

STAR

Lives
by Bill Ellis

It can still rain in Friona! This fact was borne out on Monday when some 1.48 inches fell in a 30 or 40 minute period. About an inch of it came in half of the total time consumed by the rain. It really fell for a while there.

We had about decided that we'd never see an inch of rain at one time again, but we did. The total was not only the most for any single rain, but was more than any other single month during 1968.

The total for the year is now 7.35 inches, and some of you may wonder how we've managed that much.

The rain was great for wheat farmers, but it held back the maturing of cotton and grain sorghum, particularly cotton. And, some scattered reports of hail damage were heard. This is always unfortunate, but particularly at this time of year.

Pointing out how dry it has been in Friona the past couple of years, a fellow we know said his youngest boy wanted to know what it was that was running down the streets following the rain ("he's only three, you know.") "Why, it's water, stupid," his older brother replied.

Don't really know how the older brother answered so quickly. He must have a pretty good memory for his age.

The Chiefs play an all-new opponent this Friday. Tucumcari is one of the two teams on the 1968 schedule which Friona has never met before in football. Crosbyton is the other.

It's always hard to compare teams from the east side and the west side of the state line, since they usually play a different kind of ball.

Friona will be hoping to get even for some pretty good shell-lackings they've suffered from other New Mexico teams in recent years. It's been six years since they played a team from across the state line. The last time was in 1962, the last year of Friona's "winless" streak, when Portales blanked us, 27-0 in a game which had to be called after three quarters because of a cloudburst which drenched players and fans at Portales.

The previous year, Portales had laid it on to the tune of 43-6, so in 1963, Portales was "traded" from the schedule for Memphis. Also in 1961, the local team had taken a 42-14 licking from New Mexico Military Institute at Roswell.

The previous year, 1960, Ft. Sumner had handed Friona a 32-7 setback, and NMML edged them here, 16-8. So New Mexico teams have prevailed in the last five games which span a total of nine years.

A little over nine years ago, in the second game of the season, Friona scored a 32-0 win over Ft. Sumner, and that's our last win over the New Mexicans. At that time, Friona had an 8-6 lead over teams from the other side of the line. Now, it has reversed to 11-8 in their favor.

When playing in New Mexico, there are a few rules that are different, but the teams will be going by Texas rules here Friday. About all that fans will have to remember is the different game time -- for this week only -- it starts at 8:30 p.m.

A crowd of about 40 attended the weekly Boosters Club meeting on Monday night. The Boosters have paid their half of the cost on the new scoreboard, which will be inaugurated Friday night.

The Boosters paid the school over \$1200. Total cost of the scoreboard was in the neighborhood of \$2500. The Booster Club president Clarence Monroe asks that if you haven't joined the club and paid your Booster dues, please do so. This has been a pretty good "whack" at their budget, and they'll need operating funds for the rest of the year.

The club meets every Monday at the high school cafeteria at 8 p.m. Game films of the past Friday's game are reviewed, and a report on the team and the upcoming game is given by Coach Bob Owen. A hot cup of coffee is always provided.

Someone suggested that we should give a "booby prize" (Continued on Page 3)

Autos Go On Display

The 1969 Automobiles go on display in Friona today and tomorrow.

Chevrolet get a day's jump by being shown today at Reeve Chevrolet. Fords go on display at Friona Motors tomorrow.

Free coffee and doughnuts, as well as registration for prizes will feature the showing at both local dealerships.

DURING AUGUST

Sixteen Rural Accidents Investigated In County

The Texas Highway Patrol investigated 16 accidents on rural highways in Farmer County during the month of August, according to Sergeant W. E. Wells, Highway Patrol Supervisor of this area.

These crashes resulted in one person killed, eight persons injured and an estimated property damage of \$10,107.00.

The rural traffic accident summary for this county during the first eight months of 1968 shows a total of 88 accidents resulting in four persons killed, 57 persons in-

jured, and an estimated property damage of \$58,637.00.

September first marked the beginning of the 1969 Motor Vehicle Inspection Period. Motorists are urged to have their vehicles inspected during routine visits to garages and thereby eliminate the necessity of having to wait in line at a later date for an inspection sticker.

The Sergeant stated, "With the hard summer driving coming to an end, Fall is an excellent time to have vehicles safety checked for the winter months ahead."

FRIONA, TEXAS, 79035

THURSDAY, SEPTEMBER 26, 1968

TEN CENTS

THE FRIONA



STAR

VOLUME 44, NUMBER 51

TWELVE PAGES

IN CONTEST

Upsets, Ties Cause Scores To Dwindle

With two games giving everyone a pair of misses to start with, and after Old Man Upset made his first big appearance of the season it was a rough week for contestants in the Friona Star's football contest last week.

Only six entrants got as many as 10 of the remaining 12 games on the contest slate, eliminating the upsets, and from this group the three prize winners were chosen. Barely 50 per cent of the entrants had scores of 7 (half of the original 14 games) right. Scores of six were the rule this week.

Herman Gerles, who lives near Bovina, was the first place winner, and received \$5,000. Gerles was the closest of the six contestants with scores of 10 to the Friona-Morton game score.

At that, Gerles missed the score by 15 points, picking it at 27-14 when it actually was 26-0, but that was close enough to win.

David Parsons claimed second place prize of \$3,000 by guessing the Friona-Morton score at 12-6. This was a

miss of 20 points. Third place and \$2,000 went to Winston Wilson, whose 20-19 guess was 25 points off.

Others getting 10 contest games right were both Mr. and Mrs. J. V. Thompson, and Jerry Mabry. All three of these contestants leaned toward Morton on the tie-breaker score, though, to miss out on weekly prize money.

However, Mrs. Thompson's score of 10, combined with her 12 on the opening week to give her undisputed lead over the field in the race for grand prize, with a two-week score of 22. First-week winner Herman Jesko followed his 12 with a nine, and is all alone in second spot with a 21 score.

Four contestants are grouped at 20. They are Jerry Mabry, Joe Reeve, Dwight Whitaker and Mrs. Teddy White. Scores of all the leading contestants may be found on this week's contest page.

A total of 185 entered the second week's contest, including 20 who did not enter the first week.

CARROTHERS SAYS--

Cattle Raisers Plan To Promote Texas-Fed Beef

Meeting in Corpus Christi this week, representatives of the Texas Cattle Feeders Association, National Livestock and Meat Board, Texas Department of Agriculture and the Texas and Southwestern Cattle Raisers Association made preliminary plans for a special promotional program for Texas Fed Beef.

Jack Carrothers, President of the Texas Cattle Feeders Association said, "Texas Cattle Feeders will send to market some 1.2 billion pounds of fed beef in 1968." This is high quality beef which is well accepted nation-wide. We think it is important to improve the awareness of Texas consumers of the high quality of Texas Fed Beef and sell as much of our product as possible right here at home."

The "Texas Fed Beef Promotional Program" which has been under development by the Texas Cattle Feeders Association for some time, will be carried on in co-operation with the Marketing Division of the Texas Department of Agriculture.

Temperatures

DATE	Prec.	Hi.	Low
Sept. 18	.00	72	45
Sept. 19	.00	84	47
Sept. 20	.00	93	50
Sept. 21	.05	90	58
Sept. 22	.00	89	58
Sept. 23	.00	88	60
Sept. 24	1.48	80	55

Book mobile Sets Stops In Area

The bookmobile will make its regular schedule this week in the Friona area.

Thursday, the bookmobile stops at Oklahoma Lane, 9:50-10:50 a.m.; Rhea, 12 noon - 1:30 p.m.; and Black, 2:30-3:30.

Friday, stops are slated for Hub, 8:45-9:45; White's Elevator, 10-11 a.m.; Lazbuddie, 12 noon - 1 p.m. and Clay's Corner, 1:15-2:15.

On Saturday the mobile library stops in Friona from 1-4 p.m.

Kill Figures

Missouri Beef Packers will no longer be able to furnish their weekly kill figures for publication, it was revealed this week.

A spokesman for the company said publication of the daily kill figures could give a competitor access to information which they could use to advantage against M. B. P.



SHOOT WINNER. . . C.L. Lillard proudly displays the shotgun and trophy he won by claiming the Panhandle Sportsmen's championship at the Amarillo Gun Club last Sunday. Lillard beat out 65 other shooters in the handicap event. The shotgun is a Remington 870. Lillard has competed in the event three years.

Roswell Man's Addition Presented To Council

Bill Isler of Roswell met with the Friona City Council at its last meeting, and discussed the development and sub-division of the Reeve Lake area northwest of the city limits at the intersection of Highways 60 and 214.

Isler proposes to deed the city approximately 30 acres of the lake bed for a city park.

The plan was reviewed in detail, with discussion revealing that the ladies study clubs were interested in seeing such a project go through, as the city needs such a park.

The mayor and council concluded that Isler's proposal had merits, and asked him to coordinate the plan with the city engineer and planner so that the project could be considered at a later date.

In other business, the council approved the complete repainting of the east tower and all the defacings of the north water tower, and re-lettering in red the words "Chieftains - Squaws" underneath the existing words "Friona." Cost of the painting is to be \$1500. Southwest Water Tank Co. of Clayton, Okla., is contractor.

Also, the council approved the budget for 1968-69, which include provisions for raising the trash collection rates so that the sanitation department will be self-supporting.

Two petitions for street lights were presented, and both were approved. One will be located at the corner of 14th and Euclid streets, and another at the west end of Seventh Street in Staley Addition.

A motion was approved granting the audit of the city's books to the firm of Gowens, Glover, Graham and Brown, at the rate of \$600, the same



DRUM MAJORS. . . Ready to step out for the first home football game of the season Friday are the drum majors for the Friona High School Band. They are Wayne Schueler, son of Mr. and Mrs. Walter Schueler and Donna Jo Parr, daughter of Mr. and Mrs. Bruce Parr. Friday's game, between Friona and Tucumcari, begins at 8:30 p.m.

FRIDAY, 8:30 P.M.

Tucumcari Will Be Met For First Time

The Friona High School Chieftains, sporting a 2-0 won-lost record after their first two games, will play host to Tucumcari, N.M. Friday in the first home game of 1968. The game will begin at 8:30 p.m. out of deference to the visitors. All games the rest of the year will begin at 7:30 p.m.

Tucumcari will be met for the first time in history in football by Friona. The Chieftains have played eight other New Mexico schools through the years, but have never met Tucumcari.

The last school from across the state line to be met by Friona was Portales, in 1962. The Rams have been met five times by Friona. Friona has not beaten a New Mexico School since the Chiefs blanked Fort Sumner 32-0 in 1959. New Mexico schools have won the last five such contests, and hold an 11-8 margin in the 19 inter-state clashes to date.

The Rattlers will represent the largest school on Friona's 1968 schedule, as Tucumcari High School has an enrollment of 520 students in three classes.

Tucumcari has a 1-2 season record, having played one more game than the Chiefs. They dropped their season opener, 19-6 to Las Vegas Robertson. In their second game, the Rattlers stung Clayton, 6-0. Last week they stepped up into New

Mexico's largest classification and were swamped by Clovis, which is ranked high in New Mexico state polls, 60-0.

The Chiefs will be at near peak strength for the game. Donnie Carthel, who has a pulled leg muscle, may see limited action. Dale Neel has been out this week with influenza. Guard Joel Osborn, who has missed the first two games with a pulled muscle, should see action.

The Chieftains will be out to

win their first three games of the season for the second straight year, and third time in six years.

Benny Chavez, a halfback, is termed the top defensive player for the Rattlers. Tucumcari has used two quarterbacks, Mickey Gares, a sophomore, and Jackie Hittson, a junior. The Rattlers, like the Chieftains, have a new head coach, this year. He's Gary Laird, who came to Tucumcari from Fort Defiance, Arizona.

Young Farmers Win Awards

The Friona Young Farmers Association was presented two handsome plaques at the Area 1 convention in Plainview last Saturday.

The chapter received the Chapter Public Relations trophy, along with the Chapter Radio and Television trophy. The two awards were the only two presented during the convention.

The awards came as a result of a scrapbook which was entered into competition by the local Young Farmers. The book will now be entered into competition on the state level. The Friona chapter will compete with winners in some nine other areas in the state.

Crump Completes Basic Training

Airman Tommy E. Crump, son of Mr. and Mrs. Albert E. Crump of Bovina, Tex., has completed basic training at Lackland AFB, Tex.

He is remaining at the Air Force Technical Training Center for specialized schooling as a security policeman. Airman Crump is a 1967 graduate of Bovina High School.

Crump is a former Friona resident.



FIRST BALE. . . Floyd Reeve, left, is congratulated by Earl Chester of Chester Gin for marketing the first bale of cotton for Friona for the 1968 growing season. The cotton was Thunder 4, was planted on May 2, and was not irrigated except for pre-planting. The bale weighed 570 pounds, and Chester Gin paid Reeve 50 cents per pound for bringing them the first bale.

Pause And Reflect

By Nelson Lewis

In wandering through this vale of tears, I've learned mid other things, that the sweetest sound to a donkey's ears, is the song the jackass sings.

How much do we learn if we listen only to those words that amplify our own well established pre conceived opinions? This is not to say that one should not have the strength of his own convictions; but rather a suggestion that these convictions be based on solid fact and not on habit or prejudice.

To obtain the truths necessary for a broad base of knowledge one must often times listen to arguments that are foreign and perhaps distasteful in the extreme.

A couple of hundred years ago Alexander Pope said "A little learning is a dangerous thing"

Fortunately we do not have to be content with a "little learning."

Today we have a free press, dozens of magazines, radio, television, and occasionally the opportunity of hearing a good lecturer.

The human mind is, in some respects, somewhat similar to the old fashioned method of starting a fire by means of flint and steel.

Sometimes it is necessary to strike a flint hard opinion against another's steely theories.

The resulting flame may give heat and light in an area where only darkness had prevailed.

This fire may burn away the mental cobwebs that had confused our thinking, or our thoughts may become realigned and our convictions strengthened.

Or the heat of our discourse may help to enlighten another's mind and leave him happier and more content.

A truly inquisitive mind will seek improvement by purposefully bumping against those intellects considered to be superior, thereby drawing from them a spark of real knowledge.

The indifferent thinker wishes to hear his own ideas expounded and is likely to shun mental conflict like the plague.

Following this course he not only fails at self improvement but is also constantly denying his associates the opportunity of advancement.

I am reminded at this point of my very meagre experience as a teacher in the public schools.

Having had absolutely no professional training in how to teach, I entered upon this adventure with the erroneous theory that a lack of knowledge would be automatically accompanied by a desire for knowledge.

I was the most dismal of failures until I confided in a lady teacher whom I know quite well.

It was then I learned that, more often than not, the unlearned really enjoy the ignorance that is supposed to be blissful; and that they much prefer that no one rock their intellectual boat.

Much chagrined I revamped my alleged technique and there after met with some small success.

.....

We are now, and will continue to be for the next few weeks, under a barrage of "much speaking."

Some of this free information and advice will be good sound material upon which we may with confidence build our political structure for the future.

However, part of it will closely resemble that element of nature that is best suited for turning windmills.

Our task is to separate the wheat from the chaff and this we can not do if we enter the fray with closed minds.

.....

A fellow told me one day that he contemplated engaging me in a battle of wits, but he refused to do so as it was against his principles to attack an unarmed person.

Whatever our armor in the "wit" department may be, let us hope that it is sufficient to protect us from the slings and arrows of misinformation and misconception.

Let's not have as an epitaph "Died at 30, Buried at 70."

Revival Services Continue At First Baptist Church

The fall revival at Friona's First Baptist Church is in progress. Chaplain Major Jim Baggett is the evangelist, and Roger Cowan is the singer.

Services are at 7:30 nightly, with a "Sunday School at Night" program observed until 7:50. Friday night's service will be moved up to 7 p.m.

Morning services will be held Thursday and Friday, beginning at 7:20 a.m. Coffee and doughnuts will be served beginning at 7 a.m. and directly following morning services.

Sunday Services begin at 10:50 a.m. and 7 p.m. Revival theme is "Fill My Cup, Lord."

Pastor Bill Folt and music director Walter Falkenberry invite all members to support the services, and other residents of the city to attend.


Baggett is chaplain at England Air Force Base, Alexandria, La. He is a graduate of Baylor University and Southwestern Seminary in Fort Worth. He pastored churches in Texas prior to becoming a chaplain.

Cowan is minister of music and youth at the Third Baptist Church in Owensboro, Kentucky. He has served churches in Illinois, Indiana, Tennessee and Kentucky.

Notes From F.A.R.M.

(Friona Association Of Retail Merchants)

By Chuck Everitt



Did you know that all nationally-advertised brands are pre-marked for retail sales by the manufacturers? Did you know that to drive 100 miles cost you \$11.00? Did you know that convenience is worth a lot in saving both time and money?

To evaluate the above statements, consider this: whether it be Levi's, Del Monte foods, Chevrolets or Fords, they are marked on the label (or window (This is the price you'll pay, either in code or bold print.) This is the price you'll pay, whether in Friona or elsewhere.

It would make sense that every merchant in Friona is going to keep his price as low as possible in order to keep you in Friona, and not send you out of town.

I have investigated prices both in town and out, and you would be surprised to find that in some cases the larger towns are more expensive, in order to

take care of a larger overhead.

In order to get to a larger town, it takes about 11 cents per mile. You cannot turn your head to the fact that each mile driven is a step closer to an overhaul, and on top of that, it's using your car's shocks, brakes, battery, tires, fan belts, and finally...the cheapest...gas and oil.

It's truth and not fiction that convenience is for you, the housewife, businessman or farmer. Consider what it would be like if there were no businesses to serve you - no bank, no post office and you had to make a 40-mile drive every day for your essentials. Look at the expense. We are all here to save you in all respects -- the highways are dangerous among other things, especially when you have hometown merchants to depend on.

Why pay money to a stranger? Shop in Friona.

OUR READERS Write

Dear Bill: Thank you so much for the laurels you bestowed upon me last week, but I cannot take the credit.

As parade chairman, I had tremendous help, and I would like everyone to know that the Friona Star and KNNN did a fine job of promoting Maize Days. Both news media are an asset

to our Community. O.T. Patterson and Ed Clark were instrumental in getting the Shrines here, and I could not have made it without Steve Messenger and Porter Roberts.

The T.V. Stations were more than cooperative; they couldn't seem to do enough. In short, thanks to you all. Chuck Everitt

See Our FALL FABRICS At The Fashion Show



Plan to see the fashion fabrics we will have displayed in the Junior Study Club Fashion Show next Thursday night in the High School Auditorium. Then come by the store and let us help you with your selection.

S & R Fabrics
7th and Main
Friona, Texas

MONOGAMOUS WORLD RECORD

Mrs. Beverly Nina Avery, then 48, set the record for the most marriages and divorces in October 1957 by obtaining her sixteenth divorce from Gabriel Avery, her fourteenth husband. She said five of the fourteen had broken her nose.



Missing Something?

Don't Let Missing Money Make A Monkey Out Of You.....

When it's so easy to keep track of every penny spent with a Friona State Bank checking account. You'll even be able to budget your dollars more wisely when you can see at a glance how the money is being spent.

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Friday, September 27, 1968



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THE FRIONA STAR

"Founded in 1925 by John W. White"

Published every Thursday at 109 Sixth Street Friona, Texas - 79035

Member Texas Press Association—Member Panhandle Press Association Member West Texas Press Association


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First Place General Knowledge Winner, West Texas Press Association, 1961, 1962.

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



LONGEST LETTER

The longest letter ever written was one 3,200 feet (over six-tenths of a mile) in length. It was written on an adding machine roll over a period of a month in 1954 by Miss Louise Gordon of Brooklyn, New York, to U. S. Army Private Don Reiss in Korea.

Hospital Notes

ADMISSIONS:
Darlene Taylor, Texico; Iris Carter, Friona; Lydia Perez, Hereford, Mrs. Guadalupe Raymond, Friona; Grace Paul, Friona; Edmond Chitwood, Muleshoe; Manuel Ramirez, Friona; Iva Queen, Bovina; Mrs. A.J. Shepherd, Bovina; Marye Whitley, Farwell; Priscilliana Gallegos, Hereford; Mrs. Santos Rando, Jr., Friona; Arthur Castaneda, Friona; Clara Looper, Friona; John Allen, Jr., Friona; Luz Garcia, Hereford; Mrs. Demingo Ayala, Bovina; Alice Munoz, Hereford; Louise Dozier, Friona; Dorothy Harrelson, Friona; Guadalupe Alvarez, Friona; Estella Herrera, Friona; Mrs. Drexel Morris, Farwell.

DISMISSALS:
Martha Clements, Virginia Drager, Iris Carter, Lillie Turner, Mrs. Rex Blackburn, and Baby Boy, Mrs. Guadalupe Raymond and Baby Boy; Lydia Perez, Darlene Taylor, Iva Queen, Mrs. A.J. Shepherd & Baby Boy, Arthur Castaneda,

Marye Whitley, Joe Salcedo, Mary Madrid, Mrs. Santos Rando, Jr., and Baby Boy.

PATIENTS IN HOSPITAL:
Clara Looper, Manuel Ramirez, Dorothy Harrison, Estella Herrera, Lupe Alvarez, Wilma Jones, Grace Paul, John Allen, Jr., Pat Morris, Edmond Chitwood, Marina Marez and Baby Girl, Priscilliana Gallegos, Alice Munoz.



FRIONA SCHOOL LUNCH MENU

MONDAY: Fish, potatoes, green beans, tarter sauce, banana pudding, hot rolls and butter, milk.

TUESDAY: Hamburgers, lettuce, tomato, pickles, onions, and mustard, peanut butter cookies, orange juice, milk.

WEDNESDAY: Meat Loaf, buttered corn, English peas, cabbage slaw, apple crisp, hot rolls and butter, milk.

THURSDAY: Steamed weiners, pinto beans, greens, onions, peach cobbler, cornbread and butter, milk.

FRIDAY: Turkey & Dressing, giblet gravy, buttered carrots, cranberry sauce, strawberry short cake, hot rolls and butter, milk.

Mrs. Johnson

Is Improved

Mrs. Joe Johnson has been in Northwest Texas Hospital in Amarillo the past two weeks, where she underwent surgery. At press time, Mrs. Johnson was said to be making satisfactory progress, and might get to return home by the end of the week.

Court House Notes

DT - Marion F. Fite - Hi-Plains savings and Loan - Lots 34, Blk. 1, Western Add, Friona

WD - Clyde Magness - J.E. Hardage - S 74' of lot 4, & N 16,16 ft. of lot 5, Blk. 1, Ridgecrest Farwell

DT - Lewis Gwin Taylor - First Fed. Sav. & Loan - Lot 6, Blk. 5, 1st Add. Wldr. Friona

DT - Thomas W. Smith - First Fed. Sav. & Loan Asso. - Lot 4, 5, 6, of Blk. 11, OT Farwell

WD - R.L. Fleming - John A. Rinck - N 62.5' of lot 41, Blk. 1 Western Add, Friona

DT - John A. Rinck - First Fed. Sav. & Loan Asso. - N 62.5' of lot 41, Blk. 1 Western Add, Friona

DT - John A. Rinck - R.L. Fleming - N 62.5' lot 41, Blk. 1, Western Add, Friona

WD - Robert H. Crozier - Virgil R. Wilcox - SE/pt of NE 1/4 Sect. 8, T4S; R4E

WD - Troy Armstrong Jr. & S.A. Barbee, Jr. - J.O. Combs - Pt. lot 5, Blk. 116, OT Bovina

DT - Floyd L. Rector - Hi-Plains Sav. & Loan - SE/pt of NE 1/4 of Sect. 8, T4S; R3E

DT - James Edward Hicks -

Hi-Plains Sav. & Loan - Lots 8 thru 14, Blk. 14, Drake Sub. Friona

WD - Mary Estelle Jones - Manuel L. Martinez - Lot 1, Blk. 2, Staley #3, Friona

DT - Manuel L. Martinez - Mary Estelle Jones - Lot 1, Blk. 2, Staley #3, Friona

STAR LITES

(Continued From Page 1)

for the lowest score each week in our football contest. The first week, a score of five was the lowest, but that wouldn't have been too bad this past week, when a score of three took the low honors.

In deference to the entrants, we're not revealing their names. We know they were not out for a "booby prize", because we bet it would be pretty hard to purposely miss 11 of 14 contest games. Don't know what the odds would be, but they should be fairly prohibitive.

Cotton is chosen for three-fourths of all children's ready-to-wear garments.

ANAEROBICUL FOR SEPTIC TANKS - LAGOONS

This is important! When someone calls at your home with a truck and tells you your tank is almost full, that is correct. It has to be full to be filtering properly, and the most harmful thing you could do would be to have it pumped, for pumping destroys the most valuable part of your tank. Pumping doesn't clean your lines or eliminate odors and you pay an enormous price for the harm done.

- STARTS Septic Tank and Grease Trap Action.
- STOPS Grease Trap and Septic Tank Odors.
- CLEANS Clogged Drain Field Lines.
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RE-ELECT FOR A SECOND TERM

CRAWFORD MARTIN ATTORNEY GENERAL

Pd. Pol. Ad. Crawford Martin for Attorney General, Searcy Brackwell, State Chrm.



FIRST FOR FRIONA... Another "first" for the city of Friona is this "total electric" home, under construction at 1616 W. 10th. The new home, being built by Ray Dean Fleming, will be the home of Dr. and Mrs. Jon Mack Roden. Upon completion, Southwestern Public Service will hold an open house for Friona's first Gold Medallion home.

Osborn Returns From Hospital

Ernest Osborn has returned to his home in Friona following an extended stay in the hospital in Amarillo. Osborn was critically injured when run over by a tractor on his farm recently.



"SOUPER" CAMP FARE

For real "home cookin'" at campsite, canned soups do double duty as instant sauces or as bases in main dish pot suppers. Extra-absorbent plastic-coated paper plates prevent accidents - make clean-up easy.



AUTUMN IS IN THE AIR

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- ✓ Install Insulation
- ✓ Make Roof Repairs
- ✓ Start That Inside Painting
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Tokay GRAPES

Lb. 19¢

Bell PEPPERS

Lb. 15¢



YELLOW ONIONS

Lb. 5¢

Van Camp Grated

TUNA

5 For \$1

PINE SOL

28 Oz. 79¢



BAG THESE Food Buys!



PUREX BLEACH

1/2 Gal. 25¢

Schilling

Black Pepper

4 Oz. 39¢

FROZEN FOOD



Morton's Frozen

POT PIES

4 / \$1

Patio Beef

ENCHILADA DINNERS

39¢

Bar-S

BACON 63¢

Lb.

Grade A

FRYERS 31¢

Lb.

Longhorn CHEESE

Pound 73¢



Hunt's TOMATO SAUCE

8 Oz. Can

10¢

Cherry PIE FILLING

Lucky Leaf

49¢

Aunt Jemima

PANCAKE MIX

2 Lb. Pkg.

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Hershey's Instant

CHOCOLATE DRINK

10 Pak.

25¢



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ANNOUNCEMENTS

We need to trade for a bunch of good used refrigerators. We also have new washer and dryers for sale.
Reeve Chevrolet & Frictionaire.

NOTICE
We will pay \$1 per issue for any copy of the Friona Star published during 1947. Also certain issues of 1949 and others prior to 1947. You have old papers, why not check the dates and call the Star at 247-2211. 37-nc

CARD OF THANKS

We would like to express our thanks to everyone for the many deeds of kindness shown to us during my recovery from the rattlesnake bite. We are grateful to Dr. Lee Spring and Dr. Robert Alexander and all the nurses who took such good care of me. We especially want to thank those who donated blood, even though they didn't know me.
Mr. and Mrs. C.E. Turner
Mr. and Mrs. E.F. Turner
Mr. and Mrs. V.R. Wilcox and children
51-1tc

FARM EQUIPMENT

FOR SALE: Sturdy wheat seed. First year from registered. Germination, 92 per cent; purity 78 per cent. Cleaned and bagged in heavy-duty one-bushel bags. Phone 265-3449, Keith Brock. 47-tfnc

FOR SALE: Sturdy seed wheat. Charles Hough. 265-3428. 50-2tp

FOR SALE: Two tall two-row binders; one good shape, other used for parts. \$350. Call 461-2139, Tucumcari, N.M., after 6 p.m. 50-2tc

FOR SALE: Sturdy Wheat seed, 9290 Germination 1st Year. Registered, 52. Tascosa \$1.50 A.L. Resnik, 295-3432. 50-tfnc

FOR SALE: 2 self propelled ensilage cutters, '64 New Holland, '65 Fox. Both in A-1 condition. 247-2205 or 247-3261. 41-tfnc

FOR SALE: STURDY WHEAT SEED. . . 1st year from registered Tascosa wheat seed. 2nd year from registered. Ph. 265-3413, Eugene Bandy. 44-10tp

FOR SALE: . . . Portable Maytag dryer. Like new. Phone 247-3323. 49-tfnc

FOR SALE: . . . Wanted person with good credit to assume balance on late model Dial-and-Sew sewing machine. Full automatic bobbin winder, buttonhole, fancy pattern selector. No attachments, 20 year guarantee. One half paid out, free home demonstration. Write Lubbock Sewing Center, 1114 19th St., Lubbock, Texas. 48-tfnc

FOR SALE: . . . Good used Conn. Alto Saxophone. Call 247-2508. 47-tfnc

FOR SALE: Practical new clarinet. Excellent condition. Ph. 247-3359 after 6:30. 50-2tp

FOR SALE: 1966 Shasta Trailer. 20 ft. X 8 Ft. Self Contained. Ref. Air Conditioner. Call 247-3287. 50-2tp

WANT ADS PH. 247-2211

CLASSIFIED RATES

First insertion, per word - 6¢
Second and additional insertions - 4¢
Card of Thanks - \$1.00
Double rate for blind ads
Classified Display - \$1.00 per col. inch
Legal Rate 4¢. Minimum Rate 6¢ on cash order, \$1 on account.

DEADLINE FOR INSERTION

Thursday's Friona Star - 4 p.m. Tuesday.
The Star reserves the right to classify, revise or reject any classified ad.
Check advertisement and report any error immediately. The Star is Not responsible for error after ad has already run once.

FOR SALE: 1963 GMC Pickup - 4 Speed - Perfect condition. See Bill Sims or Reeve Chevrolet. 247-2515.

Wanted person with good credit to take over payments on 1968 model Singer sewing machine. Equity but -- balance \$23.75 or 5 payments at \$5.00. Write Lubbock Sewing Center, 1114 19th Street, Lubbock, Texas. 51-tfnc

FOR SALE: 1968 Mobile Home. 3-BR. 12 X 60. Phone 247-3166. Tony Shew. 50-2tp

FOR SALE: 1967 Ford truck and 40-foot trailer. Beet baskets. Also, 1966 Ford pickup. Phone 247-3318. 51-tfnc

FOR SALE: 1959 Ford Pickup 1/2 ton. John Terry - 247-3174. 51-3tc

FOR SALE: Baby bed, high chair, and stroller. 247-3168, 1206 Pierce. 51-2tc

JOBBS OF INTEREST

WANTED: Experienced farm hand. Curtis Murphree. 295-3529. 50-tfnc

HELP WANTED: . . . Male Preferred. Full time records clerk. Proficiency on ten key adding machine and neat typing required. Good with figures. Excellent working conditions. Group insurance available. Apply Farmer County Cattle Company, 4 miles west of Bovina on Highway 60. 50-2tp

FOR SALE: 4 rooms and bath. To be moved. \$875.00. Good for hired hand. Call Lazbudgie 965-2952 or see L.M. Herdage, 1 mi. West of Clay's Corner. 49-3tp

LISTINGS WANTED
We have buyers for all size tracts of land and we need your listings. If you want to sell, now is the time. We also need listings on houses as we have buyers. **WE MAKE FARM & RANCH LOANS.**
Joe B. Douglas
DOUGLAS LAND CO.
901 Main
Off. Ph. 247-3001
Res. Ph. 265-3519
50-tfnc

FRIONA MOBILE ESTATES. . . . Friona's newest and largest mobile home park. Located at 802 East 11th 8 Blks, East of Main on Hwy 60. Call 247-3491 before 5 p.m. or 247-3545 after 5 for more information. 46-tfnc

FOR SALE: . . . Three bedroom house. 1309 Jackson. Phone 295-3424. 48-tfnc

Marshall M. Elder
REPRESENTING
Rushing Real Estate
Phone 247-3266 or 247-3370
Friona, Texas 46-5tp

I am interested in making loans and buying first and second lien notes secured with farm and ranch lands. J.J. Steele, Citizens Bank Building, Clovis, New Mexico. Dial 763-4396 or 763-6455. 49-4tc

RENTALS

FOR RENT: . . . Apartment suitable for lady or couple. No pets. Call 247-2487. 49-tfnc

MISCELLANEOUS SERVICES

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

Portable Disc Rolling One Way Tandem
Harrell Mays
Ph. 247-3477

HOW'S THE PLUMBING?

No job is too big. We're On Call At All Times To Answer Any Emergency. Call Us For Service Today.
Hicks Plumbing & Heating
Ph. 247-3052
Licensed & Bonded

WANTED

WANTED: Young hens or Pullets. J.T. Guinn. 295-3657 51-3tc

WANTED: Bundle Feed. Cutting. Long or short. 2-row Binder. Ralph Packard, Hereford, 364-2110. 51-4tp

CUSTOM ROW - BINDING: Phone 247-3318. 51-tfnc

DANE WITH DOUGH

The world's highest paid TV performer has been Danish entertainer Victor Borge. He received \$175,000 for a 60-minute telecast.



"No ma'am... I'D RATHER have the MONEY than the KISS... I have to Pass it on to Chuck."

Most of all, we'd like to have your gas, oil and parts business!

Panciera Tire & Supply

Phone 247-3380

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

WELCOME TO FRIONA

This week we introduce the Fred Dawson family, which moved to Friona from Plainview. Fred is the new assistant football coach. His wife, Peggy also teaches, in the first grade. The children are Kema, nine, Christy, eight and Renee, four. The family lives at 1507 Columbia.

ROCKWELL BROS. AND CO.
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Elevator Service
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Congratulations

To FLOYD REEVE

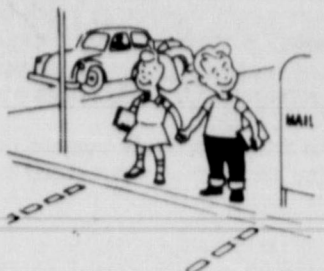
On Ginning Friona's First Bale Of Cotton.

The First 1968 Bale Of Cotton Is In...
And We Are Happy That Mr. Reeve Has Chosen Chester Gin To Handle His Cotton.

Modern, Well-Kept Gin Machinery, Plus Years of Gin Experience, Mean Better Sample And Better Turnout.

CHESTER GIN

Phone 247-3185



Crossing Streets — Look both ways before crossing. Cross only at safe corners, even if it takes longer. Walk, don't run across streets. Use cross walks and obey signals. (This safety panel, one of a series for JUNIOR FIRE MARSHAL, has been prepared as a public service of The Hartford Insurance Group.)

New Ford Is Longer, Wider Than In 1968

Ford for '69 is completely new, completely redesigned to give you more of everything you want in a car. The new Ford hugs the road with a track as wide as a Cadillac. The new Ford smooths your ride with a longer wheelbase than a Chevrolet. The new Ford has more front headroom and legroom than an Imperial. And the new Ford LTD is designed to ride even quieter than the LTD that was quieter than a Rolls-Royce.

Better ideas inside give you more luxurious spaciousness. We call it our FrontRoom. The swept-away instrument panel on the passenger side gives you room to relax, more room than Ford ever offered before.

A new Flight-Cockpit Instrument Panel puts major controls before the driver. They're easier to see and use. Visibility's better, too. New FullPark Windshield Wipers tuck away neatly — well off the glass.

There are 21 new Ford models to tempt you: three luxurious LTD's, two sporty XL's, and a dazzling collection of sedans, hardtops, SportsRoof models, convertibles and wagons. Each has a velvety ride . . . precise, responsive handling. . . and offers a level of luxury unprecedented in its class.

The new LTD interior features plush fabrics, flawlessly fitted, and lavish touches like woodtone accents on instrument panel and doors. You can order even more sumptuous Brogram trim, individually adjustable Twin-Comfort Lounge Seats and a passenger seat that reclines (illustrated).

LTD luxury speaks clarion-clear outside. Crisp, sculptured styling. Classic long hood, compact deck proportions. More rakish roofline. Hardtops have smart new ventless door glass which virtually banishes wind noise. An impressive new die-cast grille, crafted like fine jewelry, has retractable headlamp doors. Never has Ford done so much to bring you such distinction in driving.

LTD elegance is offered three ways: 2-Door and 4-Door Hardtops, and a 4-Door Sedan. And when you drive either luxury-size LTD, you'll find performance in keeping with its overall aura of success.

Authoritative engines begin with a standard 302 V-8. Added power up to a 429 V-8 is optional. Your early trial will be most convincing.

New luxury-size LTD for 1969 is unlike any car in its

class. Many compare it with America's most expensive car. And that's quite easy to understand.

The LTD hugs the road with as wide a track as a Cadillac. It smooths your ride with a 121 inch wheelbase. And it is designed to ride even quieter than the LTD that was quieter than a Rolls-Royce.

LTD also offers surprising maneuverability and easy handling. It U-turns in an even smaller radius than last year's Ford of exceptional roadability. LTD's quiet ride comes from refinements beyond extra soundproofing. It's built in with a rugged new "S" frame, new body mounts that adapt to varying road conditions and improvements that isolate vibration so well -- you ride in recording-studio-quiet.

You enjoy the same serene elegance in the impressive new '69 Country Squire. Wagonmaster innovations emphasize Ford wagon leadership everywhere. A new 3-way Magic Doorgate opens as a door and flips down as a tailgate for cargo.

Foam-cushioned seats, upholstered in beautifully pleated glove-soft vinyl . . . woodlike touches, plus other lavish appointments, give you luxury, comfort and convenience on a grand scale uncommon in the popular-price class.

Your Ford Dealer invites you

to discover LTD luxury with a test drive.

Slip behind the wheel of an exhilarating '69 Ford XL. Try the sleek, sporty convertible or test the unique new SportsRoof 2-door hardtop. Either XL will spoil you for anything. XL gives you a special blend of luxury with vim and verve. Handling is quicker, more precise. Cornering is flatter. Styling is crisp, and functional.

You can summer all year in plush XL interiors inspiring in the richness of their vinyl fabrics and appointments. Comfortable bench seats and plush carpeting are standard. So are Full Park Windshield Wipers.

All engines mate perfectly with optional SelectShift Cruise-O-Matic which you can shift manually or automatically. With optional buckets, your XL comes with a U-bar stick shift on the floor console.

Dyed-in-the-wool sportsters can add the optional GT Performance Group with 390 or 429 V-8's. Other better idea options are listed.

Drive the exciting new XL soon.

Now you can enjoy fine-car quality and luxury without paying the fine-car premium. Five Galaxie 500 models - SportsRoof, 2-Door Hardtop, 4-Door Hardtop, Convertible, 4-Door Sedan -- give you a generous array to choose from.

Services Conducted For Eddie Bradshaw

Eddie Bradshaw, 25, died Tuesday morning, September 17 at Parmer County Community Hospital following a two year illness. He had been a resident of Friona twelve years after moving here from Level-land.

Eddie was a 1961 graduate of Friona High School and entered McMurry College, Abilene, in the fall of that year on a band scholarship. While a student at McMurry, he was an active member of the Kiwa Social Club and participated in other campus activities.

He received his bachelor of science degree from McMurry in 1966 and then did post graduate work at Texas Technological College and West Texas State University.

Funeral services were conducted from Friona Methodist Church, of which he was a member, by Rev. Wallace Kirby, former pastor, and Rev. James Price, pastor. Honorary pallbearers were Mike Ellis, Joe Walters, Bobby Fuiks, Joe Reeve, Joe McLellan, Martin Chandler, Conny Dodson, Boyd Jones, Bobby Sanders, Tom Gee and Jobey Claborn.

Active pallbearers were Jake Moore, Roy O'Brian, Bob Collins, David Hutchins, Wayne Cason and Mike Stephens.

Survivors include his parents, Mr. and Mrs. E.H. Bradshaw, Friona; and two sisters, Mrs. Wes Long, also of Friona and Mrs. Robert Kindred, Lubbock.



EDDIE BRADSHAW

Burial was in Friona Cemetery under direction of Claborn Funeral Home.



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He provides the service . . . the interest . . . and full knowledge of his profession to assure the right life insurance program for your needs!

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P.O. Box 337 Friona, Texas
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LIFE INSURANCE COMPANY
EXECUTIVE OFFICES - WACO, TEXAS



Mrs. Ted Bush Buried Friday

Mrs. Ted Bush, Hereford, died in an Amarillo hospital Tuesday. She was the daughter of the late Mr. and Mrs. S.J. Greeson, long time residents of the Black Community.

Funeral services for Mrs. Bush were conducted at Hereford and burial was at Dalhart. Survivors, besides her husband, include one son, O.C. Buckmaster, Ogden, Utah and two sisters including Mrs. H.E. Lindley, Hereford.

Mrs. Bush was the aunt of Mrs. Christine Shirley, Mrs. Charles Ray and Carlene Greeson, all of Friona.

ELK Drive In
Friona, Texas

FRI	SAT	SUN
7:30	7:30	7:30

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SNEAK PEEKS

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1969 Mustang SportsRoof

THE '69 FORDS ARE HERE TODAY!



1969 Torino GT SportsRoof



1969 LTD by Ford, 2-Door Hardtop

1969 Mustang. All new, all over! 5 great models. More engines than ever.

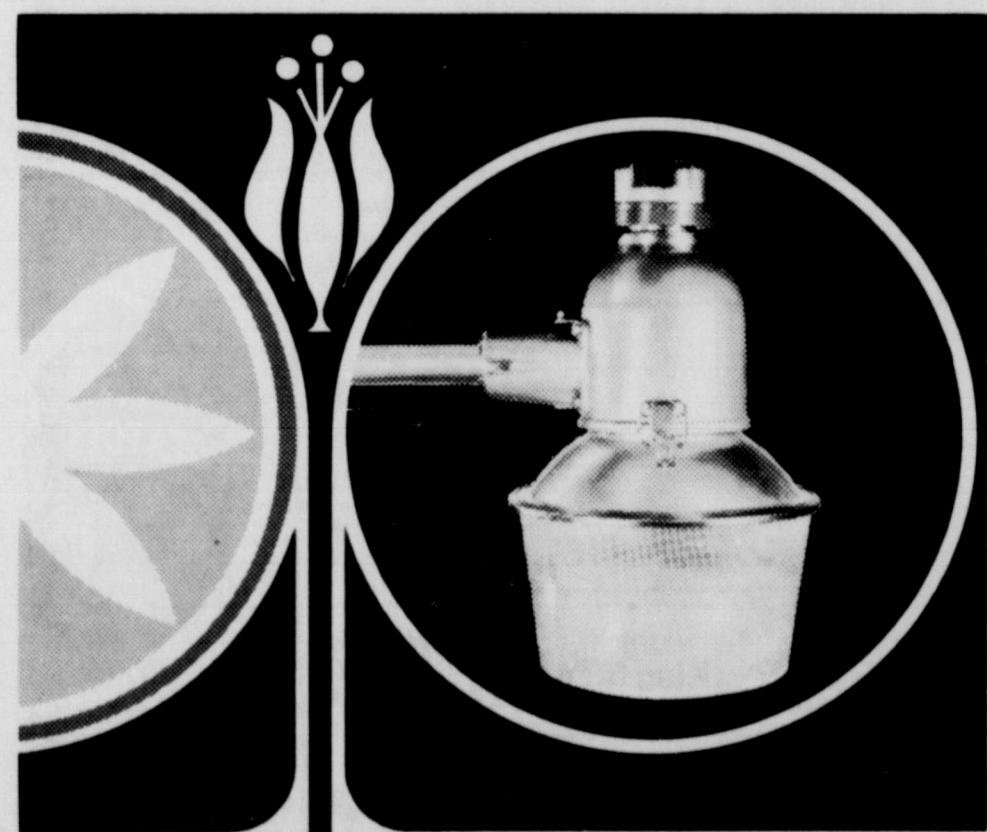
They're like no Mustangs you've ever seen before! Longer. Wider. Roomier. Front and back. And far, far sportier. Take the new Mustang Mach I. Or luxurious Grandé. Choose hardtop, sports-roof or convertible. Then dip into a long list of options and design your Mustang.

1969 Torino. The winner's back for more . . . with two hot new Cobras to boot!

Torino for '69 comes in just as hot or as luxurious as you please. Engines range all the way up to a 428-cu. in. Cobra Jet Ram-Air V-8. For Torino spirit with extra savings added, choose from eight new '69 Fairlans. See all 52 of the new '69 Fords today.

1969 Ford. Longer. Wider. Quieter. And alone in its class.

For 1969, Ford tracks as wide as Cadillac. Smooths your ride with a longer wheelbase than Chevrolet. Has more front headroom and legroom than a Chrysler Imperial. The '69 Ford LTD is designed to ride even quieter than the LTD that rode quieter than Rolls-Royce.



ON GUARD

when you're asleep — automatically!

One guard light extends its protection light a full 75 feet in every direction . . . ideal guard against these modern nights of high vandalism. Equipment stored in the outdoors needs the silent watchman that we call the Guard Light . . . buildings, too! Your investment is nothing . . . just a monthly rental of \$4.00. Reddy provides the light, the maintenance, even the electricity . . . all for \$4.00 a month.

Call your Public Service manager.



Modern ELECTRIC Lighting

The place you've got to go to see what's going on—Your Ford Dealer.

FRIONA MOTORS

Friona

Box 957

Grand & Highway 60



At Home In Parmer County

By CRICKET TAYLOR
County HD Agent

The program for Home Demonstration Club this month is on "Line and Design for the Individual Figure." This is an interesting subject for women, especially those with figure faults. A well-proportioned tall girl can wear almost any fashion. For the tall, slim, tall plump, short average, short slim, and short plump it is a challenge to make the figure seem in better proportion. Optical illusion can be created by lines, designs and color and these will be discussed and demonstrated in club programs.

444 ENROLLMENT is in progress. Some popular subjects have been Money Management, Child Care, Home Furnishings and the old favorites Foods and Nutrition and Clothing. Enrollment cards are due in before Nov. 1. The Unit III project in Child Care is now available for 444's. It's entitled "More Responsibility and Older Children." Adult leaders are needed for project work especially in the Bovina area. Mothers who can spare a few hours a month and would like to work with 444 are asked to contact the Extension office on the second floor of the Courthouse in Farwell.

Pipe Systems Save Up To 50 Per Cent Loss

By Edward C. Phillips
Soil Conservationist

Conservation of irrigation water is very important to the irrigation farmer. Loss of water from unlined ditches because of seepage and evaporation can be enormous and probably varies from 10 to 50 per cent.

A limited supply of water makes such losses doubly serious. Fewer acres can be irrigated and crops must suffer from lack of enough water. Concrete and plastic pipe is one method to cut seepage and evaporation losses to a minimum.

saves time and labor, permits productive use of all land, aids in insect and weed control, simplifies irrigation of sloping lands, and requires little maintenance.

Of course, any concrete or plastic pipeline needs to be properly located so as to fit into a well designed system. Since these lines are permanent, it is well for the average farmer to seek advice on their design and location. Soil Conservation Service technicians assigned to the Parmer County Soil Conservation District are available and able to help with your concrete pipe problems.

The farmers of the Parmer County Soil Conservation District are rapidly learning the advantages of concrete and plastic pipe. Some of the advantages are: it provides close control of water distribution,

Perhaps pipelines will never replace open ditches, but many eventually replace most permanent ditches. When concrete and plastic pipelines are supplemented with the use of metal or canvas pipe, no ditches at all are necessary.

While concrete pipelines are expensive, their expected life span should be long. Considering the advantages and saving through their use, a real saving may be expected over a relatively short period of time.

Mrs. J.V. McFarland is visiting in the home of Mr. and Mrs. R.H. McFarland, Tucuman, New Mexico.



On a ten mile tour in 60 degree temperature Tuesday morning I observed six beautifully colored pheasant roosters, brilliant greenans and many colors of chrysanthemums and dahlias blooming. I also saw trees of every shade one can imagine, dark red heads of maize, bright green sprigs of wheat and a few open corn hills. Overall it made a very pretty sight.

All of this can be seen within five or six miles of Friona and everyone who enjoys fall colors should get out and drive around a few minutes or hours.

Members of the Friona Star staff are enjoying enlarged office facilities. Joe Osborn, our publisher who lives in Austin, was in town early this week and remarked that the office looked somewhat like a vacant building, then added the gem about the theory of any given organization being able to fill any given amount of space if given enough time.

We hope to be able to give the community a better newspaper and encourage all our readers to continue to call news tips in at any time. Just remember, "It happens in and around Friona" or concern local people, we want to know about it as soon as possible.

If you are unable to reach the office by phone, call any of us at home.

collected used postage stamps and sends them to an exchange in Ober Bad Oeynhausen, Germany.

The orphanage then trades the stamps to German stamps dealers or collectors who pay with milk for the children who live there.

Anyone interested in this worthy project may contact the Star office for rules for clipping the stamps and mailing instructions.

Recent moves have resulted in most of our law enforcement officials living on Columbia Street. The Bill Morgans have moved to 1201 Columbia; the Bill Denny's recently purchased the Jake Armstrong home at 1212 Columbia; and the Garland Freeman's live at 1302 Columbia, which is just across the street north of the Denny's.

Maybe we could just designate that area of town as "City Employee Occupied." City Manager Jake Outland just lives one block west of Fourteenth; Columbia and the Stanley Wisona live at 1308 Columbia. He's the police dispatcher. Then Mrs. Amy Mason, the city secretary, lives in the 1500 block about a couple of blocks east.

The Eubank property, which was formerly occupied by Cunningham's Helpy Seify Laundry, has been purchased by Raymond Fleming. The building, which was located at the corner of Prospect and Highway 60 is being torn down.

Construction is almost completed on the new Mobil service station just across the street west of American Oil Company's location on west Highway 60.

Friends of Bob Sanders, son of Mr. and Mrs. B.R. Sanders, will be interested in knowing he has been commissioned as First Lieutenant and is stationed at Fort Gordon, Georgia, which is near Augusta.

Bob is a graduate of Friona High School and West Texas University, Canyon. He taught at West Texas last year.

There are more than two million laws in force in the United States. If a man could familiarize himself with them at the rate of ten each day, he could qualify to act as a law-abiding citizen in the space of six hundred years. Ignorance of the law is no excuse.

What I'm wondering is how many a person would have to learn each day to qualify in a lifetime.

The less man think, the more they talk.

When All Else Fails, Read Instructions, Agent Advises

Save time, temper and money. Get full value from your appliances by reading and following the instruction books, advises Cricket Taylor, Extension Agent in Parmer County.

This also may save a service call or repairs. But when repairs and service are needed, the homemaker might profit by heeding the advice of an experienced appliance service man.

She would be at home on the date the call was promised and be modestly dressed.

She should greet him cheerfully, show him to the appliance and in a few words as possible tell him what the appliance was or was not doing.

She would go about her business, but stay within earshot.

In case she was needed to answer a question about the appliance.

She would have read the instruction booklet and would have it handy for reference.

She would tie up or confine any pets. In one famous incident a dog took the tools one by one from the workman's kit and buried them in the backyard.

She would keep the children out of the way as much to protect them from possible injury as to avoid delaying the repair job; and she would keep the serviceman's tools, which are expensive, and needed to complete the job.

Many appliances are not used in the home because women fail to learn how to properly operate them.

HURST'S TOP BILLING IN THE FALL FASHION SHOW

Shown above modeling new Fall fashions from Hurst's are Betty Cunningham in a three piece black and white Sebastian knit, and Risa Howell wearing a brown and beige plaid junior size Tammy Andrews fashion. These two ladies are among several who will model local fashions in the Fall style show to be held Thursday, October 3, at 8:00 p. m. in the High School Auditorium. The show is being sponsored by the New Horizons Junior Study Club.

HURST'S

Home of Nationally Advertised Brand Merchandise

Texas Ph. 247-3015

BIG FOOD BILLS ARE FOR THE BIRDS

CHUCK ROAST

55¢ Pound

ROUND STEAK

98¢ LB.

BOLOGNA

All Meat 49¢ Pound

Gold Medal FLOUR

25 Pound Paper Bag \$2.19

White Swan Luncheon

PEAS

303 Can 2 For 49¢

TEXIZE

Pine Oil 28 Oz. Bottle 69¢

Minute RICE

14 Oz. Box 47¢

BREEZE Detergent

King Size \$1.23

TUNA

Star Kist 6 1/2 Oz. Can 2 For 77¢

Longhorn LARD

Pure 75¢ 4 Pound Barrel

Dr. Pepper or Royal Crown Cola

King Size Plus Deposit 49¢

PRODUCE

Potatoes

White 10 Pound Bag 49¢

APPLES

Good Cooking 13¢ Pound

PEACHES

25¢ Pound

ICE CREAM

1/2 Gall Carton 59¢

WHITE'S SUPERMARKET

We Give Double Gumb Bros. Stamps Wednesday With \$2.50 Purchase Or More

Our Aim Is To Please In Every Way We Deliver Ph. 247-2250

AT REEVE'S

Chevrolet To Display New Line Of Cars Thursday

The widest choice of engines and transmissions in automotive history head a parade of exclusive Chevrolet features for 1969, E. M. Estes, general manager, said today.

"This unparalleled opportunity for the 1969 buyer to custom tailor his car's performance and economy typifies the variety and value with which Chevrolet expects to increase its industry leadership," Estes said.

"Other exclusive Chevrolet features are computer-selected springs for improved ride, jet stream headlight washers for better illumination in bad weather, wider wheels to improve vehicle handling and a 'liquid tire chain' system to increase rear tire traction on icy streets."

Estes said 35 new Chevrolet models in seven distinctive car lines for 1969 go on sale nationally on Thursday, September 26.

"The industry's top seller -- the big Chevrolet -- is all new in 1969 and has the largest base V-8 engine in its class," Estes said. "It is a 327-cubic inch V-8, increased from a base 307 engine in 1968."

"Two new 350 cubic inch V-8's are also introduced, one using regular fuel as does the base V-8. The big Chevrolet also offers a high torque, regular fuel 396-cubic inch engine, largest regular fuel engine in its field."

Other exclusive features Estes listed for the new big Chevrolet are full door glass styling with improved Astro Ventilation on all models, variable-ratio power steering for more responsive maneuverability, an electrically-heated rear window defroster and a one-of-a-kind roofline for the Caprice Coupe and Impala Custom Coupe.

Chevrolet introduces in 1969 a new Turbo Hydra-Matic three-speed automatic transmission especially designed for six cylinder engines and V-8 engines up through 350 cubic inches. Teamed with the regular Turbo Hydra-Matic offered on larger displacement V-8's, this gives virtual across-the-board availability of this highly advanced transmission, Estes said.

Chevrolet also introduces a new heavy duty, three-speed fully synchronized manual transmission. Others in the wide transmission selection are the standard three-speed, optional four-speed, Powerglide two-speed automatic and Chevrolet's pace setting Torque-Drive "clutchless" transmission for four and six cylinder equipped Chevy Novas and the six cylinder Camaro.

Safety and security advances on the 1969 Chevrolets range from an improved energy-absorbing steering column, contoured windshield headers and front seat head restraints to an anti-theft ignition, steering and transmission lock mounted on the steering column.

Estes said there is also an all-new outside and inside look for Chevrolet's sporty Camaro in 1969.

Use of computer selection to get the best spring combination for each individual car increases Chevrolet vehicle quality in 1969. Each customer order is analyzed with high speed data processing equipment to determine the front and rear weight of all equipment and the proper springs to carry it. The result is carefully tailored, more consistent trim heights which insure a good ride as well as correct appearance.

Other quality improvements include stronger V-8 engine construction for greater durability, smoother, quieter engine drivelines to help reduce noise and vibration, a new air cleaner snorkel design that makes six cylinder engines quieter and new accessory drive systems of V-8 engines which give improved durability and quieter operation. Frame and sound insulation improvements give better ride.

Advanced, power-assisted front wheel disc brakes are available for any Chevrolet, Chevelle, Nova or Camaro and are standard on SS-equipped models. Fined front wheel drum brakes and heavier duty linings at all four wheels are standard on all regular models in Chevelle, Nova and Camaro lines.

Chevrolet station wagons in 1969 are regrouped into a single line on two wheelbases for easier customer choice. A new rear design makes them "walk-in wagons." Using Chevrolet's new dual-action tailgate with a step built into the bumper, a passenger can step easily in an upright position into the passenger compartment, turn and

sit in Chevrolet's rear-facing third seat. The dual-action gate is offered on all wagons.

There is sporty SS equipment for every coupe and convertible model of the big Chevrolet, Chevelle, Nova and Camaro. Besides a big V-8 engine and power disc brakes, special identification and suspension are included.

SS cars in Chevelle, Nova and Camaro lines also have a special hood and wide oval tires on seven-inch wide wheels -- one inch wider than in 1968. White lettered tires are included on Chevelle and Camaro SS cars.

An exclusive headlight washing system is among the newest of Chevrolet's more than 400 options and accessories for 1969. It is standard on Corvettes, included on Caprice and Camaro models with concealed headlights, and optional on nearly all other models.

When the wiper-washer control is held depressed by the driver, the headlights (outer lights only on four headlight systems) are washed by jets of windshield washer fluid. This removes accumulations of road dirt, giving improved illumination.

Chevrolet's exclusive "liquid tire chain" dispensing system gives increased rear traction on ice-surfaced roads. Activated by a button on the instrument panel, dispensers mounted at the top of rear wheel housings spray the chemical against tires. The four-ounce dispenser cans are replaced when empty through the trunk compartment.

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Chevrolet air conditioning is improved for 1969 with greater air-flow through larger ducts and added passenger compartment outlets. An improved AM-FM stereo radio combination has all controls mounted on the radio.

Poor door locking is offered in 1969 on Chevelle models as well as on the big Chevrolet. Chevrolet's exclusive light monitoring system that tells when front and rear lights and signals are operating is again offered on Chevrolet, Chevelle and Camaro and is standard on Corvette.

Chevrolet offers 15 exterior colors for 1969, nearly all new. There are up to six two-tone combinations, five vinyl top colors and three convertible top colors.

Regular Chevrolet -- The all-new look emphasizes its "big car" personality. Length is extended more than one inch to 215.9 inches, making it the longest Chevrolet ever built.

A new one-piece bumper surrounds a precision molded grille and recessed headlights in a protective chrome loop. Horizontal bars accent grille width.

Side sheet metal sculpturing gives subtle emphasis to elliptical wheel openings. Distinctive rectangular taillights are mounted in the rear bumper.

Besides the larger 327-cubic inch base V-8 and new 350 and 396 V-8's, a new 427 cubic inch V-8 developing 335 horsepower is introduced to fulfill higher performance requirements. It replaces the 396 cubic inch 325 horsepower en-

gine offered in 1968. Turbo Hydra-Matic transmission is offered with every engine in 1969.

Full door glass styling without ventpanes -- offering better visibility and quieter traveling without wind noise -- is standard on all models. Astro Ventilation, introduced on 1968 Caprice, is also standard. Larger ducts and new high level outlets, combined with built-in pillar pressure relief valves, nearly double the inner air flow rate.

A new concave rear window with "frameless" lower edge allowing rear deck to flow through to package shelf is a distinctive feature of the Caprice Coupe and Impala Custom Coupe, which have an exclusive roofline. Caprice models have a special grille and offer concealed headlights.

A color-matched insert molding identifies Caprice models and offers side protection. The popular raised vinyl side moldings continue on Impala models in black plus four added colors.

The "Electro-Clear" rear window defroster, optional on Caprice Coupe and Impala Custom Coupe, clears fog and frost by means of conductive ceramic strips .3 inches wide fused on the rear window glass.

Added double-cushion body mounts, more rigid body construction, added insulation and quieter operating engines combine with the computer-selected springs for a quieter, more comfortable ride in the 1969 Chevrolet.

Optional on Caprice and Im-

pala models is new variable-ratio power steering. It gives more responsive maneuverability in turns and parking. Steering is faster, requiring fewer wheel turns without any increase in steering effort or change in the straight-ahead road "feel".

The interior includes a new instrument panel with all controls and instruments grouped closer in front of the driver. Heater controls are moved to the driver's left. Rich fabrics and vinyls give added luxury. Sporty, SS 427 equipment can be ordered on Impala coupes and convertibles. With the 427 cubic inch V-8 come distinctive features including power disc brakes and wide-oval red stripe tires.

There are 11 big Chevrolet models on a 119-inch wheelbase, 1/2 and 2-ton medium-duty V8 gas models.

In 2-ton heavy-duty models, a 235 hp, 366 V8 is made standard equipment, replacing the former 185 hp, 327 V8. Again, all Chevrolet gasoline truck engines can be operated on regular grade fuel.

Also new for 1969 is a Chevrolet-designed 3-speed manual transmission designed to accommodate the power output of the larger V8 engines.

New for most 2-ton models with 366 and 427 V8 engines is an integral charging system combining a generator and miniaturized integrated circuit voltage regulator into one compact unit. Voltage settings remain precise because moving parts and contacts have been eliminated.



The sporty set will enjoy the Chevelle SS 396 Sport Coupe shown above. Dynamic styling of this intermediate class car plus such features as black-accented grille, special twin-domed hood and sport striping classifies this car as a standout. The '69 Chevrolets will be on display September 26.

An important new option is an emergency stopping and parking brake system for 2-ton models equipped with air brakes. It starts to function when air pressure in the system falls below 60 PSI and automatically applies the brakes for an emergency stop when pressure drops to about 30 PSI. A manual control valve in the cab is used to set the air brakes for parking. Also available as a new option is a dual brake system for most chassis-cab models with vacuum-hydraulic brakes.

Other improvements include tighter cab door sealing, more convenient location of instrument controls, and new design foam seatbacks for increased comfort. New front clearance and identification lamps on inverted bowl lens design provide full 360 degree visibility for greater safety.

Chevelle -- Chevrolet's popular intermediate size car has a new front end styling with horizontal bars extending across the full width of a richer looking grille that encircles the headlights.

The side features new trim, ornamentation, side marker lights and modified rear quarter caps. The rear is restyled with distinctive vertically mounted taillights. Full door-glass styling is introduced to the Chevelle line in 1969 on sport coupe and convertible models. Improved Astro Ventilation is standard with this feature.

Chevelle again offers exclusive separate body frame construction in its field.

New interior features include the instrument cluster, steering wheel and a wide choice of trim and colors.

The popular, sporty SS 396 version of the Chevelle is expanded in 1969 and offered on all Chevelle coupe and convertible models. Besides a 396 cubic inch V-8 engine, it includes a black accented grille and real panel, power disc brakes, special sport wheels with 7-inch rims, wide oval white lettered tires, special suspension and chassis components and SS 396 identification.

Two six cylinder and five V-8 engines including the two new 350 cubic inch engines give horsepower from 140 to 350. There are four transmissions. Models total seven with coupes and convertibles on a highly maneuverable 112-inch wheelbase, while sedans have a 116-inch wheelbase.

See Them Today At Reeve Chevrolet

Quiet luxury found in

'69 Chevrolet Impala Custom Coupe



Sparkling with new styling refinements are the 1969 Chevrolets. New grille design, new placement of front lights and rectangular rear taillights are a few of the many changes to be found in the Impala Custom Coupe as shown above. Again Chevrolet offers an array of comfort and convenience options that personalize a car to the individual taste. The new Chevrolet line of passenger cars will be on display September 26.

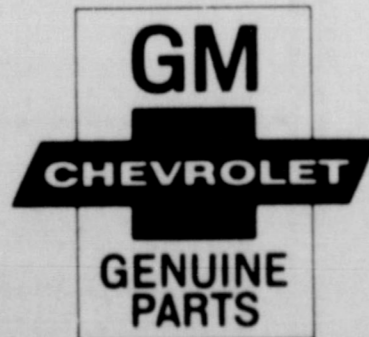
Refined features a-plenty in

Smart 1969 Chevy Nova models



Moving up in the popularity parade of new car models is the Chevy Nova Coupe shown above. Smartness is accented by simulated front fender louvers, striping and bright window moldings. The new anti-theft lock system on the steering column for ignition, steering wheel and transmission selector and head restraints are standard equipment. The new Chevrolets will be on display September 26.

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AND
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MORTON at SUDAN

7. FRIONA MOTORS

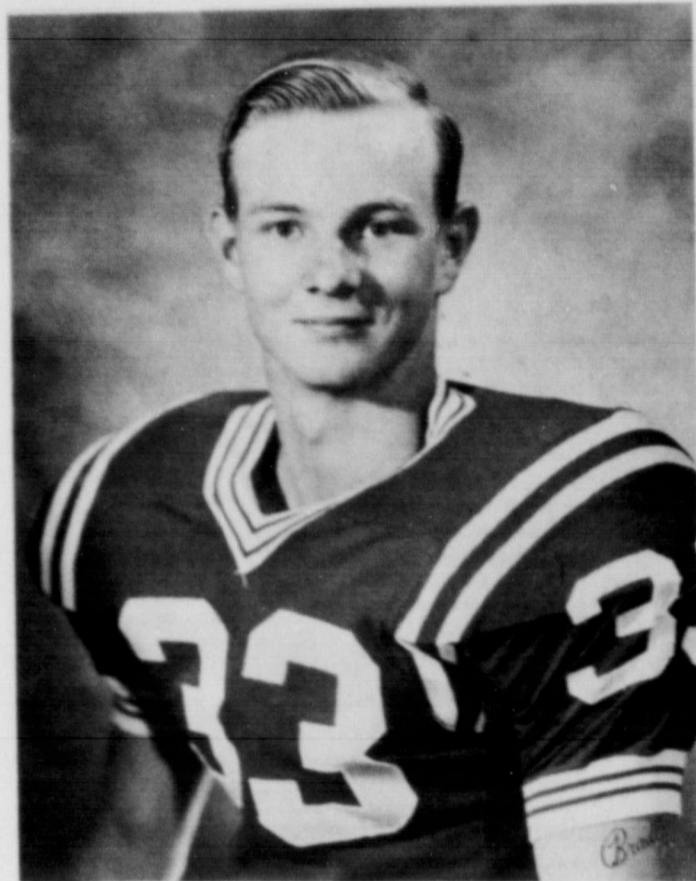
Parmer County Headquarters
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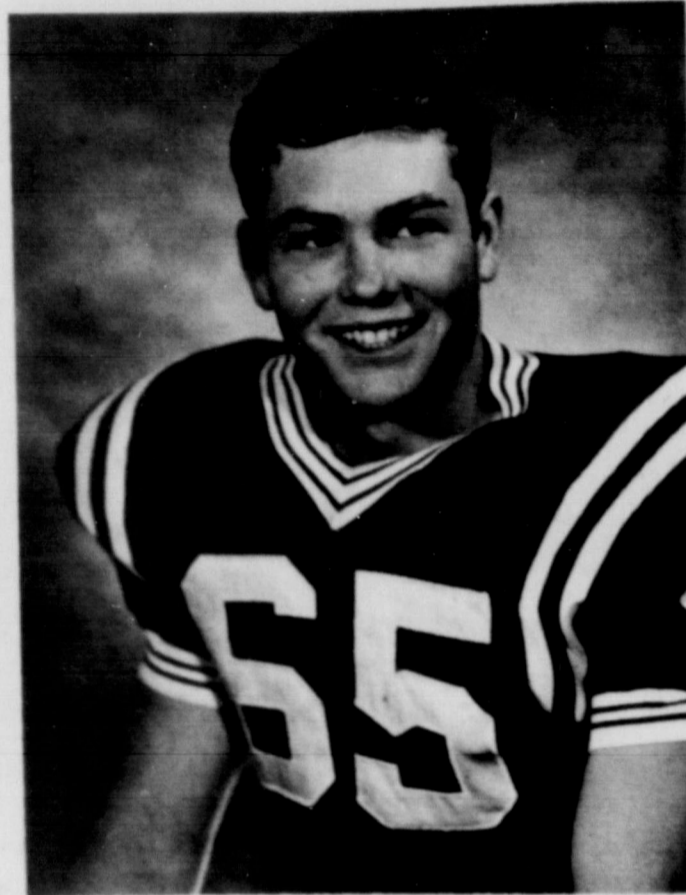
DALHART at TULIA

COTTON BOWL FOOTBALL CONTEST

MEET THE CHIEFS



MIKE MARTIN is a senior fullback



SCOTT WOOLEY is a senior guard

PHOTOS COURTESY BRADLEY STUDIO, HEREFORD

Contest Standings

Name	Pts. Wk.	Tot. Pts.	Name	Pts. Wk.	Tot. Pts.
Lena Thompson	10	22	Alton Peak	9	18
Herman Jesko	9	21	Agapito Ramon	7	18
Jerry Mabry	10	20	Lavon Reeve	8	18
Joe Reeve	8	20	Emmett Tabor	8	18
Dwight Whitaker	8	20	E.V. Thompson	10	18
Mrs. Teddy White	8	20	Ronnie Webster	8	18
Audvie Barnett	9	19	Joyce Wilkins	8	18
Dean Broyles	9	19	Waymon Wilkins	9	18
J.V. Finley	7	19	John Baca	8	17
Herman Gerles	10	19	Becky Broyles	8	17
Sam Mears	8	19	Bill Carthel	7	17
Paul Mohr	8	19	Matilde Castillo	9	17
Ray Lynn Murphree	8	19	Mrs. Pilo Castillo	7	17
Larry O'Connor	8	19	Jack Clark	8	17
Sam Perez	8	19	F.G. Crofford	8	17
Donald Powell	8	19	Owen Drake	8	17
Don Reeve	8	19	Eugene Ellis	8	17
Gerald Shavor	7	19	Gene Ezell	7	17
Joyce Veazey	8	19	John Frazier	8	17
Winston Wilson	10	19	Mrs. Dorothy Harris	6	17
Kevin Wiseman	9	19	Dennis Howell	7	17
Pat Wright	9	19	Truett Johnson	7	17
Bill Bailey	9	18	Celia Loflin	8	17
Eugene Bandy	8	18	Maurine Mabry	7	17
Debbie Benge	7	18	Randy Mabry	7	17
Jane Benge	8	18	Harley Morrill	9	17
Conrado Bautista	8	18	Joy Morton	8	17
Floyd Brookfield	8	18	Nita Powell	8	17
Matt Brown	9	18	Cotton Renner	7	17
Chris Clark	8	18	John W. Renner	7	17
Walter Cunningham	7	18	J.P. Sims	7	17
Ricky Davis	7	18	Lester Smith	9	17
Fred Florez	9	18	Don Spears	8	17
Wendell Garner	8	18	C.H. Veazey	7	17
Jimmy Hamilton	8	18	Philip Weatherly	8	17
Erith Hawkins	7	18	Edward White	8	17
Mrs. B.C. Hartwick	8	18	Bobby Wied	8	17
Pam Hartwick	8	18	Joe Perez	8	16
Charles Hough	8	18	Frankie Allen	7	16
Cary Jackson	7	18	Johnny Bandy	7	16
J.R. Knight	8	18	Patsy Bandy	7	16
Larry Mabry	8	18	Darrell Barlow	8	16
Terry Mabry	8	18	Stanley Benge	7	16
Joe Bob Mann	8	18	Dean Blackburn	8	16
Mal Munchee	9	18	Joyce Broyles	7	16
			Frank Castillo	7	16

CONTEST RULES

1. Pick the winners of the 14 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 \$25 expense money and hotel reservations. 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 Chiefs-Plainview game next fall.
5. Only one entry per person.
6. To count for grand prizes, entries must be on official blank printed in the paper.
7. Contestants must be 12 years of age or older.
8. Everyone eligible to enter (sponsors included) except employees of the Friona Star and their families.
9. 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. _____	8. _____
2. _____	9. _____
3. _____	10. _____
4. _____	11. _____
5. _____	12. _____
6. _____	13. _____
7. _____	14. _____

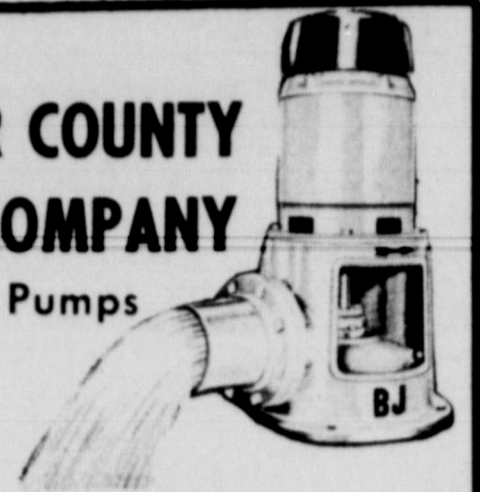
TIE-BREAKER: (Pick Score) Friona _____ Tucumcari _____

NAME _____

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DALLAS COWBOYS at CLEVELAND

DEFENSE SPARKLES

Barker Shines As Chiefs Blank Morton Indians

The Morton Indians stopped Friona's "ace" runner to some extent last Friday, but the Chiefs had a couple of other cards up their sleeves, and coasted to a 26-0 win. It was the same score by which the Chiefs had beaten Morton the previous year.

The Chieftain defense played a good game for the second straight game in posting the only 42 yards on the ground and 92 total yards.

Only two of the first downs came against Friona's first defensive unit, which also gave up only about half of the total yardage figure.

Also for the second game in as many outings, the Chiefs had a more than adequate offensive showing, with 19 first downs, 325 yards rushing and 361 total yards.

Morton was "laying" for Perea, although the Friona Flash crashed the line for 118 yards in 30 carries and one touchdown.

But by keying on Perea, the Indians let halfback Johnny Barker loose several times, and Barker responded by becoming the game's leading rusher with 151 yards in 15 tries, and a pair of touchdowns.

Penalties hampered the Chieftains cause for the second time. The Chiefs drew the red flag 10 times for an even 100 yards. One of the hankies erased a beautiful 45-yard touchdown run by halfback Isidore Cordova, preventing a wider margin of victory.

A clipping penalty forced Friona to punt on its first series of downs. The defensive eleven gave Morton only two yards in three tries, though, and forced another punt. A high pass from center caused the kicker to be brought down for an 11-yard loss on the play,

and set up Friona's first touchdown starting from the Morton 35.

Perea gained 11 yards on four straight carries to the Morton 21. An illegal procedure penalty threatened to stifle the drive back to the 26, but two plays later quarterback Danny Kendrick faded back and hit end Jim Schlenker nicely at about the 10, and Schlenker raced into the end zone for his first touchdown of the year, and when Donny Carthel added the kick it was 7-0 with 5:36 gone in the game.

The Chiefs began a sustained drive from their own 30 late in the first quarter. This was the series in which Cordova's 45-yard scoring jaunt was called back for a 15-yard penalty. Friona still made five first downs in the drive, which went to the Morton 5. A freak play on third down, in which the ball was batted back to the 14-yard line, stifled the scoring threat, as a fourth-down pass went incomplete.

The next time Friona got the ball, the Chiefs went 65 yards in eight plays for a touchdown. A pass interference call against Morton helped the Friona cause but two plays later a clipping penalty against the Chiefs evened up the breaks.

On the first play following the penalty, Barker raced 24 yards on a crossback, to score untouched. Carthel's kick made the score 14-0 and there was 6:10 left in the second period.

Two out of three plays lost yardage for Morton, and the Indians punted to the Friona 40. From this point Barker scored on one of the game's top plays.

Barker was almost downed after about a 10-yard gain, but caught himself with his left hand and with a nice second effort, refused to go down. He outraced the defenders the remainder of the 60 yards to the

goal line. The kick was blocked by Morton, but Friona led 20-0 with 4:34 still to play in the half.

With Friona reserves taking over, Morton picked up its only three first downs in the first half, and moved the ball to the Friona 22, aided by a personal foul penalty against Friona, which accounted for one of the first downs.

The first team defense came back in at this point, and took over four plays later at the 15.

Morton coaches must have fired up the Indians at halftime, because they played a more aggressive type of football the second half, and Friona seemed to lose part of its zip.

The Indians had their only other sustained drive the second time they had the football, driving from the Friona 44 to the 10, where the drive was ended on an intercepted pass by Ted Procter in the end zone.

Procter ran the ball out to the three-yard line, and Friona began a long drive which failed to score, but used up the rest of the third quarter. Quarterback Kendrick was hurt on a third down play from the Morton 17, and this hampered Friona's scoring opportunity.

However, the Chiefs got the ball back at the 25 a moment later on a fumble recovery, and on fourth down from the 22, Kendrick came back into the game to hand off to Perea, who showed the opposition some fancy stepping by scoring the TD, his third of the year. Tommy Mars tried the kick in place of the injured Carthel, but it went low. Friona had its final margin of 26-0 with 9:48 left in the game.

The ball was passed back and forth for the rest of the game, with neither team making a first down under its own steam. Friona reserves ran the ball the final three series of downs, and

at least fought Morton on even terms.

The win allowed Friona to even the all-time series at six wins apiece, the first time the series has been even since Morton won the first two games. Coaches Don Light and Bob Owen have now engineered four consecutive wins over Morton (1963, 1966, 1967, 1968), allowing Friona to erase a 6-2 deficit in the series.

In holding Morton to only 42 yards rushing, the Chieftain defense has allowed its first opponents only 137 total yards rushing, an average of 63.5 yards per game, while Friona has picked up a total of 825 yards on the ground, or 412.5 yards per game.

District 3-AA Standings

Team	W	L	Tie	Pct.	Opp.
Abernathy	8	0	0	.800	11
Friona	8	0	0	.800	11
Flordia	8	0	0	.800	11
Haltom	8	0	0	.800	11
Lockney	8	0	0	.800	11
Morton	8	0	0	.800	11
Proctor	8	0	0	.800	11
Willsie	8	0	0	.800	11
Yantis	8	0	0	.800	11

Class AA Ratings

by Lubbock Avalanche

Team	Rating
1. Abilene	2.0
2. Amarillo	1.9
3. Dalhart	1.8
4. Abilene	1.7
5. Amarillo	1.6
6. Dalhart	1.5
7. Amarillo	1.4
8. Dalhart	1.3
9. Amarillo	1.2
10. Dalhart	1.1

by Amarillo Globe-News

Team	This Week's Rating	This Week's Opp.
1. Dalhart (2.0)	Wichita Falls Mustang	
2. Dalhart (2.0)	Todd Mustang	
3. Dalhart (2.0)	Memphis Mustang	
4. Dalhart (2.0)	Condon Mustang	
5. Dalhart (2.0)	Tubman Mustang	
6. Dalhart (2.0)	Wichita Falls Mustang	
7. Dalhart (2.0)	Wichita Falls Mustang	
8. Dalhart (2.0)	Wichita Falls Mustang	
9. Dalhart (2.0)	Wichita Falls Mustang	
10. Dalhart (2.0)	Wichita Falls Mustang	

Statistics

	Friona	Morton
First Downs	19	5
By Rushing	16	2
By Passing	2	2
By Penalty	1	1
Net Yds. Rushing	325	42
Net Yds. Passing	36	50
Total Net Yds	361	92
Passes Completed	2-7	4-11

	Friona	Morton
Passes Had	0	2
Intercepted	0	2
Fumbles Lost	3	1
Penalties	10-100	3-21
Punts, Yds	3-69	5-197
Punting Average	23.0	39.4

Player	TCB	YDS.	AVG.
Barker	15	151	10.1
Perea	30	118	3.9
Harper	8	24	3.0
Cordova	8	17	2.1
Kendrick	6	11	1.8
Martin	2	10	5.0
Mars	3	3	1.0
Procter	4	-9	-2.2
Totals	76	325	4.3
Morton Tot.	35	42	1.2

Player	PA	PC	YDS.	TD
Kendrick	6	1	24	1
Barker	1	1	12	0

Player	PC	YDS.	TD
Schlenker	1	24	1
Perea	1	12	0

Player	PC	YDS.	TD
Schlenker	1	24	1
Perea	1	12	0

Player	PC	YDS.	TD
Schlenker	1	24	1
Perea	1	12	0



B TEAM. . . The 1968 Friona Chieftain B Team is shown above. Top row, left to right are Kenny Balls, Dan Seale, Mike Buchanan, J.V. Finley, Raymond Hamilton, Don Fortenberry and Doyle Melton. In the second row are Wesley Clark, Charles Bentley, James Peace, Donnie Lewellen, Mike Taylor, Larry Smith, J.D. Spencer, Larry Johnston. In the front are Gene Snyder, Gary Fallwell, David Carlton, Mike Mills, Gary Pope, Danny Vera and Pedro Rando. The team plays at Tullis Thursday, along with the freshman team.

B-Team Stands 1-1 After Two Games

The Friona Chieftain B-team has split its first two games. The team beat Dimmitt 12-6 here last Thursday. They dropped a 16-14 decision to the Nazareth varsity the first outing.

The second stanza on the first Lewellen to Hamilton pass, a play covering some 30 yards, leaving the halftime score at 6-6. The second half was mostly defense, but Friona scored with 31 seconds left, as Lewellen and Hamilton connected on a 25-yard scoring effort.

In the game against Nazareth's varsity, quarterback Don Fortenberry gave Friona a 6-0 lead with a 45-yard run. Nazareth marched back for a score and took an 8-6 lead, which was the halftime score. Friona jumped back ahead in the third quarter, when tailback Wesley Clark ran six yards, and also ran two points to give Friona a 14-8 lead. Nazareth scored on a pass midway of the final quarter, and ran for two points and a 16-14 win.

Chevrolet introduces 1969.

Caprice. Match this, you other 69's!
There is no joy in the land of our competitors today. But let us ask you this. Should we have made Caprice shorter instead of the longest Chevrolet ever built? Or adorned it with flashy nicknacks to make it look less expensive? Just because competition doesn't, should we not have offered you washers to clean your headlights,

new variable-ratio power steering, liquid tire chain you can apply to your rear wheels at the touch of a button? Should we have given you less power, instead of the largest standard V8 in its field? Some people think so. Our competitors.

'69 Caprice Coupe



'69 Camaro SS Sport Coupe, plus RS equipment
Camaro. Who needs to say "announcing" or "new". The Huger. And just look how it all hangs together. No gingerbread anywhere. We've improved the interior, too. Quieted the ride. Made the Astro Ventilation ventilate better. The power range is very impressive.

Standard V8 is 210 hp. SS engines available up to 325 hp. For added SS appeal: sport striping; power disc brakes; wide oval, road-hugging tires. Your Chevrolet dealer offers this advice: Go on, you other sportsters. Grash your gears and look tough. Maybe it will help. **Putting you first, keeps us first.**



FREE Southwest Conference Souvenir Coins!

With a gasoline purchase, you can get a free gold-finish Southwest Conference souvenir coin commemorating Humble's 35 years' sponsorship of Southwest Conference Football. There are eight coins in all, one for each school in the

conference, with the mascot on one side and the '68 football schedule on the other. They're free with a gasoline purchase at any participating Enco station. So hurry, while the supply lasts, and start your collection.



Humble Oil & Refining Company
America's Leading Energy Company





4-H Clubs Elect 1968-69 Leaders

In their September meeting, Friona's Junior and Senior 4-H clubs elected officers for 1969. They include, for the Juniors 4-H Club, Gary Stone, President; David Blackburn, Vice - president; Holly Hart, Secretary - treasurer; Doug Norwood and Gary Rector; Joint Reporters; Diane Spencer, Council Delegate; Ross Middleton, Alternate Delegate.

In the Senior 4-H Club, new officers are Troy White, President; Randy Terry, vice-president and Recreation Leader; Jan Jameson, Secretary-Treasurer; Karene Hart, Council Delegate; Dorothy Johnson, Alternate Delegate; and Coy Jameson, reporter.

Be sure to get the correct size in socks for children. It's just as important as the right size in shoes. For healthy, growing feet, foot specialists recommend absorbent all-cotton socks, in a size at least one-half inch longer than the child's longest toe.

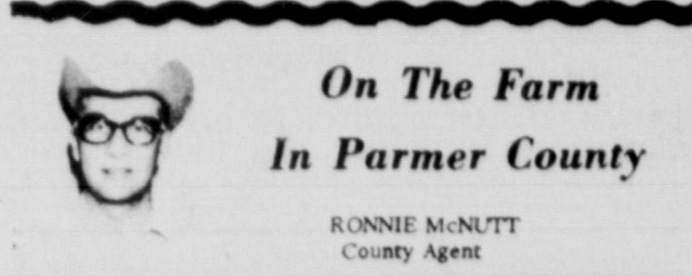
To raise nap on cotton velvet place garments in dryer with two damp bath towels. Tumble for about five minutes then hang until thoroughly dry.

Make soft after-bath slippers from cotton terry washcloths. One washcloth, folded and gathered around the edges, will make a slipper. Trim with matching cotton ball fringe.

FRIONA SCORES. . . Vocational Agriculture instructor Bob Middleton proudly displays the two attractive plaques which were presented to the Friona Young Farmers Association chapter at the area convention last Saturday. Only two awards were made by the Area I association, and Friona received both -- for public relations, and radio-television coverage.

THOSE CROWDED HALLS OF IVY

The university with the greatest enrollment in the world is Calcutta University in India, where there are 170,000 students, and only 31 professors!



On The Farm In Parmer County

RONNIE MCNUTT
County Agent

KENAF???
Kenaf is being evaluated and developed as a source of material for paper pulp in a joint program by the Texas Agricultural Experiment Station with the Agricultural Research Service of the USDA.

Although there is no current nation-wide shortage of forest resources, supplies of sawtimber and softwoods for pulp are becoming increasingly critical in certain areas. Continued rapid growth in the demand for pulp and paper plus moderate increases in demand for other forest products are expected to put mounting pressure on our forest resources.

If adequate yields can be obtained, annual type pulp crops such as kenaf could serve to relieve pressure on our forest resources and at the same time provide an alternative crop for acreage now devoted to surplus crops.

Kenaf is a member of the mallow family of which okra and cotton are members. It has some characteristics and responses similar to these plants.

Kenaf, is a tall, woody, annual plant which produces a long, unbranched stem when grown in dense stands. The plant reaches a height of nine to fourteen feet at maturity and produces five to ten tons of oven-dry material per acre. It grows well where the climate and soil are suitable for

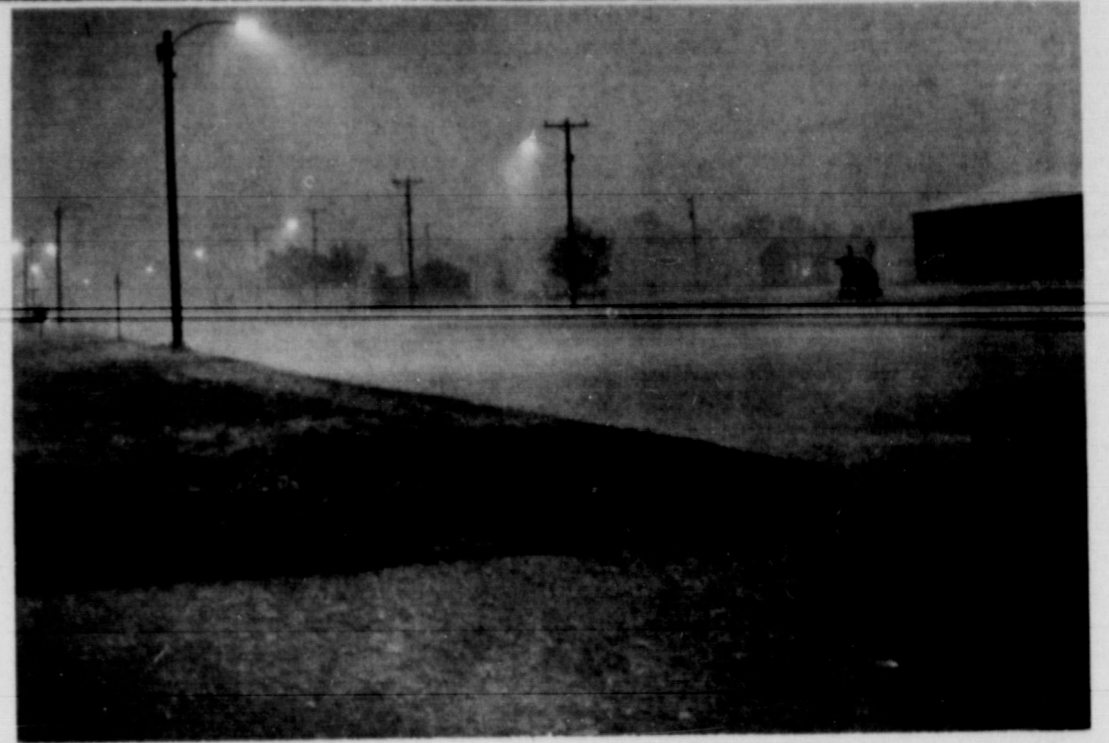
cotton. Studies by the Texas Agricultural Experiment Station have been conducted in the Southern High Plains. With irrigation, yields from 6 to 10 tons per acre can be obtained. Kenaf can be used in crop rotations in a similar manner to that of cotton. It does not produce seed readily in Texas in most instances. There does not appear to be a problem of it becoming a weed pest.

Seed beds and planting conditions and procedures for Kenaf are almost identical to cotton and grain sorghum. Seed are approximately the same size as sorghum and 6 to 10 lbs. per acre seeding rate is recommended. Cotton planting time is safest and higher yields can be obtained in 20 to 30 inch rows. Soil test recommendations for cotton are also suitable for kenaf. However, the amount of nitrogen should be increased to that suggested for grain sorghum or corn on the same soils.

In general, herbicides suggested for cotton have proved to be equally satisfactory for kenaf.

Irrigation requirements for kenaf are similar to cotton although one or two additional late season irrigations may be required for maximum production of dry matter.

No serious infestations of insects have been encountered in the limited plantings of kenaf.



MONDAY'S RAIN. . . The Star news camera caught this scene about 7:30 Monday looking east on U.S. Highway 60. The heavy part of the downpour was about over, and the curbs are seen running full of water.

Since kenaf is primarily grown for vegetative production, insects which damage the fruiting of cotton should not be a particular problem in kenaf.

Kenaf seed should be treated with a fungicide prior to planting to avoid seeding diseases. The presently available kenaf is susceptible to the root knot nematode and possibly other nematode species.

The maximum production of dry matter by kenaf is reached a few weeks before frost. Harvest is suggested after frost occurs to reduce the amount of moisture being handled in the crop. Forage or silage choppers are suitable for the harvesting of the crop.

CROP HARVEST UNDERWAY
Grain sorghum and cotton harvest got underway this past

week. Several combines were sampling grain fields in various locations over the county. Some of the earlier maturing sorghum varieties are ready to cut.

Bales of cotton have been ginned at Bovina and Friona this past week. Some open bolls can be found in most irrigated fields.

Corn for ensilage production is reaching harvest completion. A corn silage variety test was harvested on Edwin Lides' farm east of Bovina this past week. Edwin had 10 different varieties in this test. The yields from these varieties will be reported later. Along with yields information there will also be information available on each variety giving per cent crude protein, digestible protein,

crude fiber, total digestible nutrients and net energy. Thanks to Charles and Harold Hawkins and Charlie Owens for helping harvest this test.

ARMY RESERVE

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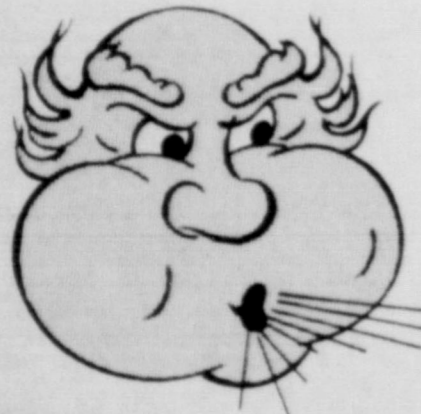
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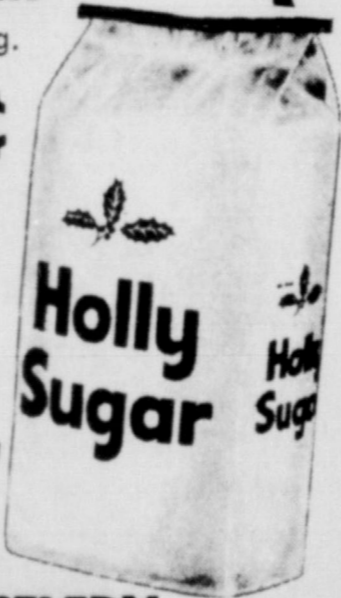
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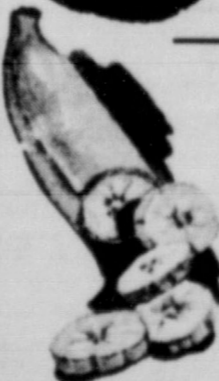


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New Crop Sweet POTATOES

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Club Steak

Crisprite BACON Lb. 59¢

Maxwell House COFFEE 1 Lb. 69¢

Lane's MELLORINE 1/2 Gallon 39¢

FRYERS

Lb. 29¢

All Meat BOLOGNA Lb. 49¢

Shurfine SHORTENING 3 Lb. 69¢

Shurfine CAKE MIX 3/89¢

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Beacon Blanket Promotion Regular retail Price \$5.98 For Our Customers \$3.49 With \$10.00 Worth Groceries 72 X 90 Deluxe Size Assorted Colors.



Shurfine Whole Sections GRAPEFRUIT 303 Can 24¢

COMET RICE 39¢ Long Grain 28 Oz. Pak

Borax Heavy Duty FAB Giant Size 69¢

Food King Solid OLEOMARGARINE 1 Lb. 2/25¢



YOU ARE INVITED. . . The public is being invited to attend a fall and winter style show at Friona High School auditorium beginning at 8 p.m. Thursday, October 3. "Frost On The Pumpkin," is being sponsored by New Horizons Junior Study Club. New fashions for dress up occasions, sports events and at home will be shown from Hurst's, Ruthie's, S.S.R. Fabrics and Fosters. Mrs. Dale Williams and Mrs. Walter Cunningham are pictured with a poster inviting everyone to attend. Entertainment will be by the 1968-69 Maize Queen, Pat Roberts, and the Trebelaires. There will be door prizes and refreshments will be served.

Mrs. Clifford Allmon Hosts Study Club Meeting

Fifteen members of Black Study Club were present for the Friday morning meeting in the home of Mrs. Clifford Allmon, hostess. Mrs. F.W. Barnett conducted the opening exercise. A progressive poem was written by those present.

Story Hour Begins Today

The first Story Hour of the season will begin at 10 a.m., today (Thursday) and will be concluded at 11. All children in the age group of three to six are being invited to attend by Mrs. Bill Brandt, co-ordinator. Volunteer readers are needed as the groups need to be small and well supervised. Anyone having time to devote to a worthy project may call Mrs. Brandt at 295-3260 or contact Mrs. John Gaede at the library.

It's Time For "Back To School"

The Parent-Teacher Organization sponsored "Back To School" night for parents of students of the third and fourth grade pupils will be Monday night, September 30. Parents of third grade students are being asked to report to the auditorium at 7:30 p.m. Following a get acquainted session with the music, art and physical education teachers, parents will go to the home rooms at 7:50.

Fourth grade parents will meet in the auditorium at 8 p.m. Then after a briefing from art, music and physical education teachers, they will visit home rooms.

These programs have been set up for both mothers and fathers and will afford each person attending an opportunity to get acquainted with the teachers and to learn about the overall program of work for this school year.

Members of the administrative and teaching staffs of the school and officers of Parent-Teacher Organization urge all parents of all students to at-

Comments by **Gib**

There was a time when the President of the U.S. was idolized. . . . Now-a-days he is televised.

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Mrs. J.R. Braxton presided over the business session.

Following discussion on the Girlstown project, Mrs. John Bengert and Mrs. T.J. Presley were appointed to make investigation and recommendations of needs. Mrs. H.K. Kendrick, a special guest, presented a book review in costume. Mrs. Beryl Fish and baby daughter were present after an extended absence. A report was made that Mrs. Roscoe Ivie was making satisfactory improvement at home following a stay in the Deaf Smith County Hospital. During the social hour assorted sweet rolls, mints, nuts and coffee were served. Next meeting of the club will be October 3 in the home of Mrs. Dave Bailey.

Dr. T.J. Glenn To Speak Here

Announcement was made early this week of the change of date of a meeting planned by members of New Horizons Junior Study Club at which Dr. T. J. Glenn, Farwell, is to be guest speaker. Dr. Glenn will speak on "Child Development." Everyone in the area who is interested in the subject is being invited to attend by the club members.

Robyn Fields Born In Amarillo

Mr. and Mrs. Leonard Fields, 5018 Bonham, Amarillo, became parents of a baby girl at 12:44 a.m., Sunday, September 22 at Northwest Texas Hospital. She was named Robyn Denae and weighed 7 lbs. 14 1/2 ozs. She is the first child for the couple. Grandparents are Mr. and Mrs. J.V. Fulk, Friona, and Mr. and Mrs. Clyde A. Fields, Harrison, Arkansas. Mrs. Pearl Talley, Friona, is the maternal great-grandmother. Mrs. Fields is the former Eleanor Dodson.

FALL FESTIVAL

OF SWINGING YOUNG FASHIONS

We will be participating in the Fashion Show, sponsored by the New Horizons Study Club, on Thursday, October 3, at 8:00 p.m. in the High School Auditorium. We invite you to attend and see all the lovely Fall and Winter styles. . . then make a trip to Ruthie's and see what else we have to offer in famous name brand knits, suits, sportswear, separates, mix and match, lingerie and accessories.

Ruthie's
Ladies & Children's Wear

Daughter Born To Local Couple

Mr. and Mrs. Dewain Phipps became parents of a baby girl at 7:00 p.m. Saturday, September 21, at Neblett Memorial Hospital, Canyon. She was named Pamela Jaretta and weighed 7 lbs. 7 ozs. She is the first child for the couple. Her grandparents are Mr. and Mrs. Mayo Phipps, Friona and Mr. and Mrs. William Griffin, Quannah. Mr. and Mrs. Charlie Phipps, Muleshoe Mr. and Mrs. W.S. Wells, Portales and Mr. and Mrs. W.L. Odum, Quannah, are the great-grandparents. Mrs. Phipps and Pamela were dismissed from the hospital and returned home Wednesday.

Mrs. Delmer Dement Honored With Shower

A come and go lullaby shower in the home of Mrs. Gerald Shavor from 8 to 10:30 p.m. Thursday was a courtesy for Mrs. Delmer Dement. The hostess gift was a matching gown and robe and a high chair. Refreshments of punch, cake, nuts and mints were served by the hostesses, Mrs. Shavor, Mrs. W.H. Jones, Mrs. Agnes Fulk, Mrs. Buddy Lloyd, Mrs. Sam Williams, Mrs. Eune Martin, Mrs. J.A. Loflin and Mrs. C.S. Crow.

Guests in the home of Mr. and Mrs. Bert Shackelford from Thursday through Sunday were Diane Hurst and Terri Graham, Houston, and Jan Jones, Livingston. Miss Hurst is the granddaughter of the Shackelfords. She, Miss Graham and Miss Jones are all students at Texas Tech, Lubbock.

Baby Girl For Isaacs

The new daughter of Mr. and Mrs. Jim Isaac, Colorado Spring, Colorado, has been named Susan Michelle. She was born July 19 and weighed 5 lbs. 8 ozs. She is the first child for the couple. Grandparents are Mr. and Mrs. Frank A. Spring, Friona, and Mrs. Roberts Isaac, Colorado Springs. Great grandmothers are Mrs. F.L. Spring, Friona, and Mrs. T.W. Collins, Canyon. Mrs. J.E. Snead Jr., Spearman, was a visitor in the homes of Mr. and Mrs. Pat Ferguson and Mrs. Christine Shirley early this week.

Mark will be fourteen years old this month. He is very thoughtful these days. Many an hour is spent on the back lawn with watercolors and pad, mostly thinking or dreaming. Boundless curiosity is his, and "why" a certain response to every answer he receives. Besides painting, he likes to hunt, swim, golf, read, and putter in the basement with test tubes. Only recently, girls have been included with rifles and missile shots as a favored topic of conversation. He talks about God, too. In his pursuit of answers to the universe, he investigates family discussions that range from ethics to eternity, from atoms to apple cores. It's small wonder that I thank God daily for His Church and its teachings. Its truths help me answer with assurance the questions Mark asks in his search for understanding.

THE CHURCH FOR ALL - ALL FOR THE CHURCH

The Church of the greatest factor on earth for the building of character and good citizenship. It is a storehouse of spiritual values. Without a strong Church, neither democracy nor civilization can survive. There are four sound reasons why every person should attend services regularly and support the Church. They are: (1) For his own sake. (2) For his children's sake. (3) For the sake of his community and nation. (4) For the sake of the Church itself which needs his moral and material support. Plan to go to church regularly and read your Bible daily.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Prayers 7:3-15	Prayers 4-10-19	Prayers 4-20-27	Prayers 32-9-20	Prayers 5-37-47	Prayers 6-9-20	Prayers 10-19-25

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THE FRIONA STAR
Society

Big Thicket Project Explained At Meeting

Highlight of the Tuesday evening meeting of Modern Study Club at Federated Club House was explanation of the Texas Federated Women's Clubs "Big Thicket Project" by Mrs. H. K. Kendrick. Following the program, a demonstration on "How to decorate with flowers," was presented by Mrs. Frank A. Spring and Mrs. Alton Farr. Arrangements of dried flowers and fresh flowers were displayed. Mrs. Spring arranged a bouquet of roses, which was later taken to Mrs. George A. Jones, a member of the club who is hospitalized. "This is My Country," by Al Jacobs was sung by a vocal trio composed of Sally Kendrick, Ann Hurst and Kathy McLean. They were accompanied by Mrs. Roy V. Miller Sr., at the piano. Guests were Mrs. Fred Kinsley, Mrs. Mabelle Hartwell, Mrs. Herschel Johnson and Mrs. Pearl McLean. Hostesses were Mrs. Howard Ford and Mrs. Dan Ethridge.

"We Have A Heritage" Theme of Meeting

Mrs. Ethel Reeve presented the program at the Wednesday afternoon meeting of Union Congregational Women's Fellowship. Her theme was "We Have A Heritage." The devotional was presented by Mrs. Carl Maurer. Special guests were Mrs. Mamie Guyer and Mrs. Charlie Lovelace, Farwell, and Mrs. William Thornton, Benton Harbor, Michigan. Hostesses were Mesdames F.T. Schlenker, Elmo Dean and Billy Sifford.

Visitor Departs

Mrs. Alice Powell, Brandon, Florida, left for her home Saturday after spending several weeks visiting with her sister, Mrs. John Bengert. The two spent several days visiting in the homes of former neighbors and friends in Beaver County, Oklahoma. They also attended the Beaver County Fair and visited friends and relatives at Forgan, Laverne and Woodward, Oklahoma; Fowler, Kansas

Program Presented By Mrs. C. Taylor

A program entitled "Lines and Designs That Flatter The Figure," was presented by Mrs. Cricket Taylor, Farmer County Home Demonstration Agent, at the Monday evening meeting of Rhea Home Demonstration Club in Parish Hall of Immanuel Lutheran Church. Others present at the meeting included Mrs. Leroy Widner, Mrs. Norman Taylor, Mrs. Jack Patterson, Mrs. Elmo Dean, Mrs. Jim Parson, Mrs. Herbert Schueler, Jim Parson, Mrs. F.T. Schlenker, and the hostess, Mrs. Norbert Schueler.

A report was given of a recent trip made by some members of the club to an Awards Banquet at the State School for Children at Denton. The club was recognized because of participation in a sewing project earlier in the year.

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ASSEMBLY OF GOD
10th and Ashland - Rev. Ott Robertson, pastor
Sunday School: 9:45 a.m. Worship: 11:00 a.m.
Young People: 6:45 p.m. Evening Worship: 7:30 p.m.
Wednesday Worship: 8:15 p.m. Sunday Men's Fellowship: 7:00 p.m.

CALVARY BAPTIST
14th and Cleveland - Rev. Jake Armstrong
Sunday School: 9:45 a.m. Worship: 11:00 a.m.
Training Union: 6:00 p.m. Evening Worship: 7:00 p.m.
Wednesday Prayer Meeting: 7:30 p.m.

CALVARY BAPTIST MISSION
5th and Main - Rev. L.S. Ansley, pastor
Sunday School: 9:45 a.m. Worship: 11:00 a.m.
Evening Worship: 7:30 p.m. Wednesday Prayer Meeting: 7:30 p.m.

FIRST BAPTIST
Sixth and Summit - Rev. Bill Foll, pastor
Sunday School: 9:45 a.m. Worship: 11:00 a.m.
Training Union: 6:00 p.m. Evening Worship: 7:30 p.m.
F.M. Wednesday Prayer Meeting: 8:30 p.m. (30 mins. earlier, Oct. 1 - April 1)

MEXICAN BAPTIST MISSION
4th and Woodland - Rev. Donnie Carrasco
Sunday School: 9:45 a.m. Worship: 11:00 a.m.
Training Union: 5:00 p.m. Evening Worship: 6:00 p.m. Wednesday Prayer Meeting: 8:00 p.m.

ST. THERESA'S CATHOLIC CHURCH
10th and Cleveland - Father Giblin Claver
Mass: 12:30 p.m. Confession before Mass: Evening Mass: Thursday, 8:00 p.m.

SIXTH ST. CHURCH OF CHRIST
502 W. Sixth - C.J. Horton
Bible Study: 9:30 a.m. Worship: 10:30 a.m. Evening: 6 p.m. Wednesday evening: 8:00 p.m.

REDEEMER LUTHERAN CHURCH
13th and Virginia - Otto Krenzman
Sunday School: 10:00 a.m. Worship: 11:00 a.m.
Rhea Immanuel Lutheran Church - Worship: 9:30 a.m. Sunday School: 10:30 a.m.

UNION CONGREGATIONAL CHURCH
6th and Cleveland - UCC Rev. Paul Mohr
Sunday School: 10:00 a.m. Worship: 11:00 a.m.

TENTH ST. CHURCH OF CHRIST
10th and Euclid
Sunday Worship: 10:30 a.m. Evening: 7:00 p.m.
Wednesday Evening: 8:30 p.m.

SIXTH ST. IGLESIA de CRISTO
408 W. Sixth, M.R. Zamorano
Bible Study - 9:30 a.m. Worship: 10:30 a.m.
Evening: 8:00 P.M. Thursday Evening: 8:00 p.m.

FIRST METHODIST
8th and Pierce - Rev. James Price
Sunday School: 9:45 a.m. Worship: 11:00 a.m.
MYF: 6:00 p.m. Evening Worship: 7:00 p.m.

UNITED PENTECOSTAL CHURCH
Fifth and Ashland - Rev. W.H. Dean, pastor
Sunday School: 10:00 a.m. Worship: 11:00 a.m.
Wednesday Evening: 8:00 p.m. Sunday Evening: 8 p.m. Friday Young People: 8:00 p.m.



You think a dollar isn't what it used to be?

Shop PIGGLY WIGGLY



Sale Starts Wednesday Sept. 25 Thru Oct. 2

SALE STARTS WEDNESDAY SEPT. 25th

Fresh Picnic **PORK ROAST** Lb. **33¢**

PORK ROAST Boston Butt Boneless Lb. **49¢**

PORK STEAK Lb. **59¢**

CHUCK ROAST 7-Cut USDA Choice Beef Lb. **49¢**



PORK SAUSAGE Old Plantation Homemade Lb. **59¢**

Tall Corn **Bacon** 2 Lb. Pkg. **\$1.09**

COFFEE Folgers or Maryland Club 2 Lb. \$1.25 **63¢**

CLOROX 1/2 Gallon **27¢**

SUGAR Imperial or Holly 5 Lb. Sack **47¢**

HI C ORANGE 46 Oz. Can **25¢**

MELLORINE Cloverlake Half Gallon Assorted Flavors

COKE 6 Bottle Carton King Size **2 FOR 89¢**

Shurfresh **BISCUITS** 10 Ct. Cans **5¢**

Betty Crocker Layer Cakes **CAKE MIX** **25¢**

Pet 99 Evap. **MILK** Tall Can **9 FOR 99¢** **39¢**

Faultless **STARCH** 22 Oz. Spray Can **49¢**
Reg. \$1.39 **NESTA** **99¢**

PEAS Food King - 300 Can **12¢**

GREEN BEANS Renown 303 Can **12 1/2¢**

CANDY Payday Butternut **6 For 21¢**

COOKIES Bremner Jumbo Pies **39¢**

BEANS Chuck Wagon 300 Can **10¢**

SALAD DRESSING Shurfine Quart **39¢**

HAIR SPRAY

VO 5 Hard To Hold **1.59**

Reg. 2.35 Can

Frozen **STRAWBERRIES** Food King Box 10 Oz. **4 For 89¢**

Faultless **FABRIC FINISH** 15 Oz. Spray **29¢**
Softlin **PAPER NAPKINS** 200 Count **25¢**
Shurfresh **VEGETABLE OIL** 24 Oz. **39¢**
TAMALES Patio Beef 300 Can **4 For \$1.00**

SHORTENING Mrs. Tucker's 3 Pound Can **39¢**

PINEAPPLE JUICE

Shurfine 46 Oz. Can **23¢**

CLOVERLAKE DAIRY PRODUCTS

BUTTERMILK Half Gallon **43¢**



APPLES New Crop Jonathan 5 Lb. Cello **49¢**

LETTUCE Large Firm Head Each **15¢**

BELL PEPPERS Ea. **5¢**

Yellow **ONIONS** Lb. **5¢**

Texas 1 Lb. Cello **CARROTS** **2 FOR 15¢**



COTTAGE CHEESE 12 Oz. **29¢**

WHIPPING CREAM 1/2 Pt. **35¢**

HALF & HALF Pint **35¢**

OLEO Meadolake Quarters **5 FOR \$1**

SOFT MARGERINE Shurfresh 1/2 Lb. Tubs Pound **39¢**