

MEETING SCHEDULED

Business Stimulant Is Goal Of Friona Board



★★★★
STAR
Lites
by Will C. Cary

GREETINGS TO you from the first-ever edition of a Friona Sunday Star.
It may also be a last-ever, so enjoy it while you have the chance.
We're happy to be printing this special edition to plug the Grand Opening of a new Friona Piggly Wiggly Super Market.

A meeting of interest to all Friona merchants has been scheduled for 8 p.m. Thursday, June 21 at the Friona High School Cafeteria.

Co-sponsored by the Friona Chamber of Commerce and Agriculture and the Friona Board of City Development, the purpose of the meeting will be to "Develop new business and growth in Friona," according to Dale Cary, chamber president and chairman of the BCD.

BUSINESS DEVELOPMENT
"The board's primary function is to develop new business and growth in Friona. This year's total budget has been allotted to increasing Friona's retail trade in businesses already existing. The board felt this type of program would produce more immediate results than trying to persuade big business to locate in Friona," Cary says.

The board of city development has retained a team of economic research specialists from West Texas State University to make a survey of the local area in an effort to assist local business.

"We want to get an objective list of the goods and services that are available locally. We

also want to find out roughly what goods and services shoppers in the area are going out of Friona for, and the reasons they are shopping elsewhere for them," said Robert Neelley, a spokesman for the BCD.

The BCD has adopted the slogan "Friona First," to tie in with the program. An advertising trademark using this slogan will be designed, and the trademark will be used by cooperating stores in signs, decals, and newspaper advertising to let shoppers know they are cooperating in the promotion.

Merchants will be counseled by the researchers following the survey, and will be given ideas gleaned by the survey which might assist them in offering the products and/or services that the survey might find lacking.

EXPLAINS PROGRAM

The June 21 meeting will be primarily for the Board of City Development and the research specialists to explain the survey and program to the merchants.

The BCD plans to solicit the help of local service organizations in making the survey and

working on the program of boosting local business.

The survey will not only poll the consumers, but also will find out the problems faced by merchants, by way of giving the consumers some of the possible explanations for lack of certain products and/or services.

The local business promotion was hit upon by the BCD, whose members realized that the retail trade section of Friona has not kept pace with the growth of the city in other areas, such as industrial and residential growth.

"These researchers will be experts in their field. We expect a completely objective report to emerge. It should be a report that will benefit the city in many ways," Neelley said.

Participants in the survey will be completely anonymous. It was stressed. Researchers will make every attempt to survey a proportionate sampling of the area from the standpoint of ethnic and economic groups.

Members of the Board of City Development are Neelley, Cary, John R. Cook, Wm. Doyle Elliott and H.K. Kendrick. They invite any merchant or consumer to contact them in regard to the program.



Friona's New Piggly Wiggly Super Market on W. Highway 60

BEGINS WEDNESDAY

Piggly Wiggly Sets Grand Opening Sale

A Grand Opening sale has been scheduled for Friona's Piggly Wiggly Super Market beginning Wednesday, June 13. The new store is located on West Highway 60.

The sale will continue for four big days, through Saturday, June 16, according to Kenneth Moore, owner of the new store.

Moore and his staff have planned a gala promotion for the grand opening sale, which includes some old fashioned bargains listed in the store's special ad this week.

Included in the promotion will be a total of 160 free sacks of groceries, estimated value at \$3.50 each. The first 20 customers on each of the four sale days (Wednesday, Thursday, Friday and Saturday), plus the first 20 after 3 p.m. on those days will be awarded the grocery sacks.

Also as part of the grand opening, several items are featured where you buy one item and get one free.

DOUBLE STAMPS

Wednesday, the kickoff day, will also be double S&H Green

Stamp Day, and Wednesdays will continue to be double stamp days for the store.

Stocking the new 75x125-foot building has been underway for the past several days. The interior of the store is smartly decorated, with each department specially designed.

One of the things that Moore is proudest of is the 150 foot by 230-foot parking lot, which is being striped for parking spaces for approximately 80 cars.

"We could only handle around 18 vehicles at our old store. We feel that the shoppers will enjoy having adequate parking for a change," Moore says.

The new building gives Piggly Wiggly 2,000 square feet of additional space, most of which is devoted to the shopping area. The store has been outfitted with new fixtures, and practically all-new stock of groceries and canned goods.

Moore said that he also plans to keep a store open at the old location, which will dispense with giving stamps and will be open seven days a week.

The new store features four check-out stands, one more than the former location. Moore expects to add to the city's growing payroll, through his expanded operation.

"We have attempted to stock everything that a customer

would want when they visit the super market. We have designed the store with the convenience of the customer utmost in our minds," Moore said.

The new supermarket owner

says he intends to operate the new store on a closer margin of profit, and by increasing our volume, in order to offer grocery shoppers in the area more savings on their grocery

(Continued on Page 8)

Building Permits Reflect Growth

If it denotes a definite trend, building permits for industrial building and remodeling in the Friona city limits reflect an upswing in prospects for a stronger commercial and industrial image here.

For the first five months of 1973, commercial and industrial building permits are already \$3,000 above the first six months of 1972, with a total of \$106,000 issued for the period January through May, 1973. In the first six months of 1972, a total of \$103,000 was issued.

Last year in February, a permit was issued to Friona Industries Inc. for \$100,000 and in April, a permit for an addition by White's Stores Inc. for the total amount of \$3,000 for an addition to their store.

This year to date, the permits have been \$55,000 to R.L. Fleming for the Piggly-Wiggly building; \$7,000 to Cook Oil Co. for Dairy Queen; \$43,000 for the new Ruthie's

building on Main Street and \$1,000 to Ag-Chem Farm Supply for rehabilitation of an existing building.

Two other larger permits issued during 1972 were the Pioneer Cattle Co. permit for \$70,000, which was issued in November, 1972 and the new fire station building permit for \$30,000 which was issued in August, 1972.

Pending are permits for two additional office buildings and the community center scheduled to be constructed in the near future.

COMPARISON STATISTICS

[All Permits]		
	1973	1972
Jan.	\$ 500	\$ 800
Feb.	105,500	176,850
March	48,500	39,300
April	49,700	9,600
May	44,600	72,000
June	300	34,200
Totals	\$249,100	\$332,750

MATERIAL SCARCE

Construction Costs Pushing Builders

"Right now, I have a lot to do here, and have the opportunity to do quite a bit more," said Delton Lewellen of Lewellen Construction Co. "I just can't seem to find the time to build everything that everybody wants and have to turn people down everyday."

Lewellen was speaking in response to questions as to the construction situation in the Friona area.

"Prices are pushing construction," he continued, "and with the high price of materials and the fact some materials are getting real hard to get, I think construction is pushing way ahead of what it would be normally."

"Steel is getting extremely scarce, and Crowe-Gulde in Hereford is unable to get rebar they need for concrete, they are out completely, and don't know when they will be able to get supplies," he added.

Lewellen Construction presently has the construction of Ruthie's on Main Street underway and the contractor said he has two more office buildings pending as well as the community center, which will possibly be built this year.

Presently, Lewellen also has a job at Abernathy and one at Conlon, and says fuel has not been a problem although he is beginning to get a little concerned about the availability of fuel since he is sending two vehicles each day to Conlon and vehicles to Abernathy where a rendering plant is approximately half completed.

The contractor said he thought the construction trend will continue at a fast pace for the time being as prospective builders are trying to beat the rising costs of materials as much as possible. Prospective builders are not waiting around, he stated, but are beginning to push for their construction.

He cited a major oil company who called him asking him to build at eight different locations for them and the oil company spokesman offered to double the price of running cement if he would agree to take the jobs. Lewellen said he had committed himself to other building and was forced to turn the oil company down. Where he normally charges fifty cents a foot for running concrete, he said the oil company offered \$1 a foot if he would take the job.

Dribblers Winning

The Friona Girls Little Dribblers won their first two games in the National Championship tournament at Levelland, and as of press time of this edition, were eyeing the tournament finals.

Friona downed Meade, Kansas, 31-25 on Thursday afternoon in the first round of the tournament.

Friday morning, Friona toppled Anton, 21-14, as Renee Monroe scored 10 points and Vickie Smiley, three. One girl scored all 14 of Anton's points.

Friona was to play in the semi-finals at 11:45 a.m. Saturday, with the tournament finals set for 9 p.m. Saturday.

Branham Is Added To Local Bank Staff

Friona State Bank added a new member of its banking team the past week when Harold Branham, 47, recently of Fort Worth, joined the firm as a cashier. Branham will be in charge of operations and personnel.

Born in Hannibal, Missouri, Branham is a veteran of 27 years in banking. He started with the City National Bank & Trust Company in Kansas City, Missouri.

Branham assumes a portion of the duties previously handled by Jerry Hinkle, who recently assumed duties as a full vice president with the responsibility of the commercial loan field.

Branham moved to Fort Worth in 1960, when he helped organize the Tarrant State Bank of that city. Since September of 1970, Branham has been associated with the Northeast National Bank of Fort Worth, serving as vice president and cashier of the bank.

The new Friona State Bank employee spent 14 years with the City National Bank & Trust Company in Kansas City, working his way up through the various bank offices. His experience includes managing the bookkeeping department, proofing, plus experience in



Harold Branham

loans, collections and auditing. Branham has been active in civic work, including the Optimist and Elks Clubs, and enjoys gardening and bridge. They are members of the Episcopal Church.

He is a graduate of the Southwestern Graduate School of Banking at SMU, and holds a certificate from the American Institute of Banking. He attended business school in Kansas City, Mo.

Branham is married, and he and his wife Peggy have two married sons, Larry and Earl, and a daughter Julie at home. The Branham's are in the process of purchasing a house in the 700 block of Arrah.



OUTSTANDING FATHER...Stanley Benge, right, was congratulated Friday afternoon by Friona Mayor R.L. Fleming, left, as he was designated Outstanding Father of the Year following a three week contest in Friona. Looking on is Mrs. Ron Davenport, who was

chairwoman of the contest which was conducted by the Riata CowBelles. Benge and his wife are the parents of four daughters, and he led the field of 13 contestants for the title. He was presented a special beef roast for Father's Day. [Staff Photo]



CANNED FOOD SECTION...Joe Tongate, assistant manager of Piggly Wiggly, is virtually hidden behind a mass of boxes as he uncrates and unboxes new products for the new Piggly

Wiggly on West Highway 60. Pictured here is a canned foods section of the new store where all new merchandise is being displayed. [Staff Photo]

SAO PAULO VISITORS

Paint A Pretty Picture, Call It Brazil

Paint a pretty picture and call it Brazil!

At least, that is the way the South American country was described by Billy Hutson, as he described the country he called 'home' for two years. Hutson moved his family to Brazil two years ago from Albuquerque where he was employed by Sears. He said his wife, Lois, was a little apprehensive about the move to the largest city in the country, Sao Paulo. Sao Paulo has a population of seven and a half million in the city proper, with the greater Sao Paulo population figure set at nine and a half million, making it the seventh largest city in the world.

It is also the fastest growing city in the world, added Hutson, who cited that during the next 10-15 years, the city is anticipated to be the second or third largest city in the universe.

MAJOR INDUSTRY

Hutson cited industrial figures, and said that Brazil is fast becoming the dynamic hub of the world through major industry and said that the new capital of Brazil, which had a population of 9 million in 1961, now has 600,000 residents. The new capital Brasilia, is several miles inland from Sao Paulo, which is 30 miles from the coastline.

Americans and Brazilians are compatible, commented Hutson. "Brazil is one country where we are not the 'Ugly American' and relationships are good." Brazilians are very warm, very friendly and very intelligent.

Living expenses are not cheap in Brazil, according to Hutson. When he and his family first moved to the country, they paid \$750 per month for a house which would rent for \$250-\$300 in the states. Houses there are more for show than for living and are built on the ornate, non

functional style of European housing. There is no central heat or air conditioning, he added, and when the weather is cool, they depend on portable gas or electric heat to warm the houses.

TOURIST MECCA

Rio de Janeiro, a tourist mecca, lives up to expectations entirely, said Hutson, as it is colorful, beautiful and lively. Some of the greatest entertainers in the world live and work in the world-renowned tourist city, he added, commenting on the carnival of Rio, the music, colorful costumes and lively dances.

Different beef cuts are available in the South American Country, but beef prices are extremely low. Hutson said they fed their cats and dogs filet mignon in Brazil, because it was cheaper than imported canned food. A pound of filet mignon cost about 60 cents and the best grade of beef ground

round was only about 50 cents, with a good grade available for around 25 cents a pound.

Fruits and vegetables are in plentiful supply in Brazil, commented Hutson, although the exotic foods are not commonly known in the United States. Apples, oranges, lemons and other fruits are known, although the exotic fruits are more popular.

Excellent breads and cheese are part of the culture in Brazil, with these being the favorite 'snack' foods for coffee breaks, (where incidentally, coffee is extremely cheap in the country where much of the world's coffee is grown and processed.) Brazilians are very fond of steaming hot, strong coffee, well laced with sugar, added Hutson.

Approximately 85 percent of the people are Catholics, he commented, with the other 15 percent being spread among all religions, adding that the Baptist, Church of Christ and Methodist are predominant in other religions.

MILITARY GOVERNMENT

Government in Brazil is not the same as known in the states, said Hutson. The Brazilian government is a military government and has been since the mid-60's. However, he added, the government is stable and is ruled for the people and the betterment of the Brazilian people. Hutson said, "The finance minister is one of the most intelligent and shrewdest men I have ever encountered. He is well respected throughout the world."

Even under military rule, Brazil is almost completely free, added Hutson, although there is some restriction on the press if the ruling people think news would be detrimental to the people, like terrorist groups forming or news of that nature.

As in all countries throughout the world, the crime rate is increasing, however, Brazilians are not afraid of street muggings or street crime, which is virtually unknown. Armed robberies of banks, financial institutions and larger firms are increasing, he continued.

Drugs are also somewhat of a

problem as they are everywhere, but also, drugs are not as much problem as they are in the states as the laws governing drugs are very stringent. For instance, anyone caught with just a very minimum amount of marijuana will receive a sentence of 25-30 years. Pushers are dealt with very severely, continued Hutson.

There is a hippie culture in the South American country, also, he added. On Sunday, in the park, there is what is called a 'hippie fair' where the flower children congregate and display their wares, including paintings, woodcraft and leathercraft to prospective purchasers.

BRAZIL ARTISTIC

Brazilians are very artistic and their work in wood sculpture, using native hardwoods; silver works and work with native semi-precious stones is outstanding and has proven to be great bargains for Americans, he stated. Some of the gems found in Brazil and used in their work include amethyst, topaz, tourmaline and aquamarine.

The caste system, where at

one time there was a division line between the very rich and the very poor is going out now, with middle class people beginning to dominate the culture, due to industry, said Hutson. Auto manufacturers and other large industry is tending to create an active middle class.

Automobiles are at a premium in the country, with the 70 cent per gallon for gasoline prohibiting most larger automobiles. Autos are also very expensive, with such as the smallest car, normally priced in the \$2,000-\$2,400 range in the U.S. bringing at least \$4,000 in Brazil. Ford LTD's are called the 'Cadillac of Brazil' and a new LTD sells for \$12,000.

However, Brazilian driving leaves much to be desired, according to Hutson. The traffic death loss on the streets of Sao Paulo daily is 11 persons.

PORTUGUESE CULTURE

Brazilian culture and philosophy is also different from other countries, as Spanish is not the common language.

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BRAZILIAN ARTIFACTS...Mr. and Mrs. Billy Hutson, and their daughter Tammy, are shown with many of the articles brought back from their two year stay in Sao Paulo, Brazil. Included is the picture, done entirely of butterfly wings, copper work (the ship), wood sculpture, wood salad sets, leathercraft, jewelry and other intricate Brazilian art works. The Hutsons have been visiting his parents, Mr. and Mrs. W.P. Hutson, and his brother and family, the Leland Hutsons during this week. Hutson will be in the territorial office of Sears in Dallas following a vacation to Albuquerque and Jackson Hole, Wyo. (Staff Photo)

CONGRATULATIONS



On The Occasion Of Your **GRAND OPENING WEDNESDAY, JUNE 13**

It has been a pleasure for us to participate in the construction of the new building by doing the electrical work.

A & A ELECTRIC

John Allen, Jr

Phone 247-3007

Frona

Congratulations !

We Are Proud Of The New Piggly Wiggly Store - - And We Are Proud To Have Installed The Floor Tile For The New Store.

FALLWELL FLOOR COVERING

Joe Fallwell

Ph. 247-3310

Congratulations



We Salute Kenneth Moore And His Staff On Their Beautiful New Building .

This Is A Tribute To The Progressive Attitude Of Frona Merchants.



FRIONA STATE BANK

WED.

THURS.

FRI.

SAT.

JUNE
13 - 14
15 - 16

JOIN THE PARADE

GRAND OPENING PIGGLY WIGGLY



EXTRA VALUES

plus **S & H GREEN STAMPS**
Double On Wednesday



FRENCH'S
MUSTARD 24 Oz. Jar **39¢**

KRAFT'S
VELVEETA
2 Lb. Box With Coupon Inside **89¢**
99¢ Without Coupon



KRAFT'S
PARKAY 4 Lbs. **\$1.00**
Quarters

NESTLE'S
QUIK 2 Lb. Can **69¢**

FREE!
160 Sacks Groceries
During Our Grand Opening

FREE!
Frito's Doritos
Buy 1 Get 1 Pkg. FREE

FREE!
Clardy Cottage Cheese
16 Oz. With Purchase 1 Gal. Sunset Gold Milk

FREE!
Right Guard Anti Perspirant
Buy 1 Can Get 1 FREE

FREE!
Ragu Spaghetti Sauce
Buy 2 15 1/2 Jars Get 1 FREE



THE VERY FINEST QUALITY OF MEATS & PRODUCE At PIGGLY WIGGLY

USDA GOOD BEEF	RUMP ROAST	Lb. \$1.19	USDA GOOD BEEF	BLADE CUT	
USDA GOOD BEEF	BONELESS STEW MEAT	Lb. \$1.19	CHUCK ROAST		Lb. 79¢
USDA GOOD BEEF	BONELESS CLUB STEAK	Lb. \$1.69	USDA GOOD BEEF	FAMILY STEAK	Lb. 98¢
USDA GOOD BEEF	SIRLOIN STEAK	Lb. \$1.19			



FRYER PORTIONS

BREAST THIGHS DRUMSTICKS
 Lb. 79¢ Lb. 69¢ Lb. 69¢

WINGS Lb. 39¢ BACKS Lb. 29¢

Buy 2 Lb. Sk. Top Hand
Pure Pork

SAUSAGE

Get 8 Oz.

Longhorn All Meat BOLOGNA

FREE!

IN OUR DELICATESSEN

- FRIED CHICKEN
- BAR-B-Q FRYERS
- BEEF BAR-B-Q
- PORK BAR-B-Q
- SMOKED SAUSAGE
- SPARE RIBS
- POTATO SALAD
- FRUIT SALAD
- COLE SLAW

Clardy

COTTAGE CHEESE

With Purchase Of 1 Gallon
Sunset Gold Milk
Get 1 16 Oz. Carton

FREE!

EVERYDAY LOW PRICES AT PIGGLY WIGGLY

Savory	PEACH PRESERVES	18 Oz. Dec.	43¢
Savory	APRICOT PRESERVES	18 Oz. Dec.	43¢
Savory	GRAPE JELLY	18 Oz. Dec.	43¢
Savory	STRAWBERRY PRES.	18 Oz. Dec.	59¢
Savory	PEACH PRESERVES	2 Lb. Jar	69¢
Savory	GRAPE JELLY	2 Lb. Jar	69¢
Savory	STRAWBERRY PRES.	2 Lb. Jar	79¢
Chiffon	PAPER TOWELS	Jumbo Roll	33¢

Kraft's Half Moon

CHEESE 10 Oz. Pkg. **59¢**

Garden FRESH Produce

ROASTING EARS 6 Large Well Filled Ears **49¢**

YELLOW SQUASH Lb. **19¢**

TEXAS CARROTS 2 1 Lb. Bags **25¢**





Holsum Imported Spanish
OLIVES

Buy 12 Oz. Jar Get 1

FREE!

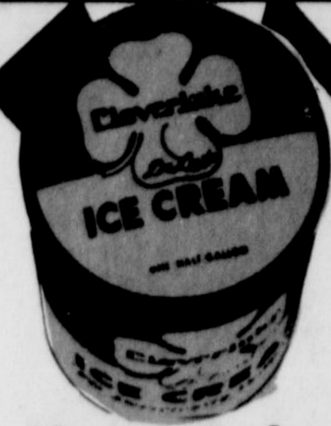


Morton's

POTATO CHIPS

Buy 1 29¢ Pkg. Get 1

FREE!



Clover Lake

ICE CREAM

Round Carton
1/2 Gal.

Buy 1 Get 1

FREE!

Garden Club
WAFFLE SYRUP

2 Quarts **88¢**

Purex
FABRIC SOFTNER

32 Oz. **39¢**
Reg. 59¢

Garden Club
SALAD DRESSING

Qt. **39¢**



VO 5

SHAMPOO

20 Oz.
\$2.85 Value

\$1.39



ALKA-SELTZER

36 Tablets
Foil Pack
Reg. \$1.29

89¢



Chiffon

PAPER TOWELS

Jumbo Roll

33¢

Portable
BAR-B-Q GRILL

\$1.29

French's
BAR-B-Q SAUCE

3.18
18 Oz. Bottle

Shurfine
TEA

Food King

GREEN BEANS

Food King

PINTO BEANS

Food King

PORK & BEANS

Mile High

TOMATOES

Mile High

CORN

EVERYDAY LOW PRICES AT PIGGLY WIGGLY

8 Oz. Box Orange Pekoe

79¢

Cut 300 Can

5 FOR 89¢

300 Can

5 FOR 89¢

300 Can

5 FOR 89¢

303 Can

4 FOR \$1.00

303 Can

Whole Kernel or Cream Style

4 FOR \$1.00



Shasta
CANNED DRINKS

10 FOR \$1

PIGGLY WIGGLY FRIONA TEXAS

IS A MEMBER OF AFFILIATED FOODS

And Offers You Shurfine Foods

Food King, The Economy Line Plus The Finest Selection Of Major Brand Foods In West Texas

YOU SAVE AT PIGGLY WIGGLY EXTRA SAVINGS WITH S & H GREEN STAMPS

FREE!

PIZZA

Buy 1 Pkg. Get 1 FREE

FREE!

Gladiola
CAKE MIX

Envelope Buy 2 Get 2 FREE

FREE!

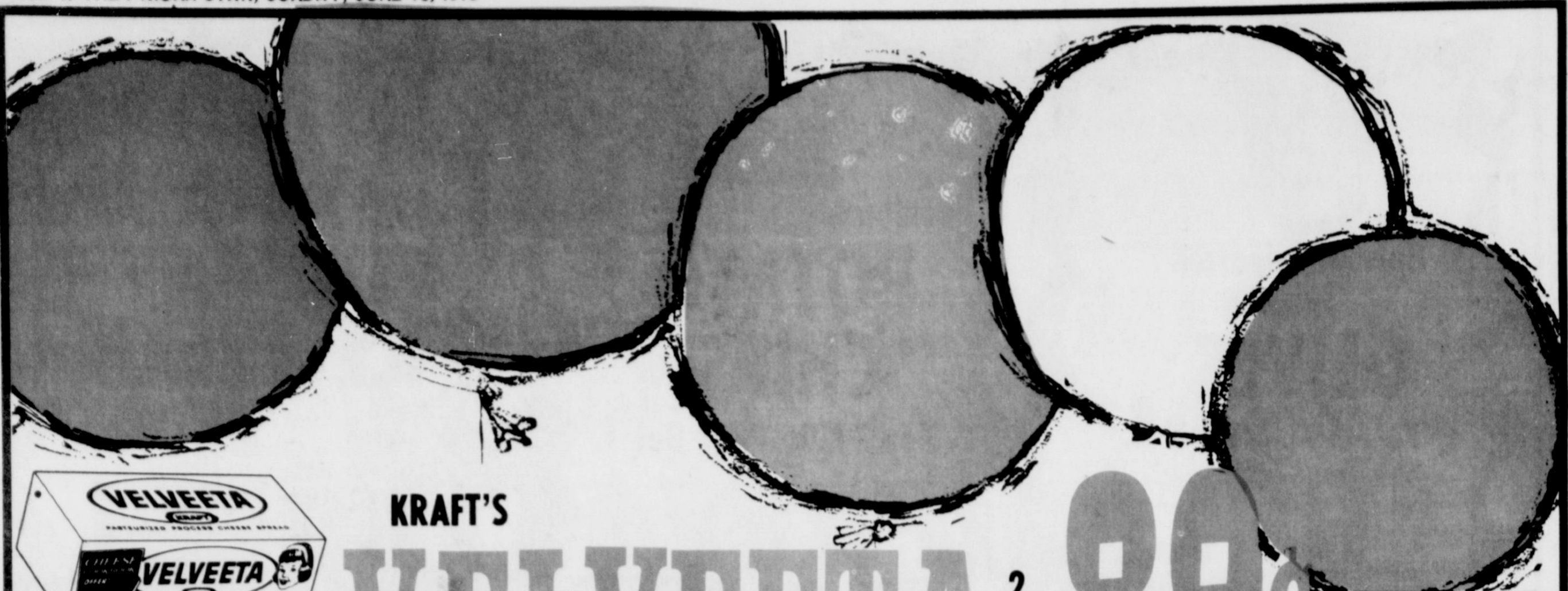
Gladiola
CORN BREAD MIX

Buy 2 Pkg. Get 2 FREE

FREE!

Frito's
DORITOS

Buy 1 Pkg. Get 1 FREE



KRAFT'S

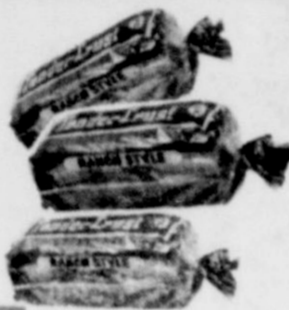
VELVEETA 2 Lb. Box **89¢**



Double On Wednesday

Coupon

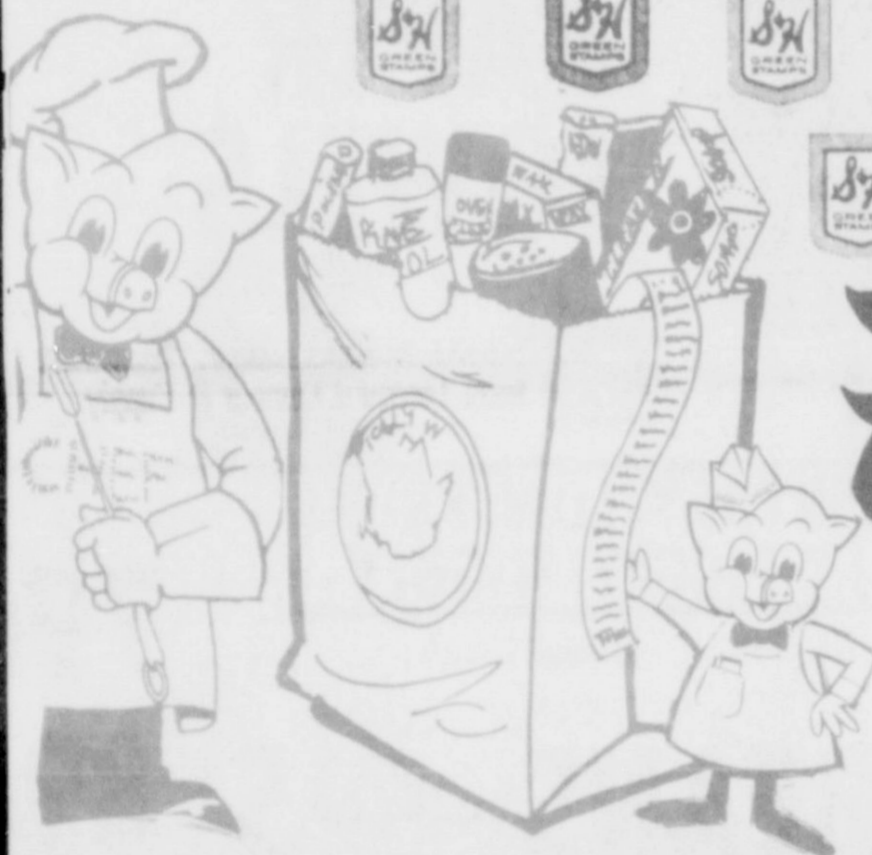
Kraft's Velveeta
2 Lb. Box 89¢
With This Coupon
Limit 1 Per Family



Nestle's
CANDY
10 Cent Bars
FOR **10 59¢**

Borden's
CREMORA
Coffee Creamer
22 Oz.
\$1.09 Val. **89¢**

Shasta
Canned Drinks
FOR **10 \$1.00**



Free! 160

Sacks FREE Groceries
During Our 4 Days
Grand Opening

Wednesday - 1st 20 Customers
Thursday - 1st 20 Customers
Friday - 1st 20 Customers
Saturday - 1st 20 Customers

Appx.
Value
\$3.50
Each
Sack

Wednesday - 1st 20 Customers After 3:00 p.m.
Thursday - 1st 20 Customers After 3:00 p.m.
Friday - 1st 20 Customers After 3:00 p.m.
Saturday - 1st 20 Customers After 3:00 p.m.



Nestle's
QUIK
2 Lb. Can **69¢**



Garden Club
SALAD DRESSING
Quart **39¢**

French's
BAR-B-Q SAUCE
Regular Smoky 18 Oz. Jar **\$1.00**

Chiffon Sconics
FACIAL TISSUE 4 200 Count Boxes **\$1.00**

French's
BLACK PEPPER 4 Oz. Can **39¢**

FREE!
Alabama Girl
PICKLES
Quart Size Buy 1 Got 1 FREE

FREE!
Clover Lake
ICE CREAM
1/2 Gal. Round Carton Buy 1 Got 1 FREE

FREE!
Nestle's
HOT CHOCOLATE
Buy 1 Got 1 FREE

FREE!
Borden
ORANGE DRINK
Grape Punch Lemon Half Gallon Buy 1 Got 1 FREE

★ READ and USE CLASSIFIED ADS ★

PH. 247-2211

Reader Ads...First insertion, per word...8 cents
 Additional insertions (no copy change), per word...6 cents
 Minimum charge...\$1.25
 Classified display (boxed ads-9 pt. type under a specific heading, 1 column width only-no art or cuts. Per column inch...\$1.50
 Repeat insertions without copy change, per col.
 Repeat insertions without copy changes, per col. inch...\$1.25
 Cards of Thanks...same as classified word rate, minimum charge...\$1.25
DEADLINE for classified advertising in Thursday's issue-5 p.m. Tuesday.
 Check advertisement and report any error immediately; The Star is not responsible for error after ad has already run once.

PHIPPS & SON ASSOCIATES

"Bovine Residue Removal
 Transportation Engineers"
 ALSO SILAGE CUTTING & DIRT WORK
 Call NOW 
 Mobile Phone 806-265-3690
 Home Phone 806-247-3404

DICKEY'S DOZER SERVICE

Dirtwork-All Kinds
 Bull Dozers-Scrapers
 Motorgrader-Crane-Drayline
 See or Call Floyd Dickey
 S.E. 4th & Belsher Phone Office-647-4553 or Dimmitt, Texas Home-647-4565 51-tfnc

Bingham Land Company

"Service Beyond A Contract"
 COMPLETE REAL ESTATE SERVICE
 JOHN BINGHAM Home 247-3274 Office 247-2745
 CARROL GATLIN Home 247-3641 Office 247-2745

Have you seen the **WHITE MAGIC 50 STEEL RADIAL TIRES?**
 You'll be impressed
 24-tfnc

WANTED...Employee for service station. Apply White & Son's Chevron Station, West Highway 60, Friona. 22-tfnc

WANTED...Experienced farm hand. 295-3558. 35-tfnc

HELP WANTED...Waitress and cook. Apply in person, Holiday Restaurant. 36-tfnc

HELP WANTED...Plumber's Helper. Apply in person, Hick's Plumbing, 506 Cleveland. 35-tfnc

FOR SALE

FOR SALE...GE 30" electric range. \$100. 3-Phase, 3 Hp. Electric Motor \$50.00. Solid Oak Twin Beds complete. Phone 247-3511. 36-tfnc

FOR SALE...Compact Farfisa Organ-like new-half price; 6 lots in Bailey County Memorial Park. 247-3419. 33-tfnc

FOR SALE...Williamscraft camper. Eight-foot, overnighter. Good condition. Lloyd Rector, Phone 265-3420. 33-tfnc

FOR SALE...9 Foot Travois Camper. Phone 247-3208. 31-tfnc

FOR SALE...New camper shell for long wheel base pickup at used price. Fully lined and insulated. Fits any late model pickup. Phone 247-3283. 34-tfnc

FOR SALE...1969 Honda 350-CC Motorcycle-\$375. 247-3272. 35-tfnc

FOR SALE...International bus equipped for camping. In excellent condition. Day 247-2833 or Nights 247-3593. 23-tfnc

FOR SALE...10' Jaunty pickup camper, telescoping top-sleeps 4-1972 model. Reasonable. Russel O'Brian. Phone 265-3238 36-2tc

FOR SALE...2 Heavy Duty 6-hole wheels. \$20.00. 2-15" Mud & Snow Tires. Run 250 Miles. \$45.00. Call 247-2865. 36-2tc

HELP WANTED...For Major feed mill expansion underway. Openings for mechanic and pellet mill operators. Apply in person. Hi-Pro Feeds. 31-tfnc

HELP WANTED...Feed yard needs man who can assume responsibility. General Yard work. Paco Feed Yard, 265-3433. 34-tfnc

LIVESTOCK

FOUND...Stray Brahma Steer, branded 'M' left hip, 2 ear marks, 265-3505. 33-tfnc

Will buy baby calves. Forrest Osborn 247-2581. 33-tfnc

APARTMENTS

FRIONA APARTMENTS
 1300 N. Walnut
 Now Leasing
 1, 2 AND 3 BEDROOM UNFURNISHED
 Fully Carpeted. Refrigerator, Range, Central heating & cooling, Ventilation, Utilities paid. Laundry and recreational facilities available. Children welcome. Sorry, No Pets. Rent starting at \$85.00 per month. Resident Manager on premises.
 Phone 247-3666. Office Apt. 38. 5-tfnc

NICE...2-Bedroom Tri-Plexes, all electric kitchens, heating and ref. air, refrigerators, ranges, dishwashers, disposal, drapes, carpet, outside storage, near schools.
"CHATEAU FRIONA"
 \$115.00 month. 900 9th St. Phone 247-3765. 34-tfnc

FOR RENT...Unfurnished 2 bedroom apartment. 247-3283. 35-tfnc

OFFICE SUITE FOR RENT

Complete with coffee room, reception area, office furniture, refrigerated air, fully carpeted. Call 247-2724, 247-3274 or 247-3641. 34-tfnc

HELP WANTED

BOOKKEEPING ASSISTANT...Must be able to type 75 words per minute; 8 hrs. daily 5 days per week.
MECHANICS...Mechanical background helpful. We will train.

PARMER COUNTY IMPLEMENT COMPANY
 Phone 247-2721 45-tfnc

ANNOUNCEMENTS

DISCOVER MUSIC...IT'S GREAT WHEN YOU PARTICIPATE. A Festival of values at Phillips House of Music for pianos, organs, band instruments, guitars, lessons and repairs. Now serving the area with musical supplies for 20 years from 1953 to 1973. 118 Main, Clovis, N.M. 763-5041. 28-tfnc

Summer Piano Lessons
 Call Johnnie Walters, 265-3375 or 247-3401 or 247-3714. 36-tfnc

AUTOMOTIVE

FOR SALE
 Welder, 1-180 Amp. Forney & 1-275 amp. nearly new Forney; Trucks-1-1962 Chevy Tandem with 38' trailer & 1-1964 International with 38' trailer; PICKUPS-1-1963 Chevy, 1-1965 Ford & 1-1965 GMC. **FOUR BOX CARS**; Assorted office equipment. 247-3185. 31-tfnc

Needlepoint & Supplies Still Stocked at ALLEN'S JEWELRY
 3-tfnc

FRIONA LODGE NO.1332 A.F. & A.M.
 Stated Meetings First Tuesday Of Each Month at 8 P.M.
 Seventh and Ashland FRIONA, TEXAS 79035

Christmas In June. New 1974 line of jeweled kits. Calendars-Stockings-Table Runners-Tree Skirts-Table Cloths-Card Holders. Red Heart Yarn Wintuck 4 oz. Skeins, 99 cents.
DAN'S OF CANYON
 36-2tc

BUSINESS DIRECTORY

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 Layne Pumps Inc. Sales & Service
 Pump & Gears Heads Repairs All Makes
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 Friona Nights 247-2513 Texas

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SERVICE ALL MAKES
 416 Mitchell Phone 763-6900 9-tfnc


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 Call Carol E. Ho 247-3053.

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 Electric Contracting--Sales and Service of
 New and Used Motors and Controls
 Magnetos--Generators--Starters
Loan Motors Available
 Off. Phone 364-3572
 809 E. 2nd Hereford, Texas

HAMMONDS ELECTRIC
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 Phone Bovina 238-1277 or 238-1631 [Res.]
 Service on All Heating & Air Conditioners
 Serving Parmer County 35 Years
 34-tfnc

J. B. SUDDERTH REALTY
 904 THIRD ST BOX 627
 Farwell, Tex.
 Ph. 481-3288 or 505/763-5575 Unit 5408
We Need New Listings Now

Notice--To be sold to highest bidder
 160 acres dryland. 10 miles north of Bovina in Rhea Community. Lays nearly perfect. GIs and FHA welcome.
 300 acres and 240 acres, northwest of Friona; \$280 per acre. Terms can be arranged. Immediate possession.
 160 acres, irrigated, two wells, one mile north of Muleshoe on highway.
 80 acres irrigated, with nice 3-bedroom brick home and commercial catfish pond.
 160 acres, irrigated, south of Lazbuddie.
 3 adjoining 80-acre tracts, irrigated, west of Muleshoe and southeast of Lariat on Highway.
 160 acres dryland North of Bovina on highway.
 320 acres dryland, lays good, north of Bovina, one-half mile from highway.
J. B. SUDDERTH REALTY
 23-tfnc

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

FOR SALE OR TRADE BY OWNER...3 Bedroom brick, 2 baths, fireplace, double garage, large storage, fenced back yard. Phone 247-2213 or 247-3719. 13-tfnc

WANTED

WANTED TO BUY
 40-60 Acres of Land within 5 miles of city limits of Friona, suitable for sanitary landfill site. Price must be reasonable. Call or see A.L. Outland, City Manager, City Office, 7th & Main, Phone 247-2761. 36-4tc

REAL ESTATE LOANS

NEED A FARM OR RANCH LOAN?
 See Ed Hicks
 Phone 247-3537 or 247-3189. 23-tfnc

NEED A HOME LOAN? SEE FIRST FEDERAL
FIRST FEDERAL SAVINGS AND LOAN ASSOCIATION
 801 Pile St. 762-4417
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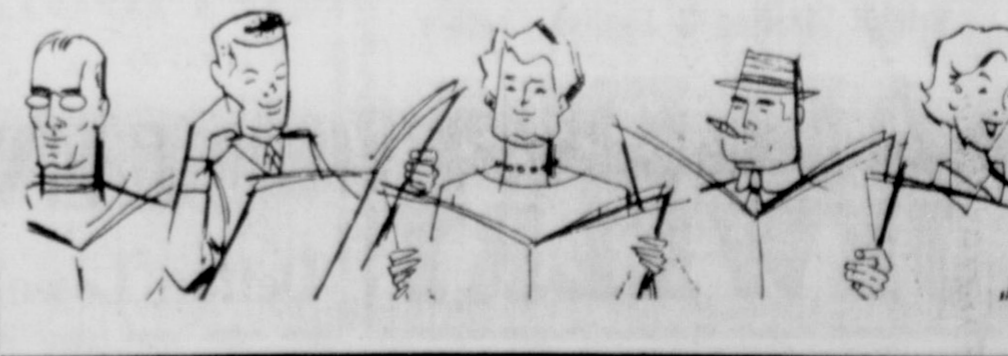
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KENNETH MOORE;
Piggly Wiggly - owner



JOE TONGATE;
Piggly Wiggly-manager



PETE GRAHAM;
Piggly Wiggly-butcher

BRAZIL

(Continued from Page 2)

From Portuguese domination years ago, the predominant culture and the language tends to be Portuguese.

With a nationwide energy crisis, Hutson said there is no energy crisis due to lack of fuel in Brazil. In fact, Brazil is developing imports to some of the countries where there is a fuel shortage.

EDUCATION TOPS

Brazil has one of the greatest educational systems in the world, said Hutson. Their universities and schools are

'fantastic,' he commented, with very fine working arrangements with American universities for exchange professors.

His 11-year old daughter, Tammy, attended an American school in Sao Paulo which is fully accredited and works through Bowling Green University. "It is a very fine school," said Hutson.

In the University of Sao Paulo, 70,000 students are registered. The world known university has such diversified qualities as a nuclear reactor.

LANGUAGE BARRIER

With some 2,500 Americans living in Brazil and 5-6,000 other English speaking people, language is still the greatest barrier to living in such a country, he said.

Also, English is now the universal language and English is being taught in schools, most of the language is still Portuguese, even though all Brazilian executives are English speaking persons.

"It does create a lonely life for wives," said Hutson. "They tend to stay at home along with the maid for fear of venturing out."

SPORTS MINDED

Brazilians are sports-minded with camping just taking hold in the country, he added. Brazil is approximately 10-15 years behind the states and they are getting into the sports fields, with camping beginning to be explored.

Also, motels, the larger major firms, are now beginning to construct American style facilities in the country.

Some of the greatest sportsmen in the world come

GRAND OPENING . .
(Continued from Page 1)

dollar.

CONTRACTORS

Lewellen Construction Co. of Friona served as general contractor on the new building. A&A Electric of Friona did the electrical work. Joe Fallwell of Fallwell Floor Covering laid the tile. Richard Perkins did the plumbing and Brown Sheet Metal of Hereford did the air conditioning.

Those contributing merchandise for the free bags of groceries include Clardy Dairy, Cloverlake Dairy, French's Foods, Morton's Foods and Crown-Zee Paper Co.

from Brazil, said Hutson, and some of the world champions.

AMBASSADOR

Hutson, who is a very articulate and well-informed person, said he promised his Brazilian friends and co-workers he would return to the

states and become an Ambassador of Good Will for Brazil.

He is vacationing with his family, the W.P. Hutsons, his parents and his brother, Leland Hutson, before assuming duties in the territorial office of Sears at Dallas.

Two sons are also in the Billy

Hutson family. Ricky, who is a junior at Eastern New Mexico University at Portales and Phil Hutson and his wife, Lynn, who reside in Dallas.

Mr. and Mrs. Billy Hutson left Friona Friday morning for Albuquerque and Jackson Hole before going to Dallas.

HISTORY TRACED

Piggly Wiggly Began In Tennessee, 1916

The first Piggly Wiggly was opened September 11, 1916 in Memphis, Tennessee.

The impact of the Piggly Wiggly name itself is perhaps the greatest single growth factor of the system.

When the late Clarence Saunders founded Piggly Wiggly in Memphis, Tennessee in 1916, he was asked by a contemporary why he had chosen such an unusual name destined to become a leading name in the food business. Mr. Saunders' reply was "So people will ask just what you have asked."

Stores which operate under the name Piggly Wiggly are licensed by the Piggly Wiggly Corporation to do so. This

Team LL Photos Slated

Group pictures will be made of all the Friona Little League teams beginning on Thursday of this week.

Friona Star photographers will be making color pictures of the teams, and those parents wishing to order pictures of their sons' teams are requested to send a \$1.00 deposit with them on the day their team is scheduled to be taken.

Cost of the photos, which will be all 5x7 inches in size, will be \$3.00. It will be necessary to order the prints at the time the team pictures are taken.

FIRE CALL

Members of the Friona Volunteer Fire Department were summoned to a grass fire one mile southeast of Friona Friday afternoon on the Shafer farm.

The fire alarm sounded shortly before 3:00 p.m.

includes over 1,000 operators operating from one store to a chain of over 200 stores.

New members of the Piggly Wiggly system are accepted on a basis of their personal integrity and civic reputation as well as their competence to operate a grocery store that will meet standards set by the Piggly Wiggly Corporation.

STRICT RULES

According to a quote from the Supermarket News, the prestigious newspaper for grocers, "Requests for a new Piggly Wiggly operation are reputedly the strictest in the industry."

For years, Clarence Saunders, a wholesale grocery salesman in Memphis, had studied the cumbersome service-counter grocery operators. He felt there should be a more efficient method of dealing with the problem of idle clerks at slack times, and scores of impatient customers during rush hours waiting to be served.

Then came his creation, SELF-SERVICE-permitting shoppers to wait on themselves, selecting their own purchases as quickly or leisurely as desired.

Their radical departure resulted in other store improvements, which he invented and installed in his new operation.

Thus, in September, 1916, the first Piggly Wiggly opened, bringing many new benefits for stores and customers. Its overnight success was so tremendous that the long line of shoppers had to be given admission cards to enter the store. In a short time, there were over 2700 Piggly Wiggly stores in the new system as it expanded state by state. The corporation has stores in 38 states.

Piggly Wiggly, with its highly unconventional methods of operation, had "Arrived."

SCHOOL BOARD

Agenda

JUNE 11, 1973, 8:30 P.M.

1. Read the minutes of the previous meeting.
2. Report by the Tax Assessor-Collector.
3. Report by the Superintendent on the following funds-
A. Activity Fund
B. Cafeteria and Snack Bar Funds
C. School Budget
4. Recommend payment of the May bills.
5. Recommend the employment of the following teachers-
A. Elementary P.E. teacher-Mrs. Janet Hand, a graduate of Texas Tech, no experience. She will replace Mrs. Linda Harding who has been moved into Junior High and High School Girls' P.E.
B. CVAE Building Construction Trades-Mr. Garry Baucus, a graduate of Texas Tech, two years experience at Marlin, Texas.
6. Recommend approval of the following transfers-
Ricky Lynn Taylor from Bovina
Shannon Renee Taylor from Bovina
Brent Hall from Lazbuddie
7. The bank depository for the 1973-75 biennium is to be approved.
8. Recommend approval of the band budget for 1973-74 which is the same total as for 1972-73. A copy is enclosed.
9. Report that the 1973 Senior Class gift to the High School is a trophy case for the front hall near the Principal's office.
10. Tentative date for the Equalization Board Meeting July 14, 1973. Three members need to be appointed to sit with the school board members at this meeting. Members last year were-Clyde Goodwine, Charlie Mercer, and Cordie Potts. Alternates were D.C. Herring and W.M. Massie.
11. Unfinished or new business.

Red Raider Day Slated

Wednesday, June 13 will be "Red Raider Day" in Hereford for Texas Tech fans in the Magic Triangle area of Hereford-Dimmitt-Friona.

Various Red Raider coaches and officials will be in Hereford for a golf match at the Hereford Country Club, tee off time 1:30 p.m. Area golfers are invited to take part in the match. Those wanting to play in the

tournament are asked to call the Hereford Country Club.

Also, there will be a reception at 6 p.m. at the club, to be followed by a dinner at 7 p.m.

Leete Jackson, executive secretary of the Red Raider Club, will give a report on the athletic picture at Texas Tech University.

Congratulations



To Piggly Wiggly On Your New Location. We Are Happy To Have Been Chosen To Install Quality Carrier Air Conditioning Equipment In Your New Store.

For Quality Equipment And Service,

CALL

BROWND SHEET METAL

Your Authorized Carrier Dealer Sales & Service



Hereford, Tex. Phone 364-3867

Congratulations ARE IN ORDER



We Congratulate Kenneth Moore And His Staff At Piggly Wiggly On Their New Building. We Are Happy To Have Been Chosen As General Contractors For The Building. Best Wishes To PIGGLY WIGGLY In Their New Location.

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- Diamond Ring
- Bulova Watches
- Stone Set Rings
- Cross Pens
- Desk Pens
- Key Chains
- Watch Bands
- Shaving Kits
- Jewelry Cases
- Diamond Tie Tacs
- Wittnauer Watches
- Cigarette Lighters
- Longines Watches
- Colognes & After Shaves
- British Sterling & English Leather

ALLEN'S JEWELRY