



# The FRIONA STAR

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14 Pages plus Supplement



## Star Lites

By Bill Ellis

**ACCORDING TO A REPORT** issued recently by the U.S. Census Bureau, the state of Texas gained over one million people during the first five years of this decade.

According to our tally, this would place the state's population at over 12 million at that point, and would move Texas past the state of Illinois and make it the third most populous state, behind New York and California.

The report showed that the population of the Northeast and Upper Midwest is declining, as the shift continues to the South and Southwestern United States. Metropolitan New York, for example, lost an estimated 338,500 people during the five-year span.

Texas' metropolitan areas, meanwhile, are growing by leaps and bounds, according to the study. Three Texas metropolitan areas, Houston, Dallas-Fort Worth and San Antonio, currently rank among the nation's ten biggest cities.

In fact, we saw a report last week that indicated that San Antonio, which ranked for many years as the state's third largest city, has now slipped ahead of Dallas, and is the state's second largest city (behind Houston), by a few thousand people.

Much of the reason for the state's startling population growth during this decade results from a sound, healthy economic base which offers both jobs and plentiful business opportunities. The increasing numbers of people, in turn, keep the economic base expanding.

You might not think it, but Friona is among the growing cities of our state. If you don't believe it, just look around. Try to find a vacant house. Or, look at the new businesses which are opening up in town.

Business people here agree that Friona has a great potential in the next few years. We look forward to this growth, and will be proud to chronicle it through the pages of the Friona Star.

**MRS. BILLY JOHN THORN** contributed the following piece, which is attributed to C.A. Pfeifer of Kansas, and is considered by Mrs. Thorn as an appropriate appraisal of the farmers' situation:

We sure need a rain,  
Of that there's no doubt.  
Perhaps the good Lord  
Can work it all out.

If we do get a rain  
It will lower our price.  
We take what is bad  
To get what is nice.

We choke in a drought,  
Go broke with a rain,  
Whatever happens  
We're subject to pain.

'Thout rain there's no grass  
For cattle to eat.  
What will the people  
In town do for meat?

But then I forget  
They need worry no more,  
They can find all they need  
At the neighborhood store.

To hell with the farmers.  
Let 'em go broke.  
The people in town,  
They think it's a joke.

Won't they be surprised  
When we stop our buying!  
They'll stand in the soup lines  
Howling and crying.

The wheat really needs  
A price support raise  
'Cause two and a quarter  
Won't go a long ways.

But it's damned if they do  
And damned if they don't.  
Bob says, "I will,"  
James says, "You won't."

If we were members  
Of Congress, how nice--  
We could just up and raise  
Our own damn wheat price.

But since we are farmers  
We'll slave and we'll sweat,  
We'll haul it to town  
And take what we get.

The mess that we're in  
Is very alarming  
Why in hell did I ever  
Get started in farming?

## Holiday Events Are Well Attended

An estimated 5,000 spectators viewed last year's July 4th fireworks and Police Chief Bill Denney said this year's number would crowd that figure closely.

Cars lined U.S. Highway 60 and

State Highway 214 during the display as well as forming a crowded circle around Reeve Lake.

Denney said after the display ended the traffic was heavy but it handled

itself and moved out of the area quickly.

For the second year in a row Denney said the conduct of the residents was very orderly during the July 4 weekend and at the fireworks display itself.

In addition to the fireworks the other Independence Day events drew crowds. Some 500 people attended the Friona Noon Lions Club Beef Dinner, which fell a little short of the 850 who attended the Bicentennial fish fry last year.

Hundreds of youngsters and adults took part in contests held at the Community Center following the beef dinner. Children enjoyed water polo, sack races, ball throws, bike races and a turtle race. Adults took part in ping pong, tennis and domino tournaments.

The Friona Fire Department conducted the ninth annual July 4th fireworks display, sponsored by the Friona Star and 36 Friona merchants and several individuals.



**COOL SPECTATORS...**These two young Friona citizens found a suitable ringside seat to watch the water polo games during the July 4 celebration held Monday at the

Friona Community Center. The Friona Fire Department sponsored the water polo matches and put on the fireworks display later that evening. (Star Photo)

### PLANS RETIREMENT

## Reception Slated For Dan Ethridge

Dan Ethridge, founder of Ethridge-Spring Insurance Agency, will retire from active participation in the agency on August 1, it was announced this week.

His associates have scheduled a reception in Ethridge's honor to be held Friday, July 15, between the hours of 3 and 5 p.m. "We are using this means of inviting all of Dan's friends to come by on July 15 and honor him on this occasion," said a spokesman for the company.

Ethridge, who was born and raised in Arkansas, came to Friona in 1929, to accept a position with Friona State Bank.

He left banking to establish Ethridge-Spring Insurance Agency on April 6, 1934. Except for time out for the armed forces (He served in the Air Force during World War II and the Korean conflict), he has been with the agency ever since.

In addition to his insurance work, Ethridge served as tax assessor-collector for the Friona Independent School District for a number of years.

A longtime member of the Friona Lions Club, Ethridge is past president of the organization. He is also a charter member and served as president on two separate occasions of the Chamber of Commerce and Agriculture.

A staunch supporter of the local United Way campaign, Dan is a permanent member of the UW board of directors. He has also been active in Boy Scout work, being a past member of the executive board and the Llano Estacado Council of the Boy Scouts of America.

Because of his many years of service to the Scouts, Ethridge was awarded the Silver Beaver Award, the highest honor in scouting.



DAN ETHRIDGE

He has been an active supporter of insurance organizations, such as the Independent Insurance Agents of Texas and the Independent Insurance Agents of America. Ethridge also helped form the Tri-County Independent Agents' Association during the past year.

He served two terms as district chairman for the TIAA. He is a member of the advisory council for the National Federation of Independent Business.

"I appreciate the support the area has given me. I have loved this section of the country from the time I first came here. I have also been extremely fortunate in having some capable partners in the agency to make things run smoothly. We have an excellent staff that will continue to operate the agency," Ethridge commented.

The longtime Friona businessman said he did not have any big plans upon retirement. He plans to have more time for travel, but said he would continue to be part of the community he has helped to prosper during the past 43 years.

## Deadline Set Friday

Friday, July 15 will be the deadline for registering for the 1977 Friona Summer Drama Workshop, sponsored by the Friona Fine Arts Council. The workshop will be held July 18-30.

Charge for the workshop will be \$15 per individual or \$30 per family group. Students must be at least 13 years of age to take part in the workshop, to be conducted by Phil Weyland, veteran professional actor and director, who also directed the 1976 workshop.

Those desiring to participate in the workshop are invited to secure a form from the Superintendent's office at Friona High School or from Nancy Edelman at 401 Oak.

## Grad Photos Will Be Here

Graduation pictures of the Friona class of 1977 which were taken at commencement exercises this year are now ready to be picked up at the Friona High School office.

A representative of Oecia Studios of Littlefield will be at the High School office Tuesday, July 12 beginning at 10 a.m. Jerry Shelton, senior sponsor, said the representative will remain at the office until she believes all the seniors who are going to pick up the pictures have done so. He also said the office will be open during the noon hour for the convenience of those who work.

## Temperatures

Date	Hi-Low
Saturday, July 2	94-62
Sunday, July 3	91-65
Monday, July 4	93-65
Tuesday, July 5	92-63
Wednesday, July 6	94-64
Thursday, July 7	95-65
Friday, July 8	95-66

Moisture: .17 inch on July 2; .02 inch on July 6.

## Beef Referendum Voting Underway

Voting in the national beef referendum began this past Tuesday



**"BEEF PLEASE"...**Helen Fangman joins the more than 500 other area residents as she enters the lunch line at the Noon Lions Club Beef Dinner on July 4. The dinner

preceded thirteen fun events held at the Friona Community Center last Monday. Proceeds of the dinner went to Girlstown U.S.A. (Star Photo)

in the Agricultural Stabilization and Conservation Service (ASCS) office in Farwell, and will continue through Friday, July 15.

Only those cattle producers who registered during the period June 6-17 are eligible to vote, and only one vote per business will be allowed.

"It is important to remember that if you registered and then don't show up to vote, it's almost the same as casting a 'no' vote, since 50 per cent of those registered must vote, in order for the referendum to be valid," said A.L. Black, chairman of the Parmer County Beef Development Taskforce.

## Council Meets Here Monday

The Friona City Council will hold its regular monthly meeting Monday night at the Council Meeting Room, beginning at 7:30 p.m.

Among the items on the agenda are appointment of an Equalization Board, paving of the street adjacent to the Mexican Baptist Mission, and a local housing authority.

## School Land, Auto Bid Top Business

The leasing of school land located in Gaines County, and the purchase of a new automobile for the sheriff's department highlighted the business at the last regular session of the Parmer County Commissioner's Court on June 27.

The school land, consisting of six labors and one league, were leased to Miller Oil Company of Midland in the bid amount of \$126,982.84. The lease option had been advertised by the county during the preceding month.

Five bids were received for the new automobile for the County Sheriff. After consideration of all bids, a motion was passed awarding the bid to J.C. Smith Chrysler-Plymouth of Clovis, on a net difference of \$8,616.

Other business concerned cataloging and filing of county records. A discussion was held on the possibility of microfilming certain records in the County Clerk's office that have not previously been filmed.

The clerk had received a quotation of five and one-fourth cents per page for the filming, or a total of around \$1,000 for the records in question. Deeming the filming as important to preserving county records, the commissioners passed a resolution employing Southern Microfilm Company to do the filming work.

Further discussion centered around organizing and cataloging old records stored on the third floor of the courthouse, with reference to the need for shelving for the records.

Progress reports were heard by the commissioners on the construction on Highway 214, which is expected to be completed early in August.

Herb Evans of the Soil Conservation Service also reported on the work being done at the Running Water Draw damsite near Lazbudie, which work is now in full swing. The commissioners approved expenditure in the amount of \$607.33 to Grover Meeks for construction of the necessary shelves to hold the records.

It was brought to the attention of the court that the trees around the courthouse are infested with elm beetles, and a motion was passed approving expenditure of \$120 to spray the trees.

In other business, the court gave approval for Precincts 1 and 3 to place their revenue sharing money in short term CDs until it shall be used, as requested by the individual precinct commissioners.

The commissioners approved payment of \$4,684 to St. Paul Insurance Co. as a portion of the county's premium for Workmen's Compensation insurance.

## Man Arrested In County Rape Case

Parmer County lawmen are searching "hot and heavy" for a second suspect in connection with the rape of a 60-year-old rural resident and the beating of her husband and grandson, near Farwell on June 13.

A 27-year-old Bovina man, Reymondo Estraca, was arrested Saturday, July 2 in Bovina by Parmer County Sheriff Charlie Lovelace after an intense investigation and several days of surveillance. He was charged with one count of rape and Lovelace said two counts of burglary and three counts of assault are to be filed against him.

The additional charges are in connection with the assault of the elderly man and his 13-year-old deaf grandson the same night the rape occurred.

Estraca was arraigned before Judge Paul Fortenberry on a charge of aggravated rape, and ordered bound over for the grand jury scheduled to meet later this month.

He is being held on \$100,000 bond. "We are questioning Estraca about the burglary of the Adolf Haseloff farm house two miles from where the first family was assaulted," Lovelace said. "Articles of contraband believed connected with the burglary were found at Estraca's home."

A reward fund established at the banks in Farwell and Texico for information leading to the arrest of subjects in the case has reached \$730.

Lovelace said the second subject has already been charged but that he "has left the area." A warrant is out for the man's arrest.

Lovelace, a 28-year veteran of law enforcement, said neighboring lawmen gave his office 100 per cent cooperation in breaking the case. "We feel real fortunate to have received a lead on the subject. The citizens of Parmer County were a great help also."



# REMEMBERING...

By BILL D. BROOKS

## My Lying Cousin Lyle

While visiting my cousin in Arkansas one summer he and I decided to go down to the spring branch to catch tadpoles.

We asked his mother and she said it would be alright but we'd have to wait until it cooled off. "Don't want you boys taking a heat stroke."

I said, "Ain't hot to me, sides, we kin wade in the water and stay cool." "My land o' goodness no, son, I never let Lyle wade in the water! Folks have been known to step in holes o' water and go in over their head an' never be seen again."

"He didn't mean we'd axilly get in the water Mama," Lyle quickly explained. "We'll just sit on the bank and dangle our toes in it. See, where he comes from in West Texas there ain't a nuff water to drown a earth worm now so he don't know the dangers o' deep water."

"Well, O.K.," she said. "But mind you don't go no further than Turner's Crossing and you be home fore it gets dark."

We ran barefoot down the path to the branch and no sooner had we got out of sight of the house than my cousin jumped feet first into the waist deep water and yelled, "Come on in, the water's great!" "But your Mom said..." "Oh, she didn't mean it, come on in!"

The water was really cold but it felt good as we squatted down up to our necks. We splashed and ran through the stream down to Turner's Crossing where the tadpoles were.

Lyle said he wasn't in the mood to catch tadpoles just

then, he'd rather explore farther down stream. I told him "No!" and reminded him of his Mother's words. "Whasa matter, you sceered? Mama's always saying things like that she doesn't mean."

We went on and on and the stream got wider as lots of streams joined it and we were really having a time.

I was the first to notice it was getting late but Lyle said it didn't matter, even if it was dark he could find his way home because he knew the path so well. We skipped rocks for a while longer then started back. We walked and walked but the path didn't seem familiar. Lyle said it was just because I was an inexperienced explorer, that we were on the right trail whether it seemed so or not.

The stream became smaller and smaller 'til finally we reached the spring — and the end of the stream. Lyle said it for sure wasn't their spring that I must have made a wrong turn somewhere.

It was dark but we saw lights not far away and went up to the house and knocked. Lyle spoke. "Our parents kicked us out of the car and told us they never wanted to see us again but could you please tell us where Turner's Crossing is?" The lady said, "Saints preserve us, you poor boys, come in this house!" The man said, "Turner's Crossing's a way t' other side that mountain yonder about four mile." The woman said we must be starved and set us down at their table for a big supper, all the time saying things like, "What sorta person'd do such a terrible thing to



such nice young boys?"

After the meal Lyle told them we'd have to be going since it was such a long way and at night mountain lions and such would be out looking for supper. The lady said, "Why, you boys can't go walking over that mountain tonight, you'll catch a chill from the night air in those damp clothes and besides, you might get lost or fall into a canyon or something. Tom'll take you in the truck." Lyle said he didn't think we'd get lost since he was good at finding directions.

He took us all the way to Lyle's house (Lyle told him a friend lived there). Aunt Pearl was pretty upset when we walked in. Seems she had lots of folks out looking for us and was certain we'd gotten killed or kidnapped.

Lyle had an explanation. He said that I had fallen into the water and he had jumped in to save me. He explained that we had stayed at Turner's Crossing for our clothes to dry before we came home because we were afraid we'd get in trouble. I could tell by the way she looked at him through slits of eyes with her head cocked to one side, hands on hips, that she wasn't about to accept that story. She just told him to come go to the wood shed with her.

When they came back Aunt Pearl told us to go straight to Lyle's room and stay. Later I asked him what happened. "Nothin'!" "Ya mean you didn't get a whippin' or nothin'?" "Oh, she give me a couple of swats with a willer switch but it didn't hurt none." But his red eyes and sniffls told me the real truth.

# Friona Flashbacks

..... from the files of The Friona Star

### 45 YEARS AGO—JULY 15, 1932

Work on the construction of the new Friona gin was started early this week, and has progressed thus far at a good rate. The framework of the walls is all up and it is expected that a large part of the roof and siding, or perhaps all, will be on by the close of the week. Manager C.S. Waddell is employing all the local labor he can use in this work, helping out a number of local heads of families by giving them employment.

### 35 YEARS AGO—JULY 10, 1942

Floyd Dewey Golden, who began his teaching career in 1920 at Friona, was elected president of the Eastern New Mexico College at a meeting of the Board of Regents Tuesday, July 1. Golden had served as acting president since the resignation of Donald MacKay in the spring of 1941.

### 30 YEARS AGO—

(Entire 1947 issue missing from

## SS Benefits

### To Be Raised

"The Social Security Act now provides for automatic adjustments in benefit rates to reflect increases in the cost of living as measured by the consumer price index," Augustine Casares, social security branch manager, stated today. "The third such increase will take effect next month and will amount to 5.9 per cent. The new amounts will show up in the July 1 checks.

"Maximum benefits for a man retiring in 1977 at age 65 will rise from \$412.70 to \$437.10. The minimum benefit for such a man will be \$114.30—up from \$107.90," Mr. Casares continued.

"The 5.9 per cent increase will amount to over \$200,000 per month here in the Chaves-Eddy-Lincoln County area of New Mexico.

"No action need be taken by any beneficiary in connection with the July checks. The increases are automatic," Mr. Casares stressed.

The Social Security representative appears in Friona the fourth Tuesday of each month, at the City Hall, from 9 a.m.-12 noon.

Star files.)

### 25 YEARS AGO—JULY 10, 1952

An old fashioned 4th of July program was conducted in the Rhea Community last Friday evening under the direction of the Farm Bureau organization there. A crowd estimated at 150 or more were present for the chicken-fry and picnic followed by games and a program of musical selections. "Cotton John" Smith of Radio Station KGNC, Amarillo, was present, giving a short talk and later interviewing the road sign committee. This interview will be broadcast on KGNC this Saturday.

### 20 YEARS AGO—JULY 10, 1957

Construction of new buildings for Friona School is to start tomorrow, in accordance with the proposed starting date in the contract awarded Tuesday of last week. The bid was awarded to J.D. Jones Construction Co. of Big Spring upon their submission of the low bid of \$284,830. Included in the project is 29,000 feet of floor space. A building for grade school with ten classrooms, a study hall, teacher's lounge, office, reception room, textbook room, and gymnasium is to be constructed near the two-story building.

A butane gas fire struck Kendrick Oil Company outside the south city limits of Friona Monday at 5:30 p.m., bringing an emergency to the surrounding area as flames erupted from a tank truck and small storage tank. Total damage was about \$8,000, estimates H.K. Kendrick, owner.

### 15 YEARS AGO—JULY 12, 1962

The plane which crashed near Muleshoe Sunday killing two persons belonged to Elvie Jennings of Friona's Benger Air Park. The plane was a World War II Boeing two-passenger model. Killed in the crash were Joe Milsap, 22, of the Needmore community, south of Muleshoe, and Walter V. McMahan, 40, instructor, of Muleshoe.

### 10 YEARS AGO—JULY 13, 1967

Two Friona doctors are planning

to leave Parmer County Community Hospital, it was disclosed this week. Dr. Lee Cranfill, the hospital Chief of Staff, and Dr. J.L. Humphrey have announced their intentions to move. It will be some time before either leaves.

Friona folks must have made a pretty good impression on a warm-skinned damsel from Denmark a few years ago, because she has returned along with her husband, to visit Mr. and Mrs. W.M. Massie, her American parents. Anni Jensen, now Mrs. Eric Jensen, was a senior at Friona High School during the 1961-62 school year, and graduated with some Friona students. She was Friona's first exchange student.

### 5 YEARS AGO—JULY 13, 1972

The place to locate the new fire station was the main item of business at the monthly meeting of the Friona City Council Monday night. Several proposed locations have been investigated, without bearing fruit. City Manager Jake Outland proposed to the council that the plans could be revised, and the station could be constructed just east of the old city hall on property already owned by the City.

"Encounter '72" is scheduled to be held in Friona the week of July 23-30, at Chieftain Field. The most ambitious area-wide evangelistic undertaking to involve local churches to date, the rally has been endorsed by six Friona and Bovina churches. Members of the churches also plan to take part. The Baker Brothers, Bo and Dick, an internationally-known team, will direct the crusade.

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Bill Ellis, Editor & Publisher Leon Watson, Managing Editor Vickie Copley, Production Supt. Laura Nell Coffey, Bookkeeper

## Lazbuddie Crusade

### Slated July 17-24

Preparations are now under way for the Lazbuddie "Meet Jesus" Crusade to be held in the Lazbuddie Football Stadium July 17-24. General committees for the crusade met Tuesday night, July 5, to make plans and arrangements for the community-wide event. The committees consisted of area men and women with an interest in the crusade.

The evangelist for the crusade will be Rev. Paul H. Cox. Rev. Cox has been preaching for 41 years and has pastored both in the United States and Canada. He has been active in radio and television and is currently on the air in Midland with a T.V.

program on Saturdays and a Gospel Radio Program on Sunday nights. His preaching ministry has carried him throughout this country and abroad.

The special singer for the event will be Roger McDuff. Mr. McDuff is an internationally known soloist who appears frequently on the P.T.L. television program. Mr. McDuff, an accomplished recording artist, will have records and tapes available at the services.

According to Ronald Elliott, general chairman, the event should draw people from the entire area. Everyone is invited to attend.

## Bookmobile Schedule

The High Plains Bookmobile will be in our area on the following dates:

Wednesday, July 13—Needmore, 9:30-11:00 p.m.; Stegall, 11:30 a.m.-12:30 p.m.; and Threeway, 1-2 p.m.

Thursday, July 14—Oklahoma Lane, 9-10 a.m.; Rhea Community, 10:45 a.m.-12 noon; and Hub, 1:15-2:15 p.m.

Friday, July 15—White's Elevator, 10-11 a.m.; Lazbuddie, 12 noon-1 p.m.; and Clay's Corner, 1:15-2:15 p.m.

Saturday, July 16—Farwell, 8:55-11:50 a.m.; and Friona, 1-3:45 p.m.

# WELCOME TO FRIONA



Eddie and Kay Mann moved to Friona from Big Spring and are newly settled in their home at 1110 Virginia. Eddie is a Food Inspector at Armor Company in Hereford.

They have two children, Terresa, six, and Branon, two. They are members of the First Baptist Church in Friona.

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FRIGIDAIRE APPLIANCES



## It's up to you. Vote July 5-15.

If you registered to vote in the beef referendum, return to your ASCS office now and cast a "yes" ballot.

You can vote anytime from July 5 through 15, during normal business hours.

A "yes" vote means that cattle producers will have the research, promotion and foreign market development tools

they need to make the beef business more profitable.

The program will be funded by an automatic collection of 30¢ on each \$100 of cattle sales. But you can get a prompt refund in you don't want to participate.

The future of the beef industry is in your hands. Vote "yes" in the beef referendum.

It could make things a whole lot better.



## PEOPLE COME FIRST

# FRIONA STATE BANK







## To The Editor

Dear Sir:

Each month the taxpayers of Texas are losing almost \$2 million. Much of the state's money (over \$400 million) is on deposit in checking accounts drawing no interest, rather than in savings accounts.

Banks use this \$400 million (which belongs to the people of Texas) without paying 1 cent of interest. Why should the banks benefit from this money rather than the taxpayers?

Fortunately, something can be done about this scandalously inefficient money management. But it is up to the Governor to include appropriate legislation in the July 11th Special Session of the Legislature.

Texas who want to stop this senseless waste should write Governor Dolph Briscoe at the state capitol in Austin and insist that this money management legislation be included in the Special Session. If this revenue does not come from interest, then it will come from the taxpayers' pockets.

During the regular session I introduced H.B. 1984, which would have saved the taxpayers \$42.6 million each biennium. Although the bill passed overwhelmingly (127-5) in the House, it died in the Senate.

Incompetent, inefficient investment can cease, if you are willing to invest your time in writing a letter.

You have the choice of saving now or paying later. Voice your support to the Governor now.

Yours truly,  
Frank Hartung  
State Representative

## Services Conducted For A. Gaines

Funeral services for Arthur E. Gaines, 76, of Bovina, were conducted at 2 p.m. (CDT) Tuesday in the United Pentecostal Church in Friona, with the Rev. Euell Watts of Amarillo and Floyd Leverton of Abilene, Texas, officiating.

Mr. Gaines died Saturday in the High Plains Baptist Hospital in Amarillo. He was born February 2, 1901 in Danville, Arkansas.

Prior to moving to the Bovina area in 1954, Mr. Gaines lived in Oklahoma. He was a retired farmer and worked as a custodian at Highland Elementary School in Clovis from 1956 to 1963.

Survivors include his widow, Lela of the home; two sons, Aaron Gaines of Seminole, Texas, and Truman Gaines of Dallas, Texas; five daughters, Mrs. Lydia Cagle of Hood River, Oregon, Mrs. Ruth Woody of Friona, Mrs. Callie Watts of Amarillo, Mrs. Danita Sudderth of Bovina and Mrs. Anna Adams of Dumas; 24 grandchildren and ten great-grandchildren.

Burial was in the Farwell Cemetery in Farwell, Texas.

## SCS

## REPORT

Your family may qualify for assistance on conservation practices, under the Great Plains Conservation Program. Some conservation practices that can be cost-shared on in Parmer County are grass seeding, irrigation pipeline, waterways, terraces, diversions and others.

In the Great Plains Conservation Program the land owner or operator:

1. Develops a conservation plan suited to his kind of operation.
  2. Works out schedule for applying the plan.
  3. Enters into a contract with the Secretary of Agriculture to apply all needed conservation work on entire unit within 3 to 10 years.
  4. Receives help from the Soil Conservation Service as he needs it.
  5. Receives the federal share of the cost (from 50 to 80 per cent) as he completes each conservation step.
- If you have questions about the Great Plains Conservation Program, contact the Soil Conservation Service in Friona.

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Butt Portions **99¢** LB. AVG. 4-6

Whole Hams **99¢** LB. AVG. 17-20

FRESH GUARANTEED 73% LEAN Ground Beef **79¢** LB.

OSCAR MAYER WIENERS OR Beef Franks **\$1.09** 1 LB. PKG.

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### Look What A Dollar Buys!

KRAFT MACARONI & CHEESE Dinners **4** 7 1/2 OZ. BOXES

GLADIOLA CORN BREAD Mixes **6** 6 OZ. POUCHES

VAN CAMP PORK & Beans **3** 300 CANS

LARSEN'S VEG-ALL MIXED Vegetables **3** 303 CANS

LIQUID Pinesol 15 OZ. BTL. **79¢**

JIF Peanut Butter 12 OZ. JAR **69¢**

SUNSHINE HI-HO Crackers NEW! STACK PAK 16 OZ. BOX **69¢**

HUNT'S KETCHUP 32 OZ. **99¢**

CASCADE **\$1.09** GIANT

WEEKLY WINNER  
**Shirley Alvarez**  
Won The 10,000 Stamps Last Week.

With Prices Like These...  
**WHY PAY MORE!**

**PRODUCE**

GR. ONIONS **21¢**

2 BUNCHES

**RADISHES**

CELLO PKG. 6 OZ. **15¢**

SANTA ROSA PLUMS **39¢** LB.

## 10,000 FREE GUNN BROS. STAMPS EACH WEEK

Register each week while in our store. No purchase necessary. The name of the winner will be drawn each week from the list which has registered. If there is no winner, an additional 10,000 Gunn Bros. Stamps will be added to the total, until someone wins the stamps. Shop Houser's for Double Gunn Bros. Stamps every Wednesday.

PRICES GOOD WEEK OF JULY 9 THRU JULY 15



AFFILIATED

**HOUSER VENTURE GROCERY**  
902 N. MAIN ST. PHONE 247-3343  
FRIONA, TEXAS

**venture FOODS**



## REMEMBERING...

By BILL D. BROOKS

# My Lying Cousin Lyle

While visiting my cousin in Arkansas one summer he and I decided to go down to the spring branch to catch tadpoles.

We asked his mother and she said it would be alright but we'd have to wait until it cooled off. "Don't want you boys taking a heat stroke."

I said, "Ain't hot to me, sides, we kin wade in the water and stay cool." "My land o' goodness no, son, I never let Lyle wade in the water! Folks have been known to step in holes o' water and go in over their head an' never be seen again."

"He didn't mean we'd axilly get in the water Mama," Lyle quickly explained. "We'll just sit on the bank and dangle our toes in it. See, where he comes from in West Texas there ain't a nuff water to drown a earth worm nohow so he don't know the dangers o' deep water."

"Well, O.K.," she said. "But mind you don't go no further than Turner's Crossing and you be home fore it gets dark."

We ran barefoot down the path to the branch and no sooner had we got out of sight of the house than my cousin jumped first into the waist deep water and yelled, "Come on in, the water's great!" "But your Mom said..." "Oh, she didn't mean it, come on in!" The water was really cold but it felt good as we squatted down up to our necks. We splashed and ran through the stream down to Turner's Crossing where the tadpoles were.

Lyle said he wasn't in the mood to catch tadpoles just

then, he'd rather explore farther down stream. I told him "No!" and reminded him of his Mother's words. "Whasa matter, you scereed? Mama's always saying things like that she doesn't mean."

We went on and on and the stream got wider as lots of streams joined it and we were really having a time.

I was the first to notice it was getting late but Lyle said it didn't matter, even if it was dark he could find his way home because he knew the path so well. We skipped rocks for a while longer then started back. We walked and walked but the path didn't seem familiar. Lyle said it was just because I was an inexperienced explorer, that we were on the right trail whether it seemed so or not.

The stream became smaller and smaller 'til finally we reached the spring — and the end of the stream. Lyle said it for sure wasn't their spring that I must have made a wrong turn somewhere.

It was dark but we saw lights not far away and went up to the house and knocked. Lyle spoke. "Our parents kicked us out of the car and told us they never wanted to see us again but could you please tell us where Turner's Crossing is?" The lady said, "Saints preserve us, you poor boys, come in this house!" The man said, "Turner's Crossing's a way t' other side that mountain yonder about four mile." The woman said we must be starved and set us down at their table for a big supper, all the time saying things like, "What sorta person do do such a terrible thing to



such nice young boys?"

After the meal Lyle told them we'd have to be going since it was such a long way and at night mountain lions and such would be out looking for supper. The lady said, "Why, you boys can't go walking over that mountain tonight, you'll catch a chill from the night air in those damp clothes and besides, you might get lost or fall into a canyon or something. Tom'll take you in the truck." Lyle said he didn't think we'd get lost since he was good at finding directions.

He took us all the way to Lyle's house (Lyle told him a friend lived there). Aunt Pearl was pretty upset when we walked in. Seems she had lots of folks out looking for us and was certain we'd gotten killed or kidnapped.

Lyle had an explanation. He said that I had fallen into the water and he had jumped in to save me. He explained that we had stayed at Turner's Crossing for our clothes to dry before we came home because we were afraid we'd get in trouble. I could tell by the way she looked at him through slits of eyes with her head cocked to one side, hands on hips, that she wasn't about to accept that story. She just told him to come go to the wood shed with her.

When they came back Aunt Pearl told us to go straight to Lyle's room and stay. Later I asked him what happened. "Nothin!" "Ya mean you didn't get a whippin' or nothin'?" "Oh, she give me a couple of swats with a willer switch but it didn't hurt none." But his red eyes and sniffles told me the real truth.

### 45 YEARS AGO—JULY 15, 1932

Work on the construction of the new Friona gin was started early this week, and has progressed thus far at a good rate. The framework of the walls is all up and it is expected that a large part of the roof and siding, or perhaps all, will be on by the close of the week. Manager C.S. Waddell is employing all the local labor he can use in this work, helping out a number of local heads of families by giving them employment.

### 35 YEARS AGO—JULY 10, 1942

Floyd Dewey Golden, who began his teaching career in 1920 at Friona, was elected president of the Eastern New Mexico College at a meeting of the Board of Regents Tuesday, July 1. Golden had served as acting president since the resignation of Donald MacKay in the spring of 1941.

### 30 YEARS AGO—

(Entire 1947 issue missing from

## SS Benefits To Be Raised

"The Social Security Act now provides for automatic adjustments in benefit rates to reflect increases in the cost of living as measured by the consumer price index," Augustine Casares, social security branch manager, stated today. "The third such increase will take effect next month and will amount to 5.9 per cent. The new amounts will show up in the July 1 checks.

"Maximum benefits for a man retiring in 1977 at age 65 will rise from \$412.70 to \$437.10. The minimum benefit for such a man will be \$114.30—up from \$107.90," Mr. Casares continued.

"The 5.9 per cent increase will amount to over \$200,000 per month here in the Chaves-Eddy-Lincoln County area of New Mexico.

"No action need be taken by any beneficiary in connection with the July checks. The increases are automatic," Mr. Casares stressed.

The Social Security representative appears in Friona the fourth Tuesday of each month, at the City Hall, from 9 a.m.-12 noon.

Star files.)

### 25 YEARS AGO—JULY 10, 1952

An old fashioned 4th of July program was conducted in the Rhea Community last Friday evening under the direction of the Farm Bureau organization there. A crowd estimated at 150 or more were present for the chicken-fry and picnic followed by games and a program of musical selections. "Cotton John" Smith of Radio Station KGNC, Amarillo, was present, giving a short talk and later interviewing the road sign committee. This interview will be broadcast on KGNC this Saturday.

### 20 YEARS AGO—JULY 10, 1957

Construction of new buildings for Friona School is to start tomorrow, in accordance with the proposed starting date in the contract awarded Tuesday of last week. The bid was awarded to J.D. Jones Construction Co. of Big Spring upon their submission of the low bid of \$284,830. Included in the project is 29,000 feet of floor space. A building for grade school with ten classrooms, a study hall, teacher's lounge, office, reception room, textbook room, and gymnasium is to be constructed near the two-story building.

A butane gas fire struck Kendrick Oil Company outside the south city limits of Friona Monday at 5:30 p.m., bringing an emergency to the surrounding area as flames erupted from a tank truck and small storage tank. Total damage was about \$8,000, estimates H.K. Kendrick, owner.

### 15 YEARS AGO—JULY 12, 1962

The plane which crashed near Muleshoe Sunday killing two persons belonged to Elvie Jennings of Friona's Bengier Air Park. The plane was a World War II Boeing two-passenger model. Killed in the crash were Joe Milsap, 22, of the Needmore community, south of Muleshoe, and Walter V. McMahan, 40, instructor, of Muleshoe.

### 10 YEARS AGO—JULY 13, 1967

Two Friona doctors are planning

to leave Parmer County Community Hospital, it was disclosed this week. Dr. Lee Cranfill, the hospital Chief of Staff, and Dr. J.L. Humphrey have announced their intentions to move. It will be some time before either leaves.

Friona folks must have made a pretty good impression on a warm-skinned damsel from Denmark a few years ago, because she has returned along with her husband, to visit Mr. and Mrs. W.M. Massie, her American parents. Anni Jensen, now Mrs. Eric Jensen, was a senior at Friona High School during the 1961-62 school year, and graduated with some Friona students. She was Friona's first exchange student.

### 5 YEARS AGO—JULY 13, 1972

The place to locate the new fire station was the main item of business at the monthly meeting of the Friona City Council Monday night. Several proposed locations have been investigated, without bearing fruit. City Manager Jake Outland proposed to the council that the plans could be revised, and the station could be constructed just east of the old city hall on property already owned by the City.

"Encounter '72" is scheduled to be held in Friona the week of July 23-30, at Chieftain Field. The most ambitious area-wide evangelistic undertaking to involve local churches to date, the rally has been endorsed by six Friona and Bovina churches. Members of the churches also plan to take part. The Baker Brothers, Bo and Dick, an internationally-known team, will direct the crusade.

## The Friona Star

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Bill Ellis, Editor & Publisher  
Leon Watson, Managing Editor  
Vickie Copley, Production Supt.  
Laura Nell Coffey, Bookkeeper

## Lazbuddie Crusade

### Slated July 17-24

Preparations are now under way for the Lazbuddie "Meet Jesus" Crusade to be held in the Lazbuddie Football Stadium July 17-24. General committees for the crusade met Tuesday night, July 5, to make plans and arrangements for the community-wide event. The committees consisted of area men and women with an interest in the crusade.

The evangelist for the crusade will be Rev. Paul H. Coxe. Rev. Coxe has been preaching for 41 years and has pastored both in the United States and Canada. He has been active in radio and television and is currently on the air in Midland with a T.V.

program on Saturdays and a Gospel Radio Program on Sunday nights. His preaching ministry has carried him throughout this country and abroad.

The special singer for the event will be Roger McDuff. Mr. McDuff is an internationally known soloist who appears frequently on the P.T.L. television program. Mr. McDuff, an accomplished recording artist, will have records and tapes available at the services.

According to Ronald Elliott, general chairman, the event should draw people from the entire area. Everyone is invited to attend.

## Bookmobile Schedule

The High Plains Bookmobile will be in our area on the following dates:

Wednesday, July 13--Needmore, 9:30-11:00 p.m.; Stegall, 11:30 a.m.-12:30 p.m.; and Threeway, 1-2 p.m.

Thursday, July 14--Oklahoma Lane, 9-10 a.m.; Rhea Community, 10:45 a.m.-12 noon; and Hub, 1:15-2:15 p.m.

Friday, July 15--White's Elevator, 10-11 a.m.; Lazbuddie, 12 noon-1 p.m.; and Clay's Corner, 1:15-2:15 p.m.

Saturday, July 16--Farwell, 8:55-11:50 a.m.; and Friona, 1-3:45 p.m.

# WELCOME TO FRIONA



Eddie and Kay Mann moved to Friona from Big Spring and are newly settled in their home at 1110 Virginia. Eddie is a Food Inspector at Armor Company in Hereford.

They have two children, Terresa, six, and Branon, two. They are members of the First Baptist Church in Friona.

### BROCKMAN SALES

Automotive Parts And Irrigation Supplies

### ROCKWELL BROS.

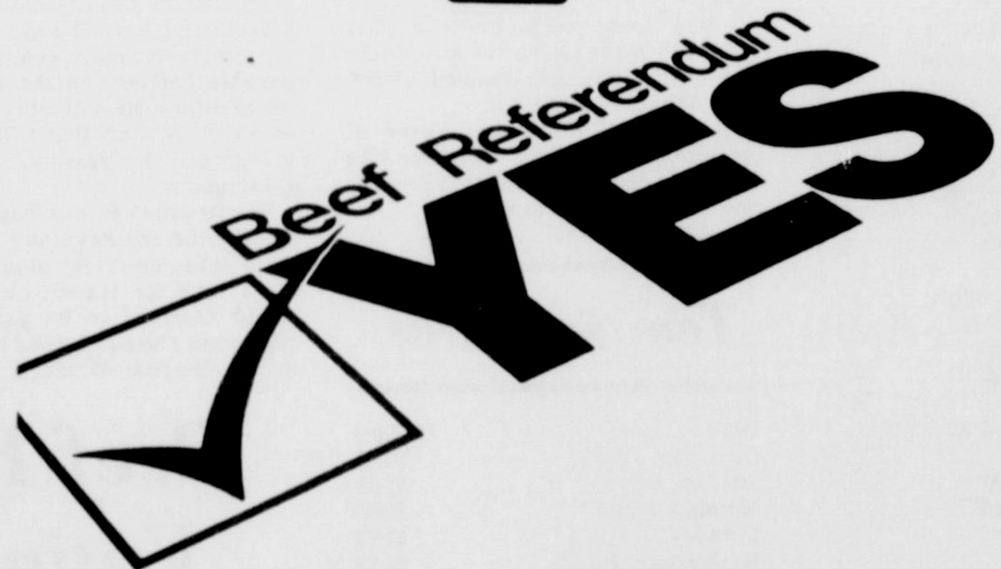
AND CO. "LUMBERMEN" Lumber, Paint & Tools

### HOUSER

GROCERY & MARKET

### REEVE CHEVROLET

New And Used Cars FRIGIDAIRE APPLIANCES



## It's up to you. Vote July 5-15.

If you registered to vote in the beef referendum, return to your ASCS office now and cast a "yes" ballot.

You can vote anytime from July 5 through 15, during normal business hours.

A "yes" vote means that cattle producers will have the research, promotion and foreign market development tools

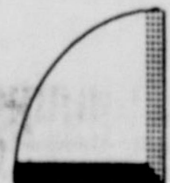
they need to make the beef business more profitable.

The program will be funded by an automatic collection of 30¢ on each \$100 of cattle sales. But you can get a prompt refund in you don't want to participate.

The future of the beef industry is in your hands. Vote "yes" in the beef referendum.

It could make things a whole lot better.

PEOPLE COME FIRST



# FRIONA STATE BANK







## To The Editor

Dear Sir:  
Each month the taxpayers of Texas are losing almost \$2 million. Much of the state's money (over \$400 million) is on deposit in checking accounts drawing no interest, rather than in savings accounts.

Banks use this \$400 million (which belongs to the people of Texas) without paying 1 cent of interest. Why should the banks benefit from this money rather than the taxpayers?

Fortunately, something can be done about this scandalously inefficient money management. But it is up to the Governor to include appropriate legislation in the July 11th Special Session of the Legislature.

Texans who want to stop this senseless waste should write Governor Dolph Briscoe at the state capitol in Austin and insist that this money management legislation be included in the Special Session. If this revenue does not come from interest, then it will come from the taxpayers' pockets.

During the regular session I introduced H.B. 1984, which would have saved the taxpayers \$42.6 million each biennium. Although the bill passed overwhelmingly (127-5) in the House, it died in the Senate.

Incompetent, inefficient investment can cease, if you are willing to invest your time in writing a letter. You have the choice of saving now or paying later. Voice your support to the Governor now.

Yours truly,  
Frank Hartung  
State Representative

## Services Conducted For A. Gaines

Funeral services for Arthur E. Gaines, 76, of Bovina, were conducted at 2 p.m. (CDT) Tuesday in the United Pentecostal Church in Friona, with the Rev. Euell Watts of Amarillo and Floyd Leverton of Abilene, Texas, officiating.

Mr. Gaines died Saturday in the High Plains Baptist Hospital in Amarillo. He was born February 2, 1901 in Danville, Arkansas.

Prior to moving to the Bovina area in 1954, Mr. Gaines lived in Oklahoma. He was a retired farmer and worked as a custodian at Highland Elementary School in Clovis from 1956 to 1963.

Survivors include his widow, Lela of the home; two sons, Aaron Gaines of Seminole, Texas, and Truman Gaines of Dallas, Texas; five daughters, Mrs. Lydia Cagle of Hood River, Oregon, Mrs. Ruth Woody of Friona, Mrs. Callie Watts of Amarillo, Mrs. Danita Sudderth of Bovina and Mrs. Anna Adams of Dumas; 24 grandchildren and ten great-grandchildren.

Burial was in the Farwell Cemetery in Farwell, Texas.

## SCS

## REPORT

Your family may qualify for assistance on conservation practices, under the Great Plains Conservation Program. Some conservation practices that can be cost-shared on in Parmer County are grass seeding, irrigation pipeline, waterways, terraces, diversions and others.

In the Great Plains Conservation Program the land owner or operator:

1. Develops a conservation plan suited to his kind of operation.
  2. Works out schedule for applying the plan.
  3. Enters into a contract with the Secretary of Agriculture to apply all needed conservation work on entire unit within 3 to 10 years.
  4. Receives help from the Soil Conservation Service as he needs it.
  5. Receives the federal share of the cost (from 50 to 80 per cent) as he completes each conservation step.
- If you have questions about the Great Plains Conservation Program, contact the Soil Conservation Service in Friona.

- OSCAR MAYER SLICED Bologna ROUND OR SQUARE 8 OZ. PKG. **69¢**
- OSCAR MAYER SLICED BEEF Bologna REGULAR OR THICK SLICED 8 OZ. PKG. **69¢**
- WRIGHT'S HICKORY SMOKED Ham Slices CENTER CUT LB. **\$1.69**
- SHURFRESH WAFER THIN SLICED Smoked Meats 3 OZ. PKG. **49¢**
- GOOCH'S GERMAN SMOKED Sausage 12 OZ. PKG. **99¢**
- GOOCH'S MEXICAN STYLE Hot Links LB. **89¢**
- SHURFRESH Potato Salad 12 OZ. CTN. **59¢**
- SHURFRESH Chicken Salad 8 OZ. CTN. **79¢**
- SHURFRESH PIM./JALA. Cheese spread 7 1/2 OZ. CTN. **89¢**

WRIGHT'S HICKORY SMOKED DRY CURED

# Hams

Shank Portions  
6-8 LB. AVG.  
**89¢**

4-6 LB. AVG. 17-20 LB. AVG.

Butt Portions Whole Hams  
**99¢**

FRESH GUARANTEED 73% LEAN  
**Ground Beef**  
LB. **79¢**

OSCAR MAYER WIENERS OR  
**Beef Franks**  
1 LB. PKG. **\$1.09**

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serve chicken at its finest

**BROASTED CHICKEN**  
It's our specialty!

It's cooked to order fresh to finished, in just minutes, especially for you.

Also: **CORN DOGS AND BURRITOS**  
PHONE 247-3343

for families, for friends, for all occasions

### Dairy And Frozen Food

AMERICAN/PIMENTO KRAFT DELUXE **Cheese Slices** 12 OZ. PKG. **\$1.19**

ORE-IDA **Tater Tots** 2 LBS. **79¢**

SHURFINE 10 OZ. **Cut Corn** 3/\$1.00

## Look What A Dollar Buys!

**KRAFT MACARONI & CHEESE Dinners** 4 7 1/2 OZ. BOXES **\$1**

**GLADIOLA CORN BREAD Mixes** 6 6 OZ. POUCHES **\$1**

**VAN CAMP PORK & Beans** 3 300 CANS **\$1**

**LARSEN'S VEG-ALL MIXED Vegetables** 3 303 CANS **\$1**

LIQUID **Pinesol** 15 OZ. BTL. **79¢**

JIF **Peanut Butter** 12 OZ. JAR **69¢**

SUNSHINE HI-HO **Crackers** NEW! STACK PAK 16 OZ. BOX **69¢**

HUNT'S **KETCHUP** 32 OZ. **99¢**

**CASCADE** \$1.09  
GIANT

**WEEKLY WINNER**  
**Shirley Alvarez**  
**Won The 10,000 Stamps**  
**Last Week.**

*With Prices Like These...*

# WHY PAY MORE!

**PRODUCE**  
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**HOUSER VENTURE GROCERY**  
902 N. MAIN ST. PHONE 247-3343  
FRIONA, TEXAS

**venture FOODS**



**READ and USE**

# CLASSIFIED ADS

**PH. 247-2211**

Reader Ads—First insertion, per word 10 cents  
 Additional insertions (no copy change), per word 8 cents  
 Minimum charge \$1.50  
 Classified display (boxed ads—9 pt. type under a specific heading, 1 column width only—no art or cuts. Per column inch \$1.50

DEADLINE for classified advertising in Sunday's issue—5 p.m. Thursday.

Check advertisement and report any error immediately; The Star is not responsible for error after ad has already run once.

**PRO AUCTION SERVICE**

★ Any And All Types Of Sales  
**AUCTIONEER CLERK**  
**LARRY POTTS LELAND GUSTIN**  
**PHONE PHONE**  
**295-6633 247-2146**

FOR SALE BY OWNER....  
 1973 Volkswagen Super Beetle. Low mileage, air conditioner, radio, heater and back window defroster. Like new. Call 247-3398 or 247-2743. 26-tfnc

FOR SALE....Electric Zimmatic-double brush external collector ring-electrical monitoring system-heavy-duty gear boxes-1 hp hi torque motors. Call 806-247-3851 after 6. 15-tfnc

We Are Now The Authorized Dealers In Friona For **MICHELIN TIRES** "The First Steel-Belted Tire" **WHITE'S AUTO** 15-tfnc

FOR SALE....Electrolux vacuum cleaners. New and used. Sales and Service. Phone 247-3156. Mrs. L.R. White, 806 Ashland Avenue. 43-tfnc

FOR SALE....14x72 mobile home. Two bedrooms and two baths. In Bovina. For information, call Ruidoso, N.M., (505) 257-4147. 28-tfnc

FOR SALE....Extra good quality alfalfa hay \$70 ton in the stack. Call 265-3247. 40-2tc

FOR SALE....Antique buffet, china cabinet and pump organ. Call 247-3107. 40-tfnc

HAY....Triticale hay for sale. Call Ray or Joe Landrum, 295-3567 or 247-3536. 40-tfnc

**GARAGE SALE**

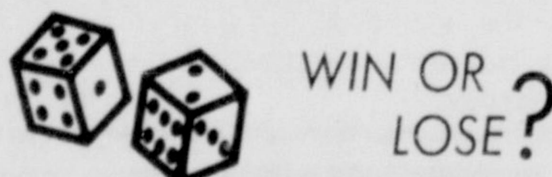
2 FAMILY GARAGE SALE. ...Friday and Saturday, July 15-16. 8:30 a.m.-6 p.m. Lots of good clothing. Tommy Jones, Last house on North Main on dirt road. 40-1tc

**NEED A HOME LOAN?**  
**FIRST FEDERAL SAVINGS**  
 AND LOAN ASSOCIATION  
 801 Pile St.  
 762-4417  
 Clovis, New Mexico

**FOR SALE**  
 FOR SALE....Old sewing machine. Call 265-3318. 39-3tc

**FARM SALES**

★ FREE APPRAISALS  
 ★ GUARANTEE ALL CHECKS  
**B & B AUCTION SERVICE**  
 SEE AT BIG NICK'S  
**BIG NICK (806) 238-1614**  
**HOUSTON BARTLETT 225-6699**  
**FRIONA NIGHT PHONE 247-3084**



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Buy a Crop Hail Policy today

inquire now!

**C.L. LILLARD**  
 PHONE 247-3320  
 DAY OR NIGHT

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**COUNTRY STORE**

1002 Main St.-----Friona, Texas  
 We Do All Kinds Of Commercial Printing  
 STATEMENTS - ENVELOPES - SNAP OUT BOOKS  
 FORMS FOR REGISTER MACHINES - TICKETS  
 COLOR WORK - LARGE 11 x 17 PRESS

**GARAGE SALE**  
 Friday afternoon, July 8  
 All day Saturday, July 9  
 1213 Elm. Grady Dodd  
 All kinds of great bargains. 39-2tc

**HELP WANTED**

L.V.N.  
 Immediate opening. We are expanding occupancy and need additional L.V.N. help. Apply in person.  
 Prairie Acres  
 201 East 15th  
 38-tfnc

**BUSINESS OPPORTUNITY**....Enjoy a 25 per cent to 35 per cent return on your investments with a Allis-Chalmers farm equipment dealership in Friona area. Call 806-293-7344. 40-1tp

**WANTED**.....Full-time maintenance man with some experience and willing to learn. Inquire at the Saratoga Gardens, 1300 North Walnut Apt. 35 or call 247-3666. 36-2tc

**LOST AND FOUND**

LOST....Small black poodle. Call Sunny Horton, 247-3247. Reward. 39-tfnc

**APARTMENTS**

**MODERN APARTMENTS**  
 LOW rent starts at \$147 mo. Carpeted, central air & heat, range & ref. furn. NEW laundry facilities. SARATOGA GARDENS, 1300 North Walnut, Friona, Texas. 247-3666. 33-tfnc

**FOR RENT**

FOR RENT....Country home; modern, fully insulated 3 bedroom brick, 2 car garage, spacious surroundings with privacy. Orchard, garden, storm cellar. Hereford-Friona area. 806-799-2916, Lubbock. 39-5tc

**REAL ESTATE**

**MUST SELL**....Three bedroom brick with storm cellar and garage. Location, 406 Ave. G, Bovina. Gary McCormick, after 8 p.m. Call 806-797-9175. 39-tfnc

**MARSHALL M. ELDER**  
 Representing  
**Rushing Real Estate**  
 Phone 247-3907  
 Res. 247-3266  
 Box 775, Friona, Texas  
 31-tfnc

FOR SALE....Large 2 bedroom house in Muleshoe for sale or trade. Call 272-3520 between 8 a.m. and 5 p.m. 40-4tc

**PROPERTY PROSPERITY**

Twins. More than once, people have noticed that these two words not only look alike, but seem to have a lot to do with each other. It has been well established that 90 per cent of all fortunes were real estate based. There are no guarantees that you will get rich, but buying property is a step in the right direction.

Try this huge 2 bedroom home that has 1332 square feet of living area in excellent condition for only, \$14,000.00.

This 3 bedroom home with lots of storage, carpet and built-in appliances, lovely fenced back yard, 1222 square feet of living area for only, \$20,000.00.

Representing

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"SERVICE is our only Business"



**Carrol Gatlin**  
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102 E. 11th Office 806-247-2745  
 FRIONA, TEXAS 79035

**NOTICE-----**

We are again in a position to build you a home with a minimum down payment.  
 We have plans for you to choose from.  
 See Ed Hicks if interested

I Still Need Land Listings!  
**ED HICKS REAL ESTATE**  
 Friona  
 Phone 247-3537 or 247-3189

4 bedroom house, 2 bath, on South Virginia.  
 2 bedroom house on South Virginia. 29-tfnc

**William A. Watson, D.P.M.**

Podiatrist-Foor Specialist ANNOUNCES CLOSING OF HEREFORD OFFICE FROM JUNE 1st TO SEPT. 1st For Amarillo Appointments CALL 353-1236

FOR SALE....new three-bedroom house. Two baths. Refrigerated air. Forced-air heat, fireplace, fully carpeted, well insulated to save on heating. Double garage. 1621 W. 9th. Phone 247-3290. 37-tfnc

FOR SALE....Three bedroom brick home. Approximately one year old. 1126 Etta. Write Box 223, Friona. D.C. Baker. 40-2tp

**POSITIONS OPEN**

**FIRST POSITION HOUSING COORDINATOR**  
 To seek out and recruit ten (10) families in Parmer County and ten (10) families in Deaf Smith County who would be interested in a self-help housing project for the purpose of helping build their own homes. To help establish non-profit Housing Development Corporations or help develop local Housing Authorities in these communities for the purpose of building rural rental property. To coordinate and update housing surveys in these two counties. Also to help with acquisition of housing sites and coordinate the projects with architects, engineers, attorneys and local planning and utility authorities.

**QUALIFICATIONS:**  
 Experience should include counseling experience in the area of Human Services, Housing Management, work crew management, business experience with contractors, architects, attorneys, and engineers.  
 + + + + +  
**SECOND POSITION HOUSING COORDINATOR**  
 To seek out and recruit ten (10) families in Parmer County and ten (10) families in Deaf Smith County who would be interested in a self-help housing project for the purpose of helping build their own homes.

**QUALIFICATIONS:**  
 Experience should include counseling experience in the area of human services. Housing management and work-crew management would be helpful. Bi-lingual is desirable.  
 + + + + +  
 Submit application and resume to:  
 Texas Panhandle Community Action Corporation  
 1605 West Seventh Avenue  
 P.O. Box 32150  
 Amarillo, Texas 79120  
 OR  
 Texas Panhandle Community Action Corporation  
 P.O. Box 94  
 Bovina, Texas 79009  
 An Affirmative Action-Equal Opportunity Employer 40-2tc

**ANNOUNCEMENTS**

Friona Lodge No. 1332  
 7th & Ashland  
 Slated Meeting  
 1st Tues. 8 P.M.  
 J.V. Fulks-W.M.  
 A.L. Outland-Sec.  
 Control hunger and lose weight with New Shape Diet Plan and Hydrex Water Pills. At Bi-Wize Rexall Drug. 40-4tp

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# Cong. George Mahon Tells Retirement Plans

George Mahon, Dean of the United States Congress, Chairman of the House Appropriations Committee, and the only Congressman the 19th District of Texas has ever had, announced today that he will not be a candidate for re-election to the United States House of Representatives in 1978.

In announcing his decision, Mahon said, "At the end of my present term I will have served 44 years in Congress and a total of 52 years in public office. I promised myself long ago that I would not seek to serve in Congress after reaching age 80, a milestone I would pass prior to the

conclusion of another two-year term."

Representative Mahon was elected to Congress in 1934. At that time, he was a resident of Colorado City, in what was then the southern part of the District, and was serving as a District Attorney. Mahon was the first United States Congressman from the newly created 19th District, which at that time covered 25 counties and stretched from Haskell County on the east to the New Mexico border on the west.

The Congressman was appointed to the powerful House Appropriations Committee in 1939, became

Chairman of its Subcommittee on Defense in 1949, and has served in his current position as Chairman of the full 55-member Appropriations Committee since 1964—longer continuously than any other member in history.

Only six members in the entire history of the United States have served longer in the House of Representatives than George Mahon. During his tenure in office, Mahon has served with eight presidents, beginning with Franklin Roosevelt. He currently ranks as the Dean of Congress, having served there longer than any other sitting member.

During Mahon's service, he has had a front seat to many of the most dramatic and dynamic moments in the history of the nation and the world. He was one of the few government leaders entrusted to participate in the so-called Manhattan Project for the development of the atomic bomb during World War II.

Mahon has always been an advocate of a strong national defense program and was a Congressional champion of the development of the nuclear fleet. He has played a key role through the years in the development of farm programs. With Mahon's departure Congress will lose one of its strongest voices for fiscal conservatism.

The Congressman expressed gratitude for the unwavering support he has had over the years from the people of the 19th District and the cooperation he has received from his colleagues in the Congress and



GEORGE MAHON

officials of the Executive Branch. "Having an opportunity to participate in some of the most momentous decisions of our time has been a great privilege. I have dealt with the high and the mighty in government, but perhaps my greatest satisfaction has been helping the people of the 19th District who have called upon me. Throughout my service, I have been sustained by the feeling that I had the trust and support of the folks at home," Mahon said.

The Congressman normally announces his political intentions in the December prior to election year, but he felt that, since he would not be a candidate for re-election, he should let the people know so they would have ample opportunity to consider the selection of a successor.

Mahon made no announcement as to his plans for the future but indicated that he has many interests

## Low-Cost Housing Project Discussed

Old-time house raisings may be the answer to solving the high cost of building and labor and the shortage of housing and if Friona establishes a non-profit housing development corporation this could be the case.

Members of the city council and several interested real estate businessmen met Thursday with representatives from the Department of Housing-Urban Administration from the surrounding area and discussed the availability of Federal Funds for construction of low-income family housing within the city.

Alva Finck, representing the Texas Department of Community Affairs in Austin, told the group that low-income people can own their own home through this program, and said his office find that Parmer and Deaf Smith counties have the greatest need for housing and rental properties.

"We would start out with the mayor appointing the first board of members in the Housing Authority," Finck said. "A chairman would be appointed along with three one year members and two two year members."

Two full-time positions will open for housing coordinators. These coordinators are to seek out and recruit as many as ten families in the county to be in the self-help housing project. These families would get together and do the heavy work on building the houses, like the old-time house raisings, and would put in a certain number of hours each day, and still hold their regular job.

"The Housing Authority would not be obligated to anyone until they borrowed money to build the houses. Then they become obligated," Finck said. "The property would belong to the Authority and not to any person or group."

Finck also said the city would not be obligated to the Housing Authority in any way. The Authority would use the availability of Federal Funds for its operation and building.

"The Authority would be responsible for its own notes and bills," Finck said. "All the money from rental property would go to paying the notes. When the property is paid for the money goes into building new apartments or improving present housing. This is not controlled by the government but by the Authority."

The council will discuss the matter of the Housing Authority at their regular meeting Monday, July 11. They, first, are expected to take a survey of the people, including real estate brokers, to get their opinions on the subject.

Three dealers in rental properties and real estate who attended the meeting indicated they would be in favor of the project. Carrol Gatlin of Gatlin Land Company said as many as two or three people come into his office a day seeking something to live in.

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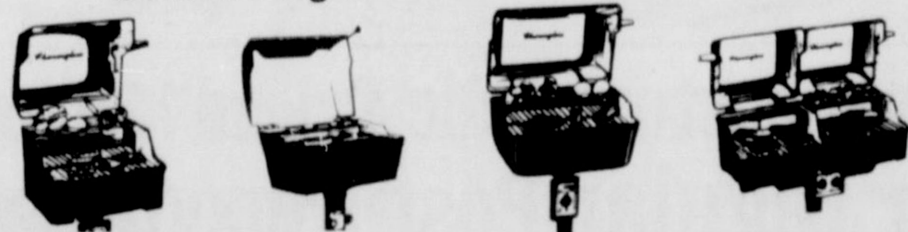
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**PING PONG TROPHY...**Ron Smiley (center) presents the first place Ping Pong Award to James Weatherly who won the Independence Day event over his brother-in-law Dave Hutson, shown holding the second place ribbon. Forty-four local residents had entered the ping pong competition at the community center. (Star Photo)

"Civilization is a limitless multiplication of unnecessary necessities." Mark Twain

## Cattlemen Alarmed At Return

"Cattlemen would have received \$53 more per head for each animal slaughtered in recent months, had we maintained our traditional share of customer net disposable income," says O.J. Barron, a Spur, Texas, rancher who serves as national chairman of the Beef Development Taskforce (BDT). "Consumers spent only 2.20 per cent of net income for beef during the first quarter of 1977—the lowest in 29 years," he says, upon analyzing figures just released by the USDA. "This is cause for alarm!"

The 29-year average is 2.52 per cent spent for beef. "When it dropped to 2.27 per cent during the last quarter of 1976—a record low up until then—we thought it might be a quirk," Barron adds. "But the downward trend seems to be continuing."

A drop of 0.32 per cent sounds rather small, he explains. But when applied to \$311 billion of net disposable income during the first quarter, it boils down to a drop of \$558 million at the farm level or \$53 less for each animal slaughtered.

Several factors account for the percentage drop, according to Barron: food fads, the vegetarian movement, charges that beef is bad for your health, inflation and an over supply of beef.

"If we are going to regain our share of the consumer dollar—and hopefully increase it—we must have an aggressive program of research, consumer education, promotion and market development," says the BDT chairman. "That's what the Beef Research and Information Program is all about—a self-help program to increase markets and increase profits for cattlemen."

Producers will vote on this program, July 5-15, at their county ASCS office. "Over 300,000 producers registered in the U.S.," concludes Barron, "and we are urging every one of them to return and vote 'Yes.' It can stabilize our industry and make things a whole lot better."

# Christmas

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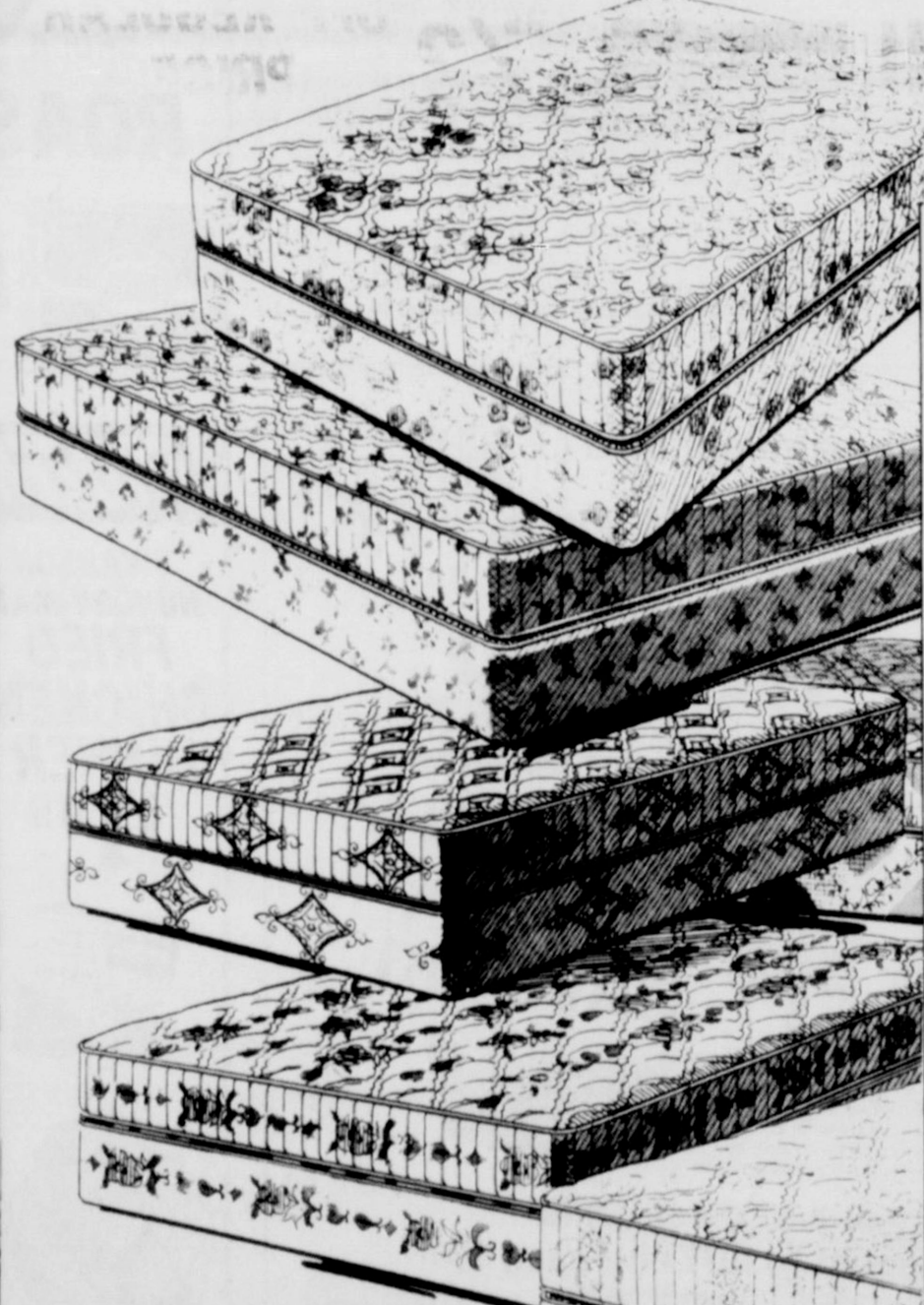
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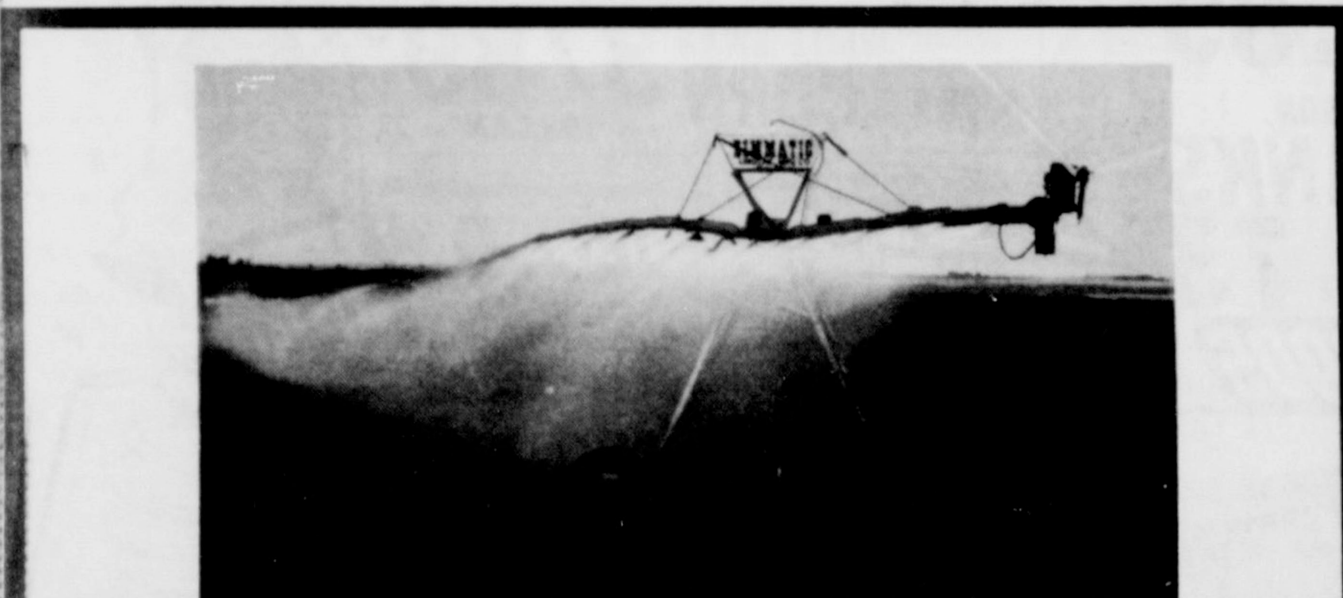
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Insulation for extra firmness, quilted decorator cover.  
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Thick cushioning beneath finest covers in this group.  
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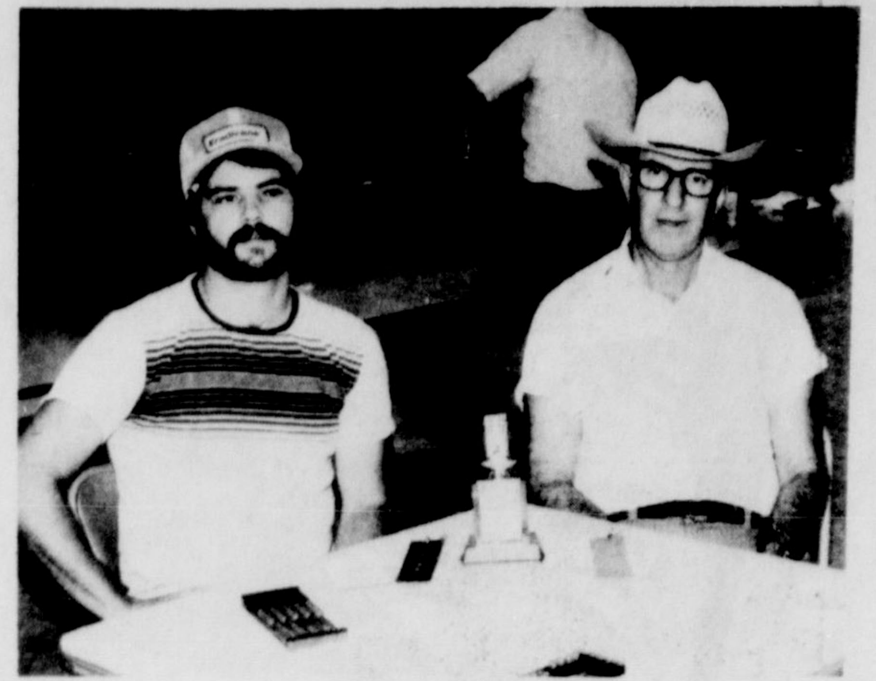
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## Friona Has Entries In Golf Event

Twenty-eight golfers from Friona, Bovina, Hereford and Dimmitt entered the first annual Tri-County Independent Agents Association Insurance Youth Classic Golf Tournament at Hereford Municipal Golf Course on June 28.

Tommy Weaver, a 17 year old Hereford boy, was first place winner with a 76. Andy Yocum was second and James Lyles was third. All of the top three were from Hereford. These boys now go to the State Tournament in Austin.

Entering the tournament from Friona were Karen Stevick, John Carson and Chuck Nichols.



DOMINO WINNERS...Travis Deering (left) and Jack Roberts were the winners of the Domino Tournament

at the July 4th activities Monday at the Friona Community Center. (Star Photo)

## Results Listed For Friona July 4 Events

Tennis Tournament--1. Jerry and Daria Shelton; 2. Jimmy and Lynda Grimsley and 3. Paul Smith and Cindy Smiley.

Dominoes Tournament--1. Travis Deering and Jack Roberts.

Ping Pong Tournament--1. James Weatherley; 2. Dave Hutson.

Bicycle Race--First Class: 1. Matt Loftis; 2. Allen Armstrong; 3. Brent Hinkle. Second Class: 1. Brad Powell; 2. Jerald Jothmann; 3. Daniel Gowers.

Baseball Throw--Boys Under 9: 1. Jeff Chaney; 2. Tracy Carthel; 3. Brent Gatlin. Boys 9-11: 1. Matt Loftis; 2. Roddy Barron; 3. Rene Bermea. Boys 12-14: 1. Jay Hight; 2. Brian Edelman; 3. Mike Maynard.

Baseball Throw--Girls Under 9: 1. Robbie Bass; 2. Amy Smith; 3. Deanna Poarch. Girls 9-11: 1. Kim Carthel; 2. Diona Cruz; 3. Stephanie Miller. Girls 12-14: 1. Rachel Perez; 2. Rita Villa; 3. Karla Fleming.

Turtle Race--Fastest Turtle: 1. Cassie Osborn; 2. Carla Wright; 3. Lori Tannahill. Best Decorated: Stanley & Richard Ellis; Littlest: Erica Pope; Biggest: Robin Houlette.

Sack Races--Boys 6-8: 1. Lance Gatlin; 2. Rod Britting; 3. Patches Fleming. Boys 9-11: 1. Matt Loftis; 2. Reese Fleming; 3. Rene Bermea. Boys 12-14: 1. Tommy Villa; 2. Stanley Ellis; 3. Andy Alexander. Sack Races--Girls 9-11: 1. Kristi

Britting; 2. Karen Lloyd; 3. Shanna Maynard. Girls 12-14: 1. Kayle Britting; 2. Gwendolyn Maurer; 3. Brenda Seright.

Mother-Daughter, Three-Legged Sack Race--1. Peggy and Erica Pope; 2. Barbara Armstrong and Kayle Britting; 3. Carol and Deanna Poarch.

Father-Son, 3-Legged Sack Race--1. Mike and Jimmy Maynard; 2. Bill and Stanley Ellis; 3. Randy and Aaron Weatherley.

Boys Three-Legged Race--1. Ben Landrum and Rod Owen; 2. Jeff Landrum and Scott Fangman; 3. Matt Loftis and Reese Fleming. Girls Three-Legged Race--1. Kathy Martin and Cindy Smiley; 2. Erica Pope and Karla Fleming; 3. Brenda Seright and Gwendolyn.

The Progressive Study Club conducted a ceremony and presented essay awards to Kippi Fleming, first place; Lynn Blackburn, second place; and Mark Blankenship, third place.

## GSPA Continues Farm Bill Fight

Even with the threat of a Presidential veto, GSPA directors will ask Congress to pass a farm bill with price support levels equal to a minimum of the Senate version. Grain sorghum farmers feel that unless a farm program is passed, which would give them some real price protection as they cut back on production, only a few farmers will be able to survive. With the high cost of production and a farm program geared to "fence to fence" planting, farmers throughout the U.S. are actually facing bankruptcy because of over production and low prices.

In a series of June meetings held in Abilene, Waco, Corpus Christi, and the High Plains of Texas, almost all GSPA directors agreed that the Senate's price support levels were the minimum in order to give grain sorghum producers any real relief. GSPA directors instructed their staff to continue working for the Senate's price support levels or better. They felt the target prices, as proposed by the House Agricultural Committee, were far below the cost of production and would give grain farmers very little help from low prices.

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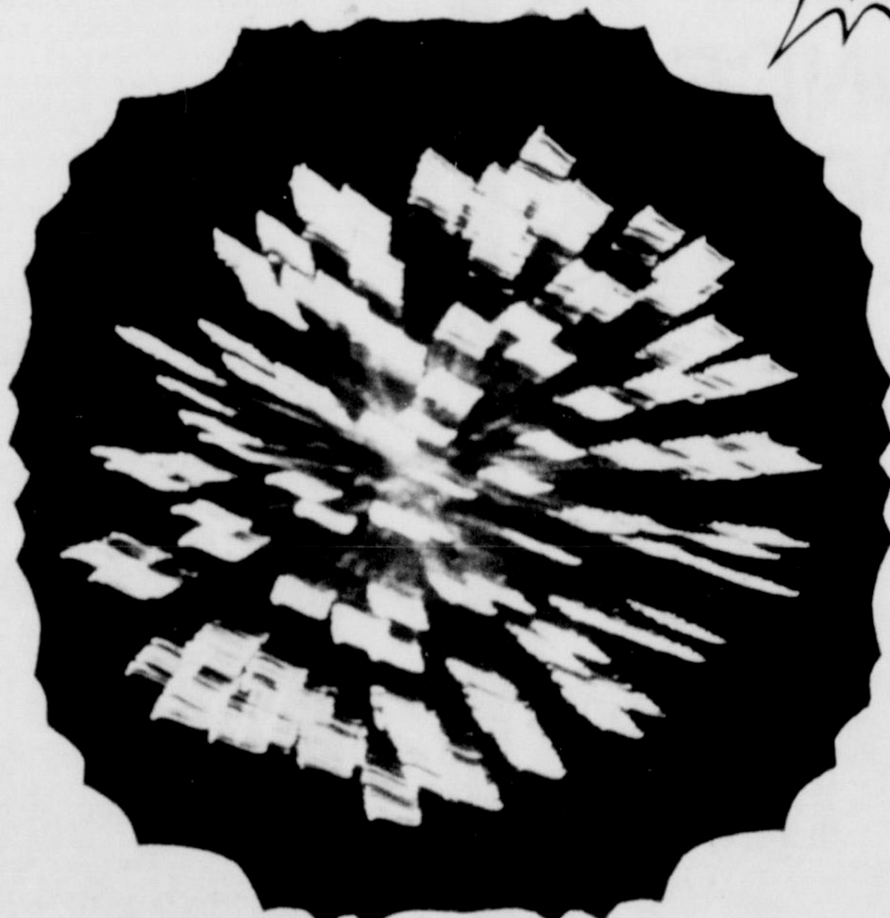


The Ping Pongers

Staff Photos  
By Leon Watson



The Firemen Do The Risky Part For Fireworks



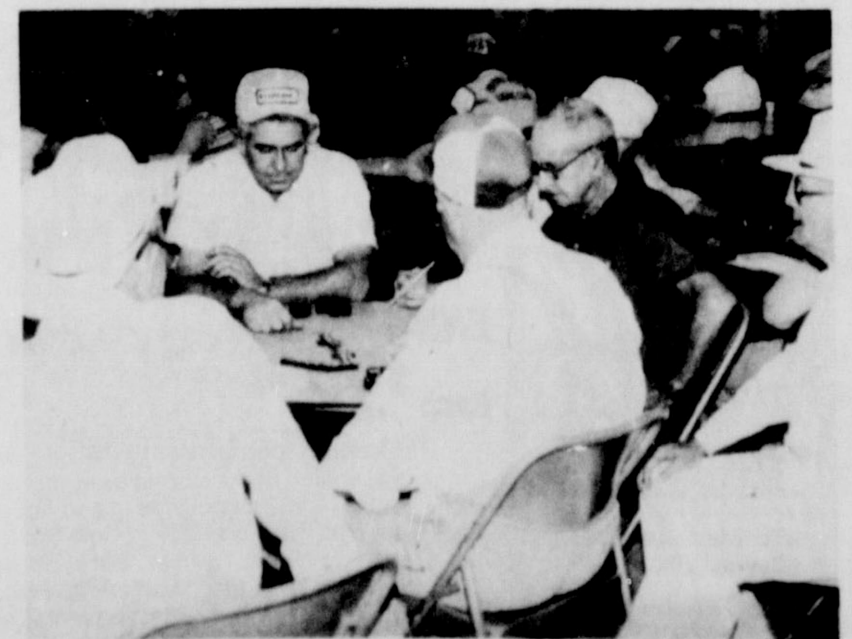
"Bombs Bursting In Air"



Friona Youngsters Had A Ball During  
The Local July 4th Activities. . . .



A Portion Of The Barbecue Eaters



. . . And There Were Games And Tournaments  
For Residents Of All Ages.



# On The Farm In Parmer County

MACK HEALD  
County Agent

TEXAS HIGH PLAINS corn and sorghum growers encountering zinc or iron deficiency in their crops will need to be cautious in their diagnosis. Although the symptoms of deficiency are not that similar, it is easy for persons to be confused about the two disorders which could prove to be costly.

In the West Texas area, zinc and iron are the only two micronutrient deficiencies of significance in corn and sorghum.

Contributing to the increased incidence of these deficiencies are excessive use of phosphates, high calcium-high pH levels and decreasing organic matter content in the soils.

The first step in correcting a nutritional disorder is a correct diagnosis, therefore, recognizing the symptoms is crucial.

Zinc deficiency is more likely to be seen in corn than in sorghum or any other field crop. A pale streak of light yellow will generally occur near the base of the leaf blade. This discoloration including the leaf veins may be wide as a pencil or as wide as the thumb, and will often gradually disappear about the middle of the leaf's length. But it may extend any length, though rarely to the tip. Discoloration may be apparent on only one side of the leaf midrib and frequently will not be observed on all the leaves of a single plant. Such symptoms are rarely observed in sorghum except in extreme cases.

Dwarfing of both corn and sorghum due to shortening of the internodes is common.

If these symptoms are observed and treatment appears to be needed, foliar application of zinc can be very effective and relatively inexpensive. A complete coverage of the leaf surface with a solution containing three pounds of 36 per cent zinc sulfate per 100 gallons of water will do the job. Include a wetting agent at the concentration recommended by the manufacturer for insecticidal use. Be concerned only about just wetting the foliage. One such application is all that will likely be needed. Before the next crop, get a good composite soil sample for analysis by the Extension Service Soil Testing Laboratory in Lubbock. They will suggest rates of zinc for soil application for the next crop. Soil applications of three to ten pounds of actual zinc per acre are highly effective when worked into the root zone preplant. Indiscriminate use of such rates is definitely not recommended.

Iron deficiency is more likely to be visible in sorghum than in corn. It is readily recognized in all crops by the characteristic yellowing between green leaf veins which, in sorghums and corn, begin at the base of the leaf and extend to the extreme tip. Long recognized as a severe production problem in sorghums on the high lime soils, corn is quite resistant to the disorder. Although symptoms frequently occur in very young corn, the crop tends to quickly grow out of the condition.

Foliar application of iron is the only measure that has given satisfactory control, and yield increases from such applications have frequently been disappointing. Spraying until foliage is wet with a solution containing 15 to 20 pounds of iron sulfate per 100 gallons of water plus a wetting agent or spreader sticker is a long standing recommendation. Several applications may be required for sorghum.

Individual plants within a row are more uniformly affected by iron deficiency than by zinc. With both elements, the most severe visual symptoms are likely to occur on shallow high lime soil. The pattern of occurrence can be highly irregular.

Concentrations given for foliar application are for use in ground rigs and should not be exceeded. Other activities such as copper, manganese, sulfur, nitrogen, phosphorus, potassium, etc. will not increase the effectiveness of the zinc or iron and could easily cause foliage damage. If both iron and zinc are included in a single application, the concentrations of each material should be reduced by one-half.

## Group Sets

## Meeting Date

The associate group for the Portales Children's Home will meet Tuesday, July 12 at 2:30 p.m. at the Bovina State Bank Community Room.

Members are asked to bring finished boards for the mushroom plaques, and also requested to bring school supplies for the children of the home.

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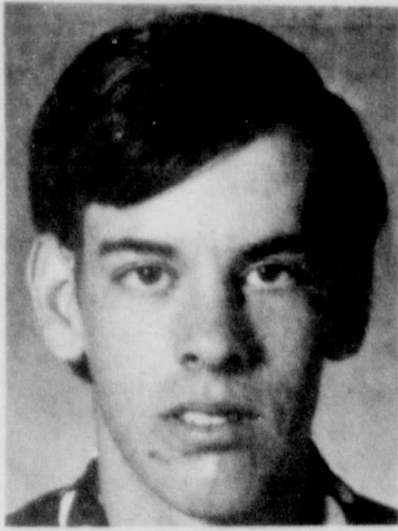
**PACQUIN HAND CREAM 5.75 OZ. JAR 79¢** (REG. \$1.19)



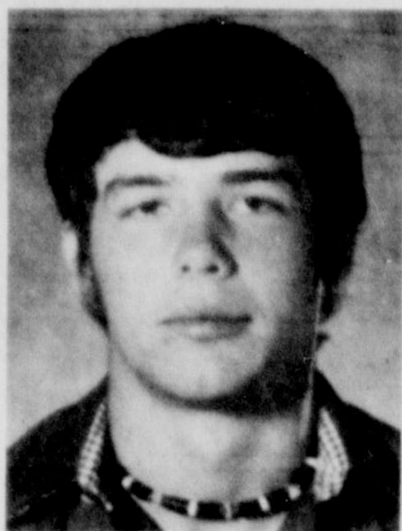
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TED LINDEMAN



TERRY WILCOX



CURT MILLER



JERRY MARTIN

# Ten Members Eye Top Awards

Ten members of the Friona Future Farmers of America will attend the 48th State FFA Convention in Fort Worth July 13-15 in the Fort Worth Convention Center.

Brian Landrum and Alan Monroe will be voting delegates at the convention and other members attending are Terry Wilcox, Curt Miller, Ted Lindeman, Jerry Martin, Glen Schueler, Tony Johnson, Johnny Spring and Danny Hand. All ten members are to receive Lone Star Farmer Degrees, the highest number ever to receive degrees from Friona.

The ten members and Paul Smith, Chapter Advisor, will attend the three-day meeting as representatives of over 899 FFA chapters from throughout the state which will include the awarding of advanced degrees, scholarships and the awards to outstanding members of the organization.

Friona has had 61 FFA members receive their Lone Star Farmer Degrees since Benny Pryor has been agriculture instructor with 23 of these coming in the past three years. A Vesper Program will be conducted by the State FFA Officers on Tuesday evening. Keynote speaker for the first General Session

on Wednesday morning will be Bob Richards, former Olympic Track Star and now a rancher in Gordon, Texas. On Thursday morning James Bode, National FFA President, Geary, Oklahoma, will address the Convention.

On Friday morning, Mr. O. Samuelson, Radio & TV Farm Director of WGN, Chicago, will highlight the program.

Ken Johnson, State FFA President, Nacogdoches, will preside. He will be assisted by Vice-Presidents David Booth of Amherst, Dusty Thrash of Plains, Mike Mooney of Conroe, Greg Pope-Eula, Clyde, Becky Leake of Sherman, David Gates of Carthage, Scott Hofman of Mason, Frank Robinson of Mexia and Jay Dreibelbis-Pharr-San Juan-Alamo.

Among the business matters to be transacted at the convention will be the election of a state president from ten state officer nominees who have been elected by members in the ten areas of the state. In addition, delegates will elect a state sweetheart from the ten candidates elected by each area and will select the top talent team in the state. More than 5,000 FFA members, advisors and guests are expected to attend.



JOHNNY SPRING



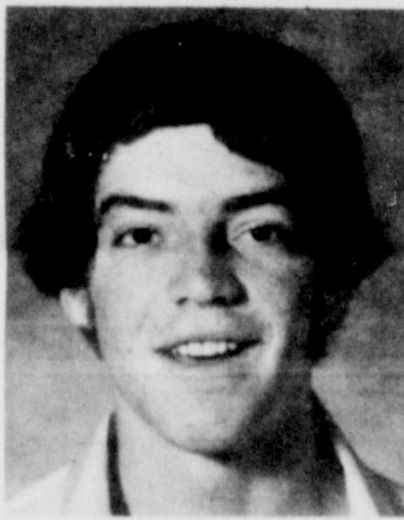
TONY JOHNSON



DANNY HAND



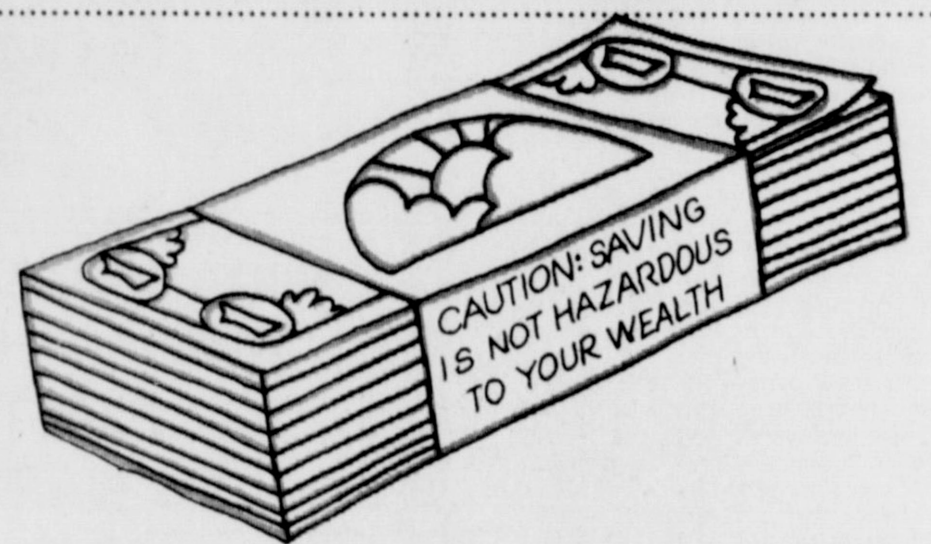
GLEN SCHUELER



BRIAN LANDRUM



ALAN MONROE



There are very few things in life that are absolutely good... There's always some little hitch... A price you have to pay. But we'd like to suggest that you open a Savings Account. It WON'T cost you anything, cause any pain or give you reason to think twice. It WILL give you daily compounded interest and a nice return on your money. You might say savings is NOT hazardous to Your Wealth. Start Saving now and Watch the Sum Rise.



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**JULY 13 - JULY 16**

All Senior High Age Youth are Welcome!

**WEDNESDAY 8 To 10 p.m.**

Volleyball & Ice Cream

**THURSDAY 8 To 10 p.m.**

Polaroid Scavenger Hunt & Watermelon

**FRIDAY 8 To 10 p.m.**

Hayride & Hot Dogs

**SATURDAY 9 To 12 P.M.**

Dance, Cookies & Cokes

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# Loveless Kin To Play For Academy

The son of a Friona High School graduate, and grandson of a local man has been accepted by the U.S. Naval Academy, and will play basketball for the Academy.

Barry Loveless, the son of Mr. and Mrs. Luther E. Loveless of 8011 Holly Hills, Chattanooga, Tennessee, was termed "one of the best" basketball players to ever play for Baylor High School of that city. He is the grandson of Friona's Walter Loveless.

Barry, who is 6-5, was a three-year starter for the Red Raiders of Baylor School, and was named to the All-City Basketball Team at Chattanooga, as well as being a second team All-State selection.

"I've said it over and over again," said his coach, Jimmy Duke. "Barry is one of the best kids to ever play at Baylor. He's one of the guys that held our team together this past

season."

Baylor fielded one of its better teams in recent history, as the squad zipped to a 19-6 regular season mark to finish high in the tough Chattanooga Interscholastic League standings.

"I don't believe Barry would have ever applied for the Naval Academy if it hadn't recruited him. But he is a great student, too," Duke added. Loveless' grade-point average exceeded 3.50 and he won the award for being the athlete at the school with the highest academic average.

Loveless also wasn't shy of talent on the basketball floor, either. He averaged 17.9 points two years ago, and 20.0 per game the past year.

Barry, who reported to the Naval Academy July 6, connected on 51 per cent of his field goal attempts, 73 per cent of his free throws, and peeled off 12 rebounds per contest.

# At Home In Parmer County

By Jana Pronger

Parents, would you like to form a partnership with your youngster? Thousands are doing this every day in the 4-H program, says Jana Pronger, County Extension Agent with the Texas Agricultural Extension Service.

Through 4-H, parents get involved with their youngsters by helping them with one or more of over 40 projects. By getting involved with projects, parents help their youngsters learn the basic skills and information and help them to fulfill an obligation. The "partners" then build on these successes in areas of project work, leadership, community service and many other character-building experiences.

By spending time with your son or daughter, you can overcome the problems commonly referred to today as "communications gap" or "generation gap." The 4-H project

serves as a beginning to start the "partnership" it grows through mutual understanding and trust between parent and child.

Parents and 4-H'ers learn to share the joys of winning and the disappointment of losing and to jointly work out solutions to problems as they arise.

By becoming active 4-H parents, you can develop closer family ties and become better "partners" in working toward common goals. Contact the county Extension office for additional details on the 4-H program, adds Miss Pronger.

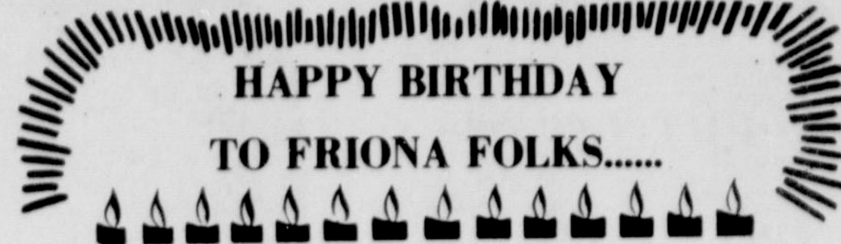
The 4-H program is open to all youths 9-19 regardless of race, creed, or national origin.

For more information call or write the County Agents Office, Box 683, Farwell, Texas 79325; phone 481-3619.



ESSAY AWARDS...The Progressive Study Club presented essay awards to (left to right) Mark Blankenship, third place, Kipl Fleming, first place, and Lynn

Blackburn, second place. Representing the club and making the presentations was Linda Warren. (Star Photo)



### WEEK OF JULY 10-16

Friona residents having birthdays next week are:

- Elizabeth McLellan, July 10
- Melody Drake, July 10
- LaVon Reeve, July 10
- Mike Stephens, July 10
- Julia Fairchild, July 10
- Tiffany Osborn, July 11
- Carolyn Osborn, July 11
- Frankie Perez, July 11
- Lucille Latta, July 11
- Eddie Allen, July 12
- Tricea Love, July 12
- Glen Williams, July 13
- Micha Cortese, July 13

### Debbie Reed, July 13

- Howard Love, July 13
- Jonell Clark, July 13
- Janna Reeve, July 14
- Madge Horton, July 14
- Bobby Thompson, July 14
- Anne Shackelford, July 15
- Wynona Martin, July 15
- J.C. Claborn, July 16
- Maurice Garza, July 16
- Geraldine Mason, July 16

If you or someone in your family has a birthday coming up soon, call the Friona Star at 247-2211 by Wednesday of the previous week and let them know about it.

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# Congratulations..

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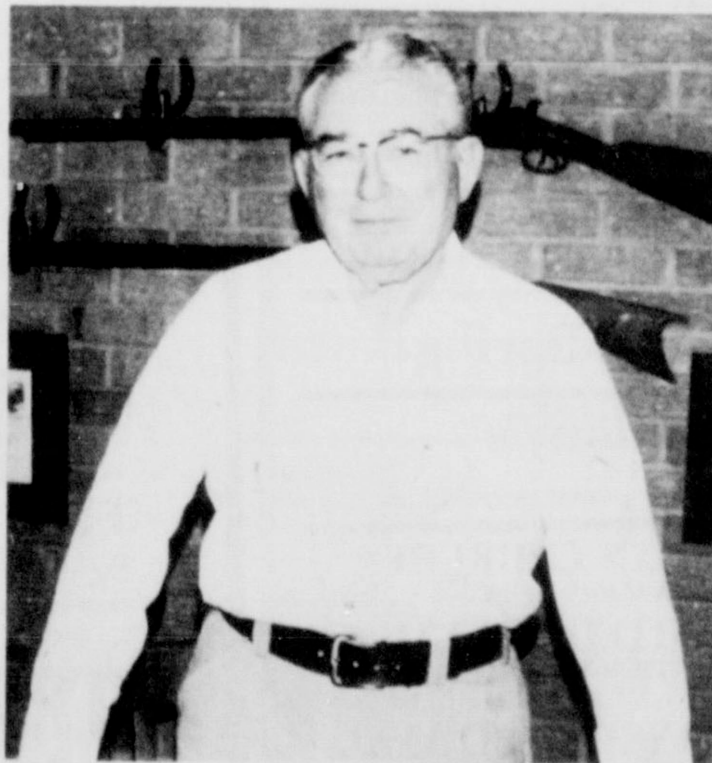


This Is Our invitation to you... To Attend A Reception Honoring Dan

Friday -- July 15th  
3 to 5 p.m.

At The Ethridge-Spring Agency

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- ★ Refreshments Will Be Served



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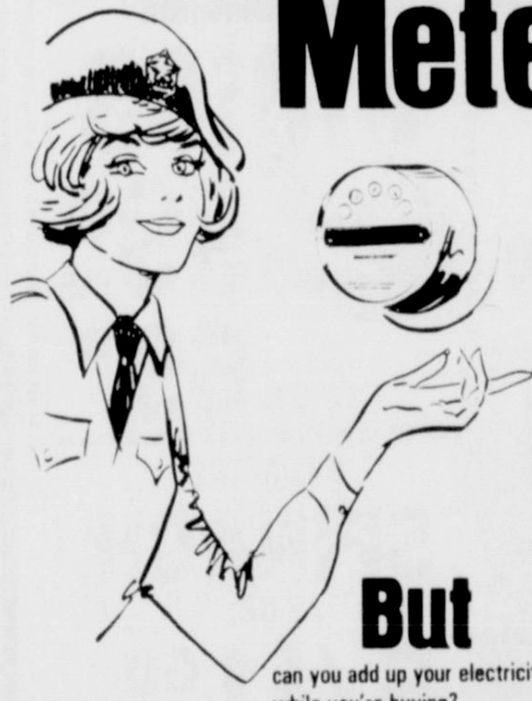
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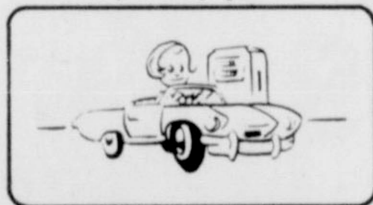
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can you add up your electricity while you're buying?

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Learn to read your electric meter. It will let you determine how many kilowatt hours you use in a given period of time... an hour, a day, a month or a year. That's how electricity is measured — by kilowatt hours used.

Your residential electric meter will have either 5 or 4 dials



Electric meters are easily read from right to left as you look at the meter. If the pointer on a dial is between two numbers, write down the smaller number. When the pointer is directly on a number such as one (1) — see center dial above — then read it as 1 at the pointer on the next dial immediately to the right has passed zero (0). However, read it as zero (0) if the pointer on that dial to the right has not reached zero.

The dials above read from left to right — 9 3 1 1 5. If, however, the pointer on the second dial from the right above was between 9 and zero, then the center dial would read as a zero.

Now let's read the same meter 24 hours later



This later reading is 9 3 1 3 8. Subtracting the first reading, 9 3 1 1 5, from the new reading of 9 3 1 3 8 — the answer is 23. This you would have used 23 kilowatt hours in the 24-hour period.

Now you can become a METER MAID and watch your meter like a miser if you choose. WE HAVE A BOOKLET CALLED "MANAGING YOUR ELECTRIC BILL" plus other WISE USE TIPS booklets that help keep you from wasting electricity and so help lower your cost. Any of these booklets are free for the asking at your Public Service office... come by and see us.



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**Family Life**

**Conference Set**

**July 22-24**

A Family Life Conference will be held July 22-24, 1977, at Calvary Baptist Church in Friona. Dr. Bob Pinder, associate Professor of Family Studies at Texas Tech University in Lubbock, Texas, will be leading the conference which begins that Friday at 7:30 p.m. with a pot-luck meal (everyone bring enough food for their family.)

Areas of family life covered will be husband-wife communication, family communication, handling conflict, family worship and sexual fulfillment in marriage.

For further details call the church office at 247-3000 or 247-3672.

**Buchanans**

**Have Girl**

Mr. and Mrs. W.Y. (Chief) Buchanan are the parents of a baby girl born Wednesday, June 22, at 4:05 p.m. in Deaf Smith General Hospital, Hereford.

Named Deana Shae, the new arrival weighed six pounds, two and one-half ounces and was twenty inches long at birth.

Deana has one older sister, Jennifer, one and one-half years old. Grandparents are Mrs. Joe Buchanan and Mr. and Mrs. Joe Menefee, all of Friona.

Great-grandmothers are Mrs. Lena Menefee of Hereford and Mrs. Dixie Barnes of Lazbuddie.



**BETTY ANN SACHS...**Mr. and Mrs. Melvin Sachs of Friona, announce the engagement and the upcoming marriage of their daughter, Betty Ann, to Bernard A. (Tim) Christ of Springfield, Illinois. Christ is the son of Mrs. Neva Christ and the late Bernard A. Christ of Willard, Ohio. Betty is a 1972 graduate of Friona High School and attended Concordia Lutheran College in Austin and Texas Tech in Lubbock, majoring in elementary and secondary education. For the past year Betty has been traveling with the Lutheran Youth Encounter Great Lakes Regional Team "Hosanna." Tim is a 1969 graduate of Willard High School and a 1973

graduate of Luther College in Decorah, Iowa receiving the Bachelor of Arts in speech-theatre and religion. While at Luther Tim served as manager of the college radio station, KWLC during his senior year and was a member of Pi Sigma Omicron Social Fraternity. He has also done graduate work at the Lutheran Theological Seminary in Columbus, Ohio. He is currently employed by the Sangamon Broadcasting Company as Air Personality and Music Director of WTAX Radio. The couple is planning a September 3 wedding in Springfield, Illinois, where they will reside at 3210 Carman Avenue.

**Library Report**

"The Unkindest Cut Life In The Backrooms of Medicine" by Marcia Millman is available at Friona Public Library.

This book offers a description and analysis of some of the 'back rooms' of American medicine: a look at what is said and done in operating rooms, at Mortality Review Conferences, in the Emergency Room, and at various kinds of hospital staff meetings. The focus of the book is on features of the everyday world of the hospital that adversely affect the quality of patient care.

A book that goes right into the heart of hospital life and shows it to be in many cases disastrous for the very people hospitals are meant to serve.

There are two major issues. The first concerns competing interests and conflicts among various groups of doctors within the hospital. The author relates these to struggles over autonomy and control, money

and just plain battles of ego.

The second is the variety of ways in which doctors define, perceive and respond to medical mistakes. Because for all the competition among doctors, they band together to do everything possible to ignore or at least rationalize errors, especially those errors that lead to the deaths of patients. So restrictive is the definition of mistakes that truth is given to the statement: "The operation was a success but the patient died"; to many doctors this sentiment is wholly legitimate.

Marcia Millman's book critically examines the development of and facts about the increasingly popular coronary artery bypass surgery. She documents how the operation carries greater risk and smaller benefits than the public has been led to believe. In describing the uncontrolled application of this surgical procedure and the econo-

mic interests that lie behind it, she uncovers several highly disturbing factors in current American medical developments.

**It's A Girl**

**For M. Mills**

Mr. and Mrs. Mike Mills of Ardmore, Oklahoma are the parents of a baby girl born Sunday, July 3 in Ardmore Memorial Hospital.

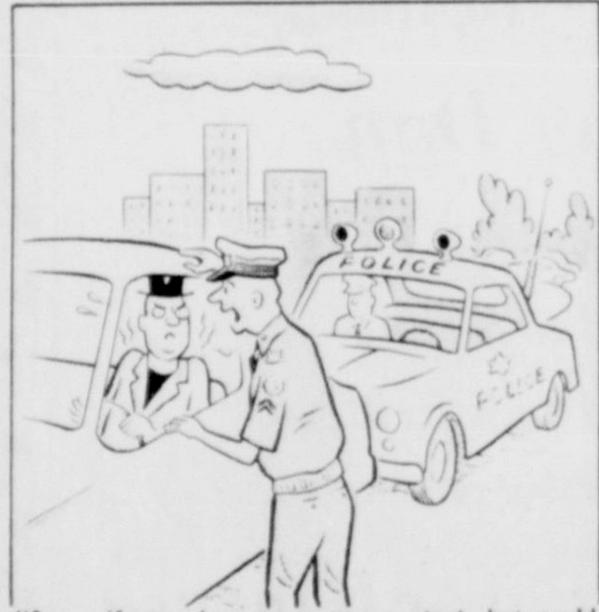
Named Christy Elaine, the new arrival weighed seven pounds, eight ounces and was twenty inches long at birth.

She is the first child for the couple. Grandparents are Mr. and Mrs. F.G. Crofford of Gruver, Texas and Mr. and Mrs. Wayne Mills of Friona.

Great-grandparents are Mr. and Mrs. Floyd Crofford of Amarillo and Mr. G.O. Drake of Clarendon, Texas.

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**Church Chuckles by CARTWRIGHT**



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Friona Consumers

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SHURFINE **CATSUP** 32 OZ. **79¢**

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BORDEN'S **FROSTY POP & FUDGESICLES** 24 CT. BOX **99¢**

SHURFINE **GREEN BEANS** 6 16 OZ. CANS **\$1.00**

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**FRIONA, TEXAS**



# Double Ring Ceremony Unites Terri Underwood, Ronnie Reed

Terri Joyce Underwood and Ronnie Lee Reed were united in marriage at 2 p.m. Saturday, June 18 at the First Christian Church in Perryton.

Larry Young, minister, First Christian Church of Booker, officiated at the double ring ceremony.

The bride is the daughter of Mr. and Mrs. Leeman Underwood, Jr., 1806 Colgate in Perryton. Parents of the bridegroom are Mr. and Mrs. Frank Reed, Jr., 704 Mississippi,

Borger. Mr. and Mrs. Reed are former Friona residents.

Traditional wedding music was played by Mrs. Jan Billings, pianist. Wesley Huff, Booker, sang "Wedding Song," "Twelfth of Never" and "Lord's Prayer."

Jeanice Underwood, sister of the bride, was maid of honor. Bridesmaids were Debbie Meier, Booker, and Rue Morgan, Bartlesville, Oklahoma.

Bob Johnson of Amarillo served as

best man. Groomsmen were Joe Mercer and Cliff Wilkenson of Borger. Ushers were Robert Wells and Neil Crawford of Borger.

Cartha Carpenter of The Hague Holland, was flower girl and Carl Carpenter, The Hague Holland, was ring bearer.

Zonja Reed, sister of the bridegroom, was candle lighter, and guests were registered by Gaynell Bechtold of Booker.

The bride was given in marriage by her father.

The bride's gown was of satin back polyester crepe with chiffon overlay. The sheer chiffon sleeves were trimmed with scattered lace medallions. It was styled by the bride and her mother.

The veil was of tulle with a border of lace. Medallions of lace also trimmed the veil. The bride carried a bouquet of sonja roses with baby's breath tied with off-white ribbons extending into streamers.

The bride observed tradition with something new being her dress. Something old was her grandmother's wedding band. Something borrowed was a handkerchief which she carried with her bouquet and which belonged to her mother-in-law. She wore the traditional blue garter. In her shoe, she wore an English sixpence, a gift from a friend in England.

The bride's attendants wore a-line sundresses of peach qiana knit with matching shawls trimmed with candlelight lace. They wore wristlets of roses and baby's breath tied with off-white ribbon.

The bride's mother wore a soft yellow knit gown with a chiffon poncho-style cape and a corsage of white roses.

The groom's mother wore blue chiffon with accordin pleated skirt and cape and a corsage of white roses.

For the reception in Fellowship Hall of the church, the table was

covered with a peach cloth with overlay of lace. The centerpiece was of peach sonja roses and carnations centered around a brass candelabra belonging to the bride's mother. A fountain was the base for the three-tiered wedding cake. Jan Billings, pianist, played music themes from popular movies.

Hostesses for the reception were Gaynell Bechtold, Booker; Rhonda Cathroen, Sanford-Fritch; and Mrs. R.G. Thompson, aunt of the bride.

Attending from Friona were Clarence Ashcraft, grandfather of the groom, Mrs. Tommie Parker, Mr. and Mrs. G.E. Reed and Patsy Bandy.

For traveling to Monument, Colorado, on a wedding trip, the bride wore white linen pants and blazer with navy and white accessories.

The bride is a graduate of Perryton High School and attended Frank Phillips College. She attended high school in Stavanger, Norway, for three and one-half years before coming to Perryton.

The bridegroom is a graduate of Borger High School and of Frank Phillips College. He also attended Votex Welding School.

The couple will make their home at 707 A Lee Street in Borger.



LAQUITA GRAHAM and CONRAD KOPPENHAFFER...Mr. and Mrs. Earl Graham of Amarillo announce the engagement and approaching marriage of their daughter, Laquita to Conrad Koppenhafer, son of Mr. and Mrs. Emmett Koppenhafer of Cortez, Colorado. The couple will exchange wedding vows Saturday, September 17 at the First Presbyterian Church at 10:30 a.m. She is a 1974 graduate of Friona High School. They will make their home in Fort Worth where he is engaged in making saddles at Ryan's Saddle Shop.



Mr. And Mrs. Ronnie Lee Reed

## Money to fill a growing need



Will you be ready when they are?

Saving for your youngsters' tomorrow is child's play at The Money Growers Association. Just save a little each week and they'll be assured a strong financial tomorrow. For clothing, education, braces, and the thousand and one things kids can get you into.

At The Money Growers Association, your savings grow as fast as they do. If you haven't already started, maybe you have some growing up to do, too!

**THE MONEY GROWERS ASSOCIATION**  
FRIONA REPRESENTATIVE - GATLIN LAND CO.  
**hi-plains saving & loan**

119 E. 4th

"We look to your future with interest."

## Hospital Report

### ADMISSIONS--

Mrs. Douglas Sanderson and baby girl, Hereford; Reagan Looney, Bovina; Lottie Mae Bails, Friona; Bessie Boatman, Friona; Mrs. William Bowery, Farwell; Herminia Pesqueda, Hereford; Bertha DeLeon, Friona; Mrs. Leslie Jarecki and baby boy, Friona; Mrs. David Powell and baby girl, Hereford; Josephina Gonzalez, Friona; Grace Allison, Friona; Mrs. Thomas Kirven and baby boy, Muleshoe; Raymond Schueler, Friona; Mickey Rodriguez, Bovina; Lynne Mahaney, Farwell; and Judy Cummings, Friona.

### DISMISSALS--

Lottie Mae Bails, Mrs. William Bowery, Mrs. Douglas Sanderson and baby girl, Frank Truitt, Mrs. Bobby Chadwick and baby girl, Bessie Boatman, Reagan Looney, Raymond Schueler, Yolanda Montana, Mrs. David Powell and baby girl, Mrs. Leslie Jarecki and baby boy, Josephina Gonzales, Noyle Wood, Bertha DeLeon and Carmen Kirven and baby boy.

### PATIENTS IN HOSPITAL--

Grace Allison, Bertie Doak, Herminia Pesqueda, Micaela Rodriguez, Judy Cummings and Lynne Mahaney.

## Town Talk

By June Floyd

Mr. and Mrs. Ray Landrum, Joyce Braidfoot of Clovis and Jinni Konis of Amarillo have returned from Clifton, Arizona where they attended the funeral of Vernon Scarbrough, who passed away July 1.

Mr. Scarbrough had lived in Arizona some 38 years and was retired from the Phelps-Dodge Corp. He formerly lived in Ft. Sumner and Ranchvale, New Mexico.

His wife, the former Ella Marie Landrum, is the sister of Ray Landrum and Joyce Braidfoot. Other survivors are two sons, Gary and wife, Lynda of Tucson, and Craig with the Navy stationed in Florida.

QUALITY YOU KNOW...

# AT prices you'll like!

PRICES GOOD WEEK OF JULY 10 THRU JULY 16

 <p><b>POLAROID 108</b> <b>FILM</b> \$5<sup>65</sup> *6.00 Value</p>	 <p><b>POLAROID SX-70</b> <b>FILM</b> \$6<sup>45</sup> *7.00 Value</p>
---	---

**SHORT & SASSY SHAMPOO** Protein Enriched \$1<sup>50</sup>  
\*1.96 Value 7 Oz.

SEA & SKI, SUDDEN TAN or COPPERTONE  
**TANNING LOTION**  
Value to \$4.99 **25% OFF**



**NEW FROM MAX FACTOR: "MAXI" Products -----**  
In Smaller Sizes ...Excellent For Travel Moisturizers, Skin Products, Eye Makeup, Etc.

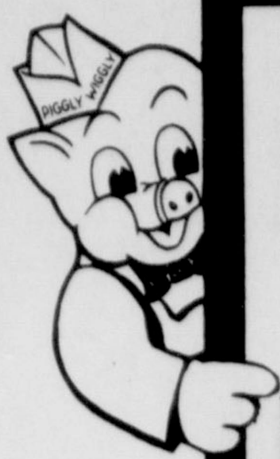
 <p><b>THE SCHICK HOT LATHER MACHINE</b> \$19.99 Value <b>\$15<sup>99</sup></b></p>	 <p><b>SUNDARE SUNSCREEN CREAMY LOTION</b> \$2.00 Value <b>\$1<sup>49</sup></b> With FREE Sunstick</p>
--	---

**NEW! HAIR DRYERS** Up To 1200 Watts

**NEW AT BI-WIZE: Sleep And Stimulant Center ...**  
Featuring safe and effective sleep aids or stimulants.

**BI-WIZE  DRUG**





# Pick Piggly Wiggly

## For Quality, Savings & Value

**SUGAR** SHURFINE  
5 LB. BAG



**89¢**

FRESH  
**BEEF LIVER** LB.

**49¢**

**FLOUR** GOLD MEDAL  
5 LB. BAG



**49¢**

ISLAND GOLD  
**PINEAPPLE**  
CRUSHED 300 CAN



**39¢**

**GROUND BEEF**  
100% PURE LB.



**69¢**

FROZEN 13 OZ. **JENO'S PIZZA**  
CHEESE, SAUSAGE, HAMBURGER, PEPPERONI



**79¢**

SHURFINE  
**TOWELS**  
JUMBO ROLL



**44¢**

USDA HEAVY CHOICE BEEF  
**T-BONE STEAK** LB. **\$1.89**

USDA HEAVY CHOICE BEEF  
**STANDING RIB ROAST** LB. **99¢**

EXTRA LEAN EXCELLENT FOR BAR-B-Q  
**BEEF SHORT RIBS** LB. **89¢**

USDA HEAVY CHOICE BEEF  
**CHUCK STEAK** LB. **88¢**

COUNTRY PRIDE  
**FRYER BREAST** LB. **88¢**

**LUNCHEON MEATS** SHURFINE 6 OZ. PKG. BOLOGNA PICKLE PEPPER SPICED LUNCHEON **2 FOR \$1.00**

FRESHWATER **CATFISH** LB. **\$1.09** 5 LB. **\$5.45**

**MORTON HONEY BUNS**



**39¢**

FOODKING  
**CRACKERS**  
SALTINES 1 LB. BOX



**39¢**

**ORANGE DRINK** SHURFINE 46 OZ. CAN **39¢**

**GOLDEN CORN** OUR DARLING 303 CAN W.K. **88¢**

**SPINACH** DEL MONTE 303 CAN **3 FOR 88¢**

**SAUERKRAUT** DEL MONTE 303 CAN **88¢**

**TOMATO SAUCE** MOUNTAIN PASS 6 BUFF CAN **\$1**

**ALUMINUM FOIL** REYNOLDS 12 x 25 **2 FOR 68¢**

**CR. OF POTATO SOUP** SHURFINE 7 FOR **\$1**

**APPLE JELLY** BAMA 18 OZ. **58¢**

**PEANUT BUTTER** BAMA SMOOTH 18 OZ. **88¢**

**MORTON POT PIES**

BEEF CHICKEN TURKEY



**25¢**

NO. 1 TEXAS  
**CABBAGE**  
LB. **10¢**

CALIFORNIA  
**CARROTS**  
2 1 LB. CELLO BAGS **33¢**

**COUPON** \$1.00  
This Coupon Worth \$1.00 With Purchase Of 1-20 Lb. Sack Ken L. Ration  
**TENDER CHUNKS**

**COUPON** 40¢  
This Coupon Worth 40c With Purchase Of 1-30 Ct. Kimbies Super Dry Daytime  
**DIAPERS** 40¢

**COUPON** \$1.45  
This Coupon Worth \$1.45 With Purchase Of 1 Bissel  
**ZOOM BROOM** \$1.45

**COUPON** 25¢  
This Coupon Worth 25c With Purchase 1 Pack Shell  
**NO-PEST STRIP** 25¢

**COUPON** 25¢  
This Coupon Worth 25c With Purchase 1-15 Oz. Can  
**STPOILTREATMENT** 25¢



**WHITES**  
Home and Auto

# realtag sale

Prices effective through July 16, 1977



**sale \$117**

22" self propelled power mower. Hefty quick starting 3½ H.P. Briggs & Stratton engine has power to spare even in tough grass and weeds. Positive front wheel drive. 87-300



**sale \$49**

Deluxe 23 channel CB features L.E.D. channel readout, delta tune, ANL switch, RF meter & squelch control. Flashing emergency channel 9 indicator. 16-1138



**sale 79.88**

Catalina 12" Black & White T.V. is the perfect size for a personal portable. Rugged solid state chassis for dependable service. Sturdy carrying handle and telescoping antenna. 122-8010



Green grow the dollars you've saved  
when you shop Whites!



**sale \$377**

25" 5 HP riding lawn mower has a rear mounted Briggs & Stratton engine. 25" mowing deck; rugged heavy duty gear case. Foot operated clutch and brake. Safety lock parking brake. 87-400

**sale \$566**

30" 8 HP tractor type riding mower. 87-515

**sale \$69**

Save \$8 Reg \$77  
18" side discharge power mower with a performance-proven 3 HP Briggs & Stratton engine. Easy rewind starting, manual cutting height adjustment. 87-257

Free delivery within Whites trade area.  
Charge it! Whites EZE credit,  
Mastercharge, Bankamericard.

**WHITES**  
Home and Auto



**sale 32.88**

Bar-B-Q grill. 19" x 12" chrome plated cooking grill. Cast aluminum. Sta-cool bakelite handle. 83-272

**sale 8.88**

Covey swinger ice chest. Built of sturdy hi impact plastic. Assorted colors. 85-881

**sale 4.44**

Lawn chair folds for storage. Aluminum frame, nylon webbing. 83-5

**sale 99¢**

Straw pot covers will fit 5" diameter pots. Assorted colors. 70-4005

**sale 99¢**

Plant hanger. Sisal, jute or bead macrame hanger in assorted colors. Pots & plants not included. 70-4004, 4006, 4010

**sale 3.33**

Oscillating sprinkler. Soaks up to 2000 sq. ft. of lawn from one setting. 84-257

**sale 67¢**

Hose hanger keeps the hose neatly rolled and out of the way. 85-380

**sale 4.27**

50 ft. 5/8" garden hose made from tough & flexible 2 ply vinyl. All brass couplings. 85-399

**sale 2.99**

Terra cotta planter 5 1/2" high x 5" dia. Drainage hole. 70-4025





**sale 69.77**

7' x 7' cabin tent. Water proofed canvas roof, nylon walls and synthetic floor. Unobstructed screened front entrance. 3 way zippered door. Includes all stakes and ropes. Folds compactly. 64-6085

**sale 1.77**  
Tent stakes. 64-6070  
(set of 5)

Free delivery within Whites trade area.  
Charge it! Whites EZE credit,  
Mastercharge, Bankamericard.



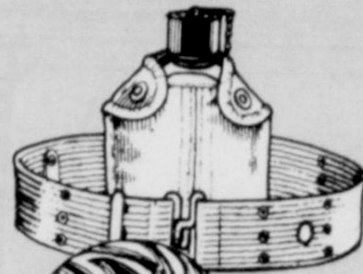
**GYM-DANDY.**

**sale \$88** (in the carton)  
Gym Dandy big slide gym set has 2" tubular steel legs and 10 ft slide. Frame sets up fast. Includes lawn glider, sky scooter & 2 swings. 67-321

**sale 29.77**  
Save 5.11 Reg 34.88  
Treasure finder detects the presence of metal object (ferroics) under the ground. Lightweight balanced construction. Sensitive tuner control. Operates on 9 volt batteries (not included). 64-6060

**sale \$88** (in the carton)  
Motocross bike for authentic motocross off-road racing. Front springs to absorb shock and for better control. 67-216

# Whites has it!



**sale 3.77**  
Save 56¢ Reg 4.33  
Canteen & Belt kit includes 1 qt. heavy aluminum canteen with chained cap. Felt lined cover and adjustable belt. 64-6045



**sale 66¢**  
9 1/2" Playball just for fun. 66-30

**sale 77¢**  
Whamo Frisbee - the original flying saucer. 66-1



**sale 1.66**  
Coleman fuel, clean burning for lanterns and stoves. 1 gal. 64-5925

**sale 33¢**  
Coleman mantles replacements for Coleman lanterns. Pkg. of two. 64-5872



**sale 8.77**  
"Big Fishin'" kit has a closed face spin casting reel with star drag, a 2 pc. fiberglass rod, and a large tackle box filled with 6 assorted hooks, 5 lures and 18 sinkers. 60-1003

**sale 44¢**  
Bike luggage strap. Strong and stretchy elastic with vinyl covered hooks. 22" long. 12-452

**sale 66¢**  
Swim mask fits snugly. Shatter resistant lens. 66-150



**sale 5.77**  
12 pc. aluminum cook set contains 9" fry pan, coffee pot, 4 plastic plates and cups and 6 quart kettle. The set all fits into the big 6 qt. kettle. 64-6040



# Whites has it!



**sale 588.88**

Sylvania 25" color console has beautiful mediterranean styling in a cabinet of pecan grain finish on hardwood plus the fantastic "Gt-matic" (self adjusting) color picture. 100% solid state chassis for dependable service. 122-7866

**SYLVANIA**



**SYLVANIA**

**sale 134.88**

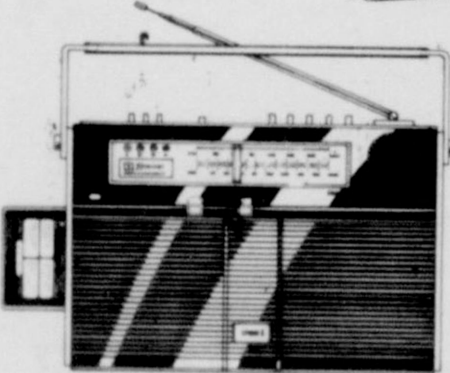
Sylvania 19" black & white portable TV. Memory VHF, fine tuning. 100% solid state chassis. Fold away carrying handle. Telescoping antenna. 122-7519

**sale \$199**

Save 40.88 Reg 239.88

Catalina AM/FM stereo receiver includes 8 track tape player/recorder, pause and fast forward. Full size record changer with diamond stylus. Jacks for headphones, stereo microphones, auxiliary input & speakers. Includes two mikes, smoke dust cover, 45 RPM adapter and matched wide range speakers. 123-6376

**CATALINA**



**sale \$77**

Emerson 8 track tape player with built-in AM/FM stereo radio. Batteries or house current. FM stereo indicator light, telescoping antenna. Program selector, external speaker jack. 123-6331

**sale 14.88**

AM/FM portable radio operates on batteries or A.C. Telescoping antenna and carrying handle. Includes earphone. 120-7221

**sale 27.88**

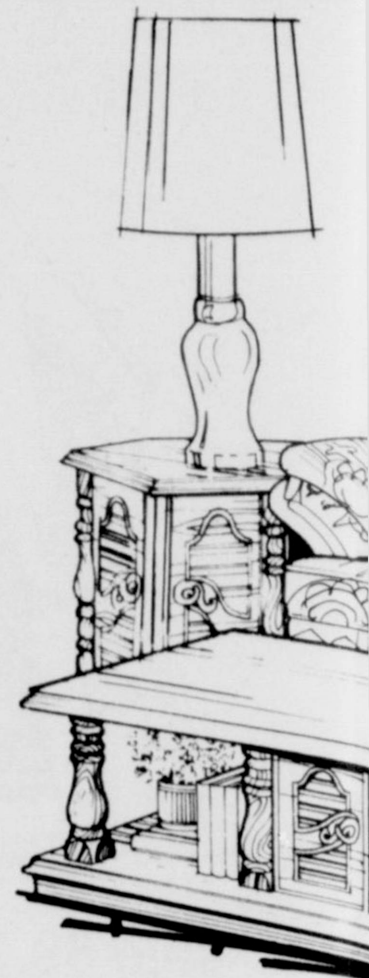
Portable 8 track tape player, 100% solid state. Plays on batteries or house current. 123-6325

**sale \$33**

AM/FM digital LED clock radio. All electronic, wake to music or alarm! Wood grain cabinet. 120-7107

**sale 22.77**

Cassette recorder/player has 100% solid state circuitry, built-in condenser microphone. Includes batteries & earphone. 123-6300



Furniture not stocked in all stores but is readily available from a



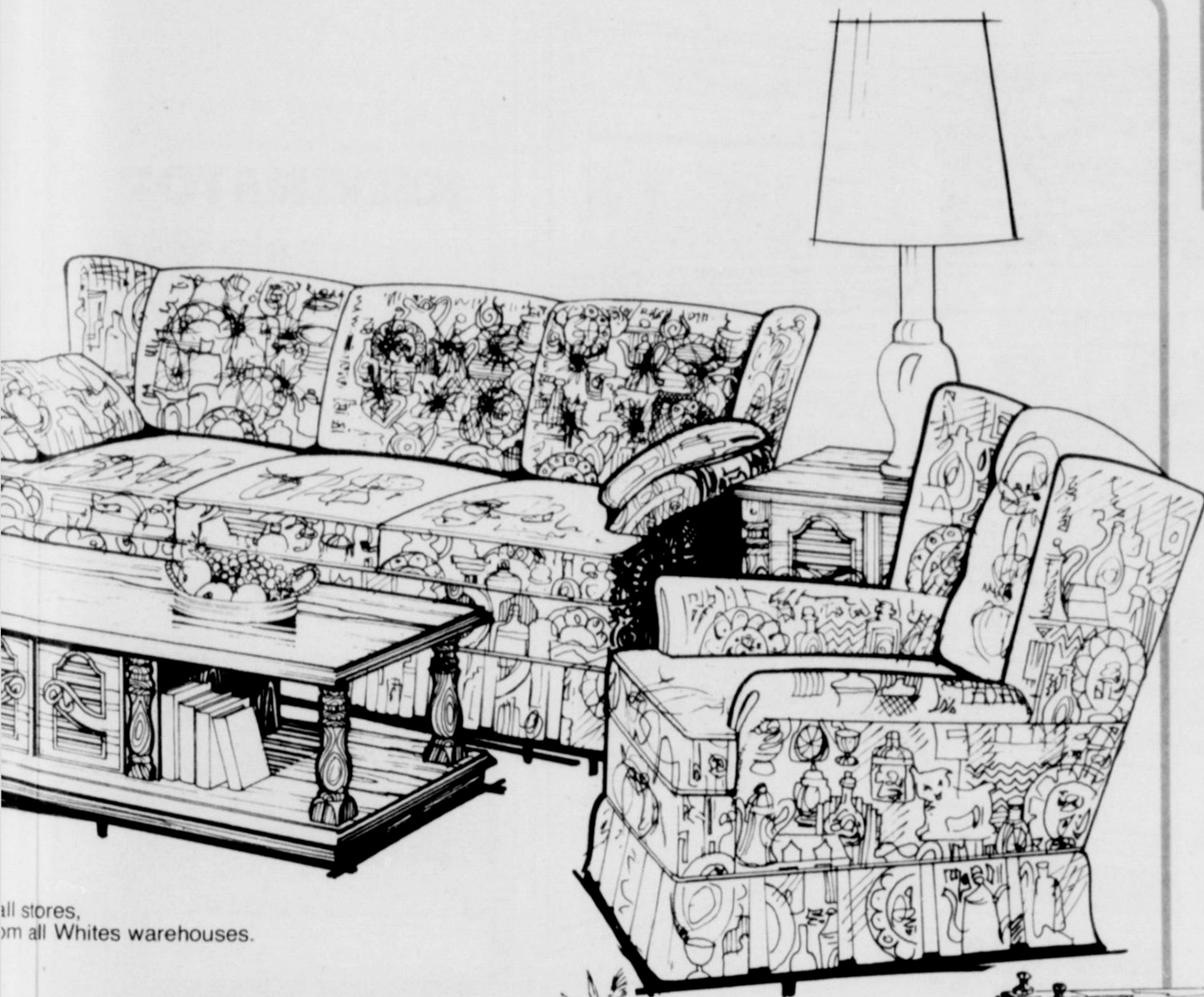
**sale \$148**

7 pc dinette. Big 42" x 42" x 60" table. Heat and stain proof plastic top in solid color. Bright chrome finish. Chairs covered in vinyl. 226-6097



# WHITES

## Home and Auto



**sale \$244**

Early American sofa is covered in 100% nylon print cover. Cushioned pillow arms and attached pillow backs with deep foam for comfort. Reversible seat cushions. Rugged frame construction. 732-3510

**sale \$114**

Matching swivel rocker. 732-3520

**sale 59.99** Your choice

Early American accent tables. Maple finish and antiqued brass hardware. Choose from square commode, hexagonal commode or cocktail table. 236-5603, 05, 07

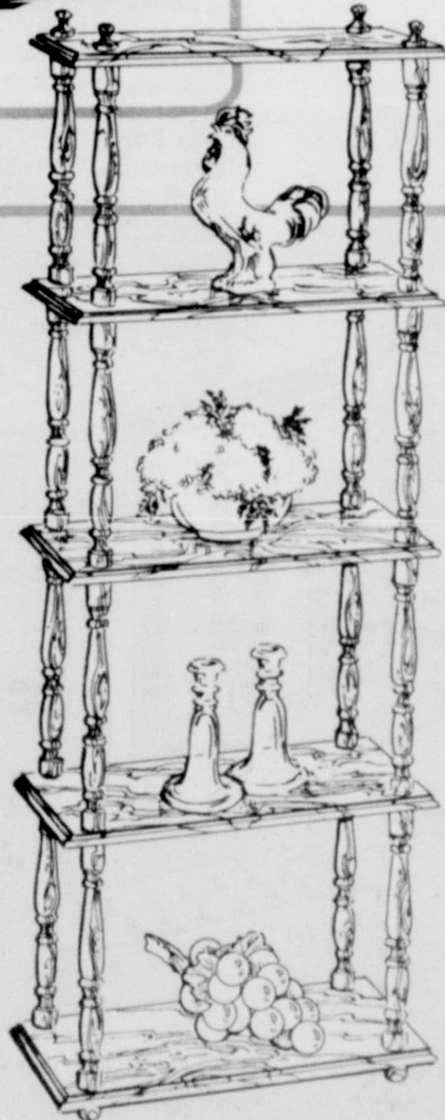
Free delivery within Whites trade area. Charge it!

Whites EZE credit, Mastercharge, Bankamericard.

all stores,  
from all Whites warehouses.



30" oval table with 18" leaf.  
in simulated pecan finish.  
covered in maple valdez vinyl



**sale 44.99**

(in the carton)  
6 shelf etagere of solid ponderosa pine. Traditional styling. Complete unit 12" x 30" x 68 1/2". 236-9005



**sale 34.99**

Corner etagere with traditional styling in solid ponderosa pine. 5 shelves, 54" high. 236-9000

# Whites has it!



**sale \$199**

Catalina 7 cu. ft. chest freezer. True zero degree freezing. Adjustable cold control dial on the outside. Lift out basket, super insulated thin wall constructed. Gleaming white finish. 130-5450

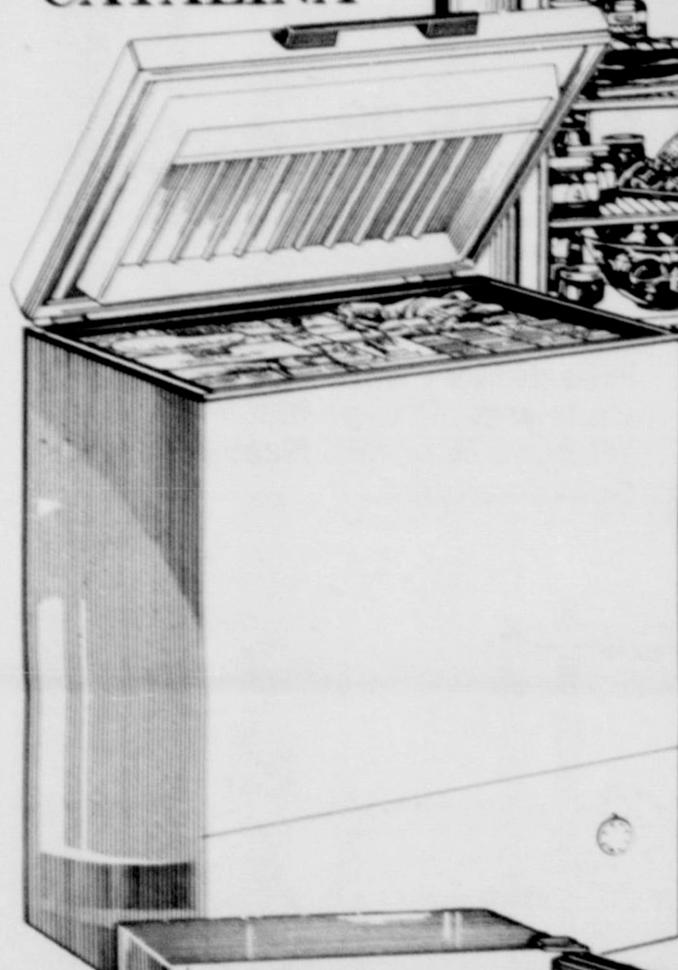
**CATALINA**



**KELVINATOR**

**sale \$397**

Kelvinator 17 cu. ft. refrigerator freezer is totally frost free throughout. Trimwall foam insulation construction saves both energy and space. (Ice maker kit available at extra cost). Deep door shelves, twin king size slide out crispers, and handy dairy keeper. Available in white or harvest gold. 130-140, 142



**sale \$488**

Save 61.95 Reg 549.95

Deluxe Magic Chef microwave oven with simple touch operation. Features cool cooking so food doesn't bake on. Complete with exclusive cookbook containing over 600 recipes. 125-7500

**sale \$48**

Microwave Oven cabinet has a rich looking parquet finish and concealed storage compartment. Swivel rollers. 125-6112

**sale \$297**

Economical Magic Chef microwave oven. 125-7200

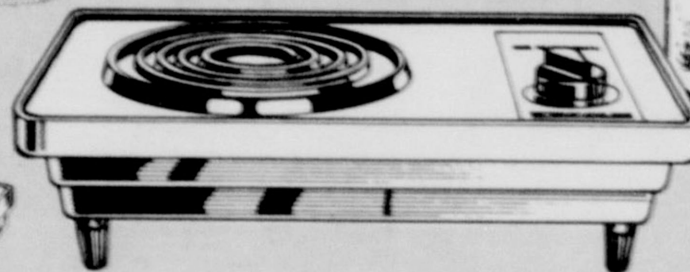
**sale \$27**

Microwave stand. 125-6110

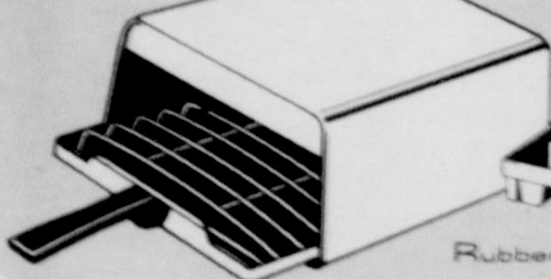
**Magic Chef**



Dazey



Removeable liner



Rubbermaid

**sale \$99**

2 cu. ft. refrigerator. Freezer compartment with ice tray. It's compact, needs only 21" x 21" x 18" of space. 130-6200

**sale 7.77**

Save 1.20 Reg 8.97 Toaster broiler grills, broils and warms. Big slide out tray toasts 4 slices at once. Detachable cord. Sta-cool handle. 69-149

**sale 77¢**

Save 22¢ Reg 99¢ Rubbermaid ice trays. Twist and out pop the cubes. Fast freezing. Pkg. of two. 72-557

**sale 9.88**

Save \$2 Reg 11.88 Dazey Seal A Meal with the exclusive heat seal action that seals foods in boilable bags. U.L. approved. Harvest gold. 69-412

**sale 15.97**

Save 2.91 Reg 18.88 Hot plate with single burner has an infinite heat control. Adjustable leveling leg. Contemporary styling. Avocado. 69-359

**sale 16.88**

3 1/2 quart Crockery Chef slow-cooker. Prepare meals ahead of time and let them cook all day long. Harvest background. Removeable crock liner for easy cleanup. 69-297



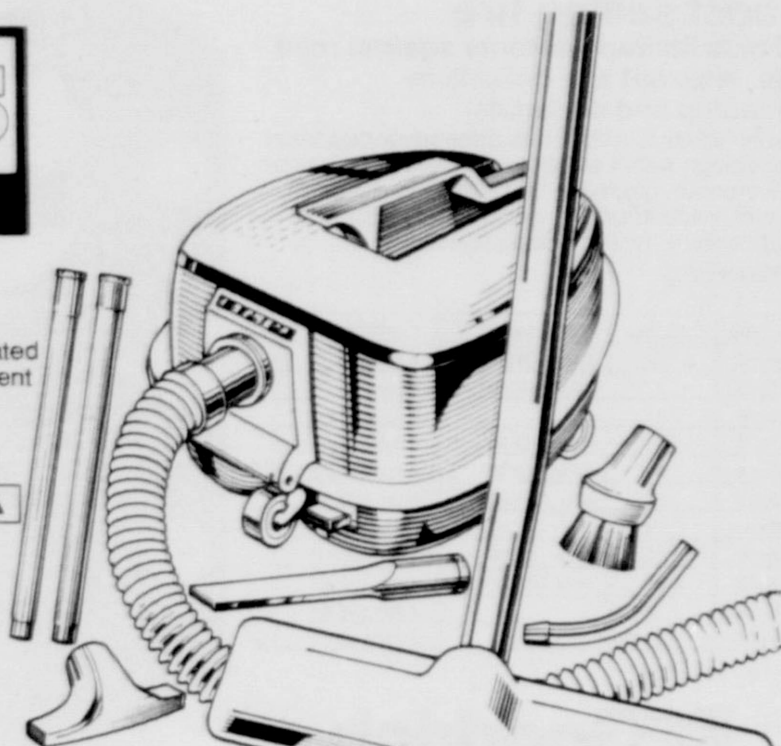
# WHITES

## Home and Auto

**sale \$39**

Eureka canister vacuum has a lifetime lubricated 1-1/8 horsepower motor and deluxe attachment set. Big disposable bag, toe touch switch and extra long 19 1/2 ft power cord. 140-209

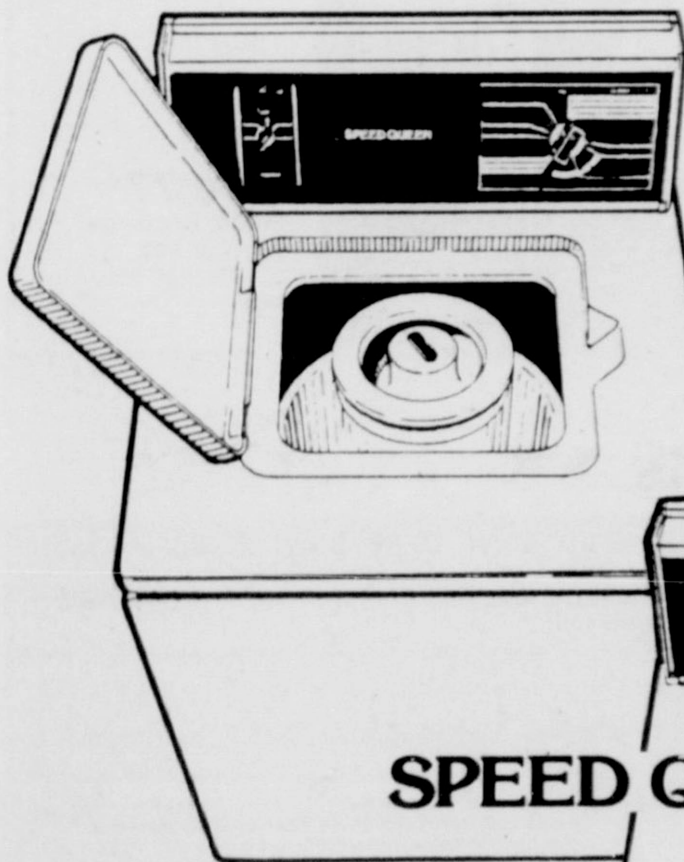
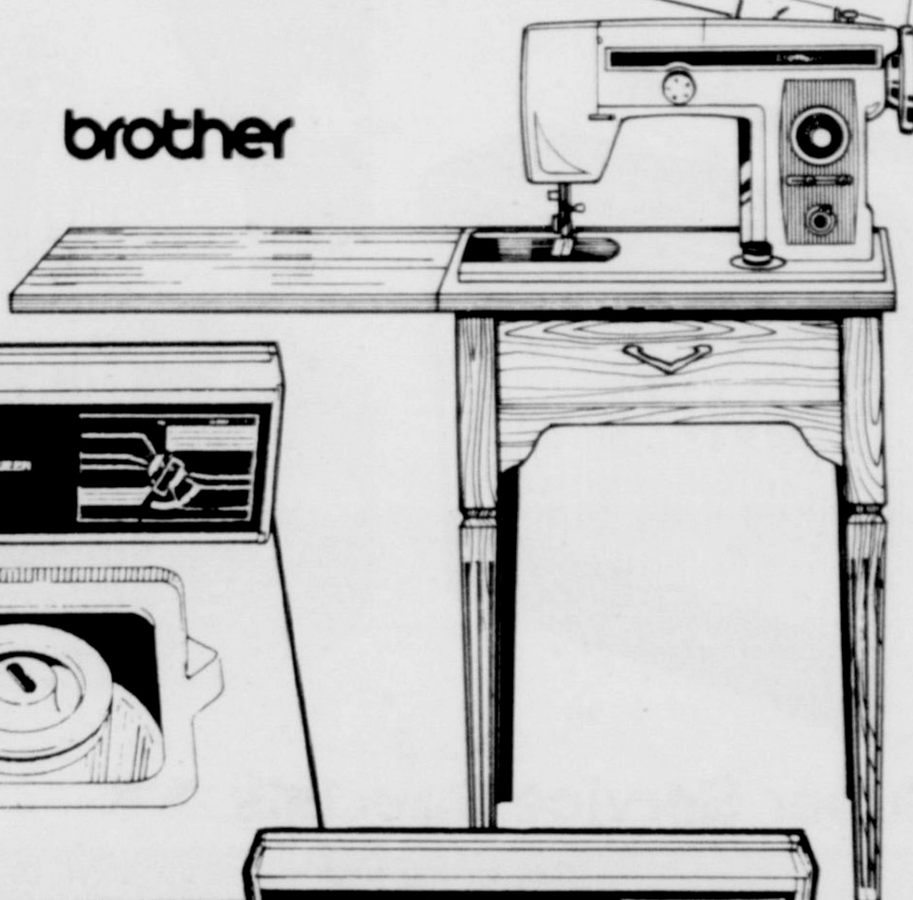
**EUREKA**



**sale \$166**

Brother zig zag sewing machine and cabinet. Built-in elastic stretch stitch and blind hem plus a built-in easy to operate button holer. Includes contemporary style sewing cabinet with walnut finish and knee control. 135-1100. 2100

**brother**



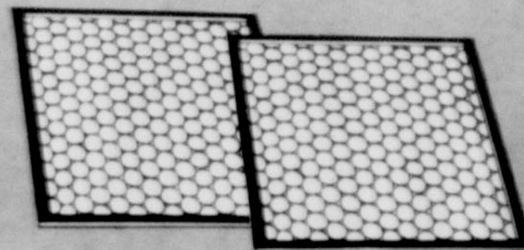
**SPEED QUEEN**

**sale \$269**

Speed Queen automatic washer. Multi wash selector for all fabric care. Includes special permanent press wash. Wash water level selector. Gleaming white finish. 145-7720

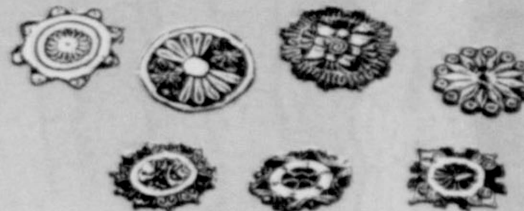
**sale \$199**

Speed Queen electric all fabric dryer has 4 cycles. 5 temperature settings for efficient thorough drying. Big lint trap and more. 145-7810



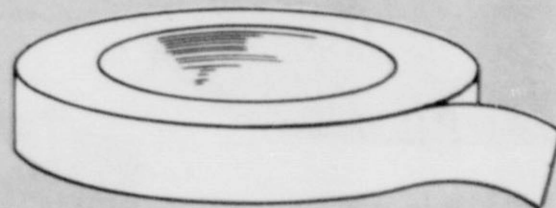
**sale 2/\$1**

Air conditioner filters. Change yours today for cleaner, fresher air and more efficient operation. 13-840-850



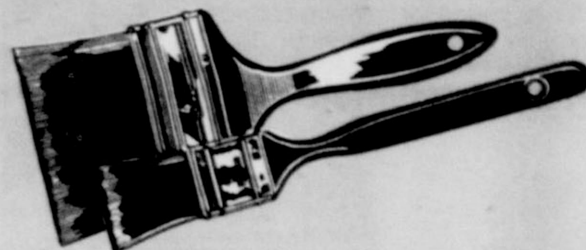
**sale 47¢**

Straw trivets. Always handy. Different styles to choose from. 70-1209



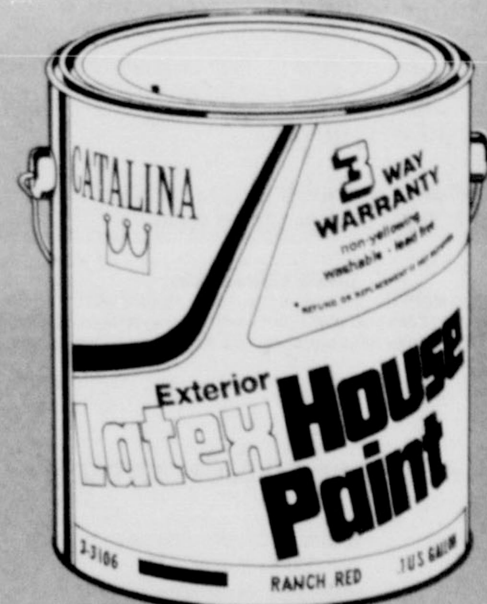
**sale 2 for 88¢**

Save 26¢ Reg 1.14  
Masking tape in economy bulk rolls 3/4" x 180' ea. 6-708



**sale 1.33**

Two brush set contains one 4" brush and one 1 1/2" brush with golden nylon bristles. 6-170



**CATALINA**

**sale 5.44 gal**

Catalina 3 way exterior latex goes on fast and smooth. Dries in 30 minutes and cleans up with soap & water. 3-3100-3106





**Our best selling tire**  
**30,000 mile limited warranty against road hazards, wearout and defects in workmanship and materials**

Super 4 ply Safety Custom tires offer advanced tread and body design with 4 super tough plies of polyester cord for a smooth, quiet ride and exceptional stability even on wet roads. Unique tread restricts distortion for solid road contact. Invest in dependability. 155-700-739

**Free mounting**

Tire Sale	F. E. Tax	BW Sale	WW Sale
A78x13	\$1.72	4 for \$79.00*	4 for \$92.00*
C78x13	1.97	4 for 96.00*	4 for 103.00*
C78x14	2.01	—	4 for 108.00*
E78x14	2.23	4 for 108.00*	4 for 120.00*
F78x14	2.37	4 for 112.00*	4 for 124.00*
G78x14	2.53	4 for 116.00*	4 for 128.00*
H78x14	2.73	—	4 for 132.00*
A78x15	1.90	4 for 92.00*	4 for 100.00*
G78x15	2.59	4 for 120.00*	4 for 132.00*
H78x15	2.79	—	4 for 136.00*
L78x15	3.09	—	4 for 148.00*

\* Plus F.E. Tax per tire.

**TRIPLE WRITTEN LIMITED WARRANTY**  
 1. FREE 30 DAY REPLACEMENT LIMITED WARRANTY of one full due to road hazards or faulty workmanship and materials.  
 2. MILEAGE SERVICE LIMITED WARRANTY against all types of road hazards. Adjustments are based on mileage used and based on White's regular outright price at the time of purchase plus Federal Excise Tax.  
 3. LIFETIME LIMITED WARRANTY against defects in workmanship and materials as listed on tread wear.

**BF Goodrich**

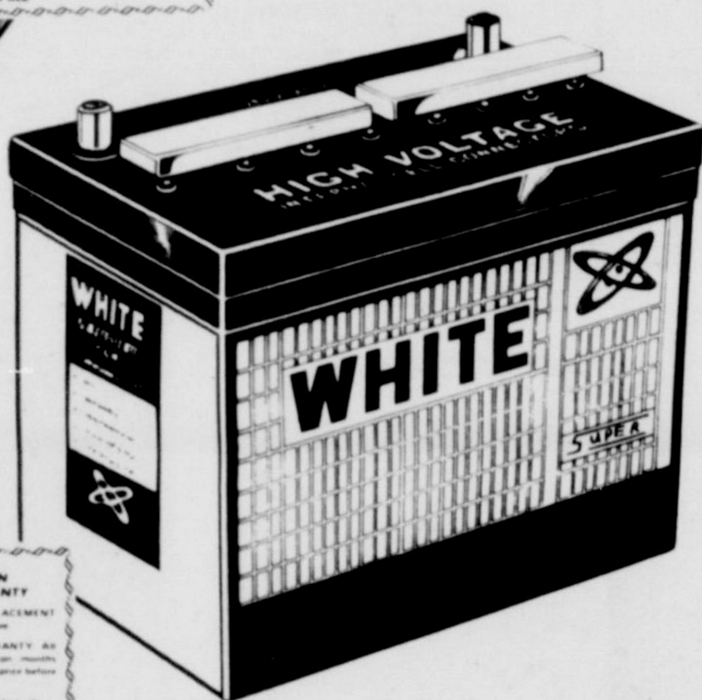
B.F. Goodrich tires also available.

save \$5.01  
**sale 24.87** (exch)  
 Reg 29.88

**36 month battery** for years of dependable service & fast starts. Heavy plates for reserve capacity for your car's accessories. 12 volt.

152-179, 182, 130

**Free installation**



**TRIPLE WRITTEN LIMITED WARRANTY**  
 1. FREE LIMITED REPLACEMENT within 90 days of defective.  
 2. TIME LIMITED WARRANTY as adjustments are based on months used based on outright price before trade-in.  
 3. Warranty honored by ALL White Stores.



**sale 1.17**  
**WD-40** penetrates to loosen bolts and nuts. Stops squeaks. Lubricates moving parts. 11 OZ. 5-312

**sale 77¢**  
**Fix a flat**, seals punctures and inflates tire to 25 lbs. 5-160

**sale 2.33**  
**Star Brite car polish** removes surface rust and restores car lustre. 5-120

**sale 77¢**  
**Freon**. Recharge your car's air conditioner. 15 oz. 5-10

**Super Service Specials**

**Rotate and balance**  
**7.88**

We remove all four wheels and precision bubble balance them and rotate for even tread wear (longer tire life) and a smooth vibration free ride. Mag wheels extra.

**Front end alignment**  
**13.88**

We rotate all four wheels, adjust camber, caster, and toe. The result is better steering control and even tire wear.

**Gas saving engine tune up 6 cyl. 19.88 8 cyl. 22.88** (most cars)

We install Zenith points, condenser & rotor your choice of popular plugs in stock; set timing and dwell; adjust carburetor. Cars with air conditioners \$2 extra. Resistor plugs slightly higher.

**Auto Lube**

**1.88** (cars with zerks)

Our mechanics lube your car, check all fluid levels, check air filter and inspect hoses and belts.

**Dealer Opportunity**

Want some straight facts about a great opportunity with Whites? We can help you own your own thriving Whites dealership! Call or visit the dealer who sent you this tabloid for more details.

**WHITES ADVERTISING POLICY**

Our every intention is to have all advertised items in stock and on our shelves. If, for any unforeseen reason, an advertised item is not available, Whites will cheerfully issue a RAIN CHECK on request for the merchandise at the sale price when it becomes available, or Whites will offer a comparable item at a similar reduction in price.

Authorized Dealer Stores are independently owned and operated; therefore, prices and terms may vary. Also, due to limited floor space, all dealer operated stores may not carry all items featured in this tabloid.

**HOME OWNED & OPERATED BY**

Frank & Marlin Poynor  
 420 S. Avenue C  
 Portales, New Mexico  
 Limits do not apply in N.M.

**POYNOR'S WHITE STORES**

located in  
 Portales, N.M., Clovis, N.M.,  
 Muleshoe, TX., Littlefield, TX.,  
 Herford, TX., Friona, TX.

**SUPPLEMENT TO:**

THE MULESHOE JOURNAL  
 THE FRIONA STAR  
 THE PORTALES NEWS TRIBUNE