



OLTON INVADES

Conference Play Starts For Chieftains Friday

It's the earliest in many a moon, but Friona footballers are facing the reality this week that "play for keeps" begins on Friday, when the Chiefs host the Olton Mustangs in the opening conference game of the season.

With two teams added to Friona's district, only three non-conference games could be scheduled, leaving seven dis-

trict contests. The remainder of the games will fall into this bracket.

Friday's game, as will next week's contest at Lockney, begins at 8 p.m. Beginning with the Floydada game here on October 14, the games will start at 7:30 p.m.

Olton, like Friona, is in a

building year, relying heavily on inexperienced players in games so far. Gone is four-letter winner Joe Priest, whom Friona teams have had to contend with during the past four seasons.

Quarterbacking the Mustangs this year is a sophomore Bobby Turner. Another sophomore, Charles McClain, quarterbacked the team in its opening games, and is termed a pass-

ing threat if he sees action Friday.

Back from last year's team is halfback Dale DeBerry, who spearheads a good running attack for the Mustangs.

Last year the teams hooked up in a real cliff-hanger on the local gridiron, with Friona hanging on for a 20-18 win that sewed up the first outright district championship for Coach Don Light.

Three years ago, the Chieftains had never beaten Olton in the grid sport, but this year Friona will be out to see if they can make it three in a row.

The teams have actually met only seven previous times, with Olton holding a 5-2 series edge. Friona's first win was in the 1964 game at Olton, 20-0.

Coach Don Light has a personal record of 2-1 against Olton teams. His 1963 team lost, 21-6 in their final game of the season, for only their second loss, having won the first eight games that year.

UPSETS HIT

Youngster Wins Football Contest

In a week when most football experts "hits bottom", a 13-year-old Friona Junior High School student emerged as the weekly winner in the Friona Star's football contest.

Don Fortenberry, son of Mr. and Mrs. Paul Fortenberry, was one of only two contestants to correctly pick as many as 12 of the 16 contest games, and was awarded the first weekly prize of \$5.

Second place was won by the other contestant to name 12

games, Mrs. Truett Johnson. Third place came from among the 11 scores, and was won by Letha London.

It was a bad week even for the contest editor, who got one game listed erroneously. The "Hale Center at Hereford" game actually involved the Hereford "B" team. Since this was not stated, all contestants were given a point on this game, regardless of how they picked the game. This was considered the fairest approach to the situation.

Young Fortenberry edged out Mrs. Johnson on the basis of the tie-breaker guess. He guessed the Friona-Bovina score at 14-8, missing the actual score by nine points. Mrs. Johnson, whose husband was third the first week of the contest, missed the score by 10 total points, guessing it at 15-8.

Mrs. London emerged from 19 contestants getting 11 games right to claim third-place money by missing the Friona-Bovina score by only seven points. She picked it at 13-7.

Others picking 11 games, in order of their tie-breaker guesses, were:

Charles Howell, Durwood Hart (Plainview), Frances Taylor, Dale Houlette, Jane Houlette, Dean Blackburn, Mrs. John Fred White, Mrs. Clarence Monroe, Mrs. Benny Pryor Jack Clark, Eugene Ellis, Joe Perez, Jr., Mrs. B.C. Hartwick, Flossie Rhinehart, (Bovina) Manuel Garcia, Donnie Renner, Wilson DiCuffa (Bovina), and Danny Murphree.

Weekly cash prizes are offered in the contest, as well as grand prizes, including two tickets hotel accommodations, and travel money to either the Cotton Bowl Game December 31 or the Sun Bowl game December 24. A third prize, season tickets to the 1966 Friona Chieftains games, will also be awarded.

All fans are urged to try their luck on this week's contest, which appears on an inside page of this issue. The contest is co-sponsored with the Star by 15 Friona area businesses.



FIRST BALE . . . Johnny Mars, right, is shown being congratulated by Earl Chester after Mars ginned the first bale of 1966 cotton in Friona on Monday. It marked the eighth time in 10 years for Chester to gin the city's first bale.

PARK PROJECT

Landscape Architect To Speak At Modern Study Club Meeting

Ben J. Lednicki, landscape architect with the Texas Highway Department will be the principal speaker at the regular meeting of Modern Study Club next Tuesday.

Lednicki's appearance is in connection with the club's "beautification" program, which it has decided to concentrate particularly on roadways in the area, and roadside parks in particular.

Modern Study Club would like to see a new roadside park built near Friona, and has in mind the triangular corner at the intersection of Highway 60 and Loop in Western Friona. This area belongs to the Highway Department, and was designated several years for a roadside park.

Lednicki plans to talk about roadside parks, giving some background on how they are

built, show some photographs and sketches illustrating what is entailed in this type of work, and will answer questions from the audience.

Anyone interested in the project or in highway beautification in general is urged to attend the club meeting, according to Mrs. Aubrey Rhodes, chairman of Modern Study Club's program committee.

Johnny Mars Gins First Bale Of Cotton Locally

Johnny Mars, who farms five miles northeast of Black, marketed the first bale of cotton

for the Friona area this week, when the first bale was ginned at Chester Gin on Monday.

Santa's Sleigh To Come Here

Friona businessmen will sponsor the appearance of Santa Claus and his sleigh this December in Friona, it was announced this week.

The sleigh, 30 feet long and gaily decorated, is pulled by six Shetland ponies. Youngsters in the Friona shopping area will be invited to take free rides with Santa during the day.

Santa and his sleigh will be in Friona eight hours on December 13. More details concerning the appearance will be announced as the date approaches.

Carmack Gains Bureau Honors

Bill Carmack, service agent for Parmer County Farm Bureau, became a member of Farm Bureau's "Round Table", according to word from the statewide organization.

The group is made up of agents who have sold at least \$500,000 worth of life insurance during the calendar year. He is one of four Farm Bureau agents in the state to qualify thus far.

Earlier in the year, Carmack qualified for Farm Bureau's all-star team, and won a trip to West Virginia. Should Carmack hit the \$1,000,000 mark for life insurance before the year ends, he would win a trip to Las Vegas.

Carmack came to Parmer County in June, replacing Joe Owen at the Farm Bureau office.

At present, the only roadside park near Friona is the old park just east of the city limits. Highway officials have expressed an interest in fixing this park up.

This would be a big help, but members of Modern Study Club feel as though a new park would also be in order. They point to the nice roadside park just west of Bovina on Highway 60 as being a good spot for tourists to stop.

"The old roadside park isn't much of an attraction for tourists. It is in a bad location -- near the city sewer plant. I'm really ashamed for people to stop there at times," says one member of the study club.

Anyone interested in the project should attend next Tuesday's club meeting, at which Ben J. Lednicki, landscape architect with the Texas Highway Department will speak.

The study club is to be commended on taking the lead in highway beautifications and tourist attractions. This is one of the most important facets of the tourists industry, as recognized by the state legislature the last few years.

County Agt. Is Named

Ronny F. McNutt, 28, who is currently the assistant county agent in Lamb County, will become the new Parmer County Agricultural Agent effective October 16.

He will replace Joe Van Zandt who recently resigned to become the Moore County Agricultural Agent, according to a joint announcement made here by Parmer County Judge Loyde Brewer and Extension District Agent W.W. Grisham Jr., of Amarillo.

McNutt has been with the Extension Service in Lamb County since 1961.

He holds a B.S. Degree from Texas Tech where he majored in agricultural education.

A native of Stonewall County, McNutt was raised on a livestock farm there. He was active in the Future Farmers of America and 4-H Club work.

His parents are Mr. and Mrs. John McNutt, of Peacock. He is married to the former Miss Vera Sue Parker, also of Peacock.

Demos Select Sub For Crain

The Parmer County Democratic Executive Committee met in Friona Monday night and appointed Raymond Treider, Jr. to replace George Crain on the November ballot for commissioner of Precinct 4 (Lazbuddie).

The action became necessary after the passing away of Crain, who had won the Democratic nomination for re-election.

Judge Loyde Brewer will appoint Treider to fill out the unexpired term of Crain until the first of the year.



QUEEN . . . Cindy Ingram, daughter of Mr. and Mrs. W.S. Ingram, was crowned Homecoming Queen in pre-game ceremonies prior to the Friona-Bovina football game last week.

CHAPTER PROJECT

Young Farmers Will Collect Grain Sorghum For Boys Ranch

The Friona Young Farmers chapter has adopted as a project of supplying Boys Ranch with grain sorghum, the chapter announces.

The past year the ranch used a total of 1.5 million pounds of milo, and the Friona group thought it would be a fitting project for them to undertake since maize is a trademark of the Friona area.

Chapter members urge all Friona farmers to consider making a poundage donation when they market their maize this fall. Most elevators in the Friona area have been contacted, and will cooperate with the

Budget Set

The Parmer County Commissioners Court, meeting in their regular session Monday, approved the 1967 county budget, which was slightly in excess of \$500,000.

chapter in collecting the maize donations.

Guy Finsted, who is in charge of farm management at Boys Ranch, was the guest speaker for the chapter at its meeting last Thursday. In addition to his speech, Finsted showed

ASCS Payments Are Being Made

Prentice Mills, office manager of the Parmer County Agricultural Stabilization and Conservation Service, announced this week that his office was now in the process of completing and mailing payments to participants in the 1966 programs.

"We plan to have all payments complete by no later than October 20, 1966," Mills said.

slides depicting activities of the boys at the ranch in relation to his farming program.

Boys Ranch has a capacity of 348 boys, and currently has 330 enrolled. There are 80 boys working in the farm program at the ranch, Finsted pointed out. These boys are 14 to 18 years of age. When not in school, they work, from 5:30 a.m. until about 8 p.m.

The farm management program at Boys Ranch supplies 100 gallons of milk per day for the dining hall; 33 hogs per month; 3.3, beeves per week, and 600 eggs per day.

Finsted indicated that by contributing milo, people in the Friona area would be making as worthwhile contribution as the ranch could ask.

Members of the Young Farmers organization invite those wishing to join their group to meet with them at 8 p.m. every third Thursday at the grade school cafeteria.



HEADS BAND . . . James Gable, one of the drum majors for the Friona Chieftain Marching Band, is shown directing the band during its halftime performance against Bovina last Friday. (Star photo by Randall Schwab).

AN EDITORIAL

Public Must Be Convinced To Spend More For Quality Items

"A prospect does not normally buy the best value he can afford. He must be sold on the idea of choosing the best..."

This is the opinion of a real estate man who has sold thousands of homes.

"The family looking for a new home usually wants something just slightly better than the house they are leaving. They feel a little guilty about choosing something a great deal better, even though the price may be practically the same."

Salesmen of items ranging from shoes to automobiles have noted the same tendency on the part of buyers to lag behind their means.


It is difficult to seal a fine pair of shoes to a customer who is accustomed to destroying a pair of cheap shoes every few months. Yet, over a period of a year the good shoes would be far less expensive, more comfortable, and more attractive.

"Consumer lag" is especially evident among newly affluent shoppers. Since a large portion of the American public is newly affluent, the problem of helping the consumer to distinguish between value and mere price has become a major function of retail advertising.

It is not easy to convince a new public it is good economics to spend more for quality. The benefits may be long range, intangible, or technical in nature.

The medium used for selling the idea of quality must be one which provides for unlimited presentation of facts, factual comparisons, and sound logic. It must be one in which the public has proven faith.

Because of the local newspaper is such a medium, the builders of new and better homes depend on newspapers advertising as the major means of informing and locating new prospects.



The Library Corner

BY MRS. V.J. ZEMAN

Mrs. John Gaede is the new librarian. She will welcome you to Library Corner, 9th and Poerco, from 9 to 12 noon and 3 to 6 p.m. on Thursdays and 9 to 12 noon Saturdays. We know you will enjoy Zora Gaede and that she will be good for the library.

You girls who have asked for more biographies will welcome three new buys. These Junior biographies are Hickok's "The Story of Helen Keller", Leighton's "The Story of Florence Nightingale," and Nobles, Alice Fitzgerald, Nurse Around The World."

Mrs. Gaede and Mrs. Ross Ayers will be getting these and other recent purchases ready for the shelves this week. Flora Mae Ayers deserves a big salute for mastering and instructing others in the necessary and time consuming steps required to ready a book for the shelf.

Another salute of appreciation is directed to Mrs. Frank Spring and the Community Service Committee of the Modern Study Club. Didn't they do a nice job on that float with the giant size books? You remember the one that said "Maize Buys Books" and "Use Your Library." Riding on that float was Ann Ayers and some children who use the library.

Friona State Bank sent the \$25.00 they received for the

best commercial exhibit to the Modern Study Club for the library. Thank You! At the spring Library Open House a \$50.00 check from the bank was received. This money buys books and there's no telling what the interest on this investment will be.

The September 22nd Story Hour was conducted by Mrs. Bill Raybon and Mrs. Don Spring. Scheduled for this Thursday are Joy Osborn and Linda Williams. Pre-schoolers from 3 to 6 years of age are welcome. Come to the library from 10 to 11 a.m. on Thursdays.

In the books bought were three for the younger set. The two beginners books are "Ten Apples on Top!" and "Cowboy Andy." Mothers and children will enjoy "Favorite Stories for the Children's Hour.

S.D. Baize Is In Vietnam

The 4th Infantry Division's organic tank battalion arrived in Vietnam Sept. 12. Private S.D. Baize, 19, son of Mr. and Mrs. Duane Baize, Friona, was scheduled to accompany the unit, the 2d Battalion, 34th armor on its departure from Ft. Irwin, Calif. to the combat area.

Baize is a truck driver in the battalion's Company B.

Although the 4th Division was based at Ft. Lewis, Wash., the tank battalion was stationed at the California post because of the better terrain for the unit's M-48 tanks.

He entered the Army in February of this year.

POPULATION EXPLOSION

The world population in 4000 B.C. was about 85 million—less than half the present population of the U.S. alone!

LIGHT METAL

The lightest of all metals is lithium, which has a specific gravity of 0.534—a density of 33.32 pounds per cubic foot.

OUR READERS Write

Dear Bill:

The subject of the program to be presented by the Modern Study Club on October 4th, will be "Beautification". We are concentrating on Highway Beautification since we feel Friona is surely in need of such.

Mr. Ben J. Lednicki, Landscape architect with the State Highway Department from Austin will be our guest speaker. He has been here recently as has Mr. O.L. Crain, District Engineer from Lubbock and they have some interesting things to discuss with our citizens.

Hope you can attend our meeting. Anyone who is interested is welcome to be our guests. Yours Truly, Program Committee Modern Study Club Mrs. June Rhodes, Ch.

again able to serve a large number of people in a relatively short time.

A.L. Black, Chairman, Barbecue Committee

Friona Star Friona, Texas

Dear Friends,

Please renew our subscription to the Star. We, Claude, Judy and I look forward each week to the edition. We have so many friends and fond memories in connection with our living in Friona, and your Star helps to inform us of all the activities and progress being made in Friona.

Best regards to all. Maudine Edelman

Hints For Mothers

Dear Bill:

We would like to add our thanks to those already expressed on a fine Maize Days celebration.

In particular, we want to thank the Fire Department, the employees of the school cafeteria, the Soil Conservation Department employees and all others who had anything to do with the serving of Saturday's barbecue. With their help, we were once

Working mothers need to organize their time and energy in order to get everything done. Written schedules can improve efficiency. An extra hour in the morning can accomplish a great deal. Plan menus for the entire week to make shopping easier. And keep lists in strategic places to help jog your memory.

Court House Notes

WD - F.S. Truitt - Joe Whiteside - Lot 10, Blk. 86, Friona
 DT - Joe Whiteside - F.S. Truitt, Lot 10, Blk. 86, Friona
 WD - Lee R. Pool - Clays Corner Gin - Tract in Sect. 21 D&K
 DT - Jimmy T. Norwood - First Fed Sav. & Loan, Lots 3 and 6, Blk. 1, Drake, Friona
 Fed. Tax Lien - USA - Travis S. Hancock SR.

ML - Anthony A. Brito - Cicero Smith Lumber Co. NE/2 of Lot 13 All of Lots 14 and 15 Blk. 56 OT Bovina
 WD - Harry Ray Jesko - W.P. Holmes, Lots 4 and 5, Blk. 12-OT Farwell
 WD - W.P. Holmes - True Bell, Lots 4 and 5, 12-OT Farwell

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 KEEP YOUR DOLLARS AT HOME!

Texans have the largest all-paved, toll-free highway network in the world with more than 67 thousand miles of Interstate, U.S. and State-numbered highways and farm and ranch to market roads.

Spell Quiz

Which of the Following is Spelled Correctly?

awful awfull awful

(Meaning: Dreadful.)

See Classified Page for Correct Answer.



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Camaro! Long, low hood. Short rear deck. Big-car stance for stability. Strato-bucket seats. A 140-hp Six or 210-hp V8, depending on model. Camaro gives you a car full of comforts from carpeting on the floor to vinyl upholstery all around. There's a lot of security, too, with new safety features like the GM-developed energy-absorbing steering column. Camaro! Sport coupe or convertible. You can order a Rally Sport with hideaway headlights or an SS 350 with Camaro's biggest V8. See your Chevrolet dealer now!



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Social Security Service Now Comes From Clovis

"Effective October 1, all of Farmer County will be serviced by the Clovis office of the Social Security Administration rather than Amarillo offices. For several years the residents of the Farwell-Bovina-Lariat portion of Farmer County have been conducting their business with the Clovis office, but now all of the county has been transferred to the Clovis area," John D. Troop, Branch office Manager in Clovis, stated today.

The office hours of the Clovis office are 8:30 to 5:00, Monday through Friday (except National Holidays). On Thursdays, the office is open until 9:00 p.m. These hours are all Mountain Standard Time.

Anyone wishing to make an application for retirement, survivors, disability, or health insurance benefits under the Social Security Act should contact the Clovis office. The telephone number is 762-2977; the office is located at 106 West 5th Street.

Carlton Is At Fort Bliss



James Schilling Is In Germany

Army Private First Class James L. Schilling, 20, son of Mr. and Mrs. Lawrence H. Schilling, Route 1, Box 152, Friona, Tex., is participating in a three-week field training exercise conducted by the 4th Armored Division in Grafenwhor, Germany.

During the exercise, scheduled to end Sept. 18, he is taking part in weapons firing and tactical maneuvers as part of an annual army program to maintain proficiency in combat units.

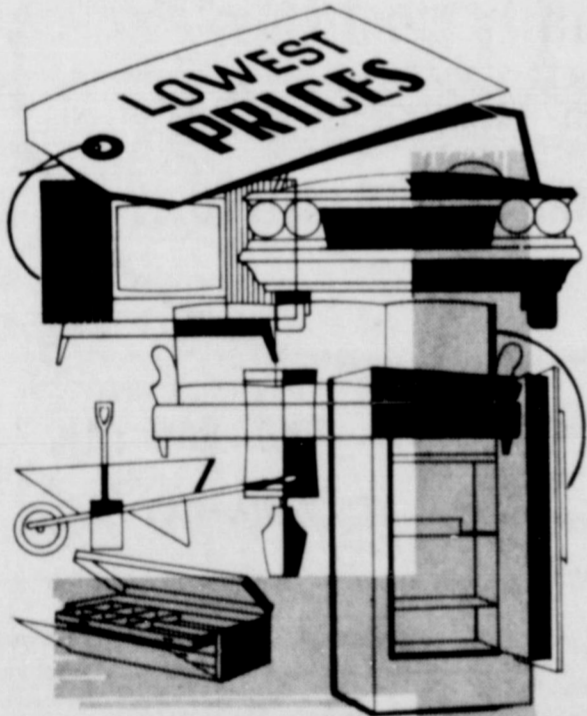
Schilling is a mechanic in Headquarters Company, Second Battalion of the division's 51st Infantry near Illshheim.

SERVING . . . Pvt. E-1 Jerry Don Carlton is currently serving with the United States Armed Forces. He is stationed at Fort Bliss. He is the son of Mr. and Mrs. A.L. Carlton and was employed by Associated Grocers in Lubbock one year prior to entering the service.

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**SAVE TIME!
SAVE ENERGY!
SAVE MONEY!
SHOP YOUR
HOMETOWN STORES!**



ENCORE . . . The 1966 Maize Queen and her attendants, pictured in last week's paper, are being shown again this week. The picture in last week's paper did not reproduce well, so it is being reprinted so readers may get a better look at Friona's lovely young ladies. From the left are Jo Anne Jennings, Cindy Ingram, Maize Queen Crista Evans, Jan Welch and Darla Howell.

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Shurfine
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Asst. Flavors
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Free Recipe Book

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WAFFLE SYRUP
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LEGAL NOTICES

**THE STATE OF TEXAS
County of Parmer**

In the Name and by the Authority of The State of Texas: TO:

David Salinas and the unknown heirs and legal representatives of the said David Salinas, whose residence is unknown, the unknown owner or owners of the hereinafter described property and their heirs and legal representatives, whose names and places of residence are unknown, and any and all other persons, including adverse claimants, owning, or having, or claiming any legal or equi-

table interest in or lien upon the hereinafter described property delinquent to plaintiff -- herein for taxes.

YOU ARE HEREBY NOTIFIED that suit has been brought and is now pending in the Honorable District Court, 154th Judicial District, Parmer County, Texas, wherein the City of Friona, a Municipal Corporation, et al are plaintiffs; Friona Independent School District and State of Texas, County of Parmer and the Underground Water District No. 1 are impleaded party defendants; and David Salinas and the unknown heirs and legal representatives of the said David Salinas are defendants, by the filing by said plaintiff of a petition on the 13 day of June, 1966 and the file number of said suit being No. 2688 and the nature of which is a suit to collect delinquent ad valorem taxes on the following described property, to-wit:

Block Ninety (90) of the Original Town of Friona, Parmer County, Texas, together with interest, penalties, costs, charges, and expenses of suit which have accrued and which may legally accrue thereon.

The amount of taxes due each plaintiff, exclusive of interest, penalties and costs is as follows: The City of Friona, \$6,61; Friona Independent School District, \$9,53, The State of Texas, County of Parmer and High Plains, Water District No. 1, \$13,36, All Totalling \$29.50.

Plaintiff and all other taxing units who may set up their tax claims herein seek recovery of delinquent ad valorem taxes on the property hereinabove described, and in addition to the taxes all interest, penalties, and costs allowed by law thereon up to and including

the day of judgment herein, and the establishment and foreclosure of liens, if any, securing the payment of same, as provided by law.

including plaintiff, defendants, and intervenors, shall take notice that claims not only for any taxes which were delinquent on said property at the time this suit was filed by all taxes becoming delinquent thereon at any time thereafter up to the day of judgement, including all interests, penalties, and costs

allowed by law thereon, may, upon request therefor, be recovered herein without further citation or notice to any parties herein, and all said parties, shall take notice of and plead and answer to all claims and pleadings now on file and which may hereafter be filed in said

cause by all other parties herein, and all of those taxing units above named who may intervene herein and set up their respective tax claims against said property.

You are hereby commanded to appear by filing a written answer and defend such suit on the first Monday after the expiration of forty-two (42) days from and after the date of issuance hereof, the same being the 14 day of November, A.D. 1966 (which is the return day of such citation), before the honorable District Court of Parmer County, Texas, to be held at the courthouse thereof, then and there to show cause why judgment shall not be rendered for such taxes, penalties, interest and costs, and condemning said property and ordering foreclosure of the constitutional and statutory tax liens thereon for taxes due the plaintiff and the taxing units parties hereto, and those who may intervene herein, together with all interest, penalties, and costs allowed by law up to and including the day of judgment herein, and all costs of this suit.

Issued and given under my hand and seal of said court in the City of Farwell, Parmer County, Texas this 27th day of September, A.D. 1966.

Dorothy Quicel
Clerk of the District Court
Parmer County, Texas
154th Judicial District
(SEAL)



LUXURY LOOK—Decorative cotton percale sheets and pillowcases spark up bedroom decor in elegant new patterns. Inspired by a formal French garden, this ensemble combines a floral design with a ribbon-like scroll motif. In pink, blue, or gold on white by Wamsutta.

Too Late To Classify

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160-a. On pavement, lays perfect, wtrs from one ditch, 2 wells, \$400.00 pr. a. Nat. Gas 29% down, Terms.
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All of a certain lot, tract or parcel of land lying, and being situated in the City of Friona, Parmer County, Texas and being more particularly described as follows, to wit:
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Fire Side Sweetie Pies Chocolate or Banana	Package of 12 39¢	Libby's Cut GREEN BEANS 303 Can	4/\$1
Van Camp's PORK & BEANS 300 Can	3/50¢	New Instant Liquid Furniture PRIDE WAX 8 Oz. Bottle Reg. 89 c	77¢
Ellis BEEF STEW 24 oz. can	57¢	Lane's Pure ICE CREAM 1/2 Gallon	59¢
Liquid LUX 20 c OFF LABEL 32 Oz. Bottle	69¢	White Swan HOMINY 300 can	2/23¢
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 "Lumbermen"
 Since 1906
 Phone 247-2212 Os Lange
 MORTON at MULESHOE

5. 
 Your Hometown Newspaper Since 1925
 Covering Friona Football and
 School Activities For 41 Years
 KRESS at HAPPY

6. **GALLOWAY IMPLEMENT CO.**
 
 Bill Hannold
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 Since 1928
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7. **MONSANTO Ag Center**
 Serving You With Four Locations
 Friona Rhea
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 LITTLEFIELD at TULIA

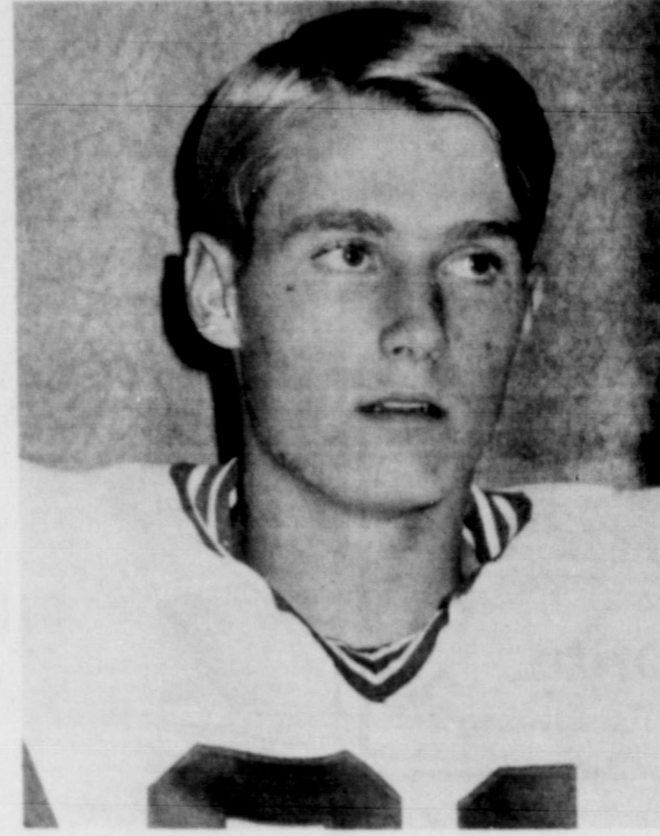
8. **HUB GRAIN FLEMING & SON GIN**
 Phone 265-3215 265-3405
 PLAINS at BOVINA

COTTON BOWL FOOTBALL CONTEST

MEET THE CHIEFS



RONNIE STEVICK is a Junior Tackle



JIMMY GRIMSLEY is a Senior Halfback

Contest Standings

NAME	PTS.	NAME	PTS.	NAME	PTS.
Dale Houlette	37	Kenneth Watkins	32	Raymond Dement	30
Lonnie Ellis	36	Flake Barber	31	Shirley Fangman	29
Danny Murphree	36	Mrs. J.C. Beck	31	Mrs. Bob Finley	29
Mary Pryor	36	Matt Brown	31	John Frazier	29
Joyce Veazey	36	Ralph Broyles	31	Orpha Garcia	29
Butch Watkins	36	Walter Cunningham	31	B.C. Hartwick	29
Jack Clark	35	Gene Ezell	31	Jerry Loflin	29
Jane Houlette	35	Bob Finley	31	Mrs. Leon Massey	29
Charles Howell	35	Francis Gable	31	Dolph Moten	29
Jack London	35	Manuel Garcia	31	Robert Osborn	29
Raymond Milner	35	Mrs. Albert Johnson	31	Dale Neel	29
Benny Pryor	35	Thelma Johnson	31	Mrs. Robert Osborn	29
J.P. Sims	35	Larry Johnston	31	Alta Ulen	29
Ross Ayers	34	Danny Kendrick	31	Waymon Wilkins	29
Eugene Bandy	34	Corine Kuhlman	31	Duane Batze	28
Fred Barker	34	Ken McDermitt	31	Mrs. Eugene Bandy	28
Mrs. B.C. Hartwick	34	Walt Mabry	31	John Hoover	28
Letha London	34	Peggy Monroe	31	Christie Ivy	28
Maurine Mabry	34	Joy Morton	31	Jerry Mabry	28
Clarence Monroe	34	Barbara Morrow	31	Floyd Reeve	28
John Renner	34	Mike Pavalus	31	Jack Roubinek	28
James Weatherly	34	Donald Powell	31	Calvin Ulen	28
Dean Blackburn	33	Don Reeve	31	Elsie Allen	27
Mrs. Floyd Brookfield	33	Lavon Renner	31	John Baca	27
Travis Clements	33	Stephen Wagner	31	Mike Buchanan	27
Wilson McCuffa	33	Mrs. John F. White	31	Maron Finley	27
Sue Elvens	33	V.R. Wilcox	31	Jan Fleming	27
Don Fortenberry	33	Wright Williams	31	Mrs. Fred Florez	27
Ronnie George	33	Winston Wilson	31	Mrs. Robert Ivy	27
Dennis Howell	33	Frankie Allen	30	Miles Lillard	27
Robert Neelley	33	Audvie Barnett	30	Randy Mabry	27
Lests Lee Neill	33	Stan Benge	30		
Flossie Rhinehart	33	Donny Carthel	30		
C.H. Veazey	33	Teddy Fangman	30		
Doris White	33	J.V. Finley	30		
Oscar Baxter	32	Fred Florez	30		
Floyd Brookfield	32	Wendell Garner	30		
Paula Clements	32	Byron Grant	30		
Ray Dean Fleming	32	Burke Hand	30		
Charles Hamilton	32	Pam Hartwick	30		
Jimmy Hamilton	32	Robert Ivy	30		
Jerry Hinkle	32	Elizabeth McLellan	30		
Andy Hurst	32	Laverne Mabry	30		
Albert Johnson	32	Jimmy Maynard	30		
Celia Loflin	32	Dale Miller	30		
Zane McVey	32	Outja Board	30		
Glen Mingus	32	Larry O'Connor	30		
Charles Myers	32	LaVon Reeve	30		
Joe Perez	32	Melba Smiley	30		
Cotton Renner	32	Emmett Tabor	30		
Jerry Shelton	32	Dwain Teel	30		
Jonell Sims	32	Thelma Watkins	30		
Frances Taylor	32	Maynard Agee	30		
Frank Truitt	32	Mildred Agee	30		
Mrs. Frank Truitt	32	Bill Bailey	30		
Edward White	32	Frank Castillo	30		
		Herbert Day	30		

Game Scores

Following are the results of games included on our contest page last week:

Springlake 31, Dimmitt 12
Plains 29, Farwell 19
Post 40, Floydada 14
Hale Center 33, Hereford B 0
(Bonus given all contestants)
Muleshoe 7, Olton 0
Abernathy 55, Morton 8
Levelland 0, Denver City 0
West Texas 49, U. of Pacific 7
Texas 31, Texas Tech 21
SMU 21, Navy 3
Arkansas 27, Tulsa 8
Tulane 21, Texas A&M 13
Ohio St. 14, TCU 7
Rice 17, LSU 15
Colorado 13, Baylor 7
Notre Dame 26, Purdue 14
(Friona 13, Bovina 0)

Contest Rules

1. Pick the winners of the 16 games listed in the advertisements on this page. Write the winners in the blanks provided on the official contest blank.
2. Pick the score of the tie-breaker game. This score will be used to break weekly as well as grand prize winners.
3. Bring your entry blank by the Friona Star or Bi-Wize Drug by 5 p.m. on Friday. Entries must be post-marked on Friday to be eligible, if mailed.
4. The leading contestant at the close of 12 weeks will receive two free tickets to the Cotton Bowl Football game, along with \$40 expense money and reservations at the Adolphus Hotel for two nights. 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 Chief games next fall.
5. Only one entry per person.
6. Contestants must be 12 years of age or older.
7. Everyone eligible to enter (sponsors included) except employees of the Friona Star and their families.
8. Weekly prizes of \$5, \$3 and \$2 will be awarded to first, second and third place winners.

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: Friona _____ Olton _____

NAME _____

ADDRESS _____

9. **FRIONA MOTORS**
 Parmer County Headquarters
 For
 Ford Cars, Trucks, Pickups
 Tractors & Used Cars
 Phone 247-2701
 WEST TEXAS at ARIZONA ST.


10. **ETHRIDGE-SPRING AGENCY**
 Dan Ethridge
 Frank A. Spring
 Bill Stewart
 Flake Barber
INSURANCE-LOANS

 Phone 247-2766
 ARKANSAS at TCU.

11. **REEVE CHEVROLET**
 Your Authorized Chevrolet Dealer
 Frigidaire
 Home Appliances
 Sales Service
 BAYLOR at WASH. ST.

12. **FRIONA COUNTRY CLUB GIN**
 Jack Tomlin, Mgr.
 Phone 247-2439
 INDIANA at TEXAS

13. **BI-WIZE DRUG**
 DRUGS SUNDRIES
 "Your Rexall Store"
 Phone 247-3010 Friona
 SMU at PURDUE

14. 
PLAINVIEW PRODUCTION CREDIT ASSN.
 Robert Neelley
 Office Mgr.
 TEXAS TECH at TEXAS A&M

15. 
FRIONA FEED YARDS, INC.
 Jack Carrothers, Mgr.
 Phone 265-3574
 RICE at TENNESSEE

16. 
PARMER COUNTY IMPLEMENT CO.
 Your IH Dealer
 Phone 247-2721
 DALLAS COWBOYS at ATLANTA

WIN, 13-0

Chiefs Topple Bovina In Hard-Fought Tilt

The ninth renewal of the Friona - Bovina football series, first since the Mustangs were elevated into class A this year, turned out to be one of the best games in the rivalry between the two schools.

Friona won the game, 13-0, at Chieftain Field last Friday, before a fine Homecoming crowd. But the visitors from Bovina could boast of having gained more total yards (203 to Friona's 190) and made more first downs (13-10). However the Mustangs led in one other statistical department—most passes had intercepted—and that turned out to be their downfall.

Friona defenders must have set some sort of record by picking off six Bovina passing attempts. Three of these were caught by Ray Lynn Murphree, who was a thorn in Bovina's side all night.

Bovina quarterback Randy Jones didn't have the kind of passing night to write home about. He threw 15 passes, completed only one, and had six intercepted. Halfback Lynn Murphy completed Bovina's other two passes.

In fairness to Jones, though, most of his passes weren't off target. His receivers just couldn't hang onto them.

Friona scored the second time they had the ball. Bobby Jordan and the Barker brothers—Eddie and Johnny—took turns lugging the pigskin after a short Bovina punt gave Friona the ball at the Mustang 34. It took Friona just eight plays to cover the distance, with Johnny Barker going the last four yards on a roll out to the right.

Ted Renner booted the point after, to give Friona a 7-0 lead with 4:03 left in the first quarter.

A pass interception by Jordan shortly after the second

quarter opened started the Chiefs on the way to their second touchdown. Jordan grabbed the ball at the Bovina 39 to give Friona possession. Johnny Barker made five yards on a keeper, then gave the ball to his brother Eddie on a quick handoff, faking a rollout. Most of the defenders followed Johnny, as Eddie broke into the secondary. He outran the Bovina defenders 34 yards to the goal line. Renner's kick was barely wide, and Friona led, 13-0 after 3:30 of the second period.

Bovina had its first good scoring opportunity following the second half kickoff. Jordan had made a good kickoff return, to the 35, but fumbled the ball as he was tackled, and Bovina got it at the Friona 41.

Dean Stanberry, pint-sized Bovina speedster who was mainly deployed as a highly successful ball-carrier, caught a 15-yard pass from fellow halfback Lynn Murphy, giving Bovina a first down at the 20. Fullback Carl Harris made five to the 15.

However, an off-sides penalty set the Mustangs back, and three plays failed to make yardage, and Friona took over. Stanberry even tried his hand at passing on fourth down. Four different Bovina players tried passes during the game.

Pass interceptions by Murphree and Mike Reithmayer at the close of the third quarter and early in the final stanza stifled other prospective Bovina drives, and the latter one started Friona on its only scoring threat of the second half.

Tony Perea gave Friona two first downs, and a nine-yard scamper by Eddie Barker put the ball at Bovina's 16. However, the drive clogged, and on fourth down from the 19, Renner tried what would have been

a 37-yard field goal against the wind. The kick appeared all right, but officials ruled it had gone a hair wide of the uprights.

Bovina then put the ball in play on its own 20, and began its best sustained drive of the ball game. The Mustangs reeled off five straight full downs, paced by Harris, Bovina's speedy colored fullback. Harris, who paced Bovina ball carriers with 86 yards, made 54 of those yards on this drive alone.

He was practically unstoppable, carrying the ball five straight times at one point, making 51 yards and three first downs in the process. His last good gainer set the Mustangs up with a first down at the 11.

When Friona finally was able to stop Harris, they threw him for a four-yard loss back to the 15, and on the next play Jones threw what turned out to be the sixth intercepted pass of the game, and the scoring chance was stopped.

Only seconds remained in the game when Mike Smith came up with the interception at the 10-yard line.

By controlling the ball for most of the final period, Bovina was able to go ahead in game statistics. Before the final drive, Friona led in total yards, 186-137, and in first downs, 10-8. Bovina had the ball for 69 offensive plays during the game, to 50 for Friona.

ANTELOPES 3-0

Abernathy Only Unbeaten Team In Warmup Games

It was a short non-conference season for members of the expanded District 3-AA football for 1966. Only one of the district's eight teams, Abernathy, came out unbeaten in all three of their non-district games.

The Antelopes appear to be the team to beat, having averaged 34 points per game, while holding three opponents to only 14 points. Abernathy downed Morton, 55-8, in their final tune-up game last Friday.

Lockney, Memphis, Hale Center and Friona all posted 2-1 records in their three non-district contests. Memphis has scored 74 points in three games, and Hale Center has scored 72. Dimmitt owns a 1-1-1 record. Olton is 1-2, and only Floydada failed to win a non-

conference game, standing at 0-3.

Memphis downed a weak class AAA team, Childress, 34-6, in last week's action, while Lockney was winning over Ralls, 30-6. Hale Center was taking the measure of Hereford "B" 33-0 and Dimmitt was losing to Springlake, 31-12. Olton dropped a close one to Muleshoe, 7-0.

The record for district teams in their non-conference games comes out as follows:

District 3-AA TEAM W L T Pts. Op. Abernathy 3 0 0 103 14 Lockney 2 1 0 55 35 Memphis 2 1 0 74 34 Hale Center 2 1 0 72 22 Friona 2 1 0 32 28 Dimmitt 1 1 1 31 49 Olton 1 2 0 36 54 Floydada 0 3 0 21 68

Statistics

Statistics table with columns for FHS and BOVINA, listing categories like First Downs, Yards Gained, and Passes Completed.

olé

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HERE'S ALL YOU DO... ELIGIBILITY

Simply check the appropriate blocks in the official entry form below, then take or mail your entry to any Reddy Kilowatt Recommended Electric Heating Dealer or Public Service office. A drawing will be held shortly after October 31, 1966 and the winner will be notified regarding travel arrangements.

ENTER TODAY [Logos for Southwest Public Service Company and Comfort Electric Heating]

OFFICIAL ENTRY HOW DOES YOUR HEATING SYSTEM RATE? Check its overall performance and efficiency with this easy quiz...

We Salute Johnny Mars For Ginning Friona's First Bale Of Cotton.

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Everything new that could happen... happened!

New styling that speaks beautifully for itself. More things to add than ever before: A new stereo tape system. Comfortron automatic heating and air conditioning. Front disc brakes. A better Cruise-Master control system. Plus all the power you could want in a car: up to 427 cu. in. available in Chevrolet's exclusive Turbo-Jet V8. And, standard with every new Chevrolet, a new road feel thanks to improved Full Coil suspension. You really should see the new Chevrolets. Very soon.

And all this for your added safety: GM-developed energy-absorbing steering column, dual master cylinder brake system, with warning light, energy-absorbing instrument panel, four-way hazard warning flasher, plus many others.

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REEVE CHEVROLET COMPANY

Friona, Texas Phone 247-3011 510 Main Street

Jehovah's Witnesses To Convene In Lubbock

Sixteen congregations of Jehovah's Witnesses will meet in Lubbock, October 7-9, to discuss the theme, "Because Spiritual Men with Everlasting Life in View."

The presiding minister of the Muleshoe Congregation, Elmer B. Lowery, said, "The object of the program is to equip every one of the preaching fellowship of Jehovah's Witnesses in the practical use of the Bible as a means of fortifying the spiritual morale of people in our community."

District Supervisor, A.A. Cazzaro, Watchtower Society's representative over 10 circuits in Texas, Oklahoma and New Mexico, will be chairman at the Texas Circuit 9 assembly.

E.A. Grover, supervisor of the circuit, met with some 20 department heads, September 8, at Childress in preparation for the Lubbock meet. To overcome existing ministerial weaknesses in the circuit, various ones in the 16-congregation circuit have been selected by Grover to discuss and demonstrate ways to bring weaknesses up to district and national averages in producing the "fruitage of the spirit."

Viet Nam Veterans Are Legion Eligibles

American Legion Membership ranks have been opened to the current generation of Veterans in what must have been one of the fastest legislative procedures in the history of the Congress and the office of the Chief Executive of the United States, according to Roy Wilson, Commander of Friona's Post No. 206.

Just 48 hours after the Legion's 48th National Convention approved a proposed amendment to the Constitution, permitting Viet Nam Veterans to become members, both Houses of Congress had passed the legislation necessary to amend the Legion's Federal Charter, and President Johnson had signed the measure into law.

Commander Wilson stated that Viet Nam Veterans are now eligible for membership in the World's largest Veterans

Organization and, in behalf of the Post, extends a most cordial invitation to these men to join The American Legion. Any member of the Post will be glad to accept their application.

Parents and/or wives of service men now fighting in Viet Nam are urged to clip this article and forward to them.

With the Presidential signature, men and women with honorable active service in the Armed Forces from August 5, 1964, until "the cessation of hostilities as determined by the Government of the United States are eligible.

Other periods of service for American Legion membership are: April 6, 1917, to November 11, 1918 (World War I); December 7, 1941, to September 2, 1945 (World War II); and June 25, 1950, to July 27, 1953 (Korean War).



TASTEFUL WINDOW DRESSING—Cotton in a gold and white French ticking stripe is the choice for distinctive window shades and matching curtains in this bed-sitting room. Narrow yellow and black braid emphasizes the shade's curved hem and trims the curtain edges. The window dressing provides a background of easy elegance for the chaise upholstered in apricot and gold cotton broadcloth.

LAZBUDDIE NEWS

By Mrs. C. A. Watson

Mrs. N.M. McCurdie is in Dalhart this week visiting her brothers, Joe and Homer Ragan.

May Mahan spent the weekend in Lubbock with her son and family, the Don Jordans.

Lazbuddie school superintendent Sam P. Barnes is in Austin this week attending special meetings.

Congratulations to Mr. and Mrs. Jimmie Dale Seaton on the birth of a daughter born Monday a.m. in the Green Memorial Hospital. The baby weighed 6 lbs. 2 ozs. and has been named Barbara Lynn. Grandparents are Mr. and Mrs. Jimmie Seaton and Mr. and Mrs. R.B. Burrenson, Lazbuddie.

Leatrice Gallman was a medical patient last week in the Green Memorial Hospital. Also Carrie Withroe was a medical patient in the West Plains Hospital in Muleshoe last week.

Mark Ramage had the misfortune of springing his ankle in practice last week.

Mr. and Mrs. R.C. Davis attended the state wide democratic convention in Austin last week.

Tamara Jennings was one of the guest speakers for the Modern Study Club in Friona Tuesday night of last week. The theme for the discussion was "Far Away Places" with Leslie Cooper, Janis Billingsley, and Lanell Christian forming a panel. The girls have recently been on a trip to Europe. The girls showed a table display of scrap books. They also had many unique souvenirs brought from abroad. Moderator for the panel was Ann Coren, Bovina.

Nola Treider and Mrs. Laura Treider visited the George

School Menu

Mon: hamburger patties, corn, English peas, lettuce wedges, chocolate pudding, hot rolls and butter, milk.

Tues.: macaroni and cheese, green beans, buttered beets, veg. salad, hot rolls and butter, milk.

Wed.: frito pie, pinto beans, potato salad, onions, apple cobbler, cornbread, chocolate milk bread and butter.

Thurs: hamburgers, french fries, relish, fruit jello, peanut butter cookies, milk.

Fri.: Salmon croquettes, baked potatoes, blackeyed peas, tarter sauce, chocolate cake, hot rolls and butter, milk.

Star Classifieds Get Results!

Scout Troop Elects Officers

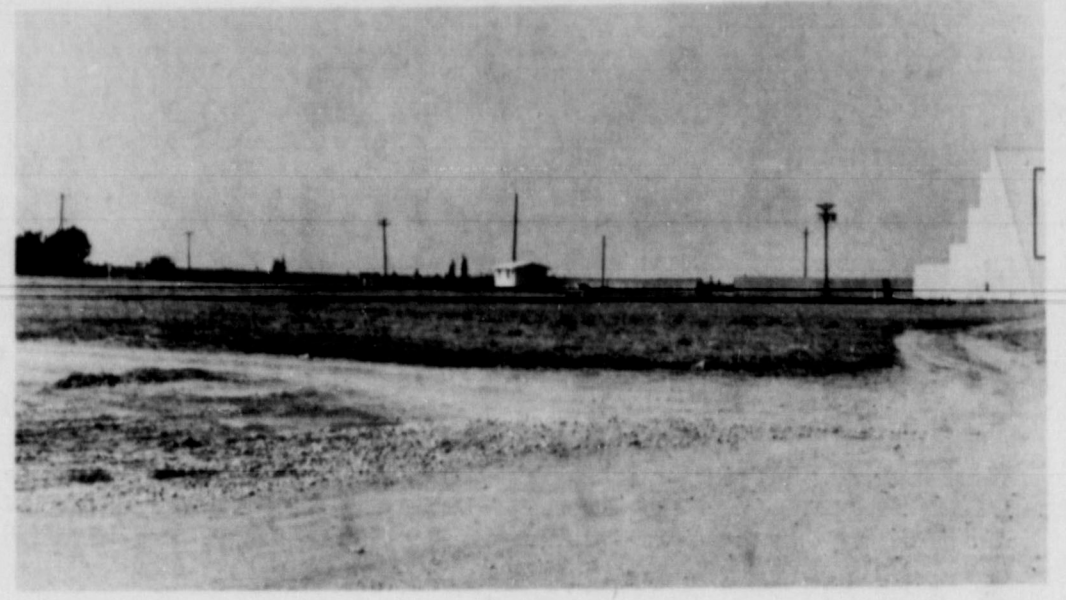
Officers were elected at the first meeting of Girl Scout Troop 24 Monday afternoon. Carol Reeve was chosen president. Other new officers are Vondra Nichols, treasurer and Holly Welch, scribe.

Patrol leaders elected are Becky Broyles, Karen Clausen and Patricia Phipps.

Other members present were Debbie Horton, Barbara Bass, Teresa Bingham, Tami Wynn, Tracy Barber, Pauletta Hughes, Susan Martin and Holly Stephenson.

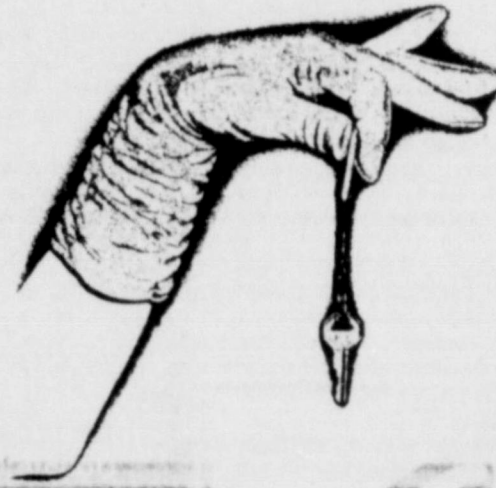
Refreshments were served by Tami Wynn.

Shop Friona First. Keep Your Dollars At Home!



CORNER IN QUESTION . . . Shown above is the triangular-shaped corner in west Friona, belonging to the State Highway Department on which members of Modern Study Club hopes to build a road-side park. A representative of the Highway Department will speak at the club's regular meeting on Tuesday night. The public is invited to attend.

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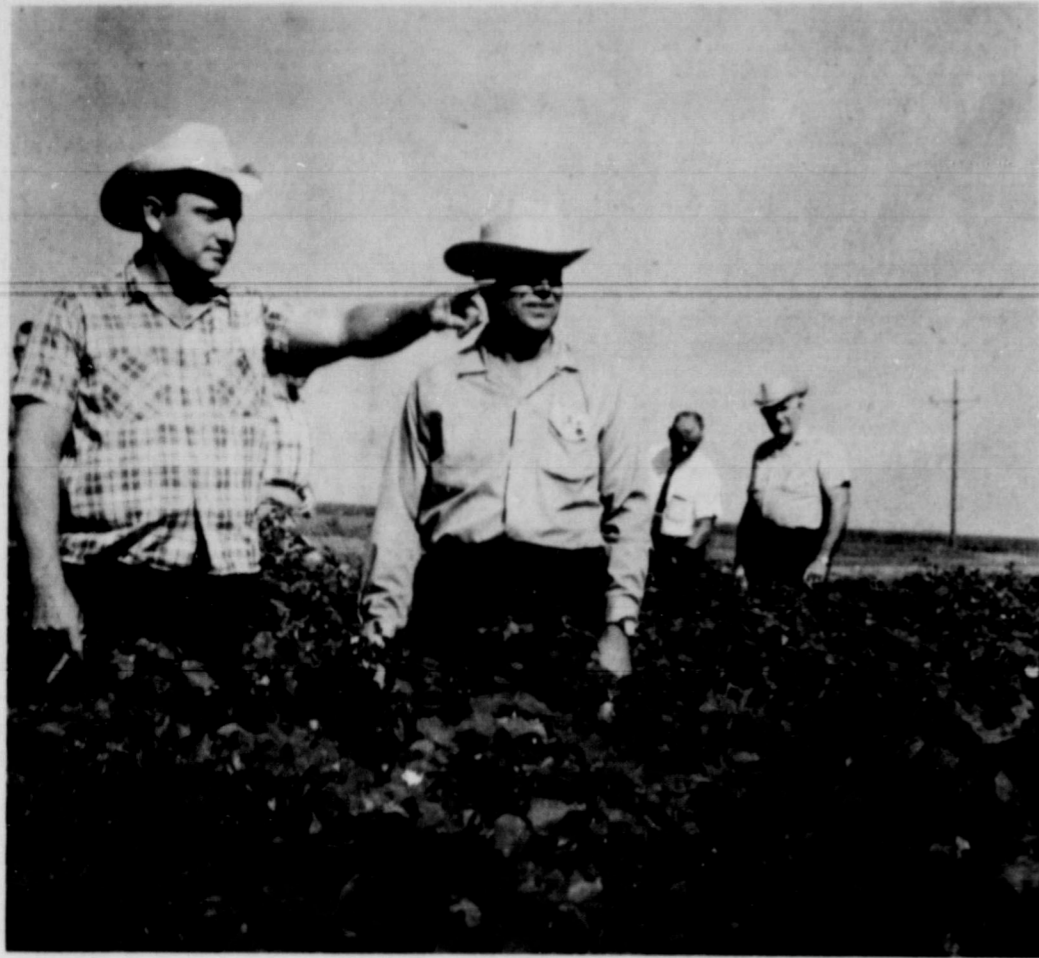
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FARM TOUR . . . Clyde Woodard, left, was one of the featured farmers on last Friday's Farmers Home Administration tour. Clyde is showing part of his cotton crop to Bill Bolling, county FHA supervisor. In the background are some of those who attended the tour.

FHA Sponsors Farm Tour In Friona Area

The Parmer County Farmers Home Administration office sponsored a farm tour of FHA customers last Friday. Three stops were made in the Friona area.

Visited were Jim Guinn's automotive repair shop, Clyde Woodard and Troy R. Sharrock's farms near Hub.

Guinn received an economic opportunity loan from the Farmers Home Administration to finance the building of his new shop on Sixth Street.

Woodard and Sharrock were

depicted as young farmers who have improved their standing through Farmers Home Administration loans.

Billy Bolling, FHA supervisor for Parmer County, pointed out that since the beginning of this program, Farmers Home Administration had loaned \$10 million in operating type loans in Parmer County, with only 1.1 per cent of these loans written off as bad debts.

Gross sales of FHA borrowers was approximately \$1.5 million last year, Bolling said.

HD AGENT SAYS

Food Fads Are Health Problem

According to Government reports on fakes and swindles, food quackery and diet fads are rampant, says Cricket B. Taylor, Parmer County Extension Agent. Faddism and Nutrition nonsense have created a major public health problem. Each year ten million Americans squander \$500 million on food fads. These people are fooled because they don't know or won't accept basic scientific facts about food and nutrition.

The American food supply is unmatched in quality, variety, and abundance. Yet, a persistent campaign is being carried on to undermine public confidence in the goodness of our staple foods. By patronizing all departments of a modern food store we can easily supply all of our nutritional needs.

It is puzzling that people in all walks of life pay big money for frauds in an era when true miracles have resulted from great advances in surgery and medicine.

How do food quacks and faddists operate? Where do they find markets for their worthless or dangerous wares? What are the outlets for their misleading doctrines about diets? Who protects the public against such charlatans? How can an individual find out for himself whether a product or practice is sound, frankly harmful, or an expensive fake?

Ignorance, indifference, and fear make people easy prey for the quack or promoter of fads, Mrs. Taylor says. Victims are persuaded that "health foods," "wonder diets," or "super pills" can produce magical results. Accepting the false promises of the quack, they believe they can regain "youth," vigor, and charm, or "lose ugly fat -- no counting of calories -- no exercise," or have "nerves soothed while miraculously being cured of whatever ails them."

3. Medical attention to a serious ailment may be delayed while a food faddist or quack attempts to treat the condition.

4. Faddist foods and treatments are always expensive. Many books -- often best sellers -- as well as newspaper and magazine articles or advertisements give misleading or false information. The printed word is very beguiling; people often believe anything they see in print. Charlatans thrive on the public weakness.

Some writers are completely unscrupulous; twisting the truth, making claims without a shred of scientific evidence, and quoting true scientists out of context. Often they extract pieces of research reported in scientific journals and use them to support their own misleading arguments. Most unfortunate of all is the professional person who uses the written word to promote his private fad and possibly to create a market for a worthless product or a "best-seller" book. Recently 2 physicians greatly discredited their profession by such actions.

DANGER OF FOOD FADS AND NUTRITION QUACKERY

There are several important reasons why food fads and nutrition quackery are dangerous.

1. Essential nutrients may be lacking from the fad diet. Malnutrition could result. Variety is characteristic of a wholesome diet.

2. Children following a fad diet may not get the nutrients they need for growth and development.

Dr. James Z. Appel, former president of the American Medical Association, says "The health care of the people is no longer a personal matter between the patient and the physician. It is now a political issue, the merits of which will not be determined solely on scientific grounds but also on vote-getting appeal, by individuals not at all well informed on quality of health care."

SLIM CHANCE

The mathematical odds against receiving a "perfect deal" in bridge, all 13 spades, are 635,013,559,599 to 1!

Dale Blackstone Named Dist. 4-H Wheat King

The 4-H Wheat King crowned during the Rural Youth Day Program of the Tri-State Fair in Amarillo was Dale Blackstone, 16, son of Mr. and Mrs. Harvey Blackstone of Lazbuddie. His 7 acres of Tascosa wheat yield was 53 bushels to the acre. The wheat was judged on quality and yield.

Hutchinson, 16, of Spearman, Ann Blackstone from Parmer County, participated in the Bake Show, along with the 19 entries in the District.

Enjoy Fall Hiking

Hiking can be fun, especially if you follow a few rules of safety. Be sure to let people know where you plan to go and how long you will be away. Always hike with someone else. Be sure you are physically fit for the hike, and don't overdo. Dress for the occasion with sturdy hiking shoes, preferably with rubber soles. Take along or wear long pants and long-sleeve shirt to avoid being scratched or bitten by insects. Take a sufficient supply of fresh water or purify water along the way.

Dale received a trophy and \$50 check. He is a member of the Lazbuddie 4-H joint club.

The presentations of awards were made at Cotton John Smith's Farm and Home show Television show at 9:30 a.m. on Saturday at the Tri-State Fair.

Crowning of the 4-H Bake Queen for the District was Miss Edith L. Wilson, District 1 Home Demonstration Agent. A \$100.00 U.S. Savings Bond and the Bake Queen was Rebecca

HANDWARMER WARNING—Careful where you keep that handwarmer. Never slip it into a pocket in which there is live ammunition.

And don't drop it into the inside pocket of plastic waders. Those warmers can get very hot and will cause plastic to melt.

TIRE PUMP PROVIDES OXYGEN—If your fishing trip takes you far from home and you want to carry live minnows with you, here's how to keep 'em alive for the duration.

Take along an ordinary tire pump. About every 30 minutes pump a few strokes into the bait bucket.

This added oxygen will keep the minnows lively.

FINGERNAIL POLISH PROTECTS MATCHES — It's a sad camper who learns the hard way that wet matches won't light. Here's one way to waterproof 'em.

Dip the match heads in clear fingernail polish. Polish not only sheds water but burns readily.

SHADOWS SPOOK FISH—When fishing a river when the water is down, approach all likely holes in such a manner so as not to cast any shadows across the pool. Shadows spook fish.

Apply Fashion Math To Your Fall Wardrobe

For the woman who sews, making five and five add up to 15 is no trick. It's a matter of applying fashion arithmetic to a few basic patterns and coming up with a complete vacation wardrobe.

By carefully coordinating colors and textures, you can use just three patterns to create a 10-piece wardrobe that can be mixed and matched for 15 different looks.

Typical of the mix-magic at the fingertips of the woman who sews is a weekend wardrobe that costs only \$35 to make. It's built around three basic patterns: a coat-and-dress ensemble; a suit with its own shell blouse; and a three-piece pants outfit.

Are You Saving **MONEY** On Your Farm And Fuel Needs.



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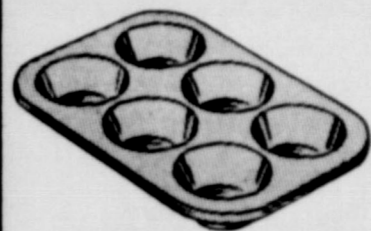
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MEATS		
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Bama APPLE BUTTER 29 Oz. Jar 35¢	Hi-C DRINKS 46 Oz. Can 3/\$1	<u>Fruits & Vegetables</u> California Sunkist ORANGES 19¢
Shurfine PORK 'n BEANS 2 1/2 Can 23¢	Shurfine DILL CHIPS qt. 35¢	Colorado Golden Delic. APPLES 25¢
Food King FLOUR 10 lb. 83¢	Shurfresh CAKE MIX or FROSTING 3 For 95¢	LETTUCE Large Head 29¢

Progressive Study Club Opens New Club Year

Members of Progressive Study Club were honored guests at a sit-down dinner at the Club House Tuesday evening, Sept. 13. The program committee headed by Mrs. Hollis Horton was hostess for the evening.

Mrs. M.C. Osborn gave the president's opening address. Mrs. Norma Nossaman led the invocation.

The club's new yearbooks

were presented to the membership and the theme for the new club year was announced. The course of study for the 1966-67 club year is to be "A Woman's Quest for Knowledge."

The title of the new yearbook is "The Clubwoman's Coloring Book," and featured a colorful cover as well as interesting colored pictures throughout the book.

The coloring book theme was carried out in the decorations for the meeting and place favors were over-sized crayons bearing each member's name.

Other members of the Program Committee who assisted with hostess duties were Mrs. Nossaman, Mrs. George Frye, and Mrs. Tom Pruitt.

Twenty-three members were present for the opening meeting.

Mrs. Drake New WSCS President

Twenty-three women were present for the first fall meeting of the Womens Society of Christian Service of Friona Methodist Church in Fellowship Hall Wednesday morning.

Following the acceptance of Mrs. Mack Bainum, who has moved to Dalhart, as president, Mrs. Arthur Drake was elected to fill the office, Mrs. H.R.

Cocanougher, treasurer, presented a report.

Mrs. Estis Bass and Mrs. I. T. Graves presented a devotion based on the miracles of Christ.

One guest, Mrs. John Gaede, was present. Mrs. Bass and Mrs. Graves were hostesses and served refreshments.

Fairchild Moved To California Base

L.L. and Mrs. Weldon Fairchild and sons, Mark and Michael, have recently moved from Austin to Riverside, California. L.L. Fairchild has been stationed at Bergstrom Air Force Base and has been transferred to March Air Force Base.

Mr. and Mrs. A.S. Grubbs and Mr. and Mrs. Jim Clements and Wade visited recently in the Fairchild home in Austin. Mrs. Fairchild and sons, Mark and Michael, re-

turned home with the Frionans and visited in the homes of her parents, Mr. and Mrs. Kenneth McLellan and family and

Mr. and Mrs. Jim Roy Clements and family in Friona and Mr. and Mrs. Johnny Tinnin, Amarillo.

Recent visitors in the home of Mr. and Mrs. E.E. Sparkman were Mr. and Mrs. Ron Springfield of Dell City, Okla.

Rectors Tour Mountain Area

Mr. and Mrs. Lloyd Rector and daughter, Sherri, and Mr. and Mrs. Folster Rector made a weekend tour of the mountains of northern New Mexico. They went to Red River and Taos.

At Taos they were met by Mr. and Mrs. Floyd Rector and children, Gary and Donna. The group then went to Cowles for a family picnic dinner.

Pastry Wagon Ready To Roll

Plans have been completed for a Pastry Wagon to roll up and down the streets in residential Friona Saturday afternoon, October 1st, beginning at 2:00 p.m. Members of Friona Chapter #990, Order of Eastern Star, will be offering pies, cakes, cookies, donuts and assorted other baked goods for sale.

Mrs. Ed Clark and Mrs. Kenneth Watkins are scheduled to serve as drivers and delivery women of the wagon.

Society

Coffee Honors Guest

Jean Campbell, Galveston, has been a houseguest in the home of Dr. and Mrs. Robert Alexander and children. She was a nursing school student with Mrs. Alexander a few years ago.

Thursday morning, Mrs. Alexander honored her guest with a coffee. Guests were served coffee, tea and sweet rolls. Those signing the register were Mrs. Wesley Foster, Mrs. John Humphrey, Mrs. Floyd Rector, and Mrs. Ronnie George.

Also Mrs. Lee Spring, Mrs. Paul Spring, Mrs. Lee Cranfill, Mrs. Don Spring, Mrs. Paul Mohr, Mrs. John Fred White, Mrs. Gerald Floyd, Mrs. M.C. Osborn, Mrs. Frank Spring, Mrs. Jim Isaacs, Mrs. Tom Pruett and Mrs. Bill Ellis.

Supper Is Planned

Plans have been completed for a Mexican supper to be served at the United Pentecostal Church annex from 5 to 9 p.m. Saturday, October 1. A plate with enchiladas, tacos, rice, beans, salad, pie and a drink will be served for \$1.50.

The event is being sponsored by the Church Women's organization and the public is invited to attend by Mrs. Sam Rule, spokesman for the group.

English Workshop

To Be Conducted

The annual English Workshop for District IX, Texas State Teachers Association will be held Saturday, October 1, 1966 from 8:30 a.m. until 12:00 noon in the auditorium of the Canyon High School, Canyon, Texas.

Teachers of English of all levels are encouraged to attend.

The workshop theme for this year is "Dimensions of English." Mrs. Beryl Richardson, program chairman, has arranged for a talk on "The English and the PESO Program," by Mrs. J.T. Thomas, Reading Consultant from Dumas High School. Mrs. Lana White and Mrs. Jewelle Allen, English teachers in the Amarillo School System, will speak on "Echoes of an English Institute."

The National Council of Teachers of English Convention, the first of this kind to be held in the Southwest, will take place November 24-26, 1966 in Houston, Texas. This offers an opportunity to all teachers of English to hear outstanding

writers, scholars, and teachers. Further information on this convention may be obtained at the meeting in Canyon.

Teachers wishing to attend the District IX meeting may send the \$2.00 fee in advance to Miss Alice Douglas, 2610 Fifth Avenue, Canyon, Texas.

Sarita Gay Ellis

Born In Amarillo

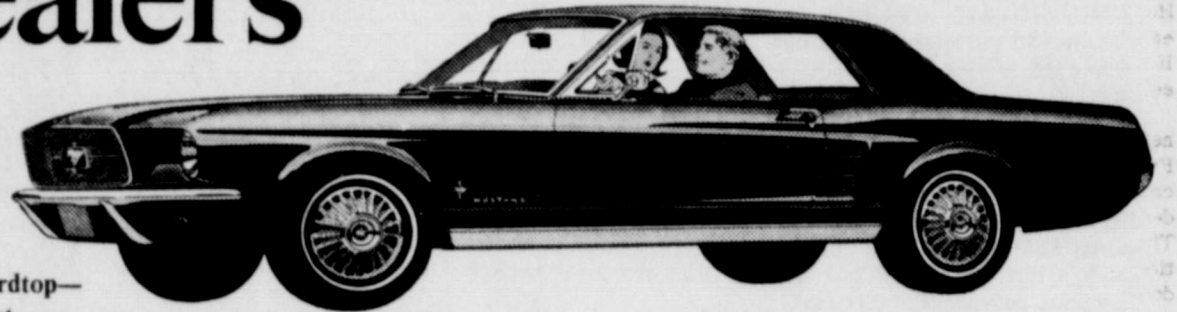
Mr. and Mrs. Mike Ellis became parents of a baby girl at Northwest Texas Hospital, Friday, September 16. She has been named Sarita Gay and weighed 8 lbs. 3 1/2 ozs.

Grandparents are Mr. and Mrs. Joe B. Douglas Sr. and Mr. and Mrs. Eugene Ellis, all of Friona. Great-grandparents are Mrs. Sarah Vernon, Friona; Mr. and Mrs. Marlon Fite Sr., Wildorado; and Mr. and Mrs. Albert Ellis, Lubbock.



AWARD WINNER . . . Frieda Floyd recently received the Americanism Award at Lubbock Christian College. This annual award by the Shop Rite Foods, Inc., provides the funds for tuition and books for one year's attendance at Lubbock Christian College. It is presented each year to a freshman student on the basis of qualities of Americanism in terms of service, academic progress, self-reliance and application to worthy goals during high school years. Miss Floyd is a 1966 graduate of Friona High School and is the daughter of Mr. and Mrs. Glenn Floyd.

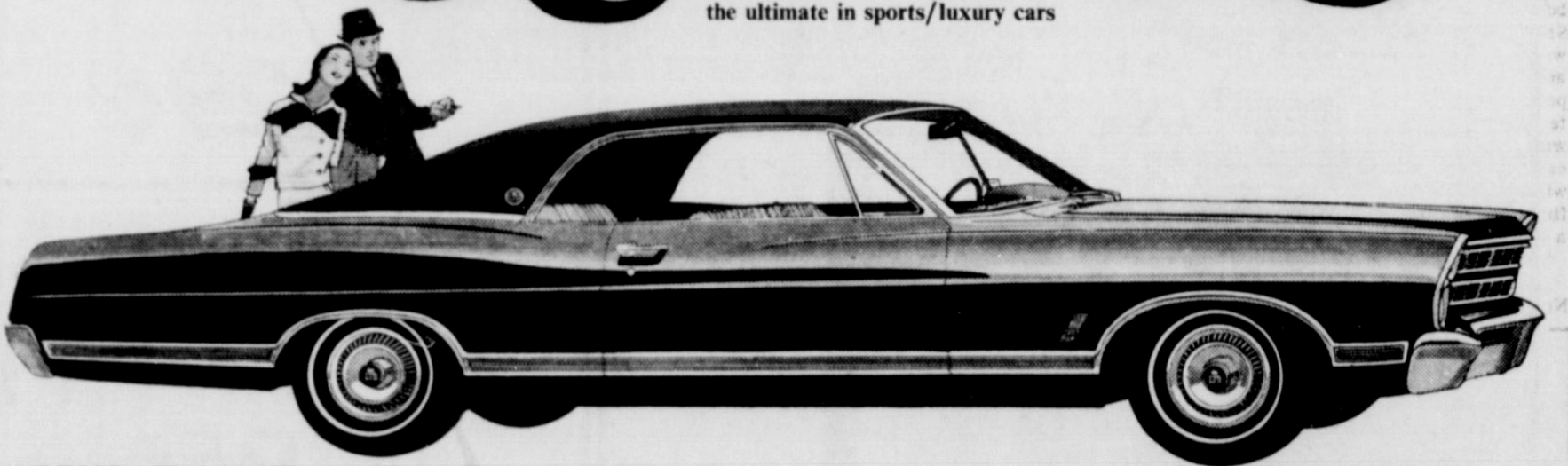
Ride Ford's New Wave for '67! At your dealer's Friday!



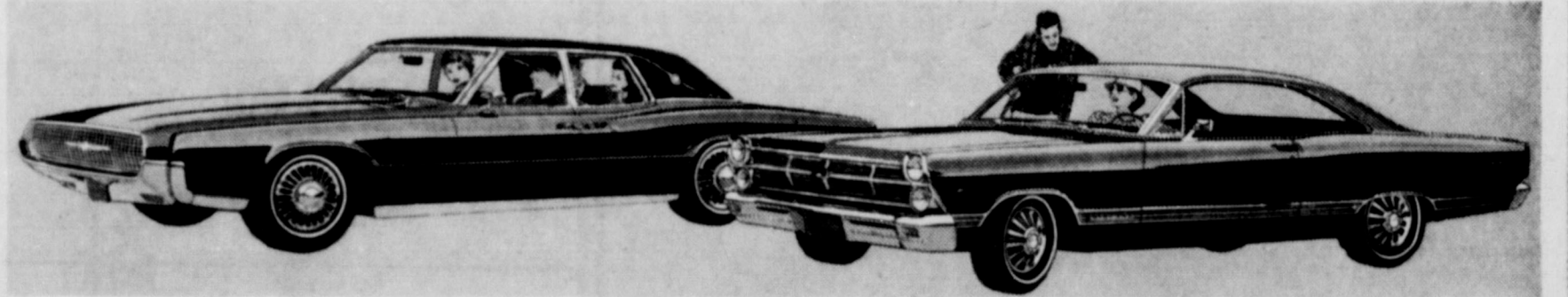
1967 Mustang Hardtop—bred first to be first



1967 FORD XL 2-Door Hardtop—the ultimate in sports/luxury cars



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1967 Thunderbird Four-Door Landau—one of three all-new Thunderbirds

1967 Fairlane 500 Hardtop—the car that gets sportier and more popular every year

18 Fords: The strongest, quietest, best built Fords in history. Choose from luxurious new LTD's, sporty XL's, stylish Galaxies, Customs and wagons.

3 Mustangs: Bred first . . . to be first. All-new hardtop, convertible and fast-back 2+2. Mustang is longer, wider, sportier than ever. And more than ever designed to be designed by you.

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two-door models, and for the first time in history . . . an elegant new four-door.

13 Fairlanes: Big-car roominess and performance in a lean midweight. You can pick from exciting XL's and GT's, convertibles, smart sedans and wagons.

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Better Ideas from Ford for '67 . . .

SelectShift Cruise-O-Matic transmission that shifts automatically and manually . . . automatic door locking . . . Comfort-Stream Ventilation that lets you close windows, yet be refreshed by a silent flow of air . . . adjustable Tilt-Away Steering Wheel . . . automatic speed control for foot-free turnpike cruising . . . a Magic Doorgate on wagons that swings out for people and down for cargo. And for '67, Ford Motor Company Lifeguard-Design safety features are standard on all models. Ride Ford's new wave for '67!



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FOR NINE MONTHS FOR ONLY

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FRIONA MOTORS
Grand & Highway 60

FRIONA, TEXAS
P.O. Box 957



Harvest time is definitely with us. The first load, and a number of others, of grain has been delivered to the elevator. The first bale of cotton has been ginned. Activity on the Euler farm southeast of town over the weekend resulted in a large number of homemakers laying in a supply of potatoes and tomatoes for winter time eating. A lot of wheat has been drilled and is up to a stand. The rain has been especially good for grass land and growing wheat. When the sun comes out for a few hours, farmers are very optimistic. Then when it begins to rain again, most of them begin to grumble about the outcome of their cotton. Of course, all of us know we live in a wonderful area and are blessed in so many ways. Most of the time we are grateful for our blessings, but then there are times when it is hard for us to see them.

Everyone who enjoys good food will want to attend the Mexican supper at the annex of United Pentecostal Church Saturday night. Members of the women's auxiliary are serving the meal and most of them are wonderful cooks. Much favorable comment has been heard up and down the street about our newest dining room. Mrs. Henry White serves family style meals in the Friona Hotel at noon and those who have eaten there report very delicious meals attractively served.

A Tasting Tea has been planned by members of the Friona Future Homemakers of America. This is one of the most delightful occasions of the year. Think there will be an advance ticket sale. However, if you don't buy a ticket before the event, you can get one at the door.

Someone did a fine job arranging the Farmer County exhibit at Amarillo Tri-State Fair last week. I'm wondering who grew the gigantic New Guinea beans in the display. They looked most amusing and some bystanders thought they were some type of ornamental gourd. Hope the person who grew them will call and tell us something more about them. Another thing I want someone to do for me is to bring me a recipe for the cake I bought at the Girl Scout Bake Sale during Maize Days. It was baked in a Bundt cakepan and had the appearance of a pound cake, but was some different. If the baker doesn't want to share the recipe, she can just bake me a cake and I will buy it. I paid \$3.50 for the first one and feel like I bought a bargain.

An article entitled "How Newspapers Began," appeared

recently in the Texas Press Association publication. I enjoyed reading it very much and hope everyone who reads it will do likewise.

"When cave men met along their jungle pathways, more than likely they greeted each other with 'What's new?' People ever since have been asking, 'What's new?'"

Most of mankind, from antiquity through the Middle Ages, lived only with handwritten or word-of-mouth communications to inform each other. Julius Caesar, as early as 60 B.C., was posting hand-written bulletins of battles, fires, elections and actions of the Senate.

The Peking Gazette was established in the 7th or 8th century in China, where paper, ink, type and engraving had already been invented. Transmission of news in Europe was confined to the spoken word; town criers, ballad singers and even wandering minstrels. Traders and rulers exchanged private letters regarding foreign developments.

Until Johann Gutenberg developed printing with moveable type in 1450, most men and women lived in intellectual as well as physical serfdom. Gutenberg unknowingly revolutionized communications which, in turn, revolutionized civilization by providing the means of spreading ideas, as well as news, quickly and inexpensively.

Within 50 years, printing presses were turning out leaflets and pamphlets of various kinds and soon news began to appear in print. Feudalism had already started to crumble, but it was the hammer blows of ideas that brought the walls tumbling down. Ideas made men dissatisfied with their lot, making them demand a change.

The first newspapers called corantos, were smuggled into England from Holland. Then came diurnals in England covering happenings in Parliament. Most were declared illegal, but a few were licensed and censored by the government.

During the struggle between Parliament and King Charles I, the press enjoyed relative freedom in England, but when Cromwell became Lord Protector in 1649, suppression became the rule. The press in England fought licensing continuously and it finally disappeared in 1695.

But the government was still reluctant to permit public criticism in the press. "Libel laws" were enacted which forbade such criticism. Both British and American newspapers fought such "libel laws" for nearly 100 years before they were repealed.

The first attempt at publishing a newspaper in America in 1690 was suppressed after the



HEAD POM POM GIRL . . . Linda Jo Davis, sophomore at Panhandle A&M College, Goodwell, Oklahoma, is shown in one of the new pom pom uniforms. She will be the head Pom Pom Girl this year. The duty of Pom Pom Girls is to perform with the band at all home football and basketball games and as many out of town games as is possible. Miss Davis, a 1965 graduate of Friona High School, is the daughter of Mrs. Frances Davis.

Rummage Sale Opens Friday

Friday, September 1, will be the first day of a four day rummage sale in the building formerly occupied by Houser Grocery and Market, which is being sponsored by Girl Scout Troop 268.

The sale will be open Friday and Saturday of this week then again Friday and Saturday of next week. Some of the items which are on sale will be picture frames; cooking utensils, including a pressure cooker; good wearable clothing for all ages and books.

Anyone desiring to contribute items for sale is asked to contact Mrs. Paul Spring, Mrs. C.L. Vestal, Mrs. Louis Welch, or Mrs. Glenn Floyd.

Area Students At LCC

Eight area students have enrolled for the fall semester at Lubbock Christian College and are now attending classes.

Scott Cummings, son of Mr. and Mrs. Doyle Cummings; Sherry Dean, daughter of Mr. and Mrs. Lester B. Dean, Darlene Wilson, daughter of Mr. and Mrs. Elvin Wilson, and John Taylor, son of Mr. and Mrs. John B. Taylor, are all graduates of Friona High School.

Also attending LCC from the area are Carol Struve, daughter of Mr. and Mrs. Steve Struve; Frieda Floyd, daughter of Mr. and Mrs. Glenn Floyd; Mike Fallwell, son of Mr. and Mrs. Artis Fallwell, and John

Mahry, son of Mr. and Mrs. James Mahry, Lazbuddie.

LCC is celebrating its tenth anniversary this year. All campus events will be directed toward highlighting this decade of development.

An evening college has been initiated this year allowing students to earn up to 6 hours credit at night.



FASHION ABC'S - For young scholars, here's a look that's both feminine and practical. In sturdy cotton broadcloth, it features a wide banding of beaded lace for a fashionable high-waisted effect. By Gen-Way of California.

first edition because the publisher did not secure permission to print it.

The first licensed newspaper in the colonies began publication in 1704. It was the Boston News Letter and was heavily censored.

Within the next century, many more newspapers sprang up in the 13 colonies. All were weeklies or semi-weeklies until 1783 when The Pennsylvania Evening Post and Daily Advertiser became America's first daily newspaper.

Today there are more than 10,700 newspapers being published in the United States of which 1,751 are published daily and more than 9,000 weekly.

Dwight D. Eisenhower once said, "Only when there is a strong, free press, with an unflinching sense of responsibility, can truth flourish and man grow to his maximum capability."

Lazbuddie 4H Club Elects New Officers

Loy Dale Clark was elected president of Lazbuddie Joint 4-H Club in the Monday evening meeting in the school cafeteria. Ann Blackstone was elected vice-president, Ricky Seaton is the new secretary-treasurer and Kathy Coker was elected reporter. New council delegates are Randy Bush and Ann Blackstone.

Ann Blackstone presided in the absence of Teresa Seaton. She also called the roll. Nancy Blackstone led the repetition of the club motto. A treasurer's report was given.

Mrs. Taylor outlined plans for new projects for members of the club. Four of them were adopted.

At the next meeting, the new county agent, Ronnie McNutt, will present a film.

Any student who is nine or older is eligible for membership in the club and is invited by the president to attend the next meeting or to call Mrs. Wayne Clark, 965-2268.

The newly elected officers will be installed in January.

First Son For Ronald Meltons

Corporal and Mrs. Ronald F. Melton became parents of a baby boy Monday, September 12, at Rankin Hospital, Rankin, Texas. He has been named Ronnie Joe and weighed 8 lbs. 10 ozs.

Ronnie is the first child for the couple. His grandparents are Mr. and Mrs. Rufus F. Melton, Friona and Mr. and Mrs. Jack Miller, McCamey, Texas. His great-grandparents are Mrs. Grace Allison, McCamey, and Mrs. Annie Nunn, Colorado City.

Cpl. Melton is stationed with the United States Armed Forces, at Wahiawa, Hawaii.

LOCALS

Royce Dan Douglas, son of Mr. and Mrs. Joe B. Douglas Sr. and a senior student at Texas University, Austin, was in Friona during the weekend. He visited in the home of his parents, Mr. and Mrs. J.B. Douglas Jr. and Jay and Mr. and Mrs. Mike Ellis and Sara Gay. He is a banking and finance major at the university.

Dennis Fallwell, son of Mr. and Mrs. Buck Fallwell, has enrolled as a freshman at West Texas University, Canyon. Fallwell, who was a junior in Friona High School last school term, completed his requirements for graduation from high school during the term.

Mrs. Larry Moyer Heads Rhea Club

During the business session of the Monday evening meeting of Rhea Home Demonstration Club in the home of Mrs. Christian Drager Mrs. Larry Moyer was elected president for the coming year.

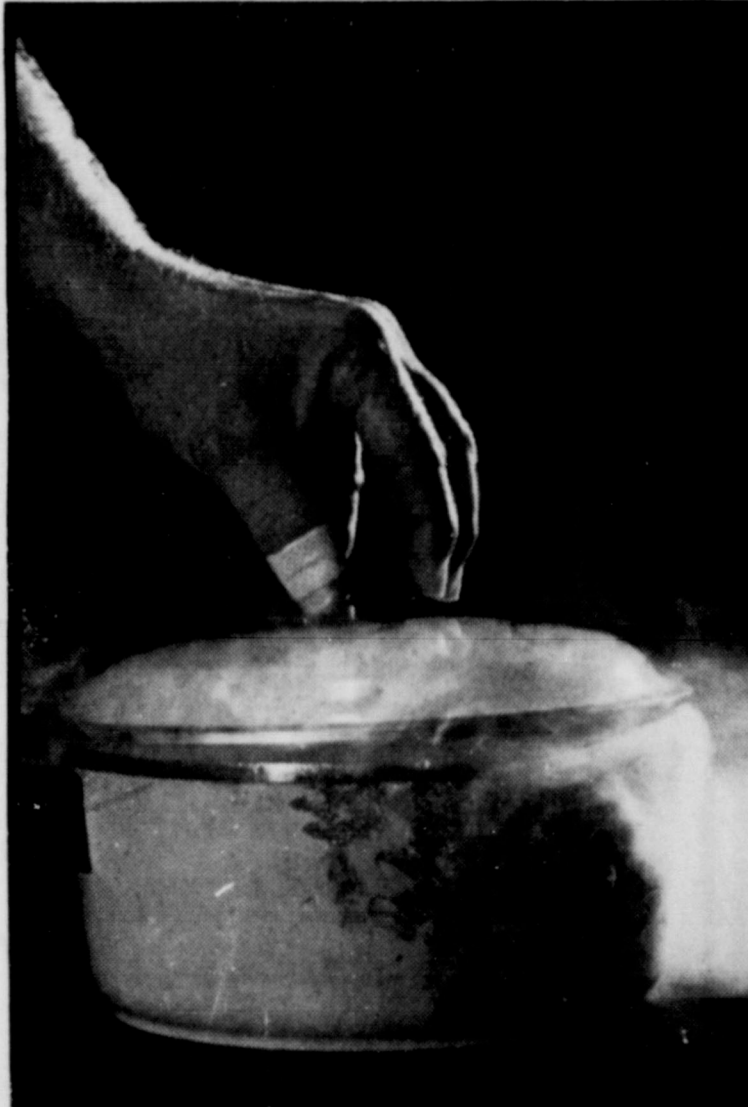
Others elected to serve as officers with Mrs. Moyer were: Mrs. Jack Patterson, vice-president; Mrs. Walter Schueler, secretary-treasurer; Mrs. Franklin Bauer, parliamentarian; and Mrs. Floyd Schueler, council delegate.

The program was presented by Mrs. Joe Mann, Friona. Other guests present were Mrs. Dwayne Redley, Clovis, Mrs. Carl Schlenker, Friona, and

Mrs. Herman Grissom, Christmas gift ideas were displayed by club members.

Refreshments were served by the hostess to Mesdames Cordie Potts, F.T. Schlenker, Herman Schueler, Norman Taylor, Shirley Smith, Jack Patterson, Franklin Bauer, Walter Schueler and Elmo Dean.

Mrs. A.S. Grubbs, Mrs. Kenneth McLellan and Becky, Mrs. Weldon Fairchild, Mark and Michael and Mrs. Jim Roy Clements, Joan, Wade and David visited in the home of Mr. and Mrs. Dennis Nelson and Kim Wednesday evening. Mrs. Nelson is a niece of Mrs. Grubbs.



Lady, here's your problem.

It's the food you cook, not the the fuel you use, that soils your kitchen. But a modern GAS range can keep mess to a minimum. Closed-door broiling eliminates smoke. The "burner-with-a-brain" and 1001 temperature controls guard against cook-top burning and boilovers. So don't take potluck. Go GAS for clean, cool cooking.

The flame GAS MAKES THE BIG DIFFERENCE ... COSTS LESS, TOO!

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SELF IMPROVEMENT — REFINISHING

Eight Years Research Have Produced A Comprehensive Course Indispensable To Modern Woman.

A few more places are available in our Bovina classes. Public is invited to attend 1st Three Sessions.



TIME: Saturdays 3:30 to 6:00 p.m.
 PLACE: American Legion Hall Bovina, Texas
 CALL: Wanda Hutto 238-2941 Bovina

For Reservations in Class

You can bring forth your best attributes in the following courses this school offers:

- Personality Development
- Courage and Confidence
- Speaking in Public
- Walking-Sitting-Standing
- Latest Trends in Use of Make-up
- Human Relations
- Etiquette and Social Graces
- Beauty of Soul
- Posture
- Poise and Charm
- Head and Hand Movements
- Wardrobe Planning
- Color Theory
- Good Grooming
- Hat and Hair Styles

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**At Home In
Parmer County**

By CRICKET TAYLOR
County HD Agent

4-H ACTIVITIES

The Blackstone family may be justly proud of their family with two entries in the Tri-State Wheat Awards Program. Dale was crowned Wheat King and Ann participated in the District Bake Show. So far there are no 4-H "drop-outs" in the Blackstone family. They believe in continued effort not merely for awards but for useful knowledge and information and training for citizenship. Katie, an outstanding 4-H girl is attending Texas Tech and is majoring in Home Economics. LEADERS NEEDED - S.O.S. Enrollment for 4-H work is in progress. Adults leaders are needed if 4-H members are to participate in project work. In Farwell a leader for first year food group, and second year groups are needed.

In Bovina Mrs. Paul Lloyd will work with the second year Food group (the same group she worked with last year.) Another leader is needed for the third year Food group there. Also leaders are needed for a Child Care group. This is a new project entitled "More Fun Caring for a Young Child." This project is for 11 and 12 year old 4-H members. The project is designed to teach the characteristics of the three stages of childhood as to behavior patterns. Many youngsters babysit to earn extra money. This project will help prepare them for baby sitting. The project may be completed in 4 or 5 lessons. Plans are to start this project as soon as leaders are secured in each club. DO YOU NEED LONGER LIFE

FOR WASHABLE GARMENTS?

With the higher rising cost of clothing, the cost for clothing a family can take a sizeable amount of the family income these days. It may well pay off in dollars and cents for the homemaker to give more thought to her washing ways. The proper handling of garments can prolong their life. Here are some tips on how to wash and dry garments:

Sort garments as to color; type of fabric and the way in which they are made.

Don't overload your washing machine.

Don't damage or weaken fabric by excessive twisting or wringing.

Use the type of washing product suitable to the garments being washed, and use the amount recommended on the package.

Avoid adding bleach directly on the garments. Always dilute the bleach water according to the directions on the container.

Place small lightweight items in mesh bags to keep them from being twisted or damaged during washings.

Close zippers and fasten hooks or supporters so they will not catch on other articles during washing.

Use the correct water temperature for the type of fabric you are washing, and select the correct length of time for the washing cycle.

Allow the clothes to be thoroughly rinsed.

Don't overload the dryer.

Select the correct drying time and temperature for the fabrics you are drying.



**Dee Miller's
your man for
Congress**

18th Congressional District

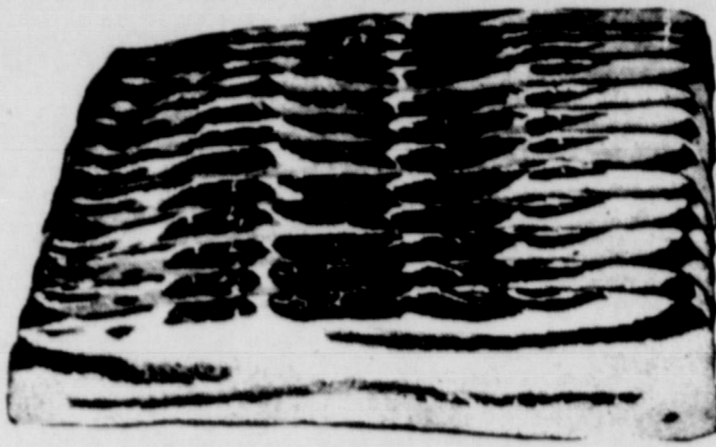
A native son, a Democrat, experienced in public service

"an uncommonly able man"

Pol. Adv. Paid For By
Parmer County Miller For Congress Committee
Frank Spring, Chairman



DEL MONTE ROUND-UP



Wilson's Certified
BACON

2 Lb **\$1.69**



T. BONE STEAK lb **79¢**



SIRLOIN STEAK lb **79¢**

**Giant Rinso Blue
DETERGENT**

59¢

**Gladiola
Pound CAKE MIX**

3/89¢

**My-T-Fine
PUDDINGS**

8/89¢

Chocolate, Vanilla, Lemon

**Dad's Diet
ROOT BEER**

Qt. **5/89¢**

BANANAS

Lb. **10¢**

Heinz SOUPS

Tomato **7/89¢**

Chicken Noodle **5/89¢**

Cream of Mushroom **5/89¢**

Del Monte
PICKLES

12 Oz. Dill Spears
15 Oz. Cucumber Chips

3/89¢



DEL MONTE ROUND-UP



Del Monte
**FRUIT
DRINKS**

Cherry,
Orange
Grape

46 Oz. Can **3/89¢**

Van Camp's
Pork 'n' Beans

300 Can

6/89¢

Values Good Sept. 29 - Oct. 5

LOWER EVERYDAY PRICES

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Gold Medal
FLOUR

5 Lb. **67¢**



*Del Monte
Food
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Sliced PEACHES 2 1/2 Can **3/89¢**

PEACH Halves 2 1/2 Can **3/89¢**

Cream Style GOLDEN CORN 303 Can **4/89¢**

Family Style GOLDEN CORN 303 Can **4/89¢**

SWEET PEAS 303 Can **4/89¢**

Sliced PINEAPPLE 1 1/2 Can **3/89¢**

CATSUP 14 Oz. **4/89¢**

Fruit COCKTAIL 303 Can **4/89¢**

Chunk Light TUNA **3/89¢**



Coffee

Folger's
or
Maryland Club



1 Lb. **79¢**

2 Lb. **\$1.57**

3 Lb. **\$2.35**