



MAINTENANCE ITEM

Tower Renovation Bid Goes To Dallas Firm

A check with the county Tax Assessor-Collector's office on Monday of this week revealed that only about 1,000 persons have paid their poll taxes for voting in 1964.

We need not remind voters that 1964 is a presidential election year. In Texas we'll also be electing a new United States senator. On the state level, top state officials will also be elected.

Several county offices will also be contested this year, and in Friona, city councilmen also are to be elected, so it won't be purely a state and national affair.

Those who wish to save a trip to Farwell may, as usual, pay their poll tax to Dan Ethridge, Friona deputy, at his office.

We've voted to keep the poll tax, so let's don't fail to register good voting strength on its account. January 31 is the deadline for paying.

Kenneth Watkins, the Star's guest at the Cotton Bowl game New Year's Day, said he enjoyed the annual football classic. He, like many other fans, had expected the score to be closer, but since it was the host Texas Longhorns who made a runaway of the game, that was all right with him.

The Watkins weren't the only ones from the Friona area at the game. Kenneth said they were seated just in front of Neal Pounds, our next-door neighbor, and that in front of them was Paul Jones of Bovina, who won the Bovina Blade's football contest.

We had our first good look at Texas Tech's John (Dub) Malaise Saturday night at Lubbock as the Raiders downed Arkansas in their Southwest Conference basketball opener.

Malaise is the kind of player who comes along just once in a while. He's a wizard with a basketball. He all but does tricks with the round ball as he moves it around. We're not sure how his teammates know what he is going to do next, but it seems to always come out all right.

With a talented sophomore like this, along with the other young players coming up, Tech seems ready to regain its stature in SWC basketball. As a matter of fact, the Raiders should be in the running for the title this year, if they get the right breaks.

We were among the 10,050 fans who crowded into Lubbock Municipal Coliseum for the first conference game of the season. Sitting near several Tech students at the game, we couldn't help but overhear some of their remarks.

Said a typical Tech co-ed to her date: "What they need to do is build on this coliseum."

We heartily agree that even the 19,000-seat structure gets too small during basketball season, but we would leave it up to the experts (or maybe she has an idea) of how you would add to the igloo-shaped coliseum.

Of course, we'd better not go on record as saying it couldn't be done, because that is the attitude many had about the enlargement of Tech's football stadium a few years back. That was accomplished by moving the steel and concrete east stands, which weighed a total of more than 10 million pounds, 226 feet eastward, and excavating the area between the stands, where more seats were built.

We were in Lubbock at that time, and saw all of that going on, and still had trouble believing it.

Here's an item that someone handed us. It points up one of our common problems, and thought we would share it:

"The typographical error is a slippery thing and sly; You can hunt until you're dizzy, but somehow it gets by. Till the forms are off the press, it's strange how still it keeps. It shrinks into a corner and never stirs or peeps. The typographical error is too small for human eyes, Till the ink is on the paper, when it grows to mountain size.

The boss, he stares with horror, then tears his hair and groans; The sad sack who okayed the proofs just drops his head (Continued on Page 2)

Contract for the renovation of the east water tower and ground storage tank was awarded to Water Tank Service Company of Dallas at the regular meeting of the Friona City Council Monday night. The bid was \$8,524.

This is a maintenance item which is done as a health pre-

caution every few years. The council discussed the need to be firm in the city's policy on locating mobile homes within the city limits.

A payment of \$139.50 was authorized to Fedway Stores of Amarillo for a 21-inch "Toro Power" mower for the City Park and Water departments. It was stated that officials

of the Golden Spread Labor Association are desirous of proceeding with the building of a cinderblock-type facility within the city limits. It was generally agreed that should such a permit be sought, the city could not legally refuse to issue a permit.

A petition was accepted ask-

ing for three street lights between 11th Street and 12th Street on Columbia Avenue. The city manager was authorized to proceed with the solicitation of bids for a posting-billing machine for the city office.

The employment of Jack C. Buster as night dispatcher and fire guard was noted.

In his annual summary of activities to the council City Manager Arley L. (Jake) Outland reported that ten changes of ownership in city property were reported by the County Clerk's office for December.

Notice was received on December 13 from the Republic National Bank of Dallas that a \$1,000 bond had been purchased from interest accrued from the city's waterworks - sewer system reserve fund.

In the Water Department for December, only one new service was added during the month, bringing the total active services to 926 as of the last of the year. Installation of 920 feet of two and one-half inch water mains were completed in the Drake Addition December 6. The auxiliary diesel power engine at the west plant was serviced and exercised by running on December 17.

Six service stoppages and four main line stoppages were cleared during the month, according to the report from the Sewer Department. One new service was installed, bringing the total to 849 as of December 31.

A rather busy month was reported by the Fire Department. Eleven alarms were sounded, but only two of them were fires within the city limits for an estimated loss of \$500.

Outside the city limits, principal losses were at the M. C. Han farm (\$2500), Fleming and Son Gin (\$8,000), the Fox farm west of Clay's Corner (\$6,000), for a total of \$17,800.

A donation of \$50 from Bertam Jack in token of his appreciation of the department's run to a fire on his farm December 7 was received.

The Police Department reported ten traffic accidents during the month, most due to icy street conditions. No injuries nor hospitalizations resulted.

A total of 15 arrests were made during the month, 10 for traffic violations, two for drunkenness, two traffic warrants and one for vagrancy and investigation.

The Street Department's pickup-truck was completely overhauled December 3-4. The city dump was serviced December 17, by pushing in refuse and grading in fill dirt with the maintainer.

Cold and sub-freezing temperatures caused several soft spots to occur along intersections at 11th Street. Patching repairs were made as weather permitted.

In the Sanitation Department, trash pickups were made regularly, however with the Christmas Holidays and the accumulation of much gift wrapping and cardboard, the hauls were extra heavy during the last of the month.

Jack Young Announces For D. A.

Jack Young of Muleshoe has announced that he will be a candidate for the office of district attorney in the Democratic Primary this year.

Young was elected to office in 1960 and has served since then. His opponent then was Bill Sheehan of Friona. Parmer is one of three counties in the 154th Judicial District, the other two being Bailey and Lamb.

Young went to school at Muleshoe, received a BA degree from Texas Tech, and his law degree from the University of Texas.

HOST MULESHOE FRIDAY

District Play Begins For Chieftains, Squaws

It's business with a capital "B" for the Friona High School basketball teams tomorrow night. Both teams will kick off their 1964 district races, by hosting two tough teams from Muleshoe. Action begins at 5:30 with a B-team game.

The Squaws, although they have won all 15 games they have played so far, will be out to start all over tonight, because this is where they start counting in championship play. "Duggins' Dolls" will open the defense of the district champion-

ship won last year.

Likewise, the Chieftains, who have won just three games of the 14 they have played, will have a clean slate as they square off against the Mules.

The two girls teams met only last Saturday in the finals of the Farwell tournament Friona winning by six points, 44-38. The Mules, meanwhile were winning the boys' division of the tournament, stopping the host Steers in the finals.

The Squaws are off to their best start since Coach Baker Duggins' 1958-59 team, which compiled a 28-1 record, losing only to eventual state champion Abernathy in their bi-district game.

Asked whether the Squaws had the stuff to continue their streak through district play, Duggins says: "Yes, this team has the talent to go all the way, it will be entirely up to the team members, as to whether or not each one wants to do his part, and pay the price necessary to win. Duggins says that at first glance it's hard to feature any of the district teams going through the entire schedule without being beaten, but adds, "If anyone can, our girls can do it."

The Friona Coach, in his ninth year at Friona, will be shooting for his sixth district championship. Titles have been won in 1957, 1958, 1959, 1960 and 1963. "We're behind the eight ball from now on," Duggins said. "Every team we play is out to knock us off -- to snap our streak. The girls have a big job in that they have to reach a mental peak for every game," he explained.

If the team's play during the past week is any indication, they shouldn't have any trouble getting "up" for their district games.

The Chieftains, meanwhile, have had a shift in their offensive attack in recent games, and are just beginning to work the fast break to their benefit. Coach C. W. Dukes was pleased with the team's play at Tulla Tuesday, despite the fact that they lost, 59-52.

A win over Muleshoe in the district opener would be considered an upset. "They're going to expect an easy win," Coach Dukes said.

The biggest job for Friona will be in trying to contain the Mules' big 6-7 post man, Robert Seagroves. Chieftain rebounding will be weakened somewhat since Dale Milner is out of the lineup this week. "We'll be after them," Dukes promises.

Funeral services for Bomar Moore, 67, of McAllen were conducted there December 23 following his death the day before. Survivors, besides his wife, are a son, Bill W. Moore, Harlingen, a daughter, Mrs. M. J. Stacy, Friona.

Also five grandchildren, Bomar Stacy, Lubbock, Mary Ann Stacy, Friona, Diane, Mike and David Moore, Harlingen, and one great-grandchild, Kelly Stacy, Lubbock.

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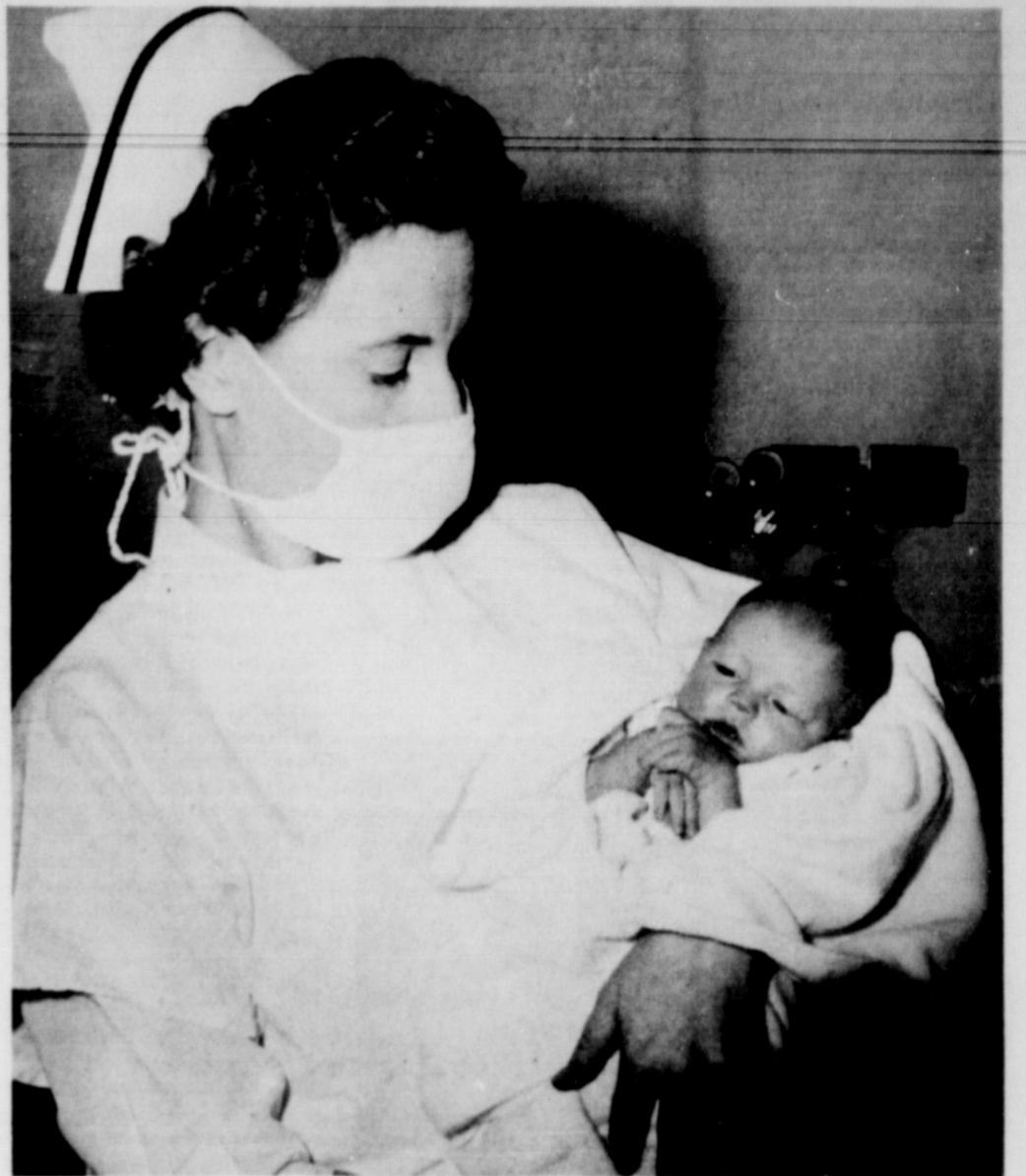
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MISS 1964 . . . First baby born in Friona and Parmer County in 1964 was Sunny Irene Horton, daughter of Mr. and Mrs. Hollis Horton of Friona. Miss Horton weighed in at seven pounds, five ounces, and was born at 5:02 a.m. January 2 at Parmer County Community Hospital.

March Of Dimes Lays Plans For 1964 Drive

Parmer County's 1964 March of Dimes campaign is slated to kick off within the next few days. Conducted during the month of January each year, the drive

WAYNE WASH

Friona Country Club Names New Golf Pro

Wayne Wash, 28, has been employed as golf pro at Friona Country Club, and assumed duties January 2.

Wash, who was a football player at the University of Tex-

as, comes to Friona from Muleshoe where he spent a year as manager of an automobile parts store.

A native of Stamford, Wash has worked at several golf courses, but this is his first job as a pro. He served as an assistant to his cousin, Warren Cantrell, when he was at Hillcrest Country Club in Lubbock.



WAYNE WASH

Library Hours Are Announced

Library hours are to be resumed Saturday at the Friona Women's Clubhouse, from 9 to 11 a.m. This schedule will continue each Saturday.

Six new books have been donated to the library, which is sponsored by Friona's Modern Study Club. The books are: "John H. Glenn, Astronaut," by Lt. Col. Philip N. Piers; "Young Readers' Bible Stories," by Ruth Gray; "Children of the World," by Dreeany; "Mrs. Minerva" by Jan Struthers; and "Rin Tin Tin" by Kearns.

The Club encourages both children and adults to come by and check out reading material.

will begin when supplies arrive from the National Foundation, Jack Patterson, county chairman of the drive, announces. He expects the supplies to arrive within a week. This will be the second year for Patterson to serve as county chairman.

Plans for the drive were made and community chairmen announced at a dinner meeting Thursday night of last week in Farwell.

The March of Dimes, who was responsible for research which lead to polio vaccine, has now widened its scope to include birth defects and rheumatoid arthritis, also providing care and research in these areas.

Community chairmen in the county include Mrs. Julia Symcox, Oklahoma Lane; Bobby Joe Crume, Farwell; Carl Rea, Bovina; Mr. and Mrs. Leland Gustin, Rhea; and Mr. and Mrs. Bill Ellis, Friona. A chairman is slated to be named soon at Lazbuddie, Patterson says, and there will possibly be a leader at Hub.

Joe Jones is president of the county chapter of the national foundation. Other chapter officers include Hugh Moseley, secretary; Herb Potts, treasurer; and Dolph Moten, publicity chairman.

Scheduling of fund-raising events in various communities will be done by community chairmen, Patterson says.

After last year's drive, the county chapter contributed several hundred dollars to the National Foundation to be used for research and retained a balance here to be used to take care of patients from this county.

A total of 15 attended the kickoff meeting in Farwell last week.

Deadline Today For Farm Sale Bill Listings

All items to be included on the Hub Community Sale bill must be turned in by 6 p.m. today, reminds T. I. Burleson, president of the Hub Community Association. Those with sale items can phone them to Fleming and Son Gin at Hub.

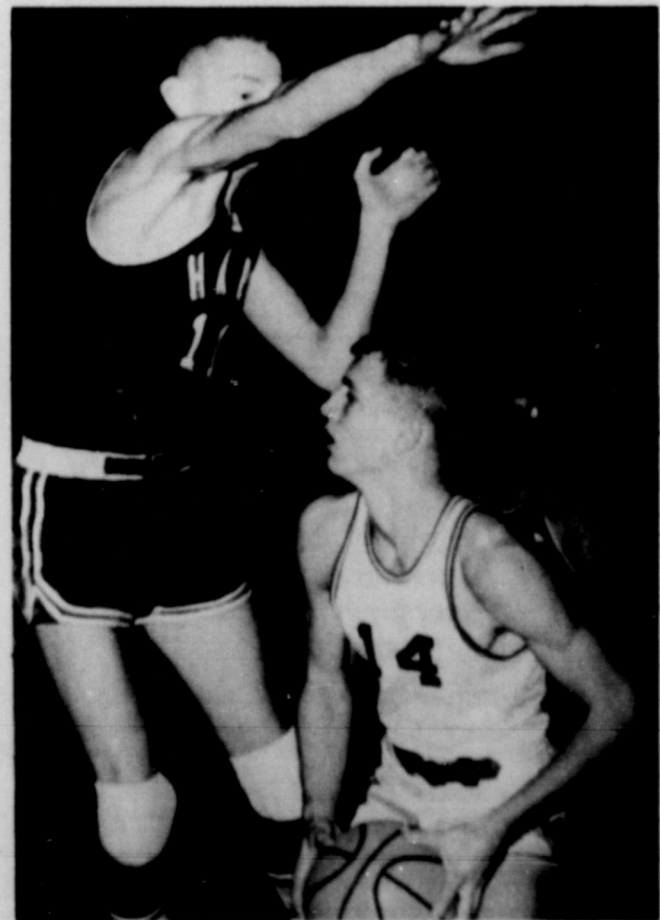
Burleson states that pens will be furnished for anyone wishing to bring livestock to the sale. "We haven't dealt with much livestock in the past, but will be glad to have them, along with regular farm machinery and other items," Burleson said.

The sale, which is the eighth annual for the Hub Community Association, will begin at 10 a. m. Jan. 16. The Hub Home Demonstration Club women will serve lunch at noon.

Those who don't get their listings in by the printing deadline may go ahead and bring them to the sale, the officials say.



NEW DISPATCHER . . . Jack Buster, 21, is the new night dispatcher for the Friona Police Department. A native of Garland, Buster has been employed since before the first of the year.



TALL TIMBER . . . The Hart defender on this play isn't really as tall as he appears, but he went high in the air to bar the way between Jim Sneed and the goal. Hart won the game at the Farwell Invitational Tournament.

THE STAR

Established 1925

Published every Thursday at 109 Sixth Street
Friona, Texas

Member Texas Press Association—Member Panhandle Press Association
Member West Texas Press Association

Prize-winning newspaper, Panhandle Press Association, 1957, 1958, 1959, 1960, 1961, 1962. West Texas Press Association, 1959, 1960, 1961, 1962. Texas Press Association, 1959, 1960, 1962, 1963. First Place General Excellence Winner, West Texas Press Association, 1961, 1963.

Entered as second class matter July 31, 1925, at the post office in Friona, Texas, under the Act of March 3, 1897.

SUBSCRIPTION RATES

Farmer County, Adjoining counties, \$3 per year. Elsewhere, \$4 per year.

Bill Ellis, Editor

June Floyd, Society Editor

John Getz, Advertising Manager



FARWELL CROWN ADDED

Third Tournament Won By Unbeaten Squaws

Another stiff test was passed by the Friona High School Squaws last weekend, as the team raced to wins number 12, 13 and 14 in a row and captured their third tournament championship of the season.

In winning the tourney, the Squaws posted wins over district rivals Morton and Muleshoe, two of the teams which are expected to give them a battle in defense of their district crown. The Squaws broke away from Morton for a 44-25 win, then hung on for a 44-38 win over Muleshoe in the tourney finals.

Friona had easy sailing in its first-round game against Hart, coasting to a 62-31 win. Everyone played in this game, every forward scored at least two points, and a reserve player tied for high point honors.

The game was close for a few minutes, with Friona holding just an 8-6 lead midway of the first quarter. However, Hart hit a scoreless stretch during which the Squaws increased their lead to 15-6 at the end of the quarter.

The Hart team still had trouble scoring early in the second quarter, and Friona began scoring with ease, and ran up a 35-6 lead with three minutes to play in the half, at which time reserves entered the contest. Halftime score was 40-14.

Janet Rushing, seeing a lot of action as did all reserves, tied Tito Jennings for high point honors with 16 points. Reserves actually outscored Hart in the second half, 22-17.

Friona's game with Morton was close for most of three quarters. The Squaws never held the lead in the first quarter, which ended with the stam-minded Indian Maidens on top of a 10-7 lead.

Friona took its first lead after three minutes of play in the second quarter, and were never headed again. Charlotte Nettles' two free throws brought Friona its first lead. The Squaws led at halftime, 19-16.

Morton pulled to within one point, 19-18, as the second half opened, but a series of baskets by Jennings began to stretch the lead, and a couple of steals

by Charlotte Nettles, which were turned into baskets, gave Friona a 31-20 lead after three quarters.

The Squaws continued their

vs Hart

PLAYER	FG	FT	TP
Nettles	3	3	9
Jennings	7	2	16
Davis	4	2	10
Greeson	1	0	2
Long	2	0	4
Moyer	2	1	5
Rushing	8	0	16
Totals	27	8	62

SQUAWS 15 25 10 12--62
Hart 6 8 11 6--31

vs Morton

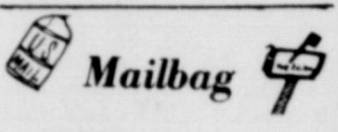
PLAYER	FG	FT	TP
Nettles	7	6	20
Jennings	6	1	13
Davis	4	3	11
Totals	17	10	44

SQUAWS 7 12 12 13--44
Morton 10 6 4 5--25

vs Muleshoe

PLAYER	FG	FT	TP
Nettles	11	8	30
Jennings	4	0	8
Davis	2	1	5
Long	0	1	1
Totals	17	10	44

SQUAWS 18 7 6 13--44
Muleshoe 9 9 11 9--38



Friona Star
Friona, Texas
Sirs:
Please extend my subscription to the Friona Star one year. Enclosed is check to pay for same, as we don't want to be without your paper. We always look for its coming, and we miss all you folk in Friona and surrounding area.

May we wish you all good things in this new year of 1964 with health and happiness and continued success in your work.

Very sincerely,
Mr. and Mrs. C. A. Guinn
825 Brevard St.
Hereford, Texas

Women Bowlers To Meet Monday

An open meeting for all women interested in bowling has been planned for Monday evening. The meeting will begin at 7 p. m. at Friona Lanes. Betty Renner, city secretary,

urges all members of the Woman's Bowling Association to be present for this meeting, which will be open to the public.

Girls Teams Beat Canyon

The Friona Squaws' "B" team took a 30-29 win over Canyon, and the freshman team coasted to an easier win over Canyon's freshman team.

Lanore Jackson paced the B-team win with 13 points. Friona was behind until the final quarter, when they took a narrow lead and held it.

Attend Houston Installation

Several Friona residents were in Houston last week for the installation of the newly elected mayor, Louie Welch, son of Mrs. Nora Welch of Friona.

Mr. and Mrs. Steve Struve and daughters, Kay and Sheila, visited in the home of Mr. and Mrs. Joe Brown and daughters at Fort Worth. Then Mrs. Brown accompanied them to Houston for the installation ceremony.

Mrs. Struve and Mrs. Brown are cousins of the mayor. Mrs. Welch, who has been visiting Houston relatives several days, returned to Friona with the Struve family.

Palmettos along the Rio Grande caused the Spanish discoverers to name the river "Rio de las Palmas."

four field goals -- her entire scoring -- in that quarter, as Friona took the six-point win. Nettles scored 30 points in this one.

Three members of the team, Jennings, Nettles and guard Glenda McClellan, were named to the all-tournament team.

Star lites --

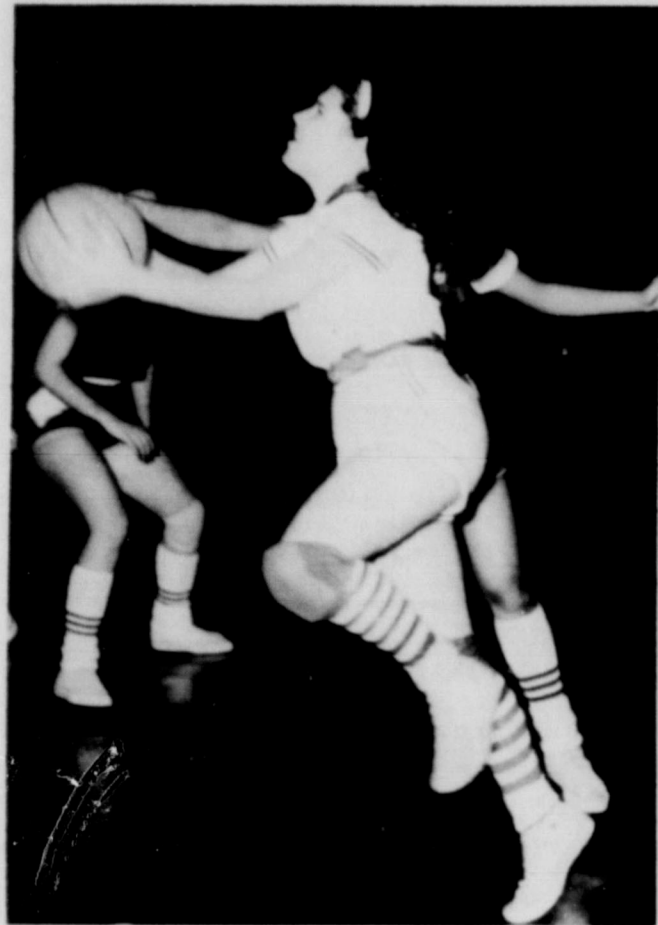
(Continued from Page 1)

and moans. For all the other printing may be as clean as clean can be. But that typographical error is the ONLY THING you can see."

Over 570 species of grass are native in Texas.

Temperatures

	High	Low
January 1	62	39
January 2	62	35
January 3	71	35
January 4	44	20
January 5	50	21
January 6	41	13
January 7	48	14
January 8	52	23



UP FOR TWO . . . Rose Ann Greeson has a grimace on her face, but it disappeared seconds later as her driving layup was good for two points in a game at the Farwell tournament.

According to Tom Henry in This Week magazine, it costs the United States \$500,000 a day to store the six billion dollars worth of wheat, corn, cotton, butter, skim milk, and other farm surpluses.

WELCOME TO FRIONA



We are pleased to welcome the T. A. Kelley family to Friona. The Kelleys came from Plainview where Mr. Kelley engaged in the Radiator Business for the past 8 yrs. Mrs. Kelley is the oldest daughter of Mr. and Mrs. Tom Lewellen of Friona. Their two daughters, Audry and Randie Lou are going to the Friona Schools. The Kelley family attend the Baptist Church.

A SPECIAL AUTO "ACCESSORY" FOR OUR SERVICE-LOVING DEPOSITORS!

Our car-owning depositors enjoy the special advantages of a particularly convenient "accessory": Our quick, free Drive-In-Banking Window! They simply roll up to the window, deposit or withdraw money, and off they go. Join them!

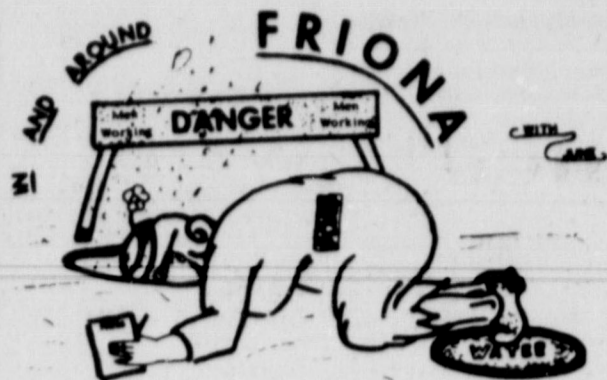
FRIONA STATE BANK
"Serving A Great Irrigated Area"

Friona Member FDIC Ph. 8911

<p>FRIONA STATE BANK</p> <p>Checking - Loans Deposit Boxes - Savings Member FDIC</p>	<p>PIGGLY WIGGLY</p> <p>Friona</p>	<p>REEVE CHEVROLET</p> <p>New And Used Cars</p> <p>FRIGIDAIRE APPLIANCES</p>
<p>ROCKWELL BROS AND CO.</p> <p>"LUMBERMEN"</p> <p>Lumber - Paint Tools Ph. 8891</p>	<p>PLAINS HARDWARE AND FURNITURE</p> <p>Plumbing Supplies Furniture Sporting Goods Kitchen Ware</p>	<p>HURST'S</p> <p>Dry Goods And Variety</p> <p>Two Locations</p>
<p>GIB'S CLEANERS</p> <p>Professional And Coin-Op Dry Cleaning</p>	<p>FRIONA WHEAT GROWERS</p> <p>Elevator Service Field Seeds</p>	<p>Kendrick Oil Co. Phillips 66</p> <p>Phillips Tires Tubes Batteries Accessories</p>



FORD 390 Cu. In. Motors Installed In Your Truck Or Pickup By TERRY'S SHOP



Possibly there has never been as much local interest in the installation of a new mayor for the largest city in Texas as there was this year. Following election of Louie Welch as mayor of Houston, several Friona relatives, besides his mother, Mrs. Nora Welch began making plans to attend his installation.

Those of us who know Robbie Boggess Welch have seen her picture in the Friona Star from the time she was a member of the Quiz Down team representing Friona gradeschool several

which appeared on the front page of one of the Houston daily newspapers, their daughter-in-law, Mrs. Guy Welch was also pictured.

(Continued on Page 6)



NEW LEADERS . . . Chester Scales, left, and Mrs. Ed White are the newly-elected Noble Grands for the Friona Oddfellow and Rebekah lodges, and were installed at a ceremony Tuesday.

Lodges Have Joint Officer Installation

A joint installation of officers of Friona Rebekah Lodge No. 308 and Friona Oddfellows Lodge No. 203 was conducted at Oddfellows Hall Monday evening.

Rebekah officers were installed by a team from Dimmitt and Oddfellows were installed by a local team.

A buffet supper followed the ceremonies. Guests were Mr. and Mrs. Billy R. Raybon, Mrs. A. H. Boatman, Mrs. Ray Dorough, Laura White, Doris White, David Sanders, Mrs. William Scales and Carol Scales.

Also Ona and Tom Berry, Thursie Reid, Doris English, Muleshoe; Call Nelson, Polly Bell, Mayme Birdwell, Lucille Dallan, Sarah Blackwell, and Nell Copeland, Dimmitt, and Mr. and Mrs. John R. Cannon, Perryton.

Rebekah officers installed were Katie Parr, past noble grand; Fern White, noble grand; Nola Adams, vice grand; Lauretta Brookfield, recording secretary; Phyllis Sanders, financial secretary; Pat Fallwell, treasurer; Agnes Moyer, outside guardian and Geneva Williams, inside guardian.

Also Juanita Reed, right supporter to noble grand; Mildred Rule, left supporter to noble grand; Inez Sherley, right supporter to vice grand; George Louie LaFavers, left supporter to vice grand; Thelma Jones, warden; I. V. Day, conductor;

Wilma Wise, chaplain; Lillie Taylor, color bearer and Pearl Patterson, musician.

Oddfellow officers were Luther Scales, noble grand; Joe Moyer, right supporter; R. W. Parr, left supporter; Sam Williams, conductor; Rex Cowart, warden; Henry White, treasurer; Bud Reed, financial secretary; Jay Sanders, recording secretary; Ray Dorough, chaplain; Hop Lewis, outside guardian; Frank Reed, inside guardian; George Grant, right scene supporter; O. T. Patterson, left scene supporter; Charley Wise, vice grand; C. E. Eddins, right supporter; Bill Morgan, left supporter; and Waymon Wilkins, past noble grand.

Walter Lippman views a changing world: "We are in the 1960s, and we must search our minds lest we accept unexamined the assumptions of the postwar years . . . The paramount theme of the 1940s was the necessity of American intervention to save European civilization from destruction. The paramount theme of the 1950s was to consolidate the western world against the onset of revolutionary communism. The paramount theme of this decade as we know it thus far is that we are emerging from a two-power world and entering one where there are many powers."

The General Accounting Office - the federal fiscal watchdog - charges some loans made by the Rural Electrification Administration should not have been made at all and that others should have been made for shorter periods of time. In a report to Congress it cites several cases in which these 2 per cent loans cost the government millions. It also says that one loan of \$14.7 million should not have been made, since an investor-owned utility was ready to provide the needed power at less cost.



Receive thy sight. —(Luke 18:42). If we will listen to and reverse the Divine Being all obstructions to perception will be removed; our spiritual vision will be clear and perfect.

Private Pilot Ground-School Course Begins Monday, January 13th
BENGER AIR PARK
 Friona Phone 9001

JOHNSON'S FOOD MARKET

5 and H Green Stamps
 Double On Wednesday With Cash Purchases Of \$2.50 Over
 6th and Euclid Ph 2111

MEATS FOR YOUR FREEZER

FRYERS 12 Lb \$3.75	Round STEAK 5 Lb \$3.95	Hamburger 5 Lb \$1.95	Campfire BACON 1 Lb 39c
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California Navels
ORANGES
 Lb **17c**

KY BEANS
 Lb **29c**

YAMS
 Lb **11c**

Mrs Tucker's
SHORTENING
 3 Lb Can **59c**

Maryland Club
COFFEE
 1 Lb **67c**

Del Monte
Pineapple Grapefruit Juice
 46 Oz Can **35c**

Del Monte
ENGLISH PEAS
 303
2 For 27c

Mountain Pass
PINTO BEANS
 300 Can
2 For 25c

Shurfine
LUNCHEON MEAT
 12 Oz. Can
2 For 79c

Garden Club
WAFFLE SYRUP
 Qt. Bottle **39c**

Allen's
 Whole
CHICKEN
89c

Parson's
Ammonia
 Qt. Bottle **29c**

Northern Luncheon
NAPKIN
 80 In Box **15c**

POWDERED ENERGY
 46 Oz. Box **53c**

Diamond
PLATES
 16 **29c**

Home Look Shabby? Run Down at the Heels?

CHANCES ARE YOU CAN IMPROVE YOUR HOME 100% WITH A NEW **INLAID LINOLEUM FLOOR**

REPAIR - REMODEL NOW.

★ NEW FLOOR COVERING ★ NEW CABINET TOPS MODERNIZE TODAY WITH AN EASY, CONVENIENT

TITLE ONE FHA LOAN
CARL McCASLIN LUMBER INC.
 1000 Main Friona

School Menu

January 13-17
Monday -- Creole Spaghetti, blackeyed peas, buttered beets, cabbage slaw, banana nut cake, rolls & butter, milk.
Tuesday -- Steak, rice, gravy, green beans, carrot sticks, catsup, pumpkin pie, hot rolls & butter, milk.
Wednesday -- Canned beef & gravy, pinto beans, greens, tomato relish, apricot cobbler, hot rolls & butter, milk.
Thursday -- Pork chops, sweet potatoes, English peas, apple sauce, chocolate pudding, hot rolls & butter, milk.
Friday -- Soup and chili, cookies, chocolate milk.

WANT ADS

Classified ads are 6¢ per word for the first insertion; 3¢ per word thereafter; with a 50¢ minimum. Deadline for classified advertising Tuesday 5 p.m. Legal Rate 3¢ and 2¢, Minimum 50¢ on cash order. \$1 on account.

REAL ESTATE

Am interested in making loans and buying first and second lien notes secured with farm or ranch lands.

J. J. Steele
Citizens Bank Building
Clovis, New Mexico
Dial: PO3-3521 or PO3-6455

FREE APPRAISALS

We have tons of money to lend on Farms and Ranches. Long term low interest. DOUGLAS LAND CO. 901 Main Phone 5541 Friona

14 tnc

10 tnc

THE NEW YEAR IS HERE...

... And It's Time To Get Your New Business Records In Order!



LOOK TO THE "STAR" FOR ALL OFFICE NEEDS.

- "Ideal" Bookkeeping Sets And Refills
Ledger Sheets And Sets
Columnar Pads
Office Equipment

THE FRIONA STAR
Your Local Office Supply Center
PHONE 2291

NOW AVAILABLE

G. I. and FHA homes to be built in Friona, 100% G.I. loan and 97% FHA loan. If interested in new home, contact us.

DOUGLAS LAND CO.

901 Main, Box 185
Office Phone 5541
Joe B. Douglas Ed Hicks
Phone 5531 Phone 3231

Several sections north plains, new listings. Good water, A. L. Carlton Real Estate, Phone 2031, Friona, 15 3tp

IMPROVED IRRIGATED FARM FOR SALE

If you're looking for the best, you'll be interested in this outstanding 640-acre irrigated farm located in one of this nation's most productive irrigated areas. . . Approximately 4500 gals. per min. from 3 wells. Exceptionally level. Rich, deep soil. All under irrigation, except approximately 55 acres pasture with feed lot and stockwell. 150 acres sugar beets. Land also ideal for corn, milo, wheat, beans, etc. Unusually good markets for grain (with feeders). Two modern houses. 40' X 100' metal storage building and other buildings. Excellent schools. \$350,000 per acre. Liberal terms. Write owner, Box 127, Sharon Springs, Kan.

LAND IN IRRIGATION BELT Improved 960A, on pavement. Five miles from Dalhart. \$165A; 320A, six miles from elevator, shallow water, \$165A; 1280A improved, proposed gas line, won't last long. BACKUS REAL ESTATE Dalhart, Texas Phone 249-2806 15 1tc

FOR SALE

1959 long wheel base Chevrolet pickup, Call David McVey, 9962 or 3551, 13-3tp

FOR SALE - Hein-Werner hydraulic shop jack, Capacity 1 1/2 ton. \$50. Bill Phillips. 411 Cleveland/Corner Fifth and Cleveland). 15 1tp

Used Whirlpool Washer and Dryer \$125.00 pair. Used Refrigerators and new 63's While they last. Lots of Built Ins. 10% down nothing till March. Reeve Chevrolet Co. 12-tnc

FOR SALE '57 Chevrolet Pickup; Electric Gibson guitar and amplifier; one 30-6 Remington rifle; one 12 gauge shotgun. All for \$800. Jim Bailey. Phone 9432. 15 2tc

FOR SALE: For the best: deal on a new Buick, Rambler, motor boat or Johnson outboard motor, see or call Kinsey Osborn Motors, Hereford, Tex. 142 Miles Street, Phone EM 4-0990. 38-tnc

FOR SALE Brick home on corner lot. Double garage, three bedrooms, two tile baths, combination kitchen and den, fully carpeted, practically new. Immediate possession. Phone 8081 after 4 p.m. 50-tnc

FOR SALE-Custom handmade draperies and Mohawk carpet. Mrs. L. R. White, 806 Ashland Avenue, Phone 4951. 6-tnc

FOR SALE - '61 M-5 Moline with Excell cab. Phone 9862, Friona. 14 3tp

FOR SALE-Lot 13, Block 61 in Friona. Phone Pete Hollis, 4901. 14-2tp

NOW AVAILABLE World Book complete educational plan revised for 1964. • World Book Childcraft • Dictionary • Cycle-Teacher • World Book Atlas Mrs. Loyde Brewer Friona Phone 4142

SPECIAL Singer Slant-O-Matic console. \$8 per month. Demonstration machines, vacuum cleaners and floor polishers from \$19.95. Call Tom Owens, 3162, Friona. 15 1tc

1961 Olds 88 Super, 4-door hardtop; power steering, brakes, factory air, Clean, original owner. Will trade for one or two-ton dual wheel, four-speed truck. See Langford at East Grand Trailer Park, Hereford, Lot, 8. 15 tnc

FOR SALE - Eleven head quality bred Angus cattle, Bruce Coleman, Phone AV9-4532, Route 2, Friona. 15 2tc

Singer Slant-o-matic, dial for fancy stitches, buttonholes, two needles, etc. all without attachments, nine payments of \$8.03 or cash discount. Also Dial-o-Matic, like new. Take over small payments. Write Credit Department, Friona Star. 15 2tc

POLITICAL CALENDAR

The Friona Star is authorized to make the following political announcements subject to action of the Democratic Primary in May, 1964:

FOR DISTRICT ATTORNEY Jack Young (Re-Election)

FOR SHERIFF, Farmer County Chas. Lovelace (Re-Election)

FOR ATTORNEY, Farmer County Hurschel R. Harding (Re-Election)

FOR COUNTY TAX ASSESSOR-COLLECTOR: Leona Moss Hugh Moseley

FOR COMMISSIONER, PRECINCT 1: Tom Lewellen (Re-Election) Forrest Osborn

SERVICES

Auction Service

Sales Of All kinds Bill Flippin and Associates Ph. 5362 Friona 4-tnc

For sewing machine and vacuum cleaner service, Call Tom Owens, Singer Company representative, at Foster's in Friona, phone 3162. 10 tnc

WANTED

IRONING WANTED, Call 3151 14 2tp

WANTED - one GOOD typist for position of typesetter at Plains Publishers, Inc. Apply in Person.

WANTED - Year around farm hand. Good living quarters. Donnie Waller, Phone Farmer 3177. 14 3tp

WANTED - Small house to be moved for farm hand. Ivan Adkins, Phone 8611. 15 2tp

WANTED TO BUY - Used chaps and saddle. L. H. Schilling. Route 1, Box 152, Friona. 15 2tp

'Magicians' To Make Appearance

The "Harlem Magicians" featuring such stars as Josh Grider and Marques Haynes, will make an appearance at the West Texas State University fieldhouse January 14 at 8 p.m.

The game is being sponsored by the American Legion Baseball Committee, and will go to benefit American Legion baseball in the area.

ELK Drive-In Check For The Free Passes Given By The ELK
Calendar showing dates for free passes: FRI 10, SAT 11, SUN 12. Includes images of 'Robbery Under Arms' and 'When Did You Get Out?'.

ASK ME ABOUT MY BUSINESS
Image of a man in a suit sitting at a desk.

come to church sunday

A New Leaf
"he came to my desk with quivering lip, the lesson was done; 'Dear teacher, I want a new leaf,' he said, 'I have spoiled this one.' I took the old leaf, stained and blotted, and gave him a new one all unspotted, and into his sad eyes smiled, 'Do better, now my child!'"
I went to the throne with a quivering soul, The old year was done; 'Dear Father, hast thou a new leaf for me? I have spoiled this one. He took the old leaf, stained and blotted, and gave me a new one all unspotted, and into my sad heart smiled, 'Do better now, my child.'"
We have entered upon a new chapter of our calendars, and of our lives. The last chapter has been written and closed, only to read and adjudged by men. A future chapter lies ahead with many wonderful and varied challenges and opportunities, there will be many achievements, and many failures. This can be a good year. We need to begin right by asking in humble prayer that the Lord will guide and direct and bless and smile upon us and help us in this year which lies before us.
Rev. Bill Burton
First Baptist Church

FRIONA DIRECTORY PATRONIZE FRIONA MERCHANTS FOR NEEDED MERCHANDISE AND SERVICE--They Have A Personal Interest In Your Welfare And Will Appreciate The Opportunity Of Serving You. It's Always A Pleasure To Shop In Friona.

ELK DRIVE-IN
Read The Business Directory For The Name Of One Winner Of A Free Pass. Other Passes Are In The Classified Section And The Rest Of The Paper.

ROBERTS FURNITURE
Office Supplies and Commercial Printing
FRIONA STAR
Serving Friona With Furniture & Appliances
South Main St. Friona

REED'S CLEANERS
709 Main St.
Pick Up And Delivery
Phone 2182 Friona

RUSHING INSURANCE AGENCY
Phone 5301 721 Main Friona

FRIONA OLIVER
We Specialize In Heavy Industrial Engines. REBUILD 'EM OR SELL 'EM
CECIL PORTER

Subscribe To The News Paper That Is Interested In Friona.
Have A Family Portrait Made-- Now! You Will Treasure It For A Lifetime.
DENNIS STUDIO
Open 2 - 6 Tues. Thru Sat.

Killingsworth REDI-MIX Cement For All Purposes
"Your Business Appreciated"
Dial 9171 Nite 3012 207 W. 5th

Table with church service times: SIXTH STREET CHURCH OF CHRIST, CONGREGATIONAL CHURCH, UNITED PENTECOSTAL CHURCH, CALVARY BAPTIST CHURCH, FIRST BAPTIST CHURCH, ASSEMBLY OF GOD CHURCH, FRIONA METHODIST CHURCH.

This Message Sponsored By The Following Friona Businesses
Continental Grain Co., Friona Motors, Piggly Wiggly, Ethridge-Spring Agency, Kendrick Oil Co., Crow's Slaughtering, Friona C Of C & A, Bainum Butane, Bi Wize Drug, Friona Consumers, The Friona Star.

HI-PLAINS Savings And Loan Association FOR HOME LOANS TO Buy Or Build Remodel Refinance
128 E. 3rd. Hereford
For Information Contact Eric Rushing - 721 Main, Phone 5301

STATEMENT OF CONDITION

At The Close of Business, December 20, 1963

RESOURCES

Loans and Discounts	\$3,716,055.50
U. S. Gov't. Bonds	633,920.48
Other Bonds and Warrants	90,987.62
CCC, Certificates of Interest	1,623,417.78
Banking House, Furniture and Fixtures	63,994.37
Cash and Exchange	1,262,995.13

TOTAL \$7,391,370.88

LIABILITIES

Capital Stock	\$100,000.00
Surplus, Certified	200,000.00
Undivided Profits	201,906.00
Reserves for Contingencies	50,000.00
Deposits	6,839,464.88

TOTAL \$7,391,370.88

OFFICERS

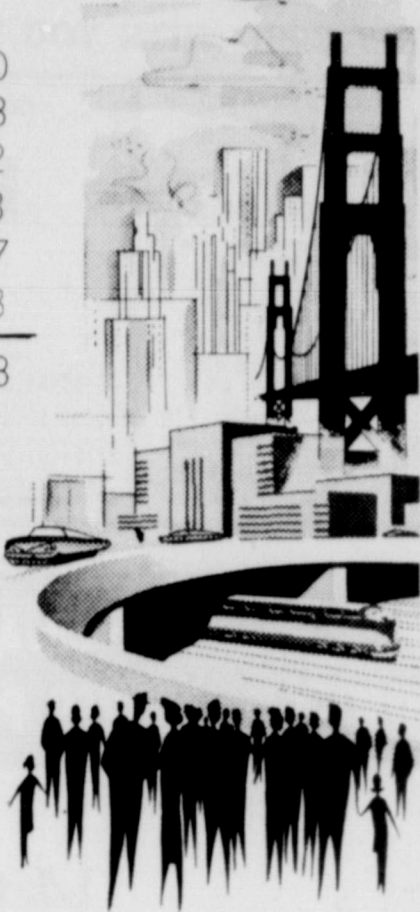
- S. H. OSBORN
Chairman of Board
- FRANK A. SPRING
President
- CHARLES E. ALLEN
Vice President & Cashier
- J. G. McFARLAND
Vice President
- MISS LOLA GOODWINE
Assistant Cashier
- MRS. JANE WILLIAMS
Assistant Cashier

Friona State Bank

Member FDIC

DIRECTORS

- CHARLES E. ALLEN
- DAVID H. CARSON
- J. G. McFARLAND
- S. H. OSBORN
- FRANK A. SPRING



AT FARWELL

Chiefs Win One, Lose Two In Tourney Play

For the third time this year, a tournament trophy eluded the Friona Chiefs as they competed at Farwell last weekend. The Chiefs were able to win their middle game, but dropped their opener, and the game for consolation honors as well.

The only tournament victory by the Chiefs was a 75-56 win over Vega, a game which saw Friona roll up its largest score of the season. In the tourney opener, Hart surprised the Chiefs, 65-57, and in the consolation finals, Springlake rolled to a 75-59 win.

The Chiefs' game with Hart in the opening round was a nip-and-tuck affair all the way. The game was tied several times, and the teams swapped leads. Hart took a 19-16 lead at the end of the first quarter.

Danny Murphree rang the bell for 10 points in the second quarter, including a last-second basket as the buzzer sounded, but Hart still led, 37-34 at halftime.

Friona hit a slack period in the second half, and Hart opened up a 10-point lead. It was nine, 53-44, after three quarters, and that turned out to be the final margin. Dale Milner topped a trio of Friona players in double figures with 18 points, his top scoring performance of the season. Murphree had 13 and Gene Weatherly 11.

The team started out inconspicuously against Vega. After one quarter the Chiefs had a shaky four-point lead, 13-9. The Chiefs, using their fast-break, accounted for 18 points in the second period, to increase their lead to 31-25.

Friona began to pull away as the second half began. Larry Buckley dumped in 12 points in the third quarter, but still had just a nine-point lead, 53-44, as the last quarter opened. But the Chiefs took a 13-

point lead as the fourth stanza opened. They took advantage of a Vega cold spell. The Longhorns went several minutes without scoring, allowing Friona to begin to ice away the game. Reserves entered the contest early in the last quarter, and were able to increase the final margin to 19 points. Buckley and Murphree led scoring with 18 points each.

Against Springlake Saturday afternoon in the consolation finals, numerous passing mistakes, plus a cold shooting percentage allowed the Class A Wolverines to take a 75-59 win.

It was just 11-9, Springlake, after one quarter. But the Wolverines outscored Friona 24-16 in the second quarter, for a 35-25 halftime lead.

Friona went into one of its many cold spells as the second half opened, and Springlake quickly stretched its lead to 16

vs Hart

PLAYER	FG	FT	TP
Balze	1	0	2
Hargus	1	0	2
Weatherly	4	3	11
Buckley	1	0	2
Murphree	5	3	13
Dodd	1	0	2
Milner	8	2	18
Graves	2	1	5
Jones	1	0	2
Totals	24	9	57

CHIEFS	16	17	11	13--57
Hart	19	18	16	12--65

vs Vega

PLAYER	FG	FT	TP
Balze	3	0	6
Hargus	1	0	2
Weatherly	2	3	7
Buckley	9	0	18
Murphree	9	0	18
Dodd	1	0	2
Milner	6	0	12
Snead	3	0	6
Cass	2	0	4
Totals	36	3	75

CHIEFS	13	18	22	22--75
Vega	16	19	12	22--56

vs Springlake

PLAYER	FG	FT	TP
Buckley	9	3	21
Murphree	2	1	5
Milner	1	2	4
Weatherly	4	0	8
Hargus	4	1	9
Dodd	1	0	2
Graves	4	2	10
Totals	25	6	59

CHIEFS	9	16	16	18--59
Springlake	11	24	17	23--75

Junior Teams Post Victories

Friona Junior High School basketball teams took three out of four games from Dimmitt in games Monday night.

The eighth grade boys won, 23-19. The girls took a 24-16 victory. The seventh grade girls won a low-scoring contest, 6-2; but the seventh grade boys fell, 20-19.

High point honors in the games went to Delbert Davis, 14 points; Patti Ragsdale, 10 points; Mike Dukes, 12 points and Shirley Johnson, five points.

Next contests for the teams will be next Monday, when the boys will face Muleshoe here, and the girls teams will go to Muleshoe.

Tech Out To Regain Stride In SWC Play

Texas Tech's basketballers return to the friendly confines of the Lubbock Municipal Coliseum tonight, where they will host the Baylor Bears in a Southwest Conference contest.

The Red Raiders, with a 1-1 conference record after their heartbreaking 61-60 loss to Rice at Houston Tuesday, will try to get back in the conference race against the Bears, who have yet to win in SWC play.

After tonight's game, the Tech cagers go into comparative hibernation--as far as the public is concerned--until after dead week and mid-term examination.

Next engagement for Coach

Gene Gibson's Red Raiders will be here Monday night, Jan. 27, when they tackle the Midwestern University Indians. Coached by Dennis Vanzant, the Indians will probably bring the best record of any Texas basketball team into the contest in the Coliseum.

Tickets for the general public are expected to be available for the Midwestern clash since many Tech students will not have returned for the second semester.

Son: "Daddy, why is a man only allowed one wife?"

Father: "Son, when you grow older you will understand that the law protects those who are unable to protect themselves!"

ORDER Success CALENDARS

AT THE FRIONA STAR
PHONE 2291

MOTOR REPAIRS - -

Take Advantage Of Your Wells Down Time By Bringing Us Your Motor For Repairs & Over Haul.

We Can Put Your Motor In Tip Top Shape With Genuine MM Parts, And It Will Be Ready For Another Season When You Need It - - -

Now Is Also A Good Time To Talk Trade - We Feel Easy This Week!

Maurer Machinery Co.
Minneapolis - Moline Friona

THIS IS IT

PRICES CUT

OUR ANNUAL OIL SALE

SAVE **6c** PER GAL.

In Bbl. Lots

ORDER NOW AND PICK UP YOUR YEARS OIL SUPPLY - - -

FRIONA CONSUMERS



Phone 9071 or 2121

Buddy Lloyd, Mgr.





February Wedding Planned—Miss Brenda Elaine Deaton, daughter of Mr. and Mrs. L. L. Deaton, will become the bride of Phil Stanton Phipps February 9 at 3 p. m. in First Baptist Church. He is the son of J. S. Phipps, Denver, Colo. and Mrs. Kenneth Hampton, Summit, Illinois. The bride-elect, a graduate of Friona High School, is currently attending Draughon's Business College in Amarillo, Phipps, a 1962 graduate of Friona High, is engaged in farming. Local invitations are not being mailed, but friends of the couple are invited to attend.

Of Interest To THE WOMEN

Lois White Weds Larry Milligan

Mr. and Mrs. Edward S. White Sr. have announced the marriage of their daughter, Lois Gayle, to Larry Milligan, son of Mr. and Mrs. L. A. Milligan.

Wedding vows were exchanged between the couple at Friona Methodist church parsonage at 5 p. m. The double ring ceremony was read by Rev. Russell McNally.

The bride, given in marriage by her brother, Edward S. White Jr., wore a white wool suit trimmed with fur and a corsage of roses and stephanotis.

She was attended by her sister, Mrs. John Cannon, Perryton. Dean Nazworth served as best man.

Mrs. Milligan is employed at Southwestern Public Service here. Her husband is stationed at Fort Polk, Louisiana.



MRS. LARRY MILLIGAN

Christmas Day Dinner Guests

On Christmas Day Mr. and Mrs. John Bengier were hosts at a dinner and gift exchange in their home in the Black community. They had all their children, grandchildren and great-grandchildren present.

They were Mr. and Mrs. Harry Green, Hubert and Richard, Canyon; Mr. and Mrs. Johnnie Bengier and Mr. and Mrs. Guy Latta, Friona; Mr. and Mrs. Noel Bengier and Eddie, San Jose, Calif., Mr. and Mrs. Doyle Green, Tere and Jere, Borger, and Mr. and Mrs. LeRoy Burrow and Brenda, Clovis.

Delta Xi To Meet

The Delta Xi Chapter of Delta Kappa Gamma will meet at Roney's Restaurant in Hereford, Saturday, January 11 with members of the Hereford chapter as hostesses.

Highlight of the program will be initiation of new members.

Officers of the chapter urge all Friona members to attend the meeting.

Holiday Guests In Bender Home

Guests in the home of Mr. and Mrs. Karl Bender during the holiday season have been Mr. and Mrs. Alex Stevens and family and Mr. and Mrs. Vialo Wels and family of Amarillo.

Also Mr. and Mrs. Vernon Cozart and Mr. and Mrs. Larry Thompson, Cisco, Texas; Mr. and Mrs. Harry C. Wels Jr., Burbank, Calif.; Mr. and Mrs. Viddian Wels and family and Fabian Lee Renner, Perryton, Texas, Clyde Renner and Jake Laubhan and son, Frankie, Friona.

Girl Born To Frank Reads

A2C and Mrs. Frank E. Ready of Covina, Calif., became parents of a baby girl recently. She weighed 8 lbs. 3 ozs. and was named Kimberley Michelle.

Grandparents are Mr. and Mrs. J. E. Ready, Friona, and Mr. and Mrs. Oscar Williams, Covina, Calif. Mr. and Mrs. T. Y. Young, Kress are great-grandparents.

She is the first child for the Reads.



TO BE HONORED—Mr. and Mrs. W. M. White will be honored with a Golden Wedding Anniversary reception at Friona Club House between the hours of 2:30 and 5:00 p. m. Sunday, the nineteenth of January. Invitations are not being mailed locally, but all friends of the couple are invited to attend. Children of the couple will be hosts.

Calvin Martins Feted With House Warming

Mr. and Mrs. Calvin Martin were hosts at a dinner in their home New Year's Day. Guests were Mr. and Mrs. J. W. Baxter, Mr. and Mrs. Clarence Martin and family and Mr. and Mrs. Larry Martin and family, all of Friona, and Mr. and Mrs. Eugene Nidey and daughters of Campo, Colo.

In the afternoon the Martins, who have recently moved into a new home were surprised with a house warming. During calling hours refreshments of cake, coffee, mints and punch were served.

Those attending and sending gifts, besides the dinner guests, were Mr. and Mrs. Earl Lowder, Elk City, Okla.; Mr. and Mrs. Ralph Knight and Mr. and Mrs. Edward Martin, Sayre, Okla.; Mr. and Mrs. Charley Baxter, Clovis, New Mexico.

Also Mr. and Mrs. E. M. Jack, Mr. and Mrs. Bob Wyly,

Mrs. Leonard Pope, Grandma Pope, Mrs. Otey Hinds, Mrs. Leo Balls, Mrs. Donn Tims and sons, Mrs. Oscar Baxter, Mr. and Mrs. Jim Baxter and Mrs. Sterling Graham and children and Mr. and Mrs. Billy Dean Baxter.

Also Mr. and Mrs. T. J. Polfus, Watsonville, Calif., Mr. and Mrs. Bill Baxter, Mr. and Mrs. Louis Baxter and Mrs. Alta Wyly.

Second Son For O'Neil Greesons

Mr. and Mrs. O'Neil Greeson became parents of a baby boy at 5:25 a. m. Monday. He weighed 7 lbs. 2 ozs. and was named Marc Layne.

He is the second son for the Greesons. (Continued on Page 2)

WHY MINNESOTA'S RED RIVER VALLEY CERTIFIED SEED POTATOES?

NORTHERN GROWN:

Even before scientists told us why... Northern Grown Seed was recognized as the best performing wherever it was planted. It had the zip and punch to produce an Extra Good Crop. It didn't "run-out" as fast as others. It had a "Built-in Vigor" that brought forth hardy, clean potatoes in abundance. Long days and cool nights are a factor. Minnesota's Red River Valley is right up on the Canadian Border where full advantage of nature's favors of climate, soil and geography make it the best place in the nation for the production of good seed potatoes.

RED RIVER VALLEY:

The largest production area in Minnesota, includes eleven northwestern counties of the state. This area is the bottom of prehistoric Lake Agassiz—its glacial silt, rich in minerals, is a fine textured, black soil with varying admixture of sand and clay on the eastern slopes of the Valley. The Red River Valley is recognized as one of the WORLD'S BEST POTATO RAISING SECTIONS. Ideal climate and growing conditions produce seed potatoes that are tops in vigor. Leading varieties are Irish Cobbler, Red Pontiac, Red LaSoda, Norlin, Kennebec, Russet Burbank as well as others.

KNOW-HOW:

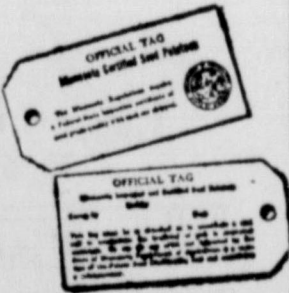
Minnesota's Red River Valley has been in the Seed Potato Business since the early days of farming in this great agricultural area. Over 40 years ago a pioneer thinker and doer in the Seed Potato Business set in motion one of the first Seed Potato Certification systems. This pioneer, dedicated to a rigid system, has developed an effective and recognized staff that knows Seed Potatoes. The growers of Minnesota's Red River Valley take great pride in the crops they produce... and in many instances the third generation is now carrying on the traditions of families who started the Seed Potato Industry in Minnesota. These are the people with the "know-how" that turn out Extra Quality Certified Seed Potatoes.

RELIABILITY:

It takes integrity with rigid attention to detail in our Foundation Lots, increased under expert care and supervision, inspected many times in the field by only the best inspectors... and finally bagged and shipped under the watchful eye and a written certificate of a State-Federal Produce Inspector. Such established and maintained "team work" builds a conscientious program of care, integrity and results... another important reason why Minnesota's Red River Valley has a front rank position in supplying Certified Seed Potatoes to the nation.

LOOK FOR THE BLUE TAG:

This official Blue Tag of inspection and certification on each bag of Minnesota Certified Seed Potatoes is your "Guardian of Trust." Each bag of Minnesota's Red River Valley Certified Seed Potatoes must carry this tag showing variety, name and address of the grower. In addition, most tags show the area in which the seed was grown to further assist you in your selection of the seed for your requirements.



WHEN YOU SHOULD BUY:

Generally there is always enough good seed potatoes available but do not be misled by acreages of certified seed plantings and stocks available that appear in many reports. Elimination by inspection, diversion and the demand by processors who have found premium quality to pay out better are factors influencing availability of Seed Stocks. Buy your seed early and be assured of getting what you want and need.

WHERE TO BUY:

Good Blue Tag Certified Seed Potatoes are available from your seed dealer, direct from the grower or through brokers and agents. Large buyers can deal directly with growers or brokers. A list of Minnesota's Red River Valley Certified Seed Potato Growers is available on request. Make your deals early!

FREE! Write P. O. Box 486, East Grand Forks, Minnesota for new bulletin, growers and variety list.



NONE BETTER!

Equal to the Best... and much, much better than the Rest!

CONTACT YOUR GROWER OR SUPPLIER NOW!

CERTIFIED SEED POTATO GROWERS OF MINNESOTA'S RED RIVER VALLEY

BOLOGNA All Meat Lb. 39c	Armour Star BACON 1 Lb. Pk. 49c
White Swan Whole GREEN BEANS 303 Can 25c	Niblet Whole Kernel CORN 12 Oz. Can 17c
Giant Size TIDE Box 69c	Van Camp 4 Oz. Can VIENNA SAUSAGE 21c
Kleenex TABLE NAPKINS Box 25c	CRACKERS Sunshine 1 Lb. Box 25c
Libby's Frozen SWEET PEAS 10 Oz. Pk. 19c	Libby's Frozen Baby Green LIMA BEANS 10 Oz. Pk. 25c
BANANAS Lb. 12c	Wash. Extra Fancy Delicious APPLES Lb. 15c

We Give Gunn Brothers Stamps

HOUSER'S

GROCERY & MARKET

Big Enough To Accommodate - Small Enough To Appreciate

Phone 9521 Friona

The great highway performer

'64 Jet-smooth Luxury Chevrolet

What does it take to make a car a great highway performer? If the car happens to be a '64 Chevrolet, one thing only. A highway.

You'll find everything else already neatly packaged for you—on the car exactly as you pick it off the showroom floor.

There's a choice of seven engines—all the way up to a twin-carb high-compression 425-hp V8*—and four transmissions, including a finely honed 4-speed stick shift.*

And underlying it all—a bump-skimming Jet-smooth ride that helps keep the performance great even when the highways aren't so great.

What about special performance equipment? Professional driving skills? Forget them.

Nobody has to doctor or coax or soup up these Chevrolets to get the best out of them. And that's really the test of a great highway performer: Just about anyone can get a kick out of driving one, just about anywhere, just as it comes out of the showroom.

Next time you're out your dealer's way, allow a few extra minutes to sample one of these highway performers on your own. A few are really all you'll need. That's the performance great even when the highways aren't so great.

See them at your Chevrolet Showroom.

THE GREAT HIGHWAY PERFORMERS Chevrolet - Chevelle - Chevy II - Corvair - Corvette

REEVE CHEVROLET COMPANY

Phone 2021 510 Main Street

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Holiday Guests In Bender Home

Guests in the home of Mr. and Mrs. Karl Bender during the holiday season have been Mr. and Mrs. Alex Stevens and family and Mr. and Mrs. Vialo Weis and family of Amarillo.

Also Mr. and Mrs. Vernon Cozart and Mr. and Mrs. Larry Thompson, Cisco, Texas; Mr. and Mrs. Harry C. Weis Jr., Burbank, Calif.; Mr. and Mrs. Viddan Weis and family and Fabian Lee Renner, Perryton, Texas, Clyde Renner and Jake Laubhan and son, Frankie, Friona.



TO BE HONORED—Mr. and Mrs. W. M. White will be honored with a Golden Wedding Anniversary reception at Friona Club House between the hours of 2:30 and 5:00 p. m. Sunday, the nineteenth of January. Invitations are not being mailed locally, but all friends of the couple are invited to attend. Children of the couple will be hosts.

Girl Born To Frank Readys

A2C and Mrs. Frank E. Ready of Covina, Calif., became parents of a baby girl recently. She weighed 8 lbs., 3 ozs. and was named Kimberley Michelle.

Grandparents are Mr. and Mrs. J. E. Ready, Friona, and Mr. and Mrs. Oscar Williams, Covina, Calif. Mr. and Mrs. T. Y. Young, Kress are great-grandparents.

She is the first child for the Readys.

Calvin Martins Feted With House Warming

Mr. and Mrs. Calvin Martin were hosts at a dinner in their home New Year's Day. Guests were Mr. and Mrs. J. W. Baxter, Mr. and Mrs. Clarence Martin and family and Mr. and Mrs. Larry Martin and family, all of Friona, and Mr. and Mrs. Eugene Nidey and daughters of Campo, Colo.

In the afternoon the Martins, who have recently moved into a new home were surprised with a house warming. During calling hours refreshments of cake, coffee, mints and punch were served.

Those attending and sending gifts, besides the dinner guests, were Mr. and Mrs. Earl Lowder, Elk City, Okla.; Mr. and Mrs. Ralph Knight and Mr. and Mrs. Edward Martin, Sayre, Okla.; Mr. and Mrs. Charley Baxter, Clovis, New Mexico.

Also Mr. and Mrs. E. M. Jack, Mr. and Mrs. Bob Wily,

Mrs. Leonard Pope, Grandma Pope, Mrs. Otey Hinds, Mrs. Leo Bails, Mrs. Donn Tims and sons, Mrs. Oscar Baxter, Mr. and Mrs. Jim Baxter and Mrs. Sterling Graham and children and Mr. and Mrs. Billy Dean Baxter.

Also Mr. and Mrs. T. J. Polfus, Watsonville, Calif., Mr. and Mrs. Bill Baxter, Mr. and Mrs. Louis Baxter and Mrs. Alta Wily.

Second Son For O'Neil Greesons

Mr. and Mrs. O'Neil Greeson became parents of a baby boy at 5:25 a. m. Monday. He weighed 7 lbs., 2 ozs. and was named Marc Layne.

He is the second son for the

(Continued on Page 2)



February Wedding Planned—Miss Brenda Elaine Deaton, daughter of Mr. and Mrs. L. L. Deaton, will become the bride of Phil Stanton Phipps February 9 at 3 p. m. in First Baptist Church. He is the son of J. S. Phipps, Denver, Colo. and Mrs. Kenneth Hampton, Summit, Illinois. The bride-elect, a graduate of Friona High School, is currently attending Draughon's Business College in Amarillo, Phipps, a 1962 graduate of Friona High, is engaged in farming. Local invitations are not being mailed, but friends of the couple are invited to attend.

WHY MINNESOTA'S RED RIVER VALLEY CERTIFIED SEED POTATOES?

NORTHERN GROWN:

Even before scientists told us why... Northern Grown Seed was recognized as the best performing wherever it was planted. It had the zip and punch to produce an Extra Good Crop. It didn't "run-out" as fast as others. It had a "Built-in Vigor" that brought forth hardy, clean potatoes in abundance. Long days and cool nights are a factor. Minnesota's Red River Valley is right up on the Canadian Border where full advantage of nature's favors of climate, soil and geography make it the best place in the nation for the production of good seed potatoes.

RED RIVER VALLEY:

The largest production area in Minnesota, includes eleven northwestern counties of the state. This area is the bottom of prehistoric Lake Agassiz—its glacial silt, rich in minerals, its fine textured, black soil with varying admixtures of sand and clay on the eastern slopes of the Valley. The Red River Valley is recognized as one of the WORLD'S BEST POTATO RAISING SECTIONS. Ideal climate and growing conditions produce seed potatoes that are tops in vigor. Leading varieties are Irish Cobbler, Red Pontiac, Red LaSoda, Norlin, Kennebec, Russet Burbank as well as others.

KNOW-HOW:

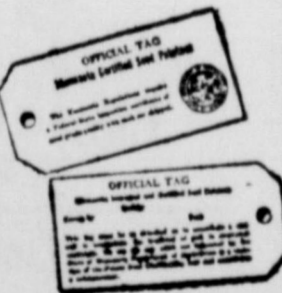
Minnesota's Red River Valley has been in the Seed Potato Business since the early days of farming in this great agricultural area. Over 40 years ago a pioneer thinker and doer in the Seed Potato Business set in motion one of the first Seed Potato Certification systems. This pioneer, dedicated to a rigid system, has developed an effective and recognized staff that knows Seed Potatoes. The growers of Minnesota's Red River Valley take great pride in the crops they produce... and in many instances the third generation is now carrying on the traditions of families who started the Seed Potato Industry in Minnesota. These are the people with the "know-how" that turn out Extra Quality Certified Seed Potatoes.

RELIABILITY:

It takes integrity with rigid attention to detail in our Foundation Lots, increased under expert care and supervision, inspected many times in the field by only the best inspectors... and finally bagged and shipped under the watchful eye and a written certificate of a State-Federal Produce Inspector. Such established and maintained "team work" builds a conscientious program of care, integrity and results... another important reason why Minnesota's Red River Valley has a front rank position in supplying Certified Seed Potatoes to the nation.

LOOK FOR THE BLUE TAG:

This official Blue Tag of inspection and certification on each bag of Minnesota Certified Seed Potatoes is your "Guardian of Trust". Each bag of Minnesota's Red River Valley Certified Seed Potatoes must carry this tag showing variety, name and address of the grower. In addition, most tags show the area in which the seed was grown to further assist you in your selection of the seed for your requirements.



WHEN YOU SHOULD BUY:

Generally there is always enough good seed potatoes available but do not be misled by acreages of certified seed plantings and stocks available that appear in many reports. Elimination by inspection, diversion and the demand by processors who have found premium quality to pay out better are factors influencing availability of Seed Stocks. Buy your seed early and be assured of getting what you want and need.

WHERE TO BUY:

Good Blue Tag Certified Seed Potatoes are available from your seed dealer, direct from the grower or through brokers and agents. Large buyers can deal directly with growers or brokers. A list of Minnesota's Red River Valley Certified Seed Potato Growers is available on request. Make your deals early!

FREE! Write R. O. Box 484, East Grand Forks, Minnesota for new bulletin, growers and variety list.



NONE BETTER!

Equal to the Best... and much, much better than the Rest!

CONTACT YOUR GROWER OR SUPPLIER NOW!

CERTIFIED SEED POTATO GROWERS OF MINNESOTA'S RED RIVER VALLEY

NEW YEAR MEMO NAMES QUALITY FOOD at savings!	
BOLOGNA All Meat Lb. 39c	Armour Star BACON 1 Lb. Pk. 49c
White Swan Whole GREEN BEANS 303 Can 25c	Niblet Whole Kernel CORN 12 Oz. Can 17c
Giant Size TIDE Box 69c	Van Camp 4 Oz. Can VIENNA SAUSAGE 21c
Kleenex TABLE NAPKINS Box 25c	CRACKERS Sunshine 1 Lb. Box 25c
Libby's Frozen SWEET PEAS 10 Oz. Pk. 19c	Libby's Frozen Baby Green LIMA BEANS 10 Oz. Pk. 25c
BANANAS Lb. 12c	Wash. Extra Fancy Delicious APPLES Lb. 15c

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The great highway performer

'64 Jet-smooth Luxury Chevrolet

What does it take to make a car a great highway performer? If the car happens to be a '64 Chevrolet, one thing only. A highway. You'll find everything else already neatly packaged for you—on the car exactly as you pick it off the showroom floor. There's a choice of seven engines—all the way up to a twin-carb high-compression 425-hp V8*—and four transmissions, including a finely honed 4-speed stick shift. And underlying it all—a bump-skimming Jet-smooth ride that helps keep the performance great even when the highways aren't so great.

What about special performance equipment? Professional driving skills? Forget them. Nobody has to doctor or coax or soup up these Chevrolets to get the best out of them. And that's really the test of a great highway performer: Just about anyone can get a kick out of driving one, just about anywhere, just as it comes out of the showroom. Next time you're out your dealer's way, allow a few extra minutes to sample one of these highway performers on your own. A few are really all you'll need. That's enough time to do a lot of driving in a Chevrolet. *Optional at extra cost.

THE GREAT HIGHWAY PERFORMERS Chevrolet • Chevelle • Chevy II • Corvair • Corvette
See them at your Chevrolet Showroom

REEVE CHEVROLET COMPANY

Phone 2021 510 Main Street



Family Reunion In Blake Home

Mr. and Mrs. L. B. Blake were hosts at a family reunion in their home Sunday, December 29. Fifty-nine persons were present for dinner and an afternoon of visiting and game playing.

Those present were Mr. and Mrs. Orval Morrow, Meadow; Mr. and Mrs. David Massey,

Rogers, N. M.; Mr. and Mrs. Richard Meil, Plains; Mr. and Homer Meil and children, Dumas; and Mr. and Mrs. C. L. E. Meil, Meadow.

Also Mr. and Mrs. Don Morrow and children and Mr. and Mrs. Bob Drake and children, Lubbock; Mr. and Mrs. Karl Cox Jr. and children, Rogers, N. M.; Mr. and Mrs. Royce

Farquhar, Ropesville; Mr. and Mrs. Clarence Massey and children, Portales; Mr. and Mrs. Gene Massey and children, Rogers, N. M.; Mr. and Mrs. Lee Edward Massey and children, Portales.

Also Mr. and Mrs. Clay Elkins, Lubbock; Mr. and Mrs. S. O. Holloway, Hereford; Mr. and Mrs. Orval Blake, Ricky Cinday and Wade, Mr. and Mrs. Billy Bell, Kerry and Craig and Mr. and Mrs. Burr Blake, all of Friona.

G.B. Buskes Host Annual Get-together

NEW MEMBER—Iva Parr was formerly presented as a new member of Gamma Theta Chi Sorority at Amarillo College on December 20. Miss Parr, a 1963 graduate of Friona High School, is the daughter of Mr. and Mrs. Bruce Parr of the Black community.

Mr. and Mrs. G. B. Buskes and Kim were hosts at an annual get-together in their home New Year's Day. Guests are invited for lunch, an afternoon of television watching, supper and an evening of festivities.

Those present were Mr. and Mrs. A. L. Black, Kitty, Danny and Keith; Mr. and Mrs. Paul Fortenberry, Richard, Paula and Don; Mr. and Mrs. Noyle Wood, Ronnie, Jonell and Eddie and Mrs. Mae Magness.

Also Denise Magness, Scottsdale, Ariz., Mr. and Mrs. Rick Styles, Mike and Scott, Albuquerque, Bill Binford, Portland, Oregon, Suzanne Taylor, Rev. and Mrs. Bill Burton, Pat, Billy and Debbie, Mr. and Mrs. Philip Weatherly, Park, Pepper and Penni Gae.

Mr. and Mrs. John Benger and Mr. and Mrs. Guy Latta spent last weekend visiting relatives at Fargo and Fort Supply, Okla., and attending the annual Latta family Christmas reunion.

Second Son--

(Continued from Page 1)

couple. Grandparents are Mr. and Mrs. George Green, Pampa, and Mrs. Lester Dean, Friona. Great-grandparents are Mr. and Mrs. Taylor Green, Friona, Mrs. Mary E. Wells, Patterson, Calif., and Mrs. S. J. Greeson, Hereford.

Todd, the Greesons' older son, is visiting in the home of his maternal grandparents, Mr. and Mrs. George Green at Pampa.

Mr. and Mrs. Calvin Ivie and son, Shawn, Irving, spent several days during the holidays visiting in the home of Mr. and Mrs. Roscoe Ivie.

Cadettes Elect New Officers

The Girl Scout Cadettes of Troop 358 met Tuesday to elect new officers. Those elected were Ann Ayers and Chloe Ford, patrol leaders; Christa Evans, secretary; Jan Shirley, treasurer; Rhonda Ruzicka, reporter.

Refreshments were served by Cecelia Staz. The meeting adjourned at 5:30 p. m. ---Rhonda Ruzicka

"Parks Day" Set For Abilene Star

David Parks, whose athletic attainments have been recognized nationally, next becomes honored where it counts the most -- in his own hometown -- as Abilene observes "Parks Appreciation Day" Jan. 14.

Parks and members of the Texas Tech athletic and administrative staff will be guests of an Abilene Chamber of Commerce-sponsored banquet at noon that day in the Windsor Hotel.

Representatives of some of the All-America team sponsors will be among those honoring the Red Raider end that day.

Parks, 6-2, 193, became the first Texas Tech player ever to make the Associated Press All-America first team this fall. He also was chosen to the first team of the All-Americans chosen by Sporting News, Boston Record-American, and Sports Extra, football weekly published in Detroit. Among

other All-America teams he made, some whose certificates will be presented Jan. 14, are the American Football Coaches, Time Magazine, and Williamson Rating.

National television audiences have seen Parks in recent days, in the top two winter all-star games -- the Shrine East-West game at San Francisco and the Senior Bowl at Mobile. In the former he stood out defensively and blocked the East's extra point try to preserve a 6-6 tie. In the Senior game Parks took a George Mira pass into the end zone for the winning South's second touchdown and played his usual all-around game.

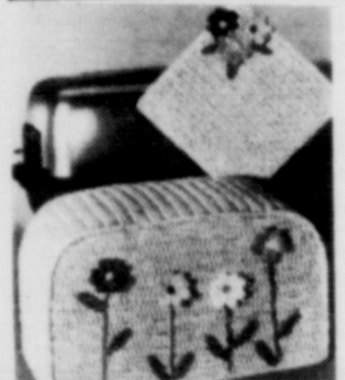
Parks was the No. 1 draft choice of the National Football League, going to San Francisco, with whom he subsequently signed. He was also high on the lists of the American Football League and the Canadian League.

Printed Pattern



Printed Pattern 5012: Misses Sizes 10, 12, 14, 16, 18, 20. Size 16 requires 4 1/2 yards 3 1/2-inch fabric.

FIFTY CENTS in coins for this pattern -- add 15 cents for each pattern for 1st-class mailing and special handling. Send to 170 Newspaper Pattern Dept., 232 West 18th St., New York 11, N. Y. Send 50¢ for our Spring-Summer Pattern Catalog. Includes coupon good for One Free Pattern.



POP-UP--Colorful flowers pop up to make a lovely design on this cotton crocheted potholder cover and matching pot holder. Instructions available from the National Cotton Council, P. O. Box 12285, Memphis 12, Tennessee.

SALMON					Honey Boy	Tall Can	49¢	Quantity Rights Limited	
GOLD BOND STAMPS Fresh Fruits And Vegetables ORANGES Lb 21¢ Ocean Spray CRANBERRIES Pound Bag 35¢ BANANAS 15¢ Lb Stock your Locker FROZEN FOODS PATIO TAMALES or ENCHILADA DINNERS 49¢	Gladiola FLOUR 5 Lb. Bag 55¢	Del Monte CORN 303 Can 19¢	Ranch Style BEANS 300 Cans 2 For 31¢	JELL-O 4 Pk Size Reg. 39¢	MEATS CHUCK ROAST Lb. 45¢ Wisconsin Long Horn CHEESE 55¢ Lb Top Hand SAUSAGE 2 Lb Bag 59¢				
	White Swan Luncheon PEAS 303 Can 2 For 45¢			Kounty Kist CORN 12 Oz. Can 2 For 35¢					
	White Swan 303 Can SPINACH 2 For 29¢			White Swan Sliced 8 Oz. Flat Can 2 For 39¢					
	White Swan Turnip Or Mustard GREENS 303 Can 3 For 39¢	Gerbers Strained BABY FOOD 2 For 23¢							
	White Swan PEACHES 2 1/2 Can 29¢	Swans Down White - Yellow Devils Food CAKE MIX Chocolate Chip 3 For \$1.00							
	Concho 303 Can Green Beans 2 For 25¢	Mountain Pass Tomato Sauce 4 For 39¢							
	Prices Good Jan. 12th Thru 18th We Give Gold Bond Stamps, Double On Wednesday With Each \$2.50 Cash Purchase Or More								
	White's Supermarket Ph. 3131 We Deliver Friona								

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EAST OF TOWN
ON U.S. 60

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**T.A. KELLEY
IS PROUD TO
ANNOUNCE THE
OPENING OF HIS
RADIATOR REPAIR
SHOP!**

OPEN ON MONDAY JAN. 13th.

Mr. Kelley, Who Has Had 18 Years of Experience In The Radiator Repair Field, Is Opening His Modern And Well Equipped Shop East Of Friona On US 60. They Will Specialize In Radiator Repair, Cleaning, Recoreing Also Heater & Gas Tanks Repair, And Are Equipped To Give You Prompt Service.

PICK UP AND DELIVERY SERVICE IN TOWN.

KELLEY'S RADIATOR SHOP

Ph 4362

Friona

Highlights and Sidelights From Your State Capital

AUSTIN -- Austin has settled back to being just the capital of Texas after nearly two hectic weeks news-wise as the vacation White House.

Dozens of top cabinet officers, military leaders and federal agency heads followed German Chancellor Ludwig Erhard and his advisors to the LBJ Ranch for conferences with President Lyndon Johnson.

Encouraging predictions of progress toward world peace emerged from the President's international discussions. The federal budget and economy were spotlighted in the domestic talks.

Before he departed, White House sources gave these insights into the President's thinking:

He does not feel the U. S. can drag its feet until after elections this year before pressing for new peace breakthroughs.

He regards civil rights and the \$11,000,000 tax cut as legislative "musts." Also, he has

expressed support for the medicare program of aid to the aged.

Reducing the budget to save money for essential human needs, including education, is regarded by the President as of concern to all Americans. He hopes cost cutting will serve as a pattern for future years.

Slum clearance and "a home for every American" are seen as goals of his administration. Some newsmen interpreted this as a likely 1964 campaign slogan.

Johnson hopes to steadily improve American preparedness. But he is strong for elimination of military obsolescence, particularly old bases and installations retained in the budget for political reasons.

Congressional leaders will run their own legislative show. But the new President won't hesitate to ask old congressional friends for what he thinks is needed.

Johnson hopes to draw on the talents of both business and labor to render public service.

He is concerned about unemployment and is calling for new solutions.

PRISON POPULATION RE-

DUCTION -- For the first time in 18 years, the number of prisoners in the Texas Department of Corrections shows a decrease.

Department Director Dr. George Beto reports that the December 31 count was 12,150, compared with 12,203 the year before. Since 1945, there has been a steady climb in number of prison inmates.

Beto cited these reasons for leveling off: more adequate parole supervision; opening of a new first-offender unit; a pre-release program of preparing prisoners for freedom; an expanded trusty program; and overall improvement in the prison treatment program.

Prison chief said the reduction not only will save money on prison care, but also in welfare funds spent on families of inmates, not to mention restoring prisoners to productive lives as citizens and taxpayers.

PRISON SYSTEM INCOME -- Farm products and livestock produced more than \$6,500,000 of the prison system's 1962 income, according to the auditor's report just released. Other sources were: manufac-

tured products, \$3,704,616; oil and gas leases, \$39,237; miscellaneous, \$3,287,167.

Report placed total income from farms and farm industries at \$10,144,773, with expenses of \$14,304,734 for a deficit of \$4,159,961.

Manufacturing operations include license plates, shoes, textiles, clothing and other products.

SCHOOL INCOME THREAT -- Texas school income will be drastically reduced unless the Federal Power Commission sets an adequate price for gas in the Texas Gulf Coast area and the Hugoton-Anadarko area of the Texas Panhandle, Attorney General Carr contends.

Carr has filed a petition to intervene in price hearings ordered by FPC to determine reasonable rates for sale of natural gas in the areas.

Earlier he filed briefs requesting FPC to set the price of all gas in the Permian Basin area at 21 cents MCF. The FPC staff sought a nine cents MCF rate for casinghead gas and 13.7 cents MCF for gas well gas.

Attorney General noted in his brief that Texas levies a 7 per cent occupation tax based on market value of the gas at the well head to help support state government.

He also pointed out that the University of Texas system owns more than 4,700,000 acres of land in the Permian Basin area. Bonus money and royalty (Continued on Page 4)



DON'T GET CAUGHT With Your F-O-G DOWN

Warp's FLEX-O-GLASS, that is.

Cover all openings NOW (doors, windows, porches) that let in cold winter drafts. Just cut Warp's FLEX-O-GLASS with shears, tack over screens or frames for low-cost winter protection. Warp's genuine, crystal-clear FLEX-O-GLASS lasts for years at a fraction the cost of glass. Only 87¢ a square yard at your local hardware or lumber dealer.

Don't Be In The Dark... About The Many Benefits of Your Credit Union

- A DEMOCRATIC ORGANIZATION run by the people you elect to your Board of Directors.
- PROFITS are returned to you because you are part-owner when you have shares on deposit.
- PERSONAL ATTENTION given to you because you are dealing with your fellow members.
- INSURANCE BENEFITS (if you are insurable) for your family in the event something happens to you. In most cases, your designated survivor will receive double the amount of your shares (up to \$2,000) and any existing loan will be automatically paid off.
- JOINT ACCOUNTS provide accessibility for your family. And, you can have more than one share account. In fact, each member of your family can have an account with you as a joint owner.
- LOW INTEREST RATES when you borrow money. You will never pay more than 1 1/2% per month on your unpaid loan balance.
- BIG DIVIDENDS on your deposited shares. You get a big return on the money you have invested in your credit union. The Board of Directors declared a 4 1/2% dividend on your investment for 1963.
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FRIONA FEDERAL CREDIT UNION

EIGHTH ANNUAL

BIGGER AND BETTER

HUB COMMUNITY SALE

THURSDAY

JAN 16 TH



PREPARE FOR SALE. . . Committee members for the Hub Community Sale are laying plans for the annual sale January 16. Left to right are Weldon Stringer, Bob Knight, Jack Tomlin, Wes Long, Mack Ragsdale and T. L. Burleson.

(MOST HIGHLY ADVERTIZED FARM SALE IN U.S.)

At The Hub Community Center - 9 Miles South
Of Friona Or 8 Miles East Of Bovina. Come One, Come All!

Hub Community Ladies Will Serve Lunch
Free Coffee All Day

Highlights--

(Continued from Page 3)

income from this acreage goes to the permanent school fund for Texas education. More than 18,000,000 acres of state land are involved in the Gulf Coast hearing.

IMPORT PROGRAM "INEFFECTIVE" -- Basic structural deficiencies in the mandatory oil import program have rendered it "both ineffective and politically inappropriate," according to a Texas representative to the Sixth World Petroleum Congress.

Sen. Charles Herring of Austin so concluded in his report to Gov. John Connally.

The time has arrived, Herring stated, "for a comprehensive review of the program, leading toward the evolving of a whole new approach."

The Senator found "evidence of a serious monopoly trend within the petroleum industry" and no basis for assuming that corrective forces "will emerge from within the industry itself."

Herring said Texas is suffering "grave economic damage" from its attempts to balance supply with effective demand and to "serve as a balance wheel to world oversupply."

HAY FREIGHT HIKE SOUGHT -- Although the hay shortage has shoved prices up to double the normal, hard-pressed Texas rancher and dairymen may have another cost increase in sight.

Railroad Commission already has been asked by the Livestock Carriers Association of Texas to increase truck freight rates on hay and cottonseed hulls.

A hearing on the application has been set by the Commission's rate division for January 20. In some cases this would mean a rate increase of more than 100 per cent.

HIGHER EDUCATION -- Governor Connally is expected to decide soon whether to designate an existing state agency to administer an estimated \$11,600,000 worth of Federal grants for college construction facilities in fiscal 1964 or create a new State commission on

higher education. Although the Texas Commission on Higher Education is responsible for the administration of State senior colleges and universities, junior colleges -- which would get some \$2,700,000 of the grant money -- come under the jurisdiction of the State Board of Education. There is no State agency for private colleges.

The construction-aid program is designed for both public and private colleges. Connally's decision must meet with the approval of the U.S. Commissioner on Education and be confirmed by Attorney General Carr.

A viewpoint on public education, recently advanced by a subcommittee of the Governor's Committee on Education Beyond the High School, was expressed by the Education Policies Commission of the National Education Association and American Association of School Administrators. Commission recommended that American youths receive two more years of free education after high school.

System proposed is much like that in operation in California. There any high school graduate may pursue his tuition-free education in a public junior or two-year college.

RAIN-MAKING -- John Carr, hydrologist for the Texas Water Commission, has been making local talks on what other states have done about legislation on rain-making.

A major in the Air Force Weather Service, Carr has been gathering information on rain-making and hurricane-breaking as it applies to the Texas climate.

DINNER DECISION -- Texas Democratic party will share with the national Democratic Committee \$270,000 contributed for tickets to the November 22 Kennedy-Johnson "welcome dinner" which never came off. Donors will get a record album of Kennedy's last speeches and souvenir programs which had been prepared for the event.



FRYERS

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Grade - A
LB.

Garden Fresh Produce

TOMATOES Red Ripe Slicers Lb. **29c**

CARROTS Cello Pkg. **9c**

LEMONS Lb. **19c** CELLO PKG. Celery Hearts Ea. **29c**

TIDE Detergent Gt. Box **67c**

SUGAR Holly 5 Lb. Bag **49c**

FLOUR Shurfine 5 Lb. Bag **39c**

KLEENEX 400 Ct. Box **4 For \$1.00**

SALAD DRESSING Shurfine Qt. Jar **35c**

TOMATOES Shurfine 303 Can **2 For 39c**

PICKLES Sweet - Silver Saver Qt. Jar **29c**

PINEAPPLE JUICE Dole 46 Oz. Can **39c**

CORN Golden Whole Kernel Shurfine 303 Can **2 For 29c**

SPAM Luncheon Meat 12 Oz. Can **39c**

TISSUE 4-Pak **3 For \$1**

CLUB CRACKERS 16 Oz. **39c**

HONEY GRAHAMS 16 Oz. **39c**

Shurfine Chunk Style

TUNA 6 1/2 Oz. Can **4 For \$1**

Lowest Prices... Greatest Variety... always at...

Piggly Wiggly

Report Of Condition Of

THE FRIONA STATE BANK

of Friona in the State of Texas at the close of business on December 20, 1963

ASSETS	
1. Cash, balances with other banks, and cash items in process of collection	1,262,995.13
2. United States Government obligations, direct and guaranteed	633,920.48
3. Obligations of States and political subdivisions	90,987.62
6. Loans and discounts (including overdrafts)	5,339,473.28
7. Bank premises owned \$35,426.60 furniture and fixtures \$28,567.77	63,994.37
12. TOTAL ASSETS	7,391,370.88
LIABILITIES	
13. Demand deposits of individuals, partnerships and corporations	5,483,524.88
14. Time and savings deposits of individuals, partnerships, and corporations	617,801.45
15. Deposits of United States Government (including postal savings)	51,459.19
16. Deposits of States and political subdivisions	680,679.36
19. TOTAL DEPOSITS	\$6,833,464.88
(a) Total demand deposits	\$6,149,913.43
(b) Total time and savings deposits	\$683,551.45
24. TOTAL LIABILITIES	6,839,464.88
CAPITAL ACCOUNTS	
25. Capital: (a) Common stock, total par value \$100,000	\$100,000.00
26. Surplus	200,000.00
27. Undivided profits	201,906.00
28. Reserves (and retirement account for preferred capital)	50,000.00
29. TOTAL CAPITAL ACCOUNTS	551,906.00
30. TOTAL LIABILITIES AND CAPITAL ACCOUNTS	7,391,370.88
MEMORANDA	
31. Assets pledged or assigned to secure liabilities and for other purposes (including notes and bills rediscounted and securities sold with agreement to repurchase)	628,920.48
I, Charles E. Allen, Vice President & Cashier, of the above-named bank, do solemnly swear that this report of condition is true and correct, to the best of my knowledge and belief.	
Correct--Attest:	
	Charles E. Allen
Directors	
J. G. McFarland	
S. H. Osborn	
Frank Spring	
State of Texas, County of Parmer, ss:	
Sworn to and subscribed before me this 6th day of January, 1964, and I hereby certify that I am not an officer or director of this bank.	
My commission expires June 1, 1965.	
Iola R. Nelson, Notary Public	

Families Upgrade Food Purchases

The average American family is upgrading its food purchases, although members now spend only 19 per cent of family income after taxes for food. This compares with 25 per cent spent immediately after World War II.

Most foods have increased in price during the past 10 years, but so have other consumer goods and services, says Mrs. Gwendolyn Clyatt, Extension Service consumer marketing specialist.

During the last decade, food marketing costs rose about 10 per cent, and during the same period, housing costs rose 32 per cent, medical care went up 57 per cent, and take-home pay of the average American rose 59 per cent.

Today's family is buying more meat and fruits and vegetables and fewer cereals and other lower priced foods.

With increased income, the average family chooses to buy more convenience-type foods, including prepared mixes, frozen foods and heat-and-serve meals. New and better packaging and marketing methods now provide produce all year. Through research, processors are continually providing new products that American consumers are requesting.

Protein In Winter

"Protein is usually the first limiting nutrient for cows wintered on native range pasture," reports the Oklahoma State University Experiment Station.

Authorities said native grass falls critically low in protein from November to April, and the availability of that protein which remains in the plant is quite poor. Ruminants will not eat more of a low protein diet in order to meet their needs.

This is because the rumen bacteria have a critical requirement for protein (or nitrogen) in order to grow and multiply, and thereby break down fibrous feeds.

If protein is lacking, fibrous feeds are poorly digested and remain in the rumen for a much longer period of time. It appears that ruminants consume feed so that a certain level of dry matter is always present in the reticulo-rumen at any given time.

Hence, if the ration is low in protein, a slow rate of digestion occurs, the animal is "half full" at all times, and forage intake is reduced. Cattlemen often see evidence of this in the appetizing effect of a small amount of cottonseed meal when it is fed to cows on dry grass.

COURTHOUSE NOTES

DEC. 2 to 6

W.D., James L. Green, J. C. Hillbun, S/2 Sect 19 Synd "13" W.D., F. S. Truitt, Frank S. Truitt Jr., S/2 Lot 3 Lots 455 Blk 48, Friona

D.T., A. L. Glasscock, First Fed Sav. & Loan, Part Lot 283 Blk 74 Bovina.

W.D., R. L. Fleming, A. L. Glasscock, Part Lot 283 Blk 74 Bovina.

W.D., Friona Lanes Inc., J. E. Hicks, Blk 1 O, F, Sub Lot 15 Blk 3 Lakeside Add. Friona.

D.T., W. H. Graham, J. E. Hicks, Lots 1 thru 6 Blk 3 O, F, Sub of Lot 15 Blk 3 Lakeside Friona and Blk 1 O, F, Sub Lot 15 Blk 3 Lakeside, Friona

W.D., J. E. Hicks, W. H. Graham, Lots 1 thru 6 Blk 3 O, F, Sub of Lot 15 Blk 3 Lakeside Friona and Blk 1 O, F, Sub Lot 15 Blk 3 Lakeside, Friona

D.T., Myrtle M. Steinbock, Fed. Land Bank, NE/4 Sect 89 Kelly "H"

D.T., Myrtle M. Steinbock, Fed. Land Bank, NE/4 Sect 89 Kelly "H"

W.D., Balmum Butane Co., Danny Mac Balmum, E46 ft Lot 16 & W 29 ft. Lot 17 Blk 1 Lakeside, Friona.

D. T., Adolph Haseloff, Friona State Bank, W/2 Sect 1, SE/4 Sect 2 & S/2 Sect 7, T1SS, R2E

D.T., Western Way Homes, Citizens Natl. Bk., Lots 17 & 18 & part 19 Blk 45, Farwell

D.T., Adolph Haseloff, Hubert Haseloff, W/2 Sect 1, SE/4 Sect 2 & S/2 Sect 7, T1SS, R2E

W.D., John Gammon, John Adduelli, All Lot 3 Blk 1 Daniel & Gammon Sub, No. 1 out SW/4 Sect 1 Blk H, Kelley.

W.D., A. C. Steelman, A. L. Glasscock, Lots 9 & 10 Blk 21 Bovina

D.T., B. V. Hughes, First Fed. Sav. & Loan, Lots 20, 21 & 22 Blk 35, Farwell

THE HIGH PLAINS FARM AND HOME

Excellent Variety Offered In January Plentiful

Plenty of variety should be the keynote to meal planning for Texas homemakers during the first month of 1964.

Meat, vegetables, fruit and nuts are included in the U. S.

Horses Are Where The People Are

The horses of Texas are moving from the ranges and farms to the cities, says Ed Uvacek, livestock marketing specialist, with the Texas Agricultural Extension Service. Today horses are found predominantly where the people of the state are concentrated, he says.

The specialist points out that while horse numbers in Texas and the U. S. as a whole, show a decline, the ones that remain are being concentrated in certain areas. With the exception of the large cattle ranches which use horses for working cattle, the primary concentration of horses is near the metropolitan areas of the state. The counties with the largest numbers are: Kleberg, Harris, Tarrant, Washington, and Brazoria.

The specialist says that riding stables, 4-H Horse Clubs and just owning a horse, have become popular with the city dwellers of the state.

Texas' love for horses has made them worth 31 million dollars, an amount larger than our farm value of hogs, or goats, or even mohair production, says Uvacek.

Department of Agriculture's January plentiful foods list, says the Texas Agricultural Extension Service.

Featured among plentiful this cold-weather month are two versatile vegetables, canned corn and potatoes. For the meat dish, beef and pork supplies are expected to be very large. Apples remain abundant, and pecans and peanuts once again are on the list.

Continued large marketings of cattle and hogs during December are expected to keep prices noticeably lower than last year. Live beef prices in late November were running about \$5 per hundredweight below prices of a year ago and hog prices were about \$2 lower.

A record 283 million-pound pecan crop is holding market prices 10 to 15¢ per pound below those of last fall. Last year's crop was only one-fourth as large as the 1963 production.

Although apple supplies are slightly less than a year ago, peanut crops exceed last year's output and the 1963 crop is 15 per cent above average. These abundant foods listed by USDA's Agricultural Marketing Service usually are more economical and offer better selection for quality, reminds the Extension Service.

Nature does its best to teach us. The more we overeat the harder she makes it for us to get close to the table.

Lower Production Costs For Cotton Farmers Told

Advances in research to lower cotton production costs and improve raw fiber quality have been revealed by the Cotton Producers Institute.

Progress of the farmer-financed research was contained in an announcement of the renewal of six projects initiated by the Institute in 1963. It was made by Roy B. Davis, Lubbock; Leroy Durham, Plainview; Roy Forkner, Lubbock; and Jack Funk, Harlingen, Texas trustees for the Institute.

Two of the projects deal with insects which, on a Beltwide basis, now cost growers the equivalent of seven cents per pound of lint cotton.

Scientists at the University of California, Riverside, are seeking more effective systemic insecticides under a \$50,000 Institute grant. To date they have found at least four different groups of compounds that show outstanding systemic activity and effectiveness against all

test insects for 10 to 16 weeks. A related project at Stanford Research Institute is aimed at getting facts to improve penetration and absorption of systemic insecticides and other agricultural chemicals by cotton leaves. The renewal grant totals \$35,000.

Under another \$35,000 grant SRI scientists are working on the final designs for a laboratory model of an instrument to measure fiber strength accurately, rapidly, and automatically. This is a vital step in determining spinning and performance value of cotton and in improving its competitive position.

Hay May Be Costly Feed

"Farmers must keep the winter feeding costs as low as possible, but it is false economy to starve the herd through the winter and then rebuild on pasture next spring," advises A. V. Allen, extension livestock specialist at North Carolina State.

According to Mr. Allen, low quality roughages can be fed successfully instead of higher priced hay if they are properly supplemented with a mixture of two pounds of cottonseed meal or other protein meal; 1.5 lbs. dehydrated alfalfa meal; one pound of molasses; and steam bone meal and a trace of mineral salt as a mineral mixture.

"This formula should help keep feeding costs down by using less hay. Hay is likely to be the most expensive feed for beef cows this winter," the specialist said.

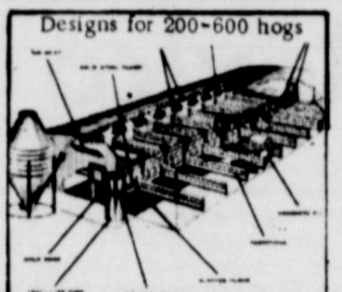
"Winterize" Livestock

Prevent winter losses by keeping livestock dry, clean and well fed, advises Dr. Bill Perryman, extension veterinarian, North Carolina State.

Worm cattle and spray for lice to avoid feeding parasites through the winter. Have dry, clean houses, especially for baby pigs.

"It is extremely important that livestock be given a balanced ration during cold weather. If the animal is well fed, it will fight off disease and will be difficult to parasite," Dr. Perryman said.

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THE FASHION SHOP
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FIRST FEDERAL Has Another Year Of Record Growth; Assets Increase \$5 1/4 Million-

Statement of Condition

FIRST FEDERAL SAVINGS & Loan Association of Clovis

HOME OFFICE
Fourth and Pile St. - Clovis, New Mexico

BRANCH OFFICE
2nd and Alameda - Portales, New Mexico

DECEMBER 31, 1963

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REX HUDSON, Vice President
DIXIE HOGG, Ass't. Vice-President - Secretary
RUFUS FREEMAN, Vice President
CHARLES RUTLEDGE, Vice President
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Clyde Rayl
Lynn L. Martin
Roy Keeter
Reese Cagle
Scott McGehee
E. T. Hensley, Jr.
E. C. Kelso

ASSETS

First Mortgage Real Estate	
Loans	\$34,738,086.11
Home Improvement Loans	50,402.09
Loans to Members, Secured by Their Shares in Association	614,677.79
Cash and U. S. Government Bonds	2,533,003.87
Stock in Federal Home Loan Bank	435,900.00
Other Investment Securities	600,000.00
Office Sites and Buildings	211,769.97
Furniture and Fixtures	55,001.53
Prepaid Federal Insurance Premium	135,726.50
Other Assets	43,378.46
Total	\$39,417,946.32

LIABILITIES

Capital (Members' Shares)	\$34,726,763.55
Advances, Federal Home Loan Bank	800,000.00
Loans in Process	353,093.96
Payments by Borrowers for Taxes, Insurance, etc.	302,314.18
Other Liabilities	3,559.53
Reserve for Unearned Discount	118,227.44
Reserves and Surplus	3,113,987.66
Total	\$39,417,946.32

Assets
December 31, 1960 \$26,984,111.00
December 31, 1961 \$30,082,975.00
December 31, 1962 \$34,120,510.00
December 31, 1963 \$39,417,946.00

FIRST FEDERAL SAVERS
Received During 1963,
\$1,451,581.00 Dividends
At 4 1/2% Per Annum



Accounts Opened by January 10th, 1964 will receive A full 6 months Dividend on June 30th - First Federal's next Dividend payday!

CURRENT DIVIDEND 4 1/2% PER ANNUM



An estimated 300 persons are expected to be employed at the Holly Sugar Corporation plant when it is completed and begins operation for the sugar beet harvest next September.

The plant will slice 6,000 tons of beets daily and will turn out 2 million 100-pound bags of sugar annually.

A view of the Holly Sugar Corporation Merrill E. Shoup plant from the northwest. Buildings accompanying the silos and refinery cover a large area. Signing of contracts for

25,000 acres of sugar beet growing is expected to begin shortly by growers in four counties.

Holly Sugar Corporation Plant At Hereford Assures Beet Industry In West Texas And Eastern New Mexico

Sugar beet production is assured Farmer, Deaf Smith, Castro and Curry counties by the construction of the multi-million dollar Holly Sugar Corporation plant at Hereford.

The enthusiasm for growing sugar beets in Western Texas and Eastern New Mexico was well defined by applications signed last week. During the three-day signing period prior to 1963 acreage allocations more than 100,000 acres of sugar beets were requested from the Holly Sugar Corporation by farmers in West Texas and Eastern New Mexico.

D. W. Lillie, manager of the Merrill E. Shoup plant in Hereford, said that only 25,000 acres would be contracted during the first year of 1964. A larger acreage is expected soon as the business expands.

Lillie said that a farmer would be allowed to plant a total acreage in beets not to exceed 20 percent of his farm land. For example if a farm contains 500 acres the beet crop can not exceed 100 acres.

The arrangement is in order to carry out the five year rotation program which will be a must, Lillie said. Such rotation is necessary to prevent diseases which accumulate

from continuous cropping. In other words beets can be grown one year out of five on the same land.

Lillie said that it was evident that this section of the country is in need of an additional cash crop and that farmers are wanting to include the sugar beet crop in their rotation. He said that some of the farmers will be disappointed this year as it is impossible to accept all the requests for acreage.

A Holly field staff has been busy since early summer contacting prospective growers and surveying their farming operations and intent to grow beets. Farms selected will be those with sufficient irrigation water, farms free from weeds, and those where farmers show an aptitude for growing a vegetable row crop such as beets.

The American Crystal Sugar Company has been contracting beet acreage in the area for some 17 years but their operation was discontinued after the last harvest was completed in November of 1963.

W. S. Fisher, assistant manager, said that \$20 million had been invested in the project. He said that the sugar beet industry in the four counties

should provide an income of from 12 to 15 million dollars annually. Fisher said that no contracts have been signed as yet with the prospective sugar beet growers.

The plant will be completed in time for the next sugar beet harvest which will begin in September of 1964. The price scale will be on the basis of the sugar content in the beet. A total of 20 meetings have been held already among company officials and prospective beet raisers.

Planting time for the sugar beet usually begins around the first of March. The seed will be distributed to the growers from a centrally located warehouse. The growers will be notified by their respective field men. The field man in the Farmer and Curry county area from Bovina to Clovis is Bill Askman of Clovis.

Officials said that there would be three receiving stations in the four counties - one at Dawn, one at Bovina and one at Clovis - all situated on the railroad for direct shipment into Hereford.

Fisher said that the average income on an acre of sugar beets was comparable to that of raising a bale and a half of cotton. The average yield of sugar beets per acre is 20 tons.

Authorities warned against over use of nitrogen in their fertilizer. No more than 100 pounds of phosphate.

Sugar beets is an ideal bi-product for the area, officials declared. The beet pulp is an excellent cow feed. The Holly Sugar Corporation has already begun construction of feed lots just west of the Merrill E. Shoup plant that will feed 15,000 head annually or 7,500 twice a year. The pulp is said to sufficiently replace grain pound for pound, up to 50 percent of the ration.

The sugar mill was named after Merrill E. Shoup who formerly was president of the Holly Sugar Corporation and who is now chairman of the board of directors. The president of the corporation at present is Dennis O'Rourke, who visited in Hereford recently along with Congressman William R. Poage of Waco.

"The plant," O'Rourke said, "is definitely a pilot plant, a place where we can prove how well we can operate that monstrous machinery which we are installing out there."

"Even so, we are still aiming for opening in 1964 in time to handle the beet crop from our four county area next autumn." He predicted that Lamb, Hale,

Bailey and maybe counties farther north eventually be sugar beet territories. He said the industry's outlook was never better, and he pointed to the side products from the sugar beet industry as another reason for its expanded growth.

"Here in West Texas," he explained, you produce many cattle and cattle feedlots are springing up all over the Plains. The sugar industry fits right into that feeding program; the pulp and the beet molasses are liked by cattle. This means that not only can the beets themselves be turned into sugar right here where they are grown, but side products can be produced which boost the livestock industry - all right here in the same territory."

One of the features of the contract is a "kick in" system in which the growers must pay a \$1-per-ton contribution toward the plant's cost. This fee will be charged until \$5 million has been paid in. Fisher said, the fund is not repayable, he explained.

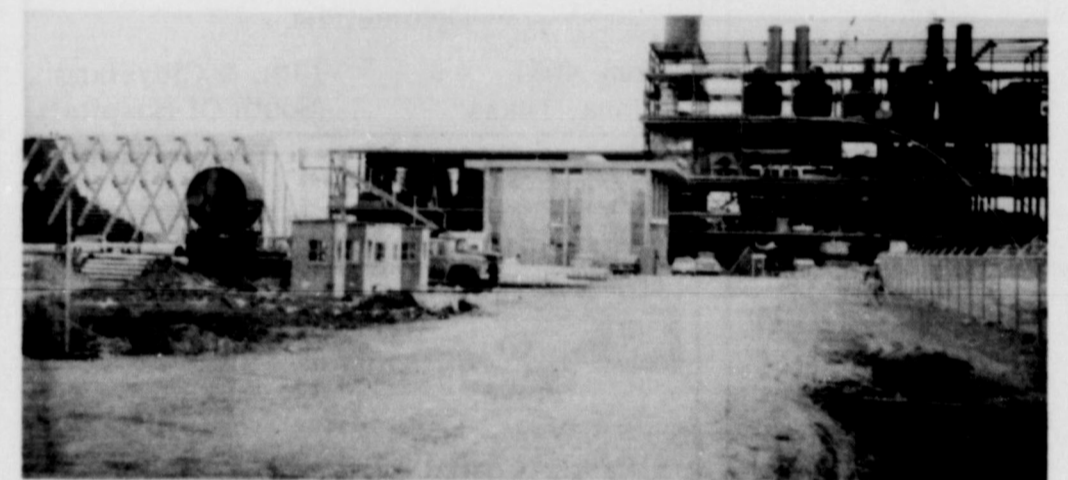
In addition to O'Rourke, other board members who recently visited the Hereford plant were Merrill E. Shoup, chairman of the Holly Corporation board and for whom the plant was

named; Henry C. Breck of New York; B. Barrett Griffith, Colorado Springs, Colo.; Ben H. Slothower, engineer from Salt Lake City, Utah; Russell T. Tutt, Colorado Springs; and Walter H. Ziegler, Woodland,

Calif. Fisher said that the Hereford sugar plant would employ around 300 persons after completion and it starts operation. He said the plant would slice 6,000 tons of sugar beets per

day and that it would manufacture two million 100-pound bags of sugar per year when it gets into full capacity.

H. K. Ferguson is in charge of the plant construction.



A wooden frame building may be seen at extreme left where the sugar beet pulp will be stored to be used for cattle feed. Some 15,000 cattle are expected to be fed annually by the Holly Sugar Corporation at feed lots now under construction just west of the sugar plant.

A REMINDER

JANUARY IS THE LAST MONTH TO PAY YOUR PROPERTY TAX WITHOUT PENALTY.

DEADLINE FOR PAYING YOUR POLL TAX IS JANUARY 31st

POLL TAX RECEIPTS MAY BE OBTAINED AT ETHRIDGE-SPRING AGENCY IN FRIONA OR AT THE COUNTY OFFICE IN FARWELL.

BOVINA RESIDENTS MAY MAKE APPLICATION AT THE CITY OFFICE IN BOVINA. RECEIPTS CAN THEN BE MAILED.

HUGH MOSELEY

TAX ASSESSOR-COLLECTOR
PARMER COUNTY

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DELIVERY



Ingredients for the high-concentrate rations fed at Cattle Feeders, Goliad, include vegetable fat, dehydrated alfalfa pellets, cottonseed meal or similar supplement, cottonseed hulls, milo, corn, minerals, and vitamins.

FEEDING HIGH-CONCENTRATE RATIONS

Feed Conversion and Subsequent Costs Per Pound of Gain Are Important Factors in Determining Concentrate Ratio in Cattle Feeding

By KENNETH O. LEWIS, Livestock Specialist
National Cottonseed Products Association, Inc.
Research and Educational Division

HIGH-CONCENTRATE rations for beef cattle are those rations which contain 80 to 90 per cent concentrates. Standard, normal, or conventional rations are those made up of 65 to 75 per cent concentrates. All-concentrate rations, which are not included in this discussion, are completely devoid of roughage except for the fiber that is furnished by grain.

Concentrates commonly used in Southwestern rations are grain, protein supplement, molasses, fat, minerals, vitamins, and other feed additives. Roughages fed are hay, silage or other forage crops, dehydrated alfalfa, and cottonseed hulls.

The economic value of this feeding system is dependent on the relative costs and feeding values of concentrates and roughages. It is best adapted to those areas where there is an abundance of feed grain and a shortage of low-cost roughage.

Feed conversion (pounds of feed required to produce a pound of beef) and subsequent costs per pound of gain are the two most important factors to consider in determining the amount of concentrates to feed at a given location.

Under most feeding conditions, average daily gains will be comparable for both standard and high-concentrate rations, but less feed will be required per pound of gain when the high-concentrate ration is fed. Normally, a pound of steer gain can be produced with 9.5 to 10.5 pounds of a standard ration. Eight to 9 pounds of feed are required to produce a pound of gain when high-concentrate rations are fed to steers.

By applying the costs of local feed ingredients to feed conversion estimates, the feeder can determine which concentrate-roughage ratios will produce lowest-cost gains.

Cattle to be fed high-concentrate rations will require a 30-day preliminary feeding period. The first week on feed, they should receive a light mixture of 40 per cent concentrate-60 per cent roughage. This mixture might contain 10 per

cent cottonseed meal or similar protein supplement; 5 per cent molasses; 5 per cent dehydrated alfalfa; 25 per cent grain; and 55 per cent cottonseed hulls or comparable roughage; salt; minerals; and 20,000 I.U. of Vitamin A per head daily. Additional green hay may be fed for a few days on top of this ration to accustom cattle to eating from bunks or feeders.

With the percentage of protein supplement, alfalfa, and molasses remaining constant, the grain can be increased at the expense of roughage until the cattle are on the desired finishing ration at the end of 30 days. Steers should gain, when hormones are fed or implanted, 2.5 to 3.0 pounds per head daily for the entire feeding period. Fresh feed should be kept before the cattle at all times. They should be fed at least twice daily; some experimental work has indicated that more frequent feedings will increase gain and feed efficiency.

The cost of labor and equipment will determine the most economical interval of feeding.

Cattle Feeders, Inc., Goliad, Texas, managed by Mr. Frank Jordan, specializes in custom-feeding cattle on high-concentrate rations. Mr. Jordan says that this system works well for them because high-energy feeds are available while roughage is in short supply.

The program is to start cattle on a high-roughage ration, gradually replace part of the roughage with grain, so that by the end of 30 days the cattle are on a ration of 80 per cent concentrates and 20 per cent roughages. Calves and light cattle remain on this ration until the last 30 days of the feeding period. At this time their rations are increased to 85 to 90 per cent concentrate. Yearling cattle receive this higher concentrate ration their last three weeks on feed.

The King Feed Lot, Muleshoe, Texas, also uses high-concentrate rations in their feeding program. According to Mr. Harold King, area-grown grains and roughages are blended into rations according to their efficiency and economy. Corn silage purchased on a contract basis from local farmers, alfalfa hay, and cottonseed hulls obtained from area oil mills furnish their roughage requirements. Concentrates fed include milo, cottonseed meal, minerals, and vitamins.

The majority of cattle at the King Feed Lot are contract-fed for one customer. Harold King plans to feed 5,000 to 6,000 head of their own cattle annually.



Labor-saving self-feeders at Cattle Feeders, Inc., Goliad, are filled two or three times weekly with 10,000 to 12,000 pounds of mixed feed.

Know How Your Home Freezer Meat Is Handled

With the recent interest in buying large quantities of meat for home freezers, consumers are advised by Frank Orts,

meat specialist with the Texas Agricultural Extension Service, to seek more information on meat quality and proper processing methods.

Beef, lamb or pork which is to be stored in the home freezer should be frozen at a low temperature in order to retain the juiciness and flavor of the fresh product, he says. Rapid freezing also is an aid to tenderness, and meat should be frozen at a temperature of -20 -30 degrees Fahrenheit.

The type of wrapping paper used is also an important factor to be considered when purchasing a side or quarter of beef, says Orts. Meat should be wrapped in a high quality 4 ply wax coated paper, polyethylene coated paper or aluminum foil to insure its keeping quality. Meat which is wrapped in a poor quality paper is subject to excessive dehydration or freezer burn, and double wrapping will not compensate

for low quality paper, he emphasizes.

The method of wrapping is also an important factor to consider when purchasing meat for the freezer. A "drug store" wrap is most efficient in excluding air from the package, according to Orts, and the flaps should be closed tightly with a good quality tape. Since torn places in a package will allow free entry of air, which will dehydrate the meat, these packages should be rewrapped.

Confidence in the processor or locker plant operator and the type of meat he handles will substitute for personal inspection and judgment in obtaining the desired quality of beef, lamb or pork for your home freezer, explains the specialist. But be sure to give the processor exact cutting and packaging instructions, or ask his advice if you are not familiar with cuts and cutting methods, advises Orts.

NEWS FROM THE FARM BUREAU

BY RAYMOND EULER

So that you know what Farm Bureau's program for cottons, here, briefly is a summary: The proposal seeks to establish a price support for upland cotton at a level which will permit the market price to operate. This is to be accomplished by establishing a price support of 90% of the average market price during the three calendar years immediately preceding the calendar year in which the marketing year for the crop begins. The minimum price support established is as follows: (a) 30¢ per pound for middling one inch cotton in 1964 only, (b) 60% of parity price for 1965 and thereafter.

The program also calls for a \$10 million research program. This research program is to be a special one specifically for the purpose of reducing the cost of production.

This program, in the opinion of Bill Wedemeyer, TFB Research and Education Director, will gain support of Texas Cotton Growers when compared with any others being offered.

And here is FB's policy on meat imports: Imports of red meats have become a matter of vital concern to the nation's cattle and sheep producers.

The Tariff Commission's investigation of the current situation in regard to the importation of beef and veal and the competitive effect on the domestic industry is necessary and timely.

This investigation should be the basis for a determination as to further action under the Trade Expansion Act, which would establish whether these imports are injuring or threatening injury to the domestic meat industry.

If injury or threat of injury is occurring, the Tariff Commission should recommend to the President the import restrictions necessary to correct the problem.

Your directors and officers welcome your questions regarding official Farm Bureau policies on any subject. Please ask them.

CONSIDER THIS: A man that hath friends must show himself friendly; and there is a friend that sticketh closer than a brother. Prov. 18:24.



At Home In Parmer County

By CRICKET B. TAYLOR
County HD Agent

Cricket

Homemakers in Parmer County and the surrounding areas will not want to miss the big event that is scheduled for February 12 at Farwell and February 13 at Hub. This event is the program on "Use of Cleaning Equipment and Carpet Care."

The up-to-date information will be given by trained resource people on such subjects as "Spot Cleaning of Carpets," "Demonstration on equipment use for all cleaning," and "Things to consider when buying carpet."

Be sure to put this date down and watch for further announcements and plans. This program is for all homemakers and not just Home Demonstration Club members.

Now that the new year is here, its time for new resolutions, perhaps a resolution to save money may be for some. If so, then that involves planning and to do a good job of this, requires some bookkeeping too.

Some of the mere puppets of the hour are playing only for money, and at a fearful stake.

-Mary Baker Eddy

Other information on family budgets and planning is available from the Extension office. These may be secured by calling 481-3619 or come by the home agent's office, on the second floor in Farwell court house. These may be mailed also.

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ABSTRACTS See JOHNSON ABSTRACT COMPANY in Farwell Fast, Accurate Ph. 481-3878 Box 88

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FOOTSAVING EDUCATION



by James E. Edwards

Why Do Shoes Have Laces?

The fast answer is "Why, to hold them on," but there is more to it than that. In an earlier column it was pointed out that toes do not grow much — the mass of the foot does most of the growing. Since the counter of a shoe prevents the heel from moving back, the front of the foot is forced forward by the slow but relentless force of growth.

When button shoes were the vogue, foot growth would make it necessary to move the buttons to allow room for the instep. Now the laces just spread.

Many parents believe that the wide-spread laces of an out-grown shoe indicate the need for more width but it usually means that the back of the foot is just too large for the back of the shoe.

Robin Hood Shoes designed for Young America Orthopedic Shoes Fitted To Your Doctor's Prescription Edwards' SHOE STORE 517 MAIN CLOVIS, N. MEX.

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10 A.M.
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PUBLIC STATEMENT
BY
JIM BOB SMART

I would like to emphasize that this is not a bankruptcy, warehouse clearance of discontinued lines, or factory close-out of a product that proved slow in the market place.

We are quitting business. Therefore, we have slashed prices on everything in the store. Nothing will be held back. We are selling out to the bare walls.

I have been appointed, and am now serving as Postmaster at Farwell, Texas. My new interests and responsibilities do not permit me to continue in the furniture business.

If you need furniture now, or if you will need furniture in the future, this is your last chance to buy this quality at these prices. DON'T MISS THIS SALE!!!

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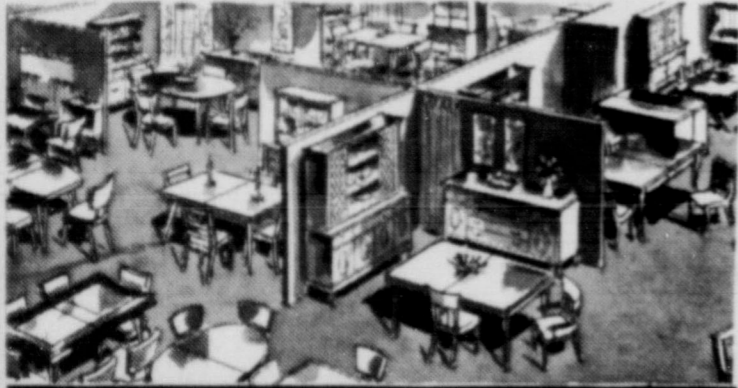
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