

by Bill Ellis

Efforts are still underway to save the ambulance service for Friona and Parmer County.

Claborn Ambulance, a month ago, had set March 12 as the date it would cease its ambulance service. However, Mayor R.L. Fleming and City Manager A.L. (Jake) Outland have been working to seek a solution to the problem.

J.C. Claborn, owner of the service, produced figures at the city council meeting Monday night which showed that the ambulance service was losing an average of \$720 per month.

Claborn has indicated that he would be willing to continue the ambulance service if something could be worked out to offset the huge monthly deficit which Claborn has been having to make up through his allied business, Claborn Funeral Home.

It is thought that the county and city governments might be able to pay a monthly stipend to insure the continuation of this much-needed service.

We followed with much interest the second annual promotion last Sunday in our neighboring city of Bovina in which over 1100 people attended church and Sunday School.

It is quite a tribute to a city of any size when church attendance equals over 75 per cent of that city's official population.

We don't figure that Friona is any "slouch" when it comes to church attendance, especially considering the fact that on this same Sunday as Bovina's promotion, our First Baptist Church recorded an eight-year high of 431 in Sunday School attendance.

A canvass of Friona churches showed that attendance in our town last Sunday was approximately 1633. This is, without doubt, better than "average." Yet, to achieve a percentage such as Bovina came up with in its promotion would call for somewhere in the neighborhood of 2,333 in church attendance here. We'd have to gain some 700 over last Sunday's attendance, an increase of 43 per cent over an already "pretty good" total.

However, we'd predict that it could be done, and we would urge local church leaders to look into the possibility of a similar community-wide promotion here.

From the sublime to the ridiculous, we were made to wonder this week how anyone—even if he is the heavyweight boxing champion—can be worth \$2,500,000, for a one-night performance.

We'd hasten to add that perhaps it's worth the 2.5 million to see Cassius Clay's mouth closed, but good. But it seems a shame that the \$5 million could not have gone to a better cause.

However, this is a product of our American system of free enterprise, and although we disagree with the way the \$5 million was spent, we will fight (though not in the ring) to the end to defend the American principles which allowed it to happen.

How about Mike Windham of Lazbuddie showing the reserve champion barrow at the Houston Livestock Show last week?

You'll recall that last year Rick Seaton exhibited the grand champion of the show. That was the one that set a world's record for the price of a hog when bidding reached \$6,550.00 at the auction sale.

Windham didn't do badly, selling his barrow for over \$3,000.

The feat speaks pretty well for the calibre of animals entered in the Parmer County Junior Livestock Show, as the barrow Windham won with at Houston was the same one which was judged the breed champion Poland China here at Friona on February 19.

Lazbuddie showmen, who have dominated the county show with their quality barrows for a number of years, now appear to have a streak of sorts going at Houston. We salute them again, along with their fine vo-ag sponsor, Scotty Windham, who incidentally is Mike's papa.

The farmer on Frion Draw says we're taxed left and right. Report our taxes right and we have nothing left.

Chamber To Have Part In Seminar

The Friona Chamber of Commerce will participate in a Southwestern Public Service Company-sponsored booth at the American Apparel Conference in Dallas May 18-21, it was decided this week.

The local chamber was invited to take part in the booth which will boost the High Plains by Elvin J. Schofield, of the electric company's industrial team.

At the booth, Friona will be included on the map of the area, and representatives attending the conference will have an opportunity to mix with garment executives from across the nation who will be attending the conference.

Friona's industrial leaders are interested in the possibility of securing a garment manufacturing company, and it is thought that the conference in Dallas will afford local leaders an excellent opportunity to meet garment officials who might be interested in locating a new plant.

Two delegates will be sent to the conference, and the names of H.K. Kendrick and Andy Hurst were suggested as delegates.

Action on the local chamber's participation in the Dallas conference came at the monthly board meeting of the Chamber of Commerce and Agriculture.

The board also voted to send manager Billy Jones as a representative to a Texas Chamber Manager's "buzz session" in Pampa on March 20.

In other business, the chamber voted to again sponsor the July 4 observance, including a fireworks display. A chairman for the observance is to be appointed at the next meeting. Billy Jones reported on a

proposal to work out an arrangement with area feed lots to feed out calves for use in the Maize Days barbecue. He also reported on the successful driver's license school for Spanish-speaking drivers, and said a second school might be scheduled at a later date.

Jones also mentioned the scheduled appearance of the Zogi Variety Show, a magician show to be held in April. The board voted to turn the proceeds of the show over to the Friona Noon Lions, for use in financing their Little League baseball park. Zogi will present two matinee shows for the school children and one for adults in the evening.

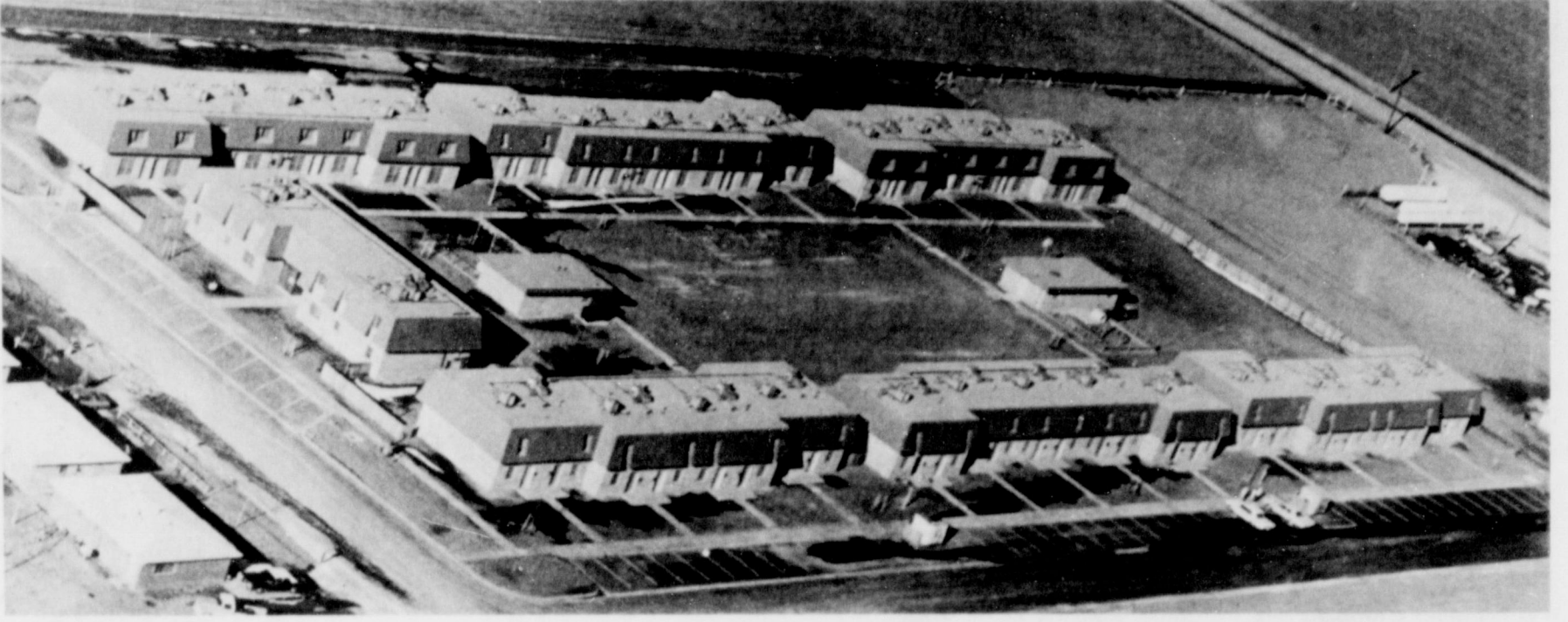
Jones also reported that there have been 12 new members join the Chamber who did not belong last year, and that dues payments were coming in fairly well.

Steve Messenger reported on the computerized report for Friona, prepared by the Texas Industrial Commission through the assistance of local officials (see separate story).

Other items discussed were possible dates for Maize Days and checking into the possibility of sponsoring a billboard boosting Friona as a plant location, to be located somewhere in a metropolitan area.

The possibility of a noon luncheon meeting for Chamber members was discussed, wherein, more members might attend and express their ideas.

City Manager Jake Outland reported on the city's attempts to keep an ambulance service operating in Friona, as Claborn Ambulance had announced intentions of terminating their business locally.



APARTMENTS FINISHED. . . The Friona Apartments, largest single housing project in the city's history, have been completed on the northeastern edge of Friona, and are now renting. The 60-unit project has been underway

for more than a year, and began taking renters in mid-February. Their advertisement appears inside this issue.

(Staff Photo)

Hightower Day PENDING ASSISTANCE Plans Progress

A.L. Black has been named Friona's chairman of the Hightower Governor for a Day committee, which will honor Senator Jack Hightower in Austin on April 3.

Included on the day's agenda are a reception for Hightower, who will serve as governor that day; an art display, and a gala dinner and entertainment. Tickets, which are priced at \$5,00 each, may be purchased at the Friona Star office.

Black says he hopes that several from Friona and Parmer County will make plans to attend the function and honor Hightower, our senator from the 30th Senatorial District.

Jay Claborn, owner and operator of Claborn Ambulance Service in Friona, told the Friona city commission on Monday that he was willing to keep the ambulance service in operation, if some arrangement could be made to offset the losses being sustained by the service.

Claborn produced figures showing that the service has been losing in the neighborhood of \$720 per month. Mayor R.L. Fleming indicated that the City of Friona would be willing to make some sort of monthly stipend as a subsidy to the service, but expressed hope that the county, and possibly the City of Bovina would see fit to participate in keeping the service available.

This type of arrangement is currently established in neighboring counties, according to a study done by Claborn on the subject. Ambulance service is a losing proposition at best, Claborn pointed out. The threat of legislation to slap more requirements on ambulance services would all but put the small towns out of the ambulance service.

However, City Manager Jake Outland read letters from both Senator Jack Hightower and Representative

Claborn Interested In Keeping Service

Bill Clayton saying they were fighting the bill. Each expressed doubts that the bill would pass in its present form this term.

Claborn had earlier told the city council in a letter that he would terminate ambulance service in Friona on March 12. However, he indicated he would continue the service while efforts are being made to help keep the service available.

Representatives of the city are to meet with the county commissioners at their next meeting and request that the county participate in keeping the ambulance service available.

In other business Monday, the city council annexed the Carson Estate in the northern portion of town, with the exception of one lot belonging to Denzil Smith.

Outland reported that work is about to begin on the extension of utilities to the Buske

Addition. The council voted to purchase a 1971 Chevrolet to replace a 1969 patrol car. A request for a street light in alleyway of block 77 was approved.

Miscellaneous business included setting the utility charge for the Friona Charitable Trust, the notation of a rate adjustment by Pioneer Natural Gas Co., and the possibility of having playground equipment at the Friona City Park.

A request to locate a trailer house adjacent to a city residence in a class "B" zone was denied, as per the council's policy on the matter.



1971 EASTER SEAL CAMPAIGN March 1 - April 11

Friona Teachers Receive Contracts

All teachers in the Friona school system were extended contracts for the 1971-72 school year by the Friona School Board at its regular monthly meeting Monday night.

One of the present teachers, Mrs. Otho Whitefield, has announced her plans to retire at the end of the current school year. Mrs. Whitefield is completing her 30th year in teaching, 12 with the Friona system. She has taught remedial reading for the past five years, and previously taught second grade.

The coaches for the school system were re-hired at the board's February meeting.

In other business, the school board elected to have the school children make up the day of school missed on February 22 because of the blizzard as an extra day on May 27. This extends the semester by one day. Semester examinations are now scheduled for May 26-

27. The board also adopted the school calendar for 1970-71. Teachers will be on the job for a workshop the week beginning Monday, August 16. On Monday, August 23 will be registration day for high school and junior high students. The first day of school will be Tuesday, August 24.

The Christmas holidays will be December 23 through January 2. The Easter break will be March 31 through April 5. The last day of instruction will be May 24, 1972.

The board voted to change its meeting date for April to the first Monday (April 5), rather than the 12th, since that day will be during Easter holidays.

The board will have a 1963 International school bus to sell by sealed bids. Official announcement on this will be made in April.

Clinics Scheduled For City Pet Owners

City Manager Jake Outland reminded pet owners in the city this week that ordinance number 81 specifies that all pets be licensed and vaccinated each year, as a safeguard against rabies.

To assist the public, special clinics have been scheduled for March 12 and 19 at the fire station, between the hours of 4 and 5 p.m.

Dr. Gary Cash, DVM at Friona Veterinary Clinic, will administer the vaccinations. Charge for the inoculation is normally \$3.00 and \$2.50 for the tags. However, for the clinic, the total charge will be \$5.00 per pet.

AT BOVINA County NFO Hosting Area-Wide Meeting

Parmer County National Farmers Organization is sponsoring a region-wide barbecue Monday from 6 to 8 p.m. in Bovina School Cafeteria.

An invitation to attend the barbecue and the program which is scheduled to follow is being extended to all farmers and businessmen and their wives in the 18th Congressional District of Texas and neighboring New Mexico counties.

Guest speaker for the evening will be Erhard Pfingsten of Iowa, national vice president of the NFO.

Serving of the meal will be from 6 until 8 p.m., according to Robert E. Wilson and Wayne Magness, Parmer County members, with the program following at 8.

A nominal, break-even charge will be made for the meal, Wilson says. Tickets are available from various NFO members in the county and at the county office in Friona.

Pfingsten has served as national vice president of the NFO since 1963. He was first elected to the national board of directors in 1960. He was appointed director of the meat commodity department in 1961 and was elected national vice president in 1962.

A native of Gage County, Nebraska, Pfingsten received his college education in Kansas. In 1932, he began farming in Western Iowa. He entered the armed forces in 1943. At the end of World War II, he bought a farm in Woodbury County, Iowa.

Phone numbers to call for tickets to the event are listed in an advertisement in this week's issue of the paper.

BARROW WINS

Houston Learning About Lazbuddie

Ten-year-old Mike Windham of Lazbuddie brought back the reserve champion barrow trophy from the Houston Livestock Show last week—and a paycheck of \$3,050.00.

It was a record price to be paid for a reserve champion, and kept Lazbuddie in the top two in the show for the second consecutive year. Last year, Rick Seaton had the grand champion barrow, and it brought a record price of \$6,550.00 last year.

However, the grand champion barrow of this year's show broke the price record on the Seaton hog, as it brought \$7,500.00. Mrs. R.T. (Bob) Herrin of Houston was successful bidder. She had set the former record of \$2,000, paid for the 1970 reserve champion.

Mike also exhibited the champion crossbred barrow, and it brought \$4.25 per pound, or approximately \$915.00. The reserve champion animal brought over \$15.00 per pound.

The prize barrow had been

Temperatures

Date	Hl	Low
March 3	27	8
March 4	46	11
March 5	66	32
March 6	70	22
March 7	45	15
March 8	55	29
March 9	69	29

Moisture: 1/2 inch snow March 3. .02 inch moisture.

the breed champion Poland China entry in the Parmer County Junior Livestock Show in Friona on February 19, and was retained by Windham for exhibit in Houston.

Windham is the son of Mr. and Mrs. Scotty Windham of Lazbuddie.

Four other Parmer County 4-H members exhibited animals in the Houston show, held in

the Astorhall. They were Gary and Dwight Green, sons of Mr. and Mrs. Doyle Green; Terri and Danny Clark, daughter and son of Mr. and Mrs. Wayne Clark.

Terri Clark had the first place lightweight Chester White in its class.

Over 900 barrows were entered in the show. Judge was Dave Hulinker of Ames, Iowa.



HOUSTON WINNER. . . Mike Windham of Lazbuddie is shown with the Poland China barrow which was judged reserve champion of the Houston Livestock Show last week and brought young Windham the premium price of \$3,050.00.



LEADERS HONORED. . . Eight of the 17 Friona area residents who received industrial citations from Governor Preston Smith are shown here with E.H. Sheffield of the Texas Industrial Commission staff. Sheffield discussed the chamber's 88-page printout, containing 1444 items of information on Friona. In the back, left to right, are H.L. Outland, Vernca Inmon, A.L. Outland and Frank Spring. In front are Ralph Shirley, Cecil Maddox, Jerry Kehoe and Steve Messenger. (See story for others honored).

Flashbacks

...from the files of the Friona Star

40 YEARS AGO--MARCH 13, 1931

The throbbing, vital question in the minds of most of the people of Farmer County today is "Where should the county seat be?" Where do you think the county seat should be, and why? The Friona Star is sponsoring a contest for the person writing the best letter on the subject. First prize is a \$10 gold piece. Second prize will be a \$5 gold piece, and to the next five letters will be awarded a year's subscription to the Friona Star.

35 YEARS AGO--MARCH 13, 1936

Farmer County's second annual Calf and Meat Show was held here on Saturday of last week, and was well attended by people from almost every part of the country. The calf division of the show was won by Boggess of Friona. Wines of Bovina was second, and Lilly of Bovina was third. Other entries were Julian, Lazbuddie; Welch, Friona; Harold Lillard, Friona; Franklin Lillard, Friona; Schlenker, Rhea and Howard of Lazbuddie.

30 YEARS AGO--MARCH 14, 1941

Amassing a total of 1099 points in 34 games, the Friona Squaws earned the title of "point a minute" basketballers, having met all comers from Texline on the Oklahoma line of the north Panhandle, to Silsbee, deep in East Texas. The Squaws lost their opening game of the state tournament, but came back for three wins to take the consolation title. The Squaws bowed to only three teams during the season.

25 YEARS AGO--MARCH 5, 1946

After battling their way to the finals of the Texas High School Girls Basketball championship tournament at Hillsboro Saturday night, the Friona girl capers lost to their old rival and three-time winner, Aquilla High School of Hill County. Friona led at halftime, 14-11, but the final score was 29-26. M. Taylor, Cobb, Crow, Mingus, Horner and Robertson made up the starting lineup for Friona.

20 YEARS AGO--MARCH 15, 1951

A concert will be presented next Wednesday night by the Friona High School Girls Choir, under the direction of Glen H. Cunningham. The group is preparing to go on a 500-mile tour March 29-30-31. Included on their tour will be Crane, Odessa, Imperial and others.

15 YEARS AGO--MARCH 9, 1956

W.V. Null, representative for Cooley Construction Company, the contractors who will build Friona's new post office building, will arrive in town this week to begin construction of the building, according to word received by Postmaster Leo McLellan. Friona's present post office has served the town since 1929. The building belongs to T.J. Crawford.

10 YEARS AGO--MARCH 9, 1961

An Amarillo man was arrested here Tuesday night at the rear of Gib's Cleaners after that building had been burglarized. The man was arrested by night patrolman Jack Fleming as he made his rounds. He is being questioned in regard to break-ins in Amarillo and other Panhandle towns recently.

5 YEARS AGO--MARCH 10, 1966

Monsanto Chemicals opened its new plant just east of the city limits, with Bill Wooley as manager. David Bailey has been hired by the Friona Farmers Co-op Gin as the company's new manager.



AN EDITORIAL

Do We Parents Give Too Much?

Nobody needs to be told that many teenagers are in trouble. Instead of building a stronger, better society, they seem intent on tearing it apart. This, in turn, has caused agonized parents to ask, "where have we failed?"

Now comes a noted pediatrician and practicing physician, Dr. Edwin F. Patton, who declares that parents of teenage and youthful failures have been leaping to the wrong conclusions. The problem, he says, is not because parents have done too little for their children, but that they have done too much.

And that, in Dr. Patton's opinion, is the worst thing that parents can do. The reason, he said, is that in so doing, parents deprive children of "the very things most essential to the formation of character and the development of the ability to cope. Kids who grow up living the life of a free-loader expect it to continue permanently. So it can be a rude shock for them to realize that instead of privileges and provisions, they have duties, obligations, and responsibilities."

The answer, Dr. Patton insists, is that children must be made to learn that "life is a ruthlessly competitive barter in which the individual has to deliver things if he wants things in exchange; that what a person gets out of life is pretty much measured by what he puts into it; that enjoyment must be earned; and that the only true and enduring satisfaction comes through constructive accomplishment."

LETTERS TO EDITOR

To The Friona Star and Friona Young Farmers

Dear Sirs:

There is no way I can thank you for what you go through each year to make our stock show a success. I thought the show went as smooth as ever this year and it was due almost entirely to your hard work.

I'm glad there are still men who are concerned about us young people and I've never meant anything more seriously. I think that I speak for every boy in FFA in saying that if there is ever any way we can be of service to any of you we would be more than glad to do so. Thanks very much.

Sincerely yours,
Larry Johnston

Dear Bill,

So glad the Friona Star continues to receive merited awards. We enjoy the Star, appreciate getting the news of Friona friends and Friona doings. The pictures mean a lot.

Please say "Howdy" and give our regards to your staff.

Alan is doing well here and so are his parents.

Mary Kate Zeman

Friona School Lunch Menu

Week of March 15-March 19

Monday--pork sausage, buttered corn, hot rolls--butter, chocolate pudding, English peas, carrot sticks and milk.

Tuesday--tacos, pinto beans, corn bread--butter, lettuce and tomato salad, apricot cobbler and milk.

Wednesday--barbecue on bun, French fries, cookies, relish and milk.

Thursday--fried chicken, mashed potatoes, pineapple cake, buttered carrots, hot rolls--butter and milk.

Friday--fish and chips, green beans, hot rolls--butter, tartar sauce, apricot cobbler and milk.

Still The King

Stainless steel was the major consumer of nickel in 1968, accounting for more than 35% of the more than 800 million pounds consumed in the free world.



Sincerely Yours

BY REV. ALBERT LINDLEY

There was a late, late, late show on T.V. the other night that kinda caught my fancy and even intrigued me to the point that the late hour failed to have much meaning. Every once in a while that will happen, you know?

This was entitled, THREE FACES OF EVE, and was a true story. Not even a fictional story about a true incident. This thing was true, since the facts were even more astounding than a fictional approach. If it had been just someone's imagination, it would never have been accepted. Indeed, truth is often stranger than fiction.

Back to the story. It was a detailed account of a young married woman and mother of a small girl. She had an unusual psychotic condition which was clinically referred to as "multiple personality," meaning she actually was three different people--with different attitudes, traits, desires and concerns. Weirddo!

Don't laugh at me. This thing was true. It happened in 1951 to about 1954, in the Southeast part of the United States.

The Psychiatrist treating her would have a conversation with one personality and would then ask to speak to one of the other two, where upon, the girl's personality would change and he would then be able to talk to whomever he had asked. It was weirdo.

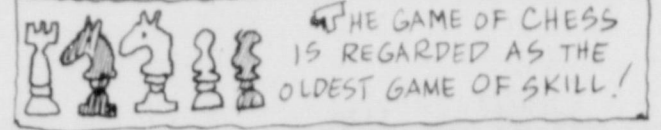
The ending was happy and the girl was able to get the other two "out" of her life, or however it is referred to, and actually the personality she ended up with was not the same one with which she started. She was a "good guy" in the end, wearing the proverbial white hat that all good guys wear.

Now--my T.V. movie reviews come free. You probably are thinking the same thing I did as I viewed the movie. To wit: how would it be if we could all have different types of personalities inside us? Push this little button when you wanted to be a particular type for a certain meeting. Push another button when you wanted to try out a different approach to life. Push another--well, we could go on and on--but what would you think of that?

Ethridge-Spring Agency	Friona State Bank
Continental Grain	Chester Gin
Hi-Plains Feed Yard	Friona Clearview TV
Friona Co-Op Gin	Rushing Insurance
Friona Motors	Friona Consumers
Bi-Wize Drug	Crow's Meat Co.

HAIL TO THE SNAIL

On one little shell was built the wealth of the ancient city of Tyre, in Phoenicia. The snail that lives within it exudes a fluid from which Tyrians produced a dye ranging from rose to deep violet.



Your Savings At Friona State Bank Currently Earn ...

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Paid On Savings

5% 5 1/2%

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Pause and Reflect

By Nelson Lewis

Somewhere in this big, beautiful land of ours there may live a few isolated souls who still think of the Girl Scout organization as an idle pastime for little girls and unbusy women.

Are they ever wrong! For their enlightenment, and your information, I shall endeavor to present an up-to-date report concerning my latest contact with these earnest young ladies and their competent leaders.

I have on my desk more than a dozen letters from the Girl Scouts of Friona Troop 166.

These letters are addressed to Mayor Fleming and each is a polite suggestion that certain pieces of playground equipment be installed in the downtown block known as city park.

A composite example would be something like this:--

Dear Sir,

During a recent overnight camp-out we talked about things that would make Friona a more pleasant place in which to live. We want to see some playground equipment installed in City Park, some slides, swings, monkey bars, merry-go-rounds, and benches, (and sand boxes for the little kids). Please give this your careful attention.

A friend,
Your friend,
Thank you,
Sincerely,
Troop 166, G.S.A.

It goes without saying that this writer is in complete agreement with the girls and hopes that they get everything they are asking for.

But the probable fulfillment of their wishes is not the most important thing about their campaign.

The really impressive element lies in their manner of approach to an issue.

Their actions are a real lesson in the down to earth workings of democracy--

Did they march on City Hall?

Were banners and placards in evidence?

Were screaming protests and insults hurled at the city fathers?

Was any form of unlady like behavior brought into use?

No--not one--and I think they deserve everything they asked for, if only in tribute to their well-mannered requests.

Not-to-mention the good example it sets for other youth--and adults.

The Scout leaders have been pounding good manners and decency into these hard little heads for a long time.

Teachers have spent hours explaining the workings of a democratic society.

Sunday Schools and ministers have taught self respect and reverence.

Parents have hoped that the transition from childhood to womanhood would be achieved without a detour into Hippeland.

Well, all you good, hardworking adults have won the first round in the battle of growing up.

Now, it's your move.

Do they get their playground equipment?

ASSEMBLY OF GOD 10th and Ashland--Rev. J.M. Ashley, 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. R.C. Hester, 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: 7:30 p.m.
CALVARY BAPTIST MISSION 5th and Main--Rev. I.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 Summitt--Rev. Charles Broadhurst 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.
MEXICAN BAPTIST CHURCH 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 Norman Boyd Mass: 10:30 a.m. Confessions: Sunday 10:00 a.m.
SIXTH ST. CHURCH OF CHRIST 502 W. Sixth--Bill Gipson Preacher 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-- Sunday School: 9:45 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 Lee 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.
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.
FRIONA UNITED METHODIST CHURCH 8th and Pierce--Rev. Albert Lindley Sunday School: 9:45 a.m. Worship: 11:00 a.m. MYE: 6:00 p.m. Evening Worship: 7:00 p.m.
UNITED PENTECOSTAL CHURCH Fifth and Ashland--Rev. O.G. Stanton, Pastor Sunday School: 10:00 a.m. Worship: 11:00 a.m. Wednesday Evening: 7:30 p.m. Sunday Evening: 8:00 p.m. Friday Young People: 8:00 p.m.

Revival Crusade Is Underway Locally

A revival crusade is in progress this week at Friona's First Baptist Church.

John Tierney, Scottish-born evangelist, is the featured speaker. Felix Snipes, an Atlanta, Georgia native, is leading the revival choir.

Charles Broadhurst, pastor of the church, states that early services in the meeting have been "tremendous," with huge crowds attending the services.

A total of 434 people attended Sunday School at First Baptist last Sunday, with an estimated 500 in church services. Broadhurst says he hopes those figures will be topped this Sunday.

Weekday services continue each day at 10:27 a.m. and 7:27

p.m. Tierney, who is making his second appearance at First Baptist Church, is one of the leading evangelists in the Southern Baptist Convention, and has just completed his second term as president of the Conference of Southern Baptist Evangelists.

Tierney came to Friona directly from Nigeria, where he conducted a highly successful crusade.

Snipes likewise is active in evangelistic campaigns throughout America and foreign countries. He has a rich baritone voice, and his music services feature a "Sing-A-Long Time" in which the congregation joins in singing the old familiar songs of the church.

Telephone Co-op Sets

Open House Activities

Dedication and openhouse for West Texas Telephone Cooperative's new office facilities are set for Saturday. The new office is located two miles south of Hereford on the Dimmitt Highway.

The dedication, at which David Hamil, Administrator of the Rural Electrification Administration, will speak, is scheduled for 2 p.m. Open house will continue until 4:30 p.m.

The new facilities consist of the general office and warehouse facilities of the cooperative, which provides telephone service to some 1,500 customers in Deaf Smith, Farmer, Castro and Bailey counties.

The new facilities provide

some 9,000 square feet of space for the offices and warehouse. The cooperative's home for the past 10 years, on 25 Mile Avenue, was much smaller in comparison.

Don Mason Builders, Inc., of Amarillo, were general contractors for the new building.

"The cooperative has been working toward this construction, and providing its own headquarters and warehouse facilities for some ten years, and is proud to be able to show the general public of its service area the facilities which have been built through the efforts of the board of directors, management and the Rural Electrification Administration," says Vernon Inmon, manager.

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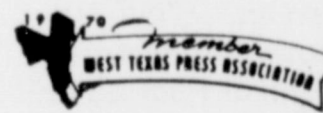
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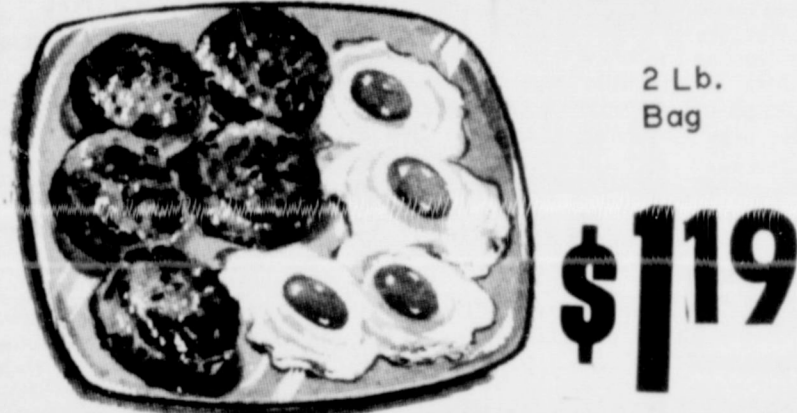
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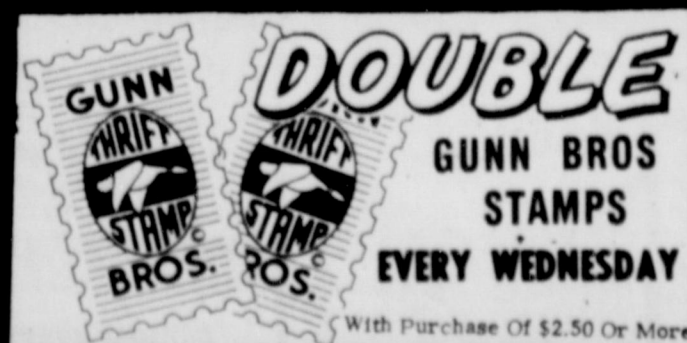
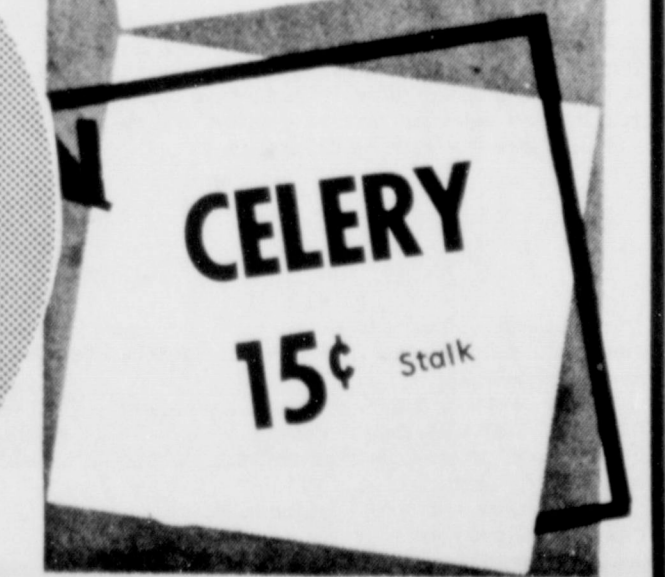
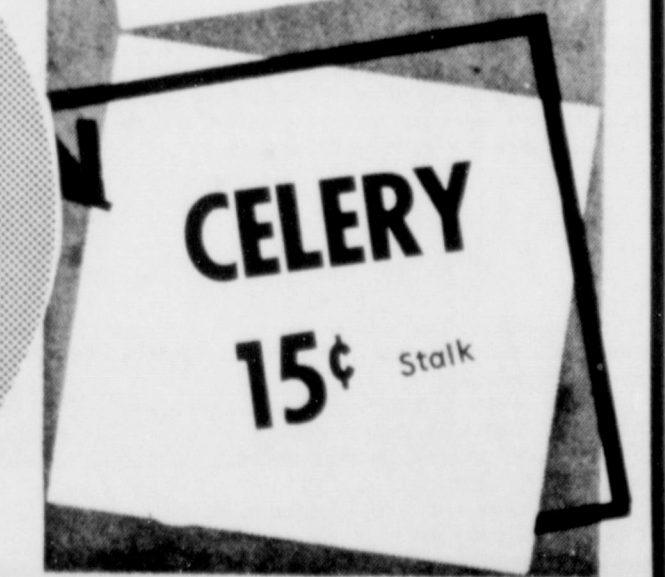
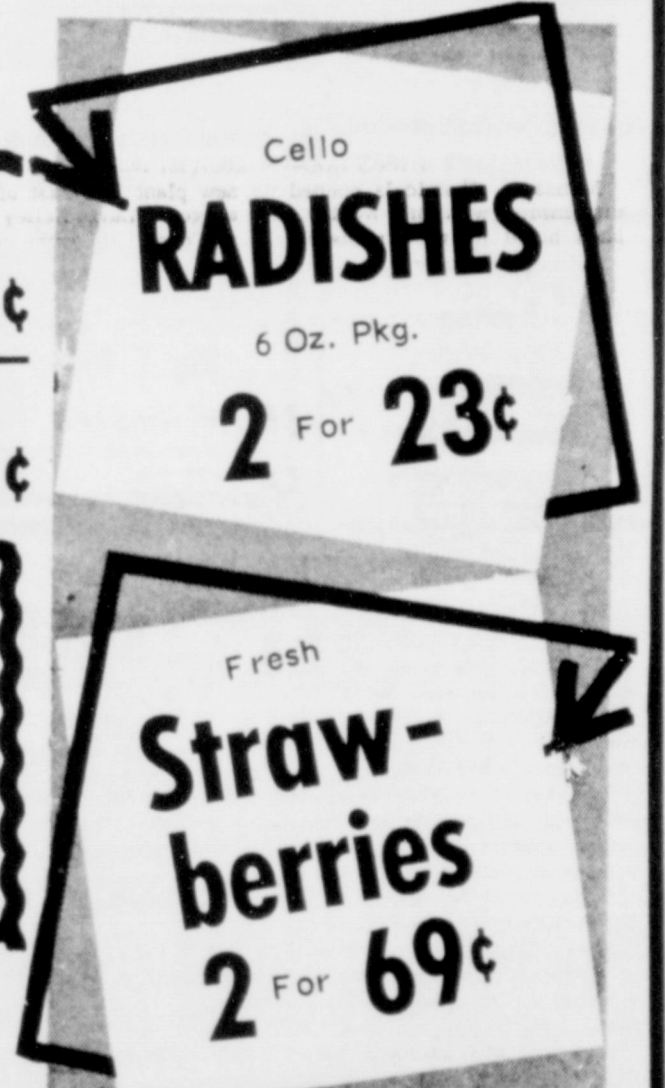
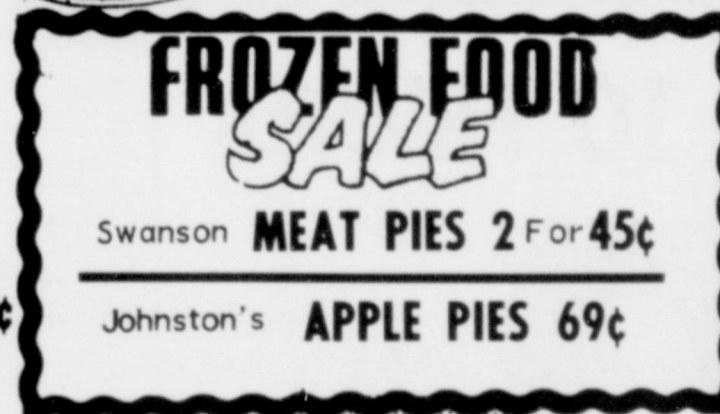


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DEADLINE FOR INSERTION

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

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.

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Service on all makes. Authorized representative in Friona each week. Call 247-3516 or come by. S & R FABRICS 16-tfnc

REMODELLING-- FENCING

Sidewalks, patios, driveways. All types fencing. Call Bob Clark, 247-3236. 51-tfnc

NOTICE... Bids are being received by Parmer County for a hydraulic reversible snow plow, for Cat nos. 12, 14, 112 and 120 motor graders. Specifications: 11-foot width straight cutting blade; 9-6 width angled cutting blade; 30-degree blade angle; two adjusting shoes. Bids should be addressed to Judge Archie Tarter, Parmer County, prior to March 22. The county reserves the right to reject any or all bids. 23-2tc

QUESTION... Do you know what a dope ring is? Answer: 10 Aggies in a circle. For full explanation, call 295-6392. 23-1tc

CARDS OF THANKS

We want to thank Dr. Paul Spring, the ambulance for getting me there so quick, the nurses, and nurse's aides, they were so precious. We want to thank the neighbors and friends for the beautiful flowers, cards and food brought me. Lillie Taylor and Family 23-1tc

We appreciate the kind deeds shown us during my illness. We thank the doctor and nursing staff of our hospital. Also, the visits, flowers, cards, and most of all we appreciate your prayers. May God richly bless each of you. Joe and Mary Lou Menefee 23-1tc

FOR SALE

For Sale: 1966 Custom 500 Ford, 6-cylinder, good shape \$600. 247-3236. 21-tfnc

Miscellaneous Sale... One group of ladies and gents watches at large discounts. Two sets everyday china. Regular \$142.95 per set. Sale priced at only \$49.95 per set. Polaroid cameras at reduced prices. Allen's Jewelry 23-1tc

FOR SALE... 1966 Pontiac Lemans 2-Dr. Hardtop. Automatic transmission, air, power steering, bucket seats. Blue with white vinyl top, white interior. An extra clean car. Doyle Cummings, Days 247-2781-Nights 247-2401. 19-tfnc

FOR SALE: 1966 Ford Ranchero. V-8, automatic transmission, w/power & air. Body in excellent condition. See at Bill's Trailer park. 22-tfnc

FOR SALE... Slim-Gym set. Glenda Adkins, Phone 247-2218. 20-tfnc

Good used washers. New refrigerators, one of each color. Come and see our new washers and dryers. REEVE CHEVROLET Frigidaire 16-tfnc

FOR SALE... Clean Hot Point Electric Range. Very good condition. Price reduced. Phone 247-3398. 18-tfnc

AREA'S BIGGEST FURNITURE & APPLIANCE CENTER
Selling famous brand furniture, General Electric Appliances direct to you. Free delivery. We service, Taylor's Furn. & Appl. Center, 603 Park Ave., Hereford, Texas. Phone 364-1561. 26-tfnc

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FOR SALE: Good used aluminum pipe in sizes from 4" thru 8". Also good assortment of all kinds of used fittings--New systems of all types. We will buy or trade for your used aluminum pipe. STATE LINE IRRIGATION-LITTLEFIELD and MULESHOE, 8-tfnc

FOR SALE: 1969 Dodge Charger. 20,000 miles. Fully equipped. Jack Walker, 247-3521. 15-tfnc

FOR SALE: 7 Weaning Pigs. Raymond Spencer, Fern Barnett Farm. 23-2tc

FOR SALE... Early American Hida-A-Bed. Good condition. 247-3469. 903 Prospect. 23-tfnc

FOR SALE
One 2-wheel trailer, good condition, good casings, over-load springs, box 80 inches by 48 by 34, complete with hitches. Phone 247-3036. 23-2tp

FOR SALE... 1965 Chrysler New Yorker. Clean, one owner, 66,000 miles. Air, loaded power-wise. Phone 247-3024. Or see Blayne Eranum at Claborn Funeral Home. 23-tfnc

FOR SALE... gas range, excellent condition. Fred Lloyd Phone 247-2460. 23-3tc

APARTMENTS

FOR RENT... Apartment suitable for woman or couple. No children or pets. Phone 247-2487. 22-tfnc

NEW... Extra nice 2 BR Tri-Plexes, all electric kitchen, heating and ref. air Refrigerators, ranges, dishwashers, disposal, drapes, carpet, outside storage, near schools.
"CHATEAUX FRIONA"
\$115.00 month. 900-9th St. Phone 247-2878. 34-tfnc

FOR RENT: Two Bedroom Apartment. Stove and refrigerator furnished. carpeted. 247-2496. 18-tfnc

FOR RENT... Small furnished apartment. No pets or children, please. 506 W. 9th St. Phone 247-2849. 23-tfnc

HOUSES FOR RENT

FOR SALE OR RENT... 3-Bedroom house. Fenced Yard, Carpeted. 247-3485. 19-tfnc

FOR RENT: 3 Bedroom House. Call 247-2464 after 4:30. 22-tfnc

Small furnished house for rent. 247-3272. 23-1tc

FOR RENT... Three bedroom brick house. Den, kitchen, two baths, double garage. One mile west, one and one-fourth miles north of hih. Phone Hereford. 276-5221, prior to 8 a.m. or at night. 23-tfnc

LOST AND FOUND

FOUND... office type door key, in vicinity of Friona State Bank. Claim at Friona Star. 23-1tc

LOST: 35-350 to 450 lb. heifers branded C on left thigh and should have green tag in left ear. Also, Six 600 to 650 lb. steers branded 96 (ninety-six bar) on left side and should have yellow tag in right ear and metal tag in left ear. Call Ellis Lemons, 364-3117 Collect. 23-1tp

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Interest of local livestock producers in our rapidly expanding line of products requires sales and service representative. Career opportunity for right person. Full-time work. Excellent employee benefits, including insurance, paid vacations, retirement program. Technical training while you earn. Prefer energetic self-starter with livestock feeding experience and desire for greater responsibilities and opportunity. Confidential. Can arrange evening interviews. Write Box 6173, Lubbock. 23-1tp

REAL ESTATE

FOR SALE... Brick, 2-BR, Den, 1-3/4 bath. Double Garage. Refr. Air. Central Heat. Fenced Yard. Phone Doyle Cummings, day 247-2781... Night 247-2401. Excellent Location. 48-tfnc

FRIONA MOBILE ESTATES... Friona's newest and largest mobile home park. Located at 802 East 11th, 8 Bks, east of Main on Highway 60. Call 247-2745 or 247-3274 at night. 23-tfnc

FOR SALE: 3 bedroom brick veneer. 1201 Walnut. Phone 247-3518. 18-tfnc

Need a new home? Build one in HICKS ADDITION now. Nothing down. Low interest rates. Ed Hicks Real Estate 247-3537 247-3189 11-tfnc

FOR SALE: 3 Bedroom Brick 1-3/4 baths, carpeted. Phone 247-3529. 15-tfnc

FOR SALE... Three bedroom brick; 1-3/4 baths; carpeted throughout; double garage; lots of storage space; \$1000 and approved credit will move you in. Bingham Land Company. Phone 247-2745. 14-tfnc

FOR SALE... 3-bedroom house, close to grade school and well lived in. Contact Joy Lindeman at 411 West 10th or phone 247-3646. 21-tfnc

FOR COMPLETE REAL ESTATE SERVICE

CONTACT J.G. McFarland Phone 247-3272 or 247-2766
Business, Farms, Ranches, Residences

FOR SALE: Four Bedroom Brick, 2 baths, woodburning fireplace. For information and appointment call 247-3236. 21-tfnc

FOR SALE
Three bedroom brick; 1-3/4 baths; low interest rate; north part of town; carpeted. Phone 247-3096, 1403 Elm. 23-tfnc

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CARROL GATLIN
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Office 247-2745

IMMACULATE 4 BEDROOM HOME

Lovely 4 bedroom brick, 2 baths. This home has nearly everything, including electric kitchen, dishwasher, carpeted throughout, nice fenced back yard, huge double garage. Payments only \$171. Call Carroll Gatlin or John Bingham at Bingham Land Company, 247-2745. 15-tfnc

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Phone 247-2470
Office Phone 247-3012

REAL ESTATE LOANS

NEED A FARM OR RANCH LOAN?

See Ed Hicks
Phone 247-3537 or 247-3189 23-tfnc

WANTED

WANTED... Baby sitting in my home. Experienced. Call 247-2489, 1009 4th street. 22-3tc

WANTED: Sewing, Reasonable rates. Mrs. Earl Jameson. 247-2485. 23-3tc

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WELCOME TO FRIONA



We are proud to join with the merchants listed below in welcoming back to Friona Mr. and Mrs. John Taylor. Mrs. Taylor is the former Sherri Tannahill. The couple is at home at the Tannahill farm east of Friona, where he is engaged in farming. Both are graduates of Friona High School, and West Texas State University. John has a degree in agriculture, and Sherri was an elementary education major.

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Lumber, Paint & Tools

HIGH PLAINS DEVELOPMENT CO.

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CALL 372-9233, Amarillo OR 247-2511, Friona

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117 West Sixth
PICK UP AND DELIVER
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New and Used Cars
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HOUSES FOR RENT

FOR SALE OR RENT... 3-Bedroom house. Fenced Yard, Carpeted. 247-3485. 19-tfnc

FOR RENT: 3 Bedroom House. Call 247-2464 after 4:30. 22-tfnc

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FOR RENT... Three bedroom brick house. Den, kitchen, two baths, double garage. One mile west, one and one-fourth miles north of hih. Phone Hereford. 276-5221, prior to 8 a.m. or at night. 23-tfnc



Almost everyone has gone back to the old time cowhorse. Want to join the crowd?
King Bred Stallion Johnny W. Hand 806-265-3505 21-3TC



CO-OP DIRECTORS. . . Keith Brock, left, and Jim Dixon are directors from the Friona area to the West Texas Telephone Cooperative's board. Brock is the director from the Hub Exchange, and Dixon is the director from the Farmer Exchange. The telephone cooperative, which is in its 21st year, will be host on Saturday afternoon to an open house of its new facilities south of Hereford.

Census Bureau Tells Additional Breakdown

Parmer County's official population in the 1970 census was 10,509, up 9.7 percent from the 1960 figure of 9,583, the Bureau of the Census, U.S. Department of Commerce, reports.

The official population of the state was 11,196,730, up 16.9 percent from the 1960 population count, which was 9,579,677.

The 1970 census counted 10,170 white persons in Parmer County, 96.8 percent of the total; 300 Negroes, and 39 persons of other races. In 1960, 97.4 percent of the population was white.

The census showed 1,157 children under 5 years; 3,246 in ages 5 through 17; 5,421 people 18 through 64; and 685 who were 65 and older. The population 14 years and over included 5,173 married people, 326 who were widowed, 127 divorced and 1,446 never married.

Parmer County's 1970 population was classified as 29.6 percent urban, and 70.4 percent rural. The urban portion was Friona's total of 3,111, as the only city of over 2,500 population.

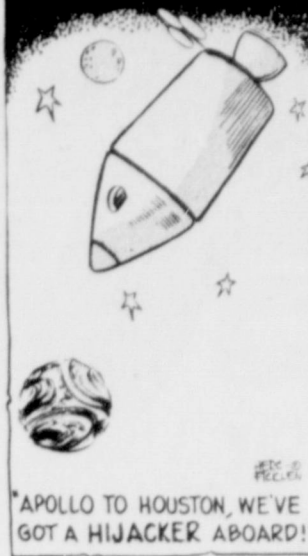
There were 3,028 households, with 10,501 persons, including 331 one-person households. In addition 8 persons were living in group quarters.

The 1970 census counted 3,680 housing units in Parmer County, 1,769 of them occupied by owners, 1,259 occupied by tenants, and 652 vacant. These included vacant units for seasonal use. The proportion occupied by owners in 1970 was 48.1 percent, compared with 43.5 percent in 1960.

Among year-round dwelling units there were 3,093 single-family houses, 220 housing units in multi-unit buildings, and 100 mobile homes or trailers. The percentage of occupied units with more than one person per room was 15.1, compared with 22.2 in 1960. Of all the occupied housing units, 2,958 had piped water, toilet, and bath, while 70 lacked some or all plumbing.

The median value of owner-occupied houses in Parmer County was \$13,600, compared with \$11,000 in 1960. The median rent paid by tenants in 1970 was \$61 per month, compared with \$62 in 1960. Half were over and half below the median figures.

Out of Orbit



"APOLLO TO HOUSTON, WE'VE GOT A HIJACKER ABOARD!"

Fire Dept. Happenings

About \$500.00 in damage resulted from an early-morning fire on Sunday at the B.E. Diggins residence, 1304 W. 7th St. The fire destroyed a tool shed, which also served as doghouse in the back yard.

Killed in the fire were three young puppies who were in the building. The fire happened about 6:20 Sunday morning.

Glenn E. Reeve, Jr. and three other members of the Fire Department and the mascot, Mark Blankenship, attended a zone meeting of the Panhandle Firemen's and Fire Marshalls Assn. last week in Tulsa.

Fallwell Is Candidate In Board Race

Joe Fallwell was a third candidate to file in the Friona School Board race last Wednesday, making three candidates for the two positions to be vacated.

Candidates are David Grimley, Leroy Johnson and Fallwell. Terms of Dr. Paul Spring and Louis Welch are expiring.

No additional candidates announced in the city council race from those announced in last week's issue of the Star.

There are four men running for the three regular places on the council: Troy Young, Nelson Lewis, Walter Cunningham and Dr. Robert Alexander. Gary Brown filed for the one year unexpired term.

Election date for both races is April 3. Announcement of absentee voting will be forthcoming.



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PAUL GALYON
Local Mgr.

Phone 247-3559

PUBLIC NOTICE City of Friona Pet Vaccination

Ordinance #81, City of Friona, provides for levying of Dog Tag and Vaccination of pets within the city limits. The vaccination, taxing, registration and tagging of dogs for 1971 will be held at the fire station, Friona City Hall between the hours of 4 p.m. and 5 p.m. on Friday, March 12 and Friday, March 19. Dr. G.D. Cash, Friona, licensed veterinarian, will be present to administer the vaccinations. Tags \$2.50, vaccinations \$2.50 for a total charge of \$5.00 per dog.

Arley L. Outland
City Assessor-Collector

Church Sets Meeting Date

The Tenth Street Church of Christ has announced the dates and speaker for its spring gospel meeting.

The meeting will be held the week of March 21-28.

Evangelist will be Leland Hutson, local businessman. Church leaders invite members as well as non-members to be making plans to attend this series of meetings.

The church is located at Tenth and Euclid.

Superintendent's Father Dies

Funeral services for G.A. Farr, the father of Superintendent of Schools Alton Farr, are scheduled for 10 a.m. Thursday at the First Methodist Church of Vernon.

Farr, 78, passed away Tuesday in Vernon.

Burial is to be in Collinsville, under the direction of the Sullivan Funeral Home.

PUBLIC NOTICE Proposed CONSTITUTIONAL AMENDMENT NUMBER ONE ON THE BALLOT (SJR 15) Special Election May 18, 1971

BE IT RESOLVED BY THE LEGISLATURE OF THE STATE OF TEXAS:

Section 1. That Article III, Section 24, of the Texas Constitution, be amended to read as follows:

"Section 24. (1) The State Ethics Commission is created as an agency of the State. The commission consists of nine members. Three members shall be appointed by the Chief Justice of the Supreme Court of Texas with the advice and consent of the Associate Justices serving on the Court, three members shall be appointed by the Presiding Judge of the Court of Criminal Appeals of Texas with the advice and consent of the other Judges serving on the Court, and three members shall be appointed by the Chairman of the State Judicial Qualifications Commission with the advice and consent of the other members of the commission, of each group of three appointees no more than two shall be attorneys engaged in the active practice of law. In addition thereto there shall be two ex officio members, one from the House of Representatives and one from the Senate to be elected on the first day of each Regular Session of the Legislature by a majority of the membership of each House for a term ending on the first day of the next Regular Session.

"(2) With the exception of the initial appointees, each member shall hold office for a term of six (6) years and until his successor is appointed and has qualified. In making the initial appointments, each appointing officer shall designate one (1) appointee to serve a term of two (2) years, one (1) appointee to serve a term of four (4) years, and one (1) appointee to serve a term of six (6) years. Interim vacancies shall be filled in the same manner as vacancies due to expiration of a full term, but only for the unexpired portion of the term in question. The membership shall designate one of its members to serve as chairman for a period of two (2) years.

"(3) The members of the commission shall be reimbursed for actual and necessary expenses incurred in the performance of their duties.

"(4) The commission shall recommend the compensation, per diem, and mileage allowance of members of the Legislature, and may recommend the salary of the Speaker of the House of Representatives and the Lieutenant Governor

proved before that day by resolution of either House of the Legislature.

(b) All rates of compensation, mileage allowances or per diem rates and all changes and recommendations made by the commission thereof shall not take effect until approved section by section by resolution of both Houses of the Legislature.

"(8) The commission shall investigate any alleged violation of any rule of ethics promulgated by it and report its findings to the appropriate State agency, official, legislative body, grand jury or district attorney.

"(9) Until otherwise provided by the commission, each member of the Legislature shall receive from the public treasury an annual salary of Four Thousand, Eight Hundred Dollars (\$4,800) per year and per diem not exceeding Twelve Dollars (\$12) per day for the first 120 days only of each Regular Session and for 30 days of each Special Session of the Legislature. No Regular Session shall be of longer duration than 140 days. In addition to the per diem, the members of each House shall be entitled to mileage in going to and returning from the seat of government, which mileage shall not exceed Two Dollars and fifty cents (\$2.50) for every twenty-five (25) miles, the distance to be computed by the nearest and most direct route of travel, from a table of distances prepared by the Comptroller to each county seat now or hereafter established; no member to be entitled to mileage for any extra session that may be called within one day after adjournment of the Regular or Called session.

"(10) The commission is further authorized to recommend to each Legislature changes which will update, improve, and effect economy in the legislative process."

Sec. 2. The foregoing constitutional amendment shall be submitted to a vote of the qualified electors of this State at an election to be held on the 18th day of May, 1971, at which election the ballots shall be printed to provide for voting for or against the proposition: "The constitutional amendment to create a State Ethics Commission empowered to set rules of ethics for members of the Legislature, State officers and legislative officers, to investigate violations thereof, and to recommend compensation for members of the Legislature and the Lieutenant Governor and recommend improvements and economy in the legislative process."



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Double Stamps On Wednesdays With Purchase of \$2.50 Or More

Phone 247-2250

ROUND STEAK Lb. \$1.05	BACON Lb. 59¢
CRACKERS Lb. Box 39¢	YELLOW ONIONS Lb. 8¢
PINEAPPLE No. 2 Can 2/79¢	POTATOES 10 Lb. Bag 59¢
DREAM WHIP TOPPING 4 Oz. Box 45¢	GRAPEFRUIT Each 9¢
VANILLA WAFERS 11 Oz. Box 37¢	
FOLGERS COFFEE 6 Oz. Jar \$1.19	
MAZOLA CORN OIL 48 Oz. Jar \$1.27	
APPLE BUTTER 28 Oz. Jar 43¢	
TOWELS Big Roll 39¢	
ICE CREAM 1/2 Gal. Ctn 79¢	

Try SAMMY'S PRIDE MILK And AUNT MARTHA'S BREAD

WE ARE PROUD...

To Announce The

OPEN HOUSE

OF OUR
NEW
FACILITIES



Saturday, March 13

2 To 5 p.m.

Dedication Ceremony 2 p.m.

SPECIAL GUEST
DAVID A. HAMIL

Administrator, Rural, Electrification
Administration

WEST TEXAS RURAL
TELEPHONE
CO-OP, Inc.

HEREFORD
2 Mi. South On Dimmitt Hwy.

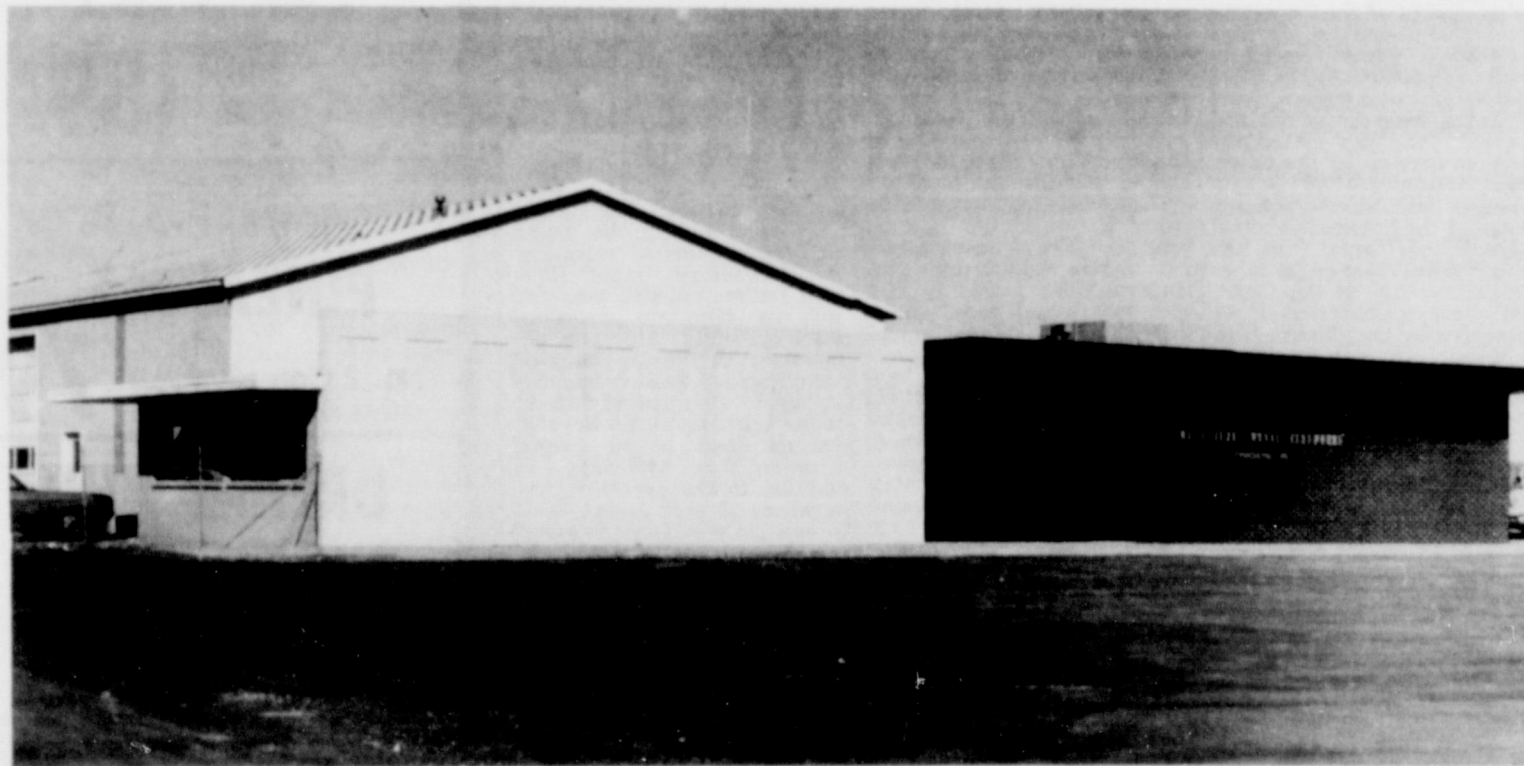
CONGRATULATIONS

We Extend Our Best Wishes
To West Texas Rural
Telephone Co-operative On

The Occasion
Of Their
OPEN HOUSE

Saturday, March 13th

We Are Happy To Supply
The Electrical Power For
The New Building.



Exterior View Of The New Building
For West Texas Rural Telephone Co-operative

IF IT'S CO-OP IT'S GOT TO BE GOOD

DEAF SMITH COUNTY ELECTRIC CO-OPERATIVE INC.

"Helping Texas Grow"

Serving Parmer, Castro, Oldham And Deaf Smith Counties



GROWTH NOTED

History Of Telephone Co-op Is Sketched

The Cooperative was organized in 1950 and chartered in May, 1950, through the efforts of the original Board of Directors consisting of Mr. E.C. Reinauer, Hereford, G.H. Webb, Dimmitt, Alfred W. May, Dawn, Joe Warren, Nazareth, F.T. Schlenker, Friona, Harold W. Carpenter, Farwell and J.C. Morrison, Hereford and Leo Forrest, then manager of the Deaf Smith County Electric Cooperative, Inc., of Hereford.

The application and receiving of the first loan from the Rural Electrification Administration was made in August of 1951. This loan was for \$454,000 to serve subscribers in Deaf Smith, Parmer and Castro Counties. The first offices of the Cooperative were turned up for service in 1953 at Dawn, Frío, Westway, Hub, Parmer, Tharp and Oklahoma Lane with some 650 customers.

Additional loans have been made for additional central office equipment, outside plant and stations from 1951 to provide service to approximately 2,000 customers. In 1959-60 the Cooperative experienced an ice storm which destroyed some \$100,000 worth of plant.

In 1962-64 the Cooperative converted its 8-10 system to 5-party system. Through constant growth in the rural area in feed yards, plants and agriculture and applications for private lines, the Cooperative in 1967 applied for a program of a 1-party system in the area served by the Cooperative. A loan of approximately \$3,000,000 was applied for and in 1970 released to do the modifications of all of the Cooperative's facilities.

The Cooperative is at this time converting all of its facilities to one-party service. Extensive modification of office equipment is being made and approximately 90 percent of the aerial wire facilities are being buried. The Cooperative is installing the most modern equipment that can be purchased for its facilities.

Upon completion of its modifications the Cooperative will have one-party service, Direct Distance Dialing, and will be able to furnish any and all types

of special services available in the communications industry. Since organization, the cooperative has borrowed some \$4,958,000 from the Rural Electrification Administration to furnish service to some 1,952 customers, provide 1-party service, Direct Distance Dialing, special services, mobile dial service for Westway and Hub Exchanges and General Office facilities.

The one-party modification, DDD, and General Office and Warehouse facilities is being scheduled for completion in 1971. During this year, mobile dial facilities are scheduled to be completed for the Hub Exchange and other extensive modifications in equipment.

Upon completion of these projects, the Cooperative will have approximately 1,250 route miles of lines (cable and aerial wire), 1,500 private line customers, 650 extensions and various special services in its operations.

The Cooperative's customer average per mile will be approximately one to the mile, and will operate with some 15 employees for administration, maintenance and construction of its facilities.

Past Directors of the Cooperative since organization are: Tharp Exchange: Vernon Estes, E.E. Hise, Robert Wilson and M.H. Carson. Dawn Exchange: H.M. Benson, V.J. Owens and Ernest L. McGee.

Frío Exchange: Earl Holt, C.R. Dameron and W.P. Axe. Oklahoma Lane: Dick Gerles, Carroll Jones and Bert Williams.

Hub Exchange: E.L. Fairchild and Raymond Milner.

Parmer Exchange: Louis Welch. Westway Exchange: Charlie Burk.

Present Directors of the Cooperatives are: James Ensor, President, Oklahoma Lane; George Olson, Frío, Secretary; Jimmie Cockerham, Tharp, Vice-President; and directors Edwin Morrison, Westway; Robert Strain, Dawn; Keith G. Brock, Hub and James W. Dixon, Parmer Exchange.

The employees of the Cooperative are: Vernon C. Inmon,



CO-OP MANAGER . . . Vernon Inmon, manager of the West Texas Rural Telephone Cooperative, is shown in his modern new office at the cooperative's beautiful new building outside of Hereford which will be dedicated on Saturday.

Manager: Robert Harris, Office Manager: Fred Fox, Plant Superintendent: Hilda Havens, Accountant: Freda Beuchamp, Service Representative and Kay Stancell, Marian Robinson, Sarahelle Gillespie, Clerks: Marsha Horton, Secretary: Melvin Brown, Central Office Equipment and Plant Maintenance and Construction employees are Joe Del Toro, Ambrose Flores, Byron Grover, Danny Stancell, Arlo Deyke and Clyde Carter.

The Board of Directors, Management and Employees would like to extend an invitation to all of the customers of the Cooperative and the General Public to view these facilities this Saturday afternoon.



The everyday snail, - without an internal skeleton and practically all muscle, - can pull 200 times his own weight.

Lee Hicks Feeders' Manager

Lee Hicks of Clovis has been named manager of Bovina Feeders, Inc.

Hicks was formerly manager of Far-Tex Feed Yard, Inc., located south of Farwell. He is expected to begin his new duties in the near future, according to Leon Grissom, chairman of the board of Bovina Feeders, a 20,000-head capacity lot located in the Oklahoma Lane Community, 13 miles southeast of Bovina.

Hicks served as manager of Far-Tex from the time it was redeveloped in 1968. He is a director of Texas Cattle Feeders Association, which is headquartered in Amarillo.

Hicks succeeds Redge Priest as manager of Bovina Feeders, which began operation in December of '69.

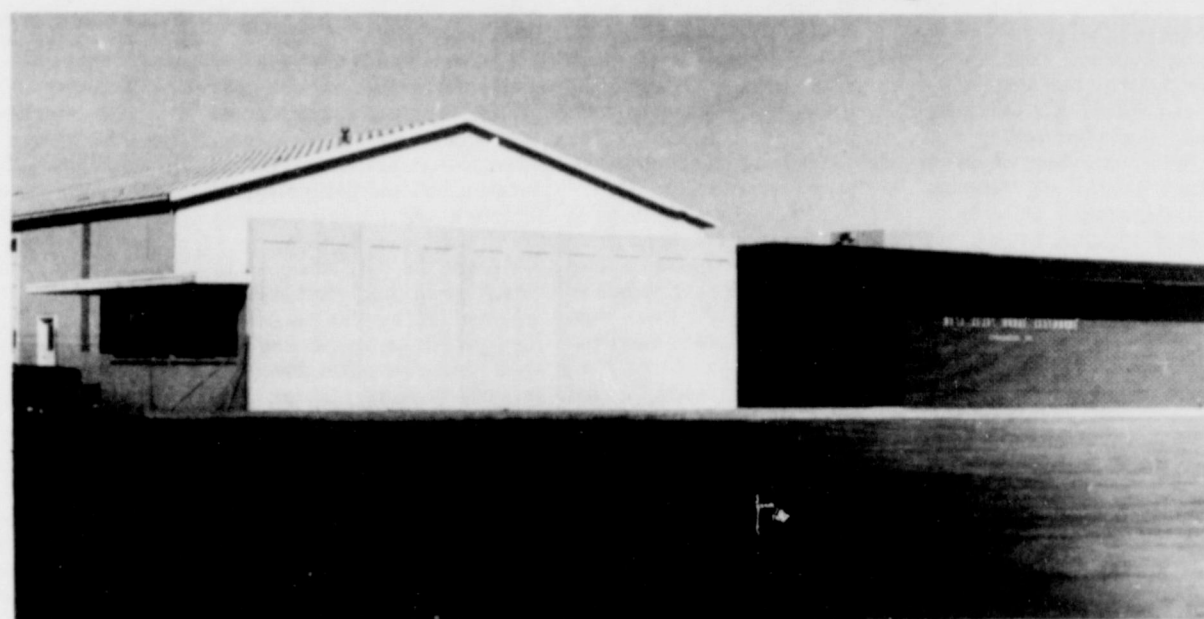
BEST WISHES

To West Texas Rural Telephone Cooperative

On Your OPEN HOUSE

Saturday, March 13

We Are Happy To Have Served As General Contractor For Your Building.



Exterior View Of The New Building

DON MASON BUILDERS, INC.

415-A W. 10th

Amarillo

Phone 374-1114

CONGRATULATIONS

WEST TEXAS RURAL TELEPHONE COOPERATIVE

Hereford, Texas



You must see this beautiful new Telephone facility Saturday, March 13, when West Texas Rural Telephone Cooperative will hold the big open house. The new building is located two miles south on Highway 385 in Hereford. The following sponsors are proud to have been selected as suppliers and sub-contractors for this modern new building.

AMERICAN ELECTRIC
Amarillo, Texas

K & B CONTRACTORS

TULSA, OKLA.

Cable Work Contractors

TIP - TOP OIL CO.
Hereford, Texas

CASEY CARPET CO.
Amarillo, Texas

Hereford STATE BANK
P. O. Box 272
HEREFORD, TEXAS, 79045

TESTS SHOW

**Corn, Wheat or Sorghum
-Pigs Do Well On All**

No matter how you slice it, the ham turns out about the same whether the hog was fed corn, wheat or grain sorghum. That is the preliminary conclusion of a group of Texas Tech University researchers from the Animal Science and Food and Nutrition Departments.

Experiments on 120 pigs have been conducted on feeding value of various grains for swine and the study is nearing completion. Some phases, however, still are in progress, according to Dr. Leland Tribble, swine specialist and project leader for the research.

Others who are participating in the research program are Drs. C.B. Ramsey and K.D. Lind and John Howell, graduate animal science major, all of the Animal Science Department; and Dr. S.P. Yang, Food and Nutrition chairman; and Clara McPherson, Dr. Ruth Carus and Marcie Moreland of the Food and Nutrition Department.

Data on the performance of pigs fed corn, wheat or grain sorghum showed no "significant differences" in rate or efficiency of gains.

"A study indicated that the grain sorghum was less digestible by swine than corn or wheat," Tribble said.

The ration containing grain sorghum was found to contain 94.1 per cent as much digestible energy per pound as those containing corn or wheat.

Data showed no significant variations in length, backfat thickness, loin areas or in the four lean cuts of carcasses from the three categories.

"However, there was a trend for the pigs fed grain sorghum to be meatier and have less fat than those fed corn," Tribble said. "Carcasses of pigs fed corn had a significantly lower

specific gravity than those fed wheat or grain sorghum."

No differences were found in color, firmness or marbling of hams and loins from pigs fed corn, wheat or grain sorghum.

The Sonora, an instrument used to measure depth of fat and muscle, was used to evaluate changes in depth of backfat and loin muscle. No significant differences were found in the increase in backfat or loin muscle depth during the experimental feeding period.

Weights of several organs and glands including liver, heart, kidneys, adrenal glands, pancreas and spleen showed no significant differences except the weight of the pancreas from pigs fed corn was significantly smaller than those fed wheat or grain sorghum.

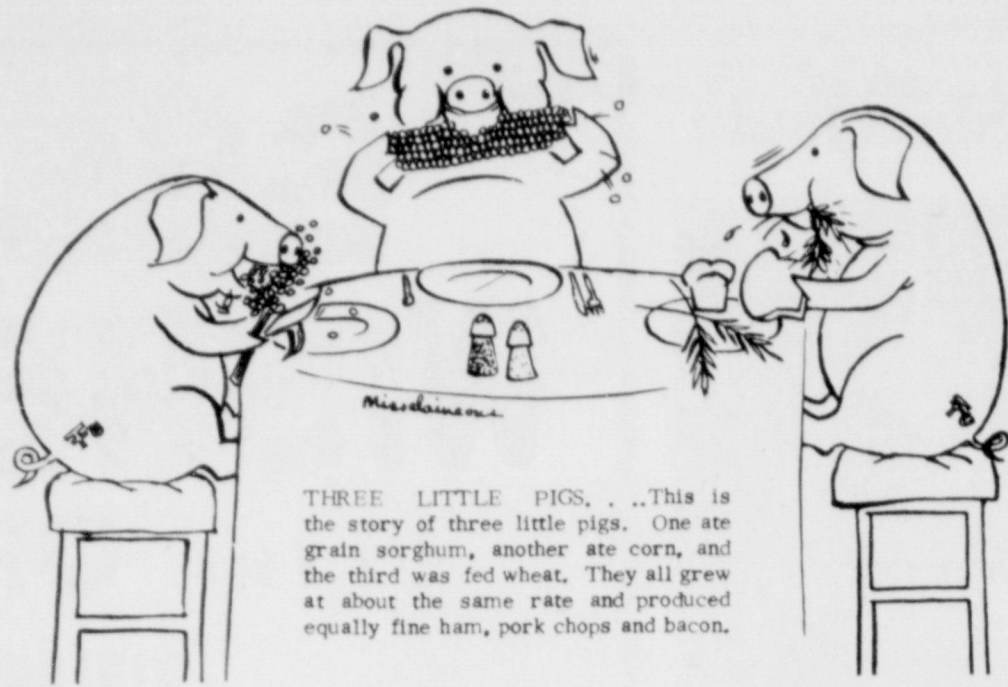
The pancreas is the source of several digestive enzymes and the heavier weight "would indicate a greater activity of the gland for pigs fed wheat or grain sorghum," Tribble said. "The significance of this finding has not been determined."

No differences were found in shelf life of pork chops from pigs fed the different grains. Neither was there difference in the shrinkage of the hams during the curing and smoking processes.

However, one taste panel found the flavor of cured ham slices from pigs fed wheat to be significantly more desirable than those from pigs fed corn.

A loin roast from each of three animals from the different categories was given to the Food and Nutrition Department for evaluation of cooking characteristics, palatability and visual characteristics as affected by the different grains.

Data from the first trial indicate no significant differences



THREE LITTLE PIGS. . . This is the story of three little pigs. One ate grain sorghum, another ate corn, and the third was fed wheat. They all grew at about the same rate and produced equally fine ham, pork chops and bacon.

ces in the pork obtained from animals fed corn, wheat or grain sorghum.

Characteristics evaluated were evaporative and drip loss during cooking, a taste panel evaluation for appearance, odor, flavor, juiciness and tenderness and the percentage of moisture and crude protein in the raw and cooked pork.

"From the data analyzed to date, we can conclude that there is little, if any difference in corn, wheat or grain sorghum when properly supplemented for growing-finishing swine as measured by performance of the pigs, carcass composition, processing characteristics and cooking and eating characteristics of the pork," Tribble said.

He said the study is one of the most detailed ever undertaken on the value of various grains for swine. The interdepartmental cooperation, he said, has made it possible to expand the study and to more completely evaluate the effects of the treatments.

Hospital Notes

Admissions:

Lydia Martinez, Muleshoe; Noel Parvin, Friona; Mrs. Frank Flores, Friona; Gladys Lee, Spur, Texas; J.E. Melton, Friona; Nelson Pearce, Belleview, N.M.; Cal Cleveland, Vega; Jane Bengel, Friona; Cecelia Valera, Bovina; David W. Wines, Bovina; Otho Whitefield, Friona; J.Q. Mars, Friona; Mayme Shavor, Friona; Mrs. JeDon Gallman, Lazbuddie; Betty Evans, Friona; J.O. Latham, Friona; Eugene Hester, Clovis, N.M.; Jeffrey Pennington, Friona; Edgar Fletcher, Friona; Bula Estelle Bearden, Earth; Modell Bateman, Friona; Troy W. Fuller, Bovina; William Eddins, Friona; Paula Fortenberry, Friona; Ruth Hawkins, Bovina; Benita Bermudez, Hereford; Mrs. Ruben Villanueva, Friona; Nadine D. Jeter,

Hereford; and Nettie Collier, Friona.

Dismissals:

Noel Ray Parvin, Mayme Shavor, David Wines, Elvada Reyna, Betty Evans, J.O. Latham, Nelson Pearce, Cecelia Valera, Sally Kendrick, Cal Cleveland, Gladys Lee, Jeffrey Pennington, Mary Anah Hester, Eugene Hester, Benita Bermudez, Modell Bateman and Neva B. Knight.

Patients in Hospital:

Estelle Bearden, Nettie M. Collier, Grace Dane, William C. Eddins, Edgar Fletcher, Troy Fuller, Mrs. Frank Flores and baby boy, Paula Fortenberry, Mrs. JeDon Gallman and baby boy, Ruth Hawkins, Nadine D. Jeter, J.E. Melton, Margarita Ramirez, Mrs. Ruben Villanueva and baby girl and Otho Whitefield.

**On The Farm
In Parmer County
MACK HEALD
County Agent**



The large commercial feedlot is becoming more and more important to the Texas cattle feeding industry.

Feedlots with capacities of under 8,000 head (at one time) decreased in number while lots with capacities of between 8,000 to 15,999 head made the biggest gains in 1970, according to Dr. Ed Uvacek, Extension Livestock Marketing Specialist.

Feedlot marketing in the U.S. reached a record 24.9 million head during 1970, according to a recent USDA "Cattle on Feed" report. Texas feeders turned out 3.1 million head in the calendar year 1970.

Last year Texas had 306 feedlots with a 1,000 head or more capacity operating at any one time. Dr. Uvacek indicated that these feedlots accounted for 97 percent of the fed cattle marketed in the state.

A separate report issued by the Packers and Stockyards Administration shows that almost 11 percent of the 2.7 million cattle and calves fed in Texas in 1969 were owned by or fed for meat packers.

Texas ranks as the leading state for packer feeding, Dr. Uvacek said.

The Texas feeders figure represents an increase of 432,000 head over last year, considerably smaller than the year earlier gain, Dr. Uvacek commented.

He indicated that Texas re-

mains the third largest feeding state in the nation, surpassed by Iowa and Nebraska. Dr. Uvacek added the ranking of the top, ten cattle feeding states remained about the same as the previous year, with Minnesota edging out Arizona for the eighth position.

**Local FFAers
Are Winners**

Friona FFA had the high point team in sheep judging at the South Plains College Judging Contests last Saturday.

The team, composed of Dwayne Bauer, Larry Sanders and Dave Buske, outpointed 22 other teams in the competition.

In addition, Bauer was high point individual in sheep judging.

The Friona judges were the fourth in team points for overall judging (sheep, swine and cattle). Bauer was sixth high point individual overall.



WINNING TEAM. . . Friona FFA's cattle judging team is shown with the first place trophy they won in the sheep division at South Plains College last Saturday. Seated are Dave Buske and Larry Sanders. Standing are advisor Bob Middleton and Dwayne Bauer.

Wow!

We
CONGRATULATE

**West Texas Rural
Telephone Cooperative**

On The Occasion Of Your

OPEN HOUSE
Saturday, March 13

We at Fanning Engineering are happy to be associated in business with you, and wish you success in the future.

**FANNING
ENGINEERING, Inc.**
Tulsa, Okla.

**... FROM ONE
CO-OPERATIVE
TO ANOTHER**



congratulations

TO

**WEST TEXAS RURAL
TELEPHONE COOPERATIVE**

On The Grand Opening Of Your New
Building This Saturday, March 13.

**FRIONA
CONSUMERS**





HONORED BY FFA. . . Oscar Baxter and Bob Middleton were honored by Friona FFA with honorary chapter farmer degrees at the banquet last Friday. Baxter, co-owner of Friona Motors, has furnished the chapter with a pickup for their use for a number of years. Middleton is in his fourth year as an FFA instructor and advisor. With the two honorees is Don Fortenberry, vice president of the chapter.



At Home In Parmer County

By Janice Fant
County HD Agent

Try baking layers of fresh broccoli with layers of ham and sharp Cheddar cheese, covered with a white sauce, for a gourmet's casserole delight. Or, marinate stalks of cooked broccoli in French dressing, then arrange them over slices of lettuce. Top with lemon-spiked mayonnaise for a salad that is as different as it is delicious.

HOW TO SOLVE CARPET "SHOCKS" -- Bothered with static electricity from your carpeting? To solve the problem, increase the humidity within the room or area. Try placing potted plants that are watered frequently in the room to help keep moisture in the air, and static electricity down. (From Jan Slabaugh, Extension housing and home furnishings specialist.)

CREDIT CARD I.D. -- Some method of identification, such as a signature or photograph, must be on all credit cards issued after January 24, 1971. Companies will have until January of 1972, to update all their credit cards with such identification. (From Doris Myers, Extension home management specialist.)

The Food and Drug Administration of the U.S. Department of Health, Education and Welfare requires that food or feed grain seeds (wheat, oats,

barley, rye, corn and grain sorghum) be colored an unnatural color if treated with a toxic substance. Most of these treated seeds are colored red.

Mrs. Pete Fulcher (Tommie) of Oklahoma Lane shared this recipe with us.

FLUFFY FRUIT SALAD
1 No. 2 can fruit cocktail
1 No. 2 can crushed pineapple
1/2 cup Miracle Whip
1 cup whipping cream
8 large marshmallows
1 cup nuts, chopped
1 package cream cheese (large)
Drain fruit as much as possible. While it drains, mix salad dressing and cream cheese. (I like to whip the cream cheese.) Add whipped cream, then other ingredients and let stand in refrigerator over night or for several hours.



LONE STAR FARMERS. . . Two members of the Friona FFA Chapter have received their State Farmer degrees. They are Dale Schueler, left, and Dwayne Bauer, who are cousins. The two brought to 75 the number of Lone Star farmers produced by Friona FFA through the years.

Pioneer Sorghum To Expand Development of Hybrids

PLAINVIEW -- A new branch of Pioneer Sorghum Co. of Plainview has set its sights on boosting area feed grain yields.

The means to the end lies in better crop management practices, says veteran Southwest agronomist Jim Higdon of Plainview, who has been named head of Pioneer's Agronomy Service Department.

Pioneer marketing manager Jim Lindsey, who announced formation of the department, said the "development and improvement in recent years of grain sorghum and corn hybrids has dramatically increased the per-acre yield of feed grain crops.

"We believe additional gains can be made through better utilization of hybrid varieties now available. Helping farmers get maximum potential from Pioneer hybrids will be the primary aim of (the) agronomy service group," Lindsey said.



JIM HIGDON

with an agricultural chemical firm.

Pioneer is a subsidiary of Pioneer Hi-Bred International, Inc., of Des Moines, the nation's first commercial producer of hybrid seed corn. The Plainview firm produces and markets grain and forage sorghum hybrids.

Projects for Higdon and his agronomy staff call for them to set up and supervise grain sorghum and corn test plots in all Texas and New Mexico areas where Pioneer hybrids are grown. The department will work closely with Pioneer dealers and customers, spokesmen said.

At the test plots, data will be collected on yield potential, seeding rates, row widths, water management and application of insecticides and herbicides.

Lindsey said the applied research projects will provide growers with localized information in selecting hybrids and in realizing potential from the hybrids which they plant.

Jim Higdon, a 1957 graduate of Texas Tech at Lubbock, has spent 11 years in the seed-producing business and two years

HEREFORD MAN

Clint Formby Named Texas Tech Regent

Clint Formby of Hereford, owner of radio station KPAN, was appointed by Gov. Preston Smith Wednesday to the board of regents for Texas Tech University.

Formby, a 1950 graduate of Tech and president of the Texas Tech-Students Association, in 1961, was in Washington, D.C. Wednesday and was unavailable for comment.

His brother, Marshall Formby of Plainview, was on the Tech board until recently.

Formby is partner and managing director of KPAN, and

stations KLVT in Levelland and KTEM in Temple.

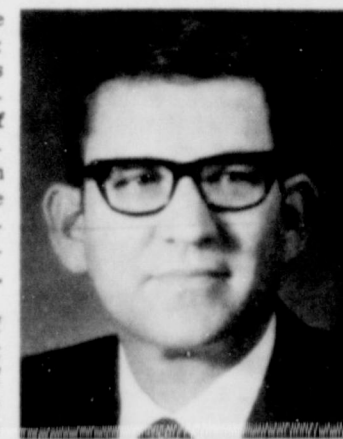
Formby, 47, has three sons and one daughter and married the former Margaret Clark.

He graduated from Tech with a bachelor of arts degree in government-journalism and a speech minor. He also attended the University of Tennessee and the University of Basel, Switzerland.

He served with the Army in the European Theater in World War II. He was lieutenant governor of Kiwanis International in 1962; member of the National Association of Broad-

casters radio advertising code board from 1964 through 1968; board member of West Texas Chamber of Commerce; president of Texas Association of Broadcasters in 1969; current at-large representative on the board of directors of the National Association of Broadcasters, representing 1,500 radio stations in the United States.

He was Hereford Citizen of the Year in 1964 and is a past president of the Chamber of Commerce, the Jaycees, the United Fund and the Kiwanis locally.



CLINT FORMBY

Court House Notes

Instrument report ending February 25, 1971, in County Clerk Office Bonnie Warren, County Clerk.

WD, James Harvie Shepherd, Florence Shepherd, NW 45 ft. Lot 3, Blk. 37 OT Bovina
WD, Kate W. Steelman, Est. Gene Hutto, Lots 3 & 4, N18 ft. Lot 5, Blk. 22, OT Bovina

BARBECUE

Sponsored by Parmer Co. National Farmers Organization

Bovina High School Cafeteria

Monday - March 15, 1971

Serving 6:00 - 8:00 p.m.

Entertainment

Guest Speaker at 8:00 p.m.

Erhard Pfingsten was born and raised on a farm in Gage County, Nebraska. He received his college education in Kansas. In 1932 Mr. Pfingsten began his career as a farmer in Western Iowa. He entered the Armed Forces of the United States in 1943. At the close of World War II, he bought a farm in Woodbury County, Iowa.

Erhard Pfingsten joined the NFO at its very beginning, and has been a member continuously since that time. He was elected to the National Board of Directors in 1960, was appointed Director of the Meat Commodity Department in 1961, and elected National Vice President in 1962. He has served as National Vice President since 1963.



Erhard Pfingsten
National Vice President

All Farmers and Business Men of 18th Congressional District and neighboring New Mexico Counties are invited. Bring Your Wife and a Guest Couple to Dinner.

Tickets are available at Parmer Co. N. F. O. Office
Friona 247-3572 - Bovina 225-4475 - Hub 265-3896
Lazbuddie 965-2740 Farwell - 825-3228



JOHNSON'S FOOD MARKET

S & H Green Stamps

Ph. 247-2265 6th and Euclid



FRYERS 29¢ Lb.	FRANKS 62¢ 1 Lb. Pk. Sunray All Meat
PORK CHOPS 59¢ Lb.	BACON 59¢ Lb. Sunray Sliced
MELLORINE 39¢ 1/2 Gal. Swifts Honey Cup	MIRACLE WHIP 73¢ Qt. Miracle Whip
CHERRIES 63¢ 303 Can Del Monte Pitted Dark Sweet	PANCAKE MIX 53¢ 2 Lb. Pillsbury
MARGARINE 35¢ 1 Lb. Soft 'N Gold	TISSUE 49¢ 4 Roll Pk. Charmin
GOLDEN YAMS 35¢ Sqt. Can Diamond	CHEER 83¢ Giant Size cheer
APPLES 21¢ Lb. Red Delicious	GREEN ONIONS 15¢ 2 Pkgs.
TURNIPS 19¢ Lb.	

KNICKS ARE 4-0

Only One Undeclared In Little Dribblers Action

The Knicks emerged as the only undefeated team in Friona's Little Dribblers program after last week. They downed the Hawks easily, 33-17. The Bucks, which had been the other undefeated team, fell to the Bullets, 32-17, as Randy Waggoner scored 16 points. The third game of Thursday's session was the closest, as the Lakers edged the Suns, 24-23. There never was more than a three-point spread in the game, with the Lakers leading, 15-14 after three quarters. The lead changed hands a number of times, and went down to the last ten seconds, as the Suns got the ball and drove downcourt, only to have a shot by Jody Menefee rim out of the basket at the buzzer.

Mark Neill led the Knicks to their fourth win in as many starts, with 18 points against the Hawks, who were led by Keith Martin's nine points. Kevin King led the Lakers with 12 points, but Mike Blackburn took game scoring honors for the Suns with 14 points.

FRIDAY, MARCH 5
 Bullets 5 5 16 6--32
 Bucks 4 4 5 4--17
 Bullets--R. Waggoner, 7-2-16; C. Ingram, 3-6-12; C. Aragon, 2-0-4. Bucks--L. Broadhurst, 1-6-8; Smith, 1-0-2; Johnston, 1-0-2; Wilcox, 1-0-2; E. Brailiff, 0-1-1.

Felder, 2-0-4; J. Martin, 1-1-3; LaFuente, 1-1-3; Bartlett, 1-1-3; Jarecki, 1-0-2. Hawks--K. Martin, 4-1-9; E. Mills, 3-0-6; C. Fleming, 1-0-2.

STANDINGS

Team	W	L
Knicks	4	0
Bucks	3	1
Lakers	3	1
Bullets	3	2
Hawks	1	3
Suns	1	4
Celtics	0	4



UP AND OVER... Wesley Clark, defending district high jump champion, shows his form. Clark will be among the Chieftain tracksters in action at Abernathy this weekend for the team's second outing.

AT IDALOU

Chieftain Tracksters Fifth In Meet

The Friona Chieftain track team placed fifth at the Idalou Relays last Saturday, in their first track competition of the season. The team scored 38 points, to place behind Floydada, Idalou, Slaton and Tahoka. There were 13 teams in Friona's division. Sophomore James Bartlett

placed second in the pole vault; Wesley Clark was third in the pole vault and fourth in the high jump, and Ronnie McPherson was third in the high jump. Other point-makers included James Weatherly, third in the shot put and fourth in the discus, and the 440-yard relay team (Danny Vera, Jimmy Harvey, Wesley Clark and Lewis

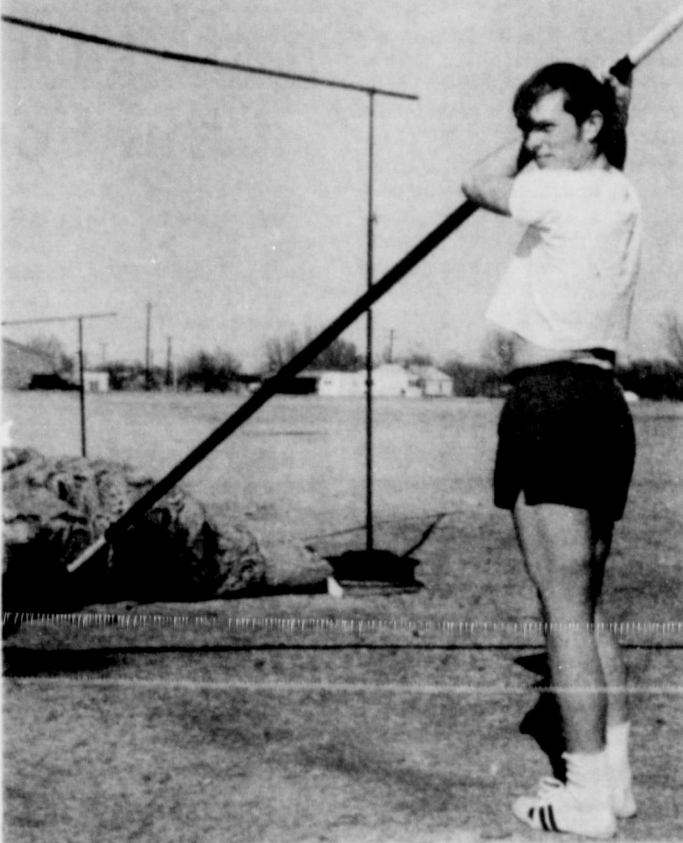
Lee) placed sixth. "I was real pleased with our placing, due to our lack of early-season workouts," stated Coach Larry Dyess. He indicated that several other contestants missed qualifying for the finals by just tenths of a second. This Saturday the team goes to Abernathy for the Antelopes' invitational meet.



LITTLE DRIBBLERS... Players battle for a loose ball in this bit of action from the Little Dribblers' game between the Knicks and Bucks on Monday.

Weston Headlines Roller Derby

Roller Derby's top drawing card, Joan Weston of the Oakland Bay Bombers, will be in Amarillo when the Bay area team takes on the Northeast Braves at the Civic Center Coliseum Thursday. The Amarillo appearance is a part of the derby's annual national tour and pits two teams which are seen regularly on weekend television. Miss Weston is the distaff captain of the Oakland team and is a perennial all-star roster member. She originally skated as captain in Chicago and in five seasons at San Francisco has produced three rookies of the year and placed five skaters other than herself on the all-star roster. She first joined roller derby in 1954.



SOPH VAULTER... James Bartlett, sophomore member of the track team, was the highest placer in the team's meet at Idalou last Saturday, placing second in the pole vault.



Plant a Leader in 1971!
McNAIR X-210-V
 YELLOW — SINGLE CROSS — CORN HYBRID

John Bridges of Lamb County (Texas)
 Combined an Actual Yield
 of 196 Bushels Per Acre in 1970

- ★ ADAPTED TO HIGH PLANT POPULATION
- ★ TOLERANT TO MDMV
- ★ EXCELLENT STALK STRENGTH
- ★ HIGH GRAIN QUALITY

Also Available From Your Dealer --
 McNAIR X-202—for Grain or Silage
 McNAIR 340-V, and
 McNAIR 440-V—for High Tonnage Silage

For more information -- **RUSSELL HABERER**
McNAIR SEED COMPANY
 Plainview - (293-2604)
 or at home - (293-5685)

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 701 - 27th Street
 Lubbock
 (744-4592)

FRIONA WHEAT GROWERS INC.

REVIVAL CRUSADE
 Now Thru Sunday

Sunday Services:
 9:45 a.m. Sunday School
 10:50 a.m. Morning Worship
 6:00 p.m. Training Union
 7:00 p.m. Evening Worship

Weekday Services:
 10:27 a.m. Revival Service
 7:27 p.m. Revival Service

Nursery Will
 Be Provided
 For Every Service



Felix E. Snipes
 Felix E. Snipes of Atlanta, Georgia, will be the music director and soloist for the Crusade. He brings to Friona his twelve years of experience in full-time evangelistic music in crusades around the globe.



John Tierney
 John Tierney, a scottish-born evangelist, will bring the message of Christ to the Crusade. He will come to Friona directly from Nigeria, Africa where he has been preaching to thousands of responsive people.

- * Music By The Revival Choir, Led By Felix Snipes
- * Special Music By Choral Groups
- * Congregational Singing Of Great Old Gospel Songs
- * Dynamic Preaching Of The Gospel By Evangelist John Tierney

FIRST BAPTIST CHURCH

Charles Broadhurst, Pastor 515 Summitt Ave. Friona, Texas

CITY RECORDS

Building Permits For February: \$83,300

Nine building permits were issued by the City of Friona during February, for construction estimated to be worth \$83,300. The monthly city records were released by City Manager A.L. (Jake) Outland.

Included in the nine permits were five for new residences, worth a combined \$77,400. In addition, there were four additions/alterations valued at \$5,900.

There were only two water taps made during the month, to bring the total number of active meters to 1,244 at the end of February.

A total of 10,936,100 gallons of water were pumped during February, an average of 390,575 gallons per day, and comparable to the previous month's total. Moisture totalled .95 inch, mostly in the form of blowing snow during the blizzard of February 20-21.

Only one new sewer tap was made during February, making 1208 active taps at the end of the month. Albert Wolfington, wastewater superintendent, resigned at the end of the month, and moved to Fort Worth.

Three fire alarms were sounded during February. All were outside the city limits. Two were railway right-of-way grass fires, and the third was at the John Bingham farm four miles south of Hub, for an estimated loss of \$500.

Police department records showed 21 arrests during the month. Ten were for traffic violations, and five involved alcohol.

The blizzard conditions of February 20-21, which brought seven inches of snow and drifts to five feet deep, caused utility

of all personnel and equipment in clearing of streets during the last week of the month.

The Library board reported that activity remained good, with 974 check-outs and 458 patrons during the previous month.

'Cats Lose At Austin

AUSTIN — Big 6-5 Lynn Royal and his Hughes Springs teammates ended Dimmitt's most successful cage season ever on a sour note here Friday, taking a 56-45 victory in the Class AA semifinals.

Royal hit on 11 of 19 shots from the floor, grabbed 13 rebounds and blocked seven shots as the Mustangs, who lost in the semifinals last year, dominated the game.

Dimmitt went cold in the second period and managed only four points as Hughes Springs shot to a 27-19 half-time edge. And, although Mark Wohlgemuth picked up his fourth foul early in the third stanza, the Bobcats out it to 39-35 entering the final period.

But Kent Bradford fouled out with only 10 points and 14 rebounds and the Bobcats were unable to cope with the taller Mustangs.

Dimmitt hit on 17 of 54 shots compared to 23 of 58 for Hughes Springs. Plus, the Mustangs dominated the boards, getting 57 rebounds to only 36 for Dimmitt.

Royal was high point man, with 26 points. And the margin could have been much greater but the Mustangs misfired on 15 of 25 free shots.

Wohlgemuth hit only six of 16 shots Friday and Bradford four of 15 for the cold-shooting Bobcats.

INDUSTRIAL WORK

Local Leaders Get Governor Citations

Seventeen Friona area business and civic leaders received citations this week from the Texas Industrial Commission and Governor Preston Smith for having made a "significant contribution to Texas' industrial development."

The citations were presented to local recipients by E.H. Sheffield of the commission staff in a meeting culminating nearly a year's work towards incorporating pertinent industrial location information on Friona into the nation's most sophisticated computerized site location data bank.

Called "Insta-Site," the commission's computer program has already received two distinguished awards itself from the Southern Industrial Development Council, a professional society covering sixteen Southern states.

Participation of local leaders in gathering information for "Insta-Site," means that information on Friona's industrial assets will be instantly available to all industrial firms considering new plant sites in Texas.

Sheffield presented the Chamber of Commerce a massive 88 page printout containing 1444 items of information on the Friona area. Local award recipients collected data for 393 items of information on the printout and the balance were collected for the community by the commission staff.

As soon as the local group has reviewed the information and suggested any changes necessary, a computerized Community Analysis Report will be available that shows how Friona compares with other cities of similar size on the factors that industrialists look for in locating new plants. Using the Community Analysis Report as a guide, Friona leaders will be able to plan effective measures to spur local economic growth.

"The next phase in the development of the computer program is to match Friona plant location resources with a profile of the location requirements of all types of expanding industries," Sheffield said.

"This will enable us at the commission to help you concentrate your industrial development program on companies you have the best chance of attracting to Friona," Sheffield continued.

Statewide, more than 14,000 business and civic leaders in 390 Texas cities will receive the special citations for their part in making the new program possible.

Local leaders receiving citations were: Porter Roberts, Frank Spring, F.R. Hill, J.C. Beck, Alton Farr, A.L. Outland, Steve Messenger, Hugh Moseley, Vernon Immon, J.E. Hicks, W.D. Elliott, Wright Williams, H.L. Outland, Ralph Shirley, Cecil Maddox, A.L. Black and Gerald Kehoe.



PLACE SECOND. . . Friona's Continental Grain team placed second in the Friona Noon Lions' volleyball tournament. Standing (l. to r.) are Ronald Smiley, Hank Wheeler, Jackie Stowers and Connie Dodson. In front are Larry Elmore, C. H. Veazey and Leroy Nuttall.



SECOND WOMEN'S TEAM. . . Tasty Cream Drive-In was second in the women's division of the volleyball tournament. In the back row are Betty Chaney and Janice Thompson. In front are Melba Smiley, Anita Powell and Pat Wright. Not in the picture were Wessie Gee and Donita Martin.



MEN'S WINNERS. . . Champions of the men's division of the volleyball meet were the Lumberjacks of Muleshoe. Standing are John Agee, Jerry Engelking and Jimmy Dale Seaton. Seated are David White, Jerry Gleason and Glendon Sudderth.



TOURNEY CHAMPS. . . Winners of the women's division of Friona's volleyball tournament were "Big Nick's Sisters" of Bovina. Standing are Mrs. Robert Read, Mrs. V.C. Willard and Mrs. Tommy Williams. Seated are Mrs. Oakley Stevenson, Mrs. Houston Bartlett and Mrs. Glendon Sudderth.

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Winners Told For Tourney

The Lumberjacks of Muleshoe won the men's division, and Big Nick's Sisters of Bovina won the women's division in the volleyball tournament sponsored here last week by the Friona Noon Lions Club. Two local teams were runners-up. They were Continental Grain for the men and Tasty Cream Drive-In for the women. Consolation titles went to the Sledge Hammers of Muleshoe (men) and Treider Electric of Lazbuddie (women). Tournament officials said the tournament was a success.

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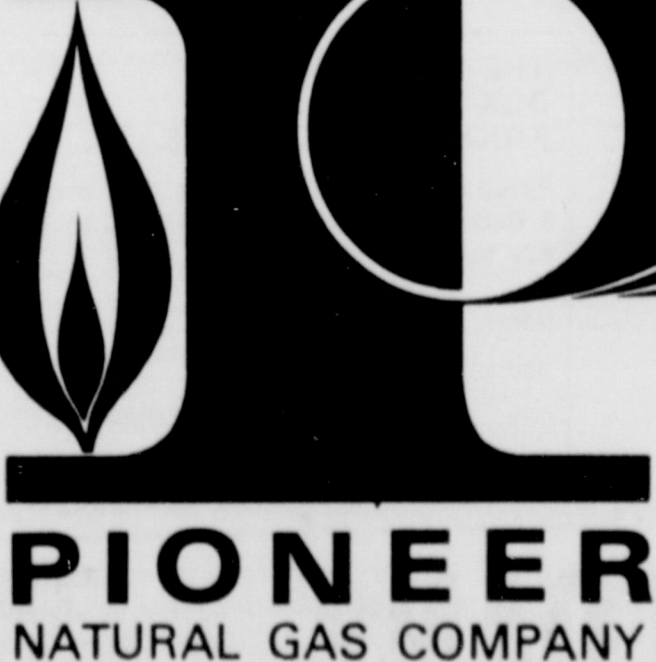
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Ford LTD is the car that can match the luxury of cars costing hundreds of dollars more. And LTD's quiet ride is the standard that those same more expensive cars have to match themselves. That quiet strength is one reason for consumers choosing LTD over all other luxury cars in its class.

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Take Maverick. Consumers know that the simple machine is simple to own and simple to run. And they learned recently that a leading independent survey found Maverick has the best frequency of repair record of any American car. That might explain why it's America's best-selling compact.



1971 Maverick 2-Door Sedan



1971 Torino Brougham 4-Door Hardtop



1971 Ford LTD Brougham 2-Door Hardtop



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USDA Ranks Peanut Butter As High Protein Food

Peanut butter, by far the most popular form of peanut consumption, is an important nutritious food for the daily diet.

Peanut butter is ranked high by the U.S. Department of Agriculture in at least six nutrient categories: food energy, fats necessary to maintain body balance, protein, phosphorus, thiamine and niacin. Because of its food value, even a single peanut butter sandwich or several tablespoons of the product added to a recipe adds important nutrients to the daily diet.

Peanut butter, over 26 percent pure protein, is also more economical on a per-ounce basis, sometimes costing only half as much as other protein foods.

Mrs. Don Eitel and daughter, Christi, of Phoenix, Arizona, are visiting in the homes of Mr. and Mrs. O.B. Moyer, Mr. and Mrs. Dale Hart and daughters and Mr. and Mrs. Larry Moyer and sons. Mrs. Eitel is the former Lois Moyer.



RACHEL MORALES, . . . Mr. and Mrs. Jessie Morales have announced the engagement and approaching marriage of their daughter, Rachel, to Robert Romo. The couple plan to exchange wedding vows at 2:30 p.m., Saturday, May 1, at St. Teresa's Catholic Church. The prospective bridegroom is the son of Mrs. Joe Gonzales and the late Frank Romo. Wedding invitations are not being mailed locally, but friends and relatives of the couple are invited to attend.

Society

Reception Honors

Mrs. G. Landrum

Mr. and Mrs. Ray Landrum hosted a family dinner in their home Sunday, March 7, honoring Mrs. Georgie Landrum, who was observing her 79th birthday.

Mrs. Landrum was born in Floydada, Texas. She was a resident of Friona from 1925 to 1937, when the family moved to Tucumcari, New Mexico. She is now a resident of Retirement Ranch, Clovis.

Other children attending were Joel Landrum, Albuquerque, New Mexico; Marie Scarborough, Morenci, Arizona and Joyce Braidfoot, Clovis. One daughter, Dorothy Chestnut of Huron, California, was unable to attend.

Brothers and sisters of the honoree who were present were Mrs. Stella Crabtree and J.C. Bullard of Floydada and Preston Bullard and wife of Portales, New Mexico. One brother, Mitt Bullard, of Lubbock was not present.

Reginald Landrum and wife of Lockney and Jessie and Annie Landrum of Plainview, brothers and sisters of the late J.L. Landrum, were also present.

Other relatives and friends present were Ella B. Hammock, Mr. and Mrs. Harley King, St. Arla Braidfoot, Mrs. Tom Smythey, Mr. and Mrs. Ben Konis, Kelly and Jade and Mr. and Mrs. C.W. Dixon.

Afternoon callers included

Schwabs Have Weekend Guests

Sgt. and Mrs. Randal Schwab, Fort Bragg, North Carolina, and Mr. and Mrs. Mike Schwab, Perryton, Texas, were weekend guests in the home of Mrs. Bill Schwab and Darrell.

Mrs. Schwab returned home recently after spending five weeks visiting in the home of Mr. and Mrs. Bill Buth and children, Bentonville, Arkansas. Mrs. Buth is the former Junita Schwab.

Daylen Gallman Born Friday

Daylen Kent is the name Mr. and Mrs. JeDon Gallman of Lazbuddie chose for the baby boy born to them at 4:06 a.m. Friday, March 5. He weighed 9 lbs. 2 ozs. and is the first son for the couple, who have one daughter, Melanie, 3.

Grandparents are Mrs. Lorraine Gallman, Lazbuddie, and Mr. and Mrs. A.L. Black, Friona.

M.A. Black, Friona; Mr. and Mrs. Les Caroland, Clovis; Mrs. Eula Noble, Roswell, New Mexico, and Mrs. O.M. Gallman, Italy, Texas, are the great-grandparents.

Mrs. R. Schwab Is Complimented

The Community Room of Friona State Bank was the scene of a hilly shower complimenting Mrs. Randal Schwab Friday afternoon.

Following the gift presentation, refreshments of assorted fruit breads, cold drinks, punch, coffee and hot chocolate were served by the hostesses, Mrs. Charles Rector, Mrs. Hop Lewis and Mrs. Melvin Hasenpflug.

Local Doctor Attends Meeting

Dr. Lee Spring is attending a medical convention in New Orleans, Louisiana, this week. He was accompanied to the Mardi Gras City by his wife.

Several trips to historical spots were planned for wives of doctors attending the convention.

BOOKED UP



The well fed and well read dine at a novel New York City restaurant known as The Library, where the walls are lined with thousands of books.

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HOME OFFICE OMAHA, NEBRASKA

"The FAMILY Fraternity"

Panel Discussion Highlights Meeting

A panel discussion entitled, "I Came, I Saw, I Conquered," was the highlight of the Saturday morning meeting of the Iota Eta Chapter of the Delta Kappa Gamma Society in the home of Mrs. Martha Bates, 1002 Maple Street.

The panel, which was directed by Mrs. Icy Leer, Bovina, was made up of a future teacher, Josie Alonzo, Clovis; a retired teacher, Mrs. Hickman, Bovina; and a present teacher, Mrs. Dorothy Donaldson, Farwell.

Some questions which came

up for discussion were: What influenced you to become a teacher?

What were the requirements or qualifications?

What methods were used?

What was your beginning salary?

Hostesses with Mrs. Bates were Mrs. Fay Reeve, Mrs. Coleman Moseley and Mrs. Ethel Bengler.

Other local members present were Mrs. Wana Brewer, Mrs. Raymond Cook, Mrs. Frank Truitt, Mrs. Byron Hardgrove and Mrs. Ernest Osborn.

Plans Finalized For Teachers Day

Plans for observing Wednesday, March 17 as Honor Teachers Day in Friona were completed at the Thursday afternoon meeting of Friona Young Homemakers at the high school cafeteria.

Following a devotional by Mrs. Calvin Dozier, Mrs. Glen Watters presented a program which included a display of arts, crafts, paintings and other forms of hand work.

Mrs. Jerry Hinkle was a

special guest.

Hostesses were Mrs. R.J. Buchwald and Mrs. Jim Roy Wells. The St. Patrick's Day theme was used in refreshments and decorations, white cookies and cup cakes with green frosting were served with coffee and tea.

Future Homemakers of America, who provided baby sitting services, were Becky Brannum, Carol Carr, Jana Sue Roberson and Patricia Phipps.

Comments by Gib



It may seem paradoxical, but the smaller the world gets, the more it costs to run it.

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Jan Wallis Presents Study Club Program

Highlight of the Thursday afternoon meeting of Black Study Club in the home of Mrs. John Bengler was presentation of an illustrated lecture about life, customs and geography of her native country, Australia.

Miss Wallis was accompanied to the meeting by her American mother, Mrs. Carl Schlenker.

The opening exercise, which was directed by Mrs. Bill Carthel, was a personal point contest. The winner was Mrs. Glyn Hamilton, who received a gift.

A committee was appointed to make plans for a special Golden Age Mother's Day tea. Plans were also made for a pre-

Easter drive for food for Girlstown.

A St. Patrick's Day theme was used in decorations and refreshments. Plate favors were green Shamrocks.

Others present were Mrs. Johnny Mars, Mrs. Gene Welch, Mrs. Travis Stone, Mrs. Ellis Tanum, Mrs. Cliff Allison and Mrs. Tom Presley.

Overnight Retreat Devoted To Missions

A group of junior high and high school girls from First Baptist Church spent Friday night at Baptist High Plains Assembly Grounds. Mission of the overnight retreat, which was supervised by Mrs. Ray DeBord, Mrs. Delton Lewellen and Mrs. Johnny Mars, was a home mission study.

Mrs. Mars reviewed "A New Day on The Hudson," which is a story of mission work in the New York City area.

The group returned home late Saturday.

Those making the trip were Jana Sue Roberson, Becky Brannum, Lisa Taylor, Pam Lewellen, Vicky Pryor, Dorothy Johnson, Laquita Graham and Darla Rhodes.

Also Carolyn Murphree, Donna Lewellen, Cindy Barnett, Teresa Bingham, Katie Lewellen and Coleen Royal.

Also Ann Zetsche, Earlene Graham, Jerri Bengo, Terry Fallwell and Teresa Hamilton.

An evening of food, fun and fellowship followed the study.



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Joining the Payroll Savings Plan is one easy way to force yourself to save. When you sign up, an amount you specify is set aside from each paycheck and used to buy U.S. Savings Bonds. It's automatic. Everything is done for you.

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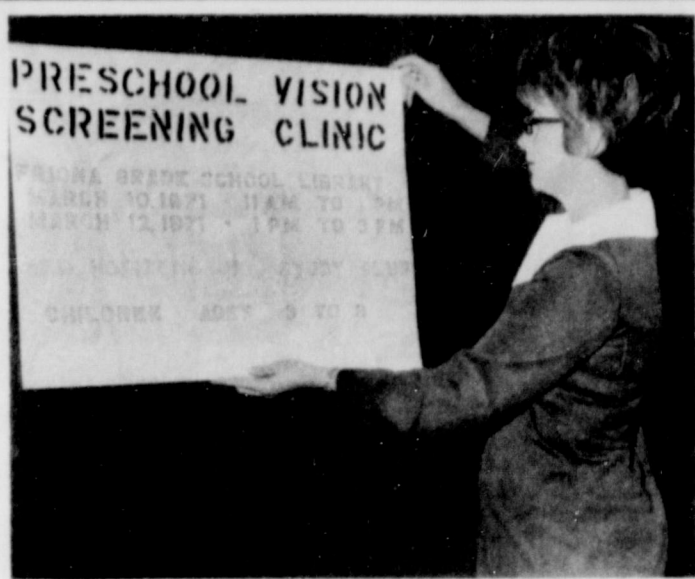
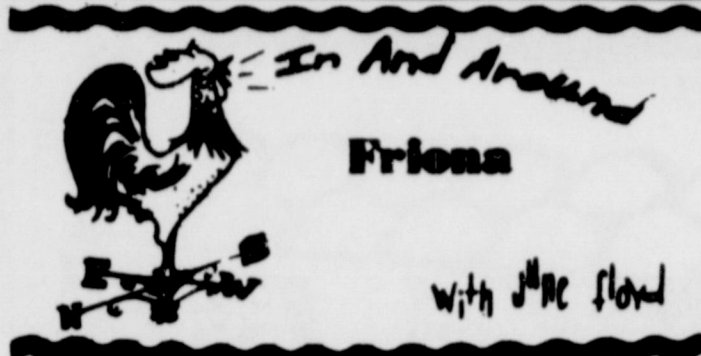
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PUTTING UP POSTERS... Placing posters in local stores this week was the job of Mrs. Walter Cunningham, for publicizing Friona's annual free pre-school vision screening clinic which will be held Friday afternoon at the Grade School Library. Mrs. Cunningham is just one of a group of trained volunteers who are members of the New Horizons Junior Study Club.

Study Club To Hold Eyesight Clinic Here

The annual free pre-school vision screening clinic will be held Friday in the Friona Grade School Library from 1:00 to 3:00 p.m.

Volunteers, who are members of New Horizons Junior Study Club and have been trained by the Texas Society for the Prevention of Blindness, will conduct the clinic.

Every year thousands of children between the ages of three

and six are screened for "lazy eye" or Amblyopia. These children need an examination each year to detect suspicious signs of possible vision troubles.

If trouble is suspected, the child's parents are advised of the need for a medical eye examination for the child.

All children between the ages of three and six will be screened.

Services Conducted

For S. E. Beaton

Funeral services for S.E. (Estis) Beaton, who died at his home, 1030 Justin Street, Arizona Sunsites, Pearce, Arizona, Saturday, February 27, were conducted from the Church of Christ, Willcox, Arizona, at 2:30 p.m. Monday, March 1.

Beaton, who farmed in the Friona area a number of years, was born May 19, 1909 at Purdy, Oklahoma. He and his wife, the former Winnie Wil-

iams, and son, Charles, moved to the Willcox-Cochise-Pearce area of Arizona from Friona.

Survivors, besides his wife and son, include one daughter, Mrs. Ira Bruce Parr of the Black Community; one sister, Mrs. Ruth Bence of El Cajon, California; one brother, Delbert Beaton of Abernathy; and four grandchildren.

Burial was in Sunset Cemetery, Willcox.



"YOU CAN EAT ANYTHING. JUST DON'T SWALLOW IT."

Members of Black Study Club have planned a pre-Easter community wide drive for food and other necessities for residents of Girlstown. Everyone in the area who is interested in helping with this worthy project is being encouraged to do so.

A drive for canned goods will be conducted with classes in each grade through junior high participating. The sponsoring organization will have a party for the class collecting the most food.

Besides food, girls at the home need clothing, school supplies, toilet articles and other staples.

Let's all get behind this drive and help the women who are conducting it make it a success.

Another project which deserves our support is the pre-school vision screening clinic, which is being sponsored by New Horizons Junior Study Club. If you know a child between the ages of three and six, encourage his parents to take him to the clinic for a test.

There is, of course, no charge for the test and transportation will be furnished if needed. Call Mrs. Walter Cunningham at 247-3208 for additional information.

If you read Ann Landers regularly, you can just skip over the next item. One of her readers became concerned about a fellow worker who complained about being lonely, having no friends and being neglected by those she had.

Maybe when any of us get to the point of feeling sorry for ourselves, we might check the ten points suggested and see how we measure up. Perhaps the list could be headed "The ten personality and character traits most likely to invite loneliness and neglect."

1. A compulsion to show off knowledge.
2. Exaggerates to the point that it's the next thing to lying.
3. Moodiness. Friendly one day, unfriendly the next.
4. Bossiness. Must run everything.
5. Not reliable. Word is no good.
6. Chronic complainer. Negative attitude about many things. Inveterate crepe-hanger.
7. Nosy. Asks lots of questions.
8. Gossipy. Knows everything about everybody and tells it. Makes you wonder what she is saying about you.
9. Says things in anger then tries to smooth it over by buying a little gift.
10. Always fishing for compliments, but never gives any.

It would probably be a good idea for each of us to check the list carefully and be absolutely honest with ourselves. Then we could work on getting rid of the ones we have and avoid acquiring any more.

Can you think of a better short course on self improvement?

Mrs. Homemaker, would you like to try a new recipe for yeast rolls? This one is different in that you use cornmeal for part of the flour. Don't know where the name or recipe came from, but it is called:

Robert Hammock's Corn Meal Rolls

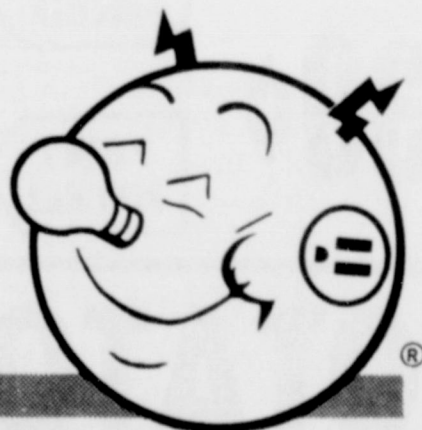
- 1 cup milk
- 1/4 cup shortening
- 1 cup cornmeal
- 2 eggs, beaten
- 2 cups flour
- 1 teaspoon salt
- 1 cake (or package) yeast
- 1/4 cup water

Heat milk to melt shortening. Cool to lukewarm. Add cornmeal and beaten eggs to lukewarm milk and shortening mixture. Sift flour and salt together and add to dough. Dissolve yeast in water, then work into dough.

Knead dough, adding more flour if necessary. Let dough rise in greased bowl until doubled in size. Punch down, knead again and roll out to 1 inch thick. Shape rolls and place on buttered sheet or in buttered pan.

Allow to rise until double in bulk. Bake at 400 degrees for 12-17 minutes.

Makes 1-1/2 to 2 dozen rolls.



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Just like your refrigerator electric air conditioning uses the same experience-proven method of cooling. A dependable compressor keeps on cooling no matter how high the outside temperature.

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There are 58 manufacturers of electric air conditioning and all major brands are available in our area. Brands in your area are listed in the Yellow Pages or identified on your neighborhood dealer's store front.

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Electric air conditioning offers the right size for your cooling job. Too large a unit makes your first cost unnecessarily high; too small runs up operating cost. Electric air conditioning can save you money on both counts.

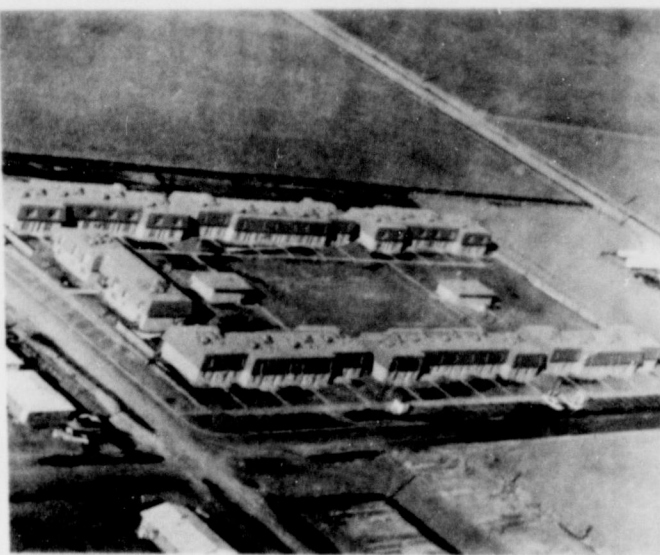
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The principle of electric air conditioning is so well understood and the parts so easy to change that any air conditioning man can give you service quickly should you ever need it.



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March 21 - 28

Monday Thru Saturday 7:30 p.m.
 Sunday Services 10:30 a.m.
 6:00 p.m.



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A BREAKFAST SWITCH — A SANDWICH



Start the day right with a good breakfast. The too-often-neglected breakfast is no less important than lunch or dinner and may be the most important of all three.

Today, more and more busy homemakers are making breakfast a one-dish meal. Next time you're pressed for time in the morning serve the family scrambled egg and bacon sandwiches.

SCRAMBLED EGG AND BACON SANDWICH

2 tablespoons butter or margarine 4 eggs, beaten
8 slices crisp bacon
1/4 teaspoon salt 8 slices buttered Tip-Top toast

Melt butter in skillet. Add salt to eggs and pour into skillet. Cook slowly, stirring the eggs from the bottom as they become firm and browned slightly. When eggs are fairly firm (but not dry) throughout, spoon them on slices of buttered toast. Garnish with two slices of crisp bacon crossed diagonally and top with second piece of buttered toast. Makes 4 servings.

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IT'S A FACT! by Thompson



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39¢

PORK CHOPS
Family Pack 1/4 Pork Loin Lb. **59¢**

Grade A Medium Doz. EGGS
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Best Catch of the Season!

PENNY PINCHER SHORTENING
Bakerite 3 Lb. Can **59¢**

VEL PINK LIQUID DISHWASHER
22 Oz. **49¢**

Cool Drink FLAVORAID 6/25¢

PENNY PINCHIN PRICES PLUS S&H GREEN STAMPS

HAM Lb. **49¢**
SHANK PORTION

59¢
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PORK ROAST
Fresh Shoulder Lb. **39¢**

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Our Darling CORN WK or CS 303 Can **5 FOR \$1.00**

PENNY PINCHER

COTTAGE CHEESE Cloverlake 2 Lb. **59¢**

PENNY PINCHER

TOMATO SOUP Shurfine **10¢**

PENNY PINCHER

DOG FOOD HI-VI 50 26 Oz. Can **18¢**

PENNY PINCHER

CAKE MIX Betty Crocker **3 FOR \$1.00**

PENNY PINCHER

FROZEN DINNERS
Morton Frozen Dinners Shurfresh **39¢**

MELLORINE 1/2 Gal. **39¢**

PENNY PINCHER

POTATOES
US No. 1 White Russetts 10 Lb. Sk. **39¢**

HAIR SPRAY
Cinderella Tall Can **39¢**

YELLOW Onions Lb. **5¢**

GREEN ONIONS Bunch **10¢**

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