-type: none"> 2 - Good metal office desks, 4 chairs. 1 - 2 drawer filing cabinet. 1 - Signature portable type writer. 1 - Monroe adding machine. 2 - Refrigerators. <p>NON-CLASSIFIED:</p> <ul style="list-style-type: none"> 1 - 1974 Model Holbert Welder. 300 amp attachment for wire feed - AC or DC power. 1 - AC 225 amp. Lincoln welder. 1 - New 292 engine in the crate. 6 - Used motors and parts. Some scrap motors. 1 - Lot truck tires. 2 - Large truck Jacks. 1 - Air Lug Wrench 1 - Pacific pump. (50 gpm new) 1 - Large upright Air Compressor. (Industrial type) good. 1 - Steel Pickup Tool Box. 1 - Air Tank. 1 - Bolt Ben - full of bolts. 1 - Acetylene rig on wheels. 1 - Large Anvil. 1 - Lot Shovels. 1 - Large lot of Tools. 1 - Lot Aluminum Extension Ladders. 1 - Large Vise. 2 - Welding Hoods. 1 - Welding table. 1 - Skill Saw. 1 - 500 gal. Butane tank - (200 lbs.) 1 - 500 gal. Diesel tank on 4 wheel trailer with pump. 2 - 1000 gal. Butane tanks. 1 - Refrigerated Air Cond. (window) 1 - Lot of Oil barrels. Many Items Too Numerous To Mention. |
|--|--|---|

TINY WALLING WALLING BROS. AUCTIONEERS TED WALLING

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WINCH TRUCK FURNISHED DAY OF SALE TXG - 78-0459
Lunch Will Be Available Texas and Oklahoma Real Estate Broker

All announcements made Sale Day have priority over all others.

Terms of Sale: Cash All Accounts Settled Day of Sale



RETIRING....D.C. Rhodes, long-time employee of Friona Feed Yards, was presented a gold watch last Saturday by manager Lee Britting, on the occasion of his

retirement. Rhodes had been with the company since its beginning, helping to build the feed bunkers and other facets of the yard.



DAVID SMITH

David Smith Earns Ph.D.

David Smith has formally received his Ph.D. through the Electrical Engineering Department at Texas Tech University.

His research was in the area of "pellet-plasma-laser interactions" which contributed to the fusion energy program and the development of radiation generation techniques. He also received his B.S. in Engineering Physics and M.S. in Electrical Engineering at Tech.

1 Lt. Smith has spent one year at the electrical laser branch of the Weapons Laboratory at Kirtland Air Force Base in Albuquerque, N.M.

His wife, Krystyna, received her Master's Degree in math at Tech in 1972, and they have a two year old son, Winter. His parents are Mr. and Mrs. Lewis Smith of Friona.

Club Elects New Officers

New officers for the Modern Study Club were elected at the regular meeting Tuesday, January 3.

They are: Faye Reeve, president; Linda Murphree, vice president; Winifred Hurst, treasurer; Vera Biel, reporter; and Rhea Foster, parliamentarian.

The devotional was given by Anita Murphy who sang "Let There Be Peace On Earth" and "Share His Love."

The federation's counselor report was given by Martha Upton. Following a short business meeting a workshop for department chairmen was conducted by Allo Reeve. Hostesses Amy Mason and Irene McFarland served refreshments to twenty-four members.

Second Semester Kindergarten Slated

Pupils who will attend kindergarten for the second semester are to report on Monday, January 16, between 8:30 and 9 a.m. at the grade school building, according to Superintendent of Schools Tom Jarboe.

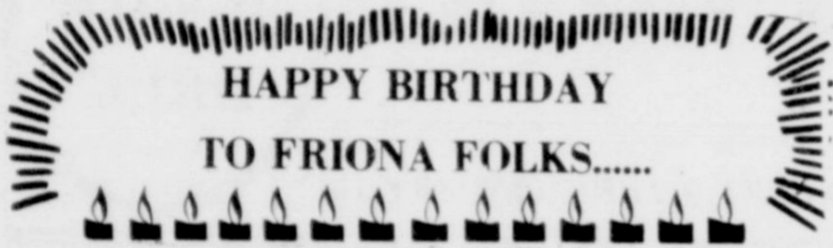
Students who did not preregister last spring are asked to do so immediately at the primary school office.

Friona schools offer one-half year of full day instruction for kindergarten, with the older students going during the first semester, and the younger ones during the spring semester.

Eligibility for second semester kindergarten is as follows: Children born between March 1, 1972 and September 1, 1972 are eligible to attend.

Kindergarten students must, according to Texas law, be immunized for polio, rubeola, rubella and diphtheria-tetanus. Jarboe pointed out. These immunizations must be current and updated with prescribed boosters.

Birth certificates are also required for beginning students in kindergarten.



JANUARY 8-JANUARY 14

Friona residents having birthdays next week are:
 Sherri Dawn Widner, January 8
 Joe Bill Jones, January 9
 Cindy Weatherly, January 9
 Joel Hight, January 9
 Ben Neelley, January 10
 Buddy Wiseman, January 10
 Morris Hacker, January 11
 Jerry Taylor, January 11
 Harold Reed, January 11
 Sam Landrum, January 11
 Gary Don Schueler, January 12
 Bonnie Lunday, January 12
 Martha Russell, January 14

Lesia Jones, January 14
 Jacquelyn Hight, January 14
 Jeffrey Brown, January 12
 If you or someone in your family has a birthday coming up soon, call the Friona Star at 247-2211 by Thursday noon and report it.

WHERE YOU BUY THE BEST FOR LESS



FRIONA, TEXAS PH. 247-3957

NEW STORE HOURS 9 a.m. to 7:30 p.m.

ADVERTISED SPECIALS GOOD JANUARY 7 - JANUARY 14

JANUARY Clearance SALE

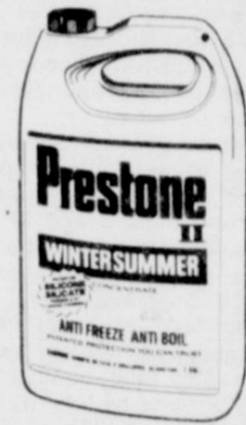
ONE GROUP LADIES COLOGNES 40% OFF



ONE GROUP MAKE-UP 1/2 PRICE

PRESTONE ANTI-FREEZE

GALLON \$3.19



WOMEN'S HANGING WEAR 25% OFF

RUBBERMAID COVERED WASTE BASKET REG. \$5.09 \$3.79

JANUARY WHITE SALE

ALL PILLOWS 25% OFF

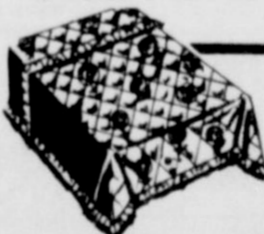


SHEETS & PILLOW CASES 25% OFF

ENVELOPES 50 PER PKG. 44¢

TRIBORO BABY BLANKETS \$3.99 REG. \$4.99

ALL PANTS EXCEPT LITTLE DUDES \$2.00 OFF



BED SPREADS 25% OFF

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2 FOR \$1 SALE

Buy One Garment At Regular Price ... Get Another Item Of Equal Value For Only \$1



The Main Place

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Tuesday, January 10

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HOUSER GROCERY 9th & Main

1977 News Headlines Are Reviewed

While the past year saw a number of prominent Americans pass from the scene, this was also the case in the Friona area.

Such prominent Friona people as Earl Elam, E.S. White, Herman Schueler, Joe Jesko, Clyde Hays and Jack Carrothers passed away during the past year. Other longtime area residents lost by the community were Olive Rector, Edith Mercer, Hattie Snead and Emma Elmore.

Following are highlights of the year's news, as recorded by the Friona Star.

JANUARY

Promotions were announced by Friona State Bank, including the naming of Wesley Barnett to the bank's board of directors.

Temperatures plunged to only one degree on two mornings, accompanied by an arctic front that left three inches of "dry snow" in the area.

Zig Ziglar, a motivational expert, was the principal speaker at the annual Friona Chamber of Commerce banquet on January 27, which drew a crowd of over 600. Bill Wilshire was installed as C-C president.

Honored at the banquet were J.T. Gee, Allo Reeve, Bill Denney, Virginia Cleveland, Joe Lafuente and Jason Widner.

A two-vehicle wreck on Main Street early the morning of January 29 left a 24-year-old Friona resident dead. The victim was Larry Smith.

FEBRUARY

MBPXL Corporation released details in early February concerning a giant \$7 million expansion for its Friona plant. The payroll, presently composed of 350 employees, is expected to eventually double.

A 16-year winning streak was broken at the 30th annual Parmer County Junior Livestock Show February 18 when a Farwell youth, Brent Green showed the grand champion barrow. Lazbuddie showmen had won the honors the previous 16 consecutive years. The show's auction sale roared to a record \$74,500 in premiums.

MARCH

Some damage was noted from winds of up to 60 miles per hour, which buffeted the area twice in early March.

One of the early instances of what was to later become a tide of opposition to the ERA amendment was voiced in a Friona speech by Mrs. Leon Vogler on March 15, and covered in an in-depth article by staff writer Jan Turner.

Dan Reeves, former runningback for the Dallas Cowboys, was the speaker at Friona's all-sports banquet held March 22.

The City of Friona is to take over operation of the ambulance service for Friona and Parmer County effective April 1. Rex Williams was named emergency ambulance operator.

APRIL

Richard Wilson, 38, became Friona's postmaster on April 1, filling the void which existed since the fall of 1976, when longtime mail official Wright Williams retired.

An early-morning rural fire claimed the life of Lonnie Mitchell, 55, April 6 at his place of residence west of Friona. The farm residence was totally consumed by the time firemen arrived.

Friona Baptists launched a most comprehensive religious crusade April 17, with the Wayne Bristow evangelistic team here for what was termed an "inspiring series" of services at First Baptist Church.

Rev. Omar Pachecano led a simultaneous series at Templo Bautista.

Porter Roberts, school tax assessor-collector for the past 13 years, resigned his position in April, effective May 1.

MAY

Jaton Widner was named valedictorian, David Whitaker salutatorian and Donna Ruzicka historian of the 1977 FHS graduating class.

City residents were given the opportunity to tell city officials what they think about the proposed change in the city's trash disposal system at two hearings on May 16 and 23.

David Cooper, 30, was named to the post of school tax assessor-collector.

A week of welcome rainfall the latter part of May was a boon to farmers, as 2.35 inches were measured, making 3.81 inches for the month.

Natalie Williams served as Gold Star Mother at the city's annual Memorial Day program May 31.

JUNE

A freak accident in the refrigeration division at MBPXL claimed the life of a Clovis man, James E. Duran on June 5.

The Friona Chamber of Commerce dropped sponsorship of the annual July 4th fireworks display, citing lack of funds in their coffers.

The display hung in the balance for over two weeks, until the Friona Star launched a fund drive that raised the needed \$1500 to save the display.

Gale Warren was named head of the city's United Fund campaign for 1977.

JULY

An estimated 5,000 persons attended the July 4th fireworks display, highlight of the city's annual Independence Day program.

Dan Ethridge, founder of the Ethridge-Spring Insurance Agency, announced his scheduled retirement from the agency for August 1. A reception was held in his honor on July 15.

Two county men were arrested in mid-July for rape plus terrorizing a Farwell area family earlier in the year. (Note: Following a daring jail escape by the two in November, they were recaptured, convicted, and are serving sentences for their crimes.)

A good turnout by the county's cattlemen voted 82 per cent in favor of the beef referendum, which was held the first part of July. However, the measure failed to receive the necessary two-thirds majority nationally by a substantial margin. The referendum would have created a broad-based beef promotion organization.

AUGUST

Thanks to the efforts of County Judge Paul Fortenberry, county schools will begin benefitting from the \$800,000 permanent school fund, a fund that had served as a "white elephant" for the county for a number of years.

Prairie Acres, the community's nursing home, reached two-thirds of capacity (40 residents) on the first anniversary of the facility's opening, and began pointing to a profitable operation.

A new population estimate for the City of Friona, 3,565, was made by the Friona City Council, who requested the Highway Department to include the new figure on new city limits signs which are to be installed in the near future. This is up from the 1970 official census figure of 3,111.

SEPTEMBER

R.L. Fleming, mayor of Friona for nearly seven terms beginning the



CROWNED...Debbie Menefee won the title of Maize Queen during the city's annual Maize Days celebration in 1977. She is the daughter of Mr. and Mrs. Dwain Menefee.

first time in 1958, resigned effective September 1. Fleming and his wife Marie are to move from the city.

Debbie Menefee, 16, was named Maize Queen from a field of 24 young ladies during the city's annual Maize Days celebration. All aspects of the 1977 celebration were proclaimed a success. Charles Caudill served as committee chairman for the event.

Sylvia Malouf was named Homecoming Queen at Friona High School September 30, and the crowning seemed to inspire the Chieftains, tough-luck losers of their first four football games, to a hard-earned 20-18 win over the Hart Longhorns.

OCTOBER

Local residents were warned of proposed guidelines for hospitals as published by the Department of Health, Education and Welfare, and were urged to protest to the DHEW, as well as their elected representatives, since the proposals could be damaging to such institutions as Parmer County Community Hospital.

Officials from Houston's Johnson Space Center and NASA came to Friona to examine mysterious rocks discovered on the Jack Patterson farm. It was thought that the rocks might be meteorites, but they did not qualify under that category.

Between 400 and 500 farmers gathered at the Parmer County Community Center October 24 to

hear agricultural leaders from Colorado and Oklahoma explain the proposed farm strike.

NOVEMBER

After dropping their first district game at Littlefield, the Friona Chieftains reeled off four consecutive impressive wins over Morton, Muleshoe, Dimmitt and Olton, to force a three way tie for the District 3-AA championship. Littlefield won the coin toss between themselves, Friona and Muleshoe, and represented the district in the playoffs.

West Texas State University's head coach, Bill Yung, was the speaker for the United Way kickoff breakfast November 7.

Politics picked up, with five men running for Max Sherman's state senate seat. Bob Price and Bob Simpson made it into the runoff by leading the ticket on November 8.

The Chieftain marching band earned a "Division I" rating and trophy at the Region 16 UIL marching contests November 3, their first such rating in seven years.

Ron Davenport was named as president and chief officer of Friona Industries, filling the vacancy created by the death of Jack Carrothers.

The City's UF drive topped its goal prior to Thanksgiving.

DECEMBER

The Friona Star's annual football predicting contest named co-champions, after the closest windup ever in the event found four contestants tied. Jerry Hinkle and R.L. Blakely of Hereford still tied on their tie-breaker scores, and split the top two grand prizes.

Senator John Tower visited Friona on December 7. His visit had been postponed from November due to pressing business in congress. Among other things, Tower pledged to fight the proposed shackles for small hospitals by the DHEW.

Bob Price took a razor-thin victory over Bob Simpson in the special runoff for the state senate. Price won in Friona, 194-174, in Parmer County, 426-336, and in the district,

15,197 to 14,963. Simpson's requested recount of ballots was pending at year's end.

Leaders of the American Ag Movement's farm strike asked all Friona businesses to close on the first day of the strike--December 14. Most of the merchants cooperated.

A Friona community choir presented a Christmas program on Sunday, December 11.

The Friona Chieftain basketball team got off to a 14-1 start for the 1977-78 season, winning two tournament titles and consolation at a third. At the end of the year the Chiefs stood at 15-3, and a possible dogfight was shaping up for the District 3-AA title with not two or three, but five top-notch teams possibly battling for honors.

Mrs. Baird's Bread Comes To Friona

This week shoppers will find a new bread on grocer's shelves in Friona. It is Mrs. Baird's Bread, already a favorite in much of Texas and a loaf with a warm and unusual story behind it. The story began in 1908, in the home of Mrs. Ninnie Baird, a gentle lady who had earned a reputation in her neighborhood for baking good bread.

When her husband became too ill to work, Mrs. Baird decided to go in the baking business to support her family of eight. She began in her kitchen, with the help of her four young sons. The first commercial loaves were baked in her wood-fired kitchen stove. Then, to bake more, Mrs. Baird bought a commercial oven from a local hotel. She paid seventy-five dollars for the oven--twenty-five dollars in cash and the balance in bread and rolls. The oven baked 40 loaves at a time.

At first, her sons delivered the bread on foot, wrapping the still-hot loaves in clean cloths and carrying them in baskets. But soon they switched to bicycles.

As the business grew, Mrs. Baird got her landlord to remodel a small wooden building in the backyard. She moved the oven out there. Now the delivery job was too much for the young cyclists so the family buggy was converted into a sales wagon. There was a shelf for sweet goods, a shelf for bread and rolls, and a shelf for miscellaneous items. W. Hoyt Baird, still active in the business



Early-Day Deliveries

today, drove that first sales wagon. The family bought its first truck in 1917 and a year later moved into a new brick building. The business continued to grow. Mrs. Baird continued as active head of the business until her death in 1961.

Today, members of Mrs. Baird's family still closely supervise the baking and distribution of Mrs. Baird's products. Her son, W. Hoyt Baird, is Chairman of the Executive Committee. A grandson, Vernon Baird, is President. Six more grandchildren and four great-grandchildren are also active in the business. All are dedicated to continuing the tradition for quality and freshness Mrs. Baird started in 1908. Here in Friona Mrs. Baird's products are being serviced by route salesman, James Whitson, and sales supervisor, Joe Williams, Jr.



THE CITY of Friona took over the ambulance service during 1977. Here, Rex Williams, emergency operator, poses with the vehicle.

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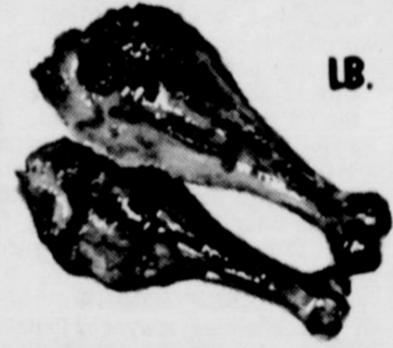


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