

Friona Bank Deposits Top All-Time Record

See Story, Col. 5

STAR
Lites
by Bill Ellis

Monday, February 24th is the date set for the annual Friona Chamber of Commerce and Agriculture banquet. Dr. Charles W. Jarvis, humorist from San Marcos, will be the main speaker. According to Chamber manager Porter Roberts, he's a dilly.

While on the subject of the Chamber of Commerce, Roberts reported that he heard a lot of favorable comments on Friona's Christmas lighting from the out-of-town judges who picked the local winners. One of the judges, from a larger community, remarked "I wish we had this much enthusiasm at home. . . ."

The new "Parade of Progress," South Plains Yearbook is off the press and at newsstands. Friona has two pages in the new book. Included in the section is a picture of 1963 Maize Days queen, Sheryl Long, and cotton crops.

The book, edited and published by Bob Wilson of Lubbock, contains some beautiful color pictures of the South Plains, which it calls "Miracle Area, U.S.A."

Friona certainly has a bright future in 1964, as stories on the front page will indicate. Bank deposits reach all-time high. Construction for 1963 tops all-time record. There isn't any reason to doubt that this won't continue through 1964 and years following.

We heard several businessmen state that they enjoyed very fine retail sales during the Christmas season. This is very encouraging. As more and more residents find that they can do the bulk of their shopping locally, the business district will grow in proportion with the rest of the city.

Our hat is off to Don Light, head coach of the Friona Chiefs, for being named "Coach of the Year" in class AA by the Lubbock Avalanche-Journal. Don certainly deserved it for his untiring labor in molding the team this past fall.

Also speaks well for the rest of his coaching staff, and for the performance of the Chiefs, the "miracle" team of 1963.

It more or less put "frosting on the cake" for an all-around good season, and should have been a fine Christmas present. Also, our congrats to the two team members, Everett Gee and Dale Milner, for making the All-S-P second team. That's pretty fast company.

We noticed the following on the desk of City Manager Arley L. (Jake) Outland, and thought it would be worthy of passing on:

Water Bill Too High?
-Actually, the water is FREE. You are being charged to offset the costs of producing, storing, treating and bringing the water to your faucet.

Other items included in this cost are billing, bookkeeping, office expense, collecting, investigations, on- and -off service, reading meters, meter expense, setting and changing meters, along with prorated bond expense for installing the distribution system.

All this might bear thinking about the next time we decide that our water cost is bordering on the fantastic.

The Friona Ministerial Alliance announces that it will sponsor a community religious survey on Sunday, February 2. Plans are in the making to follow up a very effective survey which was taken two years ago.

The records of the past survey are on file, and the new one will seek to bring the old records up to date. Survey workers will be enlisted by the cooperating churches.

A copy of the survey card will appear in the Friona Star in the near future, and people who will not be at home on that date are requested to fill out this blank and leave it to be collected. Rev. Bill Burton, president of the alliance, states

(Continued on Page 2)



WILL GUIDE EXES. . . These Friona High School ex-students were chosen as officers for 1964 at the reunion December 26. Left to right are Mrs. Billy Dean Baxter, vice president, Mrs. Doyce Barnett, secretary, and Raymond Euler, president.

AT REUNION

Euler Named President Of Friona Ex-Students

Some 110 ex-students and teachers attended the association's annual reunion at Friona High School the night of December 26.

Officers for the coming year were elected, Raymond Euler was chosen president of the association. Vice president is

Mrs. Billy Dean Baxter, Secretary-treasurer is Mrs. Doyce Barnett.

Recognized as having traveled the farthest for the reunion were Louise Euler Mangold of Flint Michigan; and Noel Bengner of San Jose, California. Rev. Lee Euler, Albuquerque, N. M., gave the invocation. Mrs. Curtis Murphee, outgoing vice president presented the welcome.

Herbert Day was in charge of musical entertainment. After the entire group sang songs of yesteryear, a quartet composed of Day, Forrest Osborn, Bill Raybon and Eva Nell Stovall sang three numbers.

Ex-students were recognized according to graduation classes. During the business session a proposal was approved to elect a president of the honor class each year. Host classes this year were 1922, 1932, 1942, 1952, and 1962.

Coffee and cookies were served to 107 who registered. Those signing the guest book included:

Mr. and Mrs. J. C. White, Stephenville; Mr. and Mrs. Dean Baxter, Rye, Colo.; Annie Mae Thomas, Friona; Eva Nell Stovall, Clovis; Mr. and Mrs. James Dixon, Friona; Herbert Day, Friona; Mr. and Mrs. Arthur Drake, Friona; Mrs. Frances Howard, Abertathy; Mr. and Mrs. J. T. Guinn, Jr.,

(Continued on Page 2)

Action Starts Today In Farwell Tourney

Friona High School's varsity basketball teams swing back into action today in the Farwell Invitational tournament. The Squaws see the first action, meeting Hart in a 1 p.m. game today. The Chiefs also meet Hart, in a game slated to begin at 6 p.m.

The Squaws will be after their third tournament championship, and carry an unblemished 11-0 mark into the meet. Both teams have prospects of meeting one of their district foes for the first time, since Muleshoe and Morton teams are entered.

The Squaws, in fact, should

they beat Hart, will play the winner of the Morton-Springlake game in the second round Friday at 4:30 p.m. Should they lose, they will meet the loser of the other game at 10 a.m. Friday.

The Chiefs, who have had a hard time getting started, will be out to duplicate their 63-53 win over Bovina in their last performance. Should the Chiefs win, they will play the Farwell-Vega winner at 9 p.m. Friday. Losers of the two games meet at 2:30 p.m. Friday in consolation games.

(Continued on Page 8)



BOWL BOUND. . . The Kenneth Watkins family is shown earlier in the week as they departed for Dallas and the Cotton Bowl game. From the left are Butch, Thelma and Kenneth.

FRIONA, TEXAS

THURSDAY, JANUARY 2, 1964

TEN CENTS

THE
FRIONA



STAR

VOLUME 42, NUMBER 14

12 PAGES

SECTION 1

ROUNDUP OF YEAR'S NEWS

Varied Subjects Make Local Headlines In '63

Record construction in the city, the opening of several new business houses, Friona becoming a "convention center,"

and the upswing of sports at Friona High School dominated

the local headlines during 1963. The city began the year in

the midst of one of the coldest winters on record, and a low of 15 degrees below zero was recorded on January 13, coldest reading in several years.

One of the big local stories for January was the announcement by Holly Sugar Corporation that it would build a sugar mill at Hereford, to give local beet farmers a nearby market, and diversify the area's agricultural economy.

First major building to be announced and started during the year was the new home of Farmer County Implement Company on West Highway 60. Contract for this building was awarded early in February.

Sports made the headlines practically all year. First big splash was the winning of the district title by the FHS girls basketball team in February. Later that month, the city's outstanding citizens were honored at the annual Chamber of Commerce and Agriculture banquet. Steve Messenger was named "Man of the Year" and Mrs. John D. Sanders was chosen "Woman of the Year."

Early in March, the "Squaws" rallied for a 55-53 bi-district win, and locked horns with rival Tulia in the regional finals. After two overtimes, the team advanced to the state meet with an 82-80 win. The March 7 issue of the Star announced the hiring of Bill Morgan as Friona's Chief of Police, replacing Ben Moorhead. The annual Farmer County Junior Livestock show was unreeled March 7-10, and was proclaimed a big success.

The season ended for the girls basketball team, with "Duggins" (Continued on Page 3)

All Figures At New High

A new all-time record for deposits at the quarterly statement period has been established at Friona State Bank. Deposits as of December 20, day of the "call" were \$6,839,464.88.

This was \$292,284.15 over the former record established last March, and was \$537,005.27 more than the corresponding statement a year ago.

Total assets of the bank were up by \$673,220 over the same statement in 1962. They stood at \$7,391,370 on December 20, compared to \$6,718,150 on the December statement of 1962.

Loans at the bank were also up, the statement showed. They stood at \$3,716,055 on December 20, compared to \$3,052,927 a year ago. U. S. Government Bonds also increased, from \$436,234 to \$633,920.

PLAYERS ALSO HONORED

Light Is Named "Coach Of Year"

Coach Don Light has been named South Plains "Coach of the Year" in class AA by the

Lubbock Avalanche-Journal.

Light's selection was announced in the newspaper's annual "All - South Plains" choices. Also picked on the class AA all-star team were fullback Everett Gee and tackle Dale Milner, named to the second team.

"Friona was the surprise team in the area this year, winning eight and losing two after losing 27 games in a row," the newspaper said.

By winning eight and losing two, the Friona Chiefs helped Coach Light extend his personal coaching record to 46 wins, 18 losses and three ties in six years as a head coach.

The newspaper chose Light for its class AA all-star coach

(Continued on Page 8)



DON LIGHT

FIGURES TABULATED

Construction Rolls To All-Time Record In '63

Building in Friona during 1963 hit a new all-time high, according to figures compiled this week by A. L. (Jake) Outland, city manager.

According to figures tabulated from building permits issued during the year, the total construction for the year inside the city limits was valued at \$873,475. This is \$147,851 above the former record set last year of \$725,624 in construction.

Bulk of the construction, as usual, was in new homes which accounted for \$577,350 of the total. This was an increase of more than \$80,000 over 1962's new home figures of \$457,669. There were 38 permits for new homes issued in 1963, compared to 29 the previous year.

Total number of permits issued in 1963 stood at 93, which compared to 74 in 1962. The increase of \$147,851 in the total worth of construction in 1963 represented an increase of 16.8 per cent over the record total

of the previous year.

Other good building years recently have been 1960, which wound up with a grand total of \$630,365; 1959, which tabulated \$554,190, and 1958, which was \$465,565.

Non-residential construction also showed a gain, although not as great as residential building. Ten permits were issued during the year for non-residential buildings, worth an estimated \$231,950. The figures for 1962 were 11 permits for construction of \$215,780.

Additions and alterations also showed a jump over the previous year. Forty-five such permits were issued in 1963, for construction estimated at \$64,175. This compares to 34 permits for \$52,175 construction in 1962.

The figures do not include building outside the city limits thus the new Farmer County Implement building and the addition to the Calvary Baptist

Church, which would hike the figure by some \$70,000, are not counted.

Also, the construction at Friona Feed Yard, Inc., which is well over \$250,000 would, if included, boost the construction total to well over the \$1 million mark.

Another item not included in the total is a new apartment project to be built by George Taylor, which has been announced, but no permit has been taken out as yet.

October was the banner month for building in the city. Permits totalled \$169,225 that month, which was the largest single month for permits since they have been issued by the city office. Helping the month

(Continued on Page 2)

Bushys Awarded Contest Prize

The residence of Mr. and Mrs. Pat Busby was awarded first place in the Christmas lighting contest sponsored by the Friona Chamber of Commerce and Agriculture.

Taking second place was the effort by Mr. and Mrs. Dale Houlette. A tie for third place resulted, with Charles Allen's and the Dr. Bill Beene residence splitting third-place money. Prizes of \$15, \$10, and \$5 were awarded.



WINS FIRST. . . Winner of Friona's Christmas lighting contest was the Pat Busby home on Fifth Street. A portion of the Busby decorations are shown here.

Chamber Is Electing Four New Directors

Members of the Friona Chamber of Commerce and Agriculture are scanning ballots this week. The chamber is to elect four new directors in the mail voting. Chamber manager Porter Roberts requests that the ballots be returned to him by January 8 for tabulating.

Those on the ballot include Bill Nunn, John Blackburn, Bill Sheehan, Eric Rushing, John R. Cook, Gary Brown, Ed Young, and Arley L. (Jake) Outland.

Directors whose terms are expiring include Woody Fleming, Steve Messenger, Dr. Bill Beene, and Marion Fite, Jr. Three of the men are officers of the organization. Fleming is president, Messenger vice president and Beene is secretary.

Roberts said that a proposition as to whether or not the members would be interested

in supervisory and management training courses was also included on the ballot. Some six courses are listed on the questionnaire.

UF Campaign Hits Midpoint

Friona's United Fund campaign stood at \$3,289 as of January 1, which amounted to just under half of the drive's goal of \$7,000.

"Several of the campaign workers have not reported as yet, and we need them to report with their amounts," stated drive chairman Bill Sheehan.

Several local organizations benefit from the united drive. They include the Boy Scouts, Girl Scouts, Red Cross, Salvation Army and Foreign Exchange Student fund.

THE FRIONA 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, 1937, 1958, 1959, 1960, 1961, 1962; West Texas Press Association, 1959, 1960, 1961, 1963; 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, 1879.

SUBSCRIPTION RATES
Parmer County, Adjoining counties, \$3 per year. Elsewhere, \$4 per year.

Bill Ellis, Editor

June Floyd, Society Editor

John Getz, Advertising Manager



Euler Named

(Continued from Page 1)

White Deer; Mr. and Mrs. Bill Buchanan, Friona.

Also Mr. and Mrs. Otis Huggins, Farwell; Forrest Osborn, Friona; Mr. and Mrs. Clarence Martin, Friona; Mr. and Mrs. Dale Houlette, Friona; Mr. and Mrs. Loyde Brewer, Friona; Mr. and Mrs. Curtis Murphree, Friona; Mr. and Mrs. Cordie Potts, Friona; Mr. and Mrs. Ross Terry, Friona.

Also Mrs. Joyce Coffman, Farwell; Mrs. Lester Harrelson, Ft. Sumner, N. M.; Mr. and Mrs. J. T. Gee, Friona; Mr. and Mrs. Lee Euler, Albuquerque; Mr. and Mrs. Milton Gore, Mineola; Mr. and Mrs. Ralph Bigelow, Northridge, Calif.; L. R. Hand, Friona, John Hand, Friona.

Also Mr. and Mrs. Hurston Battey, Abilene; Mrs. Harry Green, Canyon, Mr. and Mrs. Guy Latta, Friona; Mr. and Mrs. Joel Davis, Pueblo, Colo.; Mr. and Mrs. C. L. Vestal, Friona; Wilma York Bowlin, Lubbock; Mrs. Wilson Gyles, Amarillo; Mrs. Martha Rutherford, Amarillo; Mr. and Mrs. Raymond Euler, Friona.

Also Mr. and Mrs. Earl Mangold, Flint, Mich.; Mrs. J. C. Stowers, Bovina; Mrs. Alex Stevens, Amarillo; Mr. and Mrs. Harry C. Weis, Burbank, Calif.; Mr. and Mrs. W. R. Riethmayer, Friona; Mr. and Mrs. Floyd Brookfield, Friona, Mr. and Mrs. Doyce Barnett, Friona.

Also Mrs. James Seitz, Pampa; Mrs. Jewell Wells, Friona; Mrs. Joe Boeckman, Friona; Mrs. Jeff Booker, Hedrick, Okla.; Mr. and Mrs. Noel Bengener, San Jose, Calif.; Mr. and Mrs. John Bengener, Friona; Mr. and Mrs. Ralph Taylor, Friona; Mr. and Mrs. Louis Baxter, Friona.

Also Mr. and Mrs. Russell Loffin, Springfield, Colo.; Mr. and Mrs. Frank Reed, Friona; Mr. and Mrs. Emmett Day, Jr., Lubbock; Mr. and Mrs. Sam Williams, Friona; Mrs. Mildred Rule, Friona, Ethel Ford, Amarillo.

Also Jesse Cobb, New Orleans; Mr. and Mrs. Billy Dean Baxter, Friona; Mr. and Mrs. Ray Landrum, Friona; Mr. and Mrs. W. H. Ford, Friona; Mr. and Mrs. Bruce Parr, Friona; Mr. and Mrs. Parr, Friona; Henry White, Friona; Mr. and Mrs. James G. Bragg and children, Brownfield; Mr. and Mrs. Carl Schlenker, Friona; Wynell Thompson Gill, Amarillo; and Kathaleen Thompson Henderson, Amarillo.

Construction --

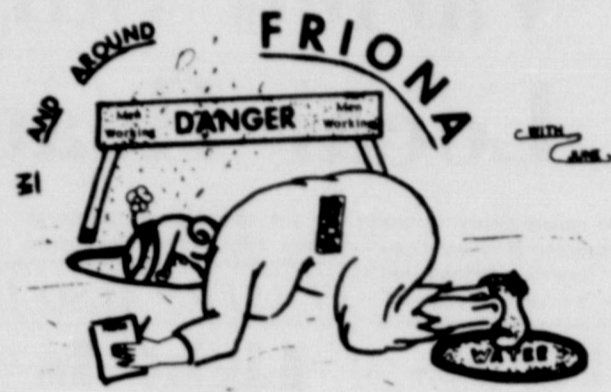
(Continued from Page 1)

to set its record were three non-residential building permits, accounting for \$82,000 of the total. This included a \$40,000 permit for a new building by the Tenth Street Church of Christ, a \$10,000 building by the United Pentecostal Church, and a \$32,000 building by General Telephone Company.

Biggest month for residential construction was January, when



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. I. Burleson.



Nothing, except some moisture, could be finer than the weather this bright New Year's Day. This may all be changed before the day is over, and if it is, we're hoping for something damp. We're all appreciative of the fact that farmers are able to irrigate in most instances, but we know, too, that there just isn't any substitute for snow and rain.

With the coming of a New Year, folks are always moving hither and yon. Some of our

six homes were built, worth an estimated \$94,200.

August was the second-biggest month, and the only other one to top the \$100,000-mark during the year. It ended up at \$102,050. Next came September, \$98,200; July, \$96,450; January, \$94,450; May, \$61,850; March, \$59,500; April, \$53,300; June, \$49,500; February, \$21,000; November, \$13,100, and December, \$8,200.

neighbors to the northwest will be moving in a day or two. The Truett Poo's are moving back to Abernathy. Having them in our community has been a pleasure and they will be missed.

The Pools moved here from Abernathy a few years ago and recently sold their farm to another neighbor, J. T. Carroll. Another move in this same area was made by Ross and Nelda Miller and their children. The Millers moved from Mrs. Kinsey's farm to the J. F. Miller farm north of town.

Ron'ie and Sae Castleberry have joined the ranks of ex-Frionians living in Stratford. The way I hear the story is that it is harder to find living quarters in the Sherman County capitol city than in Friona. At the present time the Castleberrys are renting a house, but are in the process of having a new home built.

I'm beginning to wonder if Dave McReynolds, the East Texas editor who learned to

love West Texas while serving as editor of the Friona Star, is purposely assisting in attracting our citizens to move to the Stratford area.

It was just a coincidence that the newspaper which he purchased in that city was already named the Star, but some of the promotions he is having a hand in have all of the earmarks of deliberate planning on his part.

Maybe we can think up some way to retaliate and get some of the residents of that city to move to Friona.

Surely Friona's housing situation (Continued on Page 6)

Items Requested For Hub Sale

The eighth annual Hub Community sale will be held Thursday, January 16 at the Hub Community Center.

Star lites --

(Continued from Page 1)

that all cooperation in regard to the survey will be greatly appreciated.

"If there is righteousness in the heart, there will be beauty in the character. If there is beauty in the character, there will be love in the home. If there is love in the home, there will be order in the nation. If there is order in the nation, there will be peace in the world." -- Chinese proverb.

Anyone who has farm machinery or other items that they wish to sell is requested to call Fleming & Son Gin at Hub to leave their listing. All items must be in by Thursday, January 9 in order to be printed on the sale bill.

Items of all sorts are auctioned off at the annual sale, which will get underway at 10 a. m. that day.

Tree owners are reminded by Extension Plant Pathologist Wendell Horne to be sure they are dealing with a reputable person before they contract to have tree work done.

"Project" Equals 1962 Proceeds

"Project Christmas Card" netted a total of \$1,223 this year, significant in the fact that it is exactly the total which was raised by the drive last year.

The fund is a project of Friona's Modern Study Club, which uses proceeds to benefit Parmer County Community Hospital.

In the past, proceeds from the fund have gone to purchase equipment for the hospital, as well as contributing to the hospital's building fund.

KPAN is announcing the beginning of a new program for the people of FRIONA!

STARTING January 6th, every day Monday thru Saturday. . . FRIONA WHEAT GROWERS AND FRIONA CONSUMERS will present "the FRIONA WEATHER REPORT". A five minute weather forecast for the city of Friona and Parmer County.

Listen every day at 1:30 p. m. on KPAN Radio 860 kc for the "Friona Weather Report".

Given by Meteorologists Seth Kimble and Gil Gomez.

KPAN 860 HEREFORD

BUDDY SAYS- - -



We at CONSUMERS Resolve To Continue To Do Our Best To Give Our Customers The Best Service And The Best Goods At The Lowest Possible Cost. Won't You Resolve To Get The Most For Your FARM SUPPLY DOLLAR And Trade With A FULL SERVICE FUEL DEALER Who Can Supply All Your Farm Needs?

We Give S & H Green Stamps

FRIONA CONSUMERS

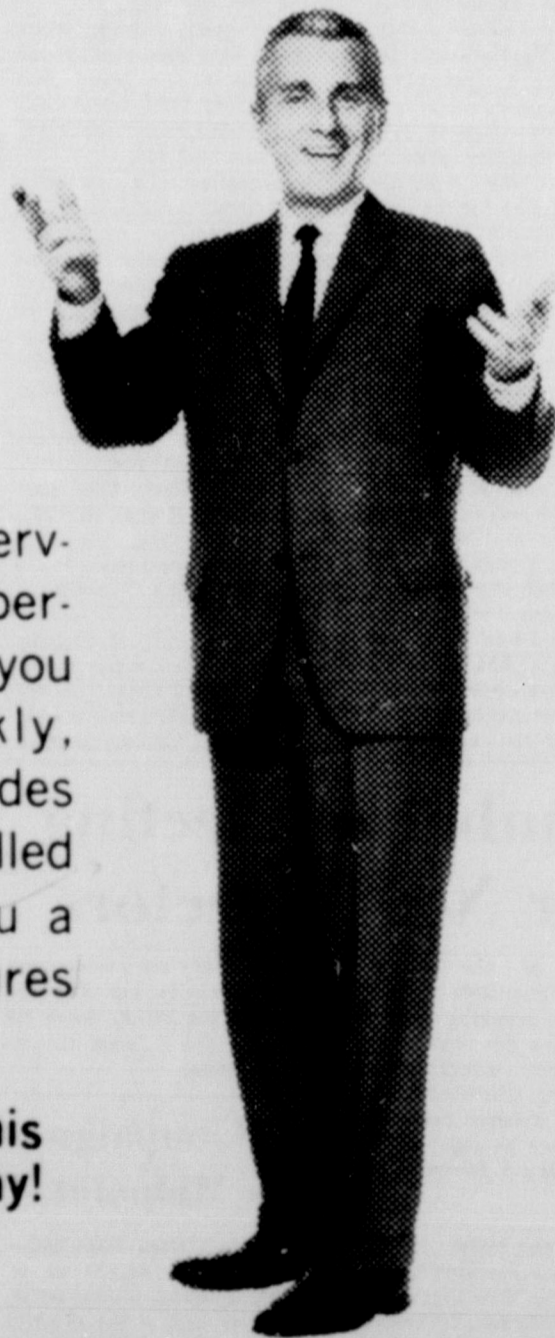


Phone 9071 or 2121



A SERVICE SO SIMPLE

AND IT DOES SO MUCH FOR YOU!



Our Checking Account service, of course! It adds to personal prestige; enables you to pay your bills quickly, effortlessly, by mail; provides automatic receipts (cancelled checks); and gives you a handy record of expenditures (check stubs).

Open your account at this "full-service" bank today!

FRIONA STATE BANK

"Serving A Great Irrigated Area"

Friona

Member FDIC

Ph. 8911

Hints Given On Cattle Feeding During Drouth

The feeding of cattle under drouth conditions presents special problems, says Uel D. Thompson, animal husbandman with the Texas Agricultural Extension Service.

These hints are given by the specialist for feeding cows and heifers during these dry times. He says to feed at least the minimum amount of roughage or one pound of roughage per 100 pounds of animal body weight. This level must be maintained for the proper digestive processes. Thompson points out that shortage of roughage is a problem in Texas because of its high cost.

He also recommends feeding no less than the minimum protein requirement because most roughages are not now providing as much protein as in normal years. Thompson explains that rumen bacteria use the nitrogen they get from protein for the digestion of feeds. This nitrogen is especially needed to enable the cows to digest low quality roughages.

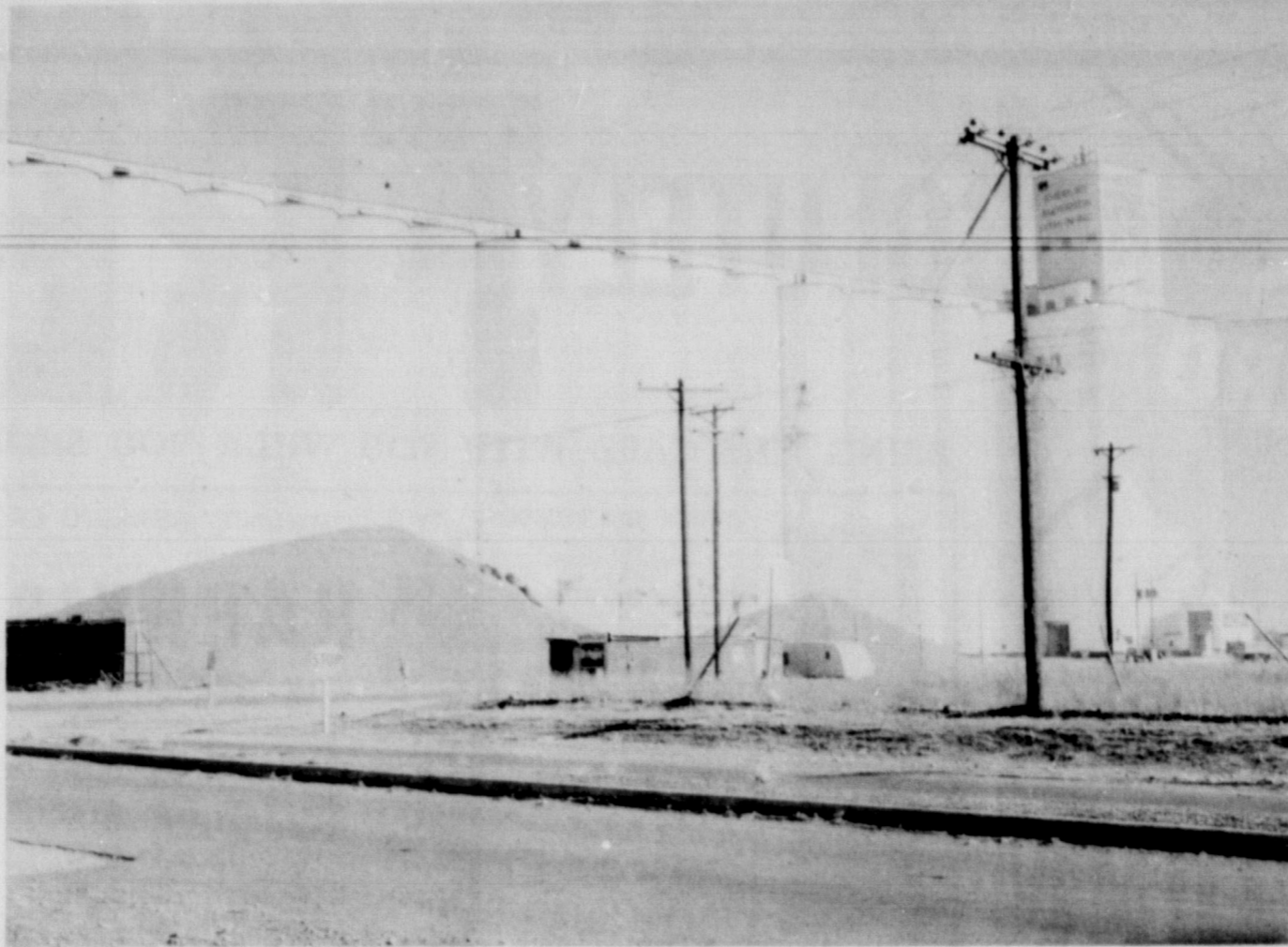
The specialist recommends feeding vitamin A to cows with calves and weaned calves. To supply this requirement, one pound of dehydrated alfalfa pellets, or synthetic vitamin A may

be fed, injected or given in the drinking water. Extra phosphorus should be supplied in the drinking water or a free choice mineral lick provided. Salt should be fed free choice to all cattle.

If grain is substituted for part of the roughage, feed one and one-half pounds of cottonseed or other protein supplement per head per day. If grass or grass hay is ample, feed two pounds of 41 percent protein meal or cake daily, says Thompson. He reminds that grain should not be substituted for protein.

One last tip is to put calves on creep as soon as possible or to sell them to take the strain off the cows, says Thompson.

A Brazoria County 4-H girl, Ann Williams, has been named a member of the team which will make the 1964 4-H "Report to the Nation" in April during National 4-H Conference in Washington, D. C. Five other 4-H members from every section of the nation complete the team. Ann in 1963 was a state and national winner in the 4-H Clothing Awards program.



A light cotton crop was responsible for one of the largest maize crops in the history of Parmer County. John S. Williams manager of the Sherley Anderson Pitman elevator in Farwell said that 54 million pounds of maize was piled outside the

elevator. The grain is now being hauled away to better storage facilities. Around 20 million pounds still remains to be disposed of.

Now Is The Time To Prepare Cotton Picker For Winter

Right now, before it is forgotten, is the time to prepare cotton pickers for winter, reminds E.C. Reeves, cotton ginning and mechanization specialist with the Texas Agricultural Extension Service.

Not only does the machine need preparation for the winter, it probably also needs some repairs to make it ready for next year's crop, says the specialist. Such things as thoroughly cleaning the machine, making all necessary repairs and properly lubricating it will pay dividends by minimizing time losses during the next year's harvest season.

Special attention should be given to the chain, V-belts, tires, battery, radiator, air cleaner, fuel system, water tank, the hydraulic system and the engine, says Reeves. Winter damage resulting from corrosion, freezing, and general deterioration can be extremely expensive, he adds, and every possible precaution should be taken to avoid this type damage.

For more information on the care of cotton harvesting machines, contact your local county agricultural agent, advises Reeves.

The sixth annual conference for County Judges and Commissioners will be held in the Memorial Student Center on the campus of Texas A&M University, February 16-18, 1964. The conference is sponsored by the County Judges and Commissioners Association of Texas and the Agricultural Extension Service.

If the nation's agricultural output of 1962 had been produced by 1939 methods, it would have cost about \$17 billion more in land, labor, capital and other resources than the actual '62 cost. This annual dividend is more than twice the cost of all agricultural research done by federal, state and private industry since the nation was founded.

FOOTSAVING EDUCATION



by James E. Edwards

Where Do All The People Come From?

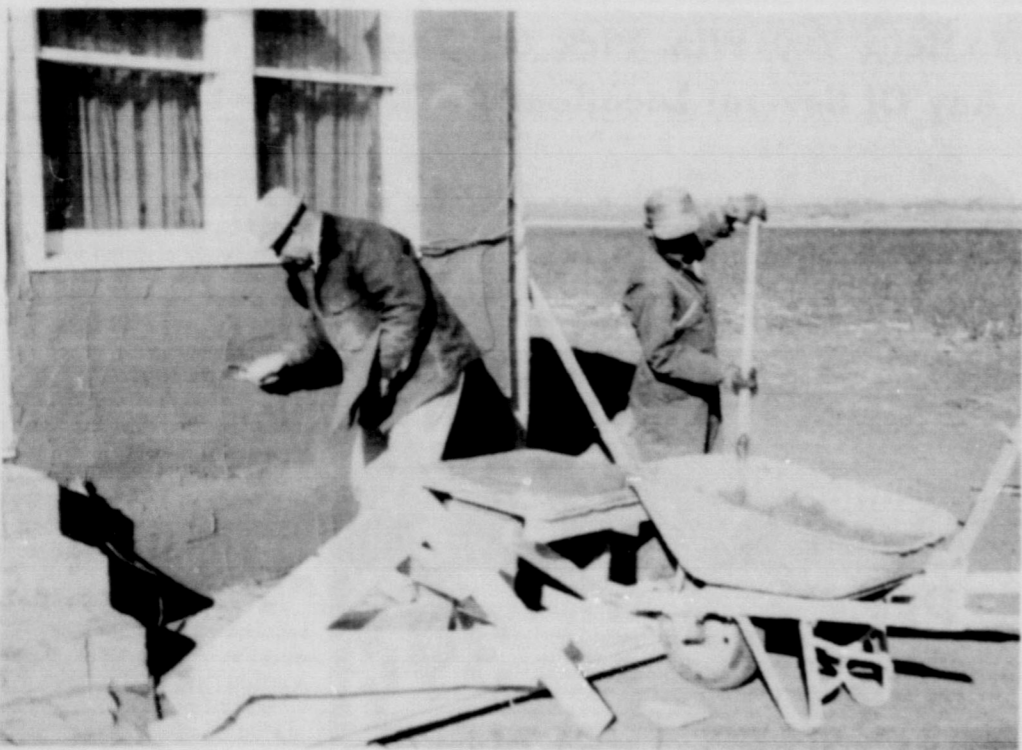
Our good customers who come into the store and find that we are very busy often ask this question. They don't expect an answer - they just want to make us feel good. The answer is that two-thirds of our customers come from outside the city.

It seems that the revolution in shopping may be completing a cycle. At one time most of the shopping was done downtown because almost all the stores were downtown because the streetcars brought the people there. You might say that the downtown stores had a captive audience.

The automobile changed that. Shopping centers rose and flourished in areas that were impossible to get to by streetcar or bus.

Now it seems that "dying" downtown is regaining its strength. The automobiles that took people away are bringing them back. Those who want good merchandise and good service will go where it is to be found even if they go some distance.

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



Some folks worked during the Christmas - New Years Day holiday week. Zeferino Villarreal (right at wheelbarrow) makes his home ready for the winter with the help of Clyde Meador, plasterer from Clovis. The home is located on the Joe Schilling farm in the Oklahoma Lane community.

COURTHOUSE NOTES

Report of Instruments for Dec. 16 to 2

- Fed. Tax, Lien - U. S. A. - Bob D. Davis - S. R.
- Fed. Tax, Lien - U. S. A. - Lester L. Rhinehart - S. R.
- W. D. - Loyd A. Shackelford - George C. Taylor, Jr. - Lot 21, Blk 6 of Sub # 6 Lakeside, Friona.
- W. D. - H. Y. Overstreet - Mrs. J. A. Stovall - tract on state line.
- W. D. - J. R. Hayworth - Clarence Melford Jasper - Lot 5 & 6 Blk 47, Friona.
- D. T. - Harold Dean McCallum - G. D. Turner - W/2 Sect. 11, Rhea "C".
- D. T. - Calvin E. Clark - Muleshoe State Bank - E/2 Sect 58, Kelly "H".
- D. T. - Frank Hemke - First Natl. Bank, Bovina - N. 120 & W/2 Sect. 2 Synd "A".
- W. D. - H. Y. Overstreet - Western Way Homes - Lots 7, 8, 9, & 10, Blk 46, Farwell.
- W. D. - H. Y. Overstreet - Western Way Homes - Lots 17, 18 & S. 14 ft Lot 19 Blk 60, Farwell.
- W. D. - L. P. Davis - George C. Taylor Jr. - Lot 3 Blk 2 Baxter Add Friona.
- D. T. - Leroy Lance - Investors Inc. - Lot 11, Blk 4, Ridgelea, Bovina.
- W. D. - Medlock Investment Co. - Leroy Lance - Lot 11, Blk 4, Ridgelea, Bovina.
- D. T. - Jimmy Lance - Investors Inc. - Lot 23, Blk 4, Ridgelea, Bovina.
- W. D. - Medlock Investment Co. - Jimmy Lance - Lot 23, Blk 4, Ridgelea, Bovina.
- W. D. - Dan Ethridge - R. L. Fleming - S. 37 ft. Lot 2 N/2 Lot 3 Blk 11 Staley Add Friona.
- W. D. - C. B. Howard - Billy D. Bell -
- W. D. - Ranza B. Boggess - Ranza B. Boggess - Sect 1 Willis Sub.
- D. T. - Western Way Homes - Citizens Natl Bk, Lubbock - Lots 17 & 18 & S. 15 ft Lot 19 Blk 60 Farwell.
- D. T. - Western Way Homes - Citizens Natl Bk, Lubbock - Lots 7, 8, 9, & 10 Blk 46 Farwell.
- W. D. - Geo. C. Taylor Jr. - James C. Howell - Lot 3 Blk 2, Baxter Add Friona.
- D. T. - James C. Howell - F.F.S. & L. Assn - Lot 3 Blk 2, Baxter Add Friona.

- W. D. - Medlock Investment Co. - Jimmy Lance - Lot 23, Blk 4, Ridgelea, Bovina.
- D. T. - Ivan W. Adkins - Travelers Ins. - E/2 Sec. 17 Blk "B" McMinn.
- D. T. - Thomas A. Kelly - J. Q. Mars - Sec. 31, TIN, R4E.
- D. T. - Joe Lewellen - J. Q. Mars - SE/part Sec. 31, TIN, R4E.
- W. D. - J. Q. Mars - Joe Lewellen - 2 Tracts in Sec 31, TIN, R4E.
- W. D. - J. Q. Mars - Thomas A. Kelly - SE/part Sec 31, TIN, R4E.
- W. D. - J. Q. Mars - Thomas A. Kelly - SE/part Sec 31, TIN, R4E.
- D. T. - Forrest H. Osborn, & W. H. Ford - Hi-Plains Sav & Loan - Sec 1, T3S, R3E.

The Cottage
SERVING "THE WEST'S" BEST FRIED CHICKEN
Also Steaks And Sea Foods
Boxed Orders To Go PO 3-4605
Hiway 60 2 Miles West

"CHEAP WATER"
The additional water you get when you acidize your well with **DRY ACID®**
See your LOCAL WELL MAN and let him get you some cheap water with a DRY ACID treatment.
Cotey Chemical Co.
Lubbock, Texas

If You Have **FARM MACHINERY** TO SELL Call Big Nick Trienen at **Machinery Supply**
4515 40 Bovina
Phone 238-4861

Dr. William Beene
Optometrist
Phone 4051 Friona, Texas
13th. & Cleveland (South Of Hospital)

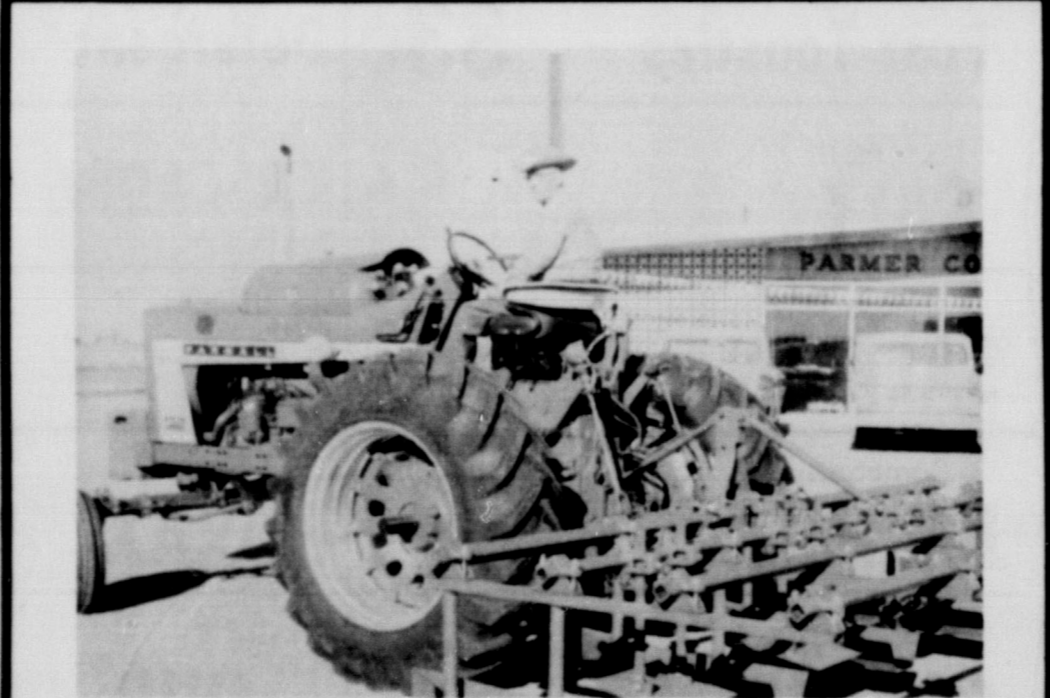
ADAMS DRILLING CO.
WATER WELL DRILLING
LAYNE PUMPS, INC. DIAL 2921 PUMP & GEAR NIGHTS 2951 HEAD REPAIRS
Sales & Service Friona ALL MAKES Texas

Complete Automotive Machine Shop SERVICE
Valve Work - A Specialty
Crankshaft Grinding
MOTOR LAB
At Rear Of Elliott Auto Parts
311 W. 7th. Clovis

"Sure Sign of Flavor"
QUALITY CHECK DAIRY PRODUCTS
Butter Milk
Cottage Cheese Sour Cream
In No-Wax--No-Leak Plastic-Coated Cartons
CLARDY CAMPBELL Quality Check DAIRY PRODUCTS

TAKE TIME TO MAKE A CAREFUL COMPARISON of products and you will specify...
SEAL-TITE CONCRETE PIPE
For Your Next Irrigation System
Manufactured Exclusively by
STANDARD CONCRETE PIPE CO.
LUBBOCK PLAINVIEW OLTON LEVELAND
FRIONA AND PARMER COUNTY REPRESENTATIVE
ROBERT ZETZSCHE
PHONE OFFICE 3001 HOME #282

Exactng food standards have a long and interesting history. In the Middle Ages, Henry VII of England beheaded any baker whose bread did not conform to the fixed weights for bread loaves. Bakers, to avoid this hazard, added an extra loaf to deliveries of 12, making the number 13 the well-known "baker's dozen."



See The Tri-State 4 Row Bed Shaper. This Implement Fits Any IHC Tractor. We Also Have Planter Attachment. For Your Beet Farming Tools Come By Our Place. We Will Have What You Need.
PARMER COUNTY IMPLEMENT COMPANY
Friona Ph 2201

OUR NEW YEARS RESOLUTION
Is To Serve You, Our Customers, Better In 1964. We Trust That Yours Will Be To Go Red Barn Chemicals For **"GREATER FARM PROFITS"**
RBC Ammonia Nitrate
RBC Anhydrous Ammonia
RBC Liquid Amm-Phos Mixed Fertilizer
RBC Ammonium Sulfate
RBC Phos-Fe-Zn Foliar Nutrients
Complete Line Of Weed Killers, Insecticides, And Chemicals.
RED BARN FERTILIZERS - CHEMICALS
Pho. 2495 Friona, Tex. Clovis, N. Mex. Pho. 763-3017
Whites Elevator Hub, Texas Phone 2745

High Plains Cotton Acreage Changes Announced By ASC

LUBBOCK — Changes in Texas' Release and Reapportionment program for 1964, made by the State ASC Committee, have been announced to Plains Cotton Growers, Inc., and may result in a larger share of released cotton acreage. The 23 counties in Plains Cotton Growers' territory received 91,684 acres of cotton under this program in 1963.

Under this program farmers who do not wish to plant all of their allotted cotton acreage can release the unwanted portion to their County ASC Committee for reapportionment to farmers who request additional acres. After reapportionment within the county, excess acres are turned to the State Committee for distribution within the zone in which the acres were released.

Final date for releasing acreage, and for requesting ad-

ditional acreage, was set for March 4, 1964 in Zone 2, which covers all of the High Plains area. It is important that area farmers understand that requests for reapportioned acres must be filed with county ASC Committees before that date. Reapportionment of the acres will take place on March 25 in Zone 2. Corresponding dates for Zone 1, which lies in South and Southeast Texas, are February 4 and February 25.

The two zones were slightly rearranged for 1964, with Zone 2 losing 11 counties and adding three others, Angelina, San Augustine and Sabine counties were added to Zone 2. Taken out of Zone 2 and added to Zone 1 were Schleicher, Sutton, Menard, Humble, Mason, Llano, Gillespie, Blanco, Burnet, Williamson and Milam counties.

Other changes in the 1964 program deal with limitations

placed on the number of acres a county or individual farm is eligible to receive under the program. Briefly, the limitations state this:

1. No county or individual farm can be given reapportioned acreage that will bring total acreage in cotton to more than 50% of the total land in cultivation, nor can a county's base allotment be increased by more than 50%.

2. No farm can receive reapportioned acres unless at least 75% of that farm's effective 1963 cotton allotment was planted or unless failure to plant the allotment can be explained by weather conditions, illness, or other good cause beyond the farmer's control.

3. Farms with less than 15 acres base cotton allotment are limited to a 100% increase or an increase to a total of 15 acres, whichever is greater.

4. Farms with from 15 to 24 acres base allotment are limited to an increase of 100% or an increase to a total of 37 - 1/2 acres, whichever is greater.

5. Farms with 25 or more acres of base allotment are limited to an increase of 50% of that base allotment.

It is expected that these revisions in the regulations governing the reapportionment of released cotton acreage will provide for a more equitable distribution over the entire state, allowing greater utilization of the state allotment.

Moisture Aids Wheat Outlook

Thermometer readings in the teens plus almost two inches of snow before Christmas failed to do serious damage to Farmer County crops. Cotton farmers welcomed the bright sunshine that followed during the holiday season and the above seasonal normal temperatures.

To date cotton is almost two-thirds harvested and has not suffered seriously, according to County Agent Deryl Coker. However wet weather is always viewed with alarm by cotton raisers who recall when winter rains, snow and freezing weather lasted well into January.

Continued wet weather would cause cotton grades to drop a point or two, but modern storm-

proof varieties are bred to withstand such weather far better than the old varieties. At least up until after the Christmas weekend nothing had had hit Farmer County.

On the other hand, moisture received in the form of snow before Christmas, sleet and frozen mist, has been beneficial to wheat suffering for want of moisture. In some areas of the county, wheat was hit by the autumn drouth so severely that farmers were considering abandoning the crop. The pre-holiday moisture however, has brightened wheat prospects considerably.

The late arrival of frost this year aided harvesting, and was of value to cotton which got off to a bad start last spring.

Calendar Of Events

- DEC. 30 - JAN. 4 - Sand Hills Hereford and Quarter Horse Show, Odessa.
- DEC. 31 - JAN. 4 - Arizona National Livestock Show, Phoenix.
- JAN. 7-8 - 1964 Fertilizer Conference, College Station.
- JAN. 10-18 - National Western Stock Show, Denver.
- JAN. 13-15 - Dairy Manufacturers' Conference, College Station.
- JAN. 13-17 - Bimonthly Extension Service Conference, College Station.
- JAN. 16-17 - Annual Southern Farm Forum, New Orleans.
- JAN. 17-18 - Grain Storage Conference, College Station.
- JAN. 18-23 - Amarillo Stock Show, Amarillo.
- JAN. 24-FEB. 2 - Southwestern Exposition and Fat Stock Show, Fort Worth.
- JAN. 27-28 - National Cotton Council of America, Memphis.
- JAN. 30 - FEB. 1 - Texas State Grange Leadership Workshop, College Station.

I Get 5% Dividends On My Money At.....

FIDELITY SAVINGS & LOAN

416 Mitchell St. PO 2-2917 Clovis, N. Mex.

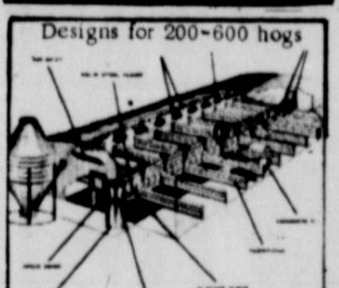
Farm And Ranch Loans

Long Term Low Interest

ETHRIDGE SPRING Agency, Frisco

Phone 8811

Designs for 200-600 hogs



From Farrow to Finish Behlen Pork Factory

FARM & RANCH

Elevator Financing Available

Grain - Showrooms Farm Buildings

Behlen FRAMELESS METAL BUILDINGS

Spra-Gro Construction Co.

PO2-4443 - 2208 N. Prince Box 48 Clovis

See Howard or Andrew Chitwood

If You're Interested In Buying

FARM MACHINERY

Call Big Nick Trienen at Machinery Supply

Hwy. 60 Bovina

Phone 238-4861

New & Rebuilt Electric Motors

For All Purposes

Electric Motor Rewinding General & Starter Service

Crown Electric

PO 3-8433

1320 W. 7th Clovis

ABSTRACTS

See **JOHNSON ABSTRACT COMPANY** in Farwell

Fast, Accurate

Ph. 481-3878 Box 88

REAL ESTATE LOANS

- HOME LOANS
 - Conventional
 - F.H.A.
 - G.I.
 - Home Improvement
- BUSINESS BUILDING LOANS

First Federal Savings & Loan

HOME OFFICE
4th & PILE
CLOVIS, N.M.

BRANCH OFFICE
2nd & ABILENE
PORTALES, N.M.

THE HIGH PLAINS FARM AND HOME



Pictured under construction at Southwestern Public Service Company's Plant X, in Lamb County, is a 210,000 kilowatt generator. The largest unit ever installed on the company's system, the huge turbo-generator will go into service in mid-1964. Southwestern Public Service Company has announced that 1964 will be a record year for investment in construction and new facilities, with \$30,222,000 budgeted for improvements.

Southwestern Public Service Plans Large 1964 Investment

Southwestern Public Service Company's plans for 1964 call for the largest one year investment in new facilities in its history. It has been announced by A. R. Watson, President and General Manager of the electric light and power company.

Watson revealed Thursday that the company has investment plans for new equipment and construction of \$30,222,000 for this year.

The major item in the company's 1964 construction program will be an accelerated schedule of work on the second unit of Cunningham Station, located west of Hobbs. Originally scheduled for completion in 1966, the continued growth of the area has resulted in this timetable on this 210,000 kilowatt unit being advanced a full year, and it is now scheduled to be in service in mid-1965.

Still another major generating plant addition is the 4th turbo-generator at Plant X, in Lamb County. This 210,000 kilowatt unit, the largest single machine ever installed on Southwestern's system, will go into service in mid-1964.

Directly related to the construction of the generation facilities in 1964 is the building of a two hundred thirty thousand volt transmission line linking Plant X and Cunningham Station. This line will be the first constructed by the company to operate at 230,000 volts, although some segments of the present transmission system, which are operating at 115,000 volts, have been built for easy adaptation to the higher voltage.

The company's ultimate goal is the operation of a 230,000 volt "backbone" transmission system extending from Borger

to the Pecos Valley region of New Mexico. The result of doubling the transmission line voltage is that the line will then carry four times as much power.

The 230,000 volt transmission line construction scheduled for this year also calls for a new 230,000 volt line to Lubbock. This will make it possible for the Lubbock area to receive power at the new higher voltage and guarantee even better service in that region.

In addition to the transmission grid, which ties together all the company's plants, the

generating facilities of the larger stations, Plant X, Cunningham and Nichols Station, near Amarillo, are directly controlled by an automatic dispatching system, which electronically determines the most efficient generating units to be operated. The dispatching system also computes the share of the load which other plants should be carrying, on the basis of costs, and then these loads are assigned to the plants by direct communication from the load dispatching center in Amarillo.

Get chewing gum off shoe soles by rubbing with absorbent cotton soaked in hot water. Then saturate another wad of cotton with turpentine to get the remainder of the gum off.

Bright Farm Outlook Predicted For 1964

Farmer County is winding up a good year in agriculture and is looking forward to another good year in 1964.

These opinions were handed down by agricultural experts who said 1963 had been one of the best farm years in the past decade. Almost every crop flourished except wheat. Maize overflowed the elevators.

From all indications 1964 will be another good year for the farmer if the weather and market conditions continue favorably. Grain sorghum yields made up for the slight wheat crop.

In 1964 many farmers are looking to sugar beets as the coming crop for this area. With a sugar production quota of 150,000 tons allocated to the Holly Sugar Corporation plant at Hereford, beet plantings in Farmer and surrounding counties are expected to reach 25,000 acres and more the following year.

Beef cattle, another agricultural industry of the High Plains, is increasing rapidly and should continue to boom with the beet pulp from the new mill and beet tops adding new feed sources.

Economic activity for the nation is expected to continue at a high level in 1964. Authorities report that consumer income, after taxes, are running about 5 percent above 1962 and are expected to gain in 1964. Texas Agricultural Extension Service Economist John C. McHaney said that expenditures for goods and services by federal, state and local governments will increase in 1964.

The general economic activity will depend to a great

extent upon the timing and the extent of the proposed tax cut," he said.

Hereford Man Invents Beet Raising Plow

Leslie Luther of Hereford is a jump ahead of beet growers in his area. He designed a beet shaper for beet planting and it is now being manufactured by Porsch Bros., Inc. at Hereford.

Beet shapers are available from many companies and will be widely used throughout Deaf Smith, Castro, Farmer and Curry Counties since the establishment of the Holly Sugar mill at Hereford.

John Deere, Oppel and Massey Ferguson, and K.C. and Johnson, both California firms as well as others, make very satisfactory beet shapers and cultivators.

The International Harvester company #185 unit planter, the John Deere Model #70 Flexi-planters, and the Milton planters do a very satisfactory job of space planting the Holly-coated monogerm seeds. The Dempster people are making a drill similar to those produced by John Deere and International.

This drill is now being tested at the Sheridan Seed processing plant, and it is expected that it will also do a satisfactory job of planting, according to D.W. Lillie, manager of the Holly Sugar Corporation plant at Hereford.

STYLE 9326

The ultra-smart longer length suit skillfully molded and shaped for feminine appeal. Under the jacket there is a matching waist-elasticated lengthy overblouse. The skirt is slim, of course. Distinctively different Sizes 10-18. Newest fall colors.

THE FASHION SHOP

6th And Main Clovis

Here's your first

1964 HARVEST CHECK

\$250.00

...payable in cash if you order your

CASE 600 COMBINE

NOW! Reap a bigger '64 harvest in ALL combinable crops!

- Big 40" wide threshing-separating-cleaning! A third more capacity for up to 5800 less than some 30" machines!
- Cuts bean shatter losses way down with fast cutting sickle and left-hand header drive. Rubber elevator flight, provide gentle handling.
- Corn head cuts shelling losses in half! On-the-go control of both combine rolls and stripper bars minimizes field shelling.
- Wheel tracks fit corn or bean rows exactly... 13 header cut right for 4 rows of beans, 19' for 3 rows.

BUY NOW...PAY LATER

Earn full pre-season cash bonus with only minimum down payment in cash or trade... finance balance under the CASE Crop-Way Purchase Plan. Interest deferred until specified season of use.

Oklahoma Lane Farm Supply

Phone Tharp 225-4366

STEER CLEAR OF MARKET UPS AND DOWNS

Invest Your Savings With Us

TAKE THE safe route to steady profit. Invest your savings with us for liberal current earnings... without speculative risk or worry of a sudden setback. Come in today!

4 1/2% current rate per annum

State Savings And Loan Association

1106 Main Phone 763-9860

Clovis, N. Mex.



News From
LAZBUDDIE

BY MRS. C. A. WATSON

Christmas Day dinner guests in the Dee Chitwood home were the E. D. Chitwood Sr.'s, Mr. and Mrs. J. B. Young, Cooper and Steve, Dick Chitwood was home from College Station, Cooper Young was home from Baylor University. Cooper was guest speaker at the First Baptist Church in Muleshoe Sunday night. The occasion was "Student Night."

their daughter Lillace Klazer from Santa Barbara and Eunice Shupping from Kress. Myrtle Steinbock and Annie Vaughn enjoyed Christmas dinner in the home of the R. G. Treider Jr. home. Eunice Kaiser visited from Sunday night through Thursday with her parents and other relatives here. Other guests in the Treider home during the holidays were Mr. and Mrs. Hutch Hutchenson from Cloudcroft.

Melvin Treider is recuperating in the Green Memorial hospital after suffering injuries in a pickup accident near Lazbuddie Christmas Eve night.

Mr. and Mrs. Raymond McGehee visited in Lubbock during the holidays with his father, B. F. McGehee and grandmother Mrs. Troy Melton.

Mr. and Mrs. Albert Clark and children visited her parents, Mr. and Mrs. C. T. Jackson during Christmas.

We are glad to report that Mr. and Mrs. Charlie Walton and son Charles and Mr. Scotty Windham are recuperating nicely after being hurt in a two car collision near Merkel Saturday Dec. 20th. The four were carried to nearby hospitals for treatment. An oncoming car slid across the icy pavement in front of Walton's car causing the accident. The occupants of both cars were hospitalized. Both cars were reported to be completely demolished.

Mr. and Mrs. Earl Peterson and children were in Idalou Christmas Eve Day for the Peterson get-together. The reunion was held in the club house in Idalou.

Holiday visitors in the home of Mrs. Lena Menefee were Rev. and Mrs. Paul Syms, from Albuquerque, Mr. and Mrs. Sam

Long and children, Hereford. Mr. and Mrs. Juel Treider, Lazbuddie and Mr. and Mrs. Joe S. Menefee and Carolyn from Corpus. Saturday the group were guests in the Sam Long home in Hereford.

Mr. and Mrs. Charles Watson, Don, Benny and Leon visited the O. R. Chandlers in El Paso during the holidays. Mrs. Chandler is the couple's daughter. Don remained at El Paso where he participated in the Sun Bowl Parade. Don was with the R.O.T.C. drill team, from West Texas University, Canyon. The Watsons also toured Carlsbad Cavern while on the trip.

Mr. and Mrs. Curtis Goodwin and Mr. and Mrs. Dumont Bridge, Afton Texas, visited the Dan Cargile family during the holidays. The Afton visitors with Mr. and Mrs. Cargile and Mr. and Mrs. Don McDonald and children had Christmas dinner with the P. E. Car-

ton will ease up some during 1954. With completion date of George Taylor's two tri-plex dwelling units scheduled within the next few months at least six more families will have places to live.

Several families are making plans for new homes in the recently plotted addition now being improved in the west part of town. Water and gas lines are being put in, some streets are being paved and before spring there will probably be several new homes under construction.

John, oldest son of J. B. and Anita Taylor, must have been a good little boy last year. Santa brought him one of the tiniest puppies I have seen

gile family at Larlat. Visiting the Raymond Housons Christmas Day were Mr. (Continued on Page 7)

In And Around--

(Continued from Page 2)

I forgot to ask whether he had a pedigree or not, but he is a cute little fellow and has been named "Pete." This is really a very ordinary sounding name, but Pete is by no means an ordinary dog.

After today the holidays will be over and everyone will soon be back to his normal routine. I think it is wonderful that none of our residents have been involved in tragic accidents and feel sure there has been a lot of care exercised on the part of our residents or this would not be the case.

A New Testament with a hand tooled leather cover has found its way to my desk. There are no names or other identification marks on it, but it must be of sentimental value to someone. The owner may reclaim it by coming by the Star office.

The Art of Remembering Names

From both a business and social standpoint, it is important to remember names. What can be more embarrassing than to meet a person to whom you have been introduced, and realize that his name has slipped your mind? Here are five rules that may help you to remember names:

- (1) Make certain you have heard the name correctly.
- (2) Repeat the person's name as often as possible as you stand talking to him.
- (3) Learn as much about him as you can and study his features.
- (4) Mentally associate the name with something.
- (5) Later in the day test your memory of the name.

The really significant thing about the invention of the telephone is that it followed by 25 years the invention of the bathtub. Just think; for 25 years you could have sat in the tub without the phone ringing.

1964

Is The Year To Break
The Chains of Habit!

**NOW
IS THE
TIME
TO**

**HAVE
THAT NEW
KITCHEN
CENTER
WITH BUILT-IN**

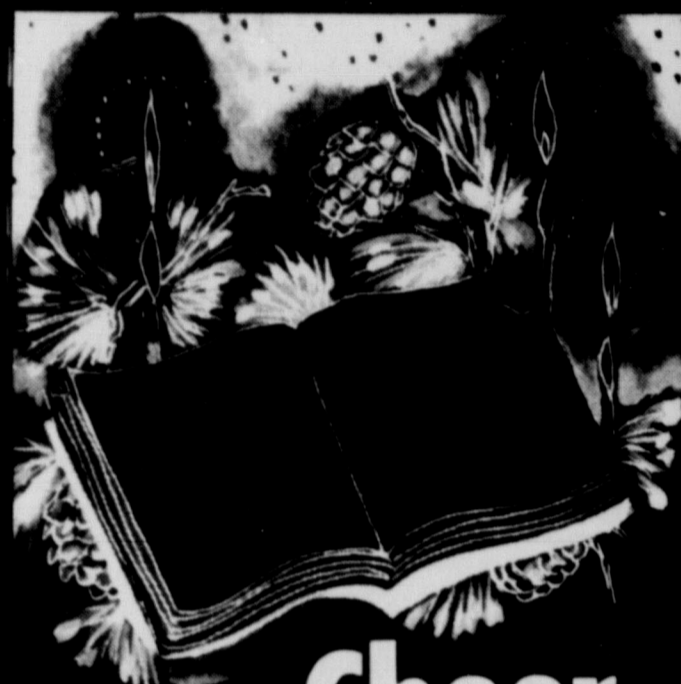
- DISHWASHER
- LAUNDRY CENTER
- STOVE and OVEN
- EXHAUST HOOD
- REFRIGERATOR

Let WELDON DICKSON Plan
A Complete Kitchen Remodel
For You! All On Title I FHA
Financing.

**Carl McCaslin
Lumber,
Inc.**

1000 Main,

Phone 9911



Cheer

Happy New Year! Thank you one and all for the friendship you have given to us.

JOHNSON'S FOOD MARKET



S and H Green Stamps

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

We Want To Say "Thank You" To Our Customers, Old and New, For A Good Year. We Will Strive To Give You The Best Prices And Service.

Joe & Pearl Johnson

FOLGER'S

3 Lb Can \$1.95

Lanes
ICE CREAM 1/2 Gallon 69¢

**HI - C
ORANGE** 46 Oz. Can 29¢

Food King
Elberta
PEACHES 2 1/2 Can 25¢

TOTAL 8 Oz. Box 29¢

Andy Schulze
DONUT MIX 21 Oz. Box 45¢

Shurfine
APPLE BUTTER 28 Oz. Jar 25¢

Shurfresh
BISCUITS 13 For \$1.00

DELSEY 4 Roll Pkg 49¢

Soflin
NAPKINS 200 Count 29¢

MEATS

FRYERS Lb 29¢

Armour's
All Meat
BOLOGNA Lb 43¢

Armour
Campfire
BACON 1 Lb 39¢

Dry Salt
JOWL Lb 22¢

**PORK
CHOPS** Lb 49¢

FRESH FRUIT & VEGETABLES

Ruby Red
GRAPEFRUIT 13¢ Lb

1 Lb Cello
TOMATOES 29¢

Red
POTATOES 10 Lb Bag 45¢

Archery Studied By Boy Scouts

Boy Scout Troop 56 is indulging in archery training during the month of January, says Scoutmaster Pete Hollis.

Any boy interested in taking up Scouting is requested to contact Hollis for details.

Little Kim McDonald was admitted to the Parmer County Community hospital Sunday with measles.

Lazbuddie--

(Continued from Page 6) and Mrs. David Lynch, Slaton, Mr. and Mrs. Dave Bostick, New Deal, Mr. and Mrs. Aaron Gladwell and Mr. and Mrs. Joe Brammell from Hart and Mr. and Mrs. Clyde Redwine, Lazbuddie.

Visiting Mr. and Mrs. J. R. Harris Sr. during Christmas were the J. W. Harris Jr., family from Artesia and the Glen Brashire family from Carlbad.

Carol Littlefield from Ft. Collins University, Colorado was home for Christmas with Mr. and Mrs. John Littlefield. We are glad to report that Carol is making the honor roll.

Birthday Greetings to: Fred Witbanks, Beatrice Vaughn, Debbie Stanberry, Marsha Johnson, Bobby Rigney, Gene Fox, Dewey Bradshaw.

Mr. and Mrs. R. G. Treider celebrated a wedding anniversary Dec. 31.

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: PO-3-3521 or PO-3-6455 14 4tc

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.

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

1963 Headlines --

(Continued from Page 3)

annual football contest title. Another business opened in Friona on November 23rd, when Boyd's Machine and Supply came to town.

The community was shocked, along with the rest of the nation, with the assassination of President Kennedy, but expressed confidence in Lyndon Johnson as president.

In December, Friona High School's FFA leadership teams won honors at district, area and state contests, bringing home a first-place banner from the state contest for the third consecutive year.

George Taylor announced plans on December 19 for construction of a six-unit apartment project, which he will build on Twelfth Street in the near future.

Those were some of the headlines in 1963. What the big news will be for Friona during 1964 is anyone's guess. We'll just try to bring it to you as it happens.

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 10 tnc

FOR SALE

FOR SALE: 125a red top cane butts. Good quality. Fine stemmed. \$15 ton. Keith Brock Phone Hub 2449. 7-tnc

FOR SALE: Dinette suite with four chairs in good condition. Color, green. Call 4821 or see at 1203 Elm. 2tc

FOR SALE - Baled African millet fine stem hay. Charles Hector Phone 4392. 10-tnc

FOR SALE
Four bedroom home, 2 full baths, carport, 90 x 140 corner lot, well located, 402 Beach Ave., Friona. This home priced to sell. Will sell to veteran. Contact R. L. Houston Phone 3-3100 or Ed. de Lane Phone 4390 Mule-shoe. 11-3tc

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

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

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: Milk cow. BILL Flippin. 4-tnc

FOR SALE: 1959 Chevrolet 4 door, radio and heater, power steering and power brakes. Good condition. Ed Hicks, 3-tnc

FOR SALE: Two bedroom house 801 West Fifth. Would take clean farm truck or pickup in trade. Phone 8611, Ivan Adkins. By appointment only. 11-3tp

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
The Wimberly Estate on West 5th St. This property consists of 2 modern houses & double garage. Paying good rent. Priced to sell. Contact Douglas Land Co., Phone 5541, Friona, Texas. 44-tnc

FOR SALE-1953 Ford, conversion shift. Reconditioned motor. Good shape throughout. Troy Ray, 1210 Elm. 10 tnc

POLITICAL CALENDAR

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

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

FOR ATTORNEY, Parmer 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

FOR SALE: cane butts, \$10 per ton. Contact Velden D. Carroll. Phone Parmer 3179. 9tnc

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
Phone 4142 Friona

WANTED

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 Parmer 3177. 14 3tp

IRONING WANTED, Call 3151 14 2tp

WANTED - Mature woman wishes baby sitting. Corner Cleveland and Fifth. 14-1tp

SERVICES

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

REDI-PAY HOSPITAL PLAN PAYS LIKE A HOSPITAL POLICY SHOULD - ALL THE BILLS - UP TO \$5,000.00
A. M. YOCUM
201 N. Miles EM 4-1594
Hereford 13-2tp

Auction Service

Sales Of All Kinds

Bill Flippin and Associates
Ph. 5362 Friona 4-tnc

TREAT rugs right, they'll be a delight if cleaned with Blue Lustre. Shampooer For Rent, Roberts Furniture. 14 ltc

ROUTE MAN

Spare Time

Refilling and collecting money from new super coin operated dispensers in this area. No Selling. To qualify you must have car, \$600 to \$1500 cash and 6 to 12 hours weekly. Can net up to \$200 monthly. More full time. For personal interview write P. O. Box 22106, Denver 22, Colorado. 14-1tp

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

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

Serving Friona With Furniture & Appliances
South Main St. Friona

Office Supplies and Commercial Printing

FRIONA STAR

REED'S CLEANERS

709 Main St. Friona
Pick Up And Delivery
Phone 2182

RUSHING

INSURANCE AGENCY

Phone 5301 721 Main Friona

IF This Was Your Ad How Many Would Read It?

FRIONA OLIVER

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

Subscribe To The

The News Paper That Is Interested In Friona.

Have A Family Portrait Made-- Now! You Will Treasure It For A Lifetime.
Appointments Made At Your Convenience Ph. 5521
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

come to church sunday

In the beginning was the word, and the word was with God, and the word was God. The same was in the beginning with God. All things were made by him; and without him was not anything made that was made. In him was life; and the life was the light of men. And the light shineth in darkness; and the darkness comprehended it not." St. John 1:1-5

This term - in the beginning, has a great and wonderful, and perhaps sad meaning. There are a lot of things, as well as a lot of lives that had great promise in the beginning. Many of those beginnings have turned into wonderful experiences.

This is the time of the year when we may take the opportunity of looking back at some of those beginnings. How have they turned out? There is a man that never speaks of troubles; He always calls these problems, Opportunities.

When we examine our activities, our opportunities, our mistakes, our problems, our failures -- our successes, our loss and our gain, let us always do this in the light of Christ. It is good that the New Year comes just after Christmas so we can still be thinking of the birth of Jesus, the Saviour of the world. We must look at ourselves, and our lives in this Light.

Russell McAnally
Pastor -- Friona Methodist Church

SIXTH STREET CHURCH OF CHRIST Sunday Services Bible Classes 9:30 Morning Worship 10:30 Evening Worship 6:00 Wednesday Services . . . 7:30 p.m.	CONGREGATIONAL CHURCH Sunday Services Church School 10:00 a.m. Worship 11 a.m. Pilgrim Fellowship . . . 5 p.m.	UNITED PENTECOSTAL CHURCH Sunday Services Sunday School 10 a.m. Preaching 11 a.m. Young People's Meeting 6:30 p.m. Preaching 7:30 p.m. Wednesday Prayer Service . . . 7:30 p.m.
CHURCH OF CHRIST Tenth & Euclid St. Morning Worship Sun, 10:30 a.m. Evening Worship 7:30 p.m.	CALVARY BAPTIST CHURCH 2 Blocks North of Hospital Sunday School 9:45 Morning Worship 10:50 Evening Worship 7:00 Wednesday 7:30 Tuesday WMU 3:15	FIRST BAPTIST CHURCH Sunday School 9:45 a.m. Preaching Services . . . 10:55 a.m. Training Union 6:00 p.m. Preaching Service . . . 7:00 p.m. Wednesday Prayer Meeting . . . 8:00 p.m. Officers & Teachers Meeting 7:15 Wednesday WMU 3:00 p.m.
REDEEMER EVANGELICAL Lutheran Church Friona Services 8:00 a.m. Bible Classes 9:15 a.m. Sunday School	ASSEMBLY OF GOD CHURCH Sunday Services Sunday School 9:45 Morning Worship 11:00 Young People's Meeting . . 6:30 Evening Worship 7:30 Wednesday Service 8:00	FRIONA METHODIST CHURCH Sunday Services Sunday School 9:45 a.m. Church Service 11 a.m. Jr. Fellowship 5:30 p.m. Childrens Classes 6:00 p.m. MYF meetings 7 p.m. Evening Worship 7 p.m. Wednesday Choir practice 7:30 p.m.

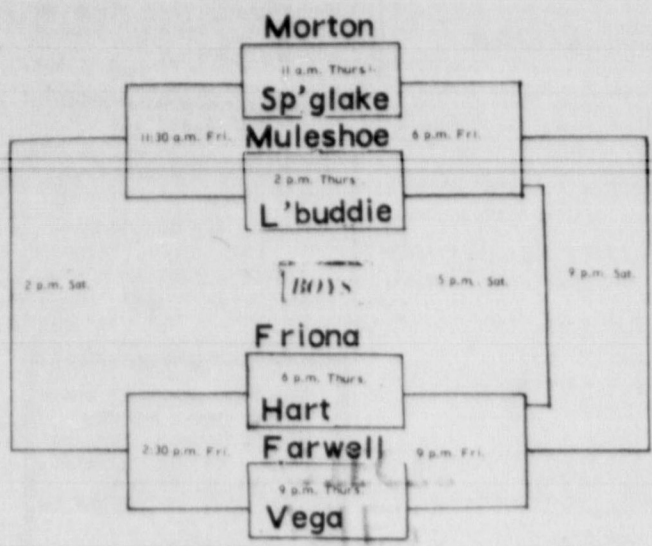
This Message Sponsored By The Following Friona Businesses

Continental Grain Co. Preach Crandall	Friona Motors	Piggly Wiggly We Give S & H Green Stamps
Ethridge-Spring Agency Insurance & Loans	Kendrick Oil Co. Phillips - Jobber	Crow's Slaughtering Wholesale & Retail Meats
Friona C Of C & A	Bainum Butane Phone 8221	Bi Wize Drug Your Retail Store
Friona Consumers Co-Op Oils & Greases		The Friona Star

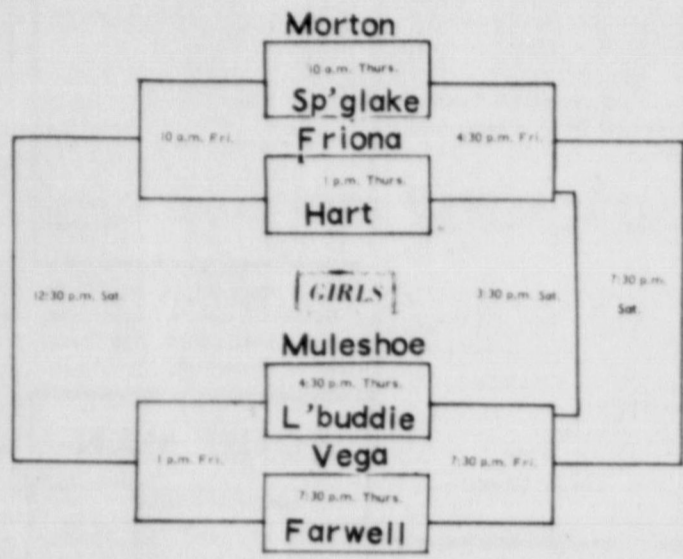
HI-PLAINS Savings And Loan Association FOR HOME LOANS TO Buy Or Build Remodel Refinance

128 E. 3rd. Hereford For Information Contact Eric Rushing - 721 Main, Phone 5301

Farwell Tournament



Farwell Tournament



Light --

(Continued from Page 1)

over such other possibilities as Tullia's Jimmie Keeling, whose Hornet team won its first district title in 14 years, and Bill Taylor of Muleshoe, who guided the Mules to regional in the playoffs, farthest they have ever gone.

District 3-AA did right well by itself in the class AA All-South Plains selections. Three Muleshoe players, quarterback Kenny Heathington, halfback Scott Oliver and center Dick Pylant, were on the first team, along with Olton's Clyde Galloway (end) and Leon Kendall (guard).

On the second team with Gee and Milner were end Larry Allison of Muleshoe and back George Jones of Olton. That totalled nine players from the district of the 22 men selected.

Action --

(Continued from Page 1)

Friona is in the upper bracket in girls' competition. In the lower bracket are teams from Muleshoe, Lazbuddie, Vega and Farwell. The Chiefs are in the lower bracket. In the other half of the tournament are Morton, Springlake, Muleshoe and Lazbuddie.

"I look for Muleshoe to advance to the finals in their bracket, said Coach Baker Dug-

gins. The Squaws' coach was eyeing prospects of meeting Morton in the second round, provided both his team and the Indian Maidens got past the first game. Morton last year provided Friona its toughest opposition for the district title, and finished second behind the Squaws.

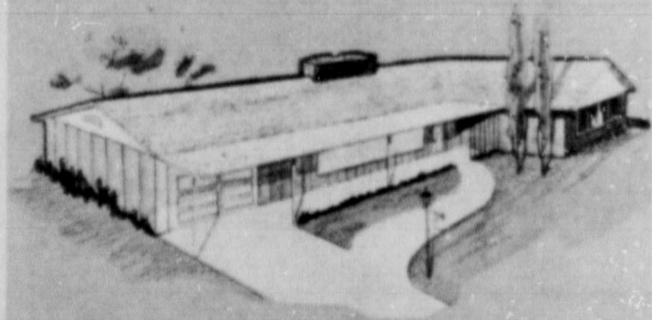
Coach C. W. Dukes said he expected Farwell and Muleshoe to be the toughest in the boys' division. He said the Chiefs were looking forward to another shot at Farwell, which has beaten the Chiefs in two prior starts, by 20 and 22-point margins.

Open letter to all former members of Friona PTA:

May I express to you my deep appreciation for the lovely lava bowl, mirror and candelabra. Owen and Gertrude couldn't have chosen a gift I would have enjoyed more. As former president of Friona PTA, I feel no more deserving of such a lovely gift than all the members, executive board and committee chairman who worked so hard to establish and preserve an ideal relationship between parents and teachers for the welfare of those we love most, our children.

Sincerely,
Judy Cummings

**COMPLETE PROTECTION
LOWEST IN COST**



**The New TEXAS
HOMEOWNERS POLICY
PROTECTS**

- *YOUR HOME
- *PERSONAL PROPERTY
- *PERSONAL LIABILITY
- *ALSO GIVES YOU
ADDITIONAL LIVING
EXPENSE

- ONE POLICY
- ONE COMPANY
- ONE RENEWAL DATE
- ONE LOW PREMIUM
- ONE AGENT



Ethridge-Spring Agency

Insurance - Loans
Friona Ph. 8811

start the **NEW YEAR** RIGHT!

SHOP AND SAVE AT... **PIGGY WIGGLY**

COCA COLA 6-Bottle Carton Plus Deposit **29¢**

ICE CREAM Borden's Golden Vanilla 1/2 Gal. **59¢**

VELVEETA Cheese Food 2 Lb. Carton **79¢**

COFFEE Shurfine All Grinds Lb. **49¢**

PINTO BEANS Arrow 4 Lb. Bag **39¢**

CAKE MIX Swans Down White-Yellow Devils Food 19 Oz. Pkg. **29¢**

EGGS Grade A Medium Dozen **39¢**

CRACKERS Sunshine Lb. Pkg. **29¢**

OLEO Food King Solid Lb. **9¢**

Gerber's Strained **BABY FOOD** 3 For **33¢**

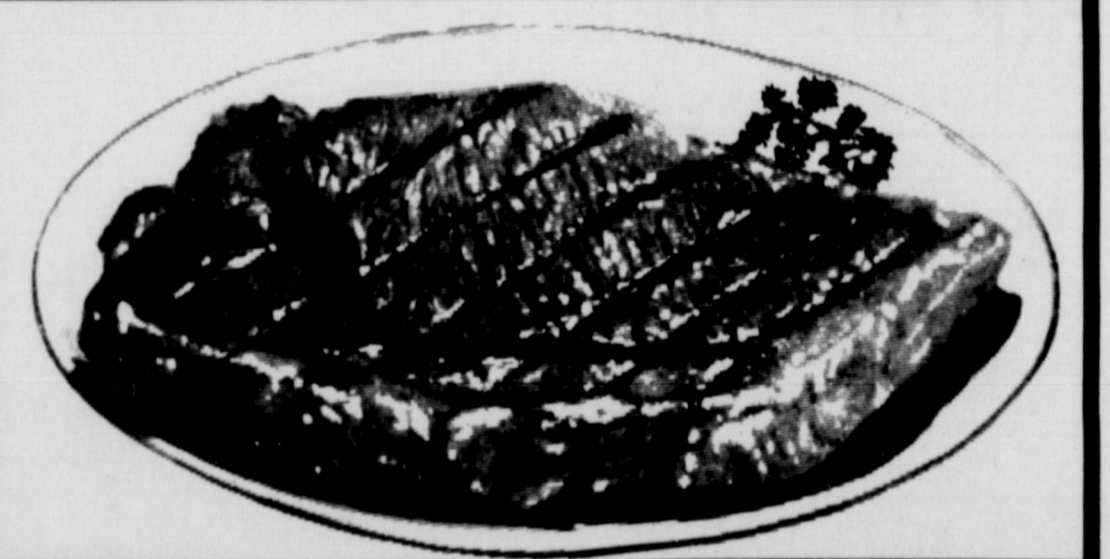
Schilling **BLACK PEPPER** 4 Oz. Can **35¢**

CHILI With Beans Austex 300 Can 3 For **\$1**

Shurfine **SHORTENING** 3 Lb. Can **45¢**

MARSHMALLOW CREME-KRAFT 7 Oz. Jar **19¢**

FRESH PRODUCE **BANANAS** Lb **9¢**
Central American



Sirloin **STEAK** Heavy Beef Lb. **79¢**

Round **STEAK** Grain Fed Beef Lb. **89¢**

STEAK T-BONE Lb. **89¢**

Hamburger Fresh Ground 3Lb. **89¢**

POTATOES 39¢
Red - 10 Lb. Bag

Lowest Prices . . . Greatest Variety . . . always at . . . **Piggly Wiggly**

Marca Lynn Massie Weds Glen Herring

Marca Lynn Massie, daughter of Mr. and Mrs. W. M. Massie, and Glen Herring, son of Mr. and Mrs. D. C. Herring, exchanged wedding vows in the Massie home at 8 a.m. Sunday. The double ring ceremony was read by Rev. Russell McAnally, pastor of Friona Methodist Church.

Attendants were Merylene, sister of the bride, and Gary Snead. Others attending, besides parents of the couple, were Wesste Hand, Carolyn Herring, David Carson, Everett Gee, Tim Herring and Jayn Massie. Mr. and Mrs. Herring will be at home in Friona.

Paula Phillips Becomes Bride of Roy O'Brian

In a double ring ceremony read by Rev. Russell McAnally in the parsonage of Friona Methodist Church at 7 p.m. Saturday, Paula Phillips, daughter of Mr. and Mrs. Montie C. Phillips, became the bride of Roy O'Brian, son of Mr. and Mrs. Tom O'Brian.

O'Brian and Mr. and Mrs. Tom Mason and daughters, Jan and Deena. Mr. and Mrs. O'Brian, both former students of Friona High School, will live in the Lakeview community east of Hub where he farms. She is a former employee of Friona State Bank.

Carter Family Has Get-Together

Mrs. C. D. Carter and her four daughters and their families had a family get-together in the home of Mr. and Mrs. Clarence Martin and family Christmas Day.

Others present were Mr. and Mrs. Otis Huggins and family, Farwell; Mr. and Mrs. Kenneth Heady and sons, Friona; Mr. and Mrs. O. B. Deatherage and Jackie, Dallas; and Mr. and Mrs. Gary Deatherage, Las Vegas, New Mexico.

Mrs. A.O. Drake Hosts Family Dinner

Mrs. Goldie Hyllestad of Shellbrook, Saskatchewan, Canada, was a special guest at the family dinner hosted by Mrs. A. O. Drake in her home Christmas Day. Mrs. Hyllestad, who is Mrs. Drake's niece, is a houseguest in her home.

Lodge Observes Watchnight Here

Others present were Mrs. T. A. O'Brian Sr., grandmother of the groom; Mrs. Ida Wilcoxson, Hereford, grandmother of the bride; Mr. and Mrs. Montie C. Phillips, Mr. and Mrs. Tom O'Brian, Mr. and Mrs. Earl Drake, Owen, Larry and Bobby and Mr. and Mrs. Jerry Brown and Janna.

Friona's Oddfellows and Rebekahs saw "Cotton" John Smith's film "Follow the Bamboo" at its meeting Tuesday night. Since the meeting was held on New Year's Eve, a watchnight service was held.



Mrs. John Osborn

Of Interest To THE WOMEN

Double Ring Ceremony Unites Geneva Floyd, John Osborn

Wedding vows were exchanged between Geneva Floyd, daughter of Mr. and Mrs. Glenn Floyd, and John W. Osborn, son of Mr. and Mrs. John E. Osborn, Carlsbad, at 6 p.m. Thursday, December 19 at Sixth Street Church of Christ. The double ring ceremony was read by Travis Looper, Dimmitt. An arch entwined with greenery enhanced with red satin ribbon bows and flanked by candelabra holding white candles formed the setting for the ceremony. Poinsettia plants stood at either side of the arrangement. Family pews were marked by lighted candles.

The processional and recessional were by a chorus. Members of the chorus, Jo Oldham, Ruthie Allen, Glyn Coffman, Becky Andrews, Jim Shewmaker, James Crowder and Cecil Ethridge, also sang "At Dawning," "Our Task," "O Promise Me," and "The Wedding Prayer." Frieda Floyd was her sister's maid of honor. Pam Osborn and Pat Osborn, twin sisters of the groom, Carlsbad, were bridesmaids, and Susan Floyd, another sister of the bride was junior bridesmaid. Pam McReynolds, Stratford, was the flower girl and Mike Osborn, Lubbock, nephew of the groom, was the ring bearer. Feminine bridal attendants wore identically styled dresses of red satin. They were designed with fitted bodices, brief sleeves and bell shaped skirts. Their headpieces were white lace hatlets topped with red satin bows. Shoes dyed to match their dresses and white gloves complemented their costumes. Each of the attendants carried a long stemmed white rose tied with red satin bows. Jim Osborn, Lubbock, brother of the groom, was the best man. Groomsman were Jerry McCormack, Roswell and Jim Crews, cousin of the groom, Carlsbad. Scotty Wooley, Friona, cousin of the bride was junior groomsman. Ushers were Gary Snead, Friona, Larry Forsythe, Tahoka, and Don Johnson, Roswell. Candelighters were Danny and James Stafford, Carlsbad.

The bride given in marriage by her father, wore a formal wedding gown of white bridal satin and Chantilly lace. It was designed with a fitted bodice of lace over satin with long fitted sleeves which terminated in points over her hands. The sleeves and back bodice, which formed a V, were closed with tiny covered buttons. The skirt featured unpressed pleates and back fullness. Her fingertip veil of imported French illusion fell from a tiara of rhinestones and seed pearls. She carried a white Bible topped with a cascade arrangement of stephanotis centered with an orchid corsage tied with white satin love knots. Following the minister's closing prayer, Mr. and Mrs. Osborn stood before a candle arrangement featuring two burning candles centered with a single unlighted candle as a duet composed of Jo Oldham and Jim Shewmaker sang "One Hand, One Heart." The couple then lighted the single candle and extinguished the burning candles. Mrs. Osborn, mother of the groom, wore a green chiffon dress with white accessories and the bride's mother, Mrs. Floyd, wore a cranberry dress and black accessories. Their corsages were Cattelya orchids. Members of the houseparty for the reception following the ceremony were Mrs. R. E. Snead, Mrs. Bill Wooley, Mrs. Jim Osborn, Lubbock, sister-in-law of the groom, and Mary Helen Vaughan, Odessa, cousin of the bride. A three tiered wedding cake topped with a miniature bride and groom and decorated with red roses, white wedding bells and love birds, was served by Mrs. Osborn. Miss Vaughan served red spiced punch. For a wedding trip to Cloudcroft, New Mexico, Mrs. Osborn chose a red sheath dress and lizard accessories. She wore the corsage lifted from her bridal bouquet. Mr. and Mrs. Osborn are at home at 1830 Cedar Crest Drive, Abilene, where they are students at Abilene Christian College. Guests were registered by Mrs. Ronnie Castleberry, Friona, and Miss Peggy Jackson, Amarillo.

Frionans Vacation On Colorado Ski Run

A group of Friona ski enthusiasts spent several days last

week winter vacationing at a ski run near Salida, Colo. Several families also visited in the home of Mr. and Mrs. Paul Smith, former Friona residents.

Those making the trip were Mr. and Mrs. Andy Hurst, Rickie and Ann; Mr. and Mrs. W. R. Riethmayer, Mike, Jill and Kay; Mr. and Mrs. David Grimley, Jimmy and Jason; and Mr. and Mrs. Elvin Wilson, Mickey, Darlene and Diana.

Guests In Martin Home

Christmas Day dinner guests in the home of Mr. and Mrs. Calvin Martin were Mrs. Betty Nidey, Craig and Steve and Mr. and Mrs. Ralph Knight and Mr. and Mrs. Earl Lowder and Karen, all of Elk City, Okla. Also Mr. and Mrs. Edward Martin, Sayre, Okla., and Mr. and Mrs. Larry Martin and family. Afternoon callers were Mr. and Mrs. Clarence Martin.

Weekend Guest

Mr. and Mrs. Ernest Hock of Stanton were weekend guests in the home of Mr. and Mrs. Jimmy Maynard and Don. The Hocks, former Friona residents, are Mrs. Maynard's parents.

Annual Family Dinner In McFarland Home

Fifty-five members of the J. B. McFarland family were present for an annual family dinner in Mrs. McFarland's home Sunday.

The afternoon was spent visiting and playing games. Those present were Mr. and Mrs. Sloan H. Osborn, Dr. and Mrs. Charles Osborn and children, Fort Worth, Mr. and Mrs. Douglas Whately and David, Austin, and Mr. and Mrs. Robbie Osborn and Robert. Also Mr. and Mrs. Claude Osborn, Mr. and Mrs. M.C. Osborn and daughters, Lora

and Mrs. R. H. McFarland and children, Tucumcari, Mr. and Mrs. Roy Clements, Mr. and Mrs. Jim Roy Clements and children, and Mr. and Mrs. Don Clements, College Station.

Also Mr. and Mrs. J.G. McFarland, John Bill, and David, Mr. and Mrs. H.H. Horton Jr. and children, Mr. and Mrs. Wesley Barnett and sons, Mrs. Lee Cranfill and Guy, Mr. and Mrs. George C. Taylor and Lisa, Suzanne Taylor and Ronnie Wood.

Christmas Dinner In Frank Spring Home

Mr. and Mrs. Frank A. Spring were hosts at a Christmas dinner in their home Wednesday. Those present were Mr. and Mrs. Jim Isaac, Pueblo, Colo., Frank L. Spring, a student at University of Texas, Austin.

Mrs. T. W. Collins, Canyon, mother of Mrs. Spring. Also Mr. and Mrs. Terrill Christian and Mr. and Mrs. Tom Christian and family, Claude; Dr. and Mrs. James L. Cornette, Ames, Iowa; Mr. and Mrs. Ed Bogot and family, Amarillo and Mr. and Mrs. Joe Collins and family, Odessa.

Local Couple Hosts Family Reunion

Mr. and Mrs. Dale Houlette and son, Chris, were hosts at a Houlette family reunion Sunday at Friona Federated Club House. This was the first time in five years Mr. and Mrs. E. E. Houlette and all seven of their children had been together.

H.A. Hydes Have Holiday Guests

Those present, besides the hosts and parents, were: Mr. and Mrs. Ted Houlette and Sheila, Las Cruces; Mr. and Mrs. Kenneth Houlette and Joyce, Dumas; Mrs. W. C. Hutchins and Janis, Albuquerque; and Mr. and Mrs. Bill Woodson, Bobby and Melissa, Farwell. Also Mr. and Mrs. Wayne Houlette, Gary, Greg and Scott, Amarillo; and Mr. and Mrs. Jerry Houlette, Debbie and Mary Beth and Mr. and Mrs. Wilbur Moore and Jeff, all of Dumas.

ELECT THESE

FOOD VALUES

<p>Sun-Ray</p> <p>BACON 2 Lb. 89¢</p>	<p>Grade 'A'</p> <p>FRYERS Lb. 29¢</p>
<p>GRAPEFRUIT</p> <p>Florida Red Each 12¢</p>	<p>ORANGES</p> <p>Sunkist Navel Lb. 15¢</p>
<p>Borden's Regular</p> <p>ICE CREAM 1/2 Gal. 59¢</p>	<p>BROCCOLI SPEARS Libby's 10 Oz. Pk. 23¢</p>
<p>White Swan Tiny Tot</p> <p>PEAS #303 Can 27¢</p>	<p>CAULIFLOWER Libby's 10 Oz. Pkg. 23¢</p>
<p>Maryland Club</p> <p>COFFEE 1 Lb. Can 65¢</p>	<p>Delsey</p> <p>TISSUE 2 Roll Pk. 25¢</p>
<p>White Swan 300 Can</p> <p>PORK & BEANS 10¢</p>	<p>TAMALES Ellis Jumbo Can 33¢</p>

We Give Gunn Brothers Stamps

HOUSER'S

GROCERY & MARKET

Big Enough To Accommodate - Small Enough To Appreciate

Phone 9521 Friona

January Clearance And Dollar Day

Begins Jan. 2nd 1964

Ladies' HATS 1/2 Price

SALE

Begins Jan. 2nd 1964

Piece Goods Reduced 1/4 To 1/3

Lingerie 1/2 Price

Ladies' Shoes Reduced 1/4 To 1/3

Men's And Boys Shirts, Sweaters And Coats Reduced 1/4 To 1/3

Playtex And Silfskin Girdles Reduced 1/2 Price

Toddlers Overalls And Coveralls Reduced 1/4 To 1/3

Ladies Dresses, Skirts Sweaters And Sportswear Reduced 1/4 To 1/3

FOSTER'S

Friona

USE THIS TIME

To Repair - Rebuild - Or Trade Your Motor.

Let Us Help You Be Ready To Pump Water When Its Time.

Complete Facilities

TERRY'S SHOP

-Ph. 5941 W. Hiway 60

THROUGH TEN GAMES

Buckley, Murphree Top Chieftain Statistics

Larry Buckley, junior post man for the Friona Chieftains, was in a familiar role, according to mid-season statistics compiled for the team this week.

Buckley, who led the team in scoring last year as a sopho-

more, has picked up where he left off last spring, posting an 11.8 scoring average through the team's first 10 games. Another junior, Danny Murphree, has the top free-throw shooting percentage on the team. Murphree has connected on 34 of 47 tries, for a 72.3 per cent average.

Three players are averaging in double figures for the Chiefs, and another is just two points under the line. Both Murphree and Milton Hargus have a 12-point average, although Hargus has played just one full game as a varsity member. Gene Weatherly, a sophomore, has scored 98 points in 10 games, a 9.8 - point average.

Top single point performance of the season has been 24 points by Murphree against Hereford in the West Texas State University tournament. "Murph" started his free-throw success in that game, hitting 16 of 20. He had hit only one of seven tries in his first game, and had three of 10 going into the Hereford contest.

Most points scored by the Chiefs so far this season have been the 65 in a 65-38 win over Claude in the Tulla tournament. Most field goals, 28, came against Bovina in the team's last outing. Most free throws, 19, came against Hereford, the game in which Mur-



LARRY BUCKLEY

phree scored 16 of them. Most attempts, 31, were against Claude. Seventeen free shots were scored in that game.

The team's lowest point output, 37, was against Farwell in a game here recently.

Canyon has scored the most points against the Chiefs, 74. Hereford scored the most field goals, 29, and Claude the most free throws, 24. Both of the latter games were in the West Texas State tournament.

Martinez Ends Basic Training

Marion Martinez, Jr., son of Mr. and Mrs. Marion Martinez of Friona, completed basic training Dec. 13 at the Naval Training Center, San Diego, Calif.

The nine-week training includes naval orientation, history and organization, seamanship, ordnance and gunnery, military drill, first aid and survival.

During the training, recruits receive tests and interviews which determine their future assignments in the Navy. Upon completing the program they are assigned to service schools for technical training or to ships and stations for on-the-job training in a Navy rating specialty.

Temperatures

	HI	Low
December 20	59	26
December 21	30	21
December 22	23	2
December 23	24	2
December 24	47	12
December 25	68	25
December 26	71	28
December 27	52	25
December 28	60	22
December 29	53	23
December 30	39	19
December 31	47	19

One-half inch of snow fell December 29-30, measuring .02 inches of moisture.

The term "family farm" is often misunderstood. To be a family farm, the farmer and his family manage and operate the farm, take the risks and reap the rewards, and also contribute most of the farm labor. Farms that use less than one and one-half years of hired labor are classed as family farms.

Modern Study Club Has Two Meetings

The first December meeting of Modern Study Club was a Christmas auction sale at Federated Club House. Many hand made articles were sold. Cakes, jellies, candy and cookies were also sold.

A number of gifts were brought to be sent to the State Hospital at Wichita Falls. Names were drawn for a gift exchange later in the month. The devotional was presented by Wilma Jones.

Hostesses were Gerry Taylor and Mary Lou Cason. Prayer

was led by Mary Kate Zeman. Guests were Mesdames Roy Clements, Marty Martinez, Claude Osborn, Curtis Murphree, Newton Jarrell Jr. and Joe Talley and Miss Lois Norwood.

Mrs. Aubrey Rhodes was a special visitor at the club's annual Christmas party. The group met at the home of Mrs. Paul Spring for an appetizer.

From there they went to Mrs. Frank Spring's home for the salad course. Then to Mrs. J. G. McFarland's for the main course. Dessert was served in the home of Mrs. Sloan Osborn.

Assistants to the hostesses were Mrs. Dan Ethridge, Mrs. H. K. Kendrick, Mrs. Charles Allen, Mrs. J. T. Gee, Mrs. Ross Ayers, Mrs. Wesley Foster and Mrs. Kenneth Neill.

Following group singing of Christmas carols directed by

Mrs. Kenneth Neill, the club sextet, Decimae Beene, Fay Reeve, Deke Kendrick, Thelma Ford, Jane Williams and Tom Lewis, sang several Christmas carols.

A gift exchange closed the meeting.

Corn silage harvested after a killing frost will not harm cattle but frost-bitten sorghum silage can cause trouble and should not be used.

Clean cultivation around trees when they are planted will help reduce damage from rodents, rabbits and mice. This is especially important around small trees.

Scoring Leaders

PLAYER	G	FG	FT	TP	AVG.
Larry Buckley	9	45	16	106	11.8
Gene Weatherly	10	33	32	98	9.8
Danny Murphree	7	25	34	84	12.0
Dale Milner	10	22	12	56	5.6
Doug Dodd	10	22	8	52	5.2
S. D. Balze	10	15	5	35	3.5
Gary Renner	9	9	4	22	2.4
Jim Snead	9	6	3	15	1.7
Milton Hargus	1	6	0	12	12.0
Travis Graves	4	3	2	8	2.0
Wayne Jones	7	1	5	7	1.0
CHIEFTAIN Totals	10	187	121	495	49.5
Opponent Totals	10	207	150	564	56.4

Free Throw Leaders

PLAYER	G	FTA	FTM	PCT.
Danny Murphree	7	47	34	72.3
Doug Dodd	10	12	8	66.7
Gene Weatherly	10	56	32	57.1
Dale Milner	10	23	12	52.2
Wayne Jones	7	10	5	50.0
Larry Buckley	9	34	16	47.1
S. D. Balze	10	12	5	41.7
Travis Graves	4	2	2	100.0
Jim Snead	9	5	3	60.0
Gary Renner	9	11	4	36.4
CHIEFTAIN Totals	10	217	121	55.8
Opponent Totals	10	283	150	53.0

(Explanation of abbreviations: G-games played; FG-field goals; FT-free throws; TP-total points; AVG-average per game; FTA - free throws attempted; FTM - free throws made; PCT-percentage.)

ORDER SUCCESS CALENDARS

No. 85 Page Size 5x8 inches. Walnut, Silver Gray, Desert Sand or Modern Green bases.

No. 84 Page Size 4x6 inches. Same Colors as No. 85.

No. 21 Page Size 8 1/2 x 8 inches. Walnut or Silver Gray bases.

No. 19 Page Size 7 1/2 x 7 1/2 inches. Walnut, Silver Gray, Desert Sand or Modern Green bases.

No. 13 Page Size 7 1/2 x 8 1/2 inches. Walnut or Silver Gray bases.

No. 17 Page Size 3 1/2 x 6 inches. Walnut, Silver Gray, Desert Sand or Modern Green bases.

TEAR-ALLEN Wall Calendar - Four Sizes

NO. SIZE OF PAD
 800 3x3 inches
 802 4x4 1/2 inches
 801 6x6 1/2 inches
 803 8 1/2 x 8 1/2 inches

AT THE
FRIONA STAR
PHONE 2291

WELCOME TO FRIONA



Mr. and Mrs. Guy Wingrove and children recently moved from Hereford to 711 Woodland. The Wingroves are originally from Plainview. He is a licensed plumber and is employed by Friona Plumbing and Supply. Pictured with the couple are their four children, Ricky, 14, Vicki, 13, Rebecca, 12, and Michelle, 8. The children attend Friona schools and the family attends Calvary Baptist Church.

NOW

AGRI-BUSINESS RADIO

"Where The Money Is" from

KDHN

Dimmitt, Texas

1470 kc

With Proven Salesman Uncle Jay

<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 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>

JANUARY CLEARANCE Sale!

Sale Starts Thursday Jan. 2

GIRLS DEPARTMENT

- CURTSY COATS
 - SWEATERS
 - SKIRTS
- 1/3 OFF

- ## LADIES DEPARTMENT
- SUITS
 - DRESSES
 - SKIRTS
 - BLOUSES
- 1/3 OFF

Thermo Jac Jumpers and One Piece Suits

\$ TABLE

- BOYS' SHIRTS
- BRAS
- HANDBAGS
- ODDS 'N ENDS



COSTUME JEWELRY
40% OFF



DRASTICALLY REDUCED

Closing Out Several Styles

Equisite Form and Lovable Bras

Ripon House Shoes

For Ladies and Girls

Lu Nora's
Friona

We are closing out everything in our boys department to make room for new lines we will handle. All other fall and winter merchandise in the store is being reduced drastically. It is necessary for us to have space to display new spring and summer items in every department which are arriving daily.

FABULOUS TEAM AVERAGE

Free Throw Shooting Helps Squaws' Success

The Friona Squaws are throwing a balanced scoring attack, featuring deadly free-throw shooting at their opponents in games so far this season, a tabulation of season statistics proved this week.

Two players are averaging over 20 points per game, another is scoring almost ten points per contest, and four other players have scored con-

stantly in leading the team to a 11-0 record so far.

Senior Charlotte Nettles and junior Tito Jennings, returning

starters from last year's team, have scored the bulk of the Squaws' points--465 of 666, to be exact. Nettles is averaging 21.7 points per game, and Jennings 20.5.

Linda Jo Davis has scored 86 points for an 8.6 average. Bunched up closely behind the leaders are Lois Moyer, Rose Ann Greeson, Janet Rushing and Sheryl Long in that order.

The two players have almost "taken turns" in being high point scorer in games this season. One of them has scored over 20 points in every game except Farwell here, in which they only played the first quarter.

Nettles leads the team in free throw shooting, with a torrid 85 per cent average. She has connected on 119 of 140 tries, and has currently hit her last 17 consecutive free throw attempts.

Oddly, or perhaps not so oddly the top four Squaw scorers are also the top four in free throw shooting through the first 11 games. As a team, the Squaws have burned the nets for a 74.8 per cent completion average.

Nettles has scored exactly half of the team's free shots. Her most free shots have been

21 at Farwell. She has had perfect games at the line against Claude in the West Texas State tournament, against Farwell here, and Bovina at Bovina. In the Claude game, Charlotte didn't miss a shot anywhere, free throw or otherwise.

Jennings has come up with the highest individual point total, with 37 points at Happy in the team's opening game of the season.

Pointing up how the team's success at hitting free throws has helped was the fact that the Squaws scored on 46 of 52 tries in two consecutive games in the Tulla tournament, one of two tournaments won by the team. The blazing accuracy helped Friona to a 53-50 win over Spearman in one of the games, the team's closest call to date.

The team's highest scores have been 75 points at Far-

well and 72 points against Roosevelt in the Tulla finals. The Squaws hit 43 points on free throws at Farwell, a high mark for the season. Its 25 field goals at Bovina December 20 is a high in that category. Oddly, Friona had its lowest night from the free throw line in that game, scoring just 11 (of 17 attempts).

Most points scored against the Squaws were the 61 by Roosevelt, the game in which Friona had its biggest offensive night. The 22 field goals by Spearman are the most in one game against the Squaws, and the team's six free throws are the lowest by a Squaw opponent.

Fewest points against the Squaws have been 30 by Farwell at Farwell. The six field goals allowed that team stands as another defensive "low" for the year.

Scoring Leaders

PLAYER	G	FG	FT	TP	AVG.
Charlotte Nettles	11	60	119	239	21.7
Tito Jennings	11	83	60	226	20.5
Linda Jo Davis	10	34	18	86	8.6
Lois Moyer	8	7	18	32	4.0
Rose Ann Greeson	9	11	7	29	3.2
Janet Rushing	7	10	3	23	3.3
Sheryl Long	9	5	12	21	2.3
Sharon Dean	1*	3	0	6	6.0
Glenda McClellan	1*	1	0	2	2.0
Carol Struve	1*	0	1	1	1.0
SQUAW Totals	11	214	238	666	60.5
Opponent Totals	11	143	190	476	43.3

Free Throw Leaders

PLAYER	G	FTA	FTM	PCT.
Charlotte Nettles	11	140	119	85.0
Tito Jennings	11	77	60	77.9
Linda Jo Davis	10	27	18	66.7
Lois Moyer	7	27	18	66.7
Sheryl Long	9	21	12	57.1
Rose Ann Greeson	9	13	7	53.8
Carol Struve	1*	2	1	50.0
Janet Rushing	7	11	3	27.3
SQUAW Totals	11	318	238	74.8
Opponent Totals	11	346	190	54.9

(Explanation of abbreviations: G-games played; FG-field goals; FT-free throws; TP-total points; AVG-average per game; FTA-free throws attempted; FTM-free throws made; PCT-percentage). *Number of games played as a forward.

Telephone 'Population' Hits Milestone Here

If telephone growth is a measuring stick in determining a city's progress, Friona has come a long way in the past 30 years.

The number of telephones in Friona recently climbed over the 1,000 mark, according to R.E. Saunders, district manager for General Telephone Company of the Southwest.

"This milestone is even more impressive when compared to

the number of telephones in Friona thirty years ago," Saunders said.

In 1930, Friona had only 50 telephones.

The city has experienced steady gains through the years, and has gained over 95 phones during 1963. According to forecasts and estimates, Friona should have around 1,500 telephones by 1970, Saunders added.

GLADIOLA FLOUR 10 Lb Bag 99¢

Quantity Rights Limited

GOLD BOND STAMPS	FRESH FRUITS AND VEGETABLES	White Swan CORN 303 Can 2 For 37¢	WESSON OIL Large Size 37¢	White Swan MILK 3 Cans 39¢	SUPREME CRACKERS Lb Box 29¢	MEATS LOIN OR T-BONE Lb 89¢			
	POTATOES 20 Lb Bag 65¢	JELL-O 3 Reg Boxes 39¢	SUPER DAVE MARKETS	Cheer Giant Size 65¢	BEEF RIBS Lb 23¢				
	CABBAGE Lb 6¢	KLEENEX 400 Ct. 2 For 55¢		Austex BEEF STEW 300 Can. 39¢					
	Tokay GRAPES Lb 17¢	White Swan Fruit Cocktail 303 Can 2 For 53¢	Ellis Jumbo Size TAMALES 2 For 79¢	All Meat BOLOGNA Lb 45¢					
	FROZEN FOODS MEXICAN DINNERS 49¢	White Swan CATSUP 14 Oz. Bottle 2 For 39¢	White Swan HOMINY 300 Can 4 For 39¢						
	Winter Gold ORANGE 6 Oz. Can 29¢	White Swan COFFEE Lb. 65¢	Van Camp Pork and Beans 300 Can 2 For 31¢						
	"BUY WHITE SWAN AND HAVE THE BEST"		Prices Good Jan. 2nd. Thru 8th						
	White's Supermarket		We Give Gold Bond Stamps, Double On Wednesday With Each \$2.50 Cash Purchase Or More						
	Ph. 3131		We Deliver				Friona		

Reprint From December 25, 1963

Establishment Of Hereford Meat Packing Plant Encourages Local Beef Raisers' Market Hopes

Reprint From December 25, 1963

The decision last week to construct a meat packing plant at Hereford that will slaughter 100,000 head annually encouraged beef raisers of the area. The meat processing plant, expected to be the largest in this part of the country, is to cost more than a million dollars.

The plant is to be owned and operated by the Allan and Sons Meat Packers whose head office is now in San Francisco, Calif. Jack Allan, one of the sons of the firm, reportedly plans to move to Hereford soon to supervise construction and operation of the plant.

Completion of the new plant is expected next summer. More than 50 local persons are expected to be employed by the

Allan Company. The new Hereford Packing Company will be built on a 500-acre tract east of Hereford on U. S. Highway 60 across from the Municipal Airport.

Officials said that three cities were considered for sites of the meat processing plant. They were Clovis, Littlefield and Hereford. No reason for the choice of Hereford was given.

One local resident reasoned, "It might be because of the name of the town, itself." Hereford is situated well in the center of the beef growers of the Texas High Plains and Eastern New Mexico.

Parmer County alone boasts 16 feedlots with an annual capacity of 90,000 head. The Hereford operation will consist of

the slaughtering with the carcasses being shipped to markets on the West Coast and on the Texas Gulf Coast.

Another factor in the location of the meat plant at Hereford is the current construction of the Holly sugar refinery

there. Authorities said that the pulp and waste from the beets provided cheap cattle feed. Livestock brings in around

4 1/2 million dollars in Parmer County each year, according to County Agent Deryl Coker's annual report for 1963. With the

100,000 acres of wheat, he said, the amount could be increased if farmers would utilize wheat for grazing.

At the present time there is a great deal of interest in feedlots and with the pasturing there have been three new feedlots built in the county. There are some 16 feedlots that are feeding from 300 to 20,000 head per year.

Within the past year there has been increased interest in swine feeding also. Two pig parlors have been built in the county.

A livestock committee was formed in 1961 and since its formation they have been busy

working on the Southwest Screwworm Program and obtaining a modified, certified Burcellosis rating for the county.

The committee is composed of Jack McCracken, Joe Jones, Frank Hinkson, A. L. Black, Carl Schlenker, Jack Woldtman, N.E. Wood and Bob Wilson. All have an interest in livestock and met twice in 1963.

Most of the livestock finished in Parmer County has been marketed in Clovis and Lubbock. Last year the Swift slaughter plant was constructed in Clovis which gave a more

(Continued on Page C)

COUNTY AGENT SEES MORE FARM FEEDLOTS

"The biggest thing wrong with the cattle business in our area is lack of education. People just don't jump in without some experience."

That is the thinking of Deryl Coker, Parmer County agricultural agent, when asked about the future of beef production for his area.

He feels that this is one of the main limitations of development of cattle feeding (though not the only problem), but that it will be a matter of time until the growth pattern can feed on itself from experience.

However, he doesn't diminish the prospects for the development that is now underway.

"We're going to have a lot more farm feedlots," he says flatly. "We have an abundance of feed, and as things become more competitive, we will utilize this feed more through cattle."

"We have wheat pasture. We can raise ten times as many head of stock as we raise now."

The county agent points out that wheat pasture alone will com-

mand a price of around \$10 an acre for grazing. Taking the county's 100,000-acre wheat planting, that income alone can account for a million dollars of gross farm income if completely utilized.

The county agent also points out that there are other things already "built in" Parmer County farms that fit perfectly into a cattle feeding program. He mentions that stalks can be grazed before being plowed down.

He adds that soon the area will be producing sugar beet tops for ensilage and will have the pulp for roughage.

Sugar beet production, as it has proved in other areas, naturally fosters the production of beef. It fits hand-in-glove with a feeding program.

"Our farmers will really have a good chance at this thing with beet tops, pulp, and our big grain sorghum supply," he predicts.

Coker, like others watching the trend to cattle feeding, senses the emphasis that will be placed on grass as well as lot feeding.

"With the allotment programs we now have, we are going to have some idle acres every year," he says. "These can be planted to improved grasses and the average farmer can grow calves up to feedlot size and then move into the feedlot to finish them."

Feedlots like a calf that weighs around 600 pounds. They will finish him out at from 850 to 900 pounds.

Coker emphasizes the strong basic agricultural economy that underlies Parmer County and has made it the state's leader in wheat, grain sorghum, and cotton production, on an acre-yield basis, and the leading county in the state in per capita farm income.

From this springboard it is only natural to expect progressive farmers to branch into profitable diversification such as beef cattle production.

Article Reprint From Oct. 24, 1963 Feeders Special

SWPS Representative See Bright Future

Excerpt from Article in Farm And Home of Oct. 24, 1963

Sam Thomas, agricultural development manager for Southwestern Public Service Company, Amarillo, believes this area has a very bright future in terms of cattle feeding possibilities.

Last year he conducted a survey for his company in the area and found 396,229 cattle on feed at that time. An estimated 845,000 head of cattle were fattened last year in feed lots in SWPS trade territory.

Thomas is now in the process of making a new survey, and hopes to have it completed by the end of November. He expects a big increase in the number of feed pens and cattle being fed in them.

Last year Parmer County was one of the area's leading counties in this development, and he expects it to continue to be one.

Thomas estimates that there are over a half-million cattle on feed on the High Plains at the present time.

"The future for agriculture in Parmer County is one of the brightest in the area," points out Thomas, and he emphasizes that the potential in feeding cattle offers one of our greatest opportunities.

"At the present time we ex-

Banks View Trend As Feeding Grows

Excerpt From Article in Farm And Home of Oct. 24, 1963

A recent survey of loans made by the Friona State Bank revealed that between one fourth and one third of all the notes held by the firm can be classified as cattle loans.

This is a big upturn from a few years back, says Frank

Spring, bank president. Most of the increase, he adds, have been in the "small" ventures where from 30 to 60 head of cattle are invested in.

These Are Headlines of Future Prosperity - Will They Be For You?

Let Us Help You To Your Future Prosperity



You Can't Beat Experience - And We Have 9 Years In Parmer County Feed Lot Experience - !

Mr. Farmer - Turn 1964 Into A Feed Year For You. Let Us Show You

Our Experience - And The Experience Of Many Of The Countys

Outstanding Farmers. We Can Recommend A Complete Program - From

Pen Building To Final Feeding Programs. Come In And Talk To The Most

Experienced Farm Feeders In Parmer County.

FEEDING EXPERIENCE - PLANNING EXPERIENCE - HEALTH EXPERIENCE - DELIVERY EXPERIENCE

CUMMINGS FARM STORE

Friona

Ph. 9111