## The The FRIONA $*$ STAR



## Bank Deposits Top Year-End Record

NEXT TUESDAY
Leon Hill To Speak
At Credit Union Fete

Drive Only
1/2 Complete

Postal Receipts Are

On Steady Increase
Lesile Jorechi in persuasive
speaking. Third-platece axards
went to isidore Cordova in boys
Luded Denise Buske and Jeante
Thompson, and JerryTel ..... and Jerry Shelton, intormed
In Own Speech Tourney
T BovinaStocker Calves TopicOf Meeting Jan. 22



lension fund and comperam yif
For the sake of my bank, my
creditors and my business, imm Insurance, property insurance,
Hablity insurance, burglar in dent insurance, windstorm, and freezer-loss insurance.
II must pay these premfums
promptly or my insurance cov. romptly or my insurance co "I am inspected, suspected
and disrespected, and theugh
am bled white maintaining constant flow of monex to to other
people, there simply does not "Please do not turn off my
electricity, for due to a mirayou will get your mooney. While hoopning, I was lucky enough
morniss mand completely sever
toy thumb. It was Insured.
my the money will arrive next
The mer
$\qquad$


Those of you who are football
ans may have already thought about this ironic fact about the
Super Bowi game the pastweek-

threshhold of making it to the
super Bowl for the past four ye.
ars, but have yet to make it
Yet, the Kansas City Yet, the Kanses City Chiefs,
who started out as the Delliss
Texans, but moved to Kansas
cry for thelr own good, have
not only made it toprofessional
champlonship game twice, but
champlonship game twicce, but
they won all the marbles this past Sunday.
or in Dall as hare than one wrid
tans by now that the clty could panship pro foothall's chem-

ANNOUNCEMENTS MADE
Connty Dfficials seek Re-Election







AN EDITORLAL
January Proclaimed Blood Donor Month



Pause And Reflect ~nnmonn Mr. Wes lzzard in his excellent column "A to Izzard"
(Amarillo Daily News) has recently published various slogans suggested by readers, to best describe the upcoming decade
of the Seventies. of the Seventies.
We have not
".
Only the most dedicated
is much that needs salvaging.
is much that needs salvaging.
Even a cursary examination of national affairs will expose cracks in our armor that certainly need repairing-now In Chicago a bunch of hoodlums are at present making a
mockery of the very court designed to protect them from almeged persecution.
Do we not have better uses for our tax money than wasting
it listening to self-proclaimed rebels using four letter words it listening to self-proclaimed rebels using four letter word
in a court of law? Within the next year we may be able to inject some new
blood into the all-powerful Senate--the idea being to return blood into the all-po
to Constitutional Go
system now in force. to Constinutional
system now in force.
Hopefully we may escape the pressures generated by bur esucrats.
Labor unions may find themselves subjected to as much
control as they now impose on individual members.
State governments may assert themselves and insist upon
State governments may assert themselves and insist upon
arturn to those privileges and duties granted them by the
Founding Fathers.
$\qquad$ The huge "pie in the
cease to tempt good
their common sense.


## LETTERS TO EDITOR



Bill Ellis, Editor \& Publisher Wahleah Beck, Bookkeeper June Floyd, Women's News
 BEST OF PRESS

There is no wholly satis factory substitute for brains, -Missile, Red Bank, N.J.

The age of discretion is when you learn that nothing is as important as you once
thought it was. thought it was

## GM

# Impala. It's got more re-sale value because it's got more to re-sell. 

traditionally brings back more of what people put into it in the first place. Money.
Where does Impala keep getting its higher resale value? From features like those yo
Where does Impala keep getting its higher resale value? From features like those yo
see below. Features which explain why America's most popular car for the last nine


## NOW EFFECTIVE

FEDERAL DEPOSIT INSURANCE

## INCREASED

to

## s20,000 <br> ON DEPOSITS

FRIONA STATE BANK
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## BOYS WIN CONSOLATION

Squaw B Team Champs In Springlake Meet


To The Fine Folks of Hereford and The Trade Area Who Have Made Our Progress Possible

## THANK YOU

For Making 1969 A Good Year At
MAY DISCOUNT STORE \& MAY VARSITY WE PLEDGE DOUBLE IN 1970

A Double Opportunity To Take Advantage Of Our Low Prices And Better Selection in Higher Quality Merchandise as we prepare our merchandising program for 1970. It has been 6 years since we started in business in Hereford and we feel we have gained valuable experience and knowledge that make us Better Prepared to serve you and we pledge to bring you the best values anywhere---Dollar For Dollar--We also own and operate a wholesale warehouse with statewide distribution. This will serve to give us buying power--Thereby we are able to buy merchandise for much less and pass it on to you, our customers, at a savings to you and yet maintain our low overhead---

In Appreciation For Your Confidence And Patronage, We Are Offering Our Annual Storewide
16 " mise MAY DISCOUNT STORE

## \& MAY VARSITY SHOP

Downtown Hereford

## SALE STARTS FRIDAY 16

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Read them all before you buy any new car.


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Church Ceremony Unites
Judy Jordan, Cliff McBeth


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ICE CREAM

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Ellis 12 Oz . Can FOR Ciggly Wiggly Tenny-Tinchin'Gprices. Penny-Ginchin'quices... $\qquad$ And Watch Your Grocery Dollars Grow! Texize Hood DETERGENT Pink Liquid 32 Oz . 39 C

\section*{fresh piggly wiggly produce} | 1 | 1 | 1 | 1 | 1 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| 1 | 1 | 1 | 1 | 4 | 1 |

## FOHOES

! !


## Pick a Peck of


$3 \longrightarrow 8$

| Grade A |
| :---: |
| Medium |
| Dozen |

## LAKE REGION

 INSTANT BREAKFAST $\begin{aligned} & \text { Pillsbury } \\ & \text { Asst. Flavors }\end{aligned}$ 49C $\frac{1 \text { INSTANT BREAKFAST Asst. Flav }}{\text { Aunt Jemima's Complete }}$ PANCAKE MIX Ust Add Water 2 Lb. Box 55¢

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