

City Annexes 39-Acre "Lakeview Addition"

The Friona City Council approved the request for annexation of a 39-acre addition to the city Monday, styled "Block 1, Lakeview Addition."

The area, which is known as Reeve Lake, is in northwest Friona. The addition was brought into the city by the KIS Development Company of Roswell, N.M.

The development company, headed by R.J. (Bob) Schaefer of Roswell, N.M., plans a shopping center on the highway frontage, and plans some type of residential project in the area. The 39-acre addition is the largest annexed by the city since Western Addition in 1966.

In other business, the council approved the annual audit of the city's books by Bernard Gowens. Gowens presented copies of the audit to council members, and briefly reviewed it with the council.

The council discussed the need for a part-time dispatcher to replace the ailing dispatcher Stanley Vinson while he is off the job. The city manager will seek such a dispatcher.

Mayor W.L. Edelman, city manager A. L. Outland and police chief Bill Morgan were authorized to attend an "ombibus crime control" meeting in Lubbock on December 16.



FOR 1968

Million-Dollar Year Looms For Building

Recently while returning from the last football game of the season at Abilene, another vital reason for widening State Highway 214 south of Friona was driven home to us.

We suddenly remembered that Friona is on the "north end" of District 3-AA, so that every time Friona athletic fans go to a game out of town, or those other towns come here, they must travel over the antiquated farm-to-market stretch of the road from the Bailey County line to Friona. It perhaps would not be so bad, except for the fact that Friona is known to support its athletic teams well, both in football and basketball.

With the general membership in District 3-AA likely to remain the same for several years, this setup is not likely to change. In fact, even when Friona played in class A they still were the most northern member of the league.

Then, this past weekend Friona hosted its third annual basketball tournament in the new gymnasium. Most of the visiting teams had to use narrow Highway 214 to get to the tournament, and likewise the visiting fans.

This road has long needed widening, according to traffic counts, and now that Missouri Beef Packers has opened, Highway 214 has been used even more by cattle trucks bringing cattle to the plant, and returning again.

When you add these cattle trucks to the school buses and cars of athletic event fans, along with the general run of grain trucks and cotton trailers in the fall, it's a miracle that more serious accidents haven't happened on the road than there have been.

And now we have PACO feedlot going in south of Hub, which will increase the truck activity in that regard. Trucks already have been active to and from the PACO feed mill, but as the feedlot develops, the use of the road will be increased.

A few years ago, two grain trucks ran together near Hub Grain Company, south of Hub, and a wench truck was required to separate them.

A maintainer had graded the shoulder adjacent to the road, and left some dirt up on the edges of the road. Drivers of the trucks mentioned above were not used to the road, and discovered that when two such vehicles meet, all the spare room you can get is needed.

We wish it were possible to ask Santa Claus for a "rush-up" order on this particular road improvement. We understand that highway officials are aware of the need that exists. But we wonder if they really know just how desperately the improvements are needed.

As far as we know, this project still has not been scheduled in the highway department's program of work.

Perhaps it will be included in the next program. We hope it won't take a major disaster to bring home to highway officials the need which is present.

A good month's record in building permits during November kept the calendar year 1968 within shot of the all-time building mark for one year, according to monthly figures released this week by A.L. Outland, city manager.

Six building permits were issued during the month, all for new construction, for a total estimated cost of \$90,500. This was the largest single month since June, when permits were issued totaling \$111,500.

The year's total, for 11 months, now stands at \$943,200. The all-time construction record, exclusive of school building, was \$1,149,040,000.

In order to top the all-time record, set in 1964, the December totals would have to top \$205,840. To go over the million-dollar mark for the second time in the history of the city, construction valued at \$56,800 would need to be registered.

In other records, six new water meters were installed, bringing the total number of active water taps to 1121 as of the end of November.

A total of 9,909,200 gallons of water were pumped during November, an average of 330,306 gallons per day. This is

considered normal consumption for this time of the year. Rainfall amounted to only .42 inches during the month.

One new sewer tap was made during the month, bringing the total number of active sewer taps to 1,068.

Only two fire alarms were

sounded during November, both outside the city limits with a total estimated loss of \$700. Two members of the police department, Chief Bill Morgan and Patrolman Bill Word, attended the New Mexico Peace Officer's conference in Alamogordo November 6-7.

EDDIE BLANCO

Former Friona Man Killed In Vietnam

A former Friona resident, Pfc. Heriberto (Eddie) Blanco, has been killed in Vietnam, it was learned here Tuesday.

Blanco lived here about two years, and was employed by Ernest Osborn. He had moved to Logan, N.M., prior to entering the U.S. Army last January.

Blanco's parents, Mr. and Mrs. Gonzalo Blanco, Sr., live in Friona at 1005 N. Pierce. The Blanco family has lived in Friona about two years, moving here from a farm between Hereford and Friona. The elder Blanco is employed by Marshall Sanders.

The casualty, which is the first Vietnam war casualty involving a Friona resident, was reported by the Defense Department on Monday. Blanco had been reported missing on Monday, December 2. The official communication said that Pvt. Blanco was killed in a combat mission.

Blanco is survived by his wife, Teresa, of Logan, N.M., and a young daughter, Roxanna Gail. He entered the Army in January of this year.



EDDIE BLANCO

Other survivors include four brothers: Joe of Friona; Gonzalo Blanco, Jr. of Dalhart; Armando of Florida and Jesse of Hereford.

Also five sisters survive: Mrs. Santos Soliz of Hereford; Martha Malton, Farwell; Mrs. Mario Castillo, Friona; Mrs. Blanco, Friona and Mrs. Marcos (Gloria) Trevino, Friona. The body is expected to arrive in the United States within two weeks.

THE FRIONA STAR

VOLUME 45, NUMBER 11.

TWELVE PAGES

Friona Stores Will Open Late Beginning Dec. 19



EMPLOYEE AWARD. . . June Floyd, left, is presented the monthly "most courteous employee" plaque by Wesley Foster, representing the Friona Association of Retail Merchants. The award was made at the group's December meeting last Friday.

The Friona Association of Retail Merchants voted at their regular meeting last Thursday to stay open two hours later than usual (until 8 p.m.) on Thursday, Friday and Saturday, December 19, 20, and 21, and on Monday, December 23.

It was thought that by observing this later opening, shoppers would be aided during the final week prior to Christmas, particularly the last-minute shoppers.

The late opening has been tried some in previous years, but not in the past couple of years.

In other business, the group elected Kenneth Williams, owner of Friona's Ben Franklin Store, as its president, replacing Chuck Everitt, who has moved from Friona.

The group's monthly "most courteous employee" award

was presented to June Floyd, who has been society writer for the Friona Star for the past 12 and one-half years. Mrs. Floyd, who was a guest at the luncheon, commented that it was easy to be nice to Friona people.

The group heard a report on the weekly Christmas give-away programs by Bill Ellis, chairman of the promotion committee, and were shown the sample certificate which is to be awarded to 12 Friona shoppers in the three Saturday events.

Also discussed was Santa's visit to Friona, which occurred Saturday afternoon, December 7. A total of 17 merchants and their wives attended the monthly luncheon at the Parmer House Restaurant. The next meeting will be held on Friday, January 3.

EXTENDED TWO-DAYS

Pheasant Season Set To Kickoff Saturday

At one-half hour before Sunrise Saturday morning, shotguns all across Parmer County will be poised in readiness for the 1968 pheasant season.

Hunters will have two additional days to hunt pheasants this year, since the season runs through Sunday, December 22, lasting nine days instead of seven as has formerly been the case.

Once again, a "longest tail

feather" contest will be sponsored in Friona and countywide. Prizes of \$15, \$10 and \$5 will be awarded to the three longest feathers turned in by Friona hunters. Sponsors of the local contest are Friona State Bank, Production Credit Assn. and Friona Star and Friona (consumers). Hunters may turn their feather entries in at Friona Consumers.

Friona's longest feather will be entered against those turned in at Bovina and Farwell, which will also sponsor contests, for a county champion. A trophy will be presented to the hunter bringing in the longest tail feather in the county. The trophy will be presented by the County Game Association.

The Association re-elected officers at a meeting last Monday in Bovina. Jack Patterson was re-elected president; A.E. (Bud) Crump of Bovina is vice-president; Gary Brown of Friona is treasurer and Ronnie McNutt of Farwell is secretary. All were re-elected.

According to the Texas Hunting Guide, the bag limit on pheasants is two cocks per day. Possession limit is four.

"The pheasant crop really looks good all over the county this year," Patterson said at the meeting last week.

Patterson encouraged landowners to allow hunting on their property this year, since the season is of economic value to the county. Inquiries have come

from all over West Texas and as far away as Austin regarding the 1968 season.

He also encouraged farmers to leave cover for the pheasants during the critical months of January, February and March so they will continue to survive and reproduce in the county.

Farmers are also asked to report snipers to the game warden or officials of Parmer County Game Management Association. Sniping has been reported previously near Friona and Lubbudie.

For multiplying purposes, only one cock is needed for every eight to 12 hens. Hunting the birds keeps the population in balance, since more cocks are hatched than hens.

Four Win Prizes In Drawing

Four more prize-winners will be drawn in the second of three Saturday drawings at 3:30 p.m. Saturday at the City Park.

The first of the series of drawings was held last Saturday, and four Friona residents won prizes worth approximately \$261.75.

Last week's winners were A. H. Hadley, Mrs. O.C. Rhodes, J.H. Boyle and Mrs. George A. Jones. Only four tickets were drawn, as the winners were declared on the first four tickets which were drawn.

The give-away program is under the sponsorship of the Friona Association of Retail Merchants. Gift certificates are given by the participating merchants, who number 30.

Under the rules of the give-away program, it is necessary for winners to be present to win. A man may answer for his wife or vice-versa, but only adults are eligible to win.

Tickets are given by the participating merchants, who give one ticket for each \$1.00 purchase.

Following Saturday's drawing, a similar drawing will be held on Saturday, December 21.

Annual Reunion December 26

The annual reunion sponsored by the Friona High School Ex-Students Association will be held on Thursday, December 26, in the high school cafeteria, according to Mrs. Sam Williams, publicity chairman for the event.

The reunion will begin at 7 p.m. that day.

A door prize of a "Chieftain blanket" will be awarded to someone in attendance at the meeting.

Officers of the association are John Blackburn, president; C.L. Lillard, vice president; and Mrs. Herschel Johnson, secretary.



WINNERS. . . Shown above are the winners in the first of three Saturday drawings held last week at the City Park. In the top photo are A.H. Hadley and J.H. Boyle. At the bottom are Mrs. George A. Jones and Mrs. O.C. Rhodes. Another drawing will be held this Saturday.

Temperatures

DATE	HI	LOW
December 4	48	17
December 5	70	20
December 6	45	20
December 7	56	19
December 8	42	19
December 9	58	29
December 10	61	25

No moisture as yet this month.



PRETTIEST PACKAGE -- Friona's Miss Merry Christmas, Pat Roberts, makes a pretty package as she writes out her Christmas shopping list. She followed up with a shopping tour of Friona stores and found them chock-full of giftable items for Christmas. (See pictures, page 3).



Miss Merry Christmas Takes A Shopping Tour Thru Friona

Miss Christmas Is In Real Life, Pat Roberts, Friona's Own 1968 Maize Queen

Miss Merry Christmas Made A Shopping Tour In Friona Last Week and Was Quite Pleased With The Large Assortment OF Gift Items Which Are Available Locally. She Urges Local Residents To Come To Town And Take A Look At The Many Varied Offerings.



Miss Christmas stops in at Bi-Wize Drug for a look and a sniff at the fine array of perfumes and cosmetics. There she found gifts, of cosmetics and toiletries for both men and women. Bi-Wize features all the most popular name brand cosmetic lines.

BI-WIZE DRUG



At Claborn Floral Miss Merry Christmas found lovely decorative centerpieces to fit any color scheme. She and Mrs. Claborn are shown looking over a choice arrangement. Miss Christmas was also impressed by the lovely assortment of china and pottery available at Claborn's.

CLABORN'S FLORAL



Miss Christmas thinks a Tappan electric range would make a fine gift from Nunn Lumber Company. While at Nunn she also looked over the Kitchenaid Dishwasher available there. Nunn also features a complete line of electric tools for the handyman.

NUNN LUMBER



"A Chevrolet Camaro from Reeve Chevrolet would be just the nicest Christmas present ever," thinks Miss Merry Christmas as she smiles from the window of her choice selection. Reeve Chevrolet also features the complete line of Frigidaire appliances, the perfect gift for the lady of the house.

REEVE CHEVROLET



A Butte Knit Suit from Foster's would make a nice gift for someone special, thinks Miss Christmas as she looks over the fine selections available there. Foster's features gifts for every member of the family in their well-stocked departments.

FOSTER'S



A variety of Christmas decorations, gifts and toys are the features of Ben Franklin. Miss Merry Christmas takes a peek at a few of the many items available there. The toy department is especially inviting, with all the most popular toy gifts, priced unbelievably low.

BEN FRANKLIN



The fine lines of small electric appliances available at Plains Hardware are especially inviting to Miss Christmas, who thinks the electric coffee pot would make a lovely gift. Blenders, toasters, hair dryers, irons, Corning Ware, Teflon, . . . these are just a few of the many popular items available at Plains Hardware.

PLAINS HARDWARE



A gigantic stuffed dog has taken the fancy of Miss Merry Christmas at White Auto Store. This was just one of the many fine toy items she found on the well-stocked shelves at White's. White's also features automotive accessories just right for the men on her list and fine furnishings for the home.

WHITE AUTO



Gifts of robes and lingerie from Hurst's are always welcome. Miss Merry Christmas stops at Hurst's for a look at this quilted robe with the budget price tag. Miss Christmas could choose gifts for the youngest to the oldest on her list from the many fine lines available in every department at Hurst's.

HURST'S

READ USE CLASSIFIED ADS for fast results

ANNOUNCEMENTS

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

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

Reduce with REDUCE! Follow directions - safe, results guaranteed. Only 98¢. Bi-Wize 2-12tp

Bovina's St. Anne's Catholic Church is sponsoring a bingo every Saturday night, benefitting the Bovina-Friona church building funds. The public is invited. Cash prizes are awarded. 4-tfnc

WANTED: Several nice people to join "Friends of the Library." Work For A Good Cause. 7-4tc

Now open for business. Dodson & Gaines Body Shop, 106 W. 5th St. (Former Farmer county Implement Bldg.) Painting, Bodywork Auto Glass. We invite your business. For estimates during day, call 247-2428. After 6, come by the shop. Connie Dodson, Kenneth Gaines. 7-tfnc

Will keep children in my home. Joy Patterson, phone 247-2276. 9-15nc

FOR SALE: . . . Quilttops, regular size, \$4 each. Phone 247-2749, 703 Columbia. 11-3tc

All ABC (Pink) Stamps Must be redeemed by Dec. 31. No (pink) Stamps redeemed after that day.

ALLEN'S JEWELRY 10-4tc

Place your order for Barbie Doll Clothes. Mrs. O.D. Fletcher. 247-3638, 817 Pierce. 10-2tc

IRONING WANTED: Mrs. Bill Denney, phone 247-3562, 10-2tp

WANT ADS PH. 247-2211

CLASSIFIED RATES

First insertion, per word - 6¢
Second and additional insertions - 4¢
Card of Thanks - \$1.00
Double rate for blind ads
Classified Display - \$1.00 per col. inch
Legal Rate 4¢. Minimum Rate 60¢ on cash order, \$1 on account.

DEADLINE FOR INSERTION

Thursday's Friona Star - 4 p.m. Tuesday.

The Star reserves the right to classify, revise or reject any classified ad.
Check advertisement and report any error immediately. The Star is Not responsible for error after ad has already run once.

CARD OF THANKS

We would like to thank the wonderful people of Friona for their response in helping us get re-established. We have received many nice gifts from the people of Friona, and appreciate them very much. May God Bless each of you. The Ray Rando family
The E.G. Phipps family 11-1tc

We wish to express our sincere appreciation to everyone who was so kind and helpful following the death of our loved one. Especially to all the hospital personnel for all their help and many kind deeds. The Family of Basilio Villanueva 11-1tp

FOR SALE

"Repossessed 1968 Model Singer sewing machine in walnut cabinet. Will zig-zag, buttonhole, blind hem, etc. Balance \$27.85 or five payments at \$6.40 Write Credit Manager, 1114 19th Street, Lubbock, Texas." 2-tfnc

FOR SALE - Membership To "Friends of the Library". \$1.00 to \$100.00. Join Today. Call 247-3200. 7-4tc

FOR SALE: . . . 23-inch RCA Victor television set. Good condition. Call 247-2487. 8-tfnc

JOBS OF INTEREST

WANTED: School graduated L. V.N. Golden Spread Nursing Home, Dimmitt, Texas, phone 647-2465. 8-4tc

Experienced farm hand needed. Call T.L. Burleson, 247-2541. 11-tfnc

REAL ESTATE

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

WANTED: . . . Eligible GI to buy 80-acre dry land farm. J.G. McFarland 247-3272 or 247-2766. 6-tfnc

For Complete Real Estate Service
CONTACT
J. G. McFARLAND
Phone 247-3272 or 247-2766
Business, Farms, Ranches, Residences

FOR SALE: . . . Hart Metal Skis with Cubico Bindings. 200 Cm. Long. Good Condition. \$50.00 Call Andy Hurst, 247-2721. 10-2tc

FOR SALE: 5 Room House on 3-50 ft. lots Bldg. with 11X15 room plus storage. Reasonable E 9th & Maple. Call 247-3066 or 247-3312. Jim Rule. 10-4tc

FRIONA MOBILE ESTATES: . . . Friona's newest and largest mobile home park. Located at 802 East 11th & Blks, East of Main on Hiway 60, Call 247-3545 46-tfnc

FOR SALE: . . . Two bedroom house on 100' with pavement. Mrs. Pearl Johnson, phone 247-3029. 3-tfnc

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

WANTED: . . . land listings for G.I. LAND BUYERS. J.G. McFarland, phone 247-3272. 11-tfnc

HOUSE FOR SALE: Roomy 2280 Sq. Ft. 3 Bedroom, Living Room, large den, Double Garage, Full bath, 3/4 bath., 1/2 bath, Cent. Heat, Ref. Air. Utility porch, fenced back yard--\$23,500. Call for appointment 247-3380. READY TO SELL. 5-tfnc

FOR LEASE: sale or trade - irrigation service in Olton. 30 X 50 building, with or without equipment. Call Jane Patton, 817-or 5-3890, Clifton, Tex. 9-4tp

ARKANSAS GRASSLAND FEEDER - CALF RANCH
555 acres of excellent improved Bermuda grass, lespedeza and mixed-grass pastures, six ponds wells and springs, plus stream. Open smooth land good soil. Raise your feeder calves here, finish them in your Texas feedlot, or sell to commercial and farm feedlot operators, good markets, excellent profits. Price: \$160 an acre. Write today. FARM AND RANCH LAND COMPANY, Box 383, Fort Smith, Arkansas. 10-2tp

320 Acres, Good allotments w/ water. \$250 acre, owner: 3401 60th St., Lubbock, SW 2-1265. 11-2tp

FOR SALE: . . . Cotton acreage allotments. J.G. McFarland, 247-3272 or 247-2766. 6-tfnc

RENTALS

FOR RENT: . . . Farm House Northwest of Friona. Phone 247-2717. 7-tfnc

2 Bedroom house for rent. 4 1/2 miles E. 4 1/2 miles S. of Friona. Bill Paid. \$75.00 10-2tc RANZA BOGGS

Effective Immediately
Dr. D.J. Weaver
Will be taking care of former patients of Dr. R. Gale J. Page (Deceased)
801 South Twenty Five Mile Avenue, Hereford, Texas 4-tfnc

MISCELLANEOUS SERVICES

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For custom hay baling call Harrell Mays, 247-3477. 43-tfnc

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Alan Arkin Inspector Clouseau

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WELCOME TO FRIONA



The Ron Shores family is saluted this week as newcomers to Friona. Shores is a mechanic at Missouri Beef Packers. The children are Jami, four, Jeffrey, eight, Jodi, seven and John, two. The family lives at 312 W. 5th Street.

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Field Seeds



Is Your Christmas List Out Of Hand?

Checked last year's Christmas list? You may have to add some names. Like taxes, Christmas gift lists have a way of growing. You may have many more names than last year. And Johnny's really after a new bike. More presents, bigger and better ones. Many credit union members plan their holiday shopping a year ahead. They start a special Christmas savings account. When holiday time comes, they're ready with the cash. But even then, it may not be enough. Emergencies come up. Things cost more than you expected. That's when your credit union can help again. A convenient, low-cost holiday loan from your credit union can tide you over the gift-giving season. And you avoid high interest and charge account costs where you shop. Have a happier, less expensive holiday. See your credit union for a holiday loan. And start saving for next Christmas.

FRIONA CREDIT UNION
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ITEM: Before repainting in mildew problem areas, wash the mildew area with a quality mildew cleaner. Merely painting over the area will not kill the fungi and will result in poor paint performance. Mildew cleaners are available in various forms such as liquids, powders, and small tablets to be dissolved in water. Many all-purpose mildew cleaners may be used on painted surfaces, roofs, tile, canvas and cement blocks and will renew these surfaces while killing any mildew infection.



Friona Public Library registered 18 new readers in November. Many of these were new residents, but a few were older residents who had not used the library. We welcome these new readers and invite others to come by and see our books, if we do not have the books you need we can borrow it for you from one of the ten resource centers in Texas.

Our new book we have is the "Kennedy Years," text by New York Times. This book is a record in word and pictures of happenings that have since become history; Kennedy's war experience, his fight for the Presidency, his election and inauguration, the crisis of his administration and -- after a grim beginning at the Bay of Pigs -- its ultimate achievement. There are three hundred photographs, some in color, all events of the Kennedy years. It will serve as a personal memory book for many today, also a reliable resource book for students.

Another new book we have is the "L S Brand" by Dulcie Turner Sullivan. This is the story of a ranch founded in 1881 by Lee and Scott near Old Tascosa, and is still a working ranch today. Mrs. Sullivan's father was a cowboy on this ranch in the early eighties, and as a child she knew many of the men on the L.S.

Several interested people have come to the library to check out books and while there gave the librarian a check making them a member of Friends of the Friona Public Library. We need the support of the whole community to keep our library growing.

Hospital Notes

Mary K. Everitt, Hereford; Elizabeth Rieken, Friona; J.P. Ready, Friona; Travis Kevin Lee, Bovina; Roger E. Bowman, Friona; Alta Latham, Friona; Minnie Mae Lamb, Friona; Willie Mae Ross, Bovina; Laverne Burrow, Friona; Mrs. Domingo Vasquez, Friona; Kenneth Lynn Birkelbach, Bovina; Sandra Taylor, Friona; Dorothy L. Harris, Bovina; Vicky Renner, Friona; Gary Berggren, Farwell; Jackie Holcomb, Bovina; Oleta Mae Kelley, Friona; Lucille Barnes, Lazbuddie; Carra Christian, Farwell; Alphonso Villanueva, Friona; O.J. Beene, Friona; Maria Jass, Hereford; Donna Kim McDonald, Friona.

DISMISSALS: Rebecca Powell, J.C. Pewitt, Gustavo Ortiz, Casimiro Muniz, Mahoto L. Allen, Delfino



STUDENT OF THE WEEK... Ruben Martinez, right, is employed by the City of Friona as an apprentice in the sewer department through the school's D-E program. Martinez is shown with Albert Wolfington and the sewer department's new roder machine. He is saluted this week as the D-E "student of the week."

Aguilar, Jr., Mary K. Everitt and Girl; J.P. Ready, Travis K. Lee, Gloria Trevino, Roger Bowman, Elizabeth Rieken, Sandra Taylor, Laverne Burrow, Vicky Renner, Willie Mae Ross, Dorothy Lee Harris, Odalia Ortiz.

PATIENTS IN HOSPITAL

O.J. Beene, Lucille Barnes, Augustine Blanco, Susie Cunningham, Carra Christian, Ethel Griffith, Jackie Holcomb, Maria Jass, Jake Lamb, Minnie Mae Lamb, Alta Latham, Donna McDonald, Jesse Stowers, Alphonso Villanueva, Jr., Giles Williams.

ITEM: Washing means rubbing or agitating clothes in soap or detergent suds. Laundering is a more comprehensive term. It refers to the entire sequence of operations needed to get soiled clothes clean and ready to use again. It includes at least the basic steps of sorting, pretreating, washing, rinsing, drying, and any ironing required.

THAT'S A HOT ONE!
The largest blast furnace is at the Ishikawajima Harima Heavy Industries Co., Ltd. plant in Japan. It is 251 feet tall and has a capacity for 3,300 tons of pig iron every day.

BUDGET BUSTER

One of the biggest rises in cost of living was in Seoul, South Korea, where the index rose from 1 to 217 between 1948 and 1965.



"Of course, if you're a female, the rates are slightly different."

LILLARD INSURANCE & REAL ESTATE



"Joe's ALWAYS lining up NEW BUSINESS."

Even the little kids know our clean rest rooms and friendly service makes our station the best in town. See us for all your service needs, also clean rest rooms!

Panciera Tire & Supply

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NUNN LUMBER COMPANY

THANK YOU
We Wish To Say Thanks To Our Many Friona Friends For Their Patronage During 1968.

BOVINA SPUDNUT SHOP
Otis and Lula White

Stock-Your-Pantry SPECIALS

- White Swan Whole Berry Cranberry Sauce 300 Can 2 For 53¢
- Folger's COFFEE Pound 69¢
- White Swan Halves or Sliced PEACHES 300 Can 4 For \$1
- Longhorn PURE LARD 4 Pound Bucket 73¢
- White Swan Cream Style Golden CORN 303 Can 2 For 49¢
- White Swan TEA 1/4 Pound Box 25¢
- Van Camp TUNA 2 For 49¢ (6 1/4 Oz. Can)
- Sunshine Brand CANDY 39¢ Bag 35¢
- Dishwashing ALL 2 Pound 3 Oz. Box 75¢

FRESH PRODUCE

- Texas GRAPEFRUIT Each 17¢
- LEMONS Pound 23¢
- RED GRAPES Pound 23¢



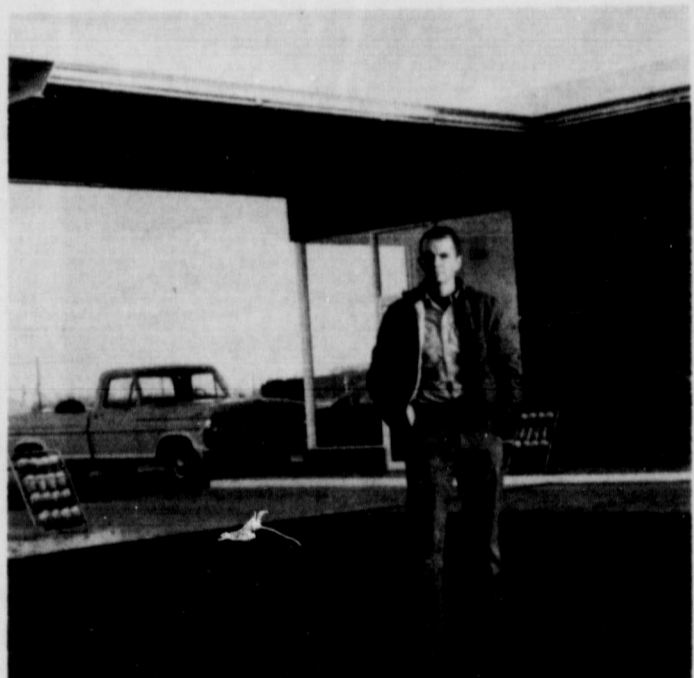
FRYERS Pound 33¢
STEAK Loin or T-Bone Pound 98¢

Lanes **ICE CREAM** 1/2 Gal. Carton 59¢

VALUABLE COUPON
GOLD MEDAL FLOUR WITH THIS COUPON 25# Only \$2.09
WITHOUT COUPON \$2.25
Good week of Dec. 12-18-68
Good at White Super Mkt.
VALUABLE COUPON

NOTICE

OUR NEW MOBIL STATION IS NOW OPEN FOR BUSINESS



STATION OPENS... Larry O'Conner is shown in front of the new Mobil Service Station located on West Highway 60, which he is operating. O'Conner plans a grand opening in another week or so.

LARRY'S MOBIL SERVICE

- *Open 6 am. to 10 p.m. Daily
- *Minor Mechanical Work
- *Wash - Grease - Filter Change
- *Famous Mobil Products, Mobil Special Oil, Mobilgas, Etc.

Service Station
Friona's Newest Most Modern

Phone 247-3644 West Highway 60

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

COUPON
FREE!
with This Coupon
100 Gunn Bros. Stamps
Dec. 12-18-68

Sixty-One Names Listed On Junior High Roll

According to a release by Principal Tom Jarboe late last week sixty-one students in the fifth, sixth, seventh and eighth grades maintained grade averages of 80 or above during the second six weeks of the 1968-69 school year.

Names listed and grade averages maintained are as follows:

EIGHTH GRADE
All Grades 90 or above:
Darlene Harper, Carol Reeve, Betty Sachs, Holly Welch.
One B, rest A's:
Sarah Gammon, Darrell McMurtrey, Nancy Martinez, Gary Mings.

Two B's rest A's:
Cindy Barnett, Debbie Benge, Rafael Gonzales, Sylvia Hernandez, Carolyn Murphree, Vandra Nichols.

SEVENTH GRADE
All Grades 90 or above:
David Hardgrove, Trip Horton, Annette Reznick.
One B, rest A's:
Beverly Bailey, Kay Cochran, Shera Finley, Delores Rogers, Chris Sanders, Kyle Shelton.

Jones Finishes Basic Training
Airman Basil Niel Jones, U. S. Navy, has been graduated from basic training and is presently home on leave the Navy Recruiting Station, Clovis, announced today.

Airman Jones was graduated from basic training on November 22, during a colorful military review. While at basic training he was appointed as the Recruit Chief Petty Officer of Company 654. This company was given the Athletic Award for their outstanding achievements in the athletic competitions.

Airman Jones is the son of Mrs. Hazel Kin-bell of 600 W. Yucca, Clovis. He is married to the former Miss Charla Sue Harper of Friona. They have one daughter, Stephanie Sue.

Two B's, rest A's:
Denise Carnes, Carolyn Gore, Ricky Harper, Marie Russell, Gayla Self.

SIXTH GRADE
All Grades 90 or above:
Cindy Gammon, Janice Hayes, David Hutson, Jeanine Jarboe, Connie Lindeman, Amanda Mason, Tonna Morgan, Tip Nunn, Beverly Schueler, Becky Walker.

One B, rest A's:
Carol Bavousett, Diane Hamilton, Stacy Wheeler.
Two B's rest A's:
Holly Hart, Garvin Thorn, Judy Ulen, Pam Wilcox.

FIFTH GRADE
All Grades 90 or above:
Debbie Dorrell, Lisa Edelman.
One B, rest A's:
Cathy Cunningham, Sarah Kretzmann, Darrel Mason, Troy Messenger, Gary Self, John Seright, Sherri Thorn.
Two B's rest A's:
Jerri Benge, Hal Blackburn, Tim Boeckman, Jimmy Foll, Kent Miller, Nina Stowers, Noel White.

County's Bond Sales At 64% Of 1968 Goal

October sales of United States Savings Bonds and Freedom Shares totaled \$2,770 in Farmer County according to a report received from Frank A. Spring, Chairman of the county Savings Bond Committee. Sales in the county for the ten month period, January through October, totaled \$82,962 and 64 per cent of the 1968 goal has been achieved.

Statewide sales of Savings Bonds reached an all-time high of \$151,715,504 for the first ten months of 1968. During 1967 sales totaled \$139,007,131—a 9.1 per cent increase over the same period for 1967. October sales during 1967 totaled \$14,689,704 and October 1968 sales totaled \$16,986,405—an increase of 15.6 per cent for October 1968 over October 1967.



Eric V. Rushing Is Officer

Eric Vance Rushing was appointed reserve officer in the grade of Ensign in formal graduation ceremonies at the Naval Officer Candidate School, U. S. Naval Base, Newport, Rhode Island, November 22. At the present Ensign Rushing, who is a graduate of Friona High School and Texas Technological College, is currently stationed at the U. S. Naval Base, Charlestown, South Carolina. After a Christmas leave, he will report to the commander of the Seventh Fleet, January 6. He is the son of Mr. and Mrs. Eric M. Rushing.

Bookmobile Regular Stops

The High Plains Bookmobile makes its regular run this week with stops in Friona on Thursday and Saturday. Thursday, the mobile library stops in Oklahoma Lane (9:35-10:20); Rhea, 11:45-12 noon, Friona Elementary School, 1:15-1:45 and Black, 2-3 p.m. On Friday, the bookmobile goes to Hub, 8:45-9:45; White's Elevator, 10-11 a.m.; Lazbudie, 12 noon-1 p.m.; and Clay's Corner, 1:15-2:15. Saturday, the bookmobile comes back to Friona for a stop from 1-4 p.m. at the City Park.

Chieftains Third, Squaws Fourth In Local Tourney

Friona's Chieftains placed third, and the Squaws were fourth in their own invitational basketball tournament here last weekend.

The Chiefs downed Bovina and Olton to win the tournament's third-place trophy, losing in the second round to tournament champion Morton.

After coasting past Olton in the opening round (43-22), the Squaws were edged out by rival Tullia, 56-55, and then fell to Springlake in the third-place game, 59-40.

Spearman won the girl's first place trophy, with a 50-36 win over Tullia in the finals. Spearman edged Springlake in the second round, 65-60, in one of the top tournament games.

First Round
Squaws 15 14 6 8--43
Olton 4 9 2 7--22
Renner, 4-0-8; Turner 2-2-6; Fallwell, 5-9-19; Kelley, 1-0-2; Neil, 3-0-6; Greeson, 0-2-2.
Chiefs 19 18 19 7--63
Bovina 8 8 8 9--33
Perea 4-2-10; Neel, 3-2-8; Brookfield 3-1-7; Procter 0-1-1; Harper 2-1-5; Barker 4-4-12; Cordova 3-2-8; Fortenberry, 3-0-6; Weatherly 3-0-6.

Second Round
Tullia 9 21 10 16--56
Squaws 18 9 19 9--55
Renner 0-2-2; Turner 4-3-11
Fallwell 8-20-36; Kelley 1-4-6.
Chiefs 11 7 14 15--47
Morton 15 19 13 20--67
Perea 3-2-8; Neel 4-3-11; Harper 3-0-6; Brookfield 1-0-2; Procter 1-2-4; Cordova 3-0-6; Fortenberry 1-2-4; Barker 2-2-6.

Third Round
Squaws 13 6 9 12--40
Springlake 16 16 13 14--59
Turner 1-2-4; Fallwell 6-7-19; Kelley 3-4-10; Greeson 0-3-3; Rule 0-1-1.

Chiefs 14 19 9 11--53
Olton 15 10 18 9--52
Perea 1-3-5; Neel 4-3-11; Harper 4-2-10; Brookfield 7-4-18; Barker 3-3-9.

Basketball Scores

9th Grade Boys
Friona 14 15 24 35-35
Canyon 3 11 23 28-28
Mike Royal, 11; Bill Batley, 10; Larry Fallwell, 5; Oberlin DeLeon, 3; Jimmy Hamilton 2. Jerry Mabry 2, Troy White, 2.

7th Grade Boys
Friona 8 14 22 36-36
Canyon 2 12 18 20-20
Bill Fallwell, 9; Randal Snyder, 8; James Perea, 7; Danny Waggoner, 6; Weldon Peace, 4; Lupe Gonzales, 2.

8th Grade Boys
Friona 9 15 23--27
Dimmitt 14 27 33--41
Johnny Bandy 15, James Bartlett 6, Willie Batley, 6.

9th Grad: Boys
Friona 6 14 20--26
Dimmitt 14 22 30--43
Mike Royal 8, Oberlin DeLeon 4, Jerry Mabry 4, Dave Buske 3, Jimmy Hamilton 2, Bill Bailey 2, Larry Fallwell 2, James Sims 1.

Monday, December 9, 1968
Mr. and Mrs. C. W. Dixon returned from a deer hunt at the Indian Creek Ranch near Kerrville last Thursday. The Dixons brought home three nice deer.

THE BULL SHIPPER STAMPEDE IS ON!

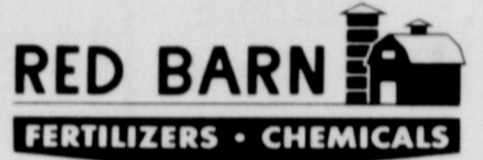


LIQUID FEED SUPPLEMENT

Just let a Red Barn Bull Shipper dealer drive up to the feeder and the stampeede is on. Cattle go for the protein, minerals and vitamins that they don't get enough of, in hay, grass and forage.

Cattle eat better and are in better health and condition. When Bull Shipper supplement is fed. Call your Red Barn dealer for the details about how he does all the work while you reap the profits.

**PAT FERGUSON
CARROLL BENNETT**



FRIONA Phone 247-2566

SATURDAY, DEC. 14

8 99¢

KING SIZE WALLET CREATIVE COLOR PORTRAITS FOR ONLY



PHOTO HOURS
9 A.M. TO CLOSING

GET PICTURES MADE OF GRANDPA, GRANDMA, DAD, MOM AND ALL THE LITTLE ONES AT THESE SAME LOW PRICES!



SHUGART COLOR PHOTOS HOUSER GROC

HOW WOULD YOU ANSWER?



Yes ___ No ___ Though I do worry, I feel there's a way to prevent it.
Yes ___ No ___ Sometimes I antagonize people because of my actions or attitude. I know there must be a way to correct this.
Yes ___ No ___ It seems contrary to reality, but I feel that real happiness is something apart from wealth, power, or fame.
Yes ___ No ___ There must be a practical way of raising my family in a better world.

A "yes" answer to any of these questions is definite proof of God's concern for you. God talks to man by making him "feel" and "know" of a better way of living. You feel discontent about present conditions, you sense "something better," somewhere. That's God talking to you. Listen to him. Come to church this Sunday. Read His Living Word in the Bible. This could be the chance you've been waiting for.

THE CHURCH FOR ALL . . . ALL FOR THE CHURCH

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

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Hi-Plains Feed Yard	Friona Clearview TV
Friona Co-Op Gin	Rushing Insurance
Friona Motors	Friona Consumers
Bi-Wize Drug	Crow's Slaughter

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. J.S. Ansley, pastor Sunday School: 9:45 a.m., Worship: 11:00 a.m., Evening Worship: 7:30 p.m., Wednesday Prayer Meeting 7:30 p.m.
FIRST BAPTIST Sixth and Summit Rev. Bill Foll, pastor Sunday School: 9:45 a.m., Worship: 11:00 a.m., Training Union: 6:00 p.m., Evening Worship: 7:00 P.M., Wednesday Prayer Meeting: 8:30 p.m. (30 mins. earlier, Oct. 1 - April 1)
MEXICAN BAPTIST MISSION 4th and Woodland - Rev. Donnie Carrasco Sunday School: 9:45 a.m., Worship: 11:00 a.m., Training Union: 5:00 p.m., Evening Worship: 6:00 P.M., Wednesday Prayer Meeting: 8:00 p.m.
ST. THERESA'S CATHOLIC CHURCH 16th and Cleveland Father Richard Roth Mass: 8:30 a.m. and 10:30 a.m., Confession: Saturday 7 p.m., Evening Mass: Wednesday, 8 p.m.
SIXTH ST. CHURCH OF CHRIST 502 W. Sixth Bible Study: 9:30 a.m., Worship: 10:30 a.m., Evening: 6 p.m., Wednesday evening: 7:30 p.m.
REDEEMER LUTHERAN CHURCH 13th and Virginia - Otto Kretzmann Sunday School: 10:00 a.m., Worship: 11:00 a.m., Rhea Immanuel Lutheran Church -- Worship 9:30 a.m., Sunday School 10:30 a.m.
UNION CONGREGATIONAL CHURCH 6th and Cleveland UCC Rev. Paul Mohr Sunday School: 10:00 a.m., Worship: 11:00 a.m.
TENTH ST. CHURCH OF CHRIST 10th and Euclid Sunday Worship: 10:30 a.m., Evening 7:00 p.m., Wednesday Evening: 8:30 p.m.
SIXTH ST. IGLESIA de CRISTO 408 W. Sixth, M.R., Zamorano Bible Study - 9:30 a.m., Worship 10:30 a.m., Evening 8:00 P.M., Thursday Evening 8:00 p.m.
FIRST METHODIST 8th and Pierce - Rev. James Price Sunday School: 9:45 a.m., Worship: 11:00 a.m., MYF: 6:00 p.m., Evening Worship: 7:00 p.m.
UNITED PENTECOSTAL CHURCH Fifth and Ashland Rev. W.H. Dean, pastor Sunday School: 10:00 a.m., Worship: 11:00 a.m., Wednesday Evening: 8:00 p.m., Sunday Evening: 8 p.m., Friday Young People: 8:00 p.m.



POPULAR FELLOW... Santa Claus is shown as he was mobbed by the small fry last Saturday upon his arrival in the city park to talk to the youngsters about their Christmas needs.

TEACHER HIRED

Board Extends Xmas Holidays For School

The Friona Independent School board of trustees officially accepted the resignation of a grade school teacher, and hired a replacement at their monthly meeting Monday night. The board also re-vamped the Christmas holidays to include December 30-31.

Mrs. James Hamilton, who has taught fourth grade for the past five and one-half years, is resigning, effective at mid-term. Her replacement will be Charlotte Seaton Redwine, who is completing her degree requirements at West Texas State University at mid-term. Mrs. Redwine is a graduate of Lazbuddie High School, and

is presently doing practice teaching on the fourth grade level in Hareford. The Redwines live nine miles southwest of Friona.

The school board voted to extend the Christmas holidays to include December 30 and 31 which had originally been scheduled as school days. As it now stands, school will dismiss at 2:40 on December 20, and school will resume at the regular time, Thursday, January 2.

In other business, the board awarded a contract to the Truly Nolen Exterminating Co. of Amarillo for treatment of termite infestation in the Junior High Gymnasium.

Porter Roberts, school tax assessor-collector, reported that \$57,700.87 was collected in school taxes for the month of November.

Superintendent Alton Farr made his monthly reports concerning the school budget.

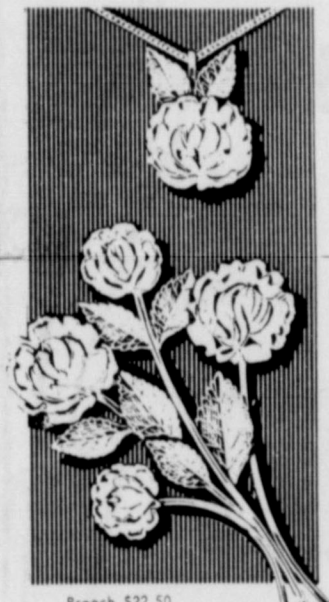
Lt. Snead With Award-Winning Squadron 367

Marine Lieutenant Gary G. Snead, 24, son of Mr. and Mrs. Rene E. Snead of 1302 W. Sixth, Friona, is serving with Marine Light Helicopter Squadron 367, a unit of the First Marine Aircraft Wing in Vietnam.

The wing has been awarded the Presidential Unit Citation for its combat achievements during the period of May 1965 to September 1967.

Air arm of the Third Marine Amphibious Force, the wing operates several hundred aircraft which includes fighter, attack, reconnaissance helicopter and transport aircraft.

In addition to providing aviation support for the First and Third Marine Divisions, the First Marine Aircraft Wing supports other American and Allied forces in the five northernmost provinces of South Vietnam.



Delicate hand-carved ivory roses with leaves and stems of long-lasting 14Kt. yellow gold overlay.

From our new selection of Fine Quality Jewelry

by *Klementz*

Allen's Jewelry

"Our 21st Christmas in Friona"

United Fund Drive Inches Toward Goal

On Tuesday of this week, the Friona Area United Fund drive was inching toward its goal, with 96.64 per cent of the 1968 goal achieved.

As of Tuesday morning, a total of \$6,150.52 had been deposited, which was only \$213.48 short of the goal of \$6,364 for the year.

"We still hope to meet our goal, and would encourage anyone wishing to donate and carry the donation as an exemption for 1968 to do so before the month ends," said A.L. Outland, chairman of the 1968 drive.

Friona has met its United Fund goal the past two years. This year's goal is \$500 above that for last year, which was \$5,840. A total of \$6,040 was raised last year, with the goal being met shortly before Christmas.

Editor's Note: Chairman A. L. Outland called Wednesday at noon to report that the drive had made its goal.

MALBAG

Dear Sir:

On December 4, 1968, 54 bags of used clothing were shipped to Knoxville, Tennessee to be distributed in the Appalachian Mountain region. In addition, some of the clothing donated was kept locally for needy children. Donations by our local school students and the Hospital Auxiliary made this possible and the publicity you gave is deeply appreciated.

Sincerely Yours,
Alton Farr
Superintendent

Gifts FOR THE ENTIRE FAMILY

King James Version

CAMBRIDGE BIBLE

- Leather Lining
- Easy Reading Print
- India Paper

Bound in Real Morocco Leather

Nice Selection of Children's **BOOKS**

Complete Selection of **CHARLIE BROWN and PEANUTS BOOKS**

Large Selection of **DICTIONARIES and other HELPS**

— BOOKS OF INSPIRATION —

- *Wings of Silver
- *Leaves of Gold
- *Measures for Living
- *Plus many, many others

— GIFT ITEMS —

- Scrap and Photo Books
- Stationary
- Christmas Cards
- Religious pictures
- Books on Chess and Bridge
- Stamp Collecting etc.

● FINE SELECTION OF RELIGIOUS JEWELRY

4th Main **CHRISTIAN BOOK STORE** Hereford, Texas



Swift's Premium Pro-Ten **SIRLOIN STEAK** Lb. **98¢**

Bar-5 **FRANKS** 1 Lb. **53¢**

Swifts Premium **BACON** Lb. **59¢**

Budding Sliced **SMOKED MEATS** 3 Pkgs. **\$1**
Beef, Ham, Turkey

BELL RINGING FOOD VALUES!

Easy Monday **DISH DETERGENT** 32 Oz. **29¢**

College Inn **CHICKEN BROTH** 303 Can **15¢**

Shurfine **GRAPE JELLY** 18 Oz. **3 For \$1**

Gladiola **POUND CAKE MIX** **3 For \$1**

EAGLE BRAND MILK **35¢**

Shurfresh **OLEO**

1 Lb. **6/\$1**

FREEZER BUYS!

Shurfine **ORANGE JUICE** 6 Oz. Can **2/35¢**

Morton's **HONEY BUNS** **4/\$1**

Texas Red **Grapefruit** **4/39¢**

AVOCADOS **2/25¢**

Texas **CABBAGE** Lb. **5¢**



Ranch Style BEANS 300 Can **2/33¢**

KRAFT MARSHMALLOW CREME 7 Oz. Jar **25¢**

Sunset Latex Wall Paint

NO PAINTY ODOR CLEAN UP WITH WATER

dries in 30 minutes!

Reg. \$4.30
Now: **\$3.50 GALLON**

- Covers plaster, wall board, concrete block
- Spreads easily with brush or roller
- No lap marks—stop and start anytime
- Bright, glare-free flat finish
- White or Tint

Choose from 60 Colors!

DON'T FORGET... GET SUNSET
A Product of PITTSBURGH PLATE GLASS COMPANY

(Prices Good Through Dec. 18)

ONE WEEK ONLY NUNN LUMBER CO.

"Complete Building Service"

Friona Ph. 247-2727



COKES King Size or Regular **or Dr. PEPPER** With Deposit **2 For 89¢**



Cloverlake ICE CREAM 1/2 Gal. **79¢**



FREEZER BUYS!

Shurfine **ORANGE JUICE** 6 Oz. Can **2/35¢**

Morton's **HONEY BUNS** **4/\$1**

DOUBLE 'YES' STAMPS EVERY WEDNESDAY
With Purchase Of \$2.50 Or More

Houser

Big Enough To Accommodate - Small Enough To Appreciate
Phone 247-3343 Friona

GROCERY & MARKET

GOOD CARTON BETTER QUALITY BEST FLAVOR
TRY SOME NOW



STATE MEET BOUND. . . The Friona FFA chapter's senior farm skills team is shown with banners. It has won in district and area contests the past month. The team is competing in the state contest in Huntsville this week. Left to right are J.D. Spencer, Dale Schueler, Wayne Schueler, and Mike Buchanan.



GREENHAND CHAMPS. . . Competing for the state championship in farm skills this weekend will be the green hand team from Friona High School. From the left are team members Nick Collier, Randy Dorrell, Alan Hamilton and Troy White.

TO STATE MEET

FFA Boys Add Verse To Success Story

For the eighth time in the past nine years, Friona High School FFA will be represented in the state leadership contest finals at Huntsville, which are scheduled this weekend on the Sam Houston State College campus.

The local chapter qualified its junior and senior farm skills team for the state competition by winning at the Area I contests last Saturday in Plainview.

It marks the seventh time of the eight years that Friona has had teams in the state contest for the chapter to qualify in two separate events.

The Friona High School FFA chapter has won 18 banners in state leadership contests since 1960.

Members of the junior farm skills team are Alan Hamilton, Troy White, Randy Dorrell and Nick Collier. Those on the senior farm skills team are Dale Schueler, Mike Buchanan, Wayne Schueler, J.D. Spencer and Mike Mills.

Benny Pryor and Bob Middleton are faculty advisors for the FFA chapter and leadership teams. Both advisors will accompany the teams to the state meet. The delegation will depart on Friday.

Edelmon Named Delegate To NCC Annual Meeting

W.L. (Preach) Edelmon of Friona is a member of two cotton-related boards, according to information received this week by the National Cotton Council.

Edelmon, long active in cotton organizations, has been named a delegate from the state of Texas to the National Cotton Council's 31st annual meeting in Hot Springs, Ark., January 27-28.

The Frionian also an alternate member of the Cotton Producers Institute board of directors, who announced this week that their 1969 research program will be one-third larger than that of 1968. Edelmon is one of 12 members of the board from Texas.

As a delegate to the National Cotton Council's annual meeting, Edelmon and other Texas delegates and alternates will



PREACH EDELMON

join with those from 13 other state groups in reviewing the council's research and promotion activities for the past year and outlining a program for 1969.

Like any napped fabric, brushed cotton denim should be washed inside out to avoid collecting lint. Put a fabric softener in the wash water to help restore the nap. To keep the brushed denim soft and velvety looking, always dry in the automatic drier. Use medium heat.

Needles and pins and thread all stay together where you can find them if you make a miniature pin cushion out of a spool of thread. Just stick a cotton cosmetic ball in the hole in one end of the spool, and keep pins and a needle there.

SCD Announces Annual Essay Contest Awards

The Parmer County Soil and Water Conservation District is again sponsoring the Fort Worth Press Awards Essay Contest. The essay contest is open to any boy or girl in Texas 19 years old or younger, in our out of school. The contestant must not have had his 19th birthday before July 1, 1969.

ter Conservation District will award a total of \$55 in cash for the best four essays. All essays will then be entered in the Fort Worth Press Statewide Soil and Water Conservation Program. The winner of the Fort Worth Press Award will receive \$200 first prize. The Fort Worth Press will also give away trophies and medals.

Those interested should contact a teacher or one of the Parmer County Board of Supervisors; Leon Grissom, Bovina, Alton Morris, Lazbuddie, Dick Rockey, Friona, A.L. Black, Friona, and Vernon Estes, Bovina.

Include the following information on the entry: Name and address, name of school, and the name and number of the local Soil Conservation District. All entries must be turned in to the SCS Office, Box 788, Friona, Texas by February 1, 1969.



CRICKET TAYLOR

Cricket Taylor Retires

Mrs. Cricket B. Taylor, home demonstration agent in Parmer County for the past five and one-half years, has announced that she will retire at the end of January.

Her resignation from the position was accepted Monday morning by Parmer County Commissioners Court, effective Jan. 31, 1969.

Mrs. Sue Farris of Amarillo, who also attended the commissioners' meeting, said she hopes to have a replacement for Mrs. Taylor when the court holds its next session.

Mrs. Taylor is retiring after spending 30 years with the Department of Agriculture. During that time she served as state director of the school

lunch program in the state of New Mexico, as well as six and one-half years as home economist with the REA in Clovis.

The past 11 years has been spent as home demonstration agent with the Texas Extension Service. She came to Parmer County from Colorado City.

Although Mrs. Taylor plans to keep her home in Farwell, she states that a great deal of her time will be spent enjoying her grandchildren, traveling, and in developing her hobbies of art and sewing.

The term "all cotton" is a consumer's best guarantee of maximum wearability and comfort.



For 207 minutes work, Charles K. Hamilton earned 10,000 dollars. How? By flying the first airmail from New York to Philadelphia and back, on June 13, 1910. This plane, as well as 12 others, can be seen at the Harold Warp Pioneer Village in south central Nebraska.

Harvest Method May Be Costing Soybean Farmers

Present harvesting methods could be costing soybean farmers thousands of dollars annually.

According to research studies conducted this fall at the High Plains Research Foundation as much as 50 per cent of the soybean crop grown can be lost by shattering in harvesting process used by most farmers.

In the study, Jim Valliant, soil scientist, used the regular combine header and bat reel that most farmers use and compared results with a hand harvesting method of cutting the soybeans by hand and placing the plants into the machine.

"This way we know that most loss can be attributed to the conventional header," Valliant said.

The test was conducted on plots under two irrigation methods. One method featured four irrigations -- preplant, pre-bloom, bloom and pod-set stages. The other method had irrigation applied preplant, bloom and pod-set stages.

Three plant varieties were used in five plots replications in the study -- Patterson, Clark 63, and an experimental variety PAS-963. The soybeans were planted June 6 at a rate of 90 pounds per acre double-rowed eight inches apart on 40-inch beds.

The Patterson and Clark varieties were harvested October 8 at 12 per cent moisture. But due to maturity delay and weather conditions, the experimental variety was not harvested until October 22 at nine per cent moisture.

In the study with pre-bloom watering, the Patterson soybeans average 38.5 bushels with direct combine harvesting compared to 46 bushels hand-cut; the Clark variety averaged 41.5 bushels combined, compared to 60.7 bushels hand-cut. The experimental variety yielded 32.7 bushels combined compared to 38.5 bushels hand-cut.

With the one less watering, Patterson yielded 40.1 bushels hand-cut; Clark yield was 45.1 bushels with combine harvesting compared to 64.9 bushels hand-cut and the PAS-963 yielded 29.1 bushels in the combine study and 55.6 bushels when cut by hand.

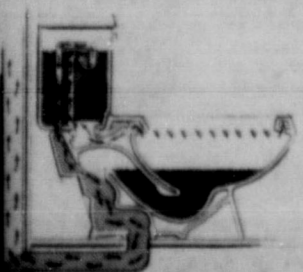
"As you can see, yields were not significantly affected by irrigation when combine cut but did show some yield variations under the hand-cut study," Valliant said.

Valliant said losses were due to shatter in the combine study and also in varieties fruiting closer to the ground where some beans were left on the plants below the cut.

Dr. Longnecker, Research Foundation director, said that soybean losses this year were greater due to the October 18 freeze which killed only the upper portions of the plants causing these to dry earlier. "As a result, when the lower half of the soybeans was dry enough for harvest, the upper part was dry and pods shattered when they came in contact with the bat reel on the combine," he stated.

Bathroom Odors Aweigh with self-ventilating toilet

Utilizing a new design principle, American Standard plumbing engineers have devised a means of harnessing the normal water flow in a toilet tank



to create a vacuum that draws air (and odors) from the toilet and back through the flushing rim to the toilet's discharge outlet. The odors are then expelled through the regular vent pipe and the freshness of the bathroom is maintained. Maximum time for the venting action ranges from 8 to 10 seconds after the venting mechanism is activated. The flushing of the toilet automatically resets the ventilator for later use.

You Don't Have To Believe Us...



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With Treflan[®]

SEE FOR YOURSELF
Treflan[®] Does The Job Well!

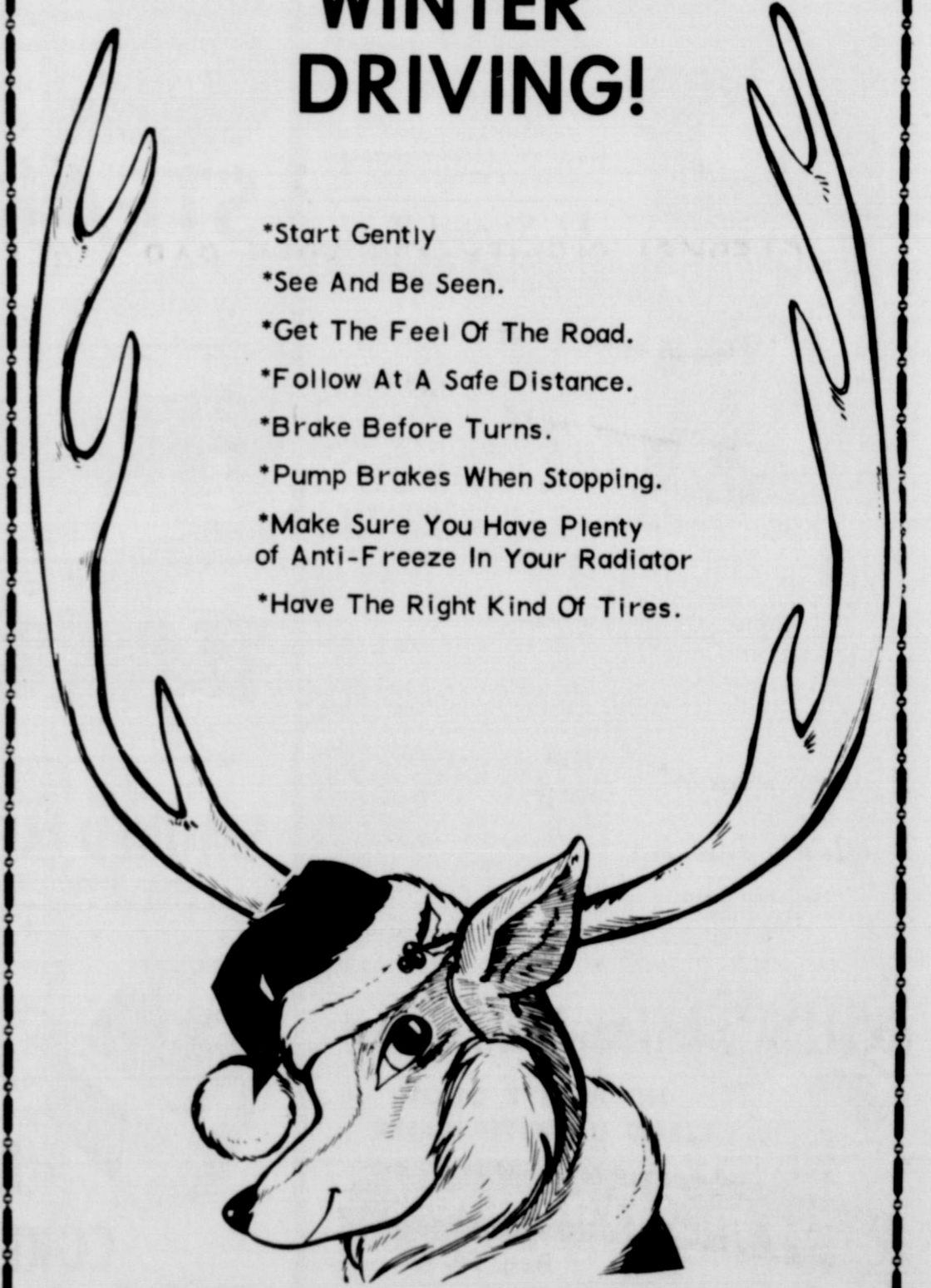
Treflan has proven itself to literally thousands of growers who have used it. It's the most dependable cotton herbicide you can buy. That's why your local dealer recommends it. He'll be happy to explain all the FACTS about Treflan and how it can work for you in your field. A winter application of Treflan NOW, puts you way ahead by spring. Treflan is the weed killer that controls all annual grasses, including watergrass, Johnson grass from seed and many broadleaf weeds. And now TREFLAN[®] IS GUARANTEED . . . in writing! Find out ALL about it from your local qualified dealer.



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RED BARN
CHEMICALS, INC.

RUDOLPH REMINDS YOU OF THESE BASIC RULES FOR SAFE WINTER DRIVING!



- *Start Gently
- *See And Be Seen.
- *Get The Feel Of The Road.
- *Follow At A Safe Distance.
- *Brake Before Turns.
- *Pump Brakes When Stopping.
- *Make Sure You Have Plenty of Anti-Freeze In Your Radiator
- *Have The Right Kind Of Tires.

LET US CHECK YOUR...

- *Tires
- *Chains
- *Lights
- *Anti-Freeze
- *Windshield Wipers
- *Battery

Friona

CONSUMERS

Buddy Lloyd, Mgr

We Give S & H Green Stamps And YES Stamps.

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**SHOP & SAVE
AT
HOME!**

**HOMETOWN PERSONNEL OFFER
PROMPT, FRIENDLY SERVICE**



WISE CHRISTMAS-SHOPPERS

SHOP AT HOME!

SAVE TRAVEL TIME...YOU'LL FIND EVERYTHING YOU WANT HERE: BIG SELECTIONS! LOW PRICES! HELPFUL CLERKS! PLENTY OF FREE PARKING!

Friona Wishes You A Merry Christmas With A Tremendous Weekly Drawing.... Hundreds Of Valuable Prizes Donated By Friona Merchants.

You Will Receive A Ticket With Each Dollar Purchase Made At Participating Stores Listed Below. First, Second And Third Prizes Will Be Given:

TWO MORE BIG DRAWINGS

In The City Park, Downtown Friona

This Customer Appreciation Promotion Is Under The Sponsorship Of Friona Association Of Retail Merchants And The Friona Chamber of Commerce.

***SATURDAY, December 14 3:30 p.m.**

***SATURDAY, December 21 3:30 p.m.**



**HURST'S
PLAINS HARDWARE
BI-WIZE DRUG
ALLEN'S JEWELRY
FRIONA CONSUMERS
WESTERN AMMONIA
REEVE CHEVROLET
WHITES SUPERMARKET
CROW'S SLAUGHTER HOUSE
ROCKWELL BROS. LUMBER**

**HOUSER'S
RUTHIE'S
EARL'S CAFE
NUNN LUMBER CO.
PANCIERA TIRE & SUPPLY
WHITES AUTO STORE
O.K. TIRE SERVICE
WEBSTER'S UPHOLSTRY
WELCH'S AUTO SUPPLY INC.
BEN FRANKLIN STORE**

**FOSTER'S
FRIONA MOTORS
MURPHREE TEXACO
JOHNSONS GROCERY
DON'S TASTY CREAM
FRIONA STATE BANK
GIB'S CLEANERS
ADAMS DRILLING
REEDS CLEANERS
ALSUP'S 7-11 GROCERY**

Club Christmas Party In Cordie Potts Home

The annual Rhea Home Demonstration Club Christmas party was held Monday evening in the home of Mr. and Mrs. Cordie Potts.

During a brief business session, which preceded the party, plans were made for the annual community wide party at the Parish Hall beginning at 7 p.m. Saturday, December 21. All residents of the community are being invited. There will be gifts for the children. Each adult is to bring food items, toys, money or wash cloths to be sent to Girlstown.

Following a game session and carol singing, refreshments of

sandwiches, chips, dips, relish, punch, candy and cookies were served.

Guests were Mrs. Pat Ridley and Mrs. Dwayne Ridley, both of Clovis; Mrs. Edgar Turner, Mrs. Tom Paine, Mrs. Raymond Schueler, Mrs. Bill Brandt and Mrs. Lillia Rodriguez of the Rhea Community; and Mrs. Ralph Wilson, Mrs. Mabelle Hartwell and Judy Shirley of Friona.

Members attending, besides the hostess, were Mesdames Gene Hamilton, C.G. Drager, Malinda Schlenker, Herman Schueler, Herman Grissom, Joe Allen, Franklin Bauer, Walter Schueler, Norman Taylor, Floyd Schueler, Jack Patterson, Norbert Schueler, Shirley Smith, Herbert Schueler and Elmo Dean.

Baby Girl Everitt Born Here Tues

Marcia Dalynn Everitt was born at 12:34 p.m., Tuesday, December 3, at Farmer County Community Hospital. She weighed 7 lbs. 12 ozs.

She is the daughter of Chuck and Mary Kaye Everitt, former residents of Friona, and has one brother, Todd, who is five.



Comments by Gib

The good thing about a depression is: people are healthier-- they do more walking.

Sanitone
Certified Master Dye Cleaner
GIB'S
DRIVE-IN CLEANERS
Professional &
Coin Op. Dry Cleaning
622 Main Phone 247-3150

Society

Mrs. Dorothy Hough Hosts Circle Meeting

Eleven members of the Magie Hamlin Circle of Woman's Society of Christian Service of Friona United Methodist Church met in the home of Mrs. Dorothy Hough Wednesday morning.

Mrs. A.L. Outland, circle

chairman, presided. Each member answered roll call with the number of sick calls made since the last meeting.

Theme of the meeting was Christmas. Mrs. Joe Moyer reviewed "How Far To Bethlehem?", by Norah Lofts. Mrs. Harvey Garrison, soloist, sang "Star of The East," and "There Is A Song In The Air."

Candy and cookies were packed for mailing to local servicemen, who are serving overseas. A number of gifts for residents of Girlstown were also brought to the meeting.

Those present were Mrs. Kenyth Cass, Mrs. Harvey Garrison, Mrs. J.T. Gee, Mrs. Earl Hawkins, Mrs. Esther Haws, Mrs. Guy Latta, Mrs. Joe Moyer, Mrs. Russell O'Brian, Mrs. A.L. Outland, Mrs. C.M. Phipps, and the hostess.

Zacharys Host Club Meeting

Mr. and Mrs. Jerry Zachary were hosts at the Monday evening meeting of Friona Antique Club in their home. Table and room decorations were in the Christmas theme.

Following a salad supper the evening was spent discussing antiques and visiting.

Others present included Mr. and Mrs. Dick Habbings, Mr. and Mrs. Leo Balls, Mr. and Mrs. Rudolph Renner, Mr. and Mrs. Howard Ford, Mr. and Mrs. O.C. Jones, Mr. and Mrs. Tommy Jones and children and Mr. and Mrs. Raymond Adams.

The next meeting will be in the home of Mr. and Mrs. Leo Balls, January 21. All members attending will bring a salad for a salad supper.

Son Born To Mineola Couple

Mr. and Mrs. Kenneth Lee Carr, Mineola, Texas, became parents of a baby boy Saturday, November 23, there.

Mrs. Carr, the former Betty Jean Gore, is the daughter of Milton and Florence Gore, former Friona residents. The maternal great-grandmother is Mrs. Mary Ford, also of Mineola.

Murphree Chosen Campus Favorite

Danny Murphree, son of Mr. and Mrs. Curtis W. Murphree, route 2, Friona, recently was chosen by student vote as the man campus favorite at Wayland College.

Murphree, a senior, graduated from Friona High School in 1965. A physical education major, Murphree is president of the campus Physical Education Majors and Minors and was president of his junior class. A trackman, Murphree has an outstanding record in competition in that field at Wayland.

Mrs. A.O. Drake was a Saturday visitor in the home of her daughter, Mrs. Treva Reece, Canyon.

Party Honors Lisa Menefee

Mrs. Keith Menefee of the Lazbuddie Community honored her daughter, Lisa, who was observing her seventh birthday, with a party in the family home from 4 to 5 p.m. Wednesday.

The Christmas theme was carried out in decorations and in the birthday cake, which was served with punch following a game session and gift opening.

Guests included Jody, Debbie and Jimmy Menefee of Friona, and Kathy Menefee of Lazbuddie.



WEDDING DATE REVEALED... Mr. and Mrs. Eric M. Rushing have announced the engagement and approaching marriage of Lou Cochran, daughter of Mr. and Mrs. W.A. Cochran, Friona, to Louie E. Soefje Jr., son of Mrs. Hollis Cain, Georgetown, Texas. The couple is planning a late December wedding. Miss Cochran, a 1967 graduate of Friona High School, is now attending Texas Women's University, Denton. The prospective bridegroom is a graduate of Nixon High School and is presently employed by Texas Instruments, Dallas.

DECEMBER WEDDING PLANNED... Announcement is being made of the engagement and approaching marriage of Lou Cochran, daughter of Mr. and Mrs. W.A. Cochran, Friona, to Louie E. Soefje Jr., son of Mrs. Hollis Cain, Georgetown, Texas. The couple is planning a late December wedding. Miss Cochran, a 1967 graduate of Friona High School, is now attending Texas Women's University, Denton. The prospective bridegroom is a graduate of Nixon High School and is presently employed by Texas Instruments, Dallas.

JOHNSON'S FOOD MARKET

We Are Now Giving YES Stamps

Ph. 247-2265 S and H Green Stamps 6th and Euclid

Double On Wednesday With Cash Purchases Of \$2.50 Or Over

SHURFRESH MILK FOR GOODNESS SAKE

SAVE TenderCrest Coupons

<h3>Chuck ROAST</h3> <p>Lb. 49¢</p>	<h3>Shurfresh BACON</h3> <p>Lb. 59¢</p>
<p>Boneless</p> <h3>STEW MEAT</h3> <p>Lb. 59¢</p>	<p>All Meat</p> <h3>BOLOGNA</h3> <p>Lb. 49¢</p>
<p>Pillsbury</p> <h3>FLOUR</h3> <p>10 Lb. Bag \$1</p>	<p>Hipolite</p> <h3>MARSHMALLOW CREME</h3> <p>Pint Jar 29¢</p>
<h3>Ranch Style BEANS</h3> <p>300 Can 17¢</p>	<h3>Hersheys DAINTRIES</h3> <p>12 Oz. 51¢</p>
<h3>Hi-C DRINKS</h3> <p>3 for \$1</p>	<h3>Shurfine CRACKERS</h3> <p>1 Lb. Box 23¢</p>
<p>Town & Country</p> <h3>Whole CHICKENS</h3> <p>3 1/2 Lb. 99¢</p>	<h3>SOFLIN TISSUE</h3> <p>10 Rolls Pkg. 79¢</p>
<h3>CELERY HEARTS</h3> <p>Each 29¢</p>	<p>Fresh Fruits And Vegetables</p> <p>Colo. Red. POTATOES</p> <p>No. 1 10 Lb. 50¢</p>
<p>Texas Ruby Red Grapefruit</p> <p>Each 9¢</p>	

Gifts for Special Occasions

(AND THEY LOOK IT)

IN YOUR CHOICE OF THESE BEAUTIFUL

STAINLESS DESIGNS

by **Oneida**

Give her careful, beautiful solid stainless. The perfect gift for the busy housewife, or housewife-to-be. Heavy weight, carefully finished stainless in a wide choice of patterns.

<p>50-Piece Service for 8</p> <p>10 teaspoons 8 soup spoons 8 knives 2 salad forks 8 dinner forks 2 table spoons Attractive serving tray included</p> <p>ONEIDA-CRAFT COMMUNITY \$49.95 \$69.95</p>	<p>6-Piece Serving Set</p> <p>Cold Meat Fork Sugar Spoon Gravy Ladle Plated Table Spoon Dinner Server</p> <p>GIFT boxed</p> <p>ONEIDA-CRAFT COMMUNITY \$17.95 \$19.95</p>
<p>6-Piece Steak Set</p> <p>Six individual hollow handle steak knives</p> <p>ONEIDA-CRAFT COMMUNITY \$14.95 \$19.95</p>	

From top to bottom:

Community "Star" Steaks "Star" Steaks "Star" Steaks "Star" Steaks

Community "Star" Steaks "Star" Steaks "Star" Steaks "Star" Steaks

Community "Star" Steaks "Star" Steaks "Star" Steaks "Star" Steaks

Allen's Jewelry

"Our 21st Christmas In Friona"

SEE HI-PLAINS SAVINGS and LOAN ASSOCIATION FOR HOME LOANS TO REFINANCE BUY or BUILD REMODEL

4th and Sampson For Information, ---CALL Eric Rushing, Phone 247-3370

Music Appreciation

Theme Of Club Meet

"How to Enjoy Music", was the theme of the Tuesday evening meeting of Modern Study Club at Federated Club House. The program was directed by Mrs. Roy V. Miller, who was assisted by a guest, Mrs. Steve Messenger.

Kent Miller read a story from the Bible. Kent, Curt and Dana Miller and Sarah and Clint Miller presented piano selections

and vocal numbers. Other guests included Mrs. Ross Miller, Mrs. Sam Mears, Mrs. Hardy May and Mrs. Steve Struve.

Following a group sing song, refreshments of cake, coffee and punch were served from a table decorated in the Christmas theme by Mrs. Ernest Osborn and Mrs. Glenn E. Reeve Sr., hostesses.



PROMOTE PROJECT. . . . Members of Modern Study Club are shown preparing posters which since have been placed in local business firms, promoting Project Christmas Card, which benefits the local hospital. Those wishing to be included on the giant Christmas greeting in the Friona Star's Christmas issue are urged to join by December 21. Shown, left to right, are Mrs. Alton Farr, Mrs. Andy Hurst, Mrs. Deon Awtry, Mrs. Sloan Osborn and Mrs. Dan Ethridge.

Frionans Attend Sorority Meet

Mrs. Martha Bates, Mrs. Lois Miller, Mrs. Ethel Bengler and Joy Morton attended a meeting of Delta Xi Chapter of Delta Kappa Gamma in First Methodist Church, Dimmitt, Saturday afternoon.

Theme of the program was "Values of Giving." Director was Eunice Thornton. The music department of Dimmitt High School presented a group of songs, "Have A Holly, Jolly Christmas," "Mistletoe and Holly," "Sleep My Little Jesus," and "Silent Night, Holy Night."

Bob Ferror, of the Dimmitt

High School speech department presented seven girls in a Christmas drama as an example of a formal presentation of the Readers Theatre activities.

A business meeting was conducted by Alice Cowen, president. A contribution was made to the World Fellowship Fund. Eloise McDaugal announced plans for the initiation ceremonial, which will be held in Hereford in January.

Holiday refreshments were served by the Dimmitt chapter with Evie Froehner, Estella Hottell, Elizabeth Huckaby and Joan Moore, hostesses.

Rebekahs Set

Bake Sale Date

The Friona Rebekah Lodge will hold a bake sale Wednesday, December 18, at Bi-Wize Drug, beginning at 9 a.m.

Anyone having a special order may contact any member of the lodge. Proceeds from the sale will go to the group's building fund.

Date Set For

Awards Banquet

The annual awards banquet for Friona Young Farmers and Friona Young Homemakers has been scheduled for 7:30 p.m., Friday, December 13, at Farmer House Restaurant.

Janis Goggans Heads

Kappa Delta Sorority

Janis Goggans, daughter of Mr. and Mrs. G.H. Goggans of 1201 Maple St., Friona, Texas, was initiated into Delta Xi Chapter of Kappa Delta Social Sorority at Eastern New Mexico University on November 23, 1968.

Miss Goggans who is a 1966 graduate of Friona High School, has been elected president of Delta Xi for the coming year. She is also a resident assistant in Harding Hall.



JANIS GOGGANS

Bill Coghills

To Live Here

Mr. and Mrs. O.E. Moyer, Friona, and Mr. and Mrs. Jess Moyer, Weatherford, spent the Thanksgiving weekend visiting in the home of Mr. and Mrs. Don Eitel, Galveston. Mrs. Eitel is the former Lois Moyer, daughter of the O.E. Moyers.

Mr. and Mrs. Bill Coghill are at home at 1012 West Fifth Street following their recent marriage. The couple exchanged wedding vows before Judge Archie Tarter at Farwell Thursday, December 5.

Mrs. Coghill is the former Billie Wilson of Roswell.

Arthur Drake and daughter, Peggy, who is a freshman at West Texas State University, spent the weekend in the Dell Dodge home at Byars, Colo. Dodge, who is the father of Mrs. Arthur Drake, is hospitalized and Mrs. Drake has been there several days.



WINS GRAND DUTCHESS TITLE. . . . Mikila Rae McKee, the fifteen month old daughter of Mr. and Mrs. Mike McKee of San Antonio, was sponsored in the Little Miss San Antonio contest by the Pilot's Club of that city. Mikila was in the Grand Supreme Division and won the title of Grand Dutchess, which is equivalent to fourth place. She is the granddaughter of Mr. and Mrs. R.B. McKee, Friona.

in the finest tradition...

Give A Gift From
Allen's Jewelry

WATCHES

- *Mido
- *Bulova
- *Caravelle
- *Wittnauer
- *Longine
- *Timex

BILLFOLDS
By Justin

LUGGAGE
By Samsonite

DINNER RING

CHINA CRYSTAL SILVER STAINLESS

Cross Ball Point And Pencil Sets

Parker Fountain Pen and Ball Point Sets

Allen's Jewelry

"Our 21st Christmas In Friona"

HURST'S

CHRISTMAS SALE!

THURS.
FRI.
SAT.

Boy's SPORT SHIRTS

Reg:	\$2.98	\$1.97
	\$3.98	\$2.47
	\$4.50	\$2.67

Boy's DRESS PANTS

Reg.	\$4.00	\$2.27
Sizes	\$5.00	\$2.57
2 to 12	\$6.00	\$3.57
	\$8.00	\$4.87

Boy's SWEATERS

Reg.	\$6.95	\$4.67
	\$9.95	\$5.67
	10.95	\$6.27

Ladies New Fall DRESSES And SUITS

Reg:	\$12.95	\$7.87
	14.95	\$8.87
	17.95	\$10.87
	19.95	\$11.87
	22.95	\$12.87
	25.00	\$14.87
	29.95	\$16.87
	35.00	\$19.87
	39.95	\$23.87
	45.00	\$26.87
	50.00	\$28.87
	89.95	\$59.87

Ladies SPORTSWEAR
Nationally Advertised Brands

SKIRTS - PANTS - TOPS
Price From \$8.50 to \$35.00
Reduced To \$4.25 to \$17.50

Children's And Infants DRESSES & SPORTSWEAR

50% Off
Prices From \$5.95 To \$10.95
Reduced To \$3.00 to \$5.50

GIRLS COATS

1/3 Off

Reg.	\$ 7.95	\$5.30
	9.95	\$6.63
	14.95	\$9.98
	29.95	\$19.96

LADIES FALL HATS 50% OFF

Boots & SHOES
FOR MEN AND CHILDREN
As Much As **50% Off**

Men's STA-PRESS SLACKS
Plaids-Checks-Solids
Famous Brands
1/3 Off

New Shipment Of:
Blankets
Thermal In Pastel
Reg. Colors \$5.95
\$3.67

Regular **Blankets**
Reg. \$4.95
\$2.67

Texsheen LINGERIE
Gowns and Pajamas
Drastically Reduced
Reg: \$5.95
6.95 **\$3.87**
7.95 **\$3.87**
\$4.87

HURST'S

Home of Nationally Advertised Brand Merchandise

Men's JACKETS

50% Off

ALL MATERIALS

Good Selection

1/3 OFF



TEXAS AGRICULTURAL PRODUCTS

A year-round market development and promotion program was put into action in November by the Texas Department of Agriculture.

The program has been given the name "TAP," for Texas Agricultural Products and is designed to create an awareness on the part of the consuming public that practically every food product known to the housewife is grown or processed in Texas.

"Funds have been appropriated by the Legislature to the Texas Department of Agriculture for market development work for our agricultural products." A capable staff has been assembled to accomplish this goal and tangible results should be visible in the immediate future.

Texans will be introduced to the TAP symbol in November and December, 1968, by way of outdoor advertising, radio and television announcements, and newspaper articles. The TAP insignia is stylized outline of Texas in which the letters T, A, and P are boldly placed. Around this center, a rectangular border fits to complete the design that reminds the viewer of the face of a ranch-type branding iron.

Commissioner John C. White stressing that both commodity groups and grocery stores will be involved in the program to point out the excellent buys that are to be found in selecting TAP quality products over others.

After the November-December Kick-off for the program, individual commodities will be featured on a schedule which generally follows their seasonally oriented activity. The Texas Department of Agriculture has worked out plans to

feature fresh fruits and vegetables and nuts in January and February, 1969, red meats in March and April; May and June will feature poultry and dairy products; July and August, cereal grains; and natural fibers, cotton, wool and mohair are to be spotlighted in September and October.

Outstanding Texas products such as Rio Grande Valley ruby red grapefruit, onions, Mexican style foods, grain-fed beef, ranch-style foods and other items will also be promoted in major markets outside the state. The TAP program is uniquely Texan in nature but will follow guidelines developed by other states that have been quite successful in similar types of development endeavors.

For example, "food seminars," spotlighting Texas products followed with a buffet featuring Texas grown and processed foods will provide a soft-sell approach to be used in the TAP program. Financing the seminars will come from contributions of those firms exhibiting their products.

In order to inform the people of Texas and the nation of the TAP story, the TDA will use several communication media including: newspapers, radio and television announcements, roadside billboards; exhibits at various trade shows and fairs; point of sale materials; food seminars; and the "Texas Agri - Tour," mobile exhibit presentations.

At the same time the agriculture department will seek to work with all phases of agribusiness to promote the sales of Texas Agriculture Products (TAP), not only domestically, but on a worldwide basis.



2500 *S&N* GREEN STAMPS GIVEN AWAY DAILY!

REGISTER NOW!

"HOLIDAYS ARE OUR BAG"

Easy On
STARCH
22 Oz. Spray Can
Reg. 69¢ **49¢**
Roxey
DOG FOOD

Can **7¢**



- FRYERS** USDA Grade A Lb. **29¢**
- HENS** Swifts Stewing 3-4 Lb. Lb. **29¢**
- ROAST BACON** U.S.D.A. CHOICE CHUCK, LB. Ends & Pieces 4 Lb. Box **89¢**
- GROUND CHUCK** Lb. **59¢**
- PORK CHOPS** Center Cut Lb. **79¢**
- TUNA** Van Camps Red Label Each **19¢**
- COCOANUT** Durkees 14 Oz. Cello **49¢**
- CHILI** Armour's Texas Brand 15 Oz. Can **49¢**
- EGGS** Delashaw Grade A Large Dozen **49¢**

Coca-Cola
KING SIZE 6-BOTTLE CARTON **2 FOR 89¢**

Food King
SHORTENING
3 Lb. Can With \$5.00 or more Purchase **29¢**

FLOUR
GLADIOLA 5 Lb. **39¢**

New **ALL** COLD WATER 12 Oz. Box **10¢**

- Fresh Piggly Wiggly Produce
- AVOCADOS**
 - CELERY** STALK, LB. 10¢ Each **8¢**
 - Extra Fancy Washington Delicious **APPLES** Lb. **25¢**

Save TenderCrust Coupons

SHURFRESH MILK FOR GOODNESS SAKE

- TOAST'EMS** All Flavor 39¢
- CHOCOLATE CHIPS** Hershey Daintees 12 Oz. Pkg. 49¢
- WAFFLE SYRUP** Shurfine Quart 43¢
- GRAPE JELLY** Shurfine 8 Oz. 3/\$1

More food for LESS... always at...
PIGGLY WIGGLY

WHITE CHRISTMAS

First Baptist Church, Friona



Sunday, Dec. 15, 1968
10:50 A.M.

Christmas Gifts, Wrapped In White For The Needy. To Be Placed Under The Trees.

Lottie Moon Christmas Offering, That The World Might Hear The Message Of Jesus. Goal \$5,500.

Special Music. Carol Singing.

JOIN THE MISSION MARCH