



That U.S. Army General who proclaimed the High Plains as the "Great American Desert" back in the 1840s must have visited it on a day similar to last Friday.

Of course, last Friday's "blow" was minor compared to those of the Dust Bowl years, but it reminds all of us that we must support programs for importing water to our region, unless we want to return to such an economy and conditions.

Representative Bill Clayton says that the backers of the revised Texas Water Development Board's water plan have decided to "go for broke" and ask the residents of the state to vote for the appropriation of \$3.5 billion which is the anticipated amount of money needed for Texas' share of the water plan.

Clayton admits that the figure is a large amount of money, but thinks that it would be a big help to have the money appropriated at one time; and with all of the publicity the water import plan has received, he thinks it is the proper time to ask for funds.

The money would have to be approved by an amendment to the state constitution.

A statewide committee has sprung up to represent the rural interests in the controversy over the forced consolidation of Texas school districts with less than 2600 enrollment. Its name is "The Little Red School House Committee."

Chairman of the committee, Charles Schreiner, of Mountain Home, has a couple of statements which are good arguments against consolidation. He refutes the claim that bigger school districts would automatically provide better education for students. "Mere bigness is not an absolute guarantee of excellence," he says.

Schreiner says the forced consolidation of small school districts would go a long way toward destroying rural life as it is now enjoyed in Texas.

He says the reduction by 865 school districts would virtually wipe out 865 community centers, since most rural schools are the primary symbols of community identification.

Representative Clayton says he doubts that the bill can pass with all the features contained in the report. He says he is receiving 20 to 25 letters per day on the matter, and as of Saturday, had received only one letter in favor of the program.

The other day we were lamenting the loss by many towns, including Friona, of indoor movie theatres. We were remembering that many people, young and old alike, were regular in attendance at the movie houses.

In fact, the advent of television and the resultant loss of many of these older movie fans is probably what has hurt the movie industry most, since the young folks still attend movies, either at the drive-in, or at neighboring towns.

Meanwhile, the older former movie fans are now watching their movies on television—and are no doubt seeing those same movies which they enjoyed in person the first time around, several years ago.

Nelson Welch says there just isn't any food today which is as good as a hamburger and a soda pop was when he was a kid. We quite agreed with him, and added the suggestion that either hamburgers and soda pop had changed, or else perhaps the "kid" had.

Don Nelson, our newspaper compatriot at Dimmitt, tells that while he was living in Arizona, the Arizona Press Association had Lubbock Avalanche-Journal editor Charlie Guy as its speaker one year. Unfortunately, in the middle of his speech, the hotel was cleared by a bomb scare, which also ended the convention.

The Association invited Mr. Guy to come back the following year, since he was so rudely interrupted. He consented, and delivered a speech entitled "As I Was Saying..."

We were reminded this past weekend about the reasons for using the editorial "we" in our columns, instead of "I." It is said that there are three classes of people qualified to use the term "we." They are editors, expectant mothers and people with tapeworms.

The 13th annual Parmer County Junior Livestock Show is scheduled Friday and Saturday at the Friona Bus Barn.

Dwain Menefee is show superintendent. In charge of other divisions are Walter Hughes, steers and Delbert Garner, assistant; Larry Fairchild, swine and Joe Fowler, assistant. Ocho Whitefield is superintendent of the sheep division.

Weigh-in for swine and sheep will be from 2-6 p.m. Thursday, February 13. Weigh-in for steers will be from 5-5:30 p.m. Friday, February 14, and 7-8 a.m. Saturday, February 15.

Showing of swine begins at 8 a.m. Friday, February 14. The sheep show begins at 2 p.m. Friday. Steer judging begins at 9 a.m. Saturday, February 15.

Trophies for grand champions will be given by Parmer County Farm Bureau. Showmanship awards will be presented by the Friona Star.

A sale of animals eligible to be sold will be held Saturday afternoon, February 15 at 1 p.m.

Jerry Stockton, Frenship FFA instructor, will judge the sheep and hogs. The steers will be judged by Jack Goodloe, assistant County Agent from Roswell, New Mexico.

Everyone is invited to attend the show and see the results of much time and effort put forth by 4-H and F.F.A. members.

The show this year is under the sponsorship of the Young Farmers, having in previous years been sponsored by the Lions Club. The Young Farmers have assisted in recent years.

MBP Names

A. C. Baird To Head Research

J.C. Walker, Executive Vice President, Missouri Beef Packers, Incorporated, announced the appointment of A.C. (Curt) Baird, to Director of Research, Development and Construction.

After serving in World War II, Baird operated his own contracting business in Lakeview, Iowa. From 1960 to 1965, he was employed by Iowa Beef Packers in their Research and Construction Division.

Baird assisted in building I B P's beef plant at Denison, Iowa and was in charge of building their Fort Dodge plant at Fort Dodge, Iowa, a Pork Cutting Plant at Perry, Iowa, Administration Building at Denison, Iowa and Dakota City Plant at Dakota City, Nebraska.

In 1957, he was employed by Western Iowa Pork Company at Harlan, Iowa, remodeling and adding an addition to their plant. From 1967 to 1968, Baird was in charge of Development and Constructing Spencer Packing Company's new beef plant at Schuyler, Nebraska.

Curt and his wife, Mavis, have three children; Robert 19, Lonnie 17, and Randal 9.

Temperatures

Date	Hi	Low
February 4	51	13
February 5	50	20
February 6	63	34
February 7	63	33
February 8	56	26
February 9	56	26
February 10	60	25
February 11	62	23



STUDENT OF THE WEEK. David Fields, right, is saluted as Distributive Education "student of the week" in Friona High School this week. David, son of Mr. and Mrs. Clyde Fields, is shown with his employer, Johnny Wilson of Johnny's Auto Electric.

DIRECTORS NAMED

Parmer County Water Association Organized

Parmer County Water Association is a reality.

The organization, designed to assist in the importation of water to the High Plains of Texas, was formed at a lengthy Saturday afternoon session in Bovina Schools auditorium.

More than 100 people, farmers and business people, were

in attendance and voted unanimously to establish the county organization which is to have "no other obligation than to do the best job in the least amount of time to import water to this area," according to Bruce Parr of Black, who was chairman of the initial meeting.

A 21-member board of direc-

tors was named during the meeting to handle the association's business. Dues were set at \$10 per year per member. Dues were collected following the meeting. They may also be paid to any member of the board or to the Security State Bank in Farwell, which was named depository of the

association.

Taking up much of the time of the meeting, which lasted almost four hours, was discussion of a proposed resolution which would request Water, Inc., a regional organization with the same purpose, to begin action to create political subdivisions for the import area and allow the areas to tax themselves a maximum of five cents per \$100 valuation. Purpose of the subdivisions and the tax would be to "sell the High Plains water importation project to the entire nation in order to acquire public appropriations for its construction."

As it turned out, the proposed resolution was never brought to a vote and the group agreed to leave the matter in the hands of the directors. Those opposed to the resolution pointed out that it is "unlawful" to use tax money for "lobbying" purposes. Those in favor of it explained that only through taxing could the area be assured of sufficient money to do the job.

Named to the board of directors were four men from each commissioner's precinct in the county—two from town and two from rural area—and five at large members.

At large members are W.L. Edelman, Sloan Osborn and A.L. Black of Friona, Bill Sherley of Lazbuddie and Don Williams of Farwell.

Other directors include: Precinct 1—Parr and Ellis Tatum with Bill Carthel as alternate;

Precinct 2—Cordle Potts and Leon Grissom with Bob Wilson as alternate;

Precinct 3—Wendol Christian and A.L. Hartzog with Gilbert Kaltwasser as alternate; Farwell—Elmer Hargrove and Joe Jones with Harshel Harding as alternate;

Precinct 4—J. W. Cannon and Ben Foster, Jr. with Jim Roy Daniels as alternate;

Lazbuddie—John Agee and Freeman Davis.

The alternates will automatically become members of the board if the delegates can not serve for any reason.

In a board meeting which followed the regular session, Edelman was named chairman of the group. Parr was elected vice chairman and Jones was named secretary-treasurer.

The board was expected to act on the debated resolution at a meeting Wednesday morning in Friona.

In opening remarks, Parr encouraged the group to have unity. "If we get water imported here, it will be because we completely united with a common cause. We will not obtain our goals by hickering among ourselves and slandering personalities," he said.

The chairman pointed out the success of such a water importation project in California. That program required more than 20 years and it was some 25 per cent of the size of the proposed Texas project.

"We're not going to take any water from any source that will leave anyone short of water," he explained, in pointing out that the water to be brought here from the Mississippi River or elsewhere will be surplus and of no value to the people in the area from which it comes.

The project calls for 20-million acre-feet of water to be imported to the area annually.

"Any water we get will be declared surplus. The project has already had bad publicity in the Mississippi River area and in East Texas. We have to convince these people that we're not affecting their economy in any way," Parr said.



PLACES HIGH. Rick Jennings, member of Friona's FFA chapter, is shown with his Angus steer which placed third in the lightweight division at El Paso last week. The placing was the highest for Friona entrants, and was shown against heavy competition.

ANNUAL AWARDS

Four Honored At Chamber Banquet

Four Friona residents were honored, and Austin humorist Leonard Passmore finally got to give his speech, at the annual banquet of the Friona Chamber of Commerce and Agriculture Monday night.

City Manager A. L. (Jake) Outland was cited as "Man of the Year." Mrs. W.M. Stewart was chosen as "Woman of the Year"; Mrs. Ernest Osborn was named "Teacher of the Year," and Ray White was

named "Most Courteous Employee."

Passmore, who was scheduled to speak at last year's banquet but was weathered in at Amarillo, amused the audience with his dry wit and a speech entitled "Some General Remarks About Some Specific Things."

New officers for the Chamber were presented. Doyle Elliott is the new president; Steve Messenger is vice president and Dale Smith is secretary. Elliott, Messenger, Smith, W.D. Buske and Clarence Martin were recently elected directors in balloting by members.

Holdover directors are Wesley Barnett, John Bingham, Paul Fortenberry and D.C. Herring. Retiring directors are Dr. Robert Alexander, Charles Allen, Ralph Roden, Richard Collard and Robert Neelley.

Outland was cited for having his "finger on the pulse of a growing city." As city manager, he has guided numerous annexation programs, which have increased the size of the city noticeably in the past seven years.

An active member of the Lions Club, Outland has served the organization as a secretary and president; and served as district secretary in 1967. He has also served three terms as secretary of the Friona Masonic Lodge.

He served as chairman of Friona's 1968 United Fund Drive, which went over the top.

Mrs. Stewart was cited for her club and civic work, in particular the efforts extended in getting the bookmobile program underway five years ago, a preliminary step to the establishment of Friona Public Library. She is a very active "life member" of the Friends of the Library.

Mrs. Osborn was cited for the efforts she extends as Friona High School homemaker-instructor, in which she has assisted several FHA girls in

(Continued On Page 2)



RECEIVE AWARDS. Pictured above are the four award-winners from Monday night's Chamber of Commerce banquet. From the top are City Manager A.L. (Jake) Outland, "Man of the Year"; Mrs. W.M. Stewart, "Woman of the Year"; Mrs. Ernest Osborn, "Teacher of the Year," and Ray White, "Most Courteous Employee."

THE FRIONA STAR

Founded in 1925 By John W. White

Published Every Thursday at 614 Euclid Street
Friona, Texas - 79035

Member Texas Press Association, Member Panhandle Press Association, Member West Texas Press Association

Prize - winning newspaper - Panhandle Press Association, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1967, 1968. Prize - winner in West Texas Press Association, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1967, 1968. Prize - winner in Texas Press Association, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1967, 1968. First Place General Excellence Winner, West Texas Press Association, 1961, 1962, 1965, 1968.

Second Class postage paid at Friona, Texas, 79035.

SUBSCRIPTION RATES

Parmer County, adjoining counties: 54 per year. Elsewhere: 55 per year.

Bill Ellis, Editor & Publisher
Wahleah Beck, Bookkeeper
June Floyd, Women's News



Chamber Awards.

(Continued From Page 1)
receiving their state degrees. White, a lifelong resident of Friona, was recognized for 22 years of cheerful employment at Plains Hardware and Furniture Co.
Some 200 people attended the banquet, and were served steaks prepared by Missouri Beef Packers, Inc.
Incoming president Doyle Elliott was unable to attend, because of sickness in his family.

1969 CENSUS OF AGRICULTURE-Texas farm and ranch operators are reminded that good records will be needed when filling out the forms to be used in the next census of agriculture. James Mallett, Extension farm management specialist, said the questionnaires will be mailed in January 1970 and response is required by law. Information is strictly confidential. Good records will make the reporting job more meaningful and easier to do.

Friona Flashbacks

...from the files of the Friona Star

40 YEARS AGO-FEBRUARY 15, 1929

The recent cold snap has given grief to quite a number of Friona folks on account of freezing water in their water pipes. In some instances, families were cut off entirely from their water supply for a few days but without any serious expense, while in other cases considerable damage was done and expense incurred by the bursting of pipes.

35 YEARS AGO-FEBRUARY 16, 1934

The corn and hog meeting held at the school building Tuesday night was well attended, under the supervision of county agent A.R. Bateman. Contracts were made available, providing hog raisers a sum of ready money on the number of hogs produced during 1932 and 1933.

The Friona Chiefs won the Parmer County round-robin tournament last week in Bovina, downing Farwell in the finals in an extra period. Loflin, Mans, Livings, Boatman and Cummings were the Friona players. Three Crume brothers, Walling, Moore and Loveless represented Farwell.

30 YEARS AGO-FEBRUARY 17, 1939

The people at the Lazbuddie community have begun construction on a new Methodist Church building.

Friday and Saturday's movies at the Regal Theatre: "Cowboy from Brooklyn," with Dick Powell and Pat O'Brien. Sunday, Monday and Tuesday, a double feature: "Frankenstein," starring Boris Karloff and "Ciracula," starring Bela Lugosi.

25 YEARS AGO-FEBRUARY 11, 1944

Carl Maurer has just received approval of the Army, Navy and Civil Aeronautics Authority for the designation of an airport at Friona. C. J. Dorris of Amarillo has been secured as a flight instructor.

Ration reminder: Sugar stamp number 3 will be good for five pounds of sugar through March 21. Gasoline stamp number A-10 are valid through March 21. Meats and fats: Brown stamps V, W and X are good through February 26.

15 YEARS AGO-FEBRUARY 11, 1954

A community auction has been announced by the Chamber of Commerce and Agriculture for February 20, as the latest in the planned activities for 1954. A similar auction will be held each third Saturday in the month.

A fund drive was officially launched on Monday evening to expand Parmer County Community Hospital. Dr. Paul Spring outlined the pressing expansion needs. Pete Buske, board chairman, presided at the meeting.

10 YEARS AGO-FEBRUARY 12, 1959

The Friona Thespians Troupe will present a murder trial play "Night of January 16" on Tuesday evening. Members of the audience will be selected for the jury in the play, from those leaving their names as prospective jurors.

Open house for Friona's newest business, OK Rubber Welders, will be held this Saturday. James Chandler is owner of the new business, located on east Highway 60.

5 YEARS AGO-FEBRUARY 13, 1964

A bookmobile from the Texas State Library will make stops in Parmer County for the first time on Saturday, giving residents a look at the new service which will be offered on a regular schedule beginning in the near future.

The Friona High School Squaws have won 24 straight games this year, but still must defeat Olton Friday night to clinch the district championship. A loss would give Olton a tie. The team took wins number 23 and 24 over Dimmitt, 68-46 and Canyon, 65-47 the past week.

ONE YEAR AGO-FEBRUARY 15, 1968

Dr. Loyd A. Shackelford was honored as Friona's "Man of the Year" at the annual Chamber of Commerce Banquet. Also honored were Mrs. T.J. Pressley and Mrs. Emma Elmore, "Women of the Year," Sam Williams, most courteous employee, and Mrs. Benny Pryor, "Teacher of the Year."

Pause And Reflect

By Nelson Lewis

"The empty vessel makes the greatest sound"

(Shakespeare - Henry V)

I am certain that the above quotation is the reason we hear so much of Hippies, Yuppies and the campus rebels.

I am just as certain that we are sick of hearing about them, so let's hear of some other young folks for a while.

This is Boy Scout Week and we may all profit by taking a close look at this very worthwhile organization. Chartered by Congress in 1916 to develop the character of boys and train them for the duties of adult life it has become one of the most popular and influential movements of modern times.

The Boy Scout national constitution declares the purpose "to promote the ability of boys to do things for themselves and others, to train them in scout-craft, and to teach them patriotism, courage, self-reliance, and kindred virtues".

I do not have the figures at hand to back up the following statement - but I'll call on memory and 30 years of experience in the outfit - and say it anyway!

I'll bet that the leaders of the "new left" and the average bums that flock after them were never scouts. And that goes for their crummy professors, too!

I'll stick my scrawny neck out even farther and lay odds that the astronauts, Busher and his crew, and most of our heroes WERE scouts at one time or another!

From a small beginning in England many years ago the program has helped millions of boys to a happier life.

Altho this is Boy Scout Week I want to put in a plug for their sister organization - the Girl Scouts.

This movement started in 1912 with a group of eighteen girls and in 1968 had a membership of almost four million.

Their motives and ideals compare favorably with the Boy Scouts and many of our finest wives and mothers can give Girl Scouting credit for their success in life.

No mention of either group is complete without giving full honors to the men and women who spend countless hours, even years, to teach the various skills that make up the programs.

Several months ago I told an audience in Clovis, N.M. that if this America of ours is ever to be lifted out of the morass of doubt and confusion the Scouting organizations would play a major part in that escape.

I am of the same opinion still and I wish to urge all Americans who claim to love their homeland to help the Scouts at every opportunity.

So you see although we do have a few thousand dirty faced, bushy haired, head bearded, flower carrying, foul-mouthed, misled hoodlums in our land we also have several million boy and girl scouts.

Percentage-wise they are pretty good odds - the kind you win with.

Many taxpayers fail to take advantage of the revised law on health-insurance premiums. It permits deduction of such premiums, up to \$150, even if you do not have enough other medical costs to claim a deduction, says Wanda Meyer, Extension home management specialist.

WOMEN SUFFER WITH BLADDER IRRITATION

Common Kidney or Bladder Irritations affect twice as many women as men, often causing tenderness and nervousness from frequent burning, itching urination. Secondly, you may lose sleep and have headaches, backaches and feel older. Treat depressed. In such cases, CYSTEX usually brings relaxing comfort by cutting out germs in acid-urine and easing pain. Get CYSTEX at drugists today.

Elderly Citizens Are Con Victims

Fast-talking con men have taken sizeable sums of money from small town elderly, according to Minnie Bell, Extension family life specialist for the aging.

Persons encountering suspicious characters should notify local officers at once, says the specialist at Texas A&M.

The con man and a well dressed mile companion poses relatives to their victim. They ask to borrow funds to pay for car repairs to they can get to the bank to repay the money, Miss Bell explains.

As soon as the "relatives" receive the money, they disappear.

Take advantage of weekend food specials to save on the grocery bill. But, warns Wendylyne Clyatt, Extension consumer marketing specialist, know the regular prices of food items to recognize a good value.

Some insurance companies say they give you "on-the-spot" claims service.

You'll do better to leave on-the-spot work to your favorite dry cleaner.

Because "on-the-spot" claims service for car insurance can mean you are on the spot to settle your claim at somebody else's price.

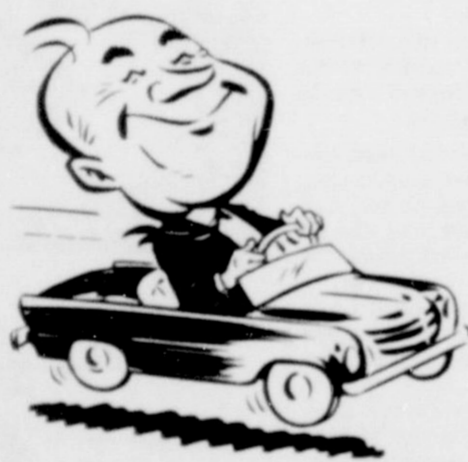
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OUR READERS
Write

Dear Mr. Ellis:

I have recently heard and read a great deal about Governor Connally's Committee on Education Report, and I agree, at least in part, with the ideas which you expressed in your column of the February 6 edition of the "Star". But I think that we have a responsibility to come up with other proposals for improvement of education and curricula in rural schools if we do not agree with proposed programs. Although I feel that young people have a great many advantages growing up in a small town and a small school system, I know from experience that such young people are at a disadvantage when they enter college in competition with graduates of high schools in our larger cities.

I am a 1964 graduate of Friona High School and a 1968 graduate of Texas Tech. I am presently working on a masters degree in agricultural engineering in Oklahoma State University. While a high school student in Friona, I took all the math and science courses which were then offered (I doubt that the number of these courses is now substantially greater). Upon entering college, I was required to take courses in college algebra and trigonometry (6 credit hours which did not count toward my degree) in order to meet mathematics requirements for entering engineering majors. The first math course on the curriculum for engineering majors is calculus and while I found that I had to first take other more elementary math courses, I met students from larger Texas cities (Odessa is one example) who had already taken one calculus course in high school.

We must realize the fact that most of the smaller schools do not and possibly cannot provide the broadness of curriculum and quality of teachers which the larger schools provide. I believe that our schools must be improved at least to the point where a high school student will have the opportunity to obtain the background required for entrance into whatever field he chooses in our colleges. I feel that the high school education in the smaller schools is particularly weak. This is probably the reason why more graduates of small schools do not enter the fields of engineering or the natural sciences.

Sincerely yours,
Emory J. Chase, Jr.
CPT, CE
Commanding

Man-Made Catastrophe
NEW YORK—Most years, the nation's worst catastrophes are the result of windstorms or fire. But in 1967, according to the Insurance Information Institute, the costliest was man-made, generated by the civil disorders in Detroit in July, which caused insurance losses of \$41.5 million.

Sincerely,
Rex R. Nelson

Dramatic Finish Keeps Squaws In 3-AA Chase

A dramatic finish, before a packed and enthusiastic gym here last Friday, gave the Friona High School Squaws a 59-58 win over Floydada, and kept the team unbeaten in the second half of district play.

The Squaws overcame an eight-point deficit with less than two minutes to play, and took the win as senior forward Hazel Fallwell canned a jump shot in the last 15 seconds of play. "It was a real team effort all the way," commented Coach F.G. Crofford, who also complimented the good backing received by the school and community fans.

The Squaws had led for most of the early part of the game, holding a 32-27 margin at half time. However, in the second half of the game, the team fell behind, until with 1:51 left to play, it was 58-50, Floydada.

Then the rally began, as both the forwards and guards caused numerous turnovers by Floydada, and the forwards quickly cut into the Floydada lead, with 30 seconds left, and Friona still trailing, 58-57, Friona got the ball and called time.

Resuming play, the team worked the ball upcourt from the guard end, working for the good shot. With 15 seconds showing, Miss Fallwell saw the shot, connected, and that was it. Floydada couldn't retaliate.

Hazel's 29 points led the Squaws, backed up capably by Pam Turner's 23.

SQUAWS 17 15 9 18--59
Floydada 11 16 15 16--58
Turner, 5-13-23; Fallwell, 13-3--29; Kelley, 1-0-2; Neill, 2-1--5.

The Chiefs came up with one of their better performances of the year as well, downing the Whirlwinds, 65-60.

The team rallied from a 27-24 halftime deficit to outscore the guests, 41-28 during the final 16 minutes. Dale Neel topped the team in scoring with 23 points.

Friona 11 13 21 20--65
Floydada 19 8 11 17--60
Dale Neel, 23; Lowrey Harper, 16; Tony Peres, 5; Isidore Cordova, 6; Ted Procter, 2; Joe Boggess, 12; Donnie Carthel, 2.

Squaws Blast Olton; Stage Set For 3-AA Finale At Hale Center

Friona High School Squaws kept in the thick of District play Tuesday night, with a 76-54 win over the Olton Fillies at Olton.

By winning, the Squaws kept undefeated for the second half of district play with a 5-0 mark, and will win the second half championship if they can beat Hale Center Friday night in a game at Hale Center.

If the Squaws can win Friday, it will set up a playoff with the Fillies. If the Squaws can win Friday, it will set up a playoff with the Floydada girls, who were the first half champs.

In Tuesday's game at Olton, Pam Turner led the Squaws in scoring with 25 points.

Olton's Mustangs downed the Chiefs on Tuesday, 67-34, as Friona had a cold night. Donny Carthel led Friona in scoring with eight points.

The Friday tilt will be a big challenge for the Squaws, since Hale Center downed the team in an earlier game here by some 20 points.

Trail Ride Is Well-Attended

A dozen members attended the trail ride of the Friona Riding Club last Sunday in Palo Duro Canyon.

The group rode to the "turn-around point" in the Canyon, where a group of Boy Scouts brought a table for the group to use. The members rode two hours in the morning, had a picnic lunch, and then rode another three hours.

According to an official of the club, a fine outing was enjoyed. Another trail ride may be scheduled in the future.

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PLEDGE Johnson's 14 Oz. **\$1.09**

BREAKFAST DRINK Wagner's Qt. **4/\$1**

SYRUP Vermont Maid 24 Oz. **59¢**

POP TARTS Assorted Flavors **39¢**

PEANUT BUTTER Peter Pan 28 Oz. **89¢**

APPLES Comstock Pie-Sliced #2 Can **29¢**

CATSUP Del Monte 14 Oz. **5/\$1**

GRAPEFRUIT Texas Red Lb. **4/35¢**

POTATOES SWEET Lb. **13¢**

CORN FRESH Each **9¢**

FISH STICKS Gorton's 1 Lb. Pkg. **53¢**

COFFEE RING Sara Lee Blueberry - Raspberry - Maple Crunch **59¢**

BABY FOODS Gerber's Strained Fruit And Vegetables Ea. **10¢**

FEMS **3/99¢**

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 on cash order, \$1 on account.

DEADLINE FOR INSERTION

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

The Star reserves the right to classify, revise or reject any classified ad.

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

FOR SALE... 2x4s and 2x6s, \$10 per 100 board feet. Beat the high prices! Rockwell Bros. Lumber, Friona. 16-5tc

FOR SALE... Poodle puppies. Mrs. Wayne Hodgson. Phone 247-2568. 20-3tc

FOR SALE: White Breeding rabbits. Two bucks & 3 does. 247-2577. 20-1tc

FOR SALE: 50 ft. aluminum telescope pole with coloron antenna. Used Frigidaire washer. 265-3413. 20-2tc

FOR SALE: Royal portable Safari typewriter, like new. Call 247-2760 or contact Bob Riethmayer. 20-2tc

FOR SALE: Double bed mattress and box springs, white metal headboard, \$20.00. Call 247-3219. 20-1tc

FOR SALE: 1958 Chevrolet Caprice. Clean, low mileage. Call 247-3117 after 6 p.m. 20-1tc

FOR SALE - Crib & mattress; nylon mesh playpen; cribette & mattress; car seat; canopied stroller; etc., \$75. See at first house on left on Adrian Hwy. 20-1tc

FOR SALE - Large dog house. Call 247-2247. 1402 West 6th. 20-2tc

WANTED: Competent person to operate O'LIN Anhydrous Ammonia Plant on commission or lease basis. Located across from county barn. For more information contact Randolph Burton, Amarillo, 352-5856. 20-3tc

ODD JOBS, INC. Your dislike is our delight. Window cleaning, babysitting and other chores. Reliable high school students. Ph. 247-3204 or 247-3565. 20-12tc

WANTED: Experienced farm hand. Curtis Murphree, Phone 295-3529. 19-tfc

Am interested in making loans and buying first and second lien notes secured with farm and ranch lands. J. J. Steele Citizens Bank Building Clovis, New Mexico 20-4tc

FOR SALE... 1 - 1960 Model Great Lakes Mobil Home - 35x10 - carpet and partially furnished. Call 265-3413. 17-tfc

RCA Whirlpool
 Sales - Service
 B. W. Turner
 Phone 247-3035

We are open for body business on a part - time basis, after 6 p.m. Give us an opportunity to serve you. Connie Dodson, Ph. 247-2428. Kenneth Galnes, 17-tfc.

BUSINESS DIRECTORY

Parr Portable Corrals Now Available At **PARR FARMS**
 1/2 Mile So. E. Black
 Phone 265-3526

ANNOUNCEMENTS

We need:

- Borrowers
- Savers
- Members

At FRIONA FEDERAL CREDIT UNION

Phone 247-2280

"Need responsible person in Friona area to take over payments on late model sewing machine. Equipped with automatic zig-zagger, blind hems, buttoholes, fancy patterns, etc. Balance due \$24.56, 4 payments \$6.48 per month. Write Credit Manager, 1114 19th Street, Lubbock, Texas." 16-tfc

FOR SALE: 1-1963 Ford truck 2 1/2 ton - 20 ft. bed and hoist. 1963 Chevrolet 2 ton with 16 ft. bed and hoist, 409 Engine 5-speed transmission. 1959 Chevrolet truck - 2 ton with 14 ft. bed and hoist, 327 engine, 4-speed transmission. Call 265-3413 or see Eugene Randy. 18-2tc

FOR SALE - Alfalfa hay, 10 miles north of Friona, Call George Zetsche, Ph. 289-5604.

FOR SALE - 4,000 feet eight inch, 30-foot joints. Used flow pipe. 80¢ per foot. Call Robert Zetsche, Ph. 247-2222. 20-tfc

FOR SALE - 800 feet eight-inch gated pipe, 40 inch and 32-inch rows. 80¢ per foot. Robert Zetsche, Ph. 247-2222. 20-tfc

LOT FOR SALE or RENT - Plumbed for trailer house, 407 Prospect. 50x100 feet. Contact Robert Zetsche, Ph. 247-2222. 20-tfc

FOR SALE: 1963 Mercury. Power steering, power brakes. Air conditioning. Call 247-3066 or 247-3312. 20-4tc

RENTALS

FOR RENT... Three bedroom house, 3 mi. east Black on 60 Highway. Ranza B. Bogges 247-2549. 18-tfc

FOR RENT: Office space on Main Street. 25 X 80. Call 247-2745 or 247-2211 for information. 6-tfc

REAL ESTATE

Marshall M. Elder
 REPRESENTING
 Rushing Real Estate
 Phone 247-3266 or 247-3370
 Friona, Texas 46-5tp

WANTED... land listings for G.I. LAND BUYERS. J.G. McFarland, Phone 247-3272. 11-tfc

For Complete Real Estate Service
 CONTACT
 J. G. McFARLAND
 Phone 247-3272 or 247-2766
 Business, Farms, Ranches, Residences

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Sometimes it pays to refinance existing obligations. If this is one of those times, see us. Have payments geared to farm income... with cash left over for operating expenses. Come in... let us help you get the most from your credit dollar.

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FEDERAL LAND BANK ASSN.
 Of Muleshoe
Ernest Kerr
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FRIONA MOBILE ESTATES... Friona's newest and largest mobile home park. Located at 802 East 11th & Blks, East of Main on Hiway 60, Call 247-3545 46-tfc

FOR SALE OR TRADE... equity in 1964 mobile home. 14th St. Trailer Park, Mule shoe, Texas. 18-3tp

FOR SALE: 5 Room House on 3.50 ft. lots. Bldg. with 11x15 room plus storage. Reasonable E 9th & Maple. Call 247-3066 or 247-3312. Jim Rulo. 11-tfc

240 A. farm 2 B.R. Home 4 yr. old, 103 A. Soil bank 8 yr. 5 to go. Payment \$2,681.01 year, 20A alfalfa no pumps, irrigated from Conchos Lake. New and repossessed homes in Clovis. Ben Melton Realty Co., 1215 Main, Ph. 762-1943. Orsa W. Batson, salesman, Ph. 752-0089, Clovis, N.M. 20-3tp

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 Specializing in Farm Sales.

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 Route 1, Bovina, Texas
 Phone 389-2191
 Clovis, New Mex.

LARRY POTTS
 Route 2, Friona, Texas
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ADAMS DRILLING CO.
 WATER WELL DRILLING
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 All Makes
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 Nights 247-2513

BROWNLOW BROS.
 GENERAL CONTRACTORS
 P. O. Box 247
 HEREFORD, TEXAS 79045
 Mobil Phone 364-4741

Unit 16 JAMES - 364-0974 Unit 15 EMORY - 364-0053

FOR SALE

FOR SALE... Soil conservation scraper. If you would like to buy this five-yard scraper, send your bid to the Soil Conservation Service, Box 788, Friona, Texas, or call 247-2220. All bids are subject to approval of the district board. Bids must be in by February 21, 1969. 19-2

CARD OF THANKS

I want to express my appreciation to the many friends who have been so thoughtful these past few weeks while I am convalescing. The beautiful cards and flowers provided a great deal of cheer. My special appreciation goes to those friends who have prepared food for us since I have been home for it has been most helpful. Thanks again to each one of you.

Lola Goodwine 20-1tp

JOBS OF INTEREST

GOOD MAN OVER 40 for short trips surrounding Friona. Man we want is worth up to \$16,500 in year, plus regular cash bonus. Air mail R.R. Dickerson, President, Southeastern Petroleum Corporation, Fort Worth, Texas 76101.


FOR SALE... Two Bedroom house; Single garage. Good location for schools. Carpeted. One bath. Corner lot at 410 W. 8th Street. Phone 247-3323 or 247-2292. 14-tfc

MISCELLANEOUS SERVICES

Portable Disc Rolling
 One Ways Tandem
Harrell Mays
 Ph. 247-3477
 After 6 p.m.

THERE'S LIFE ON THE MOON - 'OL SHEEP BEEN BAYIN' AT 'EM FER YEARS!

WELCOME TO FRIONA



This week we welcome the Tony Shew family to Friona. Shew is the local Lang Transit manager. He came to Friona from Amarillo, where he also was associated with Lang. The children are Ricky Lee, four, and Amanda Renae, two and one-half months. The family lives at 904 Virginia.

ROCKWELL BROS. AND CO. "LUMBERMEN" Lumber, Paint & Tools	HOUSER GROCERY & MARKET
HURST'S DRY GOODS	REEVE CHEVROLET New And Used Cars FRIGIDAIRE APPLIANCES
REED'S CLEANERS 117 West Sixth PICK UP AND DELIVERY Friona Phone 247-3170	FRIONA WHEAT GROWERS Elevator Service Field Seeds

Value Showdown:

Match these features against what competition gives you for the same kind of money, and you'll have a better idea why more people are buying Chevrolets again this year.

- Built-in "guard rails"**
There's a strong steel beam built into every door of every 1969 Caprice, Impala, Bel Air, Biscayne, Kingswood Estate Wagon, Kingswood, Townsman and Brookwood.
We call it a side guard beam, and it looks like one of those guard rails you see along the freeway.
That's what it's there for: To guard you. To strengthen the door and put a more solid wall between you and the outside world.
Not a glamorous feature. But you'll have to admit worthwhile.
- Computer-selected springs**
Maybe you'll order your new Chevy equipped to the hilt. Or maybe you'll order it with hardly anything on it. Either way, you're going to get your full measure of our renowned ride.
Because we go to the trouble of programming each car's equipment load into an electronic computer.
The computer then tells us exactly which springs to use, depending on the car's weight and the way it's distributed.
Chevrolet, the only car in its field with computer-selected springs.
- Fenders inside fenders**
We could have skipped this. (The other cars in our field do.) But we're as anxious as you are to keep your beautiful new Chevy looking beautiful and new.
So...
Up inside the regular fenders we've placed a second set.
They do all the in-fighting. Catch all the splashed-up rain, slush and road salt. Stop the kicked-up stones.
While your "outers" just sit there looking pretty.
- Astro Ventilation**
The other two cars in our field give you air intakes down by the floor.
So do we.
We also give you two up on the instrument panel.
And all four of them are adjustable so you can regulate the flow of air just the way you like it.
Even with all the windows closed, you'll be comfortable inside. You get air without wind. Without noise.
Astro Ventilation is standard, now, on all the big Chevrolets.
- The theft-thwarter**
On the steering column there's a lock.
Only Chevrolet has it in Chevrolet's field.
You turn the key and it locks three things:
Your ignition.
Your steering wheel.
Your shift lever.

When you own a car this tempting, you don't dare take chances.

Biggest standard V8 in our field

Ask any car enthusiast, he'll tell you:
Chevrolet builds great engines. Especially V8s.
And this year there are six great V8s available for the big Chevrolet. Standard: Our 235-hp 327-cubic-inch Turbo-Fire.
Another thing: We've lowered the price of several of our bigger V8s along with our automatic transmissions and power disc brakes. Which makes it possible for you to buy a '69 Chevrolet for even less money than you could last year.
Show up for our Showdown. You can't lose.

Putting you first, keeps us first.
Impala Sport Coupe



CHEVROLET Chevrolet Value Showdown

Scholarship Competition Announced By Company

The 1969 Ranger Insurance Four Year \$2,000 scholarship was announced recently by Charles R. Rathbun, president of Ranger Insurance of Houston, Texas.

The 1969 scholarship is open to all eligible high school seniors in this area and will be awarded on the basis of academic standing, character, financial need and active participation in school activities.

Applications, additional information and sponsorship can be secured by contacting Ethridge-Spring Agency, 602 Main Street, Friona.

Purpose of the Ranger Insurance Scholarship is to en-

courage and assist students who otherwise might not have the opportunity to complete work toward their first college degree. Applicants must complete their senior year of high school in the spring of 1969 and be in the top one-fourth of their class scholastically.

Deadline for applications is April 15, 1969. The four year scholarship will be awarded for the fall semester of 1969 and the winner will be announced by May 20, 1969.

No other fiber feels so good next to the skin as cotton.



TEAM PLACES. . . Friona FFA chapter's livestock judging team placed second among 57 judging teams in the beef cattle division at the Southwestern International Livestock Show in El Paso last week. From the left are Bob Middleton, advisor, Randy Campbell, Raymond Hamilton, Floyd Schlenker and Jim Schlenker.

Peace Corps Placement Test Slated Saturday

Friona area residents interested in putting their skills to use in developing nations around the world are invited to take the Peace Corps Placement Test at 1:30 p.m. on Saturday, February 15 at the Post Office Building in Amarillo.

The Peace Corps uses the Placement Test to determine how an applicant can best be utilized overseas. The test measures general aptitude and the ability to learn a language, not education or achievement. The test requires no preparation and is non-competitive; an applicant can neither pass nor fail.

Persons interested in serving with the Peace Corps must fill out an application, if they have not already done so, and present it to the tester before the test. Application forms are available from post offices or from the Peace Corps in Washington, D.C. 20525.

Fifteen thousand volunteers are currently serving in Asia, Africa, Latin America and the

Cottons can be treated mechanically and chemically to avoid shrinkage of more than 1% in either direction.

Pacific Islands, working with the people of those nations in self-help projects ranging from food production to health to education. More volunteers are needed for programs which will begin this spring and summer.

ACCURATE RECORDS NEEDED—Farmers are advised that the Department of Labor requires the keeping of accurate records covering farm workers under the minimum wage requirements. The same is true, points out James I. Mallett, Extension farm management specialist, for employers who may be covered under the minimum wage in the future.

Court House Notes

INSTRUMENT REPORT ENDING JANUARY 31, 1969 IN COUNTY CLERK OFFICE BONNIE WARREN, COUNTY CLERK

ML - L.P. Davis - Adams Drilling Co. Inc., SE1/4 Sect. 19, T4S; R4E

DT - W. Tom Campbell - First National Bank, Lubbock N 233.75 ac. of S 549 ac. Sect. 18, T14S; R3E

DT - Hayes Mitchell Cattle Co. - Prod. Cr. Asso., Marfa S 420 ac. Sect. 14; S1/2 Sect. 16 all in Harrah; SW1/4 Sect.

21; W1/2 & SE1/4 Sect. 27 Sect. 28; NE1/4 & N1/2 of SE1/4 Sect. 34 All in T6S; R3E

DT - West Cattle Co. - Prod. Cr. Asso., Marfa S 420 ac. Sect. 14; S1/2 Sect. 16 all in Harrah; SW1/4 Sect. 21; W1/2 & SE1/4 Sect. 27 Sect. 28; & SE1/4 Sect. 27 Sect. 28; NE1/4 & N1/2 of SE1/4 Sect. 34 All in T6S; R3E

DT - Max Bush - Davis Gulley, SW1/4 Sect. 17, Blk. Z, Johnson

WD - Davis Gulley - Max Bush, SW1/4 Sect. 17, Blk. Z, Johnson

WD - Kenneth W. Neill - Edmund A. Schlabs, N 158 ac of Sect. 15, Harrah

DT - Edmund A. Schlabs - Kenneth W. Neill N 158 ac of Sect. 15, Harrah



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Our New Ditcher Machine Digs Ditches For . . .

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- * PIPE LINES

We Also Pump Out Cess Pools Complete Plumbing Service

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HELP WANTED

Missouri Beef Packers, Inc.

is now accepting applications for permanent full time openings at our plant in Friona, Texas. Steady year around employment. No experience necessary - we will train. Base wages \$2.40 to \$3.15 per hr. after short qualifying period. Daily and weekly overtime. Company paid health and medical insurance, paid vacation, paid holidays and many other benefits.

APPLY PERSONNEL OFFICE OF

Missouri Beef Packers, Inc.

Phone 806-295-3201 . . . Friona, Texas

We look forward to the Friona FFA Father-Son banquet, when we shall once again be pleased to be of service to the FFA by providing the food for the banquet.



Let's Give Our Support To The 4-H And FFA Youngster's This Weekend

Attend The 13th Annual

PARMER COUNTY JR. STOCK SHOW

Feb. 14 - 15

Friona Bus Barn

PARMER COUNTY IMPLEMENT COMPANY

Friona

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BETTER FOODS! LOWER PRICES!

Washington Delicious
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Lb. **29¢**

SWEET POTATOES
Lb. **13¢**

CARROTS
Lb. Bag **12¢**

KRAFT
MIRACLE WHIP
Qt, Jar **57¢**

USDA Good
CHUCK ROAST
Lb. **55¢**

Top Hand
SAUSAGE
2 Lb. Bag **69¢**

Sweet Heart
FLOUR
5 Lb. Bag **39¢**

Ireland
CHILI
No. 2 Can **69¢**

Wagners Breakfast
ORANGE DRINK
32 Oz. Bottle **3/89¢**

LIQUID PLUMBER
Drain Opener Qt. Bottle **79¢**

Blit-More
LUNCHEON LOAF
12 Oz. Can **37¢**

Ranch Style
COFFEE
Lb. Can **59¢**

Jumbo Size **ALL \$1.99**

Clover Lake
ICE CREAM
1/2 Gal. Carton
79¢

WHITESWAN
APPLE SAUCE
303 Can **2/45¢**

WHITE'S SUPERMARKET

We Give Double Gunn Bros. Stamps Wednesday With \$2.50 Purchase Or More

Our Aim Is To Please In Every Way

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WHITESWAN
SALT
26 Oz. Box **10¢**



WATER PLANS. . . W. L. Edelman of Friona, standing, presided at a meeting of the board of directors of the newly-formed Parmer County Water Association Saturday afternoon in Bovina. Edelman was elected to serve as chairman of the organization.

Amarillo Chosen For 2nd Water, Inc. Annual Meet

More than 800 persons are expected to attend the Second Annual Water, Inc. Meeting Tuesday, February 18 in the new Civic Center in Amarillo.

Water, Inc. President John Kendrick of Brownfield, Tex., announced that Howard W. Crooke, retired executive director of the huge Orange County Water District in California, will give the main address at the Water, Inc. meeting. Crooke has been active for many years in water projects to meet the needs of rapidly growing California.

The speaker's program for the Water, Inc. meeting includes

other outstanding water project authorities. In addition to Crooke, Howard Boswell, executive director for the Texas Water Development Board, will discuss The Texas Water Plan with emphasis on how the plan affects West Texas. Harry P. Burleigh, area engineer from Austin, Tex. for the Bureau of Reclamation, will talk on Water Distribution Problems of The Inter-State Water Import Project with special emphasis on West Texas and Eastern New Mexico. John Simmons, executive vice-president and general manager of the Sabine River Authority in Orange, Tex., will

also speak on The Texas Water Plan as it affects West Texas.

A catered lunch will be served in the Civic Center, followed by the President's Report, delivered by Kendrick. The election of directors and officers will immediately follow the President's Report. Water, Inc. is a non-profit organization of regional businessmen, farmers, agri-businesses and financial leaders who are dedicated to coordinating and developing a water import project for West Texas and Eastern New Mexico.

Headquarters for the organization is in Lubbock, Texas.

Yarn-dyed cottons usually are deeper and richer in color, and tend to be more colorfast than dyed piece goods.

Ted Renner Is Navy Recruit

The Navy Recruiting Station in Clovis announced today that Teddy William Renner was enlisted in the United States Navy on January 20.

Seaman Recruit Renner is the son of Mr. and Mrs. John Renner of Route Three, Friona. He is a graduate of Friona High School, class of 1967. He also attended West Texas State University at Canyon.

Renner will receive instructions under veteran navy petty officers in such subjects as: history and traditions of the navy; privileges and obligations as a navyman; various navy occupations; different types of navy surface ships, airplanes, submarines and space craft; educational opportunities available; navy recreational programs; rating and rank structures; and innumerable other phases of navy life.

COTTON PLANTING HINTS--

Of major importance in getting a good stand of cotton, reminds Extension Plant Pathologist Wendell Horne, is the use of the best quality planting seed available. High quality seed are more resistant to seedling diseases and produce stronger plants. He suggests treating planting seed with a fungicide and in-furrow treatment in areas where seedling disease is a consistent problem. Crop residue management should include deep plowing, he says.

ON BUYING A FEED GRINDER--Before investing a feed grinder, consideration should be given, says W.S. Allen, Extension agricultural engineer, to the kind or kinds of material the feeder has available for livestock feed and the type of ration to be fed. The most common types are the roller and hammer mills. A third type, the knife mill--it does a job similar to the hammer mill, is also available but is not too common, says the engineer. The two most popular types are available in automatic models with handling equipment.

A new process developed by U.S. Department of Agriculture chemists gives cotton fabric the capacity to dry smoothly when hung on a line while damp. Before this, drip dry garments could not be put in the spin-dry cycle on the washing machine, reports Dr. Graham Hard, Extension clothing specialist.



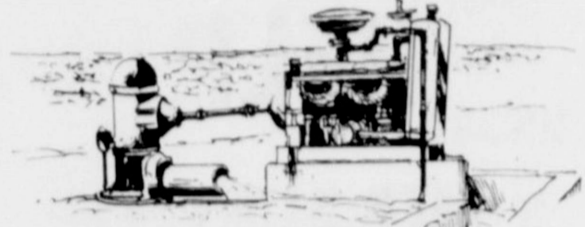
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.. with .. INDUSTRY



Natural gas has played an important part in the development of industry on the Plains of Texas. Companies seeking industrial sites have been attracted to this area by the large quantities of natural gas available, at such a low price, for use as fuel.

.. with ... AGRICULTURE



Natural gas powers over half of the irrigation wells on the Texas Plains . . . and is steadily gaining a larger percentage. And, because of irrigation, this area that was once known as "The Great American Desert" now leads the state in the production of several important agricultural products.

.. with .. HOME BUILDERS .. and .. with .. HOME OWNERS



Natural gas is being put to work in ever increasing amounts in and outside of the homes of this area. All-gas Blue Flame and Blue Star Homes are justly famous for their comfort, convenience and economy. Gas cooks, cools, heats and dries at a cost far below that of any fuel.

fuel for a growing empire

Pioneer Natural Gas Company

BUILD OUR YOUTH TODAYFOR A GREATER TOMORROW

We want to congratulate the members of the FFA and 4-H Clubs on their participation in this fine show. We're proud of your accomplishments in raising fine quality livestock and we know that the experience you gain through the JUNIOR LIVESTOCK SHOW will help you in the years to come when you own your own farms and ranches.

Support The 13th Annual
PARMER COUNTY JR.



Friona Bus Barn.... Feb. 14 - 15

The Future Of Farming Lies In The Hands Of Our Youth. Give Your Support To The 4-H And FFA Of Parmer County.

CONTINENTAL GRAIN CO.

Hank Wheeler, Mgr.

Be Sure To Attend. . .



Feb. 14 - 15 FRIONA BUS BARN

BEST OF LUCK F.F.A. & 4-H

Our Congratulations To All The Boys And Girls And Their Leaders Who Have Worked So Hard In Preparation For This Eleventh Annual Show.

PARMER COUNTY JUNIOR LIVESTOCK SHOW

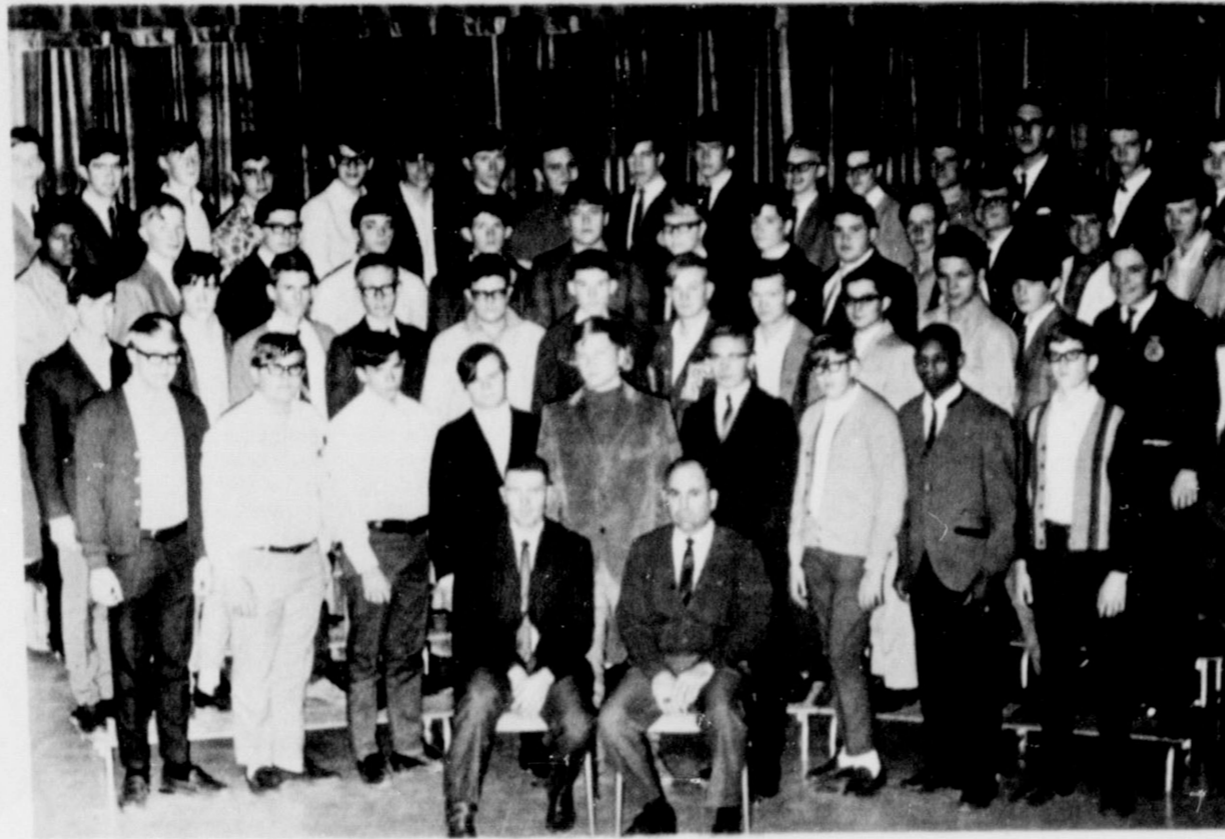
CHESTER GIN

We Will Be Bidding At Saturday's Sale

Phone 247- 3185

DIAL 247-2211 FOR STAR CLASSIFIED ADS

100 REASONS



CHAPTER FARMERS

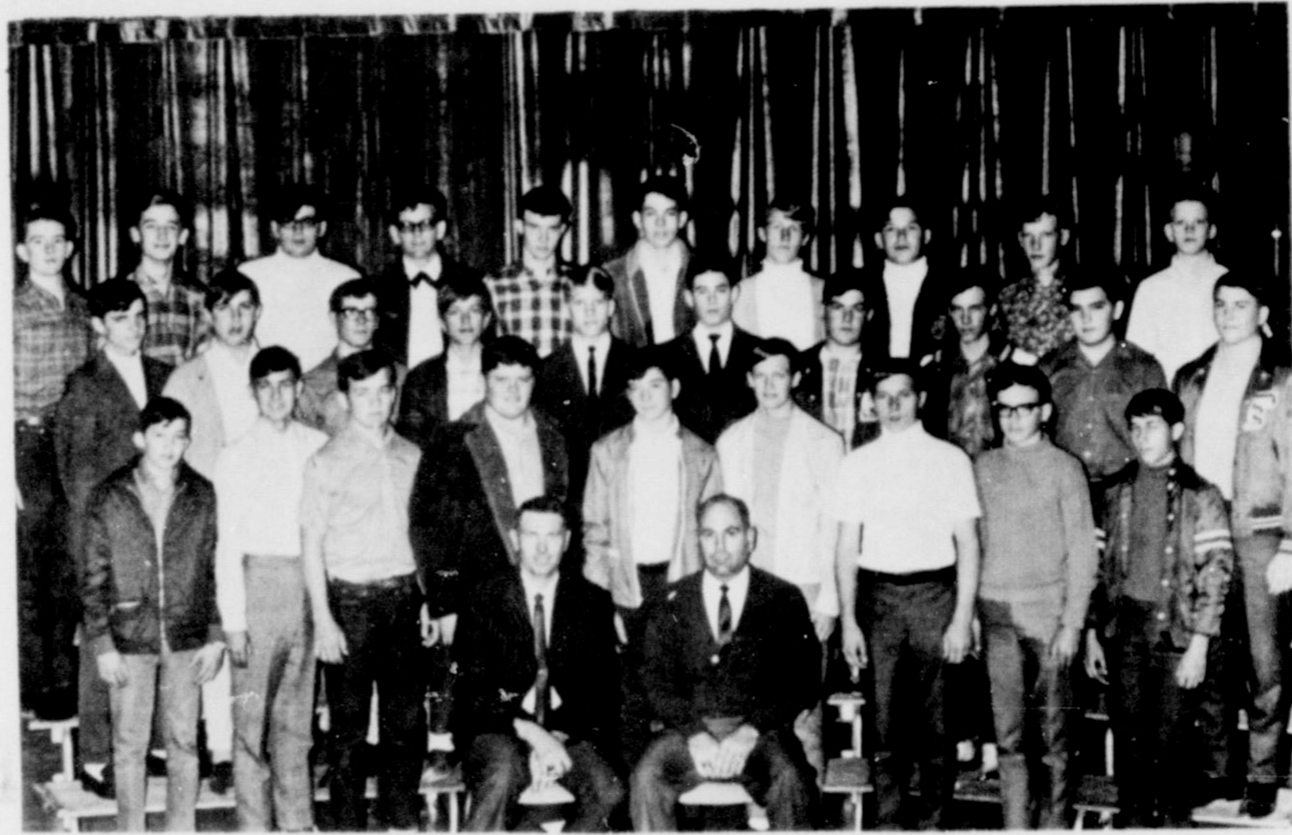


Learning to Do...

Doing to Learn...

Earning to Live...

Living to Serve...



GREENHAND CHAPTER

WHY WE CO-OPS SUPPORT NATIONAL FFA WEEK



February 16 - 22
And The 13th Annual

PARMER COUNTY JR. LIVESTOCK SHOW

February 14 - 15



Friona
Consumers

DEAF SMITH
COUNTY
ELECTRIC
CO-OP, INC.



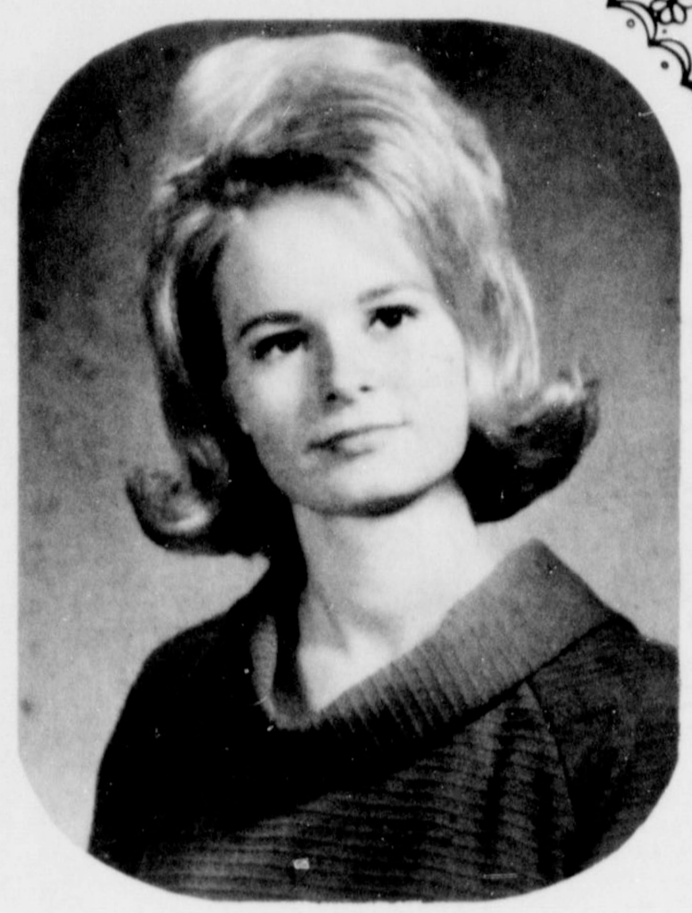
FRIONA
FARMERS
CO-OP
GIN



FRIONA
WHEAT
GROWERS,
INC.



MRS. EARL CROW



HELEN STOWERS

WEDDING PLANS ANNOUNCED. . Mr. and Mrs. A.T. (Buddy) Stowers, 912 Greene Avenue, have announced the engagement and approaching marriage of their daughter, Helen Darline, to Jerrald R. Gurner, son of Mr. and Mrs. Amos Gurner, Post, Texas. The couple will exchange wedding vows at 7 p.m. Saturday, April 5, at Calvary Baptist Church. Invitations are not being mailed locally, but friends are being invited to attend.



MRS. JAMES AUSTIN HUGHES



CHARLOTTE NETTLES

VOWS TO BE EXCHANGED. . Mr. and Mrs. Leonard H. Nettles of New Home, formerly of Friona, have announced the engagement of their daughter, Charlotte, to James Allen Neece, son of Mr. and Mrs. John Allen Neece, Shamrock, Texas. The couple plan to exchange wedding vows in New Home Saturday May 31. Miss Nettles is a 1964 graduate of Friona High School and a 1968 graduate of Abilene Christian College. She is a student at Hendrix Memorial Technology School, Abilene. Her fiancé, who is a graduate of Shamrock High School is a senior biology major at ACC.



JANET STEVICK

SUMMER PLANS ANNOUNCED. . Janet Stevick and Jerry La France, Olton, plan to exchange wedding vows at Friona United Methodist Church Friday at 5:00 p.m. Friday, July 25, according to an announcement made by her parents, Mr. and Mrs. Glen C. Stevick. Parents of the prospective bridegroom are Mr. and Mrs. Earnest La France, Olton, Miss Stevick, a 1966 graduate of Friona High School, is a senior elementary education major at West Texas State University, Canyon. La France, a graduate of Olton High School, is a former West Texas State University student and recently completed a tour of duty in the United States Armed Forces.



PEGGY DRAKE

MARCH WEDDING PLANNED. . The engagement and approaching marriage of Peggy Drake to Jackie Stowers have been announced by her parents, Mr. and Mrs. Arthur M. Drake. Parents of the prospective groom are Mr. and Mrs. A.T. (Buddy) Stowers. Miss Drake is a 1968 graduate of Friona High School and former student of West Texas State University, Canyon. She is an employee of Friona State Bank. Stowers, who is a 1965 graduate of Friona High School, is also a graduate of South Plains Junior College, Levelland and a former West Texas State student. He is associated with his father in business. No invitations are being mailed locally, but friends of the couple are invited to attend the ceremony, which will be read at 7:30 p.m., Saturday, March 22, at Friona United Methodist Church.



LE'ANN PRUITT

TECH STUDENTS TO WED. . Mr. and Mrs. Herschel L. Pruitt, 4922 Seventeenth Place, Lubbock, have announced the engagement and approaching marriage of their daughter, Le'Ann to William Garrett Burton Jr., son of Rev. and Mrs. William G. Burton, 4204 Sixty-Fifth, Lubbock. The couple, both sophomores at Texas Tech, plan to be married March 29 at Central Baptist Church, Lubbock. He is a graduate of Friona High School and an accounting major. She is a graduate of Coronado High School, Lubbock, and is majoring in Spanish.



Miss Scarbrough Weds Wilmet Earl Crow

In a double ring ceremony at the Little Chapel in the Woods on the campus of Texas Woman's University, Denton, January 18, Linda Lou Scarbrough, daughter of Mr. and Mrs. Milton G. Scarbrough, 7929 Royal Lane, Dallas, became the bride of Wilmet Earl Crow, son of Mr. and Mrs. W. S. Crow.

The Rev. Dr. Arthur Swartz was the officiating minister. The bride, who was given in marriage by her father, wore a formal wedding gown of white satin designed with a fitted bodice, Sabrina neckline and long fitted sleeves which ended in points over her hands. The bell skirt was outlined with motifs of Alencon lace. Her

veil of illusion fell from a headpiece of pearlized roses. She carried a cascade arrangement of white orchids tied with satin love knots.

The couple was attended by Ruth Coody, maid of honor; Selina Masso, flower girl; Kevin Masso, ring bearer; and Max Reeve, best man.

Selina and Kevin are the children of Mr. and Mrs. George Masso, Hereford, and the niece and nephew of the groom.

After a wedding trip to Vail, Colorado, Mr. and Mrs. Crow are at home in Denton. She is a senior at Texas Women's University and her husband is a former student of Hardin-Simmons University, Abilene, at the University of Texas, Austin.

Society

THE FRIONA STAR

Hughes-Thompson Vows Exchanged

At 7:30 p.m., Saturday, February 1, 1969 in the chapel of Friona United Methodist Church Cheryl Louise Thompson and James Austin Hughes pledged double ring wedding vows with the Rev. James Price officiating.

The bride, given in marriage by her step father, wore a four length white crepe gown with an empire bodice. Her attendants wore mint green A line dresses and short lace mantillas.

Christina Hefner of Amarillo was the maid of honor, Denise Frazier, sister of the bride, was the bridesmaid.

Harold Hawkins of Bovina was the best man. Dabra Hawkins lighted the candles.

Mrs. H.K. Kendrick, pianist, accompanied Mrs. Harold Hawkins, soloist.

Mr. and Mrs. Hughes are at home in Lubbock. She is a former student of elementary education and art at West Texas State University and will be attending Texas Tech. He is a photographer associated with Koen's Studio, Lubbock.

Frionans Attend Delta Kappa Meet

Three Frionans attended the Saturday meeting of the Delta Xi chapter of Delta Kappa Gamma at First Methodist Church, Bovina. The meeting began with a coffee at 9:30 a.m. with Dorothy Donaldson, Pat DiCuffa and Janie Suddeth as hostesses.

Opal Bookout presided over the business meeting. Janice Killough, Robert Froehner, Janice Killough and Robert Froehner, students at Dimmitt High School, presented a patriotic reading with piano accompaniment. They were directed by Libby Cleveland.

Each member had brought an article which she had made for

sale. An auction was conducted by Dorothy Shefy and Libby Cleveland, Dimmitt.

Singing of the Delta Kappa Gamma song in unison closed the meeting. Frionans attending were Carmaleet Truitt, Valoris Osborn and Ethel Benger.

The March 22 meeting will be held at Hart.

Sp/5 Ronnie Reed, who is stationed with the United States Army at Fort Hood, Texas, spent the weekend with his parents, Mr. and Mrs. Leo Reed.

Local Woman Attends Conference

Mrs. Sam Williams, who attended the mid-winter American Legion Auxiliary Conference in Austin Saturday and Sunday, was accompanied to the Capitol City by Mr. and Mrs. Neal Young of Hereford.

Otis Massey accompanied the group to Cleburn for a visit

in the home of his sister, Mrs. Beulah Munden. From Cleburn he went to Dallas for a visit in the home of his sister, Mrs. James Baze, and her daughter, Robin.

The Youngs visited their daughter, Cathy, who is a student at the University of Texas.

Guest Presents Class Instruction

Mrs. Earlene Manning, Hereford, presented a class of instruction at the Monday evening meeting of Friona Rebekahs in Oddfellows Hall. Others from Hereford attending the meeting were Ola Hacker, Alta Davis, Nellie Buford, Anna Conklin, E.E. Bishop and Ben Conklin.

Guests from Dimmitt in-

cluded Wanda Newburg, Mary Lou Weatherford, Jimmie R. Pinner and Connie Ivey.

Local lodge members were hostesses at a salad supper following the class. The tables were covered with white cloths and decorated with Valentine motifs. Fourteen local Rebekahs were present.

Three Is A Family Reviewed At Meeting

Mrs. Ethel Benger reviewed "Three Is A Family", at the Thursday afternoon meeting of Black Study Club in the home of Mrs. Helen Fangman.

"Three Is A Family", includes a mother-in-law, an explosive handful of teenage daughters, a stork, a cocker spaniel, and several thousand tobacco plants... all of whom pack more southern charm than a Stephen Foster song, the Kentucky Derby and Scarlet O'Hara combined and is one of the most besetting novels of southern family life and strife ever devised," said Mrs. Johnny Mars.

Roll call was answered with a joke, poem or article.

Mrs. Beryl Fish requested that her name be dropped from the club roll because she is moving to Hereford.

Mrs. Teddy Fangman is a new member. The club voted to join Friends of the Library by giving a \$25 cash gift.

A Valentine party for husbands of the club members was planned.

Refreshments were served by the hostess to Mesdames Ellis Tatum, Rosco Ivie, T.J. Presley, Bill Carthel, J.R. Braxton, Ethel Benger, Emma

Elmore, Glyn Hamilton, Clyde Hays, Cliff Allmon, Tommy Tatum, Gene Welch and Johnny Mars.

Also Doug Carthel, Wendy and Holly Tatum.

How To Live Safely Is Club Meeting Theme

Theme of the Tuesday evening meeting of Modern Study Club at Federated Club House was "How To Live Safely." Those on the program included Mrs. Dalton Caffey, who presented, "How To Handle Emergencies." She projected emergencies which are likely to arise in the home and the solutions to them.

"How To Drive Safely," was presented by Mrs. Ross Ayers. She stressed the importance of using seat belts and obeying traffic laws then distributed pamphlets entitled, "Texas Motor Vehicle Laws."

Following a talk concerning ex-governor Connally's recent report on education by Superintendent Alton Farr, women

present were urged to write legislators expressing views of the report.

Mrs. J.G. McFarland then introduced two of her grandchildren, Kathy and Trip Horton, who presented, "Stars and Stripes Forever", by John Phillip Sousa and "Three Jazz Duets", on two pianos. The guest pianists were accompanied to the meeting by their mother, Mrs. H.H. Horton, Jr.

The Valentine theme was used in decorations and refreshments, which were served by Mrs. Alton Farr and Mrs. Frank Truitt, to the guests and twenty-five members who were present.

NATIONAL ELECTRICAL WEEK MEANS PROGRESS FOR YOU IN MORE WAYS THAN ONE



Some of the printed materials that Reddy's Area Development Department has created are displayed by one of Reddy's co-workers.



Advances in electric appliances, equipment and electric service — all to make living and working better for all of us — are acknowledged during National Electrical Week.

But other services for the betterment of our city which Reddy happily performs may not come to mind.

For example, Reddy has co-workers trained in helping you to attract new business and industry, to aid you with ideas in ways to keep your city looking smart as well as beautiful, to help you with printed materials necessary to tell new industrial prospects why your city is a good one.

And, right now, Reddy has a new film ready for showing to your clubs and organizations. It's called "Money Grows Here" and shows in beautiful color the advantages that new industry can have by locating in our area.

Your Public Service manager will gladly arrange a showing for your group.



Clean
ELECTRIC
Energy

47

WE BELIEVE IN THE FUTURE OF FARMING & RANCHING



The Future Farmers of America and the 4-H Clubs are learning more about farming and ranching... In the classrooms and on the farm. Thus they are becoming more proficient in farming and the future of farming is in safe hands... for only through a strong agriculture can this nation hope to survive.

Support The
**PARMER
COUNTY JR.
STOCK SHOW**

Feb. 14 - 15

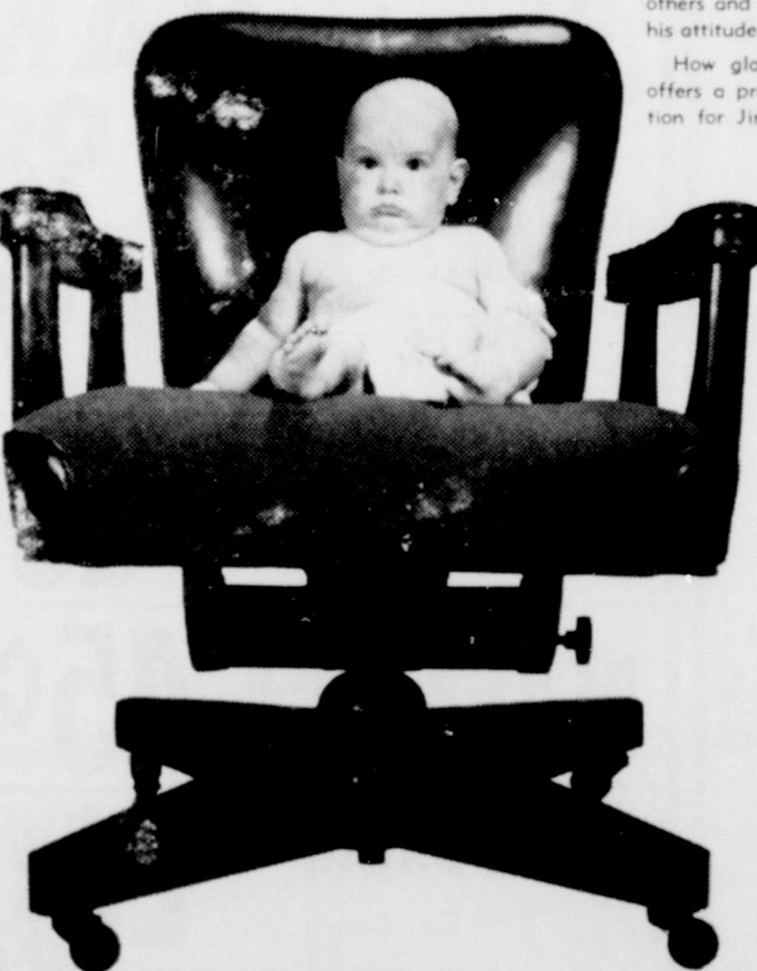
HERRING IMPLEMENT CO. INC.

Your Friona Dealer For John Deere Farm Machinery.

108 E. 11th.

Phone 247-2741

THE BOSS



"The boss!" Jim said and laughed to see Jimmy dwarfed by his chair. And I began to wonder. When our son is ready to occupy that chair, what kind of a man will he be? Will he have integrity and a sense of responsibility for his employees? Or will he cut corners, use the people he works for—who work for him?

So much depends on us. Right now, he learns of love and kindness from our voices, our hands. As he matures, our values, respect for others and concern will help to shape his attitudes.

How glad I am that our Church offers a program of Christian education for Jim and me, as well as for Jimmy. As our son grows, so will we.

The strength you need to meet the responsibilities of your life can be found in your church.



Matthew 17:1-8

Exodus 1:8-22

Exodus 2:11-25

Exodus 3:13-22

Exodus 2:1-10

Exodus 3:1-12

Exodus 4:1-17

Scriptures selected by the American Bible Society

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

ASSEMBLY OF GOD 10th and Ashland -- Rev. Ott Robertson, pastor Sunday School: 9:45 a.m. Worship: 11:00 a.m. Young People 6:45 p.m. Evening Worship: 7:30 p.m. Wednesday Worship: 8:15 p.m. Sunday Men's Fellowship: 7:00 p.m.
CALVARY BAPTIST 14th and Cleveland -- Rev. Jake Armstrong Sunday School: 9:45 a.m. Worship: 11:00 a.m. Training Union: 6:00 p.m. Evening Worship: 7:00 p.m. Wednesday Prayer Meeting: 7:30 p.m.
CALVARY BAPTIST MISSION 5th and Main -- Rev. I.S. Ansley, pastor Sunday School: 9:45 a.m. Worship: 11:00 a.m. Evening Worship: 7:30 p.m. Wednesday Prayer Meeting: 7:30 p.m.
FIRST BAPTIST Sixth and Summit -- Rev. Bill Foil, pastor Sunday School: 9:45 a.m. Worship: 11:00 a.m. Training Union: 6:00 p.m. Evening Worship: 7:00 p.m. Wednesday Prayer Meeting: 8:30 p.m. (30 mins. earlier, Oct. 1 - April 1)
MEXICAN BAPTIST MISSION 4th and Woodland -- Rev. Donnie Carrasco Sunday School: 9:45 a.m. Worship: 11:00 a.m. Training Union: 5:00 p.m. Evening Worship: 6:00 p.m. Wednesday Prayer Meeting: 8:00 p.m.
ST. THERESA'S CATHOLIC CHURCH 16th and Cleveland -- Father Richard Roth Mass: 8:30 a.m. and 10:30 a.m. Confession: Saturday 7 p.m. Evening Mass: Wednesday, 8 p.m.
SIXTH ST. CHURCH OF CHRIST 502 W. Sixth -- C.J. Horton Bible Study: 9:30 a.m. Worship: 10:30 a.m. Evening: 6 p.m. Wednesday evening: 8:30 p.m.
REDEEMER LUTHERAN CHURCH 13th and Virginia -- Otto Kretzman Sunday School: 10:00 a.m. Worship: 11:00 a.m. Rhea Immanuel Lutheran Church -- Worship 9:30 a.m. Sunday School 10:30 a.m.
UNION CONGREGATIONAL CHURCH 6th and Cleveland -- UCC -- Rev. Paul Mohr Sunday School: 10:00 a.m. Worship: 11:00 a.m.
TENTH ST. CHURCH OF CHRIST 10th and Euclid Sunday Worship: 10:30 a.m. Evening 7:00 p.m. Wednesday Evening: 8:30 p.m.
SIXTH ST. IGLESIA de CRISTO 408 W. Sixth, M.R. Zamorano Bible Study - 9:30 a.m. Worship: 10:30 a.m. Evening 8:00 p.m. Thursday Evening 8:00 p.m.
FIRST METHODIST 8th and Pierce -- Rev. James Price Sunday School: 9:45 a.m. Worship: 11:00 a.m. MYP: 6:00 p.m. Evening Worship: 7:00 p.m.
UNITED PENTECOSTAL CHURCH Fifth and Ashland -- Rev. W.H. Dean, pastor Sunday School: 10:00 a.m. Worship: 11:00 a.m. Wednesday Evening: 8:00 p.m. Sunday Evening: 8 p.m. Friday Young People: 8:00 p.m.

Former Squaw Plays On Winning Team

Mr. and Mrs. Leonard Fields, Amarillo, were accompanied to Wichita Falls, Texas, last weekend by Mrs. Merle Fulks and Sandra. They attended the Women's A.A.U. Invitational Basketball Tournament in Barwise Gymnasium there.

Mrs. Fields, who is the former Eleanor Gayle Dodson, is a member of the Graham Plov team of Amarillo, which won the tournament, and a former Friona Squaw. Coach of the Gra-

ham Plov team is Billy R. White. This team won over the Dallas Mets, Arnold-Taylor of Dallas and the Trincettes of Wichita Falls.

It's A Girl For Trevisions

Staff Sgt. and Mrs. R.C. Trevison of Fort Riley, Kansas, became parents of a baby girl at 11:30 a.m. Thursday, January 30. She weighed 7 lbs. 7 ozs. and was named Barbara Deane.

Mrs. Trevison is the former Gail Varner, daughter of Mr. and Mrs. J.R. Varner. The Varners visited in the Trevison home last week, Barbara Deane is the first child for the couple. Mrs. Ella McKenzie, Amarillo, formerly of Friona, is the great-grandmother.

Rites Said For May Infant

Funeral services for Doralee May, infant daughter of Navy Fireman and Mrs. David C. May, were conducted in Yorktown, Virginia, January 27, 1969. She was born December 19, 1968.

May, who was stationed in Da Nang, Viet Nam, flew home for the services.

Grandparents are Mr. and Mrs. Robert Trowbridge, 841 Irving, Hereford, Texas. Mrs. Olive Rector is one of the great-grandmothers.

Girl Added To Phipps Family

Tonya Kay is the name Mr. and Mrs. Phil Phipps chose for their newly adopted baby girl. She was born January 20 and weighed 9 lbs. 4 ozs. The couple has one son, Quint, 3.

Grandparents are Mr. and Mrs. Leslie Deaton, Black, Mrs. Kenneth Hampton, Chicago, and J.S. Phipps, Aurora, Colorado. Mr. and Mrs. Charlie Phipps, Muleshoe, formerly of Friona, and Mr. and Mrs. W.S. Wells, Portales are great-grandparents.

GOLF IS BIG BUSINESS—Golf course construction and maintenance costs amount to about \$15 million annually in Texas. Nationally, says Dr. George McBee of Texas A&M's Soil and Crop Sciences Department, the investment in golfing facilities is now estimated at \$2.12 billion. It's figures like these that have brought increased emphasis on turf grass management at A&M, adds McBee.

Shower Fetes Jean Thompson

A miscellaneous bridal shower in the home of Mrs. Raymond Fleming from 3 to 5 p.m. Thursday, February 6, was a courtesy for Jean Thompson, bride-elect of Jerry Stephens.

Hostesses with Mrs. Fleming were Mesdames Kenneth Williams, Joe Talley, D. L. Carmichael, Aubrey Rhodes, Herbert Day, Marvin Jordan, Bill

Nunn, Clarence Monroe, Vernon Roberts, John Baker, J.P. Ready, Kenneth Neill, Bob Jones and Grover Goggans.

The serving table was covered with a white lace cloth and centered with an arrangement of red carnations. Refreshments of assorted nut breads, coffee, spiced tea, candies and nuts were served.

Safety Is Program Theme

The second session of the second annual Baby and Child Care Clinic, which is being sponsored by Friona Interdenominational Church Women, will be held at 8 p.m. Thursday at Union Congregational Church.

Mrs. Shirley Smith, R. N., will present a program featur-

ing home safety and poisoning. There are no charges for these classes and transportation will be furnished to anyone who calls Mrs. A.L. Outland, phone 247-3113.

Anyone who is interested in the subject under consideration is invited to attend by members of the sponsoring organization.

Would You Believe Paper Furniture?

You can stand on it, sit on it, store in it and then throw it away when you get tired of it. What is this material new to home furnishings? Paper. It is reinforced with nylon and impregnated with glass fibers, says Benny Lay, Extension

home furnishings specialist. Fiberboard can be coated with polyethylene film and paperboard can be finished with plastic. Storage units, draperies, rugs, chairs and tables of paper products are now on the market, she says.



We wish to express our appreciation to the members of the Friona Young Homemaker's who have provided the money to purchase a portable phonograph for use in the library. This machine has been needed for a long time by the women who work with the story hour children and we are very proud to have it. There are many children's records, both of stories and music, which we can now use to enrich our story hour program.

This past week the leaders of Brownie Troop 394 came to the library and decorated our bulletin board for February. They used a special Brownie theme of "Home, Church and Country" and displayed many photographs of the members of Troop 394. We do appreciate the fine job done by Mrs. Nora O'Brian, Mrs. Josie Hawkins, Mrs. Edith Johnson and Mrs. Eva Lou Rector. There are 36 girls in this Brownie troop.

For the benefit of those who are new in Friona we will again

state when the library is open. On Wednesday afternoon it is open from 3-6 p.m. On Thursday, Friday and Saturday it is open in the morning from 9-12 a.m. and in the afternoon from 3-6 p.m.

Frionans See La. Plantation

Mr. and Mrs. Billy Dean Baxter, Mr. and Mrs. R.J. Renner Jr., and Mr. and Mrs. W.D. Buske of Friona, were recent guests at Rosedown Plantation and Gardens in St. Francisville, Louisiana.

Rosedown is a restored plantation empire in the Felicianas, the region where the artist-naturalist John James Audubon painted more than thirty or his famous birdlife studies more than a century ago. Their visit coincided with the winter bloom of ancient camellias, some of the first ever to be planted in the South.



A local photographer, who says he travelled several miles from Earth, submits this picture of the crater "Crawdadus."

FRIONA SCHOOL LUNCH MENU

Week of Feb. 17 - Feb. 21

Monday—Meat loaf, potatoes, English peas, lettuce wedges, hot rolls and butter, chocolate cake and milk.

Tuesday - salmon patties, new whole potatoes, green beans, tartar sauce, hot rolls and butter, banana pudding, and milk.

Wednesday -- hot dogs, pork

and beans, potato chips, chocolate milk, and peanut-butter cookies.

Thursday - pinto beans, cheese sticks, seasoned greens, cornbread and butter, onions, apricot cobbler and milk.

Friday - hamburgers, French fries, lettuce, tomato, pickles and onions, fruit Jello and milk.

Frigidaire Sets Single Month Sales Record

These are indeed days of tremendous growth and abundant prosperity. If you are one who is doubtful of the current strength of our economy you should talk to Glenn Reeve, Sr. of Reeve Chevrolet Co.

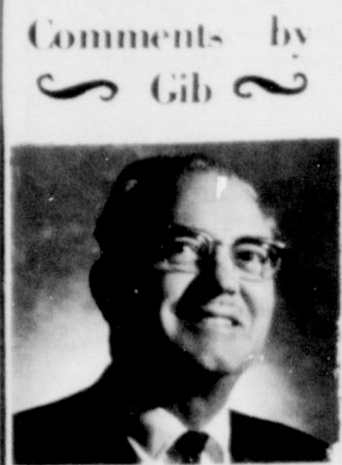
Reeve reports that the Frigidaire Sales Zone of Fort Worth has just experienced in January the biggest single month in appliance shipments in the entire 50 year history of that organization.

As the Friona distributor for Frigidaire, Reeve Chevrolet contributed their share to this record, according to word from the Fort Worth office.

A healthy business climate, consumer demand for new innovations in Frigidaire home appliances and service dependability were cited as the major reasons for the record month in sales.

Attend Convention

Mr. and Mrs. Charles Waggoner, Mr. and Mrs. Grady Nelson and Mr. and Mrs. Iwain Menefee represented the Friona Farmers Co-op in at the Texas Cooperatives Convention in Dallas last week.



Comments by Gib

Why do so many people who work downtown, park their cars at the front door for 8 hours, making the patrons walk a block or more?

Santone
Certified Master Drycleaner
GIB'S
DRIVE-IN CLEANERS
Professional &
Coin Op. Dry Cleaning
622 Main Phone 247-3150



Robert Bounds and James Howell
WE'RE BACK!

And Anxious To Serve Your Painting Needs.
Give Us A Call When You Have A Painting Job.

- *Free Estimates
- *Work Guaranteed
- *First Quality Materials

Howell Paint Co.

James Howell Robert Bounds
Friona Phone 247-2548



JOHNSON'S FOOD MARKET

We Are Now Giving YES Stamps

Ph. 247-2265 S and H Green Stamps 6th and Euclid
Double On Wednesday With Cash Purchases Of \$2.50 Or Over

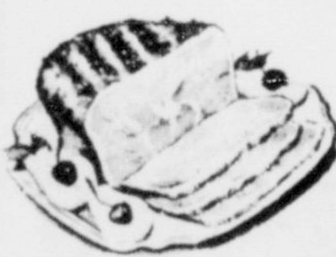


SWIFTS ICE CREAM 1/2 Gal **79c**

ROUND STEAK
USDA Good Lb. **83c**



CLUB STEAK Lb. **73c**



Wilson Cooked
HAMS
3 - 4 Lb. **98c** Lb.

Beef Liver Lb. **39c**

Maryland Club 1 Lb. Can **69c**



Food King Solid **OLEOMARGERINE** 2 Lb. **29c**

Del Monte 14 Oz. Bottle **25c**

Shurfine **PORK N' BEANS** 2 For **39c**
2 1/2 Can

NESTLES QUICK 1# Can **45c**



Shurfine **POTATO CHIPS** Twin Pack **49c**

HI-C DRINK 46 Oz. Can **29c**

SOFLIN - NAPKINS 200 Count **29c**

Texas **ORANGES** 49c
5# Bag



GRAPES Red Imp. **19c** Lb.



TOMATOES No 1 **30c** Lb.

SEE **HI-PLAINS** SAVINGS and LOAN ASSOCIATION 4th and Sampson FOR **HOME LOANS** TO REFINANCE BUY or BUILD REMODEL
For Information, ---CALL Eric Rushing, Phone 247-3370



"FRIONA AIR FORCE BASE". . . The Strategic Air Command's remote installation at Benger Air Park is shown above. The remote base will be set up for 180 days locally during training bombing missions. Standing in front of the remote base is Sgt. Walter H. Lucas, site commander. The local installation acts as a scorekeeper for the bombers, using radar and electronic computers.

Basketball

Results

9th Grade Girls
Friona 13 9 13 7-42
Tulia 5 3 3 6-17
Diane Day 6-5-17; Jill Riethmayer, 5-1-11; Maxine Broyles 3-1-7; Vickie Mingus, 1-2-4; Vickie Schueler, 1-1-3.

Friona 11 18 6 14-51
Muleshoe 6 8 2 2-18
Day, 6-2-14; Riethmayer, 8-1-17; Broyles, 4-0-8; Thompson, 3-0-6; Mingus, 2-0-4.

9th Grade Boys
Friona 8 14 16 12-50
Tulia 19 14 16 10-59
Mike Royal, 16; Ronnie McPherson, 14; Larry Fallwell, 9; Bill Bailey, 7; James Sims, 3; Gary Phipps, 1.

8th Grade Girls
Friona 7 4 10 4-25
Muleshoe 6 5 3 10-24
Patricia Phipps, 12; Sharon Smith, 10; Carol Reeve, 2; Darlene Harper, 1.

8th Grade Boys
Friona 5 14 3 17-39
Tulia 8 10 10 14-42
Johnny Bandy, 16; James Bartlett, 8; Willie Bailey, 6; Mike Martin, 4; Marlo Perea, 4; Terry Mabry, 1.

7th Grade Girls
Friona 5 3 5 6-19
Muleshoe 1 5 11 7-24
Kay Cochran, 4; Tena Day, 7; Deloris Rogers, 5; Mary Beth Bennett, 2; Darla Rhodes, 1.

7th Grade Boys
Friona 3 8 4 14-29
Tulia 9 8 7 11-35
Randal Snyder, 9; Weldon Peace, 5; Lupe Gonzales, 4; Danny Waggoner, 4; James Perea, 3; Jay Messenger, 2; Trip Horton, 2.

YIELD GRADES FOR LAMBS
-The adoption of yield grade standards for lamb carcasses and slaughter lambs becomes effective on March 1. Use of the new yield grades is completely voluntary on the part of packers, says Frank Orts, Extension meats specialist. He adds that existing quality grades were not changed and will continue to be available.

SAC Establishes Part-Time Air Base

Friona has its own Air Force Base-at least on a temporary basis.

The Strategic Air Command has established a remote base at Benger Air Park east of Friona, a part of the bombing training mission program which began February 3.

A total of 19 men are working on the detachment, which is known as "OL 33 Remote," and is a detachment from the First Combat Evaluation Group, Barksdale AFB, near Shreveport, La.

Sgt. Walter H. Lucas, a native of Cameron, Tex., is the site commander.

Through Wednesday of this week, a total of three missions had been flown. The first one was on February 2, and the latest was at midnight Tuesday. The mission "corridor" runs roughly between Black and Summerfield, an eight-mile wide corridor. The mission path begins in Elkhart, Kansas, and goes to Eunice, N.M.

A 60-man crew is detached at Eunice, with equipment movable via rail.

The base which has been established at Friona scores the

accuracy of the "bombers" which fly the mission. Strategic Air Command B-52 and B-58 jet bombers are used in

the mission. The flights are low-level in nature, at 800 to 1300 feet above ground level.

Bands Schedule Annual Concert Thursday Night

The Friona school band department will present the four bands in the annual winter concert Thursday night, February 13, at 7:30 p.m. at the Junior High Auditorium.

Admission of 50¢ for students and \$1 for adults will be charged. "The members and directors appreciate the large attendance and support at past concerts, and hope to see another good turnout at tonight's program," states Willis Giddens, head of the band department.

Four bands will perform, and the numbers include the following:

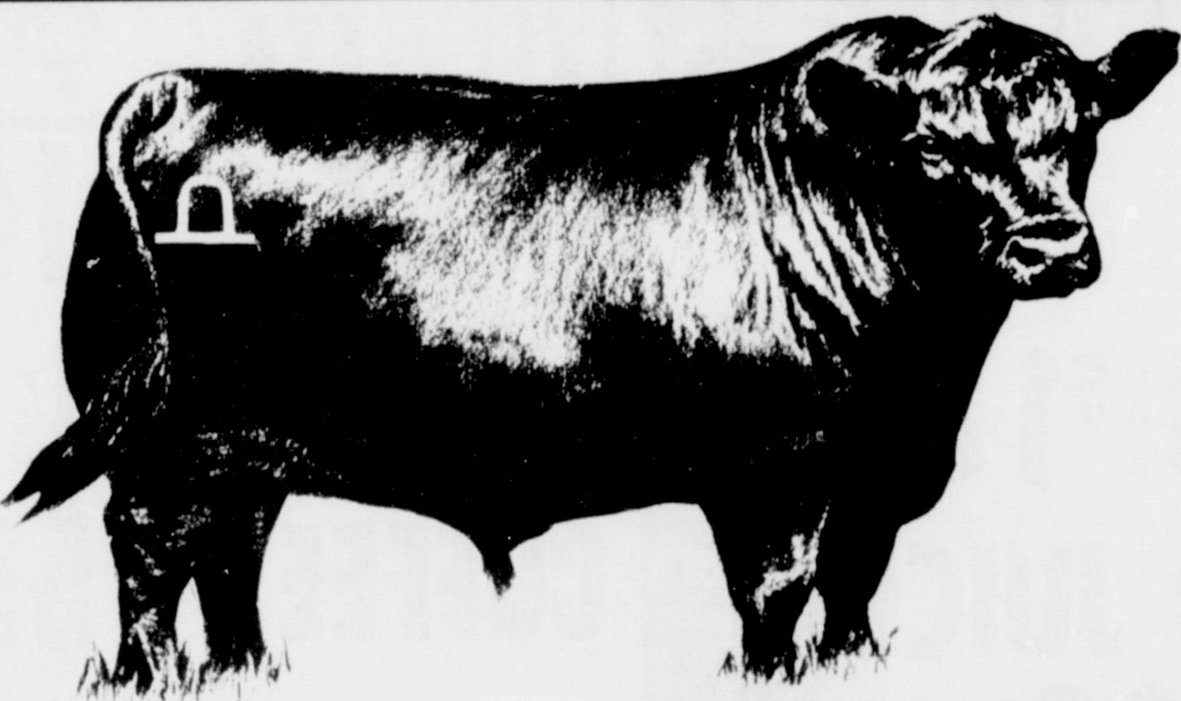
Fifth grade band: "The Colorado Trail", traditional; "Sweet Betsy from Pike", traditional; "Marching to Trae-

toria", arranged by Ployha and "Hoedown", also by Ployha.

Sixth grade band: "Little Norwegian Suite", by Erickson; "La Boomba", by Powers; "Swiss Walking Song" by Reynolds; and "Swinging Safari" by Kaempfert.

Junior High Band: "El Gaucho March" by Mesang; "From Shore and Sea" by Davis; "Fantasy for Band" by Erickson; "Processional March" by Wagner.

High School band: "Valdres March" by Hanssen; "Overture to Candide" by Bernstein; "Street Scene" by Newman; and selections from "The Music Man" by Willson.



The Future Of This Nation Rests On . . .

YOUTH IN AGRICULTURE

The 4-H Clubs And Future Farmers Of America Need Your Support

Attend The

PARMER COUNTY JR. LIVESTOCK SHOW

Feb. 14 - 15

FRIONA BUS BARN

EVERY MEMBER DESERVES AN AWARD!



HI-PLAINS FEED YARD

Paul Morgan, Mgr.

CUSTOM FEEDING at its modern best



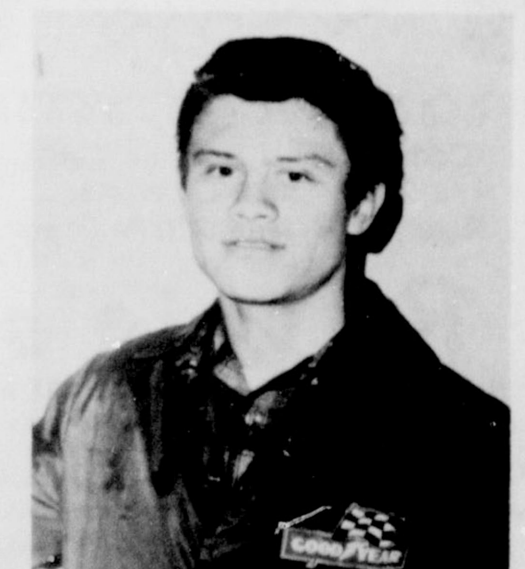
GLENN HROMAS
Office Manager



GEORGE ANDERS
Service Manager



REGGIE McNEELEY
Serviceman



STEVEN ESTRADA
Serviceman

We'd Also Like For You To Meet Our Other Employees:

Give Us An Opportunity To Serve You!

PANCIERA TIRE & SUPPLY



Panciera Tire And Supply Takes Pleasure In Presenting Our New Manager: BOB NICKELS



BOB NICKELS

Bob Nickels is a native of this area. He comes to Friona from Muleshoe. Nickels has several years of experience in dealing with farmers, and looks forward to this phase of his work, as well as serving the general public. He is married and is the father of two boys, ages 9 and 10.



NEW CONSERVATIONIST... Gary Batte has been employed as the new District Conservationist for the Farmer County Soil Conservation District office. Batte, who comes to Friona from Stamford, replaces J

PRETTIES
for valentine parties

RED! RED!
Diaper Jeans
And
Cater Frock's
For Infants And
Little Girls
Sizes 3 to 6 X
Sizes 7 to 14
Tedda Togs
Red Bell-Bottom Pants
Sizes
5 to 11

RED! RED!
Junior Size
DRESSES By Jo Jr.
Red Polyester And Cotton

**January, '69
Starts Slower
Than 1968**

The month of January started off a bit slower than the year 1968, but still compared favorably with monthly figures from December, according to figures compiled by Jake Outland, city manager.

Just three building permits were issued, for two new residences and one carport, for a total construction of \$48,000. This dropped slightly from December's total of \$69,000.

Only one new water tap was made during the month, to bring the total number of active taps as of January 31 to 1121.

A total of 11,247,200 gallons of water were pumped, or about 362,813 gallons per day. This compares to the previous month's usage. Only .05 inches of moisture was recorded.

The yearly report to the State Water Control Board showed that during 1968, the city wells pumped an average of 20,896,850 gallons of water per month. This average is up over one million gallons per month from the 1967 figures.

Eight new sewer services were made during the month to bring the number of active sewer taps to 1082.

Friona Volunteer Fire Department answered five alarms during January. Four of the fires were outside the city limits, with a total estimated loss of only \$250. The fire inside the city was an automobile, which resulted in an estimated \$150 loss.

SPIRITS OF MEN



Not too long ago, your order would be individually bottled by your local liquor dealer while you waited. Even ancient man enjoyed alcohol—though he was no social drinker and partook only during religious festivals at certain times of year, according to the makers of Wyborowa Polish vodka.

Cotton is used more than any other fiber in producing fabrics of all textures and weights.

Remember Ruthies When
Valentine Shopping For
Your
Sweetheart

Odds 'N Ends Bargain Table!
1/2 Price SALE On Winter
Ready-To-Wear Still In Progress

Ruthie's
LADIES AND CHILDRENS WEAR
MRS. MARION FITZ Ph. 247-3232

Flowers
Artificial Arrangements
\$7.50 to \$10.00
Pot Plants
Hyacinths-Tulips-Roses
\$5.00 to \$7.50
Cut Flowers \$5.00 to \$15.00
Corsages \$2.00 And Up
Clabor n's
Funeral Home & Floral



**You're Our
Valentine(s)**



You are our favorite Valentine
And we'll help your budget thrive.
'Cause, b'lieve us, you're OUR Valentine
All three-hundred-sixty-five!



Lean Country Cured
PICNICS Lb. **39¢**

Ground STEAK Excellent For Salisbury Steak Lb. **79¢**

CORN Del Monte C.S Or W.K. 303 Can **5 FOR \$1**

PEAS Del Monte 303 Can Early Garden **4 FOR 89¢**

CATSUP Del Monte 20 Oz. Bottle **3 FOR \$1**

TUNA Del Monte Can **3 FOR \$1**

TOMATO JUICE Del Monte 46 Oz. Can **3 FOR 99¢**

EGGS Grade A Medium Dozen **50¢**

SWISS STEAK USDA Choice Beef Round Bone Arm. Lb. **79¢**

FAMILY STEAK USDA Choice Beef Chuck Lb. **59¢**

BONELESS STEW MEAT Lean Chunks Lb. **79¢**

BISCUITS Kraft Velveeta 2 Lb. Box **10 Cts. 7¢**

SALT Shurfine 26 Oz. Box **10¢**

PEACHES Gold Coast Sliced 2 1/2 Can **4 FOR \$1**

COFFEE Folgers Lb. **59¢**

SUGAR Imperial or Holly 5 Lbs. **55¢**

BLACKEYES Ranch Style 15 Oz. Can **15¢**

CAT FOOD Puss & Boots 9 1/2 Oz. Can **2/25¢**

DETERGENT Easy Monday Pink 32 Oz. **29¢**

PARKAY Soft Margarine Lb. **39¢**

SOUR CREAM Clardy Campbell 8 Oz. **29¢**

COTTAGE CHEESE Lb. **29¢**

Fresh Piggy Wiggly Produce

APPLES Your Choice Washington Delicious or Winesap Golden Delicious, **4 FOR 99¢**

Onions Yellow Fancy Each **7¢**

POTATOES 20 Lb. Red **59¢**

LETTUCE Large Firm Head Each **15¢**



More food for LESS... always at...
PIGGLY WIGGLY

WE GIVE S & H GREEN STAMPS

TELEVISION SECTION

AN ADVERTISING SUPPLEMENT TO THE FRIONA STAR, FEBRUARY 13, 1969

Completion of Texas' Tallest Tower Expected Soon

KVII: A POWERFUL NEW PICTURE

Fall Ratings Mark Increase

Viewers Switch to 7's Pro News



Tom Martin Jack Tompkins Jim Pratt Bob Izzard Woody Van Dyke Fred Norman Roger Davis

American Research Bureau and A. C. Nielsen findings indicate a significant changing trend in preference of news coverage. In some periods, KVII's Pro News doubled its share of viewers over last spring. "If this trend continues," said Managing Editor Jim Pratt, "we'll be on top very soon." News Director Bob Izzard concurred. "We're deep in experience and background at all positions. It's a professional team all the way through."

A look at the Pro News roster would seem to corroborate Izzard's statement.

Jim Pratt is a 21-year veteran of broadcast journalism. His achievements earned him the CBS News Fellowship to Columbia University Graduate School. The list of civic and professional awards conferred on him is impressive.

Like Pratt, Bob Izzard has spent the last two decades as a television and radio newsman. From his Amarillo base, Izzard has traveled world-wide in pursuit of significant news events. Not content with second-hand information, Izzard went to Vietnam to see for himself what it was like. His travels have taken him to the sites of massive earthquakes and atomic explosions.

Backing up anchormen Pratt and Izzard are Tom Martin and Roger Davis. Martin's 20-year career in journalism has led him into all areas of the field—newspapers, magazines (Saturday Evening Post, Time, Life), books (he is the author of Dynasty, a documentary on the notorious Long political machine of Louisiana), and in recent years, television. Martin adds perceptive insight on local and national issues. Davis, the team's "rookie," demonstrated his news ability early in his career when he filed a series of reports on a South Carolina labor feud to Walter Cronkite's national news program. He was also cited by the South Carolina Educational Association for outstanding public service. He appears regularly on the air with news of special interest to New Mexico viewers.

In the weather department, Fred Norman's experience goes back to WW II where he first became interested in the weather as a B-17 navigator flying strikes over Germany. Later he became the chief weather officer for the first Strategic Air Command jet wing sent to Europe. While serving with SAC Commander Curtis LeMay, Norman once grounded a mission because of an especially vicious storm. LeMay called

him on the carpet, believing the planes could have gotten through the storm. During the confrontation, word came that an airliner which had flown into the storm had disintegrated and crashed. LeMay dropped the subject. Norman himself has flown through a typhoon to study the nature of the storm. As a former U.S. Weather Bureau forecaster, he has had extensive experience in tracking tornadoes and hurricanes. His study of weather has taken him through four universities and numerous Air Force weather schools.

Hand-in-hand with weather goes agriculture—in Channel 7's area, at least. And the dean of Amarillo's farm and ranch broadcasters is KVII's Jack Tompkins. Graduating from Texas A&M, Tompkins gained practical experience as a county agent. Sensing a need for more and faster agri-business news for farmers and ranchers, Tompkins turned to broadcasting. He provides vital daily market quotations, important research developments, and up-to-date information about agricultural events in the area.

Sports Director Woody Van Dyke stands out as a distinct personality, calling the sports items as he sees them. More than a straight reporter, Van Dyke adds spice with his own outspoken, sometimes controversial, views. In another article on this page, Van Dyke outlines plans for future sports emphasis on the station.

Experience? Depth? Like Bob Izzard said, "it's a championship professional team all the way through." And according to the figures, that seems to be what viewers in this area have been waiting for.

Woody to Interview Golf Stars

Van Dyke Heads Sports Emphasis on 7

"Some stations seem to forget sports for a couple of months after the football season ends. I don't."

This candid observation came from KVII Sports Director Woody Van Dyke as he checked over the plans for the month's broadcasts. "I'll be going to the Andy Williams Open in San Diego to interview the touring golf pros there, like we did the pro football players last fall. Then I plan to take the camera crew on over to Arizona for the Phoenix Open. We have a lot of golf fans in our area, and I think they'll enjoy hearing some of the private thoughts of many of the

A third of a mile high, Texas' tallest tower climbs higher than the Empire State Building, the Eiffel Tower, the Washington Monument, the Astrodome, the Statue of Liberty, and the Grand Coulee Dam.

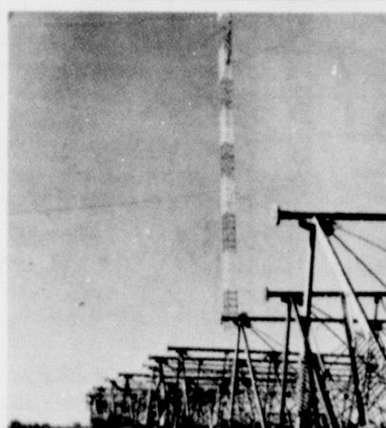
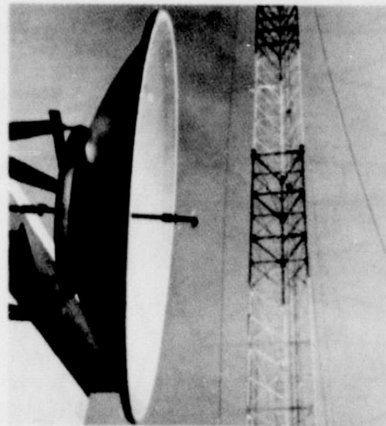
If current construction progress continues, the station expects to be on the air with the new tower early next month. The actual airdate is contingent upon weather conditions, especially ice and wind. For safety reasons, work must be halted when the wind reaches 20 miles per hour.

When the switch to the new tower is made, thousands of area viewers will see a dramatic improvement in the TV picture they receive from KVII. Bill Canady, Director of Engineering, put it this way, "People who've watched us through a virtual snowstorm, if they could get us at all, will see us as clear as a summer day when we go on the new stick."

The change will officially be marked on the air at KVII by the use of a new station identification symbol, shown in the center of this page. Looking somewhat like a western brand, it represents the vast empire that will be included in Channel 7's new coverage area. Upon completion, the new tower will allow KVII to reach out over an estimated 9,000 square miles more than before. Many viewers who had been unable in the past to receive an acceptable picture from KVII will be able to do so by aiming their antennas toward the Amarillo tower. Picture resolution will be sharper, colors snappier and more natural. Even viewers who watch the station via cable systems or translators will see a marked improvement in picture quality from KVII.

The reason for the improved picture quality was explained by Canady. "A TV picture travels pretty much in a straight line. By going up higher, we get above a lot of the ground obstructions that caused interference before. That's why you can see a TV picture from the moon, but you can't get a picture from a station 200 miles away. The taller tower gives us more 'horizon' to shoot at, increasing our coverage area substantially. In some cases, people who've not been able to receive any television will be able to get a picture on Channel 7."

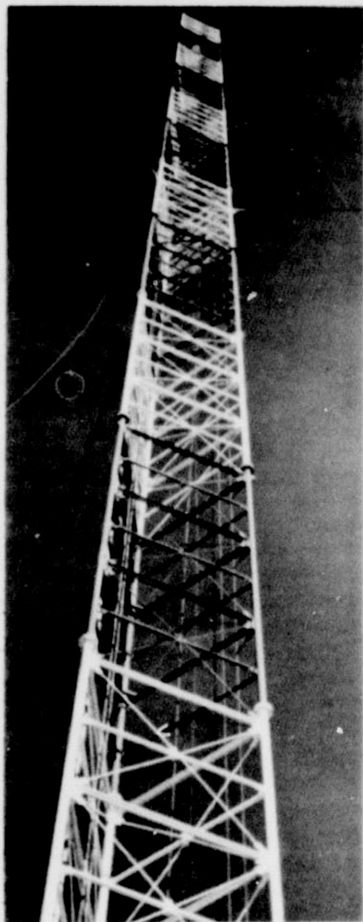
The orange-and-white steel mammoth stretches 1,703 feet into the Panhandle sky above the Canadian River breaks. True to Texas tradi-



tion, everything about it is BIG. Canady reviewed some of the specifications of the structure: "There will be 191 tons of steel in the tower, including the 6-ton helical antenna that bolts on top. The guy cables are 31,000 feet long. It took two-and-a-half tons of zinc to galvanize the thing to prevent rust. The base of the tower contains 73 cubic yards of concrete and four tons of reinforcing steel." Watching the iron-nerved workmen crawling nonchalantly through the high struts of the tower, Canady observed, "Without the headache ball to ride on, it'll take about an hour-and-a-half to climb the 1,230 steps to the top. Whoever does it had better be in good shape—and take a lunch!"

Not only is KVII's new tower the tallest in Texas, it is taller than the best efforts of many foreign countries, including France, England, Australia, Holland, Germany, Canada, Japan, Finland, Czechoslovakia, Red China, Hungary, Scotland, Ireland, and Wales. KVII's tower is only 360 feet shy of the tallest structure in the world—the 2,063 foot tower of KTHI-TV in Fargo, N. D.

The biggest and best—Texas' Tallest Tower—serving the people of the High Plains.



New Shows Debut On Net, Local

Five new shows will be added to the ABC line-up this spring, and KVII will make several changes locally to keep pace with viewers' requests.

Wednesday night at 7:30, KVII will program selected best episodes of the zany western comedy "F Troop," starring Forrest Tucker, Ken Berry, and Larry Storch. Thursday at 8:00, Dean Jones is host of the fast-paced comedy hour called "WHAT'S IT ALL ABOUT, WORLD?" It's all about fun, say critics who've reviewed the "Laugh-In"-style show.

Later on Thursday, at 9:00, the handsome Welsh singer TOM JONES hosts a musical variety hour.

The popular game show "LET'S MAKE A DEAL" finds TV's nicest con man, Monty Hall, trying to "zonk" contestants each weekday at 12:30, and every Saturday night at 9:30.

Another new game show premieres on Sunday afternoons at 4:30 "THE GENERATION GAP" features a confrontation between a panel of teenagers and a trio of "over-thirties" as each tries to interpret or identify items from the other's generation.

Locally, KVII has added favorite episodes of "MARSHAL DILLON" with the original Dodge City characters at 11:00 p.m. The hard-hitting, action-packed western series "WANTED: DEAD OR ALIVE," starring box office thriller STEVE McQUEEN follows at 11:30. JOEY BISHOP hosts the midnight hour.

Complete Ch. 7 Program Schedule Inside

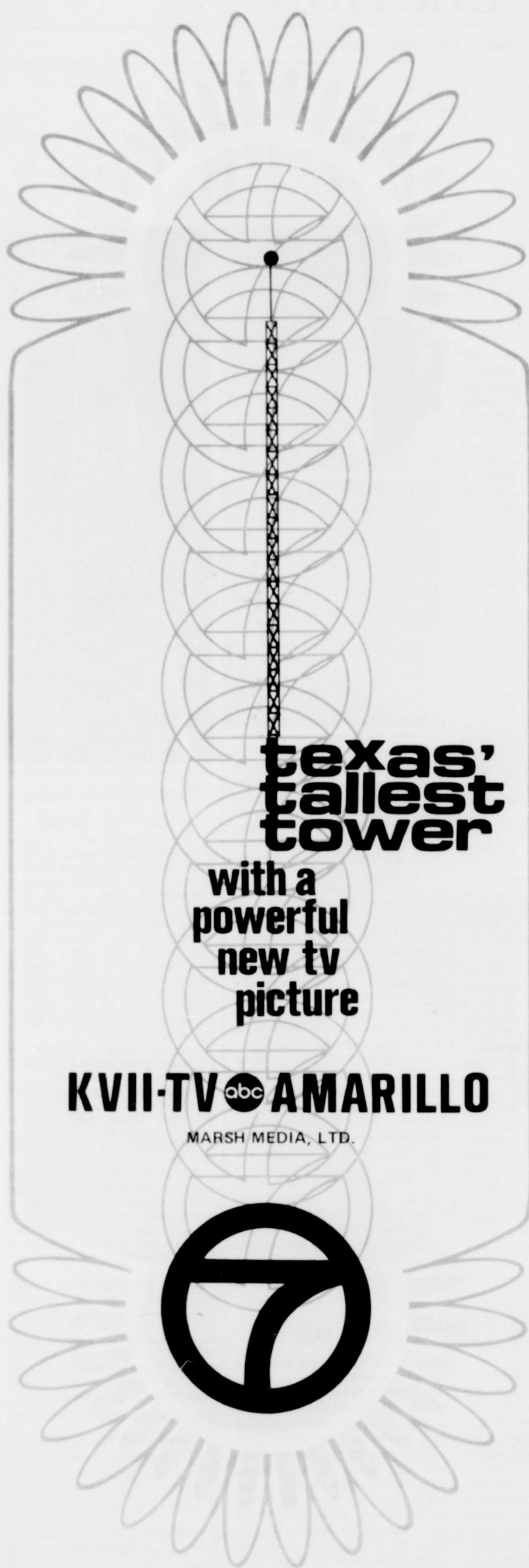
Save this convenient viewer's guide to outstanding programs on KVII-TV. For additional copies, write Box 925, Amarillo.

Watch a Good Movie on KVII-TV!

For a complete list of upcoming movies on Ch. 7, see the back of this schedule.

camera. But our viewers deserve to know these things."

In addition to regular sports programs with Woody Van Dyke, KVII will be carrying NBA Basketball each Sunday at 1:00. The nation's top golf pros will be seen on KVII and ABC Sports at the Phoenix Open on February 16 and at the Citrus Open on March 9th. Other sports programs scheduled by Channel 7 include the Western Sportsman, the Pro Bowlers Tour, and ABC's Wide World of Sports each Saturday, and the American Sportsman and Lone Star Sportsman programs on Sunday afternoon.



texas' tallest tower

with a powerful new tv picture

KVII-TV abc AMARILLO

MARSH MEDIA, LTD.



	SUNDAY	MONDAY	TUESDAY	WEDNESDAY
6:00	6:00 Land Of The Giants abc	6:00 PRONEWS	6:00 PRONEWS	6:00 PRONEWS
6:30		6:30 The Avengers abc	6:30 The Mod Squad abc	6:30 Here Come The Boys
7:00	7:00 The FBI abc			
7:30		7:30 Peyton Place abc	7:30 It Takes A Thief abc	7:30 "F" Troop abc
8:00	8:00 The Sunday Night Movie abc	8:00 The Outcasts abc		8:00 The Wednesday Night Movie
8:30	Feb. 16 THE CARPETBAGGERS George Peppard Carroll Baker		8:30 NYPD. abc	Feb. 17 OSCAR! Elke Som Stephen F Eleanor Pa
9:00	Feb. 23 THE CHASE Marlon Brando			Feb. 19 THE SLEUTH THREAS Sydney Po Anne Ban
9:30	Mar. 2 THE AGONY and the ECSTASY Charlton Heston Rex Harrison	9:00 The Big Valley abc	9:00 That's Life abc	Feb. 20 THE FAMILY Jerry Le
10:00	Mar. 9 THE CARDINAL Tom Tryon	10:00 PRO NEWS with ABC News		Mar. 5 YOU'RE A BOY NOW Peter Kas Geraldine I
11:00	10:45 The Rogues	10:00 PRONEWS	10:00 PRONEWS	Mar. 12 APACHE'S BATTLE Lex Barl Guy Madi
12:00		11:00 Marshal Dillon	11:00 Marshal Dillon	
		11:30 Steve McQueen in Wanted: Dead or Alive	11:30 Steve McQueen in Wanted: Dead or Alive	11:30 Steve McQueen in Wanted: Dead or Alive
		12:00 The Joey Bishop Show	12:00 The Joey Bishop Show	12:00 The Joey Bishop Show

SPECIAL*

with a powerful new tv picture

with a powerful new tv picture

with a powerful new tv picture

with a powerful new tv picture

TUESDAY

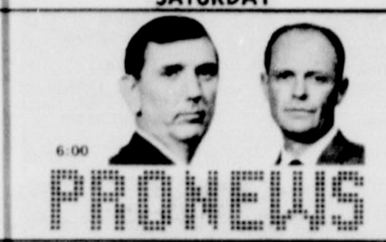
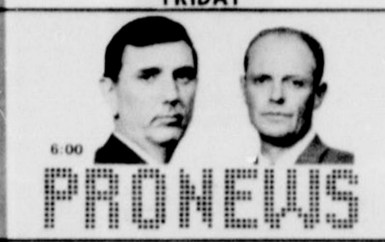
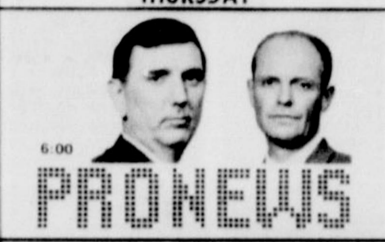
WEDNESDAY

THURSDAY

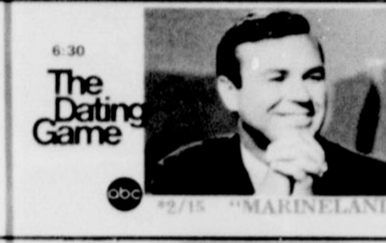
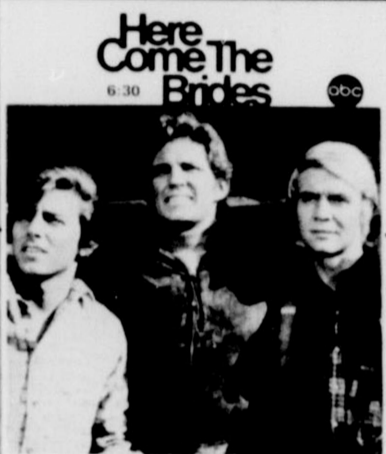
FRIDAY

SATURDAY

6:00



6:30



7:00



Feb. 14
CAPTAIN NEWMAN,
M. D.
Gregory Peck
Tony Curtis
Angie Dickinson

Feb. 21
BEDTIME STORY
Marlon Brando
David Niven

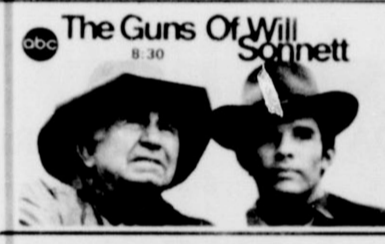
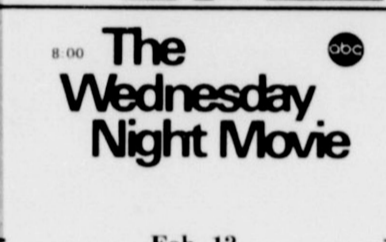
Feb. 28
THE CHALK GARDEN
Hayley Mills John Mills
Deborah Kerr

Mar. 7
SEND ME NO
FLOWERS
Doris Day Rock Hudson

Mar. 14
HARVEY
James Stewart
Josephine Hull



7:30



8:00



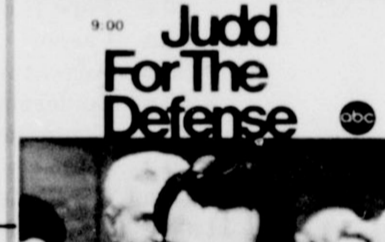
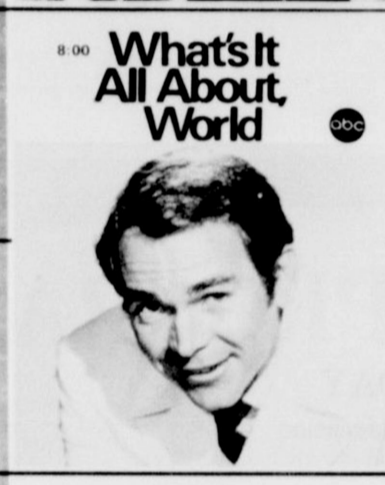
Feb. 12
OSCAR
Elke Sommer
Stephen Boyd
Eleanor Parker

Feb. 19
THE SLENDER
THREAD
Sydney Poitier
Anne Bancroft

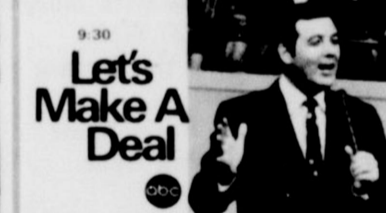
Feb. 26
THE FAMILY JEWELS
Jerry Lewis

Mar. 5
YOU'RE A BIG
BOY NOW
Peter Kastner
Geraldine Paige

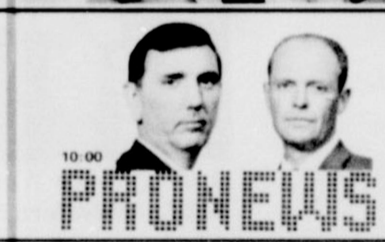
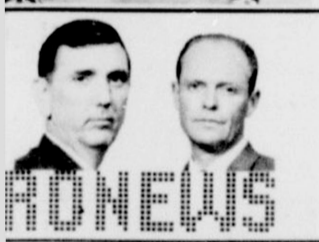
Mar. 12
APACHE'S LAST
BATTLE
Lex Barker
Guy Madison



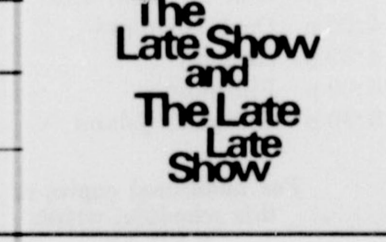
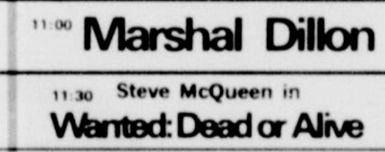
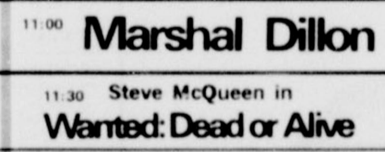
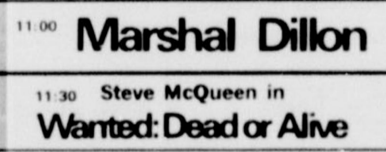
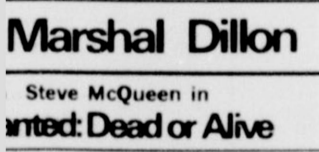
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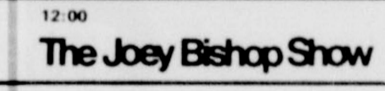
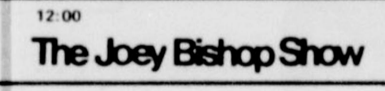
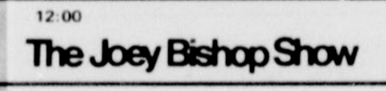
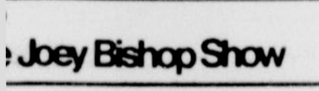
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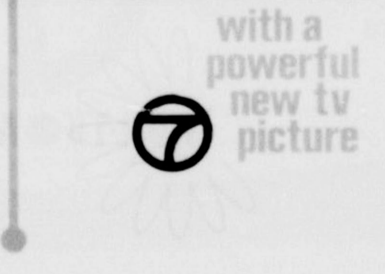
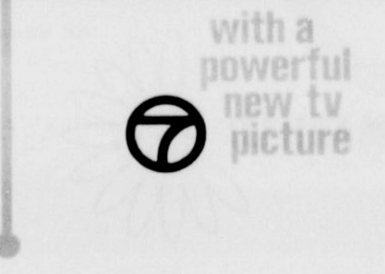
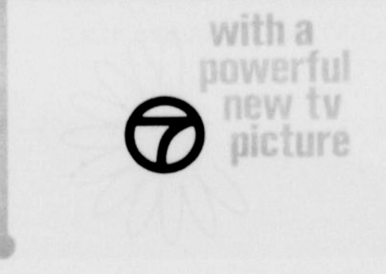
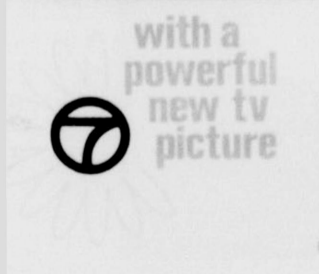
9:30



10:00



11:00




12:00

MOVIE CALENDAR

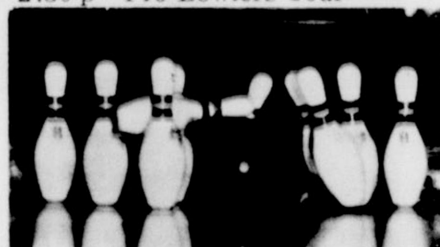
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
9 Feb 8:30 a Laurel & Hardy 8:00 p "SPARTACUS II" Kirk Douglas Jean Simmons 10:45 p The Rogues	10 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	11 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	12 8:00 p "OSCAR" Mike Sommer Stephen Boyd 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	13 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	14 6:30 p "CAPTAIN NEWMAN, MD" Gregory Peck Tony Curtis Angie Dickinson 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	15 1:00 p Bowery Theatre 10:45 p "RETURN OF THE GIANT MONSTERS" "BRIDES OF DRACULA" Peter Cushing
16 8:30 a Laurel & Hardy 8:00 p "THE CARPETBAGGERS" George Peppard Carroll Baker 11:45 p The Rogues	17 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	18 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	19 8:00 p "THE SLENDER THREAD" Sydney Pottier Anne Bancroft 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	20 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	21 6:28 p "BEDTIME STORY" Marlon Brando David Siven 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	22 1:00 p Bowery Theatre 10:45 p "THE X FROM OUTER SPACE" "THE NIGHTWALKER" Robert Taylor
23 8:30 a Laurel & Hardy 8:00 p "THE CHASE" Marlon Brando 11:45 p The Rogues	24 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	25 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	26 8:00 p "THE FAMILY JEWELS" Jerry Lewis 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	27 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	28 6:30 p "THE CHALK GARDEN" Hayley Mills John Mills Deborah Kerr 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	1 Mar 1:00 p Bowery Theatre 10:45 p "PHANTOM OF THE OPERA" Herbert Lom "HORRORS OF DRACULA" Peter Cushing
2 8:30 a Laurel & Hardy 8:00 p "THE AGONY and the ECSTASY" Charlton Heston Rex Harrison 10:45 p The Rogues	3 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	4 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	5 8:00 p "YOU'RE A BIG BOY NOW" Peter Kasner Geraldine Page 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	6 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	7 6:30 p "SEND ME NO FLOWERS" Doris Day Rock Hudson 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	8 1:00 p Bowery Theatre 10:45 p "NARCOTICS SQUAD" "DEVIL DOLL"
9 8:30 a Laurel & Hardy 8:00 p "THE CARDINAL" Tom Tryon 10:45 p The Rogues	10 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	11 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	12 8:00 p "APACHE'S LAST BATTLE" Lex Barker Guy Madison 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	13 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	14 6:30 p "HARVEY" James Stewart Josephine Hull 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	15 1:00 p Bowery Theatre 10:45 p "SECRET FILE: HOLLYWOOD" Robert Clark "TELL-TALE HEART" Laurence Payne

DAYTIME PROGRAMS

MONDAY THRU FRIDAY

- 6:30 a TUGGIE TIME
- 6:45 a Jack Tompkins
Farm & Ranch News
—Weather
- 7:00 a TUGGIE TIME
- 
- 8:30 a Exercise with Margaret
- 8:45 a TUGGIE TIME
- 9:00 a Dennis the Menace
- 9:30 a Hazel
- 10:00 a Ruth Brent Show
- 10:30 a Dick Van Dyke
- 11:00 a Bewitched
- 11:30 a Password
- 12:00 n PRO NEWS
- 12:30 p LET'S MAKE A DEAL
- 1:00 p Newlywed Game
- 1:30 p Dating Game
- 2:00 p General Hospital
- 2:30 p One Life to Live
- 3:00 p Run for Your Life
- 4:00 p Dark Shadows
- 4:30 p Batman
- 5:00 p Flintstones
- 5:30 p Gilligan's Island

SATURDAY

- 6:30 a Modern Education
- 7:00 a Cisco Kid
- 7:30 a Pepe Bustos
- 8:00 a Casper
- 8:30 a Adventures of Gulliver
- 9:00 a Spiderman
- 9:30 a Fantastic Voyage
- 10:00 a Journey, Center of Earth
- 10:30 a Fantastic Four
- 11:00 a George of the Jungle
- 11:30 a American Bandstand
- 12:30 p Happening '69
- 1:00 p Bowery Theatre
- 2:30 p Pro Bowlers Tour
- 
- 4:00 p Wide World of Sports
- 5:30 p Western Sportsman

SUNDAY

- 7:00 a Ask Your Minister
- 7:30 a Sunday School Church
- 8:00 a Cisco Kid
- 8:30 a Laurel & Hardy Theatre
- 9:30 a King Kong
- 10:00 a Bullwinkle
- 10:30 a Discovery '69
- 11:00 a Zoorama
- 11:30 a My Friend Flicka
- 12:00 n PRO NEWS
- 12:30 p Issues & Answers

	Feb. 16	Feb. 23
1:00 p	NBA Basketball	
	Boston at Phila.	Balt. at Cinn.
3:00 p	American Sportsman	American Sportsman
4:00 p	Phoenix Open	Lone Star Sportsman
4:30 p	" "	Generation Gap
5:00 p	" "	Time Tunnel
	Mar. 2	Mar. 9
1:00 p	NBA Basketball	
	Phila. at Detroit	N.Y. at Phila.
3:00 p	American Sportsman	Citrus Open
4:00 p	Lone Star Sportsman	" "
4:30 p	Generation Gap	" "
5:00 p	Time Tunnel	American Sportsman

For additional copies of
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KVII-TV
Box 925, Amarillo, Texas 79105
Phone 373-1787



KVII-TV abc AMARILLO

All times CENTRAL STANDARD TIME.