

Feedlot To Hold Open House

We were all set to regain that lost hour of sleep which Daylight Savings Time had caused us to lose last April this past Sunday morning, but it didn't work out.

When you're used to waking up at about the same time every morning, it's kinda hard to tell your system "Now you got to sleep an extra hour in the morning -- because Standard time goes back into effect."

As most of you know, it just doesn't work that way. So we were awake by "Daylight Time" and didn't regain our lost hour of sleep.

So, the way we figure it, we came out on the losing end of the deal.

As a matter of fact, we haven't been able to figure out who gained anything from the Daylight Time experiment. Certainly many businessmen in our area did not. Most had to go on to work earlier by the clock, and then stay about as late as usual.

Thus, in effect, it put many people working a longer schedule.

As for other businesses, some suffered because of the Daylight Time. The drive-in movie business, for example, was one of the best local examples. We don't know what the percentage was, but you'll remember that Bill McGlothlin at the Elk Drive In - cut down to two movies per week as early as August this year, due to the decrease in attendance.

Most people just didn't want their youngsters to be out until midnight to see a movie, and that was almost what it amounted to during the summer.

We wondered if any Friona people arrived at church an hour earlier than they should have on Sunday morning, forgetting to set their clocks back to Standard time.

In a way we were kinda hoping that some would, so they'd know how we felt several years ago in our first encounter with Daylight time.

It was while we were living on the West Coast. Everyone out there was used to changing the time on the proper Sunday, and it seems the news media didn't remind you as much as they did here this year.

So, yours truly and wife arrived at church to find an empty building, and no other cars. It was sort of a weird feeling. For a minute we thought we were part of a science-fiction plot, and were the only people left alive on the planet.

However, we ran into the janitor or somebody, and he clued us in about the change in time (and surely got his kicks for the day).

A big event in the history of Friona will be observed on Sunday as the new Hi-Plains Feed Yards holds their open house west of Friona.

Feeding is swiftly becoming a big part of our economy -- a new facet of our agricultural system. And feedlots such as Hi-Plains add a great deal to our economy -- in payrolls, a market for our grain and an outlet for cattle.

We've heard it more than once, and you probably have, too. People have said something to the effect "With Friona getting another feed yard and the packing plant, it's sure going to be one big smell."

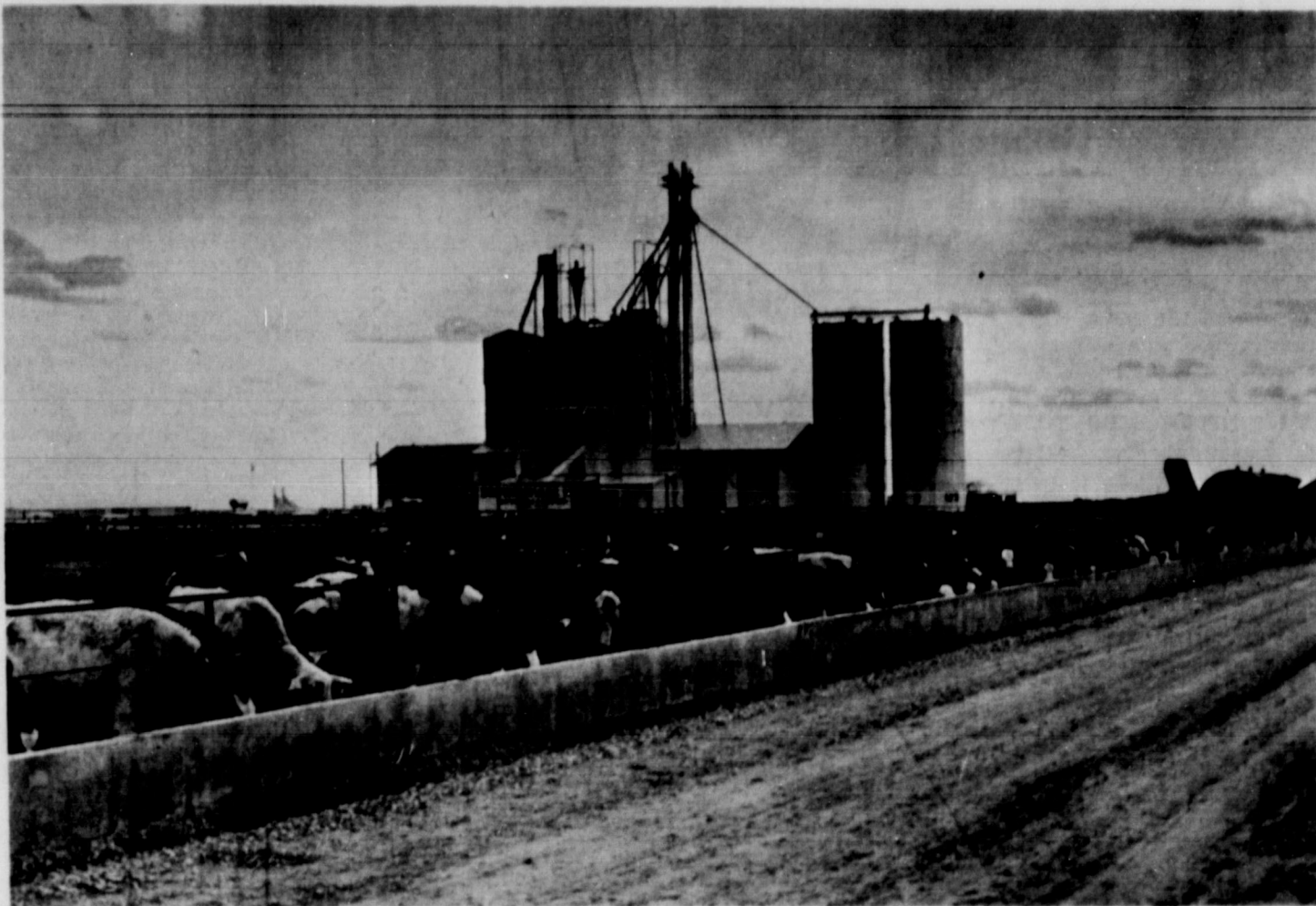
Maybe so, and maybe not. At any rate, we offer the following, in the hope that it will "seas the pain." Some observers say the potential impact of the cattle feeding-packing industry on these High Plains may amount to as much of an economic boom to our area as did the discovery of oil and gas to those areas in the early 1900s.

And, we're reminded of a story we heard about an oil man who was entertaining friends. One of his friends, upon coming out of his hotel room, noticed the crude oil smell and said "Whew, that's a terrible smell."

To which the gentlemen were referring to replied "Gentlemen, I've never found that smell offensive."

So -- if there is an odor problem, and we don't expect that it will be too bad; perhaps our people will have to adopt that philosophy. After all, prosperity costs something, if it's no more than an odor.

Apparently the oil will never come about. However, it now appears that we're making a "strike" which may prove just as beneficial to our area.



TO HOLD OPEN HOUSE . . . Hi-Plains Feed Yards, Inc., one of the newest and most modern custom cattle feeding operations in the Southwest, will hold an open house on Sunday between the hours of 3 and 5 p.m., and invites the pub-

lic to come and inspect their facilities. The new addition to the cattle industry will pump millions of dollars into the Friona area's economy each year. See story at right; also see special feedlot section in this issue.

FRIONA, TEXAS 79035

THURSDAY, NOVEMBER 2, 1967

TEN CENTS

THE
FRIONA



STAR

VOLUME 44 NUMBER 5

TWENTY PAGES



PERFECT ENTRY . . . Pilo Castillo, a regular entrant in the Friona Star's football contest, became the first contestant to score a 16 in this year's contest -- with the first perfect score in more than 1500 entries this season.

CONTEST

Castillo First To Score 16 Correct

Pilo Castillo, a regular entrant in the Friona Star's football contest ever since its beginning, won first place for his first time the past week and in doing so became the first contestant to correctly pick all 16 games in a week this year.

Previously there had been contestants with scores of 15, with only a tie game to mar their slate, but Castillo's entry was the first of some 1500 this year to gain a score of 16. Castillo was awarded the weekly first prize of \$5.

Three other contestants had scores of 15, and they divided up second and third place money for the week. All three had as their only miss the Dallas Cowboy-Philadelphia game.

Castillo's brother Frank, won second place money of \$3, thanks to his tie-breaker guess, and Ronald Smiley and Joe Perez tied for third.

Frank Castillo's tie-breaker guess was 19 points off, but he was closest of the three contestants with scores of 15. He had picked the Friona-Hale Center

game at 28-10. Tying for third by missing the tie-breaker the same number of points were Smiley and Perez. Smiley picked it at 28-8, and Perez said 26-6.

Raymond Milner maintained his lead of five points in the grand prize race, becoming the first contestant to reach the 100 point level. He has a score of 102, followed by Mrs. Frank Truitt and Joyce Veazey at 97. Five contestants are a point out of second place with scores of 96. These are Jackie Hight, Mr. and Mrs. Albert Johnson of Farwell, Mrs. W.R. Mabry and John Wilson of Bovina.

A total of 18 contestants correctly picked 14 games in last week's contest. They were John Baca, Audvie Barnett, Oscar Baxter, Stan Benge, Becky Broyles, Janice Clark, Wendell Garner, Jackie Hight, Fudge Kendrick, Larry Johnston, Mrs. Bill Kent, W.R. Mabry, Maurine Mabry, Benny Pryor, Mary Pryor, Jerry Shelton, Clyde Weatherly and James Weatherly.

HERE FRIDAY

Chiefs Seek Return To Victory Trail

The Friona High School Chiefs will try to get back in the win column when they host the tough Abernathy Antelopes in a District 3-AA contest Friday at Chieftain Field. Game time is 7:30 p.m.

Both teams are 6-2 for the season and 3-2 in district play, and both are clinging to a thread of a chance for a share of the district crown after losses last week.

Abernathy was losing to Dimmitt, 14-13, while Friona was dropping an upset game to Hale Center by the same score. Abernathy's only other loss this season was 15-13 to Memphis.

It will be the fourth gridiron meeting between the teams, with Friona holding a 2-1 edge. Friona won the first two meetings, 26-21 in 1964 and 13-12 in 1965. Abernathy, trailing 20-7 at halftime in last year's game, stormed back for a 36-27 win.

Gary Lovelace, 200-pound tackle who is an all-state candidate, anchors a line that boasts six returnees. Joining Lovelace in the line are Robert Kemp, 190-pound center; Sammy Stephens, 150-pound guard; and Travis Leach, end.

Burl Fuller, quarterback, leads the backfield that includes fullback James Byers, and halfbacks Andy Oliver and Darrell Selke.

Turkey Shoot Re-Scheduled

The Friona Booster Club will hold its turkey shoot on Sunday at the trap house east of Friona at 2 p.m.

The Sunday portion of the shoot was weathered out last week, so was re-scheduled for this Sunday.

NEW INDUSTRY

Hi-Plains Ready For Sunday Show

Open house will be held on Sunday at Hi-Plains Feed Yards west of Friona, from 3-5 p.m. Refreshments will be served.

The new feeding facility, billed as the newest and most modern facility in the Southwest, is located two miles west on FM and one and one-half north.

Paul Morgan is manager of the new feed yard. Weldon Dickson is office manager; Earl Elam is foreman; Bill Hively is mill manager and Rodney Harris is an office assistant.

When the yard's ultimate capacity is reached, it will handle at least 40,000 head of cattle, making it one of the largest single-capacity yards in the state.

Currently, there are enough completed pens for 20,000 head of cattle, and the yard had 6,078 cattle on hand at the start of business Tuesday.

The yard's feed mill is geared to take care of 25,000 head of cattle. An addition to the mill will enable it to mix enough feed to handle 50,000 head, in an eight or nine-hour shift.

The mill was built and erected by Brown-McKee, Inc., of Lubbock. It represents the latest in modern feeding plants. Feed rations are prepared automatically from an electronic control console.

At the present, Hi-Plains Feed Yards employs 21 people. This number will be increased somewhat as the number of cattle in the yard increases. Payroll will be in excess of \$100,000 annually.

The feed yard will use rations built around milo and ensilage, and is expected to be a significant factor in the area's grain market. A total of 30,000 tons of corn ensilage was stored in the lot's ensilage pits this fall.

Morgan, a native of Iowa, has been in the cattle feeding business all his life. He managed feed yards for Western Beef Factory at Denver for 10 years, and after that was manager of Lubbock Feed Lots.

Cattle will be fed on a custom basis for customers of the yard. The feed yard will locate and buy feeder cattle for customers, or will fatten cattle they already own. The lots charge a flat rate per ton of feed fed in a given ration.

Clarence Martin is president of the board of directors. W.D. (Dub) Ingram is secretary. Other directors include Morgan, Joe Osborn, Sloan Osborn, Wesley Barnett, Lawrence Martin, Charles Osborn and Ralph Shelton.

Reminds Of Grain Project

The Friona Young Farmers Association reminded grain farmers this week as they sell their grain and settle up at elevators to remember the club's drive for grain sorghum for Boys Ranch. "It has been a big harvest, and we hope that farmers will see their way clear to designate a good amount of their grain to go to the ranch," said Jim Johnston, a spokesman for the club.

Youths Injured In Motor-Scooter Wrecks

Two separate accidents involving a car and a motor scooter were reported last week. A car being driven by Vicky Vaughn and a motor scooter ridden by Donnie Lewellen collided at the corner of Sixth and Grand Thursday afternoon.

Lewellen was taken to Farmer County Community Hospital for emergency treatment then released. Miss Vaughn was uninjured. Friday afternoon a car being driven by Gaylon Brewer was in collision with a motor scooter on which David Hill and Bobby Moore were riding. The accident occurred near the intersection of Cleveland and 12th.

Hill and Moore were both taken to the local hospital and Hill was later transferred to an Amarillo hospital. He had a broken leg and a hip injury. Moore had a head injury. Brewer and Susan Vestal, who was riding with him were uninjured.



COFFEY BUILDING . . . Leonard Coffey (left) and Leon Coffey (right) watch as Lewellen Construction lays a foundation for a new 40 X 90 steel building which the Coffeys are building just south of their present City Body Shop location.

THE FRIONA STAR

"Founded in 1925 by John W. White"

Published every Thursday at 100 Sixth Street
Friona, Texas - 79035

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Member West Texas Press Association

Prize-winning newspaper, Panhandle Press Association, 1957, 1959, 1960, 1961, 1962. West Texas Press Association, 1960, 1961, 1962, 1963. Texas Press Association, 1960, 1961, 1962, 1963.

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

Entered as second class matter July 31, 1956, at the post office in Friona, Texas, under the Act of March 3, 1879.

SUBSCRIPTION RATES

Parmer County, Adjoining counties: \$4 per yr. Elsewhere \$6 per year.

Bill Ellis, Editor
June Floyd, Society Editor
Wahleah Beck, Bookkeeper



Nine Students Make FHS Honor Roll

Nine Friona High School students made the All A Honor Roll for the first six weeks according to a release from the office of Principal John R. Cook. They were: Becky Coffey, Becky Elliott, Crista Evans, Belinda Mabry, Carol Margheim, Norman Mohr, Darla Perkins, Kay Riehmayer, Larry Truitt.

Other students whose names were listed on the roll and the grades which they maintained were as follows:
A's with 1-B:
Rickey Hurst, Debbie Jarecki, Becky Neill, Donna Patterson, Karla Patterson, David Reeve, Kathy Renner, Rhonda Ruzicka, Sherrie Shelton, Jan Welch, Connie Whaley, Debra Wyly.

A's with 2-B's:
Isidore Cordova, Glenda Deaton, Carlene Greeson, Larry Johnston, Janet Mingus, Joel Osborn, Deloris Phipps, Patti Ragsdale, Wayne Schueler, Kara Beth Sides, Vickie Vaughn, Susan Vestal, Bobby Thomas.
A's with 3-B's:
Kathy Bandy, Janice Clark, Lowery Harper, Risa Howell, Danny Kendrick, Donnie Lewellen, Vickie Renner, Mike Reznik, Angela Schilling, Susie Spring.
A's with 4-B's:
Beverly Anthony, Freddie Bailey, Steve Brown, Roger Dorrell, Pam Hawkins, Mike Mills, Melva Rule.
B's with 1-A:
Kelly Barber, John Baxter, Charles Fangman, Mike Mills, Terri Schueler, Danny Vera.

While you make a 10 minute safety speech, two persons will be killed and more than 200 will be injured, reports the National Safety Council. Costs will amount to \$380,000. In 1966, there was one death every five minutes and an injury every three seconds for all classes of accidents. Motor vehicle accidents claimed a life every 10 minutes, and caused an injury every 17 seconds.

AN EDITORIAL

New Industry Makes Its Bow In Friona

A tremendous new industry has made its bow near Friona.

It is known as Hi-Plains Feed Yards, Inc. The facility will hold its open house on Sunday, and whether or not you've seen examples of custom cattle feeding recently, you'll want to drive out and look over your new Friona industry.

The new business will mean a payroll in excess of \$100,000 per year, and will feature many other benefits to local business.

When the new feed yard reaches a projected potential of 40,000 head of cattle, it is estimated that it will mean upwards of \$25,000,000 circulating locally in a year's time. -- all as a direct result of the feed yard.

One Friona businessman pointed out that when this potential is reached, the two Friona feed yards would in a year's time account for \$45,000,000 in cattle, feed, supplies, etc.

For comparison, in 1965, Parmer County's gross crop value, exclusive of cattle and government payments, was \$41,000,000.

So you see why we're excited about this new industry.

Congratulations, Hi-Plains Feed Yards. We wish you every success in your new venture, which is one of the growingest industries of our time.

Raider Film Time Revised

Texas Tech exes and fans are invited to see the game film of the Tech-Florida State Football game Thursday night at the new starting time of 7:30 p.m.

Keith Brock, vice president of the Tech ex-students, reminded those interested in the

game of the one-hour earlier starting time.

Mr. and Mrs. Joe Brown and daughters Shelley, Alyson and Leslie, of Fort Worth were weekend guests in the homes of Mrs. Brown's mother, Mrs. Lucy Welch, and other local relatives.



COLORING CONTEST WINNER . . . Robbie Martin, six year old daughter of Mr. and Mrs. Eune Martin, was the winner in the six years and under division on the Friona Star's Coloring Contest. Other winners will be pictured next week.



The Library Corner

BY MRS. V. J. ZEMAN

Twenty two classes (546 pupils) visited Friona Public Library last week. There were 180 Thursday afternoon and 366 Friday. Four fifth grade classes came a week earlier. At least two more classes will visit this Friday. Mrs. John Gaede librarian, and Mrs. W.M. Stewart, chairman of arrangements, both expressed pleasure over the big turn-out and admiration for the well-mannered youngsters.

Teachers for the classes who visited last week are Mrs. Sue Murray, Mrs. Lesta Lee Neill, Mrs. Wana Brewer, Mr. Alton Peak, Mrs. Mary Maddox, Mrs. Lois Eitel, Mrs. Lois Miller,

and Mrs. Frances Hamilton. Also classes of Mrs. Jo Witten, Mrs. Rita Stephenson, Mrs. Kay Hinton, Mrs. Velma Lovett, Mrs. Doris Sides, Mrs. Margaret Duggins, Mrs. Mabel Jones, Mrs. Decimae Beene, Mrs. Gona Smith, Mr. Thomas H. Baird, and Mrs. Sharon White. Two students teachers came also: Becky Elliott and Terri Sue Cummings.

The thirty six pre-schoolers at story hour on Oct. 26 took home sixty books. Leaders for these tots were Mrs. James Boyle, Mrs. Charles Everitt, Mrs. Robert Alexander, Mrs. Jimmy Mabry and Mrs. Ted Tucker.

Show me a man who stands on his two feet, and I'll show you a man whose car has been repossessed.



Dear Mr. Ellis,
Thank you for the publicity of the "Townhall meeting" with our congressman, Bob Price, Saturday, Oct. 21, at the Friona High School cafeteria.

Thank you, also, for your interest and attendance at the meeting.
Sincerely,
Glenn Lusk
Parmer County
Republican chairman

Twenty five new readers were welcomed to the library during October.

Two Friona library trustees attended the District I Division of Texas Library Association annual meeting in Lubbock Saturday, October 28. Attending were Steve Messenger, president of the Friona Library board and Mrs. V. J. Zeman. The meeting place was Lubbock's Coronado High School. The theme was "What's New in the Library World in West Texas." One item of particular interest was "What's New in Library Architecture in West Texas" by Tom Mills, a Lubbock architect. Mrs. Thelma Andrews of Abilene Public Library summarized "What's New in Library Legislation".

Pause And Reflect

by Nelson Lewis

Parenthood! Can you think of a more delightful or demanding profession?

Parenthood a profession? You bet it is. Name me an occupation that calls for more thorough training. Most skills may be mastered in four to eight years at a university or college, but not parenthood. After about eleven years you realize that you are merely backing up to get a good start. And some old timers tell me that being a parent, like "woman's work" is never done. A fellow we know has a string of degrees after his name as long as a burrow's ear and he'd a lot rather face a trial lawyer than to have his mother call him on the carpet!

But, all in all, it's a grand and glorious business. That's what makes it so heartbreaking to see pictures of starving, mistreated children, and to know that many of them are a great deal closer to home than we like to realize.

A newborn human infant is the most helpless creature of the animal kingdom, and the sad and awful truth is that for one cause or another, each year brings thousands of unwanted babies. But who is to say in which one of these "bundles from heaven" will lie the genius to purge wickedness from the face of the earth?

It has always been this writer's belief that every adult on earth is obligated, both morally and physically, to ever child on earth. Living and working with several races, and nationalities -- a fundamental fact becomes apparent. Children crying or laughing use the same international language! And, unfelling indeed is the adult who will not shed a tear with the one or join wholeheartedly in the mirth of the other.

The "practicing" parent does not stand alone in his fight to rear decent children. Help is available in the form of Sunday School and public school teachers, counselors, scout leaders, and most important of all, other sincere parents.

By working together these forces create an environment which not only gives the newborn a head start toward a better personal existence, but lays a solid foundation for future generations.

Those of us who are so thoroughly devoted to our own offspring can hardly imagine a stronger love. True there may be none greater but in this respect we must consider the most number of husbands and wives who, for one reason or another, find themselves childless and open their hearts and homes to "one of these least of Mine." Surely there is not much greater love than theirs.

A friend of long ago tells this story -- He and his brother were in an orphanage in Kansas City. A couple came one day to select a child for adoption. The lady was attracted to my friend, and, taking him by the hand, led him to where her husband was standing. At this point the brother began to cry and said, "Nobody wants me!"

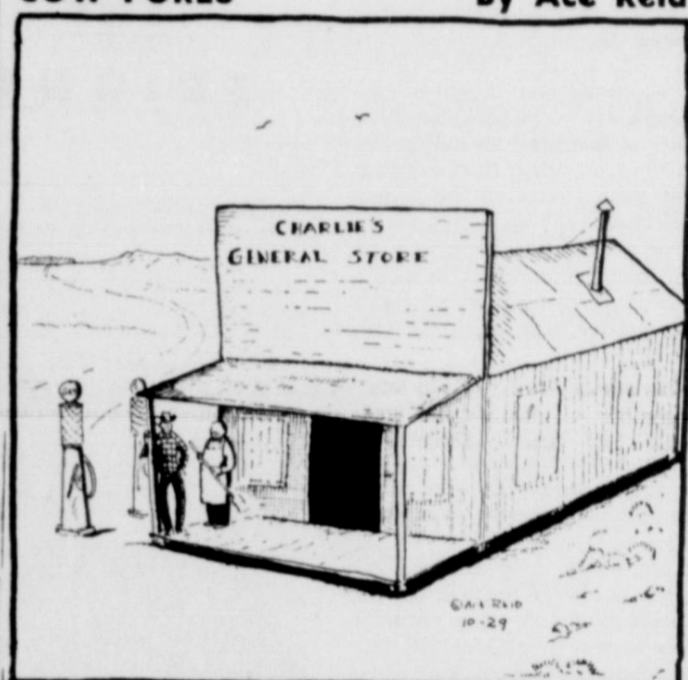
"The heck they don't," exclaimed the husband, "Come here, boy!"

Things must have worked out all right. Years later the boys graduated from college in the same class.

There are many child related experiences that cause one's heart to swell with pride, for instance little NELSON Thomas Baird is just ten days old today!

COW POKES

By Ace Reid



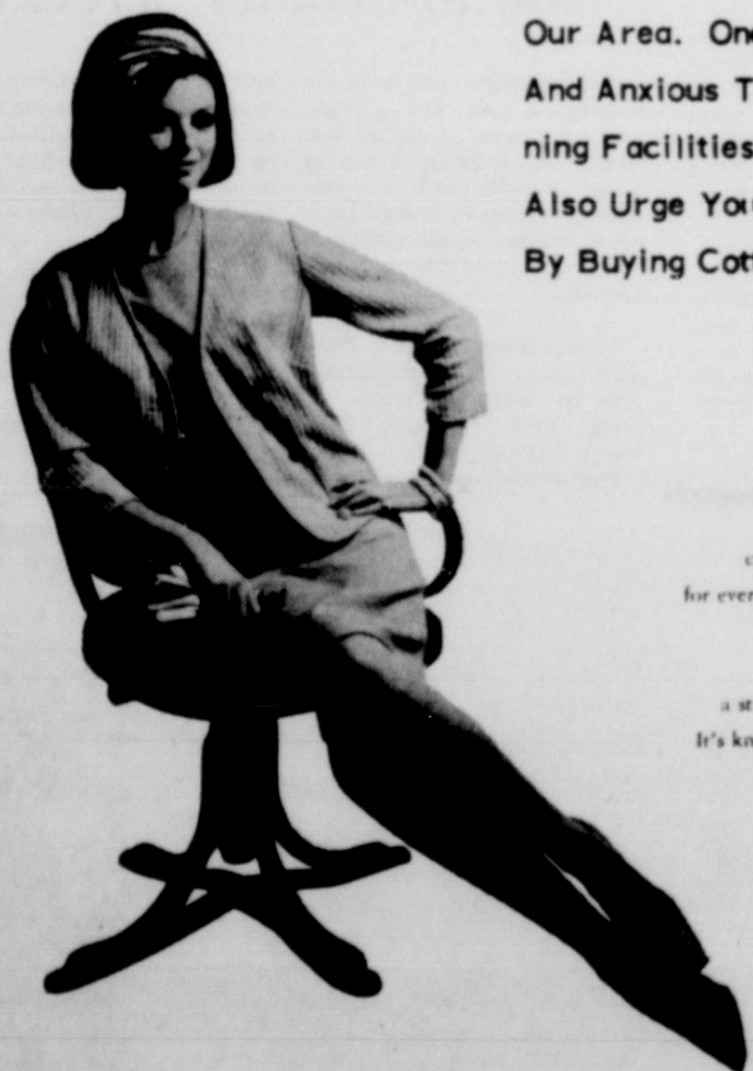
"Jake, things are so bad, the ones that don't pay their bills have quit buyin'!"

* * * * *

Fertilizer Headquarters
In Friona For
*Dry Fertilizer *Anhydrous Ammonia
CUMMINGS FARM STORE

We're Ready To Gin Your Cotton....

Yes, Cotton is A Vital Link In The Economy Of Our Area. Once Again Chester Gin Is Ready And Anxious To Serve you With Our Modern Ginning Facilities During This Harvest Season. We Also Urge You To Support Your Cotton Industry By Buying Cotton Products.



It's Casual

Cotton, with its casual air and comfortable feel, is right and ready for every occasion. Start with a slim skirt, top it with a sleeveless shell, and complete the ensemble with a striped jacket that goes everywhere. It's knitted of carefree cotton, of course.

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It's Not Too Early To Begin Buying For Christmas. Our Stocks Are Limited So Buy Early And Put Your Purchases On Our Lay Away.



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- *CANDLES
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- *PARTY GOODS, FOR ALL OCCASIONS

GRAPHIC ARTS STATIONERY

Owls Dim Chiefs' Title Hopes With 14-13 Win



BARKER CAUGHT . . . Quarterback Johnny Barker is finally caught up with after a nice gain against Hale Center by an unidentified Owl player. Hale Center won, 14-13.

Proof that anything can happen in a football game, regardless of circumstances, was brought home to Friona fans last Friday night at Hale Center, when the crippled Owls dashed Friona's district title hopes with a stunning 14-13 upset win.

Friona would be in a tie for first place in the district except for two untimely red flags on point-after plays. One came the previous week in the Memphis-Oilton game, and the other came in last Friday's game, leading to Friona's downfall.

Actually, Hale Center would not have been in a position to take the extra-point win if the Chieftains had kept up the pace they set in the opening quarter. During the stretch, Friona outgained the Owls, 93 yards to five, and had seven first downs to none for Hale Center.

The Chiefs scored the second time they had the ball, going 75 yards in a sustained drive taking 16 plays. The team picked up six first downs in the drive, four by Tony Perea, who also got the TD, just prior to the end of the first quarter.

Perea had a big play to keep the drive going, when the Chiefs had a fourth and six at the Hale Center 34. The Chieftain half-back slammed through the line for nine yards, almost getting away.

On a third down from the 17, Larry Graves sprinted 16 yards to the one, and from there Perea scored easily. Sahara Gonzales' high kick floated down between the uprights, for a 7-0 Friona lead.

The Chiefs were driving goalward again in the second quarter, with the ball at the Hale Center 23. But quarterback Johnny Barker, rushed badly on a passing try, threw the ball hurriedly, and it was intercepted by the Owls.

Hale Center then set sail on a TD drive of their own. Having made only 10 yards on the ground up to that point, the Owls took to the air, and found the Chiefs vulnerable. A 33-yard pass play to flanker Melvin Roberts was the big play, moving Hale Center from their own 42 to the Friona 25.

Six plays later the Owls scored with William Moseley sweeping left end from five yards out. The kick was low, enabling Friona to hold a 7-6 lead at halftime.

Hale Center threatened to take the lead in the third quarter, when reserve quarterback Hammitt raced 46 yards on a roll-out to see the Owls up on the Friona 14. A passing attempt lost seven yards however, and on fourth down Hale Center tried a field goal which

was a shade wide.

Shocked into the reality of the situation, the Chiefs again put together a sustained drive which used up the rest of the period. This drive covered 85 yards in 17 plays. Helping the drive along was a roughing penalty on the Owls after Friona had punted from its 27, and then at midfield on a fourth-and-two, Hale Center jumped offside on Friona's shift into punt formation.

Eddie Barker got the team's second TD, sweeping left end for the final 17 yards. Gonzales' kick was wide to the left, and Friona led 13-6. That was the final play of the third quarter.

A short kick plus a personal foul penalty against Friona gave Hale Center good field position following the touchdown, at the Friona 40.

Still, it took a 20-yard pass completion on fourth down to keep the drive going. Another pass scored the touchdown, as Hale Center pulled to within one at 13-12.

It appeared that Friona had held the lead, when the kick was low. However, Friona was called for being offside, and getting an attempt from a yard out, the Owls gave Moseley, who crashed over for the decisive two points, and Hale Center led 14-13.

With Hale Center's clock out

of order, fans had little or no idea how much time there was in the game most of the contest. Graves returned the kickoff to midfield, setting the Chiefs up with excellent field position. Eddie Barker gave the team a first down at the 30, but on the next play the handoff was fumbled, and the alert Owls hopped on the ball to kill this apparent scoring drive.

Friona got the ball back deep in its own territory with about three minutes left to play. After picking up one first down, the team found the going tough against the fired-up Owls, and Barker's fourth down pass from his own 30 fell incomplete.

Hale Center killed the clock with the last two plays of the game.

When Doug Dodd led the Friona Chieftains in rushing with 1184 yards in 1964, he gained eight more yards than did all backfield men combined on Friona's ten season opponents. Dodd carried the ball 183 times for a 6.5-yard average. Dodd also was scoring leader on the 1964 team with 114 points.

The things money can't buy are wonderful, but the things money can buy aren't bad.

Statistics

	Friona	H.C.	
First Downs	19	11	
By Rushing	16	6	
By Passing	0	3	
By Penalty	3	2	
Net Yards Rushing	264	111	
Net Yards Passing	6	67	
Total Net Yards	270	178	
Passing	4-1	7-4	
Passes Had			
Intercepted	1	0	
Fumbles Lost	1	0	
Punts, Yards	1-29	3-74	
Punting Average	29.0	24.7	
Penalties	6-54	3-24	
Individual Rushing			
Player	TCB	YDS	AVG.
Perea	18	91	5.1
E. Barker	9	75	8.3
Graves	15	55	3.7
J. Barker	14	43	3.1
Totals	56	264	4.7
Opponent	30	111	3.7

School Lunch Menu

MONDAY: meat loaf, corn, English peas, carrots and raisins salad, banana nut cake, hot rolls and butter, milk.

TUESDAY: hot dogs, pork and beans, French fries, fruit salad, milk.

WEDNESDAY: baked ham, potatoes, green beans, tossed salad, apple cobbler, hot rolls and butter, cho, milk.

THURSDAY: turkey and dressing, giblet gravy, buttered carrots, cranberry sauce, coconut pie, hot rolls and butter, milk.

FRIDAY: steak, potatoes, buttered beets, jello salad, spice cake, hot rolls and butter, milk.

New Gas Rate Takes Effect November 15

Gas used for domestic and commercial purposes after November 15, 1967, will be billed at a new rate by Pioneer Natural Gas Company. In June, the Company applied for an 11.5% increase in rates in the West Texas service area, and by late September all of the cities and towns had approved the new rate.

Since it began serving the area in 1928, Pioneer has applied the same rate in the West Texas service area, and this new rate will become effective in all cities and town simultaneously.

Pioneer Natural Gas Company will commence paying additional taxes to the cities and towns at the same time. The new tax will be 3% of the gross receipts, rather than the 2% which had been paid previously. This tax is in addition to local ad valorem taxes, and sales taxes and the gross receipts tax paid the State.

Domestic and commercial customers in rural areas will

also be billed at the new rate after the November 15th date. The Texas Railroad Commission approved the rate for areas outside the city limits on September 26, 1967.

There will be no change in rates for gas used for irrigation or other classifications of consumers.

In hearings preceding the granting of this rate increase in the various cities and towns, Pioneer showed that its operating costs per customer had increased by 17.1% since 1961 and its investment per customer had gone up 12.5%. Under the new rate, the average cost of gas per MCF will be approximately 70¢, which is well below the 87¢ average for the State of Texas as shown in 1965 figures.

District 3-AA Standings

Team	W	L	T	Pts.
Oilton	8	0	0	160
Abernathy	6	2	0	120
Priona	5	3	0	100
Memphis	4	4	0	80
Hale Center	3	5	0	60
Lockney	2	6	0	40

County's Bond Sales Reported

According to a report received from Frak Spring, Chairman of the Farmer County Savings Bonds Committee, September sales of United States Savings Bonds in Farmer County totaled 3,556. The January-September 1967 sales in this county totaled \$55,584 and this is 43 per cent of the 1967 goal of \$130,000.

Sales in Texas for the first nine months of 1967 totaled \$124,317,427. Of this amount \$12,375,256 were purchased during September. The 1967 goal for Texas is \$181.3 million and 69 per cent of the goal has been achieved.

Over the Nation, the sale of the new Savings Notes available only to regular buyers of Series E Savings Bonds totaled \$11.7 million in September bringing the cumulative total to \$26.7 million since May, 1967.

Mr. and Mrs. Clyde Watson, Belton, Texas, are visiting in the homes of Mr. and Mrs. J.M. Watson and other Friona relatives this week.

APPROVED SANITONE SERVICE

GIB'S DRIVE-IN CLEANERS

Professional & Coin Op. Dry Cleaning

Dial 247-3150 Friona, Texas

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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.

ANNOUNCEMENTS

We need to trade for a bunch of good used refrigerators. We also have new washer and dryers for sale.
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FOR SALE

FOR SALE... John Deere #77 cotton stripper mounted on 720 JD Tractor. Will sell stripper with or without tractor. Also 12-3 bale cotton trailer. Phone 295-3646. 4-tfnc

FOR SALE... New 60 ft. all steel tower and antenna. Phone 247-3019 after 5 p.m. 5-tfnc

CARD OF THANKS

We, along with the many members of our families wish to express our sincere appreciation for the concern of our friends as we have lost two loved ones, our father, Matt Dawson and our sister, Mrs. Peyton Legg. For the flowers, cards and many kind words of sympathy we shall ever be grateful, may God bless each of you.
Ed and Effie Hicks 5-1tp

FOR SALE

FOR SALE... 4-Used Heaters, 2-Dearborn, 1950 3/4 ton Panel-Chevrolet 45 speed, 910 Columbia. 247-3104. 4-4tc

Repossessed 1966 model Singer Sewing Machine in walnut console. Will zig-zag, blind hem, fancy patterns. Assume 4 payments at \$7.46. Must have good credit. Write Credit Manager, 1114-19th Street, Lubbock, Texas. 47-tfnc

We have a complete line of Turf Magic and Garden Magic yard and garden products. If you need weed killer or fertilizer for your lawn or garden, give these a try. Available at Cummings Farm Store. 26-tfnc

FOR SALE... New, insulated well house. J.G. McFarland. 247-3272. 3-tfnc

When planning the family budget, advise researchers at the National Consumer Finance Association, children should also have a chance to voice their wants and needs.

JOBS OF INTEREST

Luzier cosmetics offers opportunities as consultant or manager. Top Commission, Free training. For appointment - Edith Sims, 3609 Luida Amarillo, Texas. 2-2tc

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FOR SALE: House at 902 Summit. Three bedroom, two full baths, large livingroom and den, plenty storage, storm cellar. Call I.T. Graves 935-3090, Dumas. 39-tfnc

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FOR SALE... Approximately 4 acres, near Bovina, on pavement, with city water and three phase electricity. One 30 X 32 ft. Bldg. and One 30 X 160 ft. Bldg. Ideal for a medium size feeding lot operation. Price only \$7,500. See or call O.W. Rhinehart at Glasscock Real Estate, Office Phone 238-3231. Res. Ph. 238-4452, Bovina, Tex. 2-2tc

REAL NICE one bedroom house in Clovis at bargain price, easy terms, take light used car as down payment. G.C. Kennedy, 1436 Axtell St. Clovis, Ph. 763-3156. 52-2tp

RENTALS

FOR RENT - 5-room house. 1305 Main. Mrs. J.J. Waldo, 412 S. 9th, Kingfisher, Okla. 1-tfnc

WANTED - Farming land to rent for coming year. 247-2276. 1-tfnc

FOR RENT... 2 bedroom mobile home, 800 Virginia, \$60 plus bills, contact Stephen Stubbs 507 S. 5th, Farwell, Tex. 4-tfnc

FOR RENT... 2 bedroom mobile home, 800 Virginia, \$60 plus bills, contact Stephen Stubbs at Fina Station, Friona. 4-tfnc

FOR RENT -- 5 - room house, 13-5 Main, Friona. Mrs. J.J. Waldo, 412 S. 9th, Kingfisher, Okla. 3-2tp

FOR RENT... Furnished apartment. Roy Beardain, Ph. 247-2422. 5-1tp

FOR RENT... House, T.J. Presley, Black, Phone 265-3557. 5-tfnc

WASHING WONDER



The first fully automatic washing machine had a strong back, ran on lots of elbow grease - and eventually got tired out! Today, American women - who own over 50 million automatic washers - can put specially treated woolen garments in their machines without fear of shrinkage!

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The Newest Most Modern Cattle Feeding Facility In The Southwest Will Hold Its Open House This Sunday. We Want To Take This Means Of Welcoming The New Firm To The Friona Area. The Future Of Farming And Ranching In This Area Is Closely Linked With The Future Of The Cattle Industry. We At Consumers Hope We May Be Of Service To You In The Future.

FRIONA CONSUMERS

Phone 247-2771 Buddy Lloyd, Mgr. Friona

WELCOME TO FRIONA

This week we welcome Mr. and Mrs. Larry Dyess. Mr. Dyess is a teacher and football coach at the Junior High School. The couple has one daughter, Delisa age 7 months. They recently moved to Friona from Waynesboro Mississippi.

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THE FRIONA STAR

Society

FHA Chapter Members Attend Salad Supper

Members of the Dawn and Dusk chapters of Future Homemakers of America, their chapter mothers and advisors were guests at a salad supper in the Lazbuddie High School cafeteria recently.

Mrs. E.R. Higgins of Lubbock Christian College was guest speaker.

Halloween decorations were used and the speaker's table was centered with a pumpkin boy and girl. A quartet composed of Tamara Jennings, Connie Harlan, Jill Mims and Marilyn Barnes, sang three folk songs. Two folk songs were also sung by Lee Ann Harlan, soloist.

Eighty-five persons signed

the guest register. These from Friona were Mesdames Dalton Caffey, Ernest Osborn, Porter Roberts, Ansel Renner, Deon Awrey, Tom Shelton, Francis Gable and A.L. Reznik.

Also Kathy Latham, Amy Renner, Sandy Reznik, Debra Wyly, Gloria Brown, Patcine Broyles, Karen Crofford, Sharon Crofford, Susan Floyd, Ginger Murphree, Linda Perkins, Myra Sue Day and Carla Sue Mann.

Also Jan Jameson, Leta Wyly, Denise Buske, Gayetta Gable, Sherrie Shelton, Sherry Walker, Sharen Awrey, Kathy Renner, Jo Ann Jennings, Janice Clark, Joan Gail Brookfield, Molly Seeright, Brenda Blackburn and Deloris Phipps.

Twenty-Seven Attend Hub Halloween Party

Twenty seven persons attended a Halloween party at Hub Community Center Sunday evening which was planned and sponsored by Mr. and Mrs. Don Kimbrell and Mr. and Mrs. Larry Fairchild. Guests were high school students who attend Sixth Street Church of Christ and their friends.

Fortunes were told by two witches. Following games and a tour of the spook house, refreshments of sandwiches, popcorn balls, candied apples, cookies, dips, chips and witches brew were served.

Those signing the guest register included Jan Welch, Kathy Renner, Kay Riethmayer, Allyson Brown, Gay Welch, Gloria Brown, Harland Beasley, Miles Lillard, Shelley Brown,

Susan Floyd, Ted Procter, Norman Mohr, Joe Boggess, Dale Neel and Danny Kendrick.

Also Brenda Blackburn, Joe Bill Jones, John Bingham, Amy Sue Renner, Shirley Johnson, Scott Wooley, Kirk Cummings and Bill Ruzicka.

Chili Supper Friday Evening

Plans have been completed for a chili supper in Friona High School cafeteria. Serving will begin at 5:30 p.m. Friday, November 3. Admission will be \$1 for adults; 75¢ for students and 50¢ for children under 12.

The supper is being sponsored by Friona Young Homemakers.

Eastman-Buckley Vows Read In Maine

Wedding vows were exchanged between Myrna Eastman of Bangor Saturday, October 14. The double ring ceremony was read by Rev. Harry Hubbling of Rhode Island and Rev. Donald Olson of Bangor.

The altar setting of greenery was flanked by floor standards of white snowball mums and gladioli. White rosebuds tied with white silk ribbon bows marked the bridal aisle.

The bride, who was escorted to the altar and presented in marriage by her father, wore a white formal wedding gown of tissue crepe designed with an empire bodice. The long aliencon lace sleeves were tipped in seed pearls. Her chapel length veil of chiffon and lace fell from a crown of lace roses. She carried a bouquet of white roses and wore a single drop pearl pendant, which was a gift from the groom.

Brenda Smith of Bangor was the maid of honor and Lena Dow was the bridesmaid. The bridal attendants wore identical dresses of deep rose bonded crepe and matching headpieces of roses holding pink nylon tulle shoulder length veils. They carried fans of pale pink rosebuds.

Tom Myshock, Dearborn, Michigan, was best man. Ushers were Brian Eastman, brother of the bride, and Scott Dill of Tulsa, Oklahoma.

A reception in Fellowship Hall of the church followed the ceremony. Sandra Seymore and Doreen Birmingham assisted in serving the bridal cake punch and coffee.

For her wedding trip to Texas, Mrs. Buckley wore a white knit suit with black accessories and a corsage of pink rosebuds.

Mrs. Buckley is the daughter of Mr. and Mrs. Maurice Eastman of Bangor. She is a graduate of Bangor High School and Mr. Bernard's School of Hair Design. Before her marriage she was assistant manager of Continental Coiffures in Bangor.

Buckley is the son of Mr. and Mrs. James Buckley, Dim-

mitt. He is a graduate of Friona High School and attended West Texas State University, Canyon, before enlisting in the United States Air Force, from which he has recently been discharged.

Mr. and Mrs. Buckley will live in Dimmitt. He is a farmer.

Family Dinner Honors Members

Two members of the London family were guests of honor at a family dinner in the home of Mr. and Mrs. Richard London Sunday. They were Mrs. Carrie Hill, Friona, and Emmett Day, Lubbock.

Those present, besides the host couple and guests of honor were Mr. and Mrs. Dave Moseley, Mr. and Mrs. P.L. London, and Janie, Mr. and Mrs. Jerry London, M'lynda and Micah, Mrs. Emmett Day, Danny, Debbie and Shawn, Lubbock, Ricky, Paula, Glenn and Pam London.

Baby Girl Born To Bill Baileys

Mr. and Mrs. Bill Bailey became parents of a baby girl at 2:15 p.m. Thursday, October 19 at Parmer County Community Hospital. She was named Susan Elizabeth and weighed 5 lbs. 4 ozs.

Susan Elizabeth has a brother, Billy, 13, and a sister, Beverly, 11. Her grandparents are Mrs. L. Bailey, Houston, and Mr. and Mrs. C.E. Cole, Ruidoso, New Mexico.

The Coles are visiting in the Bailey Home.

Mr. and Mrs. Floyd Kizzia of Delight, Arkansas, were visitors in the homes of Mr. and Mrs. Slaon Osborn and Mr. and Mrs. Claude Osborn last week. Mrs. Kizzia is a sister of the Osborns.

There's little wrong with the younger generation that growing up and becoming a taxpayer won't cure.



MRS. LARRY BUCKLEY

Rhea HD Club Elects Officers

During the business session of Rhea Home Demonstration Club in the home of Mrs. L.M. Grissom Tuesday evening, Mrs. Norman Taylor was elected to serve as president during the coming year.

Other officers elected to serve with Mrs. Taylor were Mrs. Jack Patterson, vice-president, Mrs. Cordie Potts, council delegate, Mrs. Floyd Schueler, secretary-treasurer and Mrs. Elmo Dean, reporter.

Mrs. Cordie Potts has been chosen to serve as the county THDA chairman.

The opening exercise was directed by Mrs. Walter Schueler, Pete Bourge, Clovis, presented a program on social security. A council delegate's report was given by Mrs. Floyd Schueler.

Guests present were Mrs. Cricket Taylor, Farwell, Mrs. James McDaniel, Greeley, Colorado, and Mrs. Oscar Schlenker, Bellflower, California.

During the social hour refreshments were served by the hostess.

It's A Girl For Dale Carys

Mr. and Mrs. Dale Cary became parents of a baby girl at 6:30 p.m. Thursday at Parmer County Community Hospital. She was named Patricia Elaine and weighed 7 lbs. 8 ozs.

Patricia is the first child for the Carys. Her grandparents are Mr. and Mrs. R.C. Cary and Mr. and Mrs. Hugh Metcalf, Hollis, Oklahoma.

Great-grandparents are Mr. and Mrs. Dick Williams and Mrs. J.M. Cary, Hollis. Mrs. A.G. McClanahan, also of Hollis is the great-great-grandmother.

Mrs. Cary and Patricia have been dismissed from the hospital. Mrs. R.C. Cary is visiting in the Cary home.



DECEMBER WEDDING PLANNED . . . Mr. and Mrs. Elvite T. Jennings are announcing the engagement and approaching marriage of their daughter, Annette Victoria, to Harlon Dale Milner, son of Mr. and Mrs. Raymond Milner. Wedding vows for the couple will be read at 6:00 p.m. Saturday, December 30 at Friona Methodist Church.

Frieda Floyd Elected Dorm Council Officer

Officers for the Dorm Council of Kate Rogers Hall on the Lubbock Christian College Campus were elected recently. Frieda Floyd, daughter of Mr. and Mrs. Glenn Floyd, Friona, and a 1966 graduate of Friona High School was elected treasurer.

Other officers chosen were Norma Read, Pampa, president; Janet Spivey, Lubbock, vice-president; Janet Nadeau, Gleuel Germany, treasurer; and Kathy Miller, Clayton, New Mexico, reporter.

the eight wing counselors, Libby Castleberry, Denver City, Kay Essary, Quannah, Sandra Street, Garfield, Arkansas, Marcia Smith, Ibaraki, Japan, Christina Hendrickson, San Benito and Elaine Burnett, Plainview; and Ann Lee, Electra, who serves as "buzz girl."

Diane Hurst, daughter of Mr. and Mrs. Ray Hurst, Houston, and a sophomore student at Texas Tech, was a weekend guest in the home of her grandparents, Mr. and Mrs. Bert Shackelford.

Thank You

May I Take This Means Of Thanking My Many Friends And Clients For Their Patronage For The Past 20 Years

Ralph Miller, Who Is Associated With Lillard Insurance Agency, Has Purchased My Business And I Encourage You To Continue To Patronize This Firm.

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We Will Be Servicing The Policy Holders of Raymond Euler Insurance With The Same Efficient Service You Have Received In The Past.

Lillard Insurance

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Friona



Bovina Merchant Buried Sat.

Lady Gaines Armstrong, long time Bovina merchant, died in a Clovis hospital Thursday. Funeral services were conducted from the Church of Christ, Bovina, at 3 p.m. Saturday. Laverne Stewart and Don Stone officiated.

Survivors include her mother, Mrs. Eva Gaines, and one son, S.A. Barbee Jr., both of Bovina; two sisters, Mrs. Evelyn Bryant, Whittier, Calif., and Mrs. Roberta Mager, Amarillo; two brothers, Hubert L. Gaines, Newkirk, California and Roy M. Gaines, Paris, Texas; and two granddaughters.

Pallbearers were Bob Olson, Dan French, Vernon Ward, Buck Ellison, Bob Rowntree and Charlie Jefferson.

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

Club Sponsors

Car Wash Sat.

The Friona High School Forensics Club will sponsor a car wash on Saturday, weather permitting.

The car-wash will be held at Jim Cocannouer's Pay & Save Car Wash. Mal Manchee is sponsor of the group.

Merchants To Meet Thursday

The monthly meeting of the Friona Association of Retail Merchants will be held Thursday at 1 p.m. at Friona Lanes.

All merchants are urged to attend, and contribute ideas to the town's Christmas season promotion.

Debra Collier

Born In Lubbock

Mr. and Mrs. Michael Collier, Lubbock, became parents of a baby girl at 9:29 a.m. Saturday, October 28 at Methodist Hospital. She was named Debra Dawn and weighed 7 lbs. 15 ozs.

She is the first child for the couple. Her mother is the former Jeanne Taylor. Grandparents are Mr. and Mrs. Jack Collier, Dallas, and Mr. and Mrs. Ralph Taylor, Friona.

Mr. and Mrs. E.H. Lewis and Mr. and Mrs. E.E. Taylor, all of Friona, are great-grandparents.

Parr Home Scene Of Dinner

Mrs. Roscoe Parr Sr. honored her husband and a sister, Mrs. E.E. Thompson of Clovis, with a birthday dinner Sunday. Other guests included Mr. and Mrs. N.E. Beck, E.E. Thompson, Mr. and Mrs. A.W. Beasley, Mr. and Mrs. John Tom Beasley, Mrs. Frances Snyder and Mr. and Mrs. Edward Gunnels and children, Elaine and Lee Ann, all of Clovis.

Also Mr. and Mrs. C.B. Edkins and daughter, Belinda, Friona, and Mr. and Mrs. Roscoe Parr, Jr., Canyon.

Mr. and Mrs. Roscoe Parr Jr. and Mrs. Frances Snyder were also supper guests in the Parr home.

Mr. and Mrs. Ralph Price, Stratford, were Tuesday visitors in the home of Mrs. Price's mother, Mrs. G.E. Shackelford, The Prices are former Friona residents.

25¢ FARE—1870!!

When New York City opened its first subway line, passengers boarded its single car from a Broadway store basement, and paid 25¢ fare!



Our apologies this week go to Mrs. Frank Truitt and members of the Ethel Benger chapter of Future Teachers of America. In this column last week mention of their cookbook sale was made, but the story was incomplete. The story should have read as follows:

A spokesman for the Ethel Benger Chapter of Future Teachers of America recently announced the beginning of the annual cookbook sale, which is sponsored by the organization. There is a brand new cookbook just off the press it is named "New Desserts."

Anyone wishing to purchase the book or a copy of any of the older books is asked to contact Mrs. Frank Truitt, sponsor. Her telephone number is 247-2529.

During the process of collecting information for news stories this week it has been my pleasure to visit over the telephone with two grandparents I would like to meet.

Dale and Mary Ruth Cary have a new baby girl and Dale's mother, Mrs. R.C. Cary of Hollis, Okla., is here helping take care of Patricia Elaine. Mrs. Cary was most gracious in supplying vital statistics and visiting with her was a pleasure.

One grandfather who doesn't have to call anyone for information about his newest granddaughter is C.E. Cole of Ruidoso. When I called the Bill Bailey residence late Tuesday, a kind masculine voice answered the telephone. I soon learned that Bill and Billy were at a football game and Helen was still hospitalized.

Susan Elizabeth's grandfather supplied all the needed information without having to ask questions of anyone. The Coles plan to be here a few more days and I'm looking forward to meeting them.

Parents who missed the annual "Back to School Nights," are missing a treat. Classroom teachers are generally very much interested in our children and in teaching them as much English, science, math or other subject matter as possible in the time allotted to them.

By attending these informal meetings we can generally learn a great deal about the progress of lack of progress being made by our children. All we asked to contribute is our presence for a couple of hours or so.

If you haven't been attending "Back to School Night," make a note now to be present when the next one comes around.

Something I never expected to see... a car being washed at 8 p.m. on Halloween night. However, a closer check might be quite revealing. It is just possible that by this time the car has been thoroughly soaped and the owner is taking advantage of his opportunity and intends to take the car home and lock it up in the garage. If so, he will have the cleanest car in town in the morning.

Announcement was made early this week of a business transaction involving two Friona firms. Raymond Euler Insurance Agency has been purchased by Ralph C. Miller, a former resident of Des Moines, Iowa.

Miller also purchased an interest in Lillard Insurance Agency. The two agencies will be combined and will be located in the building currently occupied by Lillard Insurance Agency.

There will be no change in the firm name or location. Former customers of the Euler agency are being invited to the Lillard location for service on policies or other needs by Miller and Lillard.

Mrs. Haywood Vaughn, who has been employed as Euler's secretary, will be employed in the same capacity in the new location.

If anyone has noticed a woeful look on the face of Charles Scales and wondered about its cause, read on. Within the past few months five of his grandchildren have moved away from Friona. Not too long ago he could spend a great deal of time playing with grandchildren without driving too far.

Now he has to drive to Canyon, Tulsa or Plains, Kansas. When Thomas and Faye Gibson moved to Plains, Grandpa Charles didn't take it too hard. After all, he still had two local grandchildren. But, later when Tommy and Russell and their families moved to Tulsa, he realized how much longer it takes to drive fifty miles than it does to drive a few blocks.

The last time I visited with Grandmother Lenna she was wondering what Charles would think of next that should be moved to Plains or Tulsa.

PRESCRIPTION FOR THE BLUES

One Day when I was worried
And feeling very blue
I read a small prescription
That I will share with you,
It said, "When you're discouraged,
Don't sit down and fret and frown,
Just get a piece of paper
And write your blessings down."
I thought that there was nothing
For me to write about,
But long before I finished,
The ink in my pen ran out.



SPRIT OF '76—A patriotic color scheme is carried out in this boy's room with match-mated cotton fabrics and wallpaper setting the theme. Box-pleated cafe curtains in the print are keyed to solid colored shades trimmed in white rope. The same print covers pillow bolsters on the white-framed beds topped by fitted coverlets of navy quilted cotton. Fabrics by Waverly.

Five Men Inducted By Local Draft Board

Five men have been inducted into the Army from the local board #18, Hereford, during October. They were Daniel L. Stocker, Gary L. Carver, Sam W. Cummins and Jesse W. Sheets, all of Canyon, and Jerry D. McCuan of Farwell.

The board's quota for November is 12, with 30 to take pre-induction physicals.

State draft boards will be called upon to furnish 1,159 men for the armed forces in November, Colonel Morris S. Schwartz, state Selective Service Director, said Thursday.

This compares with quotas of 977 for October, 1,180 for September, 1,421 for August, 974 for July, and 975 for June.

The Texas quota of 1,159 for induction in November is the state's share of a national call for 22,000 all for the army. The Selective Service boards will forward 4,650 men in November.

LOCAL TEMPERATURES

	High	Low
Oct. 25	63	37
Oct. 26	81	38
Oct. 27	75	32
Oct. 28	63	32
Oct. 29	80	35
Oct. 30	47	32
Oct. 31	48	33

Moisture: .20 on Oct. 29.

member for pre-induction examination, Colonel Schwartz, said, and they have scheduled 4,000 for this examination in October.

Local board quotas for induction and pre-induction examination in November are scheduled to be mailed from state Selective Service headquarters on or about October 6. October calls for the local boards already have been assigned.

Two Frionans Pledge Clubs

Sandra Schilling, daughter of Mr. and Mrs. L.H. Schilling, has been pledged by Delta Zeta national social sorority, at West Texas State University, Canyon.

Miss Schilling, a 1966 graduate of Friona High School, is a sophomore mathematics major at West Texas.

Ray Braxton, also a 1966 graduate of Friona High School, has been pledged by Sigma Nu, national social fraternity at the same school.

Braxton, who is the son of Mr. and Mrs. J.R. Braxton of Black, is a sophomore student there.



AGENCY CHANGE... C.L. Lillard and Raymond Euler this week announced that Lillard has purchased the Euler Insurance Agency. Ralph Miller, right, has joined Lillard as an agent. Euler will work through the office as an agent.

JOHNSON'S FOOD MARKET

S and H Green Stamps
Double On Wed. With Cash Purchase of \$2.50 or More
Ph. 247-2265 6th and Euclid

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This Week's Item:
COOKING FORK

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Half Gallons **\$1.00**

Lanes **MELLORINE** 3

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<input type="checkbox"/> Shurfine Apple Butter 28 oz. 3/\$1.00	<input type="checkbox"/> Shurfresh Margarine Reg. 1/2's 1 lb. 5/\$1.00
<input type="checkbox"/> Shurfine Apple Sauce 303. 5/\$1.00	<input type="checkbox"/> Shurfine Evap. Milk Tall Can 7/\$1.00
<input type="checkbox"/> Shurfine Apricots Hlvs. Unpl. 303. 4/\$1.00	<input type="checkbox"/> Shurfresh Veg. Oil 24 oz. 2/\$.89
<input type="checkbox"/> Shurfine Asparagus Sp. Cut Gr. 300. 3/\$1.00	<input type="checkbox"/> Shurfine Orange Juice Frozen 12 oz. 4/\$1.00
<input type="checkbox"/> Shurfine Beets Cut 16 oz. 8/\$1.00	<input type="checkbox"/> Shurfine Pancake Mix 2 lbs. 3/\$1.00
<input type="checkbox"/> Shurfresh Biscuits Sw.-But. Milk 8 oz. 13/\$1.00	<input type="checkbox"/> Shurfine Peaches Y.C. Hlvs. 51. 2 1/2. 4/\$1.00
<input type="checkbox"/> Shurfine Blackeyes Fresh Shelled 300. 7/\$1.00	<input type="checkbox"/> Shurfine Peanut Butter Smooth 12 oz. 3/\$1.00
<input type="checkbox"/> Shurfine Broccoli Sp. Frozen 10 oz. 4/\$1.00	<input type="checkbox"/> Shurfine Peas Early Harvest 303. 5/\$1.00
<input type="checkbox"/> Shurfine Cake Mixes Ass'd 18 1/2 oz. 4/\$1.00	<input type="checkbox"/> Shurfine Pickles Whole Sweet 22 oz. 2/\$.89
<input type="checkbox"/> Shurfine Catsup 14 oz. 5/\$1.00	<input type="checkbox"/> Shurfine Pineapple Crushed No. 2. 4/\$1.00
<input type="checkbox"/> Shurfresh Cheese Spread 2 lbs. \$.89	<input type="checkbox"/> Shurfine Pineapple Juice 46 oz. 3/\$.89
<input type="checkbox"/> Shurfine Coffee Rng.-Drip 1 lb. \$.59	<input type="checkbox"/> Shurfine Pineapple-Orange-Grapefr. 46 oz. 3/\$.89
<input type="checkbox"/> Shurfine Corn Golden CS-WK 303. 5/\$1.00	<input type="checkbox"/> Shurfine Pork & Beans 300. 2/\$1.00
<input type="checkbox"/> Shurfine Corn Ice Pak WK Golden 12 oz. 5/\$1.00	<input type="checkbox"/> Shurfine Preserves Strawberry 18 oz. 2/\$1.00
<input type="checkbox"/> Shurfine Cranberry Sauce Sterilized 300. 4/\$1.00	<input type="checkbox"/> Shurfine Pumpkin 300. 8/\$1.00
<input type="checkbox"/> Shurfine Cucumber Chlps F. P. 16 oz. 4/\$1.00	<input type="checkbox"/> Shurfine Salad Dressing Qt. \$.39
<input type="checkbox"/> Energy Detergent Liquid 22 oz. 2/\$.59	<input type="checkbox"/> Foodking Shortening 3 lb. can \$.49
<input type="checkbox"/> Roney Dog Food Canned No. 1. 13/\$1.00	<input type="checkbox"/> Shurfine Shortening 3 lb. can \$.69
<input type="checkbox"/> Shurfine Flour 25 lb. Print Bag \$2.19	<input type="checkbox"/> Shurfine Spinach 50. 5/\$1.00
<input type="checkbox"/> Shurfine 10 lb. Paper Bag \$.89	<input type="checkbox"/> Shurfine Sweet Potatoes 4th No. 303. 4/\$1.00
<input type="checkbox"/> Viking Aluminum Foil 12" x 25' Roll 4/\$1.00	<input type="checkbox"/> Shurfine Tea Bags 48 Ct. \$.39
<input type="checkbox"/> Shurfine Frosting Mix Wht.-Choc. 13 1/2 oz. 4/\$1.00	<input type="checkbox"/> Soften Toilet Tissue 2 Ply Ass'd 10 rolls. \$.79
<input type="checkbox"/> Shurfine Fruit Cocktail 303. 4/\$1.00	<input type="checkbox"/> Shurfine Tomatoes 303. 5/\$1.00
<input type="checkbox"/> Shurfine Grape Jelly 18 oz. 3/\$1.00	<input type="checkbox"/> Shurfine Tuna Chunk Style 5 1/2 oz. 4/\$1.00
<input type="checkbox"/> Shurfine Green Beans 4 SV.-Cut B.L. 303. 5/\$1.00	<input type="checkbox"/> Shurfine Vienna Sausage 4 oz. 5/\$1.00
<input type="checkbox"/> Shurfine Luncheon Meat 12 oz. 2/\$1.00	<input type="checkbox"/> Shurfine Waffle Syrup Qt. 3/\$1.00
	<input type="checkbox"/> Martha Dixon's Copper Kettle Cook Book. \$1.99

CHUCK ROAST Lb.	Medium EGGS 3 Dozen
49¢	\$1
Pinkney SAUSAGE 2 Lb.	Food King BACON 1 Lb.
79¢	49¢

BISQUICK Measured 8 Cup. Packs	61¢	Shurfine CRACKERS 1 Lb. Box.	29¢
Shurfine Maraschino CHERRIES	39¢	<i>Fruits & Vegetables</i>	
Honey Almond LOTION Pt. Jar	35¢	C.A. BANANAS	10¢ Lb.
Supplies For FRUIT CAKES		Red GRAPEFRUIT 5 Lb. Bag	69¢
		White POTATOES 20 Lb. Bag	97¢

SEE HI-PLAINS SAVINGS and LOAN ASSOCIATION FOR HOME LOANS

4th and Sampson

REFINANCE TO BUY or BUILD REMODEL

For Information, ---Call Eric Rushing, Phone 247-3370

1. **FRIONA FARMERS CO-OP GIN**
 "It's Your Gin - Use It"
 David Bailey, Mgr.
 LOCKNEY at FLOYDADA

2. **FRIONA WHEAT GROWERS**
 "Since 1934"
 Phone 247-3211 Friona
 MEMPHIS at HALE CENTER

3. **CHESTER GIN**
 EXPERIENCED DEPENDABLE SERVICE
 Phone 247-3185 Friona
 DIMMITT at OLTON

4. **ROCKWELL BROS. & CO.**
 "Lumbermen" Since 1906
 Phone 247-2212 Os Lange
 HAPPY at LAZBUDDIE

5. **MONSANTO Ag Center**
 Serving You With Four Locations
 Friona Hub Rhea Tam-Anne
 TU LIA at DUMAS

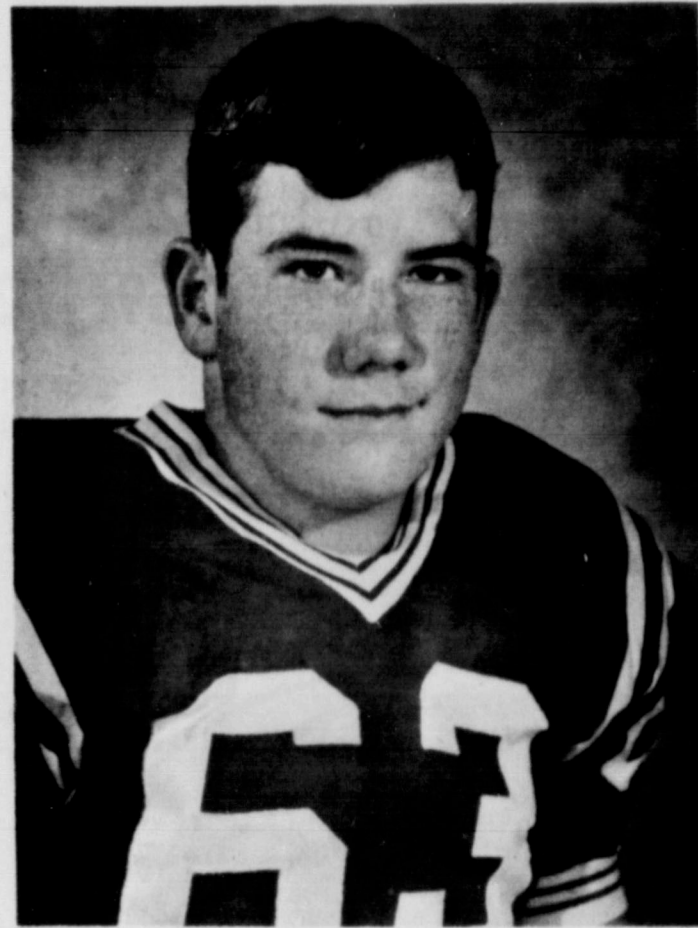
6. **PORTER & SONS IRRIGATION EQUIPMENT**
 Waukesha, LeRoi Irrigation Engines MOTOR REPAIR
 MULESHOE at HEREFORD

7. **THE FRIONA STAR INC.**
 YOUR HOMETOWN NEWSPAPER SINCE 1925
 FRIONA, TEXAS
 Covering Friona Football and School Activities For 41 Years
 FARWELL at BOVINA

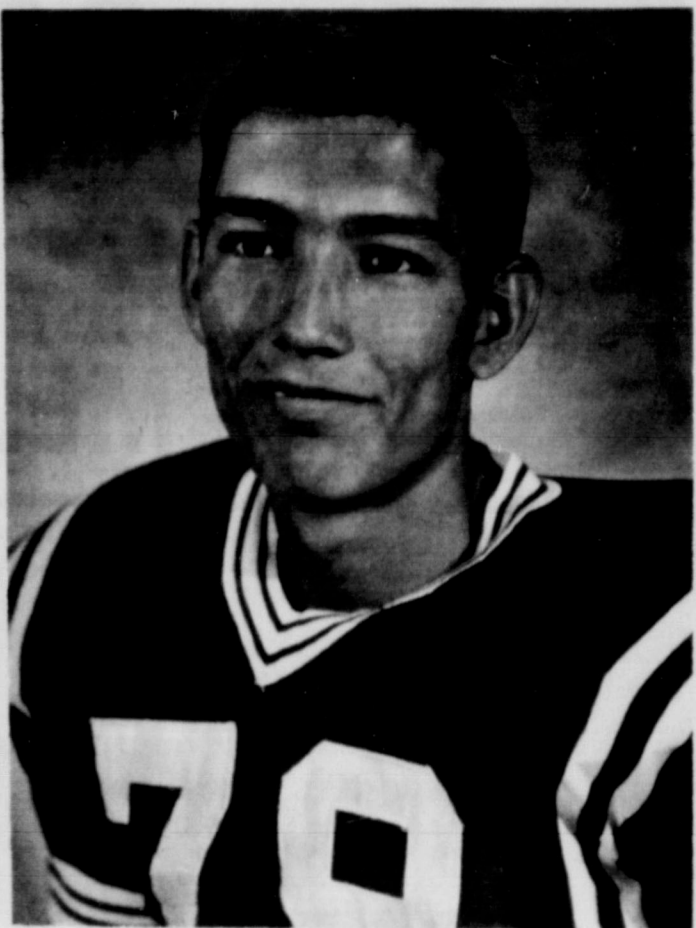
8. **HUB GRAIN FLEMING & SON GIN**
 Phone 265-3215 265-3405
 KRESS at SUDAN

COTTON BOWL FOOTBALL CONTEST

MEET THE CHIEFS



Joel Osborn
Junior Guard



Sahara Gonzales
Junior Tackle

Contest Standings

Raymond Milner 102	Jim Johnston 91	Winston Wilson 87	Audvie Barnett 81
Mrs. Frank Truitt 97	Benny Pryor 91	Frankie Allen 86	Dean Broyles 81
Joyce Veazey 97	Mrs. Benny Pryor 91	Mrs. Fred Florez 86	Cary Lee Jackson 81
Jackie Hight 96	Clyde Weatherly 91	Mrs. Jimmy Norwood 86	Mrs. Dale Houlette 81
Albert Johnson 96	James Weatherly 91	Mrs. Don Reeve 86	Ronald Smiley 81
Mrs. Albert Johnson 96	Bill Bailey 90	Don Reeve 86	Don Paul Spring 81
John Wilson 96	John Frazier 90	Floyd S. Reeve 86	Ralph Broyles 80
Eugene Bandy 94	Dale Houlette 90	Bob Riethmayer 86	L.F. Jacobs 80
B.C. Hartwick 95	Claude Spears 90	Emmett Tabor 86	Mrs. Jerry Loflin 80
Mike Pavalus Sr. 95	Wright Williams 90	Edward White Jr. 86	Randy Mabry 80
Howard Fleming 94	Dennis Howell 90	Mrs. Eugene Bandy 85	Joy Morton 80
Danny Murphree 94	Larry Johnston 90	Stan Benge 85	Carroll Cook 79
Lanny Pullig 94	Clarence Monroe 90	Eugene Ellis 85	Gerald Shavor 79
Becky Broyles 93	Francis Gable 89	Mrs. Bill Kent 85	Duane Balze 78
W.R. Mabry 93	Mrs. Mal Manchee 89	Alton Peak 85	Mrs. Maynard Agee 77
Lee Roy Nuttall 93	Paul Mohr 89	Larry Sanders 85	John Baca 77
Jerry Shelton 93	Mrs. John Morrow 89	E.V. Thompson 85	Joe Reeve 77
Mrs. Edward White, Jr. 93	Joe Perez Jr. 89	Dean Agee 84	Flossie Rhinehart 77
Waymon Wilkins 93	Dean Blackburn 88	Maynard Agee 84	Bobby Drake 76
Mrs. Stan Benge 92	Frank Castillo 88	Ross Ayers 84	Mrs. O.L. McMurtry 76
Jackie Clark 92	Owen W. Drake 88	Oscar Baxter 84	D.E. Renner 76
Wendell Garner 92	Gene Ezell 88	Jimmy Hamilton 84	F.G. Crofford 75
Mal Manchee 92	Randy Farr 88	Jim Laster 84	Walter Cunningham 75
Mrs. Clarence Monroe 92	Ronnie George 88	Jimmy Norwood 84	Charles E. Everitt 75
Bill Raybon 92	Mrs. Truett Johnson 88	J.P. Sims 84	Herman Gerles 75
Mrs. Emmett Tabor 92	Jerry Loflin 88	Lester Smith 84	Byron Grant 75
C.H. Veazey 92	Jimmy Maynard 88	Frank Truitt 84	Truett Johnson 75
Mrs. Waymon Wilkins 92	Donny Carthel 87	J.V. Finley 83	Gary Pope 73
Jarrell Wright 92	Fred Florez 87	Pudge Kendrick 83	J.R. Knight 72
Mrs. John Allen Jr. 91	Mrs. B.C. Hartwick 87	Jerry Mabry 83	Terry Mabry 72
Pilo Castillo 91	Laverne Mabry 87	Robert Zetzsche 83	Dolph Moten 72
Mrs. Howard Fleming 91	Mrs. Kenneth McLellan 87	Johnny Bandy 82	Troy Bass 71
	Donald Powell 87	Mrs. Pilo Castillo 82	
	Mack Ragsdale 87	Janice Clark 82	

CONTEST RULES

1. Pick the winners of the 16 games listed in the advertisements on this page. Write the winners in the blanks provided on the official contest blank.
2. Pick the score of the tie-breaker game. This score will be used to break weekly as well as grand prize winners.
3. Bring your entry blank by the Friona Star or Bi-Wize Drug by 5 p.m. on Friday. Entries must be post-marked on Friday to be eligible, if mailed.
4. The leading contestant at the close of 12 weeks will receive two free tickets to the Cotton Bowl Football game, along with \$40 expense money and reservations at the Adolphus Hotel for two nights. Second place winner will receive two tickets to the Sun Bowl game and \$25 expense money. Third place winner gets two season ticket to the Friona (Chief games next fall).
5. Only one entry per person.
6. Contestants must be 12 years of age or older.
7. Everyone eligible to enter (sponsors included) except employees of the Friona Star and their families.
8. Weekly prizes of \$5, \$3 and \$2 will be awarded to first, second and third place winners.

OFFICIAL ENTRY BLANK
 Select Winners From Games Listed In Advertisements

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

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

NAME _____

ADDRESS _____

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

10. **ETHRIDGE-SPRING AGENCY**
 Dan Ethridge
 Frank A. Spring
 Bill Stewart
 Flake Barber
INSURANCE-LOANS
 Phone 247-2766
 TEXAS A&M at ARKANSAS

11. **REEVE CHEVROLET**
 Your Authorized Chevrolet Dealer
Frigidaire Home Appliances
 Sales Service
 TEXAS at SMU

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

13. **BI-WIZE DRUG**
 DRUGS SUNDRIES
 "Your Rexall Store"
 Phone 247-3010
 WEST TEXAS at N. ILLINOIS

14. **PLAINVIEW PRODUCTION CREDIT ASSN.**
 Robert Neelley Office Mgr.
 GEORGIA at HOUSTON U.

15. **FRIONA FEED YARDS, INC.**
 Jack Carrothers, Mgr.
 Phone 265-3574
 NAVY at NOTRE DAME

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



At Home In Parmer County

By CRICKET TAYLOR
County HD Agent

Consumer Education Week - November 6-10 will emphasize Extension's role as a continuing source of consumer information in Texas.

Watch and listen for special consumer information during that week in news and over radio. "Hat Off to Consumer" Week will be a special feature of Extension Service in your county.

It's time again to think of your Thanksgiving Dinner - how time marches on! Do you know how much turkey to buy for your dinner? Here are a few suggestions:

Size of the ready-to-cook bird may range from 4-24 pounds and larger-from fryer-roaster to large toms. Practically all turkeys are young (3 to 6 mo., because they are quickly grown these days. They are suited to broiling, roasting and frying. Even halves or quarters are available in some areas.

When buying whole-ready-to-cook turkey under 12 pounds, allow 3/4 to one pound per serving. For the larger bird, add 1/2 to 3/4 pound per serv-

ing.

In most cases, large turkeys are more economical and are excellent for use in future meals.

Remember this - Thawing turkey at room temperature is not recommended - unless they are put in larger paper bags and closed tightly during thawing.

It's better to thaw them in the refrigerator, in original wrap, on a tray.

Another method is to thaw the bird in the original water-type wrap under cold running water or immersed in cold water, changing the water frequently. This takes 6-7 hours.

Be Informed - Be A Wise Shopper

Be informed about which foods give you most for your money.

For example, not all "Conveniences," foods are more costly than home prepared. Foods such as cake mixes, frozen orange juice, some canned soups, canned or frozen vegetables such as peas, and spinach are cheaper than home prepared.



READY FOR TAKE-OFF—Georgia Pearce, 1967 Maid of Cotton, chooses an ideal travel ensemble of plaid cotton suiting for her international fashion and good will tour. The Chester Weinberg design includes a figure-free jacket topping a sleeveless dress with inverted, unpressed pleats. The Maid, who travels with 25 pieces of Skyway's cotton-coated luggage, will visit 35 cities in the United States and Canada.

The following people have dividend checks at Friona Farmers Co-op Gin.

We are listing their last known address:

- Chadwick & Berggren - Bovina
- Mack Beville, Jr. - "
- Clay & Johnson T. J. - "
- Bobby Evans - "
- Gaines & Dunn A. E. - Friona
- Howard Bros. & Jones - "
- Porter McGee - "
- J. W. Ray - "
- Rufina Reyna - "
- Wayne Smith - "
- J. D. Thompson - Friona
- J. H. Underwood - "
- Winegeart P. & Jones - "

FRIONA FARMERS
COOP. GIN



CHECK THESE VALUES

Shurfine Kitchen Carnival
Sale Continues Thru Nov. 4
Dinnerware This Week

COKE	King Size	6	Bottle Carton	33¢
BEAN DIP	Fritos 10 Oz. Can	25¢	CATSUP	Shurfine 14 Oz. Bottle 5/\$1
DUST 'N WAX	Furniture Spray Can	69¢	CANDY	Nestles 10 Sc Bars 39¢
MELLORINE	Cloverlake 1/2 Gal.	3	For	\$1.00

S & H Green Stamps
Double On Wednesday

FRESH FRYERS

LARGE FRESH PLUMP, TENDER WHOLE POUND

29¢

USDA Choice Beef
Prime RIB ROAST

Pound **79¢**



Dated To Assure Freshness

Chili Meat Course Ground Pound **59¢**

USDA Choice Beef

RUMP ROAST Pound **89¢**

SPARE RIBS Fresh Pork Pound **69¢**

USDA Choice Beef

ROUND STEAK Pound **\$1.05**

CUBE STEAK



U.S.D.A. CHOICE BEEF, TENDER—NO WASTE

98¢

POUND

BACON

Slab Sliced Free

Pound

59¢

BABY FOOD

SPAGHETTI & MEAT BALLS

GRAPE JELLY

Buttermilk

Gerbers Strained

10¢

Ellis 300 Can **2 For 59¢**

Zestee 18 Oz. **3 For \$1**

Cloverlake 1/2 Gallon **39¢**

TAMALES

ENCHILADOS

SYRUP

PEACHES

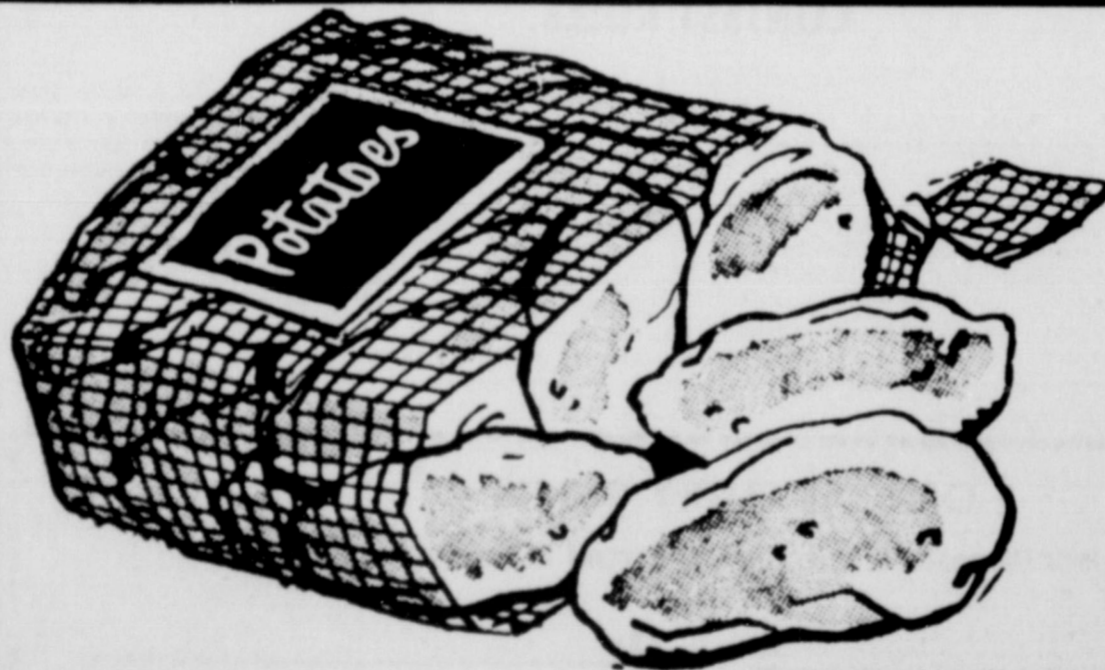
Patio

300 Can **4 For \$1**

No. 2 Can **49¢**

Blackburn Crystal White Quart **39¢**

Shurfine 2 1/2 Can **4 For \$1**



Red

POTATOES

10 LB. SACK 29¢

Oranges Sunkist **2 For 9¢**

Tomatoes Calif. Pound **12 1/2¢**

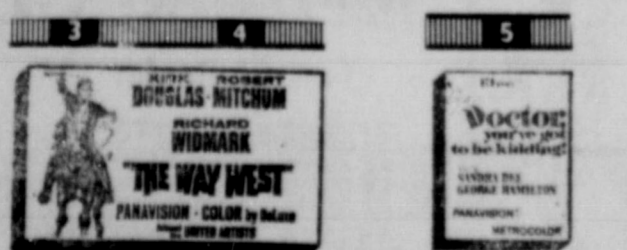
Cranberries 1 Lb. Cello **3 For \$1**

ELK

Drive In

Friona, Texas

FRI SAT SUN



Pops-Rite

POPCORN 2 Lb. Cello 29¢

SHURFRESH MILK FOR GOODNESS SAKE



Health & Beauty Buys of Week!

LISTERINE Reg. 75 **59¢**

JERGEN'S LOTION Reg. 1.09 **89¢**



Tendercrust Bread Pound & Half Loaf **29¢**

More food for LESS... always at...



You are **INVITED**

To The

GRAND OPENING

OF THE NEW

HI-PLAINS FEED YARD

The Newest, Most Modern Cattle Feeding Facility In The Southwest!

The Friona Star
Page 1, Section 2
Thursday, Nov. 2, 1967



Drive On Out 2½ Miles West And
1½ Miles North

Sunday, November 5,
3 to 5 p.m.

Clarence Martin, President
Paul Morgan, Manager
Weldon Dickson, Office Manager
Earl Elam, Foreman
Bill Hively, Mill Manager
Rodney Harris, Office Assistant Office



NOW RECEIVING CATTLE
for custom finishing

- Finest mill and pen facilities available
- Located in one of America's greatest grain producing areas
- Ideal climate for consistent, low-cost gain the year around
- Next door to nation's biggest packers
- Properly steam flaked milo - - scientifically formulated rations
- Staffed by exceptionally competent, experienced personnel
- Opening Capacity 20,000 Cattle - - Building for 40,000

HI-PLAINS FEED YARD Inc.

Friona, Texas



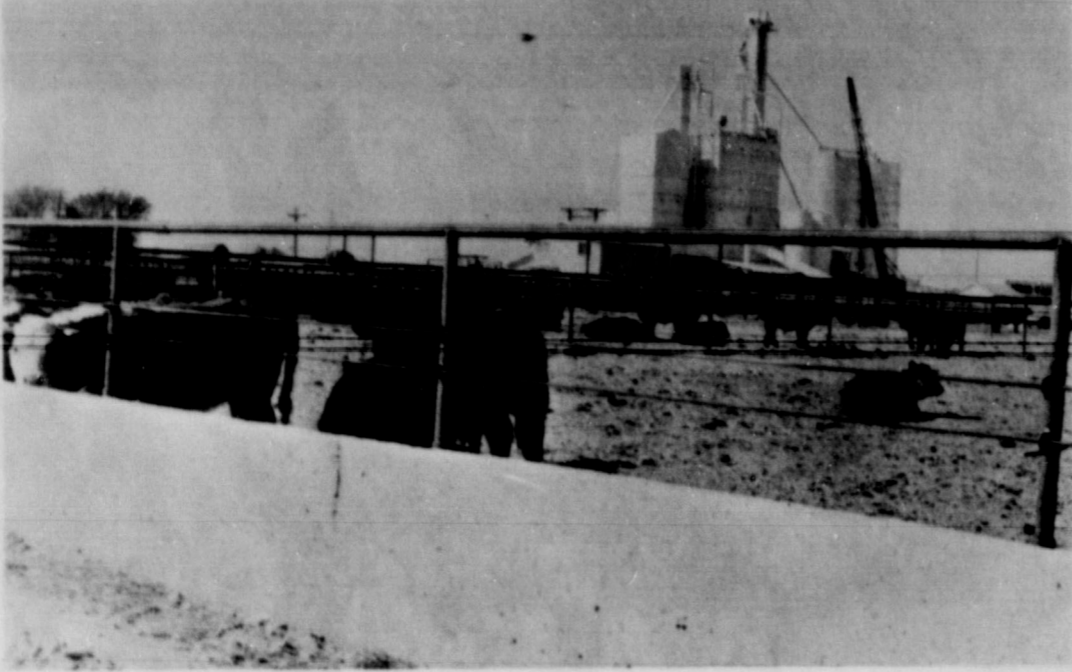
WEE SLEEKIT BEASTIE

Wee in size, but it casts a prophetic shadow! This mouse belongs to a strain in which muscular dystrophy appeared as a spontaneous mutation; for scientists attempting to unravel the complexities of the human disease, it has become a laboratory "tool" of extraordinary value.

The dy mouse is making a significant contribution to the battle against dystrophy. Will you help, too? Send your contribution to

MUSCULAR DYSTROPHY ASSOCIATIONS OF AMERICA

790 Broadway, New York, N.Y. 10019



FEEDING TIME . . . Cattle at Hi-Plains Feed Yards are shown coming up to the "dinner table" for one of their regular feedings. Stockmen say they see no shortage of cattle as hampering feeding operations in the area.

Panhandle Seen As Hog-Feeding Center

Howard Diedrichsen of Diedrichsen Feed Yards at Dumas believes the Panhandle area would be a fine hog-producing country. In addition to good weather and plenty of food, it has the advantage of being disease-free.

Sharing this belief is Dr. Charles Smallwood, agriculture dean at West Texas State University at Canyon. He noted that a limited factor in the Panhandle area has been a source of feeder pigs.

Smallwood said about 80 per cent of the cost in production of hogs is feed and the rest is for labor, and because of that factor, hogs can still be fed cheaper here than in the corn belt.

O.D. Butler with Texas A&M said, "Packers will follow the feeding. I can't see anything that would stop the Texas Panhandle from being the top feeding spot in the country, except water. If they can even maintain their feed production, it will go."

Factors he listed as leading to the new feeding industry are technological developments in grain sorghum utilization, long-

range financing, mechanization in handling feed, the introduction of a livestock futures market which reduces risk, and the per capita consumption of beef which has nearly doubled over the last decade.

Ed Uvacek Jr., livestock marketing specialist at Texas A&M, in his analysis of "Economic Trends of Texas Cattle Feeding says:

"The rapidly growing metropolitan area stimulated the expansion of large volume retailing establishments which resulted in mass buying of meat and rigid purchasing specifications. Adjustments of this new type of merchandising caused shifts in slaughtering locations, integration and the development of commercial cattle feeding."

Uvacek points out that slaughter of beef for Texas consumption has consisted of grass-fat steers; but with higher incomes, consumers now demand the higher grades of meat.

This element, combined with the retailers desire for consistency in beef grades, led to the importation of carcasses from Denver, Kansas City and Omaha. For example, Texas

packers reported that in 1959, two-thirds of their dressed beef purchases were from outside the state.

"This increased demand for heavy beef, as well as the stimulation received from abundant feed supplies, available quantities of feeder animals and

a mild climate have brought about a phenomenal growth in the cattle feeding industry of Texas," Uvacek said. "Marketing from Texas feedlots reached 1,094,000 head in 1965, a percentage increase of 270 per cent above the 1958 level."

**CONGRATULATIONS
TO
HI-PLAINS FEED YARDS**

**On Their Opening
We're Proud To Have
Been A Sub-Contractor
In The Project.**

**LEWELLEN
CONSTRUCTION**

**WE WELCOME HI-PLAINS
FEED YARD AS A NEW
AREA INDUSTRY**

**CONGRATULATIONS
TO
HI-PLAINS
FEED
YARDS**

Plan To See
The New Modern
Cattle Feeding
Facilities At
Open House
On Sunday,
November 5..

**BEST WISHES
ON YOUR NEW
VENTURE**

HI-PLAINS
SAVINGS and LOAN
ASSOCIATION


4th and Sampson Hereford

Located In America's Greatest Grain Producing Area!

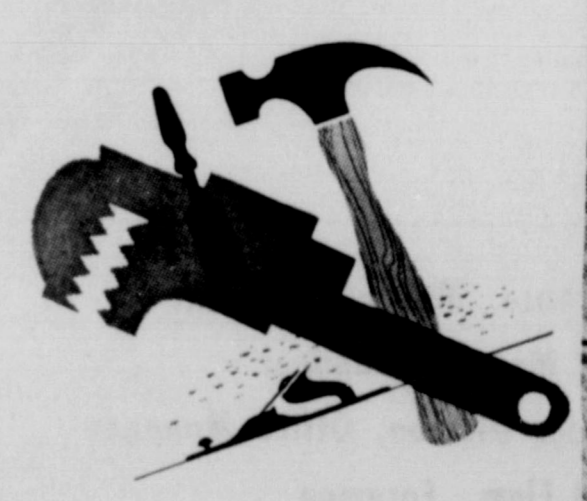
**OUR COMPLIMENTS
TO
HI-PLAINS
FEED YARD**

On The Occasion
Of Your
OPEN HOUSE

SUNDAY, NOVEMBER 5
Located 2½ Miles West And 1½ Miles North
3-5 p.m.



**We Are Happy To Have
Been Chosen To Build The
Modern Office Building
For The New Feed Yard.
Please Accept Our Best
Wishes For Continued
Success In This Growing
Industry.**



**NUNN LUMBER
CO.**

Frona "Complete Building Service" Ph. 247-2727

Grain, Cattle, Packers Become Great Triangle

The High Plains of Texas is becoming one of the nation's top cattle-feeding centers, and with a natural combination of climate, grain sorghum for feeding, and a good supply of cattle.

The tremendous upswing in cattle-feeding on the High Plains in the past few years has elevated the state of Texas from sixth into fourth place among cattle-feeding states, behind only the states of Iowa, Nebraska and California.

Moreover, the addition of huge cattle processing facilities, such as the one being constructed by Missouri Beef Packers near Friona, will complete the cycle, and create a High Plains feeder-packing industry which trade authorities say shows promise within 10 years of equaling the economic prosperity and wealth generated by the oil and gas discoveries of the 1920s.

With the upswing in of the packing industry, a big potential for subsidiary industries has been created. These industries would either service the feeders and packers, or utilize their by-products, to further contribute to the area's economy.

Examples of the subsidiary industries which are possibly including a soap industry, to use the huge supply of tallow; tanneries for the hides, bone and scraps for fertilizers and dog foods, blood for adhesives and pharmaceuticals.

The packing industry will naturally benefit cattle producers and the feeders have already shown that they help the grain market. Another industry which should benefit greatly is the transportation industry.

The natural feeding-packing complex is destined to flourish in this area because of the enormous production of grain, availability of cattle, and a dry, relatively mild climate which is conducive to healthy livestock and rapid weight gains.

Proximity to markets, along with blossoming Southwestern and West Coast population centers and efficient transportation systems also are plus factors for the area.

The area is situated so that High Plains beef carcasses can be shipped to the Gulf Coast in 12 hours and to the West Coast in 18 hours.

The addition of Missouri Beef

Packers to the area's packing industry will almost double the number of cattle slaughtered weekly on the High Plains, and by the time Hereford's Wilson plant is completed, along with another big plant expected for Amarillo, this number will almost triple.

In mind-1967 it was estimated that approximately 10,000 head of cattle were slaughtered on the High Plains. At the time, Swift's plant at Clovis had the bulk of this figure, at an average of 3,500 head of cattle slaughtered per week.

Since that time, Swift has opened a new plant in Guyton, Okla., which is processing around 2,600 additional cattle per week.

Authorities say an additional factor is helping the Plains area become a feeding-packing center. This is the decentralization of the packing industry from the Midwest where packing plants have become obsolete, inefficient and burdened with labor woes.

An Amarillo packer, Bob In-

gram of Glover Packing Co., says packing plants must sell volume to stay in business. This apparently is what Missouri Beef Packers have in mind at their Friona plant, which has been given the highest kill-per-hour figure in the nation -- 200 head.

Ingram also thinks this area will be the largest feeding area in the world within five of 10 years. To do this, he says there must be a minimum of labor and freight costs. He thinks the freight cost is a decisive factor in attracting feeders and packers to the area.

With a large concentration of cattle and huge amounts of grain within a 150-mile radius there is little freight cost involved through the fattening stage. Because of this, and the fact that carcasses can be shipped to distant markets much cheaper than live animals, where there is also a 40 per cent waste or tankage to contend with, it is only economically practical to fatten and slaughter near the raw products.



MISSOURI BEEF . . . Completing the cycle of the grain-feeder-packer triangle in the local area is the giant beef packing plant under construction near Friona by Missouri Beef Packers. The plant when completed

will slaughter up to 10,000 head of cattle per week on a single-shift basis, the largest slaughter capacity in the nation when realized. (Aerial photo by Tyler Vance)

Tax the Farmer

Here is an old saying I picked up years ago at a coal mine while waiting my turn to load:

Tax the farmer, tax him bad.
Tax whatever he had.
If he is broke it's just too bad.
Tax him hard until he looks sad.
Go ahead and tax the man.
Tax his dog and hired hand.
Tax his cow, tax her milk.
Tax his bed, tax his quilt.
Tax his pig, tax his pen.
Tax his flocks, tax his hens.
Tax his corn, tax his wheat.
Tax his wagon, tax its squeak.
Tax his wife, tax his boy.
Tax whatever gives him joy.
Tax his baby, tax his crib.
Tax his all, who gives a fit?
Tax his goat, tax his ass.
Tax his horses out at grass.
Tax his fiddle, tax its bow.
Tax whatever he intends to sow.

Remember the forgotten man
In your so-called taxing plan.
He has income, so they say.
Most of which he had ought to have to pay.

Tax the manufacturer, too.
He is more than getting through.
Tax the man who works for him.
Fore his paycheck gets too thin.
Tax his buildings, tax his chattels.
Tax his Ford and all its rattles.

Tax his stock, tax his cash.
Tax him double if he is rash.
Tax his light, tax his power.
Tax his payroll by the hour.
If he is making more than rent,
Add another 5 per cent.
Tax whatever he has to sell.
If he hollers tax his yell.

This just about sums up today's situation.
—From The National Wool Grower, July, 1967. By Fred Anglen, Riverton, Wyoming.

* My Uncle Herbert loves to rough it in the woods every summer, communing with nature in an outfit that sets him back about three hundred dollars at Abercrombie & Fitch. Last year we were gradually freezing to death in an overnight cabin in Maine when I suggested that Uncle Herbert blaze a trail to the kitchen and light the stove. A couple of moments later he was back with his impeccable costume strangely tattered and torn. "I thought you were going to light the stove?" I grumbled. "I did," maintained Uncle Herbert, "but it went out." "Well," I said impatiently, "light it again." "I can't," said Uncle Herbert. "It went out through the roof." —Bennett Cerf



May We Extend Our
BEST WISHES
TO
HI-PLAINS FEED YARD
Friona, Texas

On The Occasion Of Your
OPEN HOUSE
SUNDAY, NOVEMBER 5

We Welcome This Fine New Cattle Feeding Firm To The Area And We Look Forward To Serving You In The Future.

BURKE-INMAN TRUCKING COMPANY

Hereford, Texas Phone 364-2490

WE EXTEND OUR
BEST WISHES
TO
HI-PLAINS FEED YARD
On The Opening Of Your New Cattle-Feeding Enterprise Near Friona.

Your Faith in the future of cattle-feeding in West Texas is shared by ourselves -- and that's the reason we are busy completing a \$3 million beef-processing plant, in which we expect to be processing some of the animals you will feed. WE ARE PROUD TO BE ASSOCIATED WITH YOU IN THE GREAT BEEF CATTLE INDUSTRY!

MISSOURI BEEF PACKERS

*Rockport, Mo.

*Friona, Texas

Stockmen Say Availability Of Cattle Isn't Limiting Factor

(Reprinted from the Amarillo Daily News)

Jay R. Taylor, manager of the Amarillo Livestock Auction, largest in the United States, said 350,000 to 400,000 head of cattle pass through the ring here annually and the majority are stockers or feeders.

He said about half of the stockers and feeders from other areas such as the Corn Belt and California come in to claim the others.

Because of the availability of cattle, feed and a favorable climate; "there is probably no limit to a feeding industry," Taylor said. He said there is no economic reason the feeding industry can't expand, because the area is able to produce, process and ship.

Lack of irrigation water and a subsequent reduction in feed grain acreage are the only factors which might stymie the burgeoning new industry, as Taylor sees it.

Taylor pointed out there are many head of cattle under 400 pound which arrive here from Southeastern states for pasture and winter wheat grazing which later are grain-fed. He also said that many of the area's choice-type feeders are being shipped to the Midwest for finishing because of a demand for prime or fatter beef.

Bruce Lusk, co-owner of the Amarillo Stockyards, Inc., said "If we take the Golden Spread and the fringe areas, including Western Oklahoma, both Panhandles, Eastern New Mexico, Southwestern Kansas and Southeastern Colorado, this area will feed most of the cattle in the country."

He notes as favorable factors that winters are mild, the humidity isn't too high, its not too hot and feed and range cattle are available. He said climatically the conversion of feed is better

here with gains \$1 cheaper per hundredweight than they are 200 miles farther away, either to the southeast or to the north. He asserted that to the southeast there is too much humidity and to the north, winters are too cold.

Lusk said the livestock feeding industry will prove a boon to the grain trade and he foresees the day when Panhandle feeders will import grain from such areas as Western Kansas.

He said there is also talk that within 15 years there will be as much corn raised here as there is milo. New disease and drought-resistant varieties are being developed.

An important factor mentioned by Lusk is the value of wheat pasture in the overall cattle-feeding picture.

He said an additional 300 pounds can be added to a 300-pound calf on wheat pasture at a cost of 18 cents per pound. The feeder also said that cattle that have been on wheat pasture are in an ideal condition to convert grain to pounds when placed in fattening pens.

Profits can and are being made in the feeding business, Lusk said, but economy and volume are important. For example a driver with a feed dispensing truck, can handle 1,500 head of cattle as well as he can 200, and wage and equipment costs are the same.

Lusk traces the expenses involved and the profits made from the time a calf is purchased from a grass range until it is ready for slaughter.

He said a 300-pound range calf will cost 30 cents per pound or about \$90. The calf can be placed on wheat pasture for another 300-pound gain. This will cost 18 cents per pound, or \$54 which combined with the original purchase cost, amounts to an investment of \$144 on a

600-pound steer ready for the feedlot.

The 600-pound steer is placed on feed for 180 days; for an average gain of 2 1/2 pounds per day at 23 cents per pound, another \$103.50 expense can be added.

At the end of the feeding period, the owner has a 1,050-pound steer and \$247.50 expense can be added.

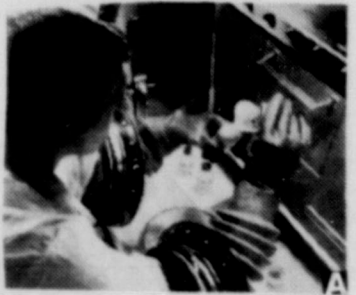
At the end of the feeding period, the owner has a 1,050-pound steer and \$247.50 or \$23.57 per hundred invested.

The market price in January for such a steer was \$24.50 per hundred, a net profit of 93 cents per hundred or \$9.75 per head.

Although a generalization, Lusk said he included all trucking costs, death losses and interest costs in making the compilation.

"Because of the small margin of profit, we must have volume," Lusk said. "The trend will be for big feedlots."

HANDLE GENTLY!



A researcher must use a "glove box" to handle fuels for a nuclear reactor of the future, being designed at the Babcock & Wilcox Nuclear Development Center. The reactor will create more fuel than it consumes.



HOLE BORIN'

While a preoccupation of boring small holes through ice may seem like a strange way to enjoy the winter, there's a surprising number of folks who wouldn't have it any other way.

In fact, comment the fishing authorities at Mercury outboards, there's an estimated six million persons who forsake cozy homes for the frigid outdoors and a chance to chop, drill or chisel a circular opening in a frozen sheet of water.

What compels otherwise warm and comfortable individuals to venture out into the teeth of a winter wind and dangle a line in hopes a vagrant perch will stray into the vicinity?

To the casual observer, such tribulations and slight rewards may seem incongruous. Even many experienced anglers who fish avidly in other seasons feel the prospects of defying winter's worst are hardly worth the effort.

However, ice fishing manages not only to hold its own, but it's rapidly increasing in popularity - and for a number of good reasons.

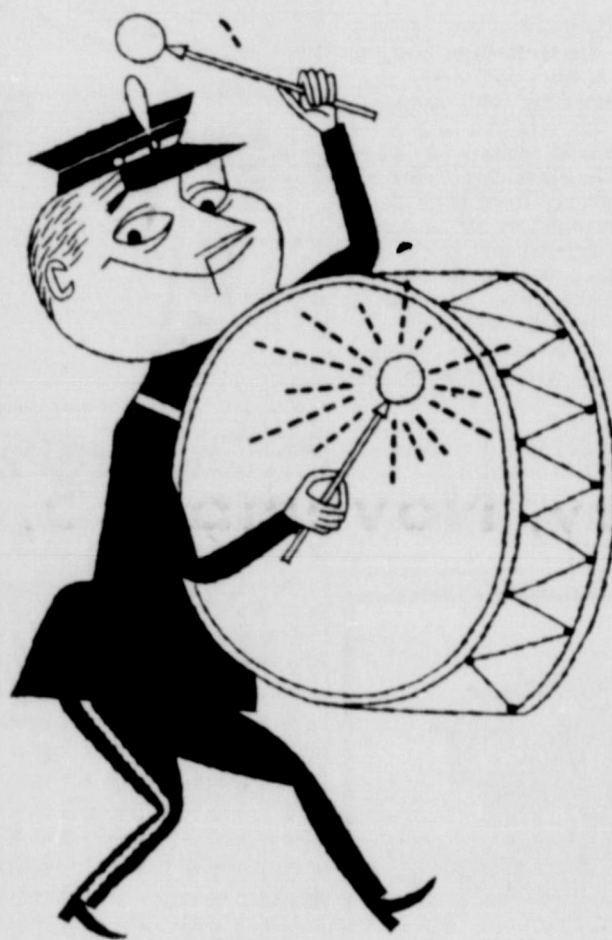
Within the shadows of many large cities, youngsters and oldsters are able to get a taste of fishing in waters that are hospitable only when capped with ice.

The catch, when it occurs, can literally be a bonanza of sweet, toothsome food for the table. Loot by the pailful can be carted home when the smelt, bluegill, crappie, yellow perch or other pan varieties are schooling in the neighborhood.

Best of all, ice fishing is a communal affair. The solitary, get-away-from-it-all attitude often associated with most kinds of fishing seldom appeals to ice addicts. The knot of humanity that can congregate in jovial harmony around a tiny spot is truly amazing.

If you wonder what motivates ice borers and smelt dabblers, go out and watch them in action, advises the Mercury folks. You'll be surprised how so much "chinnin" produces so much "fishin'."

WE'RE STRIKING UP THE BAND TO WELCOME HI-PLAINS FEED YARD TO THE BEEF INDUSTRY!

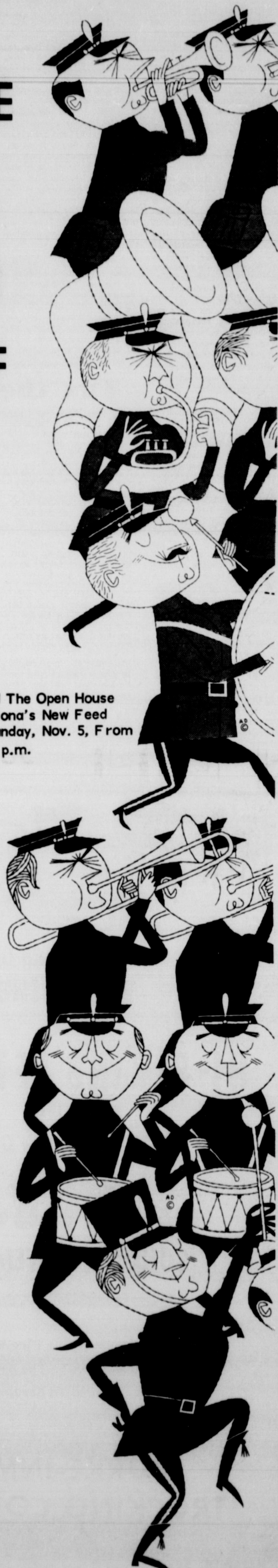


Attend The Open House Of Friona's New Feed Lot Sunday, Nov. 5, From 3 to 5 p.m.

We Are Happy To Be Able To Supply This Modern New Cattle Feeding Facility With Feeding Supplements, Custom Mixed At Our Plant.

FARR BETTER FEEDS

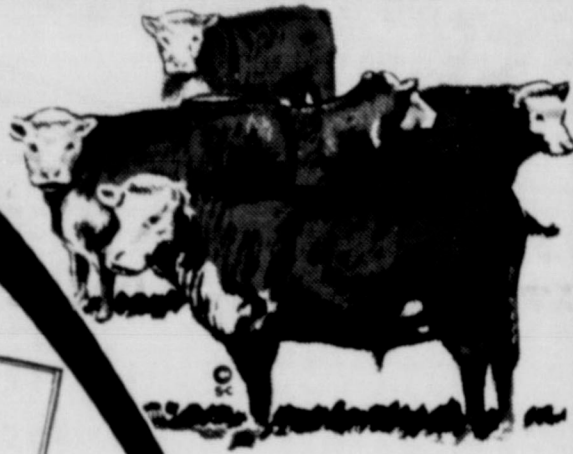
Hereford, Texas



OUR

Congratulations

TO THE NEW HI-PLAINS FEED YARD



Attend The Big Grand Opening Of The New Feedlot Sunday, Nov. 5

We Are Happy To Welcome This New Feeding Facility As Our Associate In The Ever-Growing Cattle Industry. We Proudly Share Your Faith In The Future Of The Cattle Business In This Area.

Pioneer Natural Gas Company



a step ahead of

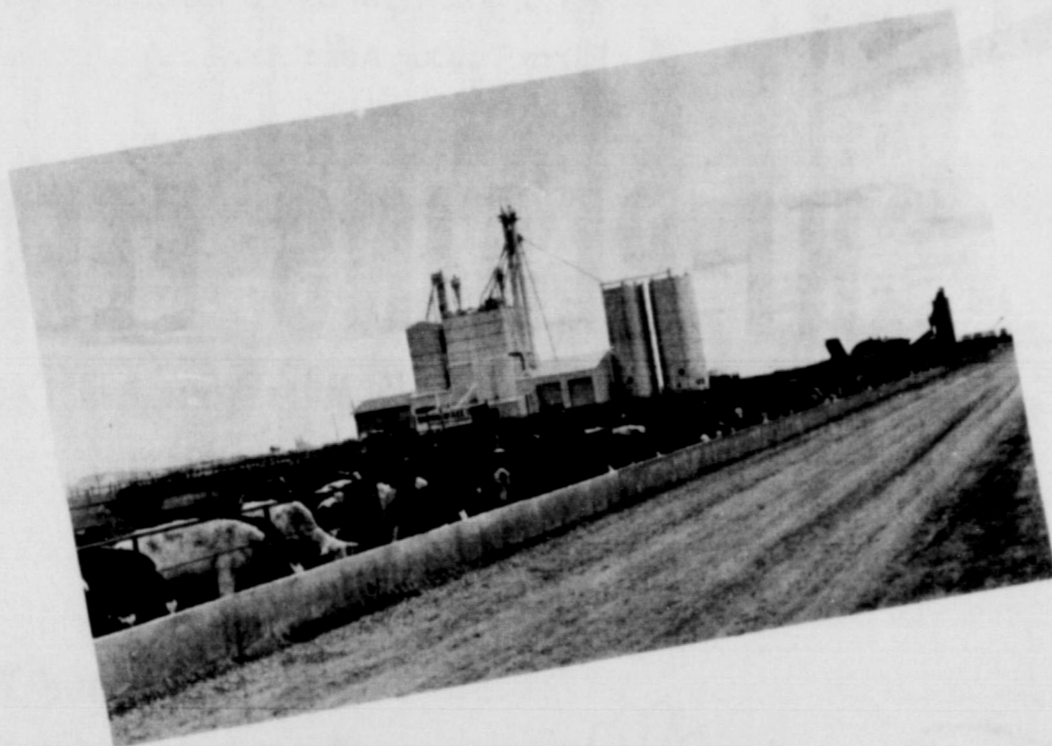
TOMORROW

One Of The Most Modern Cattle Feeding Facility In The Southwest!

HI-PLAINS FEED YARD

GRAND OPENING

Sunday, November 5, 3-5 p.m. 3 Miles West, 1/2 Mile North,
Plan To Attend!



**Congratulations And Good Luck To
The New Feed Yard. We Are Happy
To Welcome This Growing Industry
To Friona. We Wish You Continued
Growth And Success.**

If You're Thinking Of Investing
In Feeder Cattle, Come By The
Bank And Let Our Loan Special-
ists Discuss Financing With
You.

FRIONA STATE BANK

Serving A Great Irrigation And Beef
Production Area.

Member FDIC

Friona

Phone 247-2736



MANAGER'S - EYE VIEW . . . Paul Morgan, manager of the new Hi-Plains Feed Yards, has an excellent view of his feed yards through the big picture window all across his second-story personal office at the feed yards.

West Coast Losses Spell Plains' Gain

A writer in Beef Magazine, Dean Robertson, who has analyzed the West Coast feeding and packing industry, reports that the high cost of shipping corn and grain sorghum places West Coast feeders, "at a competitive disadvantage with Midwestern and Plains states feeders, who grow their own feed right beside the feedlot."

"So far, West Coast feedlot men have been able to overcome this by cutting other costs principally by going to ever larger and more efficient feedlots. For example, the average California feedlot now markets more than 3,00 head per year."

"But with rail rates for feed grains remaining high, while rates for shipped - dressed beefs have been cut in half, Western retailers will find it cheaper to import dressed meat from east of the Sierra Nevada than to buy beef on the hoof from the cattlemen right down the road."

Robertson quotes Keith Kerstein, secretary-treasurer of the California Grain & Feed Dealers Association, as saying: "If this situation doesn't change, within five years the Midwest, Plains States and South could be supplying California with 80 per cent of its beef."

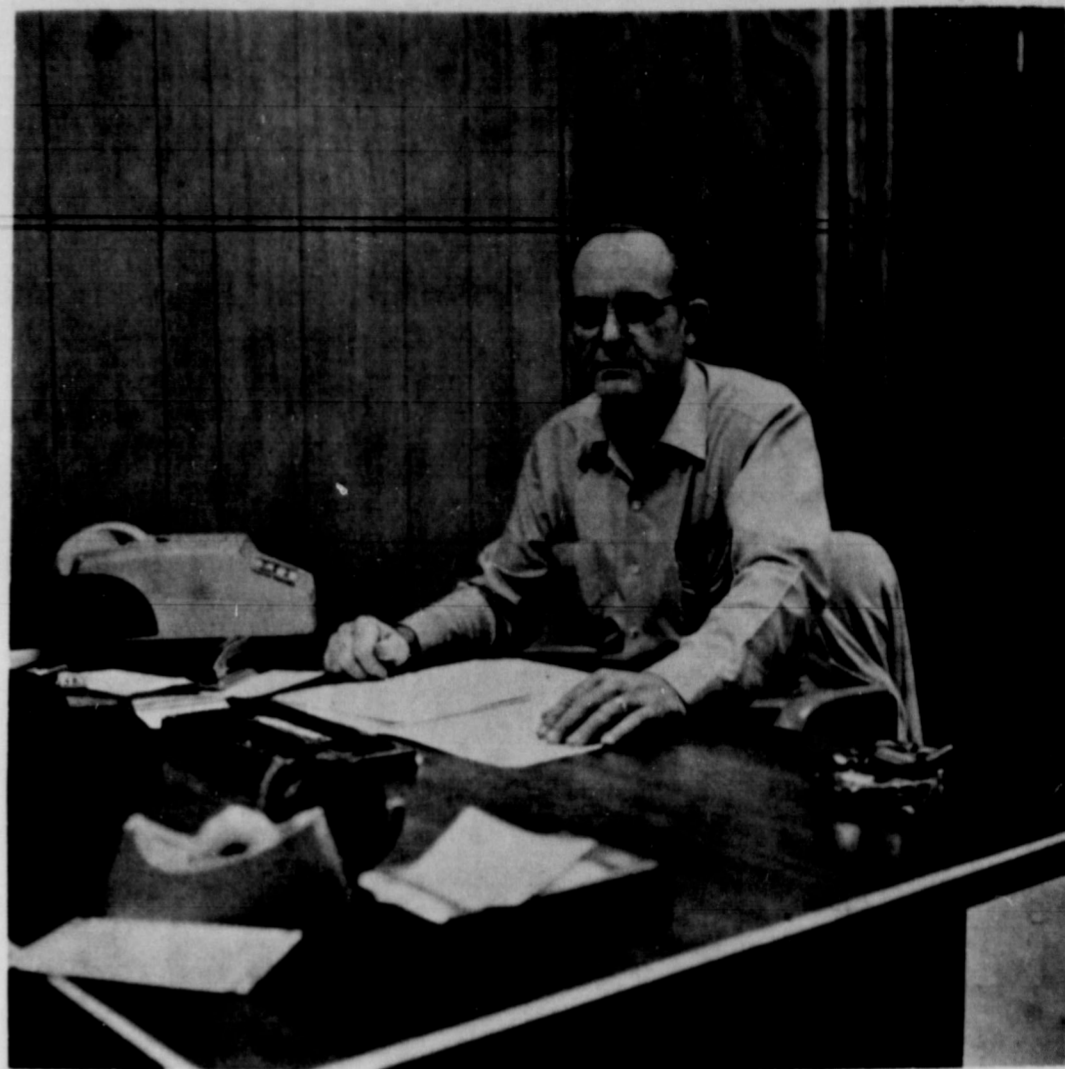
A Bank of America study shows that the amount of dressed beef shipped into California in 1963 from other states amounted to 426 million pounds or 20 per cent of the state's total beef consumption.

Californians that same year ate 2.23 billion pounds of beef, or about 126 pounds per person, or 33 per cent above the national average.

The bank's study predicts that by 1975, Californians will be consuming half again as much beef or about 3.23 billion pounds a year. Much of this could come from Panhandle feedlots.

Robertson says, "Although the number of cattle on feed will be far larger than today's two million head, the number of human mouths to feed also will have increased to the point where the state's cowmen will be able to come up with only about 48 per cent of the state's beef needs, no matter how tightly they cram their feedlots."

Robertson asserts that the remaining 1.68 billion pounds of beef per year will have to come from somewhere, and the Bank study predicts much of it will come from Colorado, Nebraska, Texas, the Southwest and Midwest, mostly in the form of carcasses or prepared meat products.



OFFICE MANAGER . . . Weldon Dickson, longtime Friona resident, is the office manager for Hi-Plains Feed Yards. Dickson is shown at the desk in his office at the feed yards.

BEST OF LUCK TO THE NEW FEEDLOT

HI-PLAINS FEED YARD



Plan To Attend Open House At The Modern New Feedlot On Sunday, Nov. 5.

We Are Happy To Welcome This Thriving New Industry To Friona.

...And, May We Say Thanks For Allowing Us To Construct The Bunkers And Troughs For The Southwest's Most Modern Feeding Facility.



F.E. SOMMERVILLE CONSTRUCTION CO.
Plainview, Texas
Ph. CA 4-5243

Announcing... OPEN HOUSE

Drive On Out Sunday Afternoon, November 5, And Help Us To Welcome This Fine Firm To Our Area

HI-PLAINS FEED YARD
Located 2½ Miles West And 1½ Miles North

* * * * *

We Are Proud To Be A Part Of This Tremendous Growing Industry That Is Becoming More A Part Of Our Panhandle Area. We Wish Hi-Plains Feed Yard A Most Prosperous Future.



DEAF SMITH COUNTY ELECTRIC CO-OPERATIVE INC.
"Helping Texas Grow"
Serving Parmer, Castro, Oldham And Deaf Smith Counties

FOR COUNTY

**Jan Jameson Elected
4-H Council President**

During the business session of the Parmer County 4-H Council Saturday morning, Oct. 21, in the community room of the Bovina State Bank, new officers for the coming year were elected. They were: Jan Jameson, chairman; Cecil Bowery, first vice-chairman; Cheryl Kaltwasser, second vice-chairman; Lynn White, secretary; Darwin Green, treasurer; Loy Dale Clark and Jan Jameson, district delegates.

Plans were made for the County Achievement Banquet which is to be held at Bovina, November 11. Members who will assist with the program will be Ann Blackstone, Cheryl Kaltwasser, Darwin Green, Loy Dale Clark, and Jan Jameson. The Oklahoma Lane Club will be in charge of decorations. Other business transacted included goals for 1968, tentative plans for a summer camp for girls and plans to send three boys and three girls to the 1968 District 4-H Electric Camp.

Reports by council members included a report by Ann Blackstone on the 1967 Council Workshop held in Amarillo, and reports by Loy Dale Clark and Darwin Green on the County 4-H Camp held at Bull Creek, N.M. in July of this year.



JAN JAMESON

Members present were Al Kirby, Loy Dale Clark, Karene Hart Cheryl Kaltwasser, Steven Kaltwasser, Darwin Green, Ann Blackstone and Jan Jameson. Other 4-Hers present were Holly Hart and Coy Jameson.

Leaders included Mrs. Earl Hise, Mrs. Wayne Clark, Mrs. Gilbert Kaltwasser, Mrs. Earl Jameson, Dale Hart, and Mrs. Cricket B. Taylor, County H.D. Agent and Ronnie McNutt, County Agent.



**On The Farm
In Parmer County**

RONNIE MCNUTT
County Agent

Norwin, a new variety of winter-hardy oats, has been developed by the Texas Agricultural Experiment Station.

This is good news to farmers and livestock producers in the High and Rolling Plains areas of the state where Norwin has performed commendably in trail tests.

Under irrigation at Bushland average yields for a three-year period were 115.1 bushels per acre compared to 108.3 bushels for Cimarron and 98.4 for Bronco. Norwin was also the highest yielding variety over a four-year period in dryland trials at Chillicothe, averaging 26.4 bushels and Wintok with 21.2 bushels.

Norwin producers forage for winter pasture rather quickly after seeding due to its erect growing seedlings. The new

variety topped all others in forage production at Bushland and Chillicothe locations. Its test weight is equal to the present commercial varieties of oats in the Rolling and High Plains.

Although an early variety, Norwin headed four days later than Cimarron and at about the same time as New Nortex. It produces relatively short plants with moderately strong straw, averaging 28 inches in height at Bushland under irrigation. This compares to 31 for New Nortex and 35 for Bronco.

Norwin is about as winter-hardy as Cimarron and Bronco but much more so than New Nortex. Although the new variety is susceptible to both leaf (crown) and stem rust of oats, conditions in the plains area will probably allow it to escape damage most seasons because of its earliness.

Seed for this new winter-hardy variety may be obtained from the Foundation Seed Section, Texas Agricultural Experiment Station, College Station, Registered and certified seed may be obtained from growers and commercial seedsmen after the 1967 harvest.

Norwin was developed by the Station's Small Grains Section in cooperation with the Crops Research Division, USDA.

HAPPENINGS AROUND AREA AND STATE

Insect and Plant Disease Control Conference - November 7 and 8 at Texas A&M University.

Horse Short Course - November 10-12 at Texas A&M University.

Fertilizer Dealers Short Course - Monday, November 13 and 27-Dimmitt High School Cafeteria.

7th Annual Cattle Feeders Conference-December 4 and 5 at Fort Worth - sponsored by Texas & Southwestern Cattle Raisers Association.

Court House Notes

INSTRUMENT REPORT ENDING OCTOBER 21, 1967

DT - Thomas S. Scaff - Farmers Home Administration - Lots 1,2 and 3, Blk. 32, Bovina
WD - Jimmie E. Ware - Thomas S. Scaff - Lots 1,2 and 3, Blk. 32, Bovina
WD - James P. Fortenberry - Glover, Graham and Brown - Lots 21 thru 24, Blk. 51, Friona.
Abst. Judge - J.M. Willson - Russell Patterson - SR
DT - James Collier - Equitable Life Assn. Soc. - SE 1/4 Sect. 29, T4S: R4E
Hosp. Lien - Northwest Texas Hospital - Mrs. Laura Coffey - SR
DT - El Paso Natural Gas Co. - Manufacturers Hanover Tr. Co. - SR
DT - Clarence Baxter - Prudential Ins. Co. - S 219 a Sec. 27, T1N: R3E
WD - George McKinney - Robert Calloway - NE/ptofSec. 21, T7S: R3E
WD - Clyde Blalock, et al - Bovina Medical Center, Inc. - Lots 1 and Blk. 99, OT Bovina
ML - Tom Mack Bonds - Delton Lewellen and Frank Matlock - Lots 12, 13 and 14 of Blk. 3, Bovina

Hospital Notes

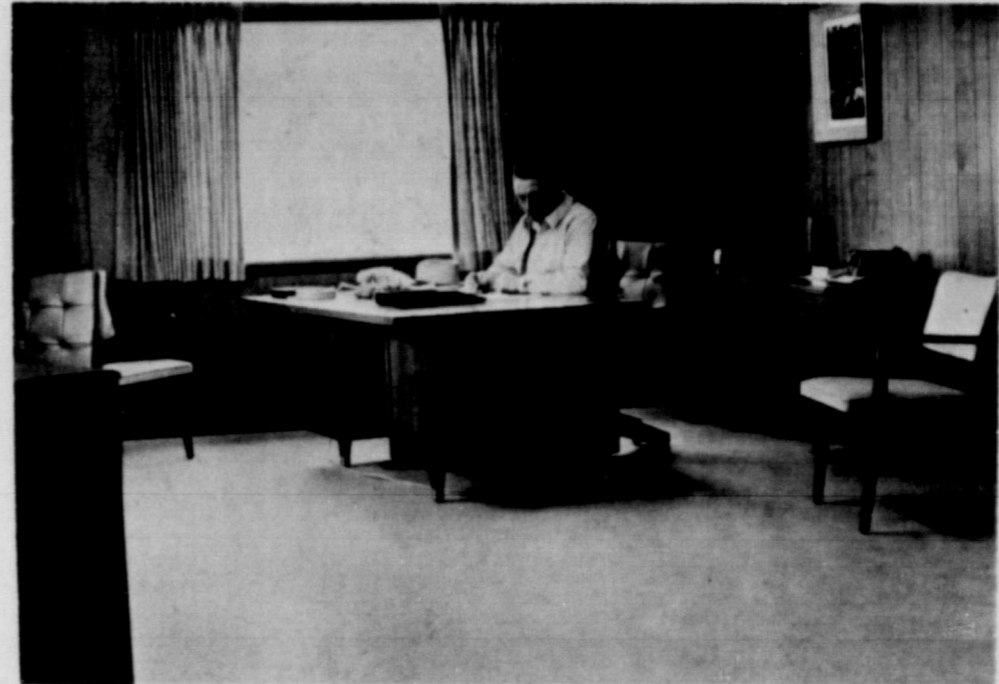
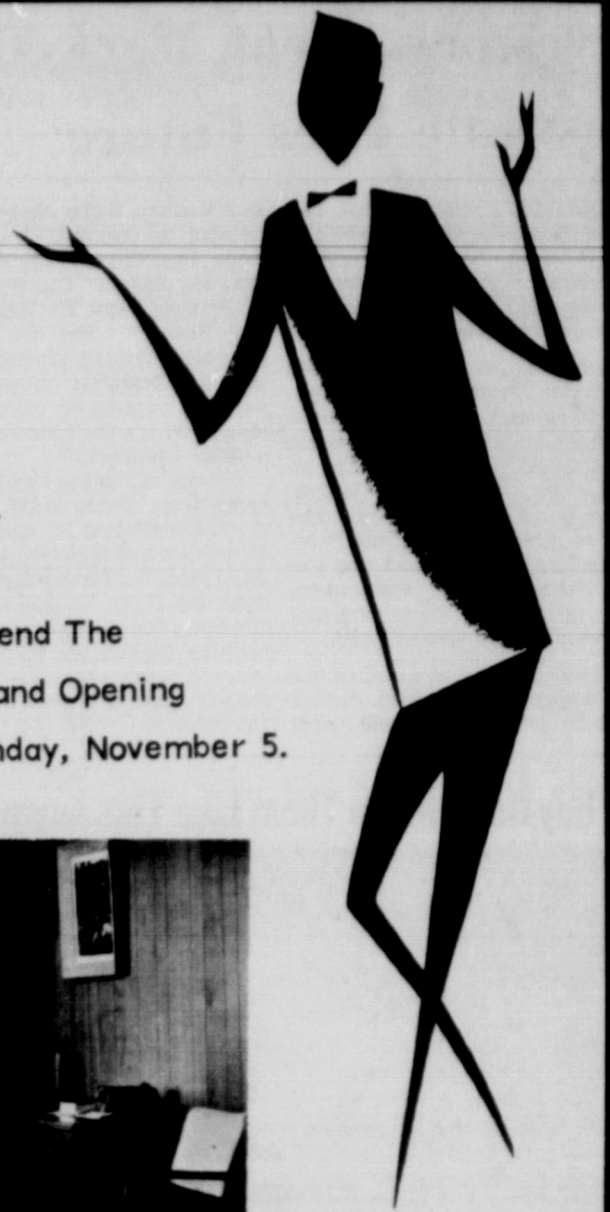
ADMISSIONS OCT. 23-29

Bertha Hernandez, Friona; Glendell Baird, Friona; Paula Estrada, Bovina; Minnie Kelso, Bovina; Delton Rando, Friona; Thelma Jones, Friona; Ruben Garza, Bovina; Martina Diaz, Friona; Clara Smalts, Farwell; Helen Bailey, Farwell; Mary Ruth Cary, Friona; Irma Cortinas, Friona; Bobby Kieth Moore, Friona; Nellie Garza, Hereford; Mary Murzone, Okla. Lane, Wahleah Beck, Friona; Travis Dyer, Bovina; Lex Huggins, Farwell; Janie Mercado, Friona; Inez Gober, Bovina.

DISMISSALS:
Alverna Schacher, and Baby Boy, Lorene Jefferson, Hugh Oden, Carolin Vaughn, Frances Vera, Anita Gonzales, Paula Estrada, Nat Bearden, Glendell Baird and Baby Boy, Bertha Hernandez and Baby Girl, Martina Diaz, Retta Schueler, Thelma Jones, Christine Shirley, Ruben Garza, Louis Welch, Patricia Wright and Baby Girl, Minnie Kelso, Delton Rando.

**BEST WISHES
TO
THE NEW
HI-PLAINS
FEED YARD**

Attend The
Grand Opening
Sunday, November 5.



We are Proud To Have Been The Supplier Of Office Furniture
And Machines For The Modern Office Of The New Feed Yard.

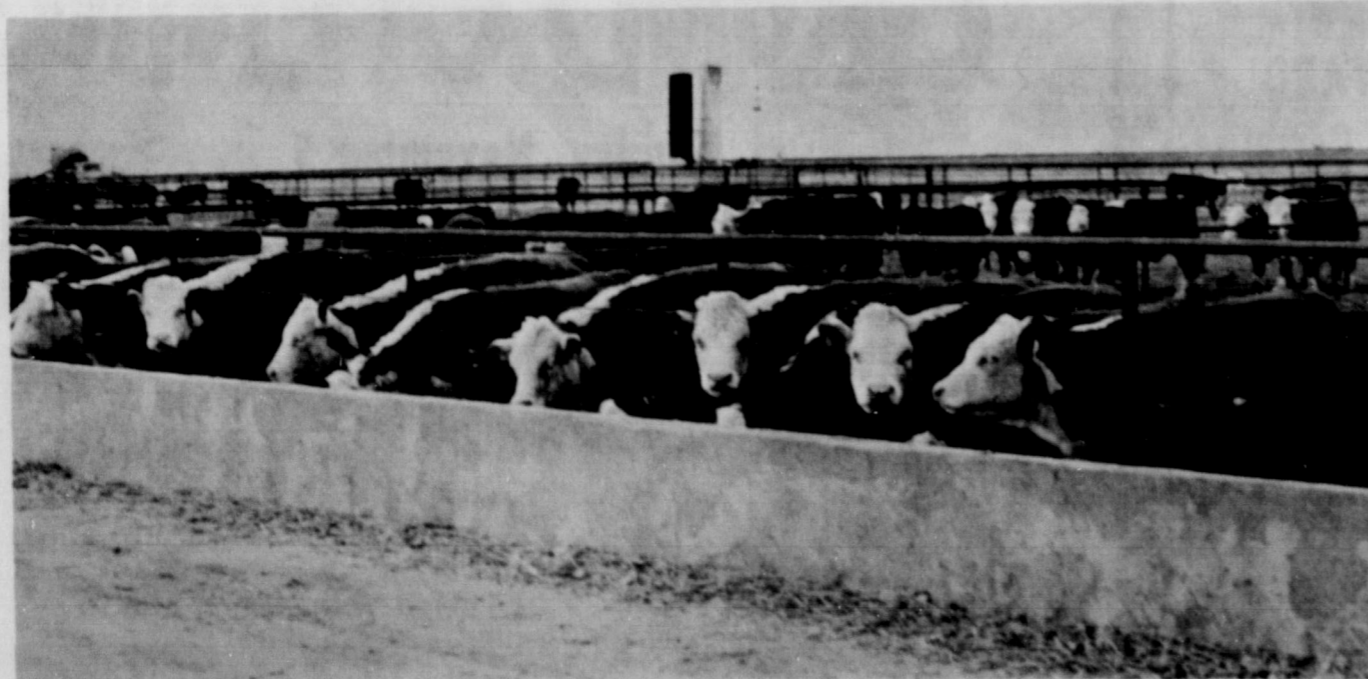
GRAPHIC ARTS STATIONERY

Robert Osborn, Owner

CONGRATULATIONS

HI-PLAINS FEED YARD

ON THE COMPLETION OF YOUR MODERN NEW CATTLE FEEDING FACILITIES!



We Are Happy To Welcome
This New Firm To The Ever-
Increasing Number Of Cattle-
Orientated Businesses In The
Panhandle Area. We Hope
We May Serve You In The
Near Future!

Plan To Attend The Grand Opening Of The
New Feedlot Sunday, November 5, From
3 to 5 p.m. You'll Want To See This Mod-
ern Plant.

HI-PRO FEEDS

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



Livestock, Meat Marketing Institute Eyes Future

COLLEGE STATION, Sept. 14— "The Future of the Industry" is the theme for the 1967 Livestock and Meat Marketing Institute. It will be held at College Station's Ramada Inn, Sept. 21 and 22.

According to Dr. Ed Uvacek, Extension livestock marketing specialist, around 300 representatives from all levels of the livestock and meat industry are expected to attend. The program will feature three panel discussions on "The Future Meat Counter; From Feeder to Meat Counter and The Future Feeder Animal." Panel members will be well known industry representatives, Uvacek said.

Heading the list of speakers will be Congressman Graham Purcell from Wichita Falls. He will speak

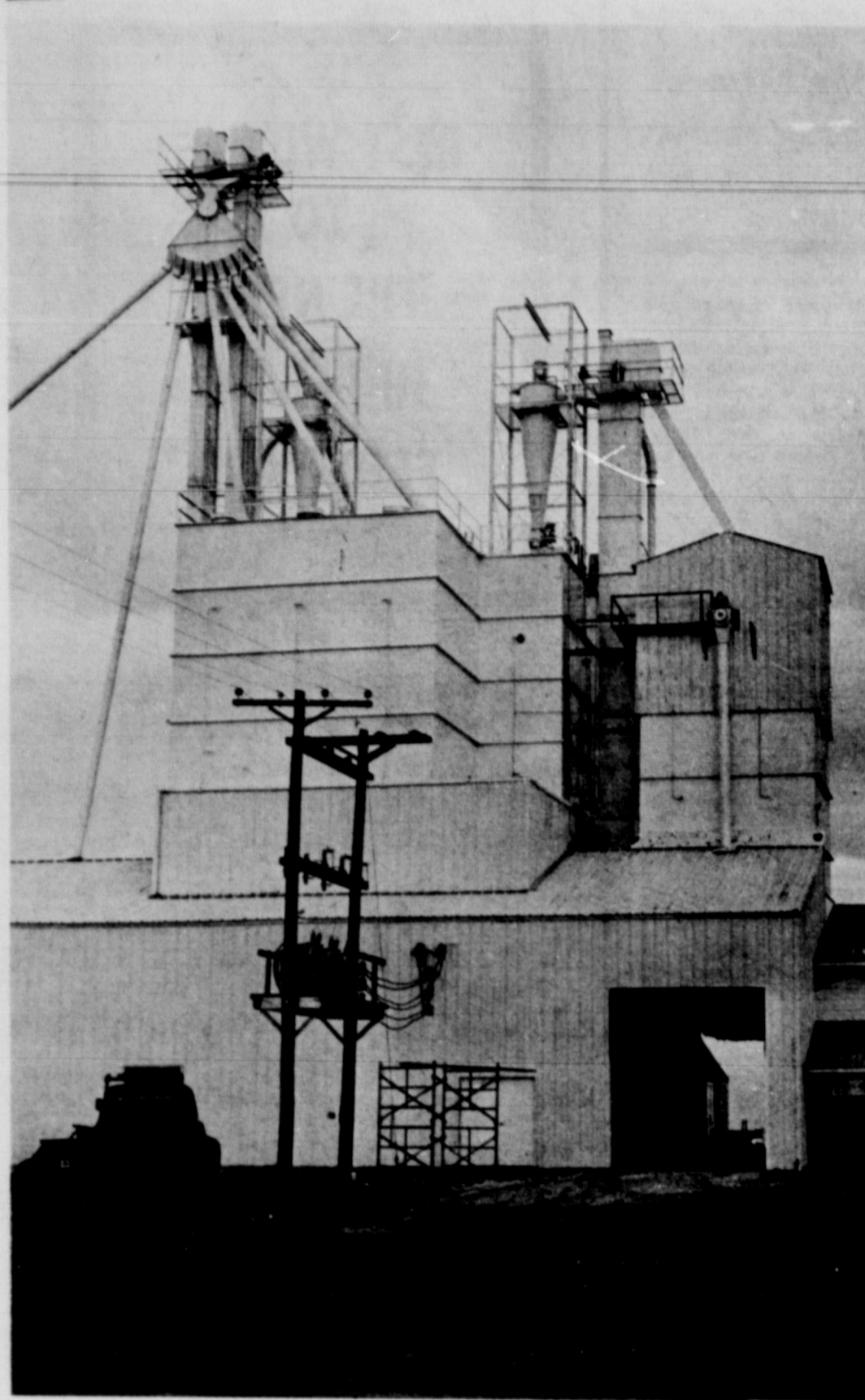
at a Western Buffet Dinner on the evening of the 21st. J. D. Sartwell, Port City Stockyards, Houston, will discuss "Can the Rancher Produce What He Wants in the Future?" and Dr. Robert Reiersen, Western Livestock Marketing Information Project, Denver, will present an all-important topic, "What's the Long-Term Outlook for Livestock?"

Uvacek said other speakers will come from Texas A&M University's Department of Agricultural Economics and Sociology including Dr. Tyrus R. Timm, department head, Dr. H. O. Kunkel, associate director, Texas Agricultural Experiment Station, will welcome the institute participants to A&M at the first general session on Thursday morning.

They Don't Make Them Like This Anymore



ALPENA, MICH. — Twelve-year-old Jim Fochtman proudly displays a 1911 Michigan license plate he hooked while fishing in nearby Thunder Bay River. Despite its 56 years at the bottom of the river, the antique license was more rust-free and legible than many last year's plates because in the old days the steel auto tags were coated with porcelain enamel rather than paint. Porcelain enamel, a heavy-duty glass fused to metal, doesn't go on license plates any more.



MODERN MILL . . . Shown here is the modern feed mill at Hi-Plains Feed Yards Inc., The mill currently has a capacity of 25,000 head of cattle and eventually will turn out enough feed for 50,000. The mill was constructed by Brown McKee of Lubbock.

Packers Forced To Modernize To Meet The Demand For Beef

Koscoe Haynie, chairman of the American Meat Institute, predicts a 1967 beef production of 18.5 billion pounds, which is third highest on record, exceeded only by 1964 and 1966. He estimates per capita consumption of all meat at 165 pounds of which 97 pounds will be beef, 60 pounds pork and 4 pounds each of veal and lamb.

To keep pace with the demand for more beef, the packer must not only have slaughter, cattle available at all times, but modernize to maintain his cost-profit equilibrium.

It is in these areas that many Midwestern packers find themselves in trouble. Scores of large packing plants in the Midwest have closed their turn-of-the-century, obsolete plants and decentralized by relocating in the West and Southwest, or building more modern plants in the Midwest away from big population centers such as Chicago which is racked with labor problems.

But even the new plants generate their own problems. Bill Fleming, managing editor of Beef magazine at St. Paul, Minn., the business paper of the cattle industry, reports that new construction increased slaughter capacity at a fantastic rate. Feeding expanded at a slower pace, and the uneven expansion created problems for today's packers. Fleming points out that the trouble is centered in the western Corn Belt.

The packer headache mentioned most frequently, Fleming reports, is too much competition for livestock.

"To operate efficiently, a packer must have supplies to keep his plant operating 36 or 40 hours a week. At present in the Midwest, it's a struggle," he quoted packers as saying.

To illustrate the high degree of competition among packers for livestock, Fleming quotes Russ Walker, who heads procurement for Iowa Beef Packers at Dakota City, Neb., as saying:

"Our buyers say over 90 percent of the cattle we buy in the

country have been bid in by three to eight buyers. And over 50 percent of them have been seen by five or more buyers."

Other trouble spots in the Midwest which Fleming cites are inefficient plants, poor management and labor problems.

"Everyone we approached in the industry agreed that the few remaining old-style plants were doomed. Usually the older plant piled labor problems on top of inefficient design, and the packer found he was better off to let the plant close than to try and overhaul such an operation," Fleming reports.

One observer noted that packing plants operate on a high-volume, low-margin basis, and, therefore, place a premium on skilled management.

"It takes a good man to run a packing plant and there just aren't that many good men around these days," he said.

Fleming quotes packers as saying much of the trend toward decentralization of the industry came because of unfavorable labor conditions.

They aren't concerned so much about wage rates as the amount of work people will do.

Fleming writes: "One packer said that many of the old established plants were so hamstrung with union regulations, red tape and low output per man that packers would simply leave the entire community instead of fighting organized labor."

Fleming continued in his study: "Undoubtedly, labor has been a major factor in the decentralization of the packing industry. In the rural area, the packers can pay wages that are below union scale and, time after time, packers mention the amount of work done by 'farm boys' as a major factor in the efficiency of their operations."

According to Fleming, packers in the Midwest agree they need an increase in cattle feeding to keep plants operating efficiently. The average packing plant guarantees workers a 36- or 40-hour week. When supplies are too short to keep the chain moving for the entire week kill costs skyrocket.

He quotes Iowa feeders as saying, "We're through feeding \$1.35 corn to 25-cent cattle. We're going into a stocker-growing program and let somebody else do the finishing."

PLAINS AREA IN ENVIABLE POSITION
Ample cattle, few labor problems and markets place the Plains area in an enviable position.

Editor Fleming says: "The same problems plague packers operating outside the Corn Belt. However, these plants are usually located in areas where livestock supplies and slaughter capacity are more in balance. As a result plants are able to work at more efficient levels and avoid the competition that pushes buying costs out of line."

"Midwest packers feel the new plants being developed in the South and West have another advantage. They say most of these plants are located near large population centers that can use most of the beef produced in the plants. Thus, the packer outside the Corn Belt avoids the cutthroat competition that exists in the wholesale meat trade of eastern centers."

A JOHNNY HARTFORD SCHOOL SAFETY TIP



Walking Safely—Plan the safest way to walk to school. Always walk on the left side of the road facing traffic if there are no sidewalks. Look out at corners for turning cars. When it gets dark early, wear something white so you can be seen easily. Don't run into the street between parked cars. (This safety panel, one of a series for JUNIOR FIRE MARSHAL, has been prepared as a public service of The Hartford Insurance Group.)

WE SALUTE PROGRESS!

And We Offer Our Best Wishes To The New **HI-PLAINS FEED YARD**

On The Completion Of Your New Feeding Operation.

We at Amarillo Livestock Auction Company are pleased with this new addition to the Cattle Industry, which is providing more jobs and an outlet for our crops on the Plains.

We have been a part of the Cattle Industry on the High Plains for 30 years, and we welcome you to our fraternity.

AMARILLO LIVESTOCK AUCTION COMPANY

CONGRATULATIONS TO HI-PLAINS FEED YARD

WHY NOT PLAN TO ATTEND THEIR **GRAND OPENING**

Sunday, November 5

★ ★ ★

We Are Happy To Be Associated With You In The Cattle Industry, And Wish You A Long And Prosperous History In Your New Venture.

IMPERIAL LIVESTOCK SUPPLY

Bill Harper, Mgr.
Clovis, New Mexico



Congratulations

HI-PLAINS FEED YARDS

ON THE OPENING OF THEIR
NEW CATTLE FEEDING FACILITY

* * *

Don't Forget To Attend The Big.....



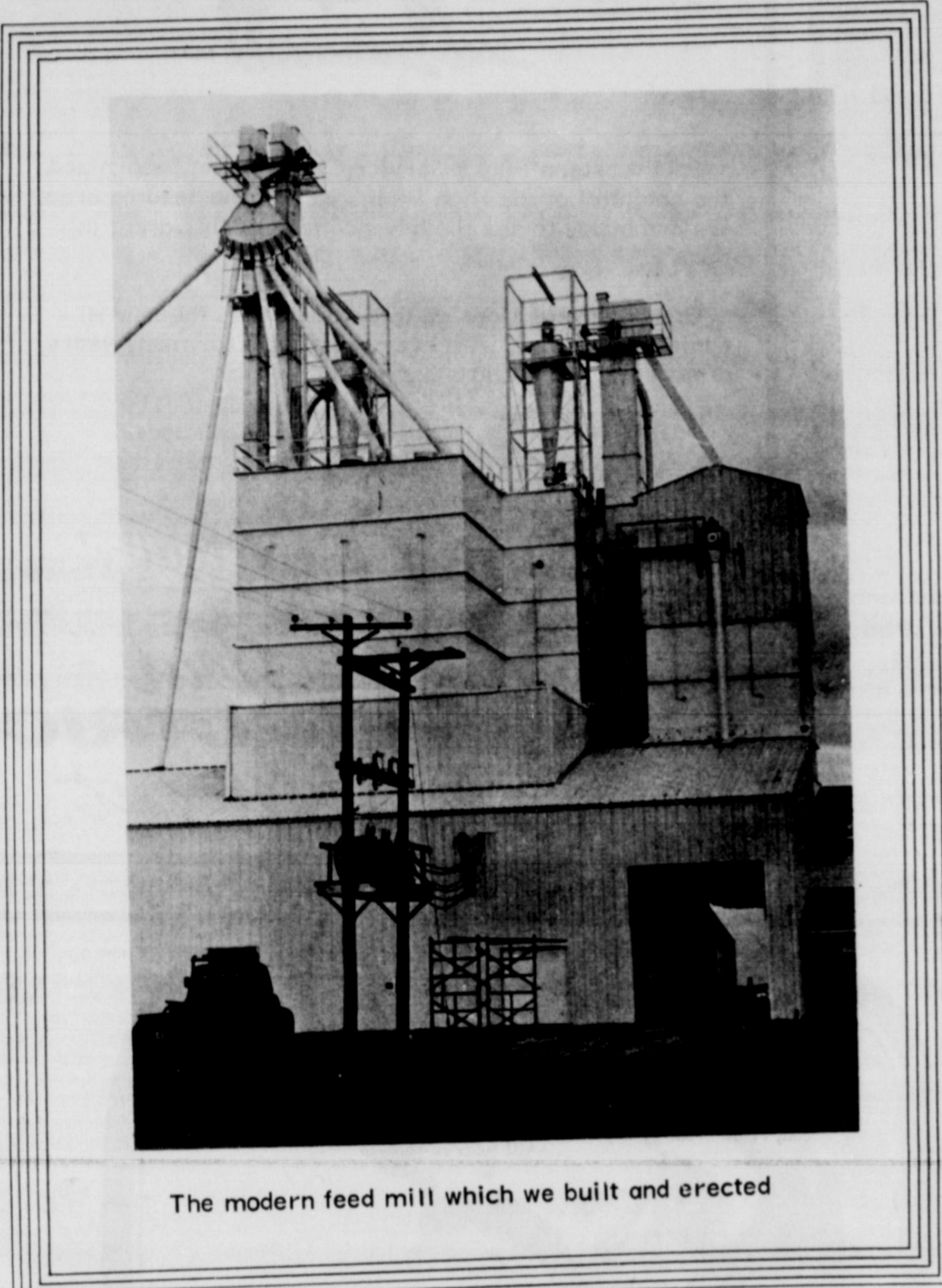
GRAND

OPENING

SUNDAY, NOVEMBER 5---2 to 6p.m.

* * *

WE ARE PROUD TO HAVE BEEN
CHOSEN AS GENERAL CONTRACTOR
FOR THE CONSTRUCTION JOB, AND
WE WISH THE NEW FEEDLOT EVERY
SUCCESS AS THEY ENTER INTO THIS
ACTIVE INDUSTRY.



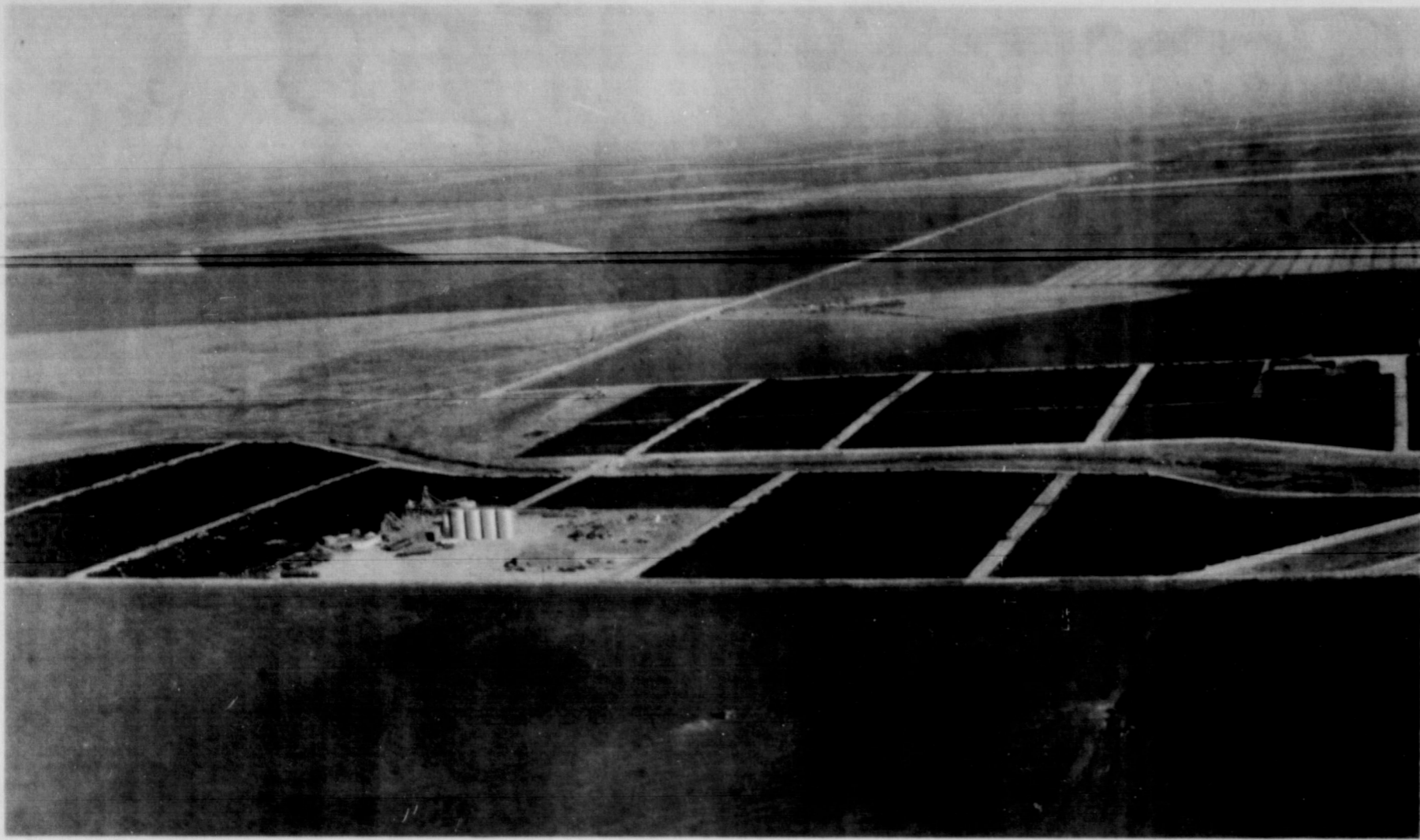
The modern feed mill which we built and erected



BROWN McKEE, INC.

2205 Ave. E

Lubbock, Texas



FRIONA FEED YARDS . . . Pioneering the custom feeding industry on a large scale in the Friona area was Friona Feed Yards, which opened in early 1963.

The yard is always full of cattle, and is operating at about 28,000 head capacity.

Southwestern Public Service Co. has long recognized the potential of the High Plains as a cattle-feeding area. We are happy to see the advancement of this great industry.

Our congratulations go to Friona and to the new Hi - Plains Feed Yard, with every best wish for many years of success in the cattle business.

Best wishes on the occasion of your open house.

Live Better Electrically!

Your **ELECTRIC** Servant

GOOD EATING! **GREATER SAVINGS!**

Nutwood **BACON** 2 Lb. Pkg. **\$1.19**

CHUCK ROAST U.S.D.A. Lb. **55¢**

Van Camp Pork & Beans 300 Can 6/\$1	Frozen Food Specials
Van Camp Vienna Sausage 4 Oz. Can 4/\$1	Patito Beef Tacos 6 Ct. Box 49¢
Mrs. Tuckers Shortening 3 Pound Can 59¢	Plains or Borden's 1/2 Pint Whipping Cream 29¢
Breeze Detergent Reg. Size 7c Off Label 29¢	
White Swan Luncheon Peas 303 Can 4/\$1	
Wagners' Drink Orange or Grapefruit 32 Oz. 3/\$1	
White Swan Pickles Dill or Sour 22 Oz. 2/77¢	
Freshe Rolls Brown & Serve 12 Oz. Pack 27¢	
X.I.T. Eggs Grade A. Large 2 Dozen 79¢	
Lane's Ice Cream 1/2 Gal. 59¢	

TOMATOES 12 to 16 Oz. Cello Packs **19¢**

LEMONS Sunkist Choice Lb. **17¢**

Meat Production
1% Above 1966;
564,000 Cattle

WASHINGTON — (USDA) — Total meat production under federal inspection in the United States last week was estimated at 568 million pounds, three percent above the previous week and one percent above the same week last year.

Cattle slaughter was up five percent from the previous week, sheep and lamb slaughter was up three percent and calf and hog slaughter up one percent.

BEST WISHES

We At West Friona Grain Are Happy To Welcome HI-PLAINS FEED YARD

To the Ever-Increasing Number of Cattle-Orientated Businesses which Are Locating In The Friona Area, And Are Consistently Providing A Greater Market For Our Area Grain Consistently Providing A Greater Market For Our Area Grain Products.

WEST FRIONA GRAIN

Bovina Highway JACK TOMLIN, Mgr. Phone 247-2439

Lb. Can **73¢**

WHITE'S SUPERMARKET

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

Our Aim Is To Please In Every Way

We Deliver Ph. 247-2250

TO FEEDLOT EXPANSION

Feedlot Specialist Sees Continued Upswing

Has the High Plains reached its potential as a cattle-feeding area? Most people think that the area has barely scratched the surface, in spite of a tremendous upswing in the industry in recent years and months.

Sam Thomas, head of the Agricultural Development Department of Southwestern Public Service Co., Amarillo, has followed the feeding industry very closely in recent years.

He maintains that the feeding industry is just in its infancy here, and that it has a great potential because of an abundance of grain.

"All our lots are full. There are a reserve of people and cattle waiting to get in," he said earlier this year.

Thomas began charting the feedlot growth in 1962, and his figures give an indication of what is happening in custom feeding. His 1962 headcount accomplished through a survey by Public Service managers in the area, showed that feedlots on the Plains had a total head capacity of 396,000.

By 1966, this number had increased almost 50 per cent, to 565,000 head. This occurred despite two bad cattle price crashes and one bad bankruptcy that reduced the possible total capacity by some 30,000 head.

If Thomas was surprised by the growth in feedlots in the four-year period, he must have been amazed by what happened in only one year - 1966.

When his survey was taken at the beginning of 1967, it showed an increase in the one-time capacity of area feedlots from 565,000 head to 769,510 head - a 36 per cent increase in only one year. And, that appears to be only the beginning.

Feedlots constructed in 1967, and those expected to be ready by January 1 will push the one-time capacity, according to Thomas to 1,174,510 - another 53 per cent increase in just a year, and doubling the area's feedlot capacity in two short years.

Another feedlot just getting started could push the capacity at the start of 1968 to 1,200,000 which would give the High Plains an "annual" capacity of over 2,760,000 head, which should enable it to easily feed over 2,000,000 head of cattle in 1968.

Where is the growth and development of cattle feeding going to end? Thomas admits that it is hard to say. At the start of 1967, his report showed that about 44,617,520 bushels of grain sorghum were being fed to cattle, which he pointed out left a "surplus" of 145,275,380 bushels which could be fed.

This represented enough grain to feed up to three times the number of cattle on feed at the beginning of 1967.

Using Thomas' revised figures and estimates for the beginning of 1968, it appears that still over 100 million bushels of grain sorghum will be produced in excess of that fed locally.

In addition to the feed grain supply, there is over three million acres of what land producing a surplus commodity which might be converted to the production of beef, Thomas says.

"The demand for cattle in the feed lots that produce cattle for slaughter is creating a new way of farming for a large number of operators," Thomas said. "Feedlots that produce cattle for slaughter require a 600 to 700 pound steer and the production of this kind of animal has brought about a big interest from the farmer who never before considered feeding."

Thomas went on to say that the production of this type of cattle is considered to be the low risk end of the feeding business and offers many opportunities to individuals interested in marketing roughage from his farm.

Golden Globes



Golden Jubilee, a 1967 All-America Selections winner, has double, golden-yellow flowers from 3 1/2 to 4 1/2 inches in diameter, borne on uniform plants. A row looks like a fine hedge.

Nation's Cattle Feeding Up 2%; Light Cattle Make Up Increase

WASHINGTON — (USDA) — The Cornbelt represented a seven percent decline from July 1 this year. Compared to a year earlier, states Oct. 1 were estimated at 3,566,000 head, two percent more than a year earlier.

The increase was among cattle weighing less than 700 pounds, which were up 13 percent from last year. Cattle weighing over 700 pounds declined three percent.

The feedlot inventory Oct. 1 was two percent less than on July 1; last year, the inventory declined five percent during the same period, but in 1965 the decrease was two percent, the same as this year.

The 5,136,000 head on feed in

eastern states had decreases ranging from five per cent in Kentucky to 30 per cent in Florida.

Placements on feed in the 32 states from July through September totaled 5,120,000 head, up eight per cent from the same period last year. Placements were up eight per cent in the North and up three per cent in the West.

Marketing from feedlots in the 32 states during the third quarter this year totaled 5,278,000 head, two per cent more than during the same period last year. Marketings were up three per cent in the North while down two per cent in the West.

Of the total number on feed Oct. 1 this year, cattle weighing 500 pounds totaled 706,000 head up 29 per cent from a year ago; 500-699 pounds, 3,064,000 head, down three per cent; 900-1099 pounds, 2,563,000 head, no change; and 1100 pounds and over 363,000 head, down 14 per cent.

Steers and steer calves on

feed in the 32 states Oct. 1 totaled 6,011,000 head, up one per cent from last year; heifers and heifer calves at 2,539,000 head were up four per cent; and cows and others at 16,000 head showed a 33 per cent decrease.

Those on feed less than three months totaled 4,878,000 head, up seven per cent from a year earlier; three to six months 2,419,000 head; up five per cent; six months and longer 1,269,000 head, down 20 per cent.

Cattle feeders indicated intentions to market 4,894,000 head during the final quarter this year, 35 per cent of them in October, 31 per cent in November and 34 per cent in December.

Steers and heifers marketed out of first hands at the 15 major livestock markets during September totaled 407,661 head, five per cent less than September last year. Steers accounted for 258,589 head, five per cent less than

a year earlier and heifers

Must Stabilize Meat Imports, Says Cattleman

SANTA FE, N. Mex. — The U.S. beef cattle industry, vast as it is, cannot be tied to the "yo-yo" of erratic, unpredictable imports of meat from other countries which "stabilize their own economies at our expense."

This was the comment here today of C. W. McMillan, executive vice president of the American National Cattlemen's Association, Denver, Colo.

McMillan was a featured speaker at the 50th Anniversary Stockholders Conference of The Federal Land Bank of Wichita at the LaFonda Hotel recently.

"Hundreds of thousands of beef cattle raisers and finishers are knocking themselves out trying to balance supply with demand to the benefit of consumers as well as the agricultural economy," McMillan said.

"In modern food production, that balance is tilted by only a fraction of a per cent of the total."

McMillan pointed out that imports of meats covered by quotas varied from month to month during the first eight months of 1967 "by as much as 29 per cent."

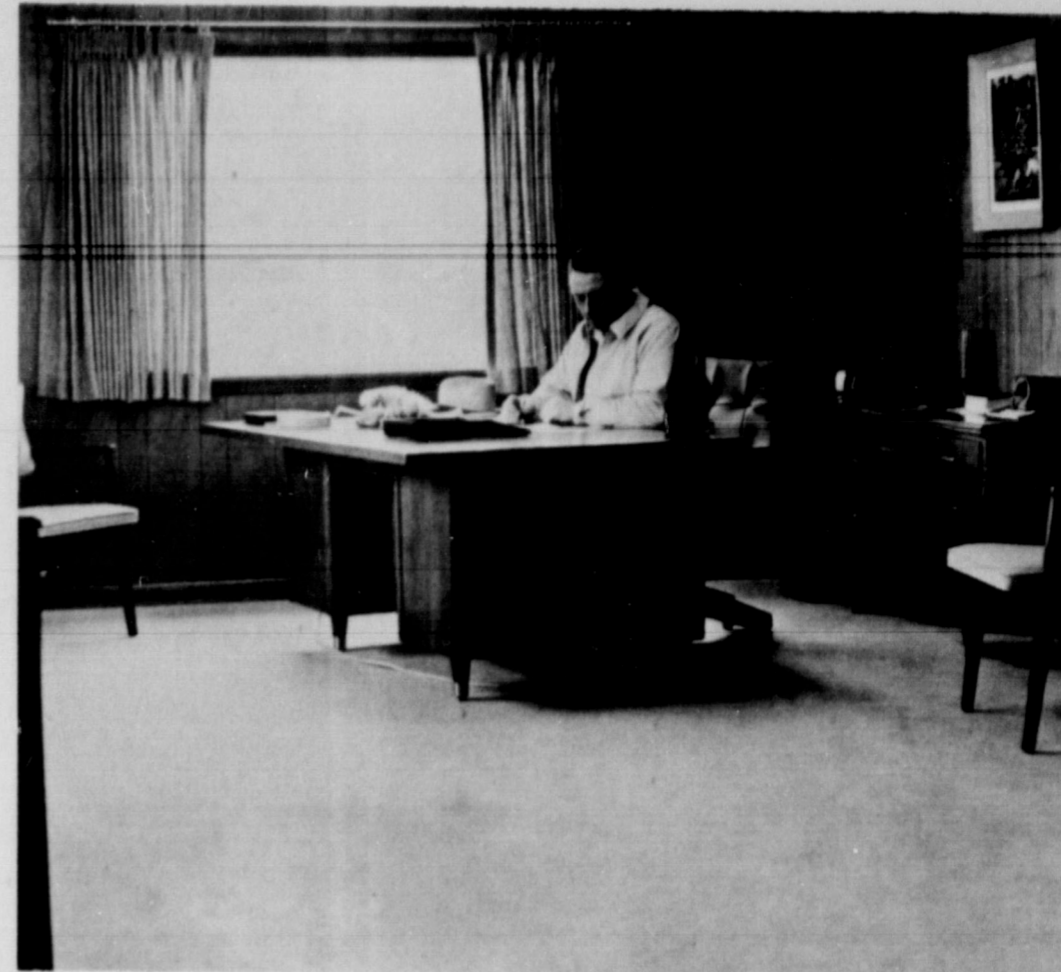
He emphasized, however, that some months, such as this July, "showed increases of as much as 454 per cent" over a year earlier.

"There is no primary industry in the world that can gear its production to cope with such wide fluctuations," McMillan said. "Nor can the U.S. beef cattle industry even consider intelligent production planning if it is constantly faced with excessive imports."

McMillan said that American cattlemen recognized the need for some imported meat, "but they are sincerely alarmed and confused by conditions which allow the level of imports to vary so widely, with absolutely no 'assurances' even to importers, that the exporting countries won't ignore the United States if prices are better elsewhere."

"The beef cattle industry, representing \$10 billion in sales each year, can not be left vulnerable to the whims of the exporting countries, otherwise beef itself could topple from favor to the detriment of both the consumer and the domestic and foreign cattle industries," McMillan said.

totalled 49,072 head, down three per cent.



OFFICE VIEW . . . Paul Morgan is shown in his spacious office at HI-Plains Feed Yards. Morgan, a native of Iowa, has been in the feeding business most of his adult life. He came to Friona from Lubbock.

"You only live once!"



One answer to that one is, "But that's exactly the point."
Nobody could deny that young people have very special problems. Pressures. Drives. Impulses. Loneliness. Uncertainty. It's not hard to make a mistake. Even a disastrous one.
Yet very little maturity brings the realization that you're the You you have to live with all your life—mistakes and all.

If you're young, now's the best time to think about the moral values you'll want to live by five years from now. And ten. And twenty. The values, perhaps, you'd like your own children to share.
Look to your Faith now to help you find the way of life you really want for yourself. Then live your Faith. You may find there is much more to you than you ever dreamed.

Presented as a public service by:

Ethridge-Spring Agency	Friona State Bank
Continental Grain	Chester Gin
Fosters Dry Goods	Friona Clearview TV
Friona Co-Op Gin	Rushing Insurance
Friona Motors	Friona Consumers
Bi-Wize Drug	Dale Houlette Mobil Products

- 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. I. S. Ansley, pastor
Sunday School: 10:00 A.M. Worship: 11:00 A.M. Evening Worship: 7:30 P.M. Wednesday Prayer Meeting: 7:30 P.M.
- FIRST BAPTIST**
Sixth and Summitt - Rev. Bill Foil, pastor
Sunday School: 9:45 A.M. Worship: 11:00 A.M.
Training Union: 6:00 P.M. Evening Worship: 7:00 P.M. Wednesday Prayer Meeting: 8:00 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**
16th 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: 6:00 P.M. Wednesday Evening: 8:00 P.M.
- REDEEMER LUTHERAN CHURCH**
13th and Virginia - Otto Kretzman
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 UCC
6th and Cleveland - Rev. Paul Mohr
Sunday School: 9:45 A.M. Worship: 11:00 A.M.

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

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.

BEST WISHES TO HI-PLAINS

FEED YARD

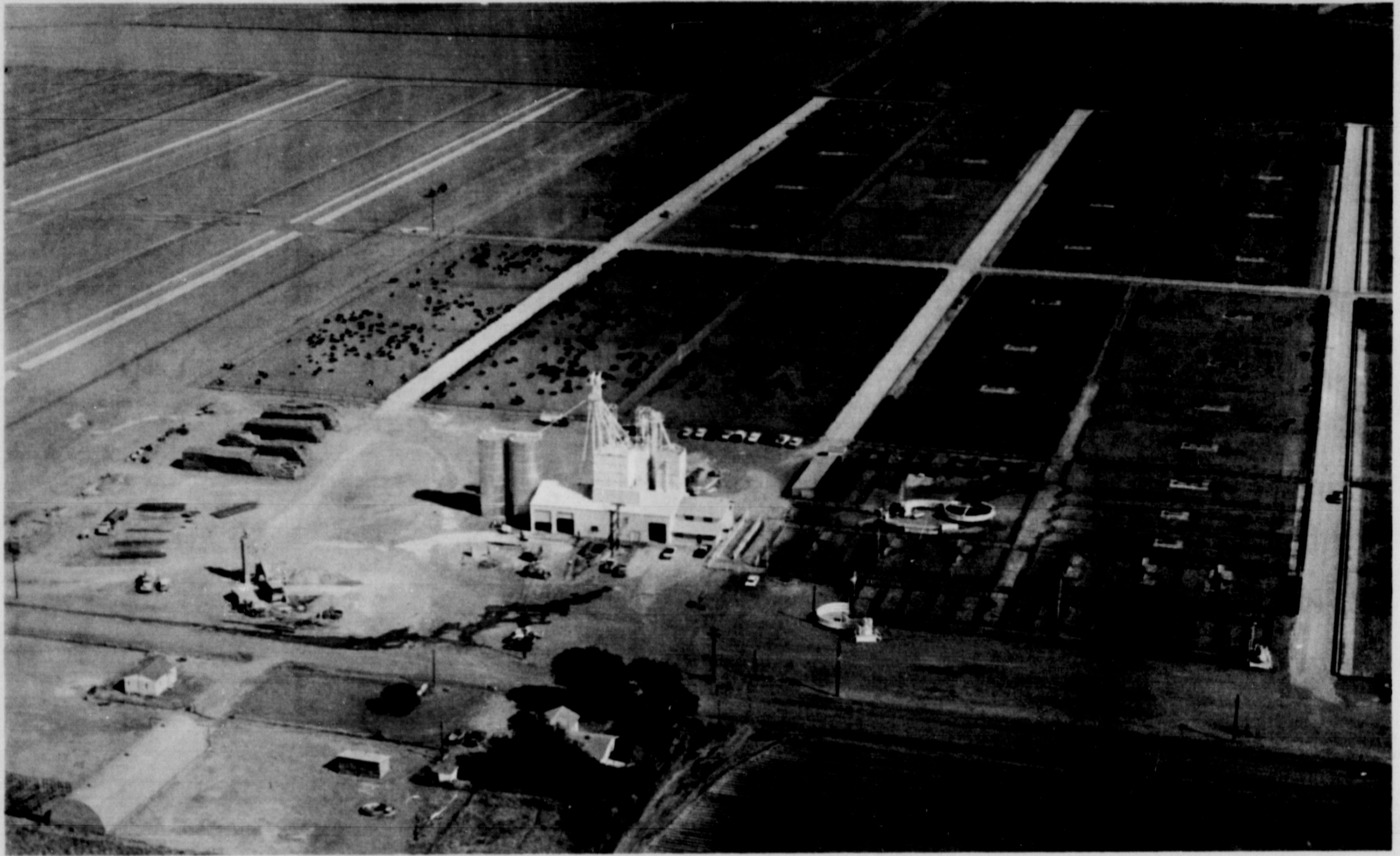


You'll Want To Attend The Grand Opening At The Feedlot Sunday, November 5, 2 to 6 p.m.

We Were Happy That We Were Chosen To Lay The Water and Gas Lines for the New Feedlot.

BUDDY STOWERS
Phone 247-3140

Congratulations



HI-PLAINS FEED YARD

ON YOUR

GRAND OPENING

FARMERS....

MAY WE HELP YOU FINANCE THOSE FEEDER CATTLE?

Have you looked in to PCA financing for your operation? Remember, your financing institution is the most important management tool you have. Why not let an agricultural financing specialist handle your needs? Whatever type of operation you may have we can adapt to your credit needs.

We're interested in serving the cattle raisers and feed lots in the area. We are anxious to help make the Friona area the Nation's leader in cattle feeding. We have an interest in the progress of the community and we take a personal interest in our customers.

SUNDAY, NOVEMBER 5, 1967

HOURS: 3-5 p.m. ---Located 2 Mi. W., 1½ Mi. N.
We Are Proud To Welcome This Fine New Feeding Facility To The Friona Area. We Wish You A Great Future In Cattle Feeding.

PRODUCTION CREDIT ASSOCIATION



Robert Neelley, Manager

612 Euclid St.

Friona, Texas

Phone 247-3065

HOURS: 8:30 - 12:00 - 1:00 - 4:00 Monday Through Friday

Now Offering 6 1/2% Simple Interest On All Loans