

The FRIONA ★ STAR

Souvenir Edition

Volume 48, Number 49

Sunday, September 2 1973

46 Pages in Four Sections



Carolyn Murphree, Reigning Maize Queen

WELCOME TO MAIZE DAYS

Fun-filled days and pageantry at night mark the Seventeenth Annual Maize Days Celebration in Friona which gets underway next Tuesday with the Little Miss Friona contest, an all week art show at the city hall and a carnival to entertain kids of all ages.

A total of 23 hopefuls from the 5-7 year old set have been entered by fond parents and grandparents and various business firms in the 'First' Little Miss Friona contest to be held in Friona. The Friona Jaycee-ettes are preparing to stage the pageant on Tuesday, September 4 at 8 p.m. in the Friona High School auditorium.

John McPherson, roving reporter from KVII-TV Amarillo, will be the master of ceremonies for the pageant. Out of town judges will be

choosing for the first Little Miss Friona.

Admission is \$1 in advance for adults and \$1.25 at the door, and 50 cents for children.

On Thursday night, September 6, the Maize Queen contest will be held at the Friona High School auditorium with Dan True, well known weatherman from KGNC-TV as master of ceremonies.

Admission will be \$1 for adults and 50 cents for children. There are 26 entries in the

Maize Queen contest, all juniors and seniors from Friona High School.

The talent presentation will be at 4 p.m. Thursday in the FHS auditorium and admission for the talent presentation will be 50 cents for adults and 25 cents for children.

Perhaps the highlight of the week will be the 10 a.m.

Saturday parade, with floats, beauties, old cars and horses.

Following the parade a noon will be the annual free barbecue served by the Friona Volunteer Fire Department.

During the afternoon, the Friona Cub Scouts will have an auction with a number of items of merchandise to be sold to the highest bidder.

Several clubs and organizations will hold drawings for prizes where tickets have been sold preceding the celebration.

Other events will include motorcycle races, art shows, hobby and craft shows, merchandise shoots, booths, a pancake breakfast, an Ex-Students Association meeting; 4-H fair, and football, the first home game of the year on Friday night, September 7, when Farwell will go against the Friona Chieftains on Chieftain field.

The schedule for the week is as follows—

MONDAY, Sept. 3

Carnival-City Park
TUESDAY, Sept. 4
Carnival-City Park
Jaycee-ette Little Miss Friona Contest
Friona High School auditorium 8 p.m.
Friona Fine Arts Show-City Hall 8-5

WEDNESDAY, Sept. 5

Carnival-City Park
Friona Fine Arts Show-City Hall

THURSDAY, Sept. 6

Carnival-City Park
Friona Fine Arts Show-City Hall
Maize Queen Talent Contest-FHS auditorium 4 p.m.
Maize Queen Contest-FHS auditorium 8 p.m.

FRIDAY, Sept. 7

Carnival-City Park
Friona Fine Arts Show-City Hall
Hobby Club Demonstration-McCaslin Building All Day
Football-Friona vs Farwell-Chieftain Field 8 p.m.

SATURDAY, Sept. 8

Carnival-City Park
Rainbow Pancake Breakfast-FHS cafeteria 6-9 a.m.
Parade-downtown 10 a.m.
Free barbecue-100 Blk. East 7th St. 12 noon
Boy Scout Auction-City Park 1:30 p.m.
Merchandise Trap Shoot 2 p.m.
trap shoot range, 1 mi. east on Hwy. 60
4-H Fair-McCaslin Building, All Day
Annual Meeting of Ex-Student Association
Of The Friona Schools-Friona State Bank, 8 p.m.
Buttons and Bows Square Dance-100 Blk. E. 7th St. 8 p.m.

SUNDAY

Motorcycle Races 1 p.m.
2 mi. north, 1 west Friona
Merchandise Trap Shoot 2 p.m.



LETTERS TO EDITOR

Dear Mr. Ellis—
If nothing interferes, I expect to be with my children during the first week of September. My son, Norman Kothmann, who works for the Crow Packing Co. is to get me on Sept. 5.

Norman has sent me the Friona Star since they have lived there, and I read it with great interest. Seeing the picture of your pretty son when he was a day old, I couldn't help but keep that picture. From looking at it, I thought he was one of the prettiest children I have ever seen. If he keeps his looks as he gets to be a young man, he would have the looks and personality to be a promising young Congressman.

So, don't be surprised if I should be in Friona during the first week in September. I may get Norman to take me to your home to get a long look at that pretty child. I know your chest shows more now than ever, and you have the right to be proud.

I spent the second week of August last year with the children, and I fell in love with that pretty country and all of its fine feedlots, pretty farms and the nice people I met—even good old friend Albert Lindley. I notice in the last weekly you got into his hair. You may have

to go slow on him—I am a Methodist too, so I may have to side with him.

Maybe I'll have a chance to take in Maize Days. I have got the best maize myself I have ever raised, and expect to start combining on September 1. The maize is burning up—we are getting very dry here.

Hope to see you and the big boy next week.

Sincerely yours,
C.W. Kothmann
Menard, Texas

NOTE—Mr. Kothmann, we haven't met you, but already we like you. Everything you say about our new son is absolutely true. We must have captured his entire personality in that photograph. As for his looks, well, he really couldn't miss (ahem). For such a nice tribute, we promise to stay off Albert Lindley's back for at least a ~~month~~ week.

Bill Ellis

Cattle Brands

Three R Cattle Co.
% John Renner
Rt. 3, Friona, TX

3R RH



Sincerely Yours

By Rev. Albert Lindley

WHAT WITH Hereford joining in all of the usual annual excitement that Bovina and Friona have been having for years along the Santa Fe tracks, I would imagine that if there was still passenger service along the track, many people would get off just to join in the merriment.

Hereford's Diamond Jubilee [I suppose we will have to wait 75 years for another one], Bovina's "Bull" Days and Friona's Maize Days [where we going to get it?] all are probably keeping the cattle in the feeder lots awake at night, alot lately.

Agriculture Secretary Butz was in Amarillo, Dolph Briscoe was over at Hereford, as was State Ag. Sec. White, for their big shindig but what we have in Friona is our own....

Of course we invite others in but this is kind of our own festival and thanks-giving...which is something we should sure think about this time...just look around.

So, here's to seeing you at some of the activities, either as a participant or as one of the "come on" men. We sure have our part of those....

"Friona First" is a good idea. The thing about it is that we all have the say-so about its being first or not....ever think about that?



Youngest person ever to set a world record in sports is Karen Muir of South Africa, who, at the age of 12 years 328 days, broke the women's 110-yard backstroke swimming mark in 1 minute 08.7 seconds.

The FRIONA ★ STAR

Founded in 1925 by John W. White

Published Every Thursday at 916 Main 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, 1969, 1970, 1971, 1972. Prize-winner in Texas Press Association, 1959, 1960, 1962, 1963, 1964, 1965, 1966, 1968, 1969, 1970. Prize-winner in West Texas Press Association, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1968, 1969, 1970, 1972. Prize-winner in National Newspaper Association, 1971.

General Excellence winner, Texas Press Association, 1970. General Excellence Winner, Panhandle Press Association, 1969. General Excellence Winner, West Texas Press Association, 1961, 1963, 1965, 1968. Community Service Award, West Texas Chamber of Commerce, 1970 (WTPA) and 1972 (PPA).

Second class postage paid at Friona, Texas, 79035.

SUBSCRIPTION RATES

Parmer County, adjoining counties, \$5 per year. Elsewhere, \$6 per year.

Bill Ellis, Editor & Publisher
Wahleah Beck, Bookkeeper
Cleta Williams, News Editor
Vickie Copley, Back-Shop Foreman

**CLASSIFIED ADS
MAKE YOU MONEY**

WELCOME TO FRIONA



Friona welcomes Mr. and Mrs. Lewis Jordan and their family to our city this week. The Jordans have moved here from Andrews where he was in oil exploration work. He is manager of the Dairy Queen in Friona. Pictured here are standing, from left, Laura, 12, a seventh grader, and Ricky Alexander, 15, a sophomore at Friona High School. Seated are Mr. and Mrs. Jordan. Not pictured is Jerry Thomas Alexander, 19, who is a sophomore at Texas Tech University in Lubbock. The Jordans live at 1300 N. Walnut, No. 58.

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New and Used Cars
FRIGIDAIRE APPLIANCES

The FRIONA
★ STAR

FRIONA WHEAT GROWERS
Elevator Service
Field Seeds

**Come And Hear The Word Of God
Preached As It Was In A.D. 33**

By
Jerrey Brewer
of Chilicothe, Tex.

Song Directing By Terry Looney of LCC
And
Terry Brown
Sept. 9-13

Sunday Morning	9:30 a.m. Bible Class
	10:30 a.m. Worship
Sunday Evening	6:00 p.m.
Weekdays	8:45 a.m.
	8:00p.m.

**6th
Street Church of Christ**

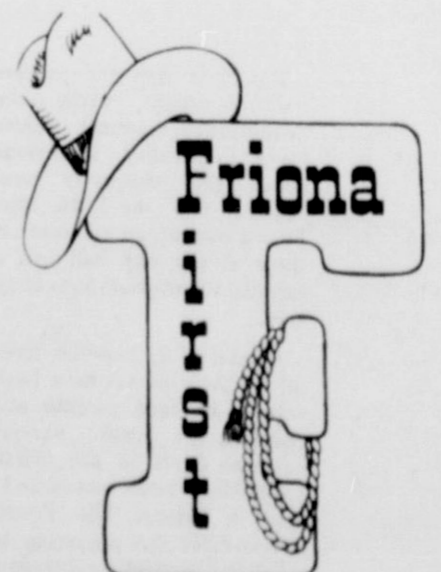


**It's Time To Celebrate Another
Fine Maize Crop In Parmer County
During Maize Days**

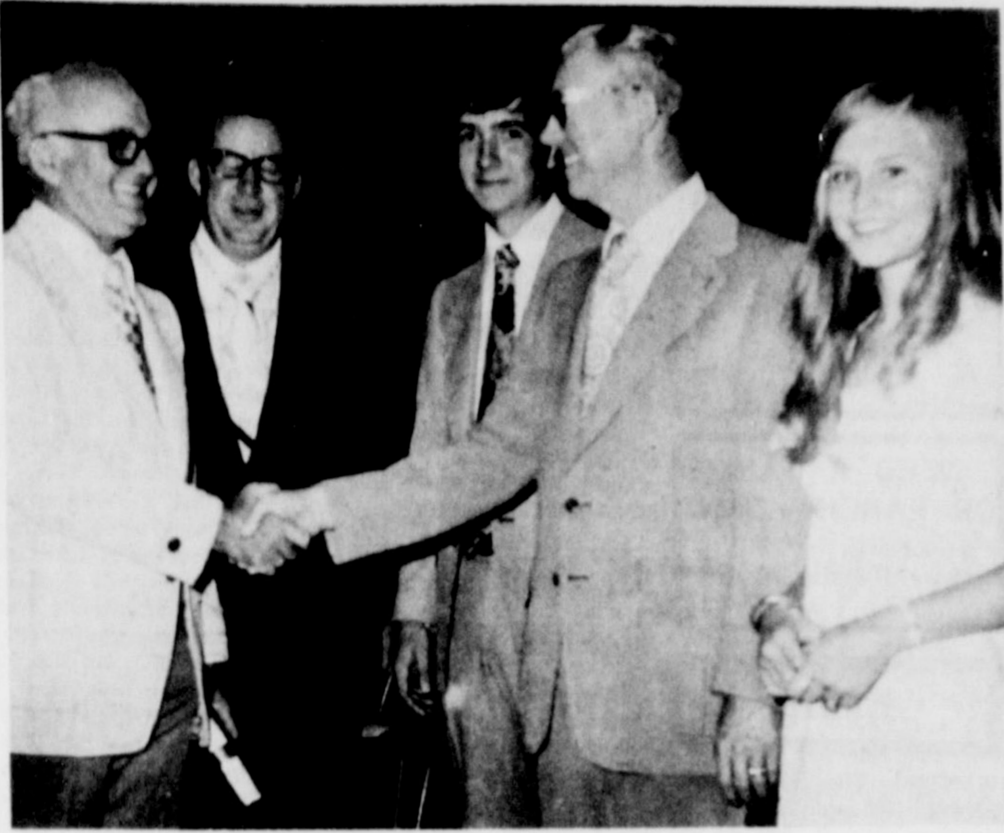


GOOD CLEAN FUN FOR EVERYONE

We urge you to support your community's biggest project which is Maize Days. It takes a lot of effort on the part of many civic-minded citizens to make this celebration a yearly success. . . but it also takes YOU, supporting it with your attendance. So follow the crowd downtown to Maize Days in Friona this weekend. YOU'LL be glad you did.



**HERRING
IMPLEMENT**



GUEST SPEAKER THANKED...Dr. Charles Jarvis, far left, is pictured being thanked by Friona School Superintendent Alton Farr after serving as special guest speaker during the Student Faculty Congress officer installation Monday morning at Friona High

School during a special assembly. Shown looking on are B.E. Duggins, sponsor, Mark Shackelford, SFC president and far right, Hope Mays, vice president of the organization.

[Star Photo]

Students Admonished To Have 'Purpose'

Cycle Races Set Sunday

"You've got to have a sense of purpose! You've got to decide what you are going to do and stick with it," commented Dr. Charles Jarvis during a fast-paced, humor-filled talk to Friona High School students Monday, August 27.

He was speaking during the Student-Faculty Congress officer installation.

"Love ye one another," he added. "And when is that gonna start?" admonished the dentist and well-known, sought after speaker. "If you want to get along with people, you have to satisfy that invisible tattoo on their chest which states 'I want to be important' as everyone wants to be someone or something," he continued.

Dr. Charles Jarvis has spoken in Friona one time before. He was guest speaker at the Friona Chamber of Commerce banquet about six years ago, and he seemed as delighted with the response of his teenage audience as he was with his adult audience several years ago.

Drawing from a vast knowledge of human resources and interest, Dr. Jarvis reminded his teenage, and adult, audience that in order to

get along with anyone, you have to have some sense, and two senses that are vital in addition to the five known senses are 'horse' and 'common' sense.

He added to prevent failure, other important senses are humor, friendliness, fairness, empathy and tolerance.

Setting the tone for a new school year, the dentist speaker told the youths, "As ye sow, so shall ye reap" and quoted other Biblical references as he filled his humor-filled talk with thought-provoking homilies, proverbs, quotes and references.

He recalled that the late Will Rogers, who died around 35 years ago, once said, "I never met a man I didn't like" and "See the man over there, I have faults, he knows I have faults and I know I have faults. I overlook his faults and he overlooks mine."

"Be optimistic, keep a sense of purpose and love one another," closed the speaker, "and you can make your goal."

Following the talk, Dr. Jarvis was presented a token of appreciation by newly installed SFC president, Mark Shackelford.

Motorcycle races will be sponsored by the Friona Jaycees during the Maize Days Week celebration.

The races will be held two miles north of Friona on Highway 214 and one mile west.

According to a Jaycee spokesman, there will be a concession stand at the race location and the races will get underway at 2 p.m.

Last year, there were six classes of races held. This year, an additional class will be the 'powderpuff' division with the area girls and women competing for trophies.

Don Gatlin, president of the Friona Jaycees, said more than \$150 in trophies will be presented winners during the afternoon.

Attend MAIZE DAYS

BUY QUALITY FOODS



TIDE DETERGENT

Giant Size **79¢**

Betty Crocker

HAMBURGER HELPER

(Asst.) **49¢**



FROZEN FOODS

Shurfine **STRAWBERRIES**
16 Oz. Pkg. **49¢**

Morton's **MINI DONUTS**
10 Oz. Pkg. **45¢**

Shurfine **CHOPPED BROCCOLI**
10 Oz. Pkg. **25¢**

HOT DOG SAUCE

10 1/2 Oz. **25¢**

CARROTS

1 Lb. Cello **2/25¢**

PLUMS

Lb. **25¢**

TOMATOES

Lb. **25¢**

CHARCOAL

10 Lb. **69¢**

ORANGE DRINK

46 Oz. **3/\$1.00**

BLEACH

1/2 Gal. **29¢**

ICE TEA MIX

1.7 Oz. **10/69¢**

AMMONIA

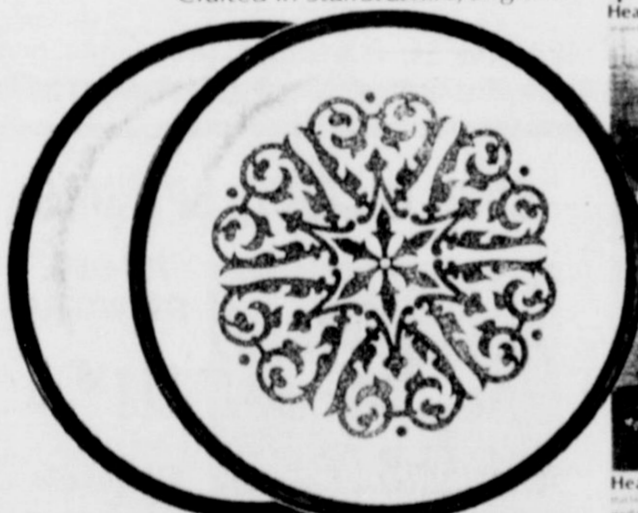
28 Oz. **25¢**



Swift Proten Beef

ROUND STEAK \$138 Lb.	CLUB STEAK \$149 Lb.	T-BONE STEAK \$169 Lb.	ARM ROUND ROAST \$159 Lb.
CHUCK ROAST \$149 Lb.	GROUND BEEF 79¢ Lb.	BACON 2 Lb. Pkg. \$279	HAMS \$179 Lb.

Doverstone Fine Imported Stoneware.



At home in Castle or Cottage... **49¢** each basic piece



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WE GIVE GUNN BROS STAMPS

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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.

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 tnc

Needlepoint & Supplies Still Stocked at ALLEN'S JEWELRY 3 tnc

ADULT TYPING CLASSES Offered in Friona through Amarillo College. Night classes. Phone 247-3564. 49-1tc

SQUARE DANCE LESSONS Beginning Sept. 11—8:30 p.m. Old Parmer Co. Impl. Bldg., 5th Street For Information Call—247-3276 or 247-2577. 49-3tc

Pat Shafer says "Hi." Come see me at Pat's Photo Parlour, 218 W. 2nd in Muleshoe, for weddings, graduation, fine portraits and commercial pictures. 41 tnc

Pat's Photo Parlour 272-3487 41 tnc

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 34 tnc

POODLE GROOMING Rhonda Field. Phone 247-2566. 49-1tc

BUSINESS DIRECTORY

ADAMS DRILLING CO., INC. WATER WELL DRILLING
Layne Pumps, Inc. Pump & Cears Sales & Serv. co. Heads Repairs All Makes
Friona Nights 247-2513 Texas

TELEX CLOVIS HEARING AID CENTER HEARING AIDS "Batteries" "Molds" "Free Hearing Tests" SERVICE ALL MAKES
416 Mitchell Phone 763-6900 9 tnc

PROFESSIONAL POSTERS LETTERING COMMERCIAL ARTWORK
Call Carol Ellis 247-3053.

New shipments needlepoint—cross stitch quilt tops—jeweled Christmas kits—crewel over 500 colors tapestry yarns—over 300 colors knitting and crochet yarns.
Dan's of Canyon 48-3tc

TUMBLING CLASSES! Movement Explanation Mimetics Introduction to Music & Dance Beginning Tumbling Advanced Tumbling Rhythmic Gymnastics Age 4-Hi School Classes Begin October 2 If interested contact Betsy Cook, 247-3730 49 tnc

CLOSEOUT SALE—1/2 price on all hobby, craft and art supplies. All sales cash. No returns. Heathington Lumber Co. 814 W. American Blvd. Muleshoe. 48-2tc

WELL kept carpets show the results of regular Blue Lustre spot cleaning. Rent electric shampooer \$1. Ben Franklin. 49-1tc

ESTATE SALE Sat., Sept. 8 9 a.m.—5 p.m. Sun., Sept. 9 1 p.m.—till? Sat., Sept. 15 9 a.m.—5 p.m. Sun., Sept. 16 1 p.m.—till? Mrs. A.S. Curry Estate, 806 Woodland 49-2tc

CARDS OF THANKS

We would like to extend our deepest appreciation to all our friends for the many words of condolence, the food, flowers, cards and acts of kindness following the death of our loved one, R.W. 'Bob' McGrew. Our special appreciation and thanks go to Cecil Bunch and the Bovina Church of Christ. May God's richest blessings be with each of you. The R.W. 'Bob' McGrew family 49-1tc

We would like to sincerely thank our many friends for their kind thoughts, cards, flowers and acts of kindness following the death of Frank Elam. Mr. and Mrs. Earl Elam and family 49-1tc

We wish to express our sincere thanks and deep appreciation for each and every act of kindness and sympathy extended to us during the suffering and death of our loved one, Ophel N. Jennings. Your thoughtfulness expressed in so many ways has helped to sustain us in our great sorrow. Mrs. O.N. Jennings Mr. and Mrs. J.B. Jennings Mr. and Mrs. Derrel Lynn Jennings & Jonessa Mr. and Mrs. Joe Bryan Jennings & Mia Mr. and Mrs. Eduardo Gonzalez Ortega Mr. and Mrs. J.A. Nickels and Belinda Mr. and Mrs. Jerry Bruns and Jeremy Mr. and Mrs. Gene McGuire 49-1tc

The family of the late Mae Wilson would like to extend their deepest appreciation and love to all the friends who were so kind during the loss of our loved one. We sincerely appreciate all the many acts of kindness since the death. To all the friends who expressed their kindness in food, flowers, cards, and words of condolence and love, may you be blessed for your acts. God be with each and every one of you. Andy and Debbie Wilson Kenneth Harrington and family Charles and Margaret Kuntz Mr. and Mrs. Red Prather and family Mr. and Mrs. Clyde Anderson and family 49-1tc

FOR RENT FRIONA MOBILE ESTATES...Friona's newest and largest mobile home park. Located at 802 East 11th. 8 Blks. east of Main on Highway 60. Doyle Cummings, Owner Days 247-3822 Nights 247-3801. 23 tnc

FOR RENT 801 Pile St. 762-4417 Clovis, New Mexico

FOR SALE Bed and Mattress, Baby Bed, Ironing Board, Refrigerator, Cream Cans, Decoupage Pictures and Clothing. Mrs. Presley. Phone 265-3857, Black. 49-1tc

FOR SALE Ethan-Allen Maple Headboard and Frame for double size bed. Phone 247-3841 after 4. 49-2tc

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

FOR SALE...Built-in Magic Chef oven. Good condition. See at Stevens Used Furniture. 47 tnc

For Sale—1958 Chevrolet—Portable Dryer, Air conditioner, Motorcycle. Phone 247-3114. 48 tnc

FOR SALE...Scout Troop #56 has some very cheerful candles for sale. Our animal candles are really something \$2. See us at Maize Days. Call us any time. 49-1tc

FOR SALE...Funk's W332 wheat seed, a high yielding, excellent grazing variety, also Bonel rye for excellent grazing. Steven Hanes 945-2807 or 647-2506. 49 tnc

For Sale—27 Travel-lite House Trailer with refrigerator, stove and hot water heater. '64 Belair Chevrolet. Good tires and runs good. Call 247-3179 or see at 1201 W. 6th. 48-2tc

For Sale—Boy's bicycle. 50" tilt-over antenna tower. Approx. 300 ft. 1/4 inch brace cable. Small winch. Phone 247-2803. 48 tnc

FOR SALE...A good used Bundy clarinet. Call Bovina 238-1296. 48-2tc

FOR SALE...Cornet. Phone 247-2244 after 5. 47 tnc

HELP WANTED

HELP WANTED...Waitress and cook. Apply in person. Holiday Restaurant. 36 tnc

HELP WANTED...Plumber's Helper. Apply in person. Hick's Plumbing. 506 Cleveland. 35 tnc

HELP WANTED...See Waymon Wilkins or Raymond Adams at Adams Drilling Co. 47 tnc

HELP WANTED—Electrician's helper. A&A Electric. 247-3007. 48 tnc

HELP WANTED...See Eva Marie Nichols at Friona Snaek Bar. 46 tnc

WANTED...school bus drivers. Men or women. Must be able to pass a rigid physical examination. Contact Alton Farr, Superintendent, Phone 247-2281. 49-2tc

The Lazbuddie Schools has an opening for a bus maintenance man. Salary plus house and utilities. Apply to Supt. of Schools, Lazbuddie, Texas or call 965-2156. 46-4tc

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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. **EQUAL HOUSING OPPORTUNITY** 5 tnc

LIVESTOCK

FOUND...Stray horse, have had penned over a week. Claim by calling 247-3691, and paying for ad. 49-1tc

REAL ESTATE

FOR SALE...3 bedroom brick house, 1 1/2 bath, nice kitchen with built-ins, carpeted and draped, storage shed and double garage. 1133 Etta. Phone 247-3590. 37 tnc

FOR SALE...1970 T-Bird. Two Door Hardtop. 23,500 miles. Radial Steel Tires (4,500 on tires). Excellent condition. \$3,000. Phone 247-2754 daytime or 247-3780 night. Dr. Robert Alexander. 49-2tc

FOR SALE...1973 Vega hatchback, 4 speed transmission, like new. Contact J.B. Douglass, 247-2531 or 825-2103. 49 tnc

FOR SALE...Honda 175. 1 year old. Excellent condition. Mike McManaman. Phone 247-3147. 49 tnc

For Sale—Camper Bus. Sleeps 4 Has everything in it for camping. Call 247-3762 or 247-3659. 48-2tc

FOR SALE...Two new tires Chap-H70-14, F70-14. Call 247-3752 after 6 p.m. 48-1tc

For Sale...10-foot pickup camper with jacks mounted on the side. Phone J.T. Jones at Tharp 225-4955. 48-4tp

FOR SALE...3 Bedroom Brick. Carpeted, fenced yard, attached garage. 5 1/2% interest. 1405 Elm. Phone 247-3824. 44 tnc

HOUSE FOR SALE 3 Bedroom, 2 Bath, Fire Place, Double Garage, Car Port, Underground Sprinkler System. Several Fruit Trees. Phone 247-3344. 46 tnc

FOR SALE...See this lovely three-bedroom with 2 1/2 baths, refrigerated air, fireplace, beautiful drapes. Approximately 1800 square feet living area. Bingham Land Company, phone 247-2745 or Carrol Gatlin, 247-3641. 49 tnc

HOUSE FOR SALE...2 Bedroom, 806 Woodland. Call after 5 p.m. 247-3391. 49 tnc

Place a Classified Ad Call 247-2211

PRETTY FEET a unique beauty cream that changes those dry & rough areas of skin into baby softness. Try it — you'll find PRETTY FEET is like no other. Go On... pamper yourself. 49-4tc

Further inquiry may be made to E.H. Smartt, Surviving Trustee, at 412 West Fifth Street, Austin, Texas 78701. 49-4tc

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 at higher price. 160 acres and 240 acres, northwest of Friona; \$280 per acre. Terms can be arranged. Immediate possession. 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 tnc

REAL ESTATE LOANS

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

WANTED

WANTED TO RENT OR LEASE...Irrigated land. Contact John Mitchell, 965-2160, or write Rt. 1, Friona. 49 tnc

AUTOMOTIVE

\$5 Paid For Junk Cars and Trucks (Complete) James Pope 905 Woodland St. 49-2tc

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Further inquiry may be made to E.H. Smartt, Surviving Trustee, at 412 West Fifth Street, Austin, Texas 78701. 49-4tc

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 at higher price. 160 acres and 240 acres, northwest of Friona; \$280 per acre. Terms can be arranged. Immediate possession. 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 tnc

Mae Wilson Rites Held

Funeral services for Mrs. Beatrice Mae Wilson, 51, who died around 4 a.m. Saturday in Parmer County Community Hospital in Friona were held at 2:30 p.m. Monday in the Friona First United Methodist Church.

Rev. Albert Lindley, pastor, and Rev. R.C. Hester, pastor of the Calvary Baptist Church, officiated. Burial was in Friona Cemetery under direction of Parsons-Ellis Funeral Home.

McGrew Rites Held Monday

Funeral services for R.W. McGrew, 72 of Bovina were held Monday afternoon in the Bovina Church of Christ with Cecil Bunch, minister, officiating at the rites.

Mrs. Wilson had suffered an apparent heart attack at her home prior to being taken to the hospital. She had lived in Friona since 1952, moving here from Clovis. She was born in Hollene, N.M. and was a Methodist. She was also a member of the Rebekah Lodge.

Burial was in Memorial Park Cemetery in Amarillo under direction of Parsons-Ellis Funeral Home of Friona.

Survivors include her husband, Andy; a son, Kenneth Harrington of Hobbs, N.M.; two daughters, Debbie of Friona and Mrs. Margaret Kuntz of Taboka; a sister, Mrs. Red Prather of Farwell; a brother, Clyde Anderson of Roswell, N.M. and two grandchildren.

Funeral Held For McCutchen

Funeral services for Mrs. Celeste McCutchen, 63, a lifetime resident of the Forrest, N.M. community and mother of Mrs. Dean Darnell of Friona, died Monday morning in Clovis Memorial Hospital.

Funeral services were at 2 p.m. Wednesday at Steed Memorial Chapel in Clovis with burial in the Beaver Cemetery at Forrest, N.M.

Survivors include two other daughters, Mrs. Jerry Isler, Grady and Mrs. Jerry Pruitt, Moab, Utah; two sons, Marvin, Portales and Mack, Amarillo; one brother, one sister and 12 grandchildren.

Parmer County Cattle Brands

Pioneer Cattle Order Buyers, Inc. Friona, TX

Pat Shafer says "Hi." Come see me at Pat's Photo Parlour, 218 W. 2nd in Muleshoe, for weddings, graduation, fine portraits and commercial pictures. 41 tnc

Pat's Photo Parlour 272-3487 41 tnc

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Cleta's Comments

by Cleta Williams

HOPE PERSONS who get the opportunity to read this issue, the special Maize Days issue of the Friona Star, will know and appreciate all the hours of work that have gone into the paper by a lot of people.

By the time you read this, some of the workers will be enjoying a much needed rest, and others such as Publisher Bill Ellis and myself will be getting ready for a full week of photography and follow-up stories on the many events outlined in this issue.

A special thanks to all the people who have shown their patience and cooperation in getting out this issue, and a very special, special thanks to a few who went above and beyond the call of duty to help coordinate the issue.

George Taylor, who had open heart surgery recently in Lubbock, is out and around town a little now.

He was by the Star office Thursday morning, 35 pounds thinner, looks good, and is allowed to drive to town once in awhile.

JUST FOUND OUT this week there's been a new 'unwashed' generation to spring up in Friona.

But they're sure happy the plumber came to their house after only a couple of days.

SCHOOL STARTED this week and already ordinarily busy days have become extra busy days for many business firms. Noticed it is a little hard to eat at noon in any of the restaurants, drive ins or food counters in town, and school supply stores have definitely been on the run.

Guess the mothers have sighed a big sigh of relief to have 'junior' out of their hair, but have heard a few mournful voices, "but that's my baby, now I don't have anymore at home anymore."

TELEPHONE CALLS don't always do just what they are intended to. My parents, Mr.

and Mrs. Buck Creamer of Muleshoe stopped by the office Monday morning to reintroduce themselves. Seems they think I have forgotten the way to Muleshoe, despite once or twice weekly telephone calls over there.

They also brought with them an uncle from California who I haven't seen in a number of years.

Pulled this gem from an editorial I wrote approximately seven years ago, "Be sure your brain is in gear before you put your mouth in motion." The editorial was in another paper in another town, but would fit there, here or anywhere. May run it in this paper sooner or later.

Heard Mrs. Bob (Maxine) Owen is out of the hospital and at home recuperating nicely from recent surgery. She hopefully will be out and around town soon.

FRIONA HIGH SCHOOL'S drama department and the Friona Fine Arts council are doing a noticeably professional-type job in producing or helping to produce the Maize Queen pageant and the Little Miss Friona pageant.

They are to be commended for their hard work and I am sure your cooperation with the departments would be appreciated.

Mrs. Charles Russell is reported to be in 'fair' condition and Charles Russell is in good condition at High Plains Baptist Hospital in Amarillo.

They are both being treated for burn injuries they received in an accidental explosion in the kitchen of their home last week.

LATE BULLETIN—Just heard the Historical Society will have an exhibition in the old McCaslin Lumber Company building at 10th and Main, along with the Home Arts Club and the 4-H Fair. Visit and enjoy all the special exhibits during Maize Days.

KVII-TV Personality To MC Little Miss

With 23 'Little Miss' hopefuls to fill the stage with posture, poise and personality, John McPherson, KVII-TV roving reporter from Amarillo, should expect to have his hands full when he acts as Master of Ceremonies for the Little Miss Friona Pageant Tuesday night.

He will be talking to the potential 'Little Misses' and the judges, three from out of town, will be taking it all in so they can choose the first Little Miss Friona in the Jaycee-ette sponsored pageant.

A charm bracelet will be awarded the 'lucky' little miss between the ages of five and seven, who pleases the judges after she turns on the charm during the pageant.

All other contestants will be awarded charms as a memento of their evening on stage when the Little Miss Friona is named. The contestants include—

Debbie Reeve, 6, daughter of Mr. and Mrs. Floyd Reeve. Sponsored by Rushing Insurance.

Becky Osborn, 5, daughter of Mr. and Mrs. Ted Osborn.

Terri Bass, 7, daughter of Mr. and Mrs. Charles Bass.

Sharon LaDawn Frye, daughter of Mr. and Mrs. Charles Frye. She is 7.

April May, 5, daughter of Mr. and Mrs. Arlen May.

Ashlee Gee, 5, daughter of Mr. and Mrs. Everett Gee.

Sandra Ann Reed, 5, daughter of Mr. and Mrs. Tom Reed.

Sheila Kay Gresham, 5, daughter of Mr. and Mrs. Wendell Gresham.

Patty Stevens, 7, daughter of Glen Stevens.

Tammy Bush, 7, granddaughter of Mr. and Mrs. Buck

MBP Plant Sets Closing

It was learned Friday that Missouri Beef Packers will be closed the week of September 3-8, facing a short week due to the holiday, and also because of the slim profit margin received for finished beef due to the price freeze.

It was believed that the Friona plant would re-open on Monday, September 10.

Bush. Gena Ann Wright, 5, daughter of Mr. and Mrs. Gene Wright.

Tammi Dawn Kelley, 6, daughter of Mr. and Mrs. T.A. Kelley.

Stephanie Miller, 6, daughter of Mr. and Mrs. Bill Loafman.

Sheila Deaton, 5, daughter of Mr. and Mrs. Morris Deaton.

Jennifer Smith, 6, daughter of Mr. and Mrs. Pete Smith.

Corrie Lundy, 5, daughter of Mr. and Mrs. Leroy Lundy.

Shannel Woodard, 6, daughter of Mr. and Mrs. Clyde Woodard.

Stacey Diane Loftis, 6, daughter of Mr. and Mrs. Gerald Loftis.

Sarita Gay Ellis, 6, daughter of Mr. and Mrs. Mike Ellis.

Lanita Wheeler, 7, daughter of Mrs. Nita Wheeler.

Kerry Jean Cain, 5, daughter of Mr. and Mrs. Ron Cain.

Krista LaNell Britting, 7, daughter of Mr. and Mrs. Lee Britting.

Susie Jordan, 6, daughter of Mr. and Mrs. L.J. Carthel.

Members of the Friona Jaycee-ettes are selling advance tickets for adults for \$1 and they will be \$1.25 at the door. Tickets for students under 12 will be 50 cents.

The pageant will be staged at 8 p.m. on Tuesday, September 4, in the Friona High School auditorium.



Water Workers Are Commended

The American Waterworks Association has commended the water department of the City of Friona for a safe working

record during the entire year of 1972.

According to the letter received by City Manager Jake Outland, the Board president says, "On behalf of the officers and board of directors of AWWA, I want to take this opportunity to commend you on a perfect record. The section officers and safety chairman join me in congratulating you and your employees on attaining a zero disabling injury frequency rate.

"Your achievement in 1972 not only benefits your utility, but assists in improving the industry-wide record."

Another letter was enclosed with the national letter from E.J. Radke, chairman of the Texas Section Safety Committee and states in part, "You and your employees should be justifiably proud of your safety record since it represents dedicated effort to safe and efficient work performance. We hope that your safety record will continue."

Employees of the Friona City Water Department are Clyde Fields, Don Powell and Howard Love.



WATER WORKERS COMMENDED—Howard Love, standing, Clyde Field, seated left, and Don Powell, right, look over a letter of commendation received by the Friona City Manager, Jake Outland, commending the

trio for their safe work record in 1972. They were commended by the American Water Works Association and by the Texas Water Works Association for having no disabling accidents during the prior year. (Star Photo)



GET MORE SPEND LESS!



White Swan
W.K. or Cream Style
CORN
303 Can **2/49¢**

Del Monte 303 Can
MIXED VEGETABLES
25¢

Morton House
SLOPPY JOES
300 Can **79¢**

Nestea
INSTANT TEA
3 Oz. Jar **\$1.29**

White Swan
LUNCHEON PEAS
303 Can **2/49¢**

White Swan 303 Can
CARROTS
25¢

PEARS
Lb. **33¢**

Russet
POTATOES
10 Lb. Bag **89¢**

CELERY HEARTS
Lb. Bag **39¢**

Honey Boy Pink 16 Oz. Can
SALMON
\$1.25

White Swan 2 1/2 Can
PEACHES
45¢

20 Oz.
CASCADE
Dishwasher Soap **43¢**

PEACH PRES.
18 Oz. Jar **69¢**

White Swan Lb. Tub
SOFT OLEO
43¢

FROZEN FOODS
Tree Sweet
ORANGE JUICE
12 Oz. Can **53¢**

Birdseye Whole Lb. Box
STRAWBERRIES
69¢

WELCOME TO MAIZE DAYS!

Saluting
Miss Teresa Baca
Representing
The Hub Women's Club

Attend All The Festivities
This Weekend
HUB AERIAL
SPRAYING SERVICE

WHITE'S SUPER MARKET

Our Aim Is To Please In Every Way

WE DELIVER

WE GIVE GUNN BROS STAMPS

Phone
247-
2250

Double Stamps On Wednesdays With Purchase of \$2.50 Or More

IT'S OUR 1ST ANNIVERSARY

THURS. FRIDAY & SATURDAY

SEPT. 6-7-8



Raymond & Ray White
Owners & Operators
WHITE & SON CHEVRON

Anniversary SPECIAL

Oil Change 20 or 30
Oil Filter wt. Oil
Grease Job

ONLY **6** 50
10w-30
ONLY **7** 50

THANK YOU

WE APPRECIATE THE PATRONAGE WE HAVE RECEIVED FROM THE FOLKS OF THE FRIONA AREA DURING OUR FIRST YEAR IN BUSINESS AND TO SHOW OUR APPRECIATION WE ARE MAKING THE FIRST ANNIVERSARY OFFERS SHOWN HERE. WE HOPE TO SERVE THE MOTORISTS OF THIS AREA FOR A NUMBER OF YEARS IN THE FUTURE.



YOUR
CHOICE



Dr Pepper or

Royal
Crown
Cola

6-BOTTLE CARTON

King Size

20¢ Plus Deposit

To Those Purchasing
At Least 10 Gallons Gas

We Feature:

- * Atlas Products
- * Monarch Tires
- * Complete Service
- * Minor Tuneups
- * Brake Work
- * Wash & Grease
- * Wax Jobs



WHITE & SON CHEVRON COOK OIL CO.



Highway 60 West

COURT HOUSE NOTES

Instrument Report Ending August 15, 1973 in County Clerk Office, Bonnie Warren, County Clerk

WD, Yvonne Lois Hardage, Truitt Hardage, lots 20 thru 25, Blk. 29, Farwell
 WD, Guadalupe Raymond, USA, lot 9, Blk. 1, Hicks Add., Friona
 WD, Mildred Davies, John J. Sikes, lots 13, 14, 15, Blk. 8, Bovina
 WD, James Robert Smart, Robert Rundell, Jr., lots 17 and 18, Blk. 34, Farwell
 WD, Frio Development Co., Inc., J.T. Stone, E 40 ft. lot 43 and all lot 44, Blk. 2, Western Add., Friona
 WD, Juan Chauria, USA, lot 10, Blk. 2, Hicks Add., Friona
 WD, Mildred Davies, Wayne Davies, Pt. lot 2, Blk. 90 and Pt. closed Ave. H, Bovina
 WD, Wayne Davies, Genendal Roman, Pt. lot 2, Blk. 90 and Pt. closed Ave. H, Bovina
 WD, Jimmie Pitcock, Betty S. Miller, lots 21 and 22, Blk. 30, OT Farwell.

Instruments-Warranty Deeds Filed In County Clerk's Office Week Ending August 22, 1973-Bonnie Warren, County Clerk

WD, U.S.A., Loy Wayne Spears, Lot 24, Eastview Add., OT Bovina
 WD, Ruben T. Taylor, Steve A. Taylor, W 70' Lots 5, 6, Blk. 5, OT Friona
 WD, Prentice L. Mills, Lloyd W. Chadwick, Lots 13, 14, 15, 16, Blk. 33, Farwell
 WD, U.S.A., Wayne Foster, Lot 9, Eastview Add., Bovina
 WD, U.S.A., J.B. Sudderth, Lot 12, Eastview Add., Bovina
 WD, J.B. Sudderth, Wayne Foster, Lot 12, Eastview Add., Bovina
 WD, Robert Ewing Caldwell, et al, Charles F. Hall, Lots 4, 5, Blk. 65, Bovina

WD, Brooks Davis, Virgil A. Neal, North part of Sec. 21, T7S;R2E

WD, Billy Wayne Wilkerson, Cleo I. Thomas, Lots 1, 2, & 3, Blk. 31, OT Bovina

WD, U.S.A., Arlin L. Hartzog, Lot 7 Eastview Add., a replat of Lots 102, 103, 106 & 107, OT Bovina

WD, Gary L. Martin, et ux, James I. Steed Jr., et ux, Lot 26, Eastview Add., Bovina

WD, High Plains Dev. Co., J.T. Stone, Lot 25, exc. N 1' plus S 2' Lot 24, Blk. 6, Lakeview Add., Friona.

Co-op Names New Officers

New officers and directors were elected at the 11th annual meeting of the Friona Farmers Co-op Gin held Tuesday, August 28.

A.W. Anthony and Charles Bass, whose terms on the board were expiring, were re-elected. Other nominations were Ed Clark and Von Edelman.

In the business meeting following the session, Anthony was re-elected board president; C.W. Tannahill was elected vice president and Charles Bass secretary.

Speakers included Creston Faver, John Barnes, Billy Raybon, Mack Alexander, Ronnie Burns and Earl Chester.

Tom Byars gave the manager's report. Optimistic reports were given concerning the 1973 crop prospects, which are the best in a number of years.

A barbecue dinner was served to 62 members and guests.

R.G. Welch gave the nominating report.

Door prizes were won by Mrs. Clarence Monroe, Mrs. W.A. Turner and Dora Johnson.



CAROL BAVOUCSETT...Carol is 16 and a junior at Friona High School. She is the daughter of Mr. and Mrs. Steve Bavousett and is sponsored in the Maize Queen contest by Friona Clearview.



MIGHTY MONGREL...Don Depew (left), vice president of the Gunnison County Chamber of Commerce, presents the keys and ownership papers of Mighty Mongrel to Gary Brown of Friona, Texas. Mrs. Brown looks on, while the two Brown children are

too busy staring at the photographer and posing in the driver's seat of the snowmobile used in Walt Disney's SNOWBALL EXPRESS. This was the film shot in the Gunnison-Crested Butte area more than a year ago.

Win Snowmobile Used To Film Movie

Mr. and Mrs. Gary Brown and their two children made a quick return trip to Gunnison County (Colo.) recently after being notified they had won a snowmobile.

The Browns were vacationing in Gunnison County recently and bought a raffle ticket sponsored by the Gunnison County Chamber of Commerce to obtain building funds at the Visitor's Center in Gunnison.

Brown, who is senior vice president of the Friona State Bank, bought the winning ticket.

The snowmobile they won is a very special snowmobile, the Mighty Mongrel.

The Mighty Mongrel was the star of Walt Disney's "Snowball Express" which was filmed in the Gunnison area a little more than a year ago. Dean Jones

drove the snowmobile during the filming.

According to Charles A. Page, executive vice president of the Gunnison Chamber of Commerce, other stars who

drove the snowmobile were Keenan Wynn, George Lindsey (Goober) and Harry Morgan. They were all taught to

snowmobile by Dick Cooper of Dick's Husky Service and Frontier Sports Shop in Gunnison.

When the Browns were notified of their win, they made the 1,000 mile round trip back to Gunnison to pick up the 1972 snowmobile. They indicated that they would be taking the snowmobile back to the snow country to ride and hoped to go back to the Gunnison area for snowmobiling.

PUBLIC NOTICE

With The Beginning Of School And By Public Demand, Traffic Speeds On The Streets Of The City Of Friona Will Be Controlled By **RADAR!**



Polaroid	Type 108	
COLOR-PAK FILM	\$4.49	
Sylvania Blue Dot	3 Cubes, 12 Flashes	
MAGICUBES	\$1.98	
Sylvania Blue Dot	Value \$1.49	
FLASH CUBES	\$1.69	
Sylvania M-3 Blue Dot	Value 99¢	
FLASH BULBS	\$2.49	
	Value \$1.99	

PRO TOOTH BRUSH	VIP SUNGLASSES Ladies and Men's	25% Off Retail Price
With 45 Yards of Dental Floss	Rexall MI-31	
98¢	MOUTHWASH Full Pint	79¢
	Crest	
	TOOTH PASTE Reg. Flavor, Large Tube	89¢

Stayfree Maxi-Pads Beltless	Miss Clairol
FEMININE NAPKINS	CREAM FORMULA
\$1.49	All Colors \$1.49

Lavender	Miss Clairol Shampoo Formula
BATH POWDER 5 Oz. Special	HAIR COLOR
\$1.19	\$2.25 Value \$1.59

Tape Tabs	Roux Fanciful
DISPOSABLE DIAPERS	HAIR RINSE
\$1.50 Value 99¢	16 Oz. \$1.65
	\$3.25 Value

Pampers	Right Guard
Overnight 12s	13 Oz.
\$1.50 Value 99¢	\$2.49 Value
	SPRAY DEODORANT \$1.98

BI-WIZE DRUG

Once Again It's Time For Folks In Parmer County To.....

WELCOME Fall

AT **MAIZE DAYS**

It is a great privilege to be of service to the people of this fine growing agricultural area. We'll be seeing you in Friona this weekend at the annual celebration.

FIRST FEDERAL

SAVINGS & LOAN ASSOCIATION of CLOVIS

HOME OFFICE: 801 Pile St. CLOVIS, N. MEX.

BRANCH OFFICE: 2nd and Abilene St. PORTALES, N. MEX.

LINGNAU FARM

Sheriff Reports Stolen Pickup



A REAL 'MONEY' DOLL....Everyone wants a doll with money and here's a real money doll, being shown by Priscilla Pruett. The doll will be given the lucky holder of a 10 cent ticket during Maize Days. Members of the Progressive Study Club are selling tickets at 10 cents each and all proceeds will be used to buy chairbeds for Parmer County Community Hospital.

Parmer County Sheriff Charlie Lovelace reported to the Friona Star Tuesday the theft of a pickup from the Edwin Lingnau farm seven miles southeast of Farwell last Saturday.

According to the sheriff, apparently the two persons who stole the Lingnau pickup had abandoned a car which was stolen in Norman, Okla. just off the highway near the Lingnau home. When found, the stolen car had been wrecked.

Later, the subjects, described as being 15 to 16 years of age, with long hair and dirty clothes, stopped at a farmhouse near Slaton in the Lingnau pickup and asked for food and gas. The farmer reported the license number to officials after refusing to provide gas for the pickup. He included in his report that one of the boys was barefoot at the time he saw them. The bare feet matched with tracks left near where the Lingnau pickup was parked and the abandoned stolen car from Oklahoma.

The stolen Lingnau pickup was recovered in Lubbock near where another pickup was stolen. According to Lubbock police officials, the pickup had been stripped when it was found, although it was still in running condition.

Officers continued investigation late this week into the multiple vehicle thefts over the weekend, apparently by the same two youths.

Sheriff Lovelace said the incidents would possibly fit in with two breakins at Bovina Friday night. In the first one, two windows were broken at the Bovina Hardware, but bars over the windows prevented entry to the building.

Some type of stick or other long instrument was used to take small appliances and small items to the broken windows. Among the items was an electric can opener. However, the thief or thieves failed to leave with the merchandise they had so carefully raked into

arm reach at the windows. Deputy Sheriff Henry Minter and City Officer Ronald Mitchell found the items in some weeds near the store.

It was thought the same intruders broke into a back room at Gee's Cleaners. The only thing found to be missing from the Cleaners was a varied number of small tools.

Guidelines For Free Lunches

Friona School Superintendent Alton Farr said Thursday that applications are being taken now for those persons who may be eligible for the free lunch program at the school lunchrooms.

The following table indicates the family income limits for children in Friona Schools in regard to the free school lunches. School officials have adopted this family size-income scale to assist in determining eligibility.

Families whose incomes are within the scale of those suffering from unusual circumstances or hardships may apply for free lunches for their children.

They may do so by filling in the application forms sent to parents. Additional copies are available at the principal's office. Applications may be submitted anytime during the year. A copy of the policy is on file at the school and may be reviewed by any interested person.

ELIGIBILITY SCALE

Family Size	Annual Income
1	\$0-2190
2	0-2880
3	0-3570
4	0-4250
5	0-4880
6	0-5510
7	0-6080
8	0-6650
9	0-7170
10	0-7680
11	0-8190
12	0-8700
Each additional member	\$510

Wreck Hurts Two People

Ricky Dean Darnell, around 20, and Priscilla Suttle, of Farwell, were hospitalized at Parmer County Community Hospital in Friona Sunday night following a two-vehicle accident on Highway 60 near the Dairy Queen.

The accident, which occurred just a few feet west of Etta Street in the southbound lane, was a rear end collision. It was reported to the Friona Police Department at 8:52 p.m.

Darnell, who was alone in the vehicle he was driving was

taken to the hospital by an ambulance from Parsons-Ellis Funeral Home and Mrs. Suttle was taken to the hospital in a private vehicle.

Both vehicles were traveling east on the highway.

It was reported by an investigating officer that the Darnell vehicle struck the rear of the car driven by Mrs. Suttle.

Mrs. Suttle was treated for neck injuries and Darnell had facial lacerations.



PROGRESS



We are proud to be a part of Friona and Parmer County... whose active Chamber of Commerce is on the move toward greater progress. Our "wheels" are turning full speed ahead to keep on the move so that we may meet even bigger demands in the future. Friona is a city on the move toward greater progress.



.....So are we!

We Salute Friona On Its MAIZE DAYS

GENERAL TELEPHONE

A Member of the GTE Family of Companies **GTE**



The People You Can Talk To One To One

Congratulations!!

TO FRIONA ON YOUR ANNUAL MAIZE DAYS CELEBRATION

BURKE INMAN TRUCKING CO.

"We Move More Cattle Than The Chisholm Trail"

Hereford 364-2490

Attend **MAIZE DAYS 1973**

Welcome To Friona! FUN FOR ALL!

Friona's Reigning Maize Queen
CAROLYN MURPHREE

BENGER AIR PARK

Friona, Texas Phone 247-2861

PIPER SALES AND SERVICE

Sixteen Have Worn Maize Queen Crown

A total of 16 girls have held the title of "Maize Queen" since the beginning of the Queen's Contest in 1957.

The first year or two, the number of entrants were limited to one representative from each of the county's communities (Friona, Farwell, Bovina, Lazbuddie, Black, Hub, Lakeview, Rhea and Oklahoma Lane).

The first Maize Queen was Betty (Agee) Wetzel in 1957, crowned during the community's first annual Maize Days celebration.

In 1958, Celia (Berry) Burnam of Bovina was crowned queen. Another Bovina product, Pam Grissom, wore the crown following the 1969 contest.

The number of out-of-town entries has declined in recent years, however, perhaps because both Bovina and Farwell

each hold local celebrations and queen contests of their own.

At least one Maize Queen has gone on to win further honors. Kay Burleson Cash, the 1961 Queen, was crowned "Miss Lubbock" while a student at Texas Tech, and competed in the Miss Texas contest of that year.

Following is a list of former queens—

- 1957 Betty Agee Wetzel
- 1958 Celia Berry Burnam
- 1959 Darla Bingham Ivy
- 1960 Joy Ingram Osborn
- 1961 Kay Burleson Cash
- 1962 Janet Buckley Claborn
- 1963 Sheryl Long Snead
- 1964 Sandra Beene Awtry
- 1965 Susan Neill
- 1966 Crista Evans Archer
- 1967 Paula Fortenberry Sturm
- 1968 Pat Roberts
- 1969 Pam Grissom
- 1970 Ann Hurst
- 1972 Carolyn Murphree

School Zone Violations Up

Another reminder has been issued by Friona City Manager Jake Outland with the closing of the first week of school for the 1973-74 school year.

Although school crossings are clearly marked on Highway 60 and Highway 214, there have been repeated violations of the speed zone during school hours.

The city manager said school speed is 20 miles per hour in the zones from 8-5 and city officers have been told to take necessary measures to slow traffic down.

Radar is in use by city patrol units and the issuance of speeding tickets is expected to increase.



ROAD REPAIRED... Employees of the Texas Highway Department have been busy in Friona for the past few weeks making major repairs to Highway 60 through the city. Many sections of the highway have been

dug out with new asphalt mixtures replacing crumbling highway base and topping. Most of the work has been concentrated on east highway 60 in the areas where the highway is divided. [Star Photo]

Barbecue Scheduled Following Parade

Barbecue and beans are synonymous and will complement each other when the annual free barbecue is served at noon Saturday, September 8, at the Friona City Park.

With the beans and barbecue will be sliced tomatoes and onions, bread, tea and lemonade, prepared and served by the Soil Conservation Service.

Members of the Friona Volunteer Fire Department will serve the barbecue which will be prepared by the workers of the Friona School lunchrooms.

The barbecue will be served following the parade to be held on downtown streets in Friona at 10 a.m. Saturday, Sept. 8.

Floyd Reeve is parade marshal and Delton Lewellen is coordinating the barbecue. In secret locations around

Friona, frantic preparations and preliminary work on floats for the parade are already being conducted during spare hours. The much earlier dates for the annual celebration crept upon persons this year who were busy getting ready for another school year, but a number of floats are expected to be entered in the parade.

Several riding clubs have indicated they will be participating in the parade, and beauties galore will be featured with 26 Maize Queen contestants, and many of the 23 Little Miss Friona contestants will be also riding.

Starting last Sunday, and doing most of the work that day, the Friona Volunteer Fire Department put up more than 100 welcome banners across Friona. They added a few more banners during the week.

SCHEDULES JUNIOR HIGH

Sept. 6	Farwell, t
Sept. 13	Bovina, t
Sept. 20	Tulia, h
Sept. 27	OPEN [Red vs. white]
Oct. 2	OPEN
Oct. 10	OPEN [Red vs white]
Oct. 16	Olton, h
Oct. 23	Dimmitt, t
Oct. 30	Morton, t
Nov. 8	Muleshoe, h
Nov. 13	Littlefield, h

B-TEAM

Sept. 6	OPEN
Sept. 13	Dimmitt, h
Sept. 20	Tulia, t
Sept. 27	Morton, t
Oct. 4	Morton, h
Oct. 11	Dimmitt, t
Oct. 18	Olton, h
Oct. 25	OPEN
Nov. 1	OPEN
Nov. 8	Muleshoe, t
Nov. 15	Littlefield, t

FRESHMEN

Sept. 6	Farwell, t
Sept. 13	Dimmitt, h
Sept. 20	Tulia, t
Sept. 27	Morton, t
Oct. 4	Morton, h
Oct. 11	Dimmitt, t
Oct. 18	Olton, h
Oct. 25	Boys Ranch, t
Nov. 1	OPEN
Nov. 8	Muleshoe, t
Nov. 15	Littlefield, t

Business Firms Closing

According to a survey made by Mrs. Peggy Bryant, secretary of the Friona Chamber of Commerce, a majority of the businesses will be closed on Labor Day, Monday, Sept. 3.

The grocery stores will be open for business as usual, however most of the retail businesses such as Fosters, The Hut, Nellie Jane's and Ruthie's will be closed.

Friona Consumers will be closed, and Pudge Kendrick at Kendrick Oil said he planned to be closed in observance of the holiday.

The utility offices, Friona State Bank, Production Credit, Gib's Cleaners, Chamber of Commerce and the Friona Star also plan to be closed Labor Day.

Supt. Alton Farr said all Friona schools will be closed Monday, and start at regular time Tuesday morning.

Office To Close Here

Friona Texas Federal Credit Union announced this week that their office will be closed September 10-11-12 for the purpose of converting its bookkeeping system to Data processing.

The office will re-open on Thursday, September 13 at 9 a.m. for regular office hours.

Under the Data Processing system, all records will be collected each Friday and taken to Dallas. They are returned each Monday, with all posting work done on the weekends.

"We feel this is another way that we can better serve our members. The growth of our Credit Union has necessitated this new service, which should also insure more accurate posting of accounts," said a spokesman for the Credit Union.

It was also pointed out that under the new system, the Credit Union will be compounding interest on a daily basis.

Also, it was announced that Friona Texas Federal Credit

Union's board of directors are anticipating paying quarterly dividends beginning January 1, 1974.

The local credit union has shown outstanding growth during the past few years, currently having assets of more than a million dollars.

SCHOOL Lunch Menu

Week of September 4-7
TUESDAY—fish, French fries, tartar sauce, hot rolls, butter, buttered beets, chocolate cake and milk.

WEDNESDAY—frito pie, pinto beans, corn bread and butter, lettuce and tomato salad, pineapple rice pudding and chocolate milk.

THURSDAY—enchilada casserole, buttered corn, crackers, lettuce and tomato salad, apple sauce cake and milk.

FRIDAY—hamburgers, French fries, catsup, lettuce, pickles, tomatoes, fruit jello and milk.

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\$3.25 Case



Chicken Of The Sea Light

TUNA

6 1/2 Oz. **59¢**



Shurfine CANNED MILK

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LONGHORN CHEESE

Pkg. **59¢**



LETTUCE

Lb.

29¢

Victor **ALUMINUM FOIL** **25¢**

Roll



Shurfine

SALAD DRESSING

32 Oz. Jar

49¢



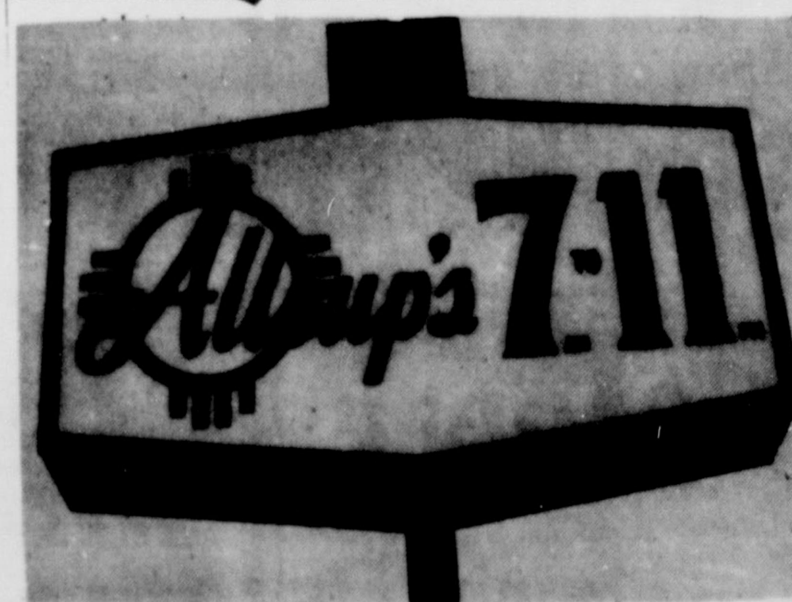
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5 \$1.00

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Giant Size

49¢



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DONUTS

ICEES

POPCORN

MONEY ORDERS

CUBED ICE



VICKI DALE WINDERS...Mr. and Mrs. Dale Winders of Dimmitt announce the engagement and approaching marriage of their daughter, Vicki Dale, to Michael Wayne Bryant of Dimmitt. Bryant is the son of Mrs. Peggy Bryant of Friona and Russell W. Bryant of Las Cruces, N.M. Wedding vows will be exchanged October 6, at 2 p.m. in the First United Methodist Church in Dimmitt.



MRS. MILLER PRESENTED MONEY TREE...Mrs. Eva Miller, who has been organist continuously for the past 27 years for the Friona First Baptist Church, was presented a money tree arrangement during a silver tea held in her honor Tuesday.

Pianist Honored With Silver Tea

Mrs. Eva Miller, longtime music teacher and church organist was honored with a silver tea by members of the WMU of the First Baptist Church Tuesday morning. The reception was held in the John Mars home. "In appreciation of her service as church organist at the First Baptist Church for 27 years continuously," commented Mrs. Mars about the reason for the tea. Cookies, punch and coffee were served from a table enhanced with a centerpiece of spring flowers displayed in a white vase. Offsetting the centerpiece, which was presented Mrs. Miller, were various denominations of money tied to the flower stems, and substituting for leaves and live greenery.



PHYLLIS KIMBROUGH

Fronans Kin To Europe

Phyllis Kimbrough, daughter of the Reverend and Mrs. Don Kimbrough of Vernal, Utah, and granddaughter of Mr. and Mrs. H.A. Hyde of Friona, recently completed here two year mission in the Haight Ashbury District in San Francisco, Calif.

She served as a US-2 missionary, appointed by the Southern Baptist Home Mission Board.

The Hydes recently met with the Rev. Kimbroughs and their family in the Sangre De Cristo Mountains in New Mexico for a family reunion.

Other family members at the reunion included Rev. Omer Hyde of Olympia, Wash., who is serving the Lakewood Baptist Church as interim pastor; Maxine Bolding of Palm Beach, Fla. and the T.W. Hyde family of Killeen, who are Central College instructors at Killeen.

Leaving from the reunion with other family members in the Sangre De Cristo Mountains, she is touring parts of Europe for the next several months and visiting her sister, Mrs. Thomas Cline, and family in Newbrucke, Germany.

LIBRARY CORNER

Fall and winter library hours are now in effect. Remember the library is now open from 1 to 6 p.m. on Tuesday and Wednesday and from 9 to 12 and 1 to 6 on Thursday, Friday and Saturday.

With all the ups and downs in recent Stock Market trends men especially may be interested in "The Intelligent Investor." Recently reviewed on television, the book is now new, this being the fourth edition. The author, Benjamin Graham, is former president of an investment fund, taught finance, a Columbia University's Graduate School of Business and at UCLA. He has written many books but this one has become a handbook for the average citizen who wishes to invest in the stock market

but would like to do so intelligently. Graham writes about investment versus speculation, the investor and inflation, common stocks, mutual funds and all other subjects covering the market in his 306 page book.

Some time ago Sadie Shapiro appeared on the Johnny Carson show and won the hearts of many viewers. The "little old lady" had knitted all her life, loved it and had written a book with all her knitting patterns in it. The publishers decided to print her book and nothing happened—no copies sold. Until her appearance on the Tonight Show. For light, fun reading plus knitting patterns, "Sadie Shapiro's Knitting Book" is recommended whether you knit or not.

Pauletta Lindeman

Feted With Shower

A post-nuptial honor for Pauletta (Hughes) Lindeman, who was wed to Freddie Lindeman of Plainview last Saturday night, was hosted Tuesday evening at the Friona State Bank.

Yellow pom-pom mums in a special arrangement offset the serving table which was laid with a beige cut-work cloth.

The bride's chosen colors of yellow and white were carried out in the arrangement with yellow and white decorated heart-shaped cake and golden mint punch being served guests at the shower.

Special guests included the bride; her mother, Mrs. Patti Hughes of Friona and Mrs. Jim Lindeman of Plainview, mother of the groom.

Hostess gift was money to be used for travel expenses as the bridegroom is in the military service and the couple will be traveling to a new assignment.

Hostesses included Mildred Rule, June Rhodes, Lanora Green, Billie Fairchild, Lily Taylor, Cora Snyder, Stella Shirley, Julia Fairchild, Jinx Sneed, Margie Fallwell, Pearl Johnson, Peggy James, Carolyn Shipp, Lou Bartlett and Mrs. John McPherson.

Celebrate Friona's MAIZE DAYS

Tour Group

Holds Meet

Last weekend, Mr. and Mrs. Pete Buske flew to Memphis, Tenn. for a reunion with their Holy Land tour group.

After meeting in the home of the J.O. Watsons of Memphis, the group attended revival services where they heard Felix Snipes, evangelistic singer, and also member of the tour.

Following the services, the entire group had dinner together.

Boy Born To

Lynn Phippses

James Eric is the name Mr. and Mrs. Lynn Phipps chose for their baby boy born August 27, at 4:40 a.m., at Parmer County Community Hospital.

He weighed 7 lbs. 10 ozs. and is the second child for the couple. His sister, Carol Lynne is one.

Grandparents are J.S. Phipps, Denver, Colorado, Mrs. Kenneth Hampton, Chicago, Illinois, and Mr. and Mrs. E.M. Rushing, Friona.

Mr. and Mrs. Charlie Phipps, Friona, Mrs. E.V. Rushing, Clovis, and Mrs. Irene Wells, Portales are the great-grandparents.



GRADUATES...Gary Phipps, son of Mr. and Mrs. C.M. Phipps, received his diploma in Mortuary Science at commencement exercises from the Dallas Institute of Mortuary Science held at 10:30 a.m. Friday, August 17. He has accepted a position with Sanders Funeral Home, Lubbock.

Come To Friona For A Fun-Filled Week.

NOTICE

OFFICE CLOSED

SEPT. 10-11-12

For Conversion

To Data Processing

OPEN--Sept. 13-9 a.m.

FRIONA TEXAS

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Jerry Brown, Minister Sixth Street Church of Christ

The Bible is a book of faith. It is the scriptures of the people whom God has called to serve him and make his name known to all men. It is the account of God's dealings with men and their response to him, the account of God's mighty acts in history which reveal what God has done, is doing, and stands ready to do for men. The Bible is the channel through whose pages and words God comes to men to speak his word to them, to disclose his will, and to offer salvation and redemption. The Bible is, in short, a channel of God's revelation.

Those who read the Bible must respond to this revelation, not just with their minds but with their whole being, with their lives. Their response may be to accept or to reject God's revelation, to believe or disbelieve, or, more characteristic of human nature, to respond with a mixture of belief and disbelief. But whatever the response it is a personal response.

The Bible, therefore, is a living book. God acting in men's lives—not just announcing ideas—stands at the heart of men's lives today. He is calling us to trust him, to enter into faithful relationship with him. He is still summoning us to put him at the center of our lives, not at the fringes.

NEXT WEEK—Why We Study The Bible



Do You Remember When?

Whether You Do Or Don't You'll Enjoy The Good Old Fashioned Celebrating Going On In Friona This Weekend At Maize Days

FRIONA TEXAS



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THE FRIONA **STAR**

FOUND AT HOUSTON

Stolen Truck Poses Problem For Officers

It all started with a telephone call. "What can you tell me about a large truck load of beef that was reported stolen in Friona today?" asked Steve Hogner, from the Amarillo Globe News.

As soon as the telephone call came in to the Friona Star office late Tuesday afternoon, it became obvious that an unexplained mystery was in the making because following the first telephone call to the Friona City Police Department, the mystery deepened.

According to the dispatcher on duty, the only information they had received was a telegram from the FBI in Dallas, sent late Tuesday afternoon, and telling them a truck, loaded with 40,000 pounds of beef was missing from "the streets of Friona."

The teletype added that the truck was from W.J. Digby Trucking Co. from Amarillo and was enroute to California.

Deputy Sheriff Garland Freeman was the next person to be called. He said no stolen truck had been reported during

the day to any law enforcement officer in Friona...so the mystery began to deepen.

Next on the telephone list was sheriff Charlie Lovelace in Farwell. At this time, it was perhaps just a little in the back of our minds that there was some evasion by law enforcement officers. But, not true. Sheriff Lovelace knew no more than he had received in the teletype around 5 p.m. Tuesday. No stolen truck had been reported to the sheriff. He posed a few questions of his own, and had several ideas about what happened to the missing truck and beef.

We'll let Steve Hogner of the Amarillo Daily take the story from here--

"One of our meat trucks is missing!"

The truck, belonging to the W.J. Digby Trucking Co. of Denver, Colo. and overloaded with 40,000 pounds of beef, simply vanished from the streets of Friona.

Thus began a mystery chain of events edged with a bit of comedy and a lot of red tape

that led eventually to discovery of the truck north of Houston, still running but abandoned near a truck stop.

Friona police and Parmer County Sheriff's deputies are still trying to figure out the FBI dispatch sent to them at 5 p.m. Tuesday notifying them of the loss discovered Aug. 16 by Digby executives.

"We don't know the slightest

thing about this theft," a Friona policeman said. "The only information we got was this dispatch. No one has notified us of anything else."

A Parmer County sheriff's officer in Farwell said the same thing, adding, "I guess the truck firm went ahead and notified the FBI and just bypassed us."

A spokesman for Digby said Tuesday, "We discovered the truck was missing Aug. 16 when the driver didn't report on our routine check of locations."

So truck and driver vanished. The driver was supposed to have contacted the firm from Friona.

Sources in Friona said the only thing they knew about the truck was that it was allegedly from Amarillo headed toward Montebello, Calif., with the meat.

The Digby spokesman said the company originally listed the truck as missing but had certain papers that showed the meat had been delivered to California.

But something, somewhere in the Digby organization seemed a bit amiss, so a check of meat orders and full deliveries was made.

More than 20 persons in the Digby organization worked 10 days, sifting through orders, checking routing slips.

By Monday afternoon, Digby officials had ascertained that the meat, the driver, the truck and refrigerated van with a 38-foot golden arrow drawn down both sides were missing. Denver FBI officials were notified and began working on the case.

No official dispatches were sent to local law officers for more than 24 hours as FBI officers and agents scoured much of the Southwest.

Finally the dispatch was sent, confounding Friona and other Panhandle law officers who thought the truck had been stolen Tuesday.

In Amarillo a major search was started for the truck when a tipster notified police that he had seen the truck heading into Amarillo.

But at 6 p.m. Tuesday, Houston officers found the

COUNTY CATTLE BRANDS
Philip Weatherly

Friona, TX

193 LH

right truck, still idling, near a truck stop north of the city.

Still missing are the driver and 20,000 pounds of meat.

Digby officials are not certain what has happened to the driver since he has not been in contact with them or his family.

Houston FBI agents said they have no trace of the driver or the remainder of the beef.

Digby officials said the beef was from a Texas plant but would not name the company nor the city.

FBI agents said only that they had recovered the truck and half the shipment, and not much else was divulged.

And a bit of mystery still remained Tuesday night when

the original FBI dispatch remained uncancelled after the truck was found. Nor did local officers get any notification that the truck had been found.

Temperatures

Date	Hi	Low
August 25	99	59
August 26	96	58
August 27	89	60
August 28	88	59
August 29	88	59
August 30	88	60
August 31	77	61

Moisture--16 on August 31.
Total--58 (four different times).

New Store Hours

7:30 - 5:30 Weekdays
7:30 - 12:30 Saturday

Gib's Cleaners

School Enrollment Breaks Records

Records fell in school enrollment in the Friona Schools this week, as 1,505 students had registered by Thursday in the three Friona schools.

At the same time last year, Friona had 1,469 students registered.

High school enrollment reached an all-time high Thursday with 392 students. Seventy-nine seniors, 92 juniors, 115 sophomores and 106 freshmen.

In junior high school, 517 students were registered. They

include 119 fifth graders, 137 sixth graders, 124 seventh graders and 137 eighth graders.

Elementary and primary students include 61 in kindergarten, 168 first grade, 108 second grade, 114 third grade and 125 fourth grade for a total of 576 students.

Special education students in elementary and junior high school totaled 20.

Other students were expected to up the enrollment figures in the school following the Labor Day Holiday.

KGNCs True Heads Maize Queen Pageant

A Coke party in the Andy Hurst home honored the 26 contestants in the Maize Queen contest Monday afternoon, and Wednesday, the group went to Amarillo to tape a show for KGNC-TV which was shown Saturday morning.

On Thursday, September 6, the contestants will be honored with a luncheon at the Congregational Church prior to the interviews and talent presentation at 4 p.m. Thursday.

Admission to the talent session of the pageant at Friona High School Auditorium will be 50 cents for adults and 25 cents for students.

Thursday night, the annual Maize Queen Pageant with Dan True, from KGNC-TV in Amarillo, as Master of Ceremonies will get underway at the Friona High School auditorium at 8 p.m. Well known in this area, True is expected to keep the pageant moving along at a fast, humorous pace.

The 26 contestants in the pageant include--
Ann Carrasco, daughter of Rev. and Mrs. Donny Carrasco. She is 17, a senior at Friona High School and sponsored by Murpree Texaco.

Submitting entries this week were Dorothy Johnston, 17, daughter of Mr. and Mrs. Jim Johnston. She is a senior in Friona High School and is sponsored by Black Grain.

Second entry is Marilyn Jones, 16, daughter of Mr. and Mrs. Thomas Jones. Marilyn is 16, and a junior in Friona High

School. She is being sponsored by Ethridge-Spring Agency.

Latest contestants include Lisa Taylor, 17, daughter of Mr. and Mrs. George Taylor. She is being sponsored by Modern Study Club.

Friona State Bank is sponsoring Teresa Ingram, 17, daughter of Mr. and Mrs. W.S. Ingram.

Entry for The Hut is Pattijon Talley, 17, daughter of Mr. and Mrs. Calvin Talley.

Pam Wilcox, 16, daughter of Mr. and Mrs. V.R. Wilcox, is being sponsored by Woodmen of the World.

Friona Clearview is sponsoring Carol Bavousett, 16, daughter of Mr. and Mrs. Steve Bavousett.

Friona Star's entry is Hope Mays, 16, daughter of Mr. and Mrs. Harrell Mays.

Linda Martin, 17, a senior, daughter of Mr. and Mrs. Lawrence Martin. She is sponsored by Parmer County Pump Co.

Mona Reed, 16, daughter of Mr. and Mrs. Ralph R. Reed. A junior, she is sponsored by Progressive Study Club.

Ruthie's is sponsoring Pam Lewellen, 17, a senior and daughter of Mr. and Mrs. Delton Lewellen.

Gail Graham, 17, a senior, is the daughter of Mr. and Mrs. Sterling Graham. She is sponsored by Ag Chem Farm Service.

Tri-Frye Farms is sponsoring Vicki Pryor, 17, a senior and daughter of Mr. and Mrs. Benny Pryor.

Tena Day, 17, a senior, is sponsored by Hi-Pro. She is the daughter of Mr. and Mrs. Herbert Day.

Missouri Beef Packers is sponsoring Sheryl McPherson, 16, a junior, and daughter of Mr. and Mrs. John McPherson.

Annette Reznik, 17, a senior is the daughter of Mr. and Mrs. A.L. Reznik. She is sponsored by Tri-County Elevator.

Pioneer Natural Gas Co. is sponsoring Gayla Self, a senior, and daughter of Mr. and Mrs. Max Self.

Connie Lindeman, 16, a junior, is the daughter of Mr. and Mrs. Homer Lindeman. She is sponsored by Carrol's.

The Friona Jaycees are sponsoring Cindy Gammon, 16, a junior, and daughter of Mr. and Mrs. J.W. Gammon.

Diane Hamilton, 16, a junior, is sponsored by Lewellen Construction Company. She is the daughter of Mr. and Mrs. Glyn Hamilton.

Chalet C Bonte is sponsoring Mona Clark, 17, a senior. She is the daughter of Mr. and Mrs. Troy L. Clark.

Jeanine Jarboe, 16, a junior is sponsored by Cook Oil Company. She is the daughter of Mr. and Mrs. Tom Jarboe.

Parsons Funeral Home is sponsoring Joan Pankratz, 17. She is a senior and the daughter of Mr. and Mrs. Bill Pankratz.

Teresa Baca, 16, a junior is being sponsored by Hub Women's Club. She is the daughter of Mr. and Mrs. John Baca.

Claborn's Floral is sponsoring Beverly Schueler, 16, a junior. She is the daughter of Mr. and Mrs. Floyd Schuelers



FAMILY HEIRLOOM...Mr. and Mrs. E.G. Adams are shown with a spinning wheel, hand carved and put together by a long ago family member. The spinning wheel has been in the Adams family since 1811, or the past 162 years. Mr. and Mrs. Adams are former caretakers of the old Syndicate Hotel, featured in this special Maize Days edition of the Friona Star.

Classes in the Teachings of the

CHRISTIAN FAITH


Redeemer Lutheran Church
8 p.m. every Wednesday
Beginning September 5
Led by Rev. Duane Kirchner

YOU ARE INVITED

NOTICE...


Judy McBeth

Is Now Working At
Mademoiselle Beauty Salon
All Day Saturday
Late Appointments to 8 p.m.
Thursday & Friday



Judy McBeth

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GLEN STEVENS, New Manager, Invites You to - - -

Get Acquainted Night

Friday, Sept. 7

\$2 For A Car Load

'Yours Mine & Ours'

<p>SUNDAY Sept. 2</p> <p>'Avanti'</p> <p>Jack Lemmon Juliet Mills</p>	<p>FRIDAY & SATURDAY Sept. 7-8</p> <p>'Yours Mine & Ours'</p> <p>Lucille Ball Henry Fonda</p>	<p>SUNDAY Sept. 9</p> <p>'Theater Of Blood'</p> <p>Vincent Price</p>
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Have A Good Old-Fashioned
Time This Week In Friona At

Maize Days

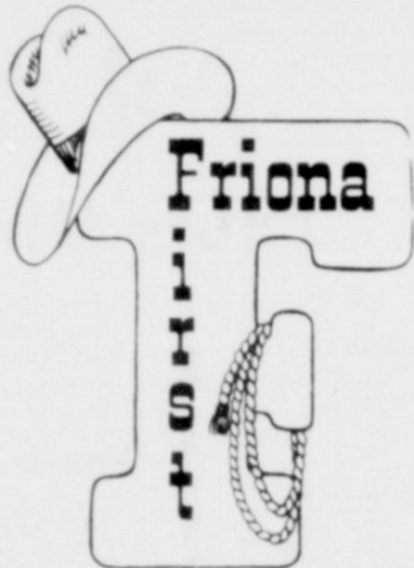


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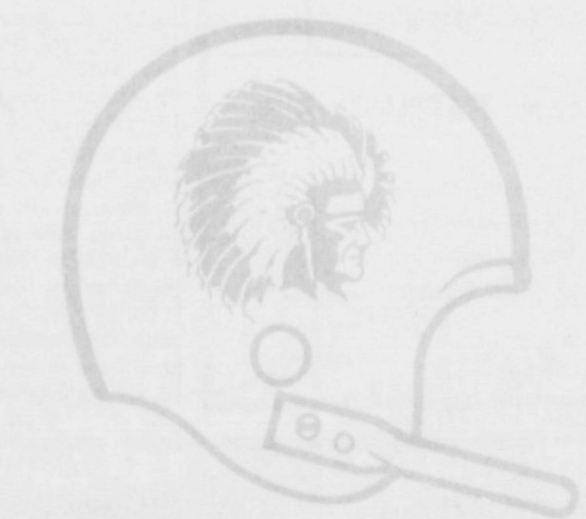
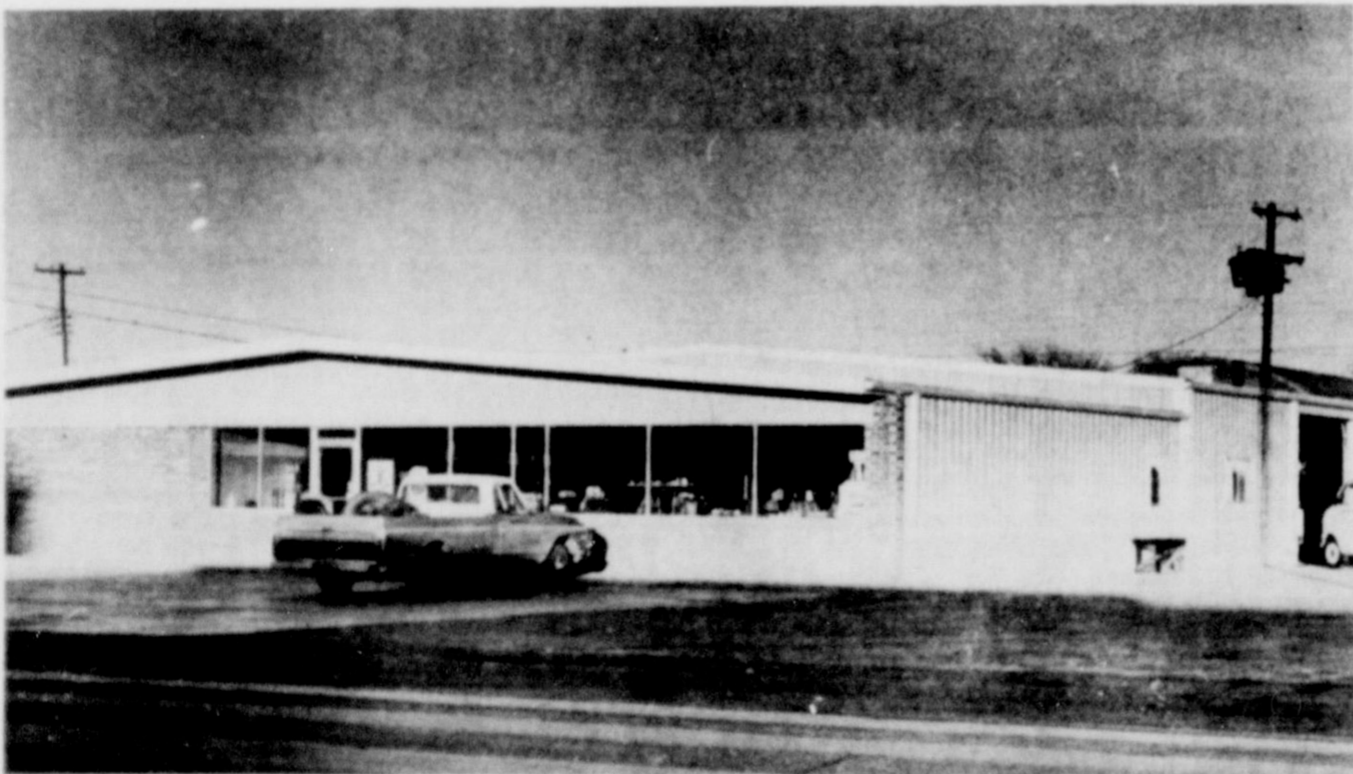


**Serving The Friona
Area For Over 40
Years**

We are proud to be a part of such a bustling and progressive city and area such as ours.

At this time, we particularly want to salute the farmers of the Friona area, whose know-how in crop production makes this harvest celebration a real 'Victory' celebration each year.

It has been our pleasure to serve the needs of farmers in our area for over 43 years.

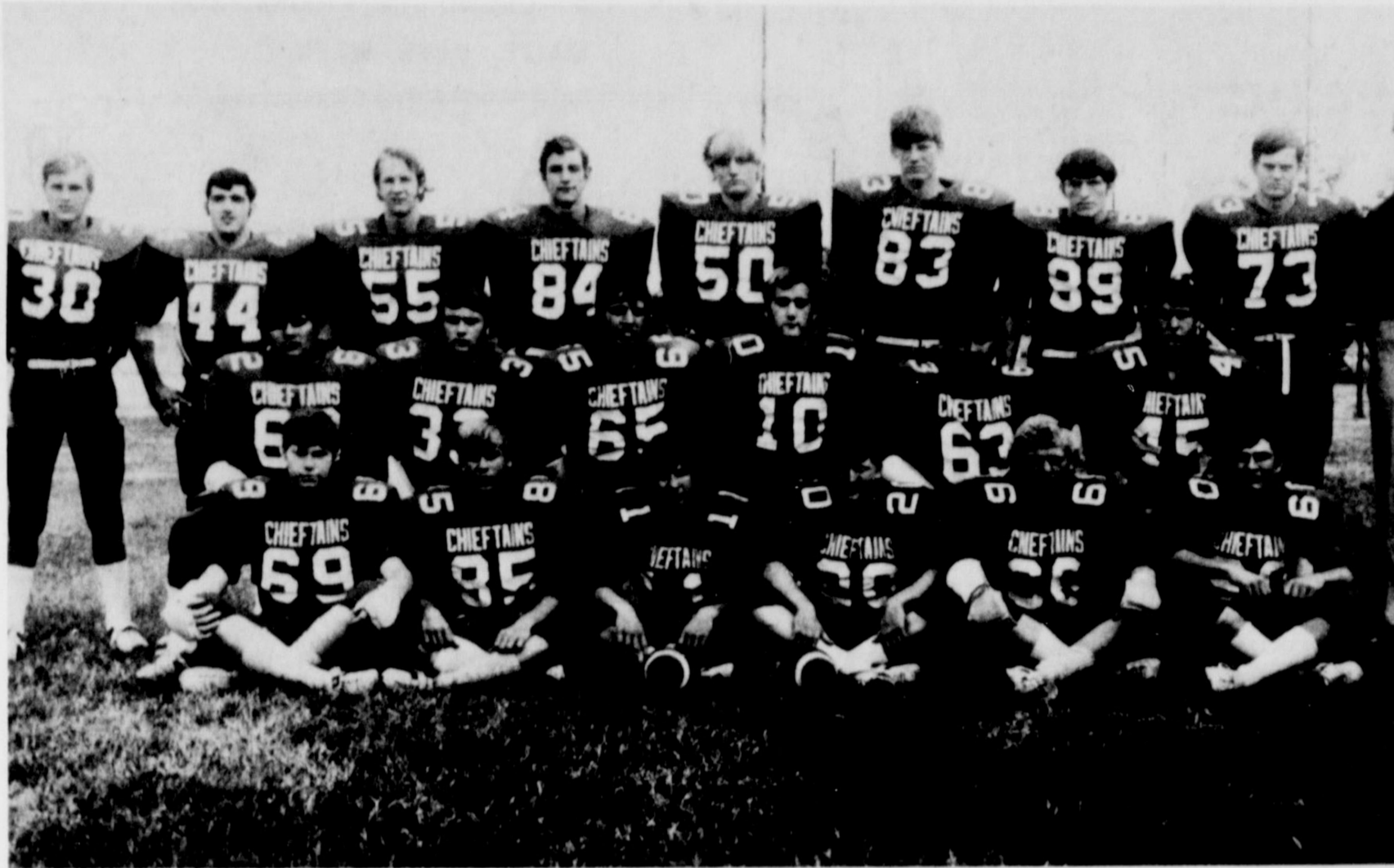


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CHIEFS**

Come By And Get Your
FREE Chieftain Decal

COOP FRIONA CONSUMERS COOP

Buddy Lloyd
Mgr.
Sam Williams
Asst.



READY FOR STEERS...The 1973 Friona Chieftains, who host the Farwell Steers in their 1973 season opener this Friday, are shown above. In the back row, left to right, are Dale Parsons, Kevin Welch, Ricky Johnson, Gene Strickland, David Clark, Dale Cleveland, Sammy McNeely, Kenny Stowers and Ronald Land.

Second row—James Perea, Davy Carthel, Ricky London, Clay Bandy, Henry Hernandez, and Teddy King. Front—Mitchell Wiseman, David Hutson, Dee King, Bill Fallwell, Terry Thompson and Roy Don Rector. [Staff Photo]

SEASON OPENER

Chiefs, Steers Renew Rivalry Here Friday

Parmer County's longtime football rivalry will flare up in all of its glory again on Friday, when Friona's Chieftains host the Farwell Steers in what has become the traditional season opener for the two schools.

The contest is slated for 8 p.m. at Chieftain Field.

Although the Steers are out to improve on a 1-9 record in 1972, compared to Friona's 7-3, Coach Bob Owen is viewing the season opener with cautious optimism.

"Farwell will have a much tougher team than we played last year. They are picked to win their district by Texas Football magazine. They have much better balance this year," Owen says.

The Chieftain head coach said Farwell should be equally strong as a running team or at passing. Returning is senior quarterback Kevin Hargrove to direct the Steer attack.

Joining Hargrove in the Farwell backfield will be halfback Kevin Hardage and fullback Winford Long.

Back to haul in passes from Hargrove is split end Carl Kirkland, who doubles at safety. Kirkland is the top sprinter on Farwell's track team.

In Mark Haseloff [6-0, 175 pounds], the Steers have what coach Toby Booth describes as a possible all-state guard. Also back is tackle Bill Johnson, a 200-pounder.

Other starters are expected to be Jessie Cantu, Charles Hargrove, Barry Goldsmith, Darrell Stanton, Paul Brigham, Clint Robertson or Kie

Watkins. The other end position will be filled by Greg Taylor or Kent Gast.

The Chieftains, meanwhile, return a fair nucleus from the team that downed the Steers 34-14 and went on to post a 7-3 season mark.

STARTERS RETURN

Three offensive starters return for the Chieftains. They are All-State candidate James Perea, tackle; Teddy King, end who has been moved to wingback, and tight end Dale Cleveland. Defensive starters back include 200-pound tackle Ronald Land.

Also added to the team this year is senior Dale Parsons, 165-pounder who was first team all-district end at Olton last fall. Parsons has been shifted to the backfield this fall.

Clay Bandy is the starting quarterback, being pushed by junior classmate Dee King. Other running back prospects are juniors Davy Carthel and Kevin Welch.

Starting linemen will come from among the following—Ricky Johnson, Roy Rector, Ricky London, Sammy McNeely, Terry Thompson, Mitchell Wiseman, Ronald Land, Kenny Stowers, David Clark and Jesse Rodriguez.

Other candidates for an end position are Gene Strickland, David Hutson and Bill Fallwell.

Chieftain coaches have been pleased with pre-season workouts and scrimmages.

COULD EVEN MARK

An added incentive for a win on opening game night is the

fact that a victory over Farwell would square up the all-time record with the Steers, who come into the game leading,

18-17-1 in games played since 1931.

A win by the Chiefs also would give Friona a rare

four-game winning streak over the Steers, something that happened only one other time in the long series.

★★ **RECORD GIVEN** ★★

Friona-Farwell Series Is One Of Area's Oldest

The Friona-Farwell high school football clash is one of the oldest rivalries in West Texas, and will be renewed for the 37th time since 1931 on Friday.

In the 36 games played between the two schools since that time, Farwell has won 18 times, Friona claims 17 victories, and one game in 1941 ended in a scoreless tie.

Friona began playing football in 1921, but complete records for the first seven years are not available. These necessarily are not included in the series record.

This year's game marks the 25th straight year for the two Parmer County schools to meet on the gridiron, and it's the 15th straight year for the game to be the season opener. There would have been more consecutive games except that for a seven year period

(1942-48) Farwell played six-man football, so there were no games between the schools those years.

Friona ran up the largest score in the series, in an 81-0 romp in 1934. The 1951 Chieftains scored a 60-0 victory at Farwell, another large Friona margin. Largest Farwell scores have been 43-0 over Friona in 1939, and 40-6 in 1960.

During Friona's long losing streak at the start of the last decade, Farwell scored four straight wins over the Chieftains. However, Friona rebounded and has won seven of the past ten games, all under the tutelage of Don Light and Bob Owen.

The Farwell game has pretty well set the stage for the success of the season as far as Friona is concerned. Friona has had only 11 winning seasons in the past 28 years, and in 10 of

YEARLY SCORES

Year	Score, Place played
1931	Farwell 14, Friona 6, here
1933	Friona 12, Farwell 0
1934	Friona 81, Farwell 0, here
1935	Friona 7, Farwell 0
1935	Friona 7, Farwell 0
1936	Farwell 19, Friona 0, there
1936	Farwell 13, Friona 12, here
1938	Farwell 12, Friona 0, here
1939	Farwell 43, Friona 0, there
1940	Friona 21, Farwell 0, here
1941	Friona 0, Farwell 0 [tie]
[1942-1948—no games between the two schools]*	
1949	Farwell 25, Friona 6, there
1950	Farwell 20, Friona 19, here
1951	Friona 60, Farwell 0, there
1952	Friona 35, Farwell 7, here
1953	Farwell 20, Friona 14, there
1954	Farwell 39, Friona 0, here
1955	Farwell 18, Friona 14, there
1956	Farwell 7, Friona 0, there
1957	Friona 18, Farwell 0, here
1958	Friona 15, Farwell 12, here
1959	Farwell 24, Friona 8, here
1960	Farwell 40, Friona 6, there
1961	Farwell 20, Friona 0, here
1962	Farwell 39, Friona 0, there
1963	Friona 26, Farwell 13, here
1964	Friona 34, Farwell 7, there
1965	Farwell 8, Friona 7, here
1966	Farwell 20, Friona 7, there
1967	Friona 19, Farwell 7, here
1968	Friona 27, Farwell 15, there
1969	Farwell 34, Friona 0, here
1970	Friona 27, Farwell 16, there
1971	Friona 26, Farwell 8, here
1972	Friona 34, Farwell 14, there

*Farwell dropped football in 1942 and 1943; played six-man football 1944 through 1947, causing the series break.

TOUGH SCHEDULE

Five Friona Foes Are District Picks

Friona High School coach Bob Owen could be forgiven for trying to trade off some of the opponents on the 1973 football schedule.

No less than five of the ten opponents are picked to win their respective district championships.

"Actually, six have been picked, by different magazines, but two of them are in the same district, and evidently both can't win that title," Coach Owen says.

Among the favored teams on the 1973 schedule are Muleshoe in District 1-AAA, Dalhart in 1-AA, Littlefield in 3-AA, Lockney in 4-AA and Farwell in 3-A.

The Friona Chieftain football team in 1973 will be out to equal or better the 7-3 record which the 1972 team compiled.

A look at the 1973 schedule shows only three teams on the list over which Friona has an all-time winning record. However, Friona has a ten-year winning mark over five of the teams, and trails another series by only one game.

Of the ten teams which make up the 1973 schedule, Friona holds all-time leads over only Bovina [9-3-1], Lockney [9-5] and Morton [9-6]. The team trails district mate Littlefield, 2-1 in the short rivalry there.

Dimmitt, which holds a commanding 26-10-1 lead in the overall series, has been beaten six times by Friona against four losses during the last ten years.

Neighboring Farwell's series edge was whittled by one more game by the 1972 Chieftains, and the Steers, who once had a larger lead, now own only a one-game edge over Friona, 18-17-1, considering games played since 1931.

The Chieftains hold a 7-3 winning mark over Farwell in games played during the last ten years, during which time football has been on the upswing at FHS.

Of the two teams which are fairly new to Friona's schedule, Dalhart and Springlake (met last year after being off the schedule for a number of

years), both hold leads over Friona. Springlake has an 11-8-1 series advantage, and Dalhart leads by two, 7-5.

Considering only games played during the last ten years, Friona holds a 40-32-1 winning mark over teams on the 1973 schedule, and has a 60-39-1 record overall for that period.

The teams on the current schedule have been met a total of 186 times in past years by Friona teams, indicating that nearly all of the opponents are long-time rivals. Three of the teams have been met a total of 94 times altogether.

Oldest rivals on the schedule

SCHEDULE

DATE	Opponent, 1972 Score	All-Time Record	10-Year Mark
Sept. 8	Farwell, t [34-14]	17-18-1	7-3
Sept. 15	Bovina, h [26-6]	9-3-1	5-1-1
Sept. 22	Muleshoe, t [0-14]	7-14-1	1-6
Sept. 29	Springlake, t [47-0]	7-11-1	1-0
Oct. 6	Lockney, h [25-6]	9-5	7-2
Oct. 13	Dalhart, h [35-0]	5-7	1-2
Oct. 20	*Olton, h [7-0]	4-10	4-6
Oct. 27	*Littlefield, t [14-21]	1-1-2	1-2
Nov. 3	*Dimmitt, h [27-6]	10-26-1	6-4
Nov. 17	*Morton, t [6-14]	9-7	7-3

'HORNS RE-BUILD

Lazbuddie Expects Lean Grid Year

After several years of enjoying winning football, Lazbuddie may do some struggling in 1973, as only two starters and six lettermen return from the 1972 team which finished with a 4-5-1 season record.

The Longhorns host tough class A Hart next Friday in their season opener.

Only starters back this year are tackle-linebacker Tim Smith [6-2, 215] and halfback-linebacker David Buentello [5-9, 150].

Among the ten seniors lost by graduation was quarterback Rick Seaton, who also was a state meet hurdler two years at LHS.

Either Bart Barnett or Kent Winders is expected to emerge as the 1973 quarterback. Jimmy Don Jennings and Ricky Wall are the fullback candidates, while Danny Clark and Wade Cargile are vying for a halfback position.

Tackle candidates are Brad Treider and Byron Weir. Ronnie Bullock is the center. Greg Crim and Mike Mimms will probably man the guard spots.

In the running for starting spots at end are Stan Treider, David Everett and Russell Treider.

Besides fielding a small, inexperienced team, the Longhorns will also suffer from a lack of depth, so must try to keep injuries at a minimum.

THE SCHEDULE

Date	Home	Here
Sept. 7	Hart	Here
Sept. 14	Meadow	There
Sept. 21	New Home	Here
Sept. 28	Whiteface	There
Oct. 5	Amherst	Here
Oct. 12	Open	
Oct. 19	Nazareth	There
Oct. 26	Happy	Here
Nov. 2	Wilson	There
Nov. 9	Matador	There
Nov. 16	Sundown	Here

SQUAD
E—Stan Treider, David Everett, Russell Treider, Ronald Powell; C—Ronnie Bullock, Byron Weir; G—Greg Crim, Mike Mimms, David Buentello; T—Tim Smith, Brad Treider; QB—Kent Winders, Bart Barnett; FB—Jimmy Don Jennings, Ricky Wall; HB—Danny Clark, Wade Cargile, Balty Buentello.

GRADUATION HURT

Bovina's Co-Champs Have Shoes To Fill

The Bovina Mustangs were co-champions of District 3-A last fall, but coach Roger Ezell was dealt a blow by graduation, and is faced with filling some big shoes in his lineup.

Our main problem right now is experience," commented Ezell. "However, we have several quality people back from last year. The success of our team this year depends on how our younger players come around and fit in with our more experienced people."

By Monday morning, 41 candidates had reported for workouts. Of that 31, nine are returning lettermen. Ezell noted that he had only four offensive and four defensive starters returning from last year's District 3-A co-champions.

The Mustangs lost 10 men from the roster last year to graduation, seven of those starters on offense or defense, a loss Ezell feels hard pressed to replace.

Of the nine returning lettermen, seven are seniors, one a junior and one a sophomore. Seniors this year are Danny McKay, Billy Shelby, Tony Serna, Joe Delgado, Chuck Gilbreath, Terry Sherrill and Roy Hartzog. Bryan Fillpot is a junior and Elbert Shelby a sophomore.

Although Springlake-Earth has been picked by some area football magazines to walk off

with the title in District 3-A, Ezell says he expects Vega to have one of the tougher teams in the district. "They have counted us out, but I believe

(Continued on Page 6)



DISCUSS PROSPECTS...The Friona Chieftain varsity coaches are shown discussing their roster during pre-season drills. From

the left are Ray DeBord, Bob Owen [head coach] and Larry Dyess.

Football Contest Kicks Off Year

The Friona Star's annual football contest begins in this week's issue, as readers once again are invited to match their wits and perhaps a pair of tickets to the 1974 Cotton Bowl or Sun Bowl games.

Sixteen games are included on the contest slate. Entries must either be turned in to the Friona Star by 5 p.m. Friday of each week. If mailed, the entries must be received by the Star by Monday following the Friday deadline, and bear a postmark no later than Friday afternoon.

Weekly cash prizes of \$5.00 for first, \$3.00 for second and \$2.00 for third will be awarded, in addition to three grand prizes to be awarded at the conclusion of the contest.

In addition to picking the 16 contest games, contestants are asked to pick the score of Friona's game each week. These scores are used to break ties if they occur among the top

three contestants each week and also to break ties in the race for one of the grand prizes.

Games of local interest, including high school, college and professional, will be included each week. However, the first week's slate consists of mostly high school games, since the college and pro teams don't get down to business for the most part until the following week.

Sponsoring the contest with the Friona Star are the following business firms—

Western Ammonia, Friona Feed Yard, Peco Feed Yard, Hi-Plains Feed Yard, Fleming & Son Gin-Hub Grain, Bi-Wize Drug, West Friona Grain and Tri-County Elevator.

Also, Friona Parts, Reeve Chevrolet, Parmer County Implement Co., Ethridge-Spring Agency, Ag-Chem Farm Services, Production Credit Association, Herring Implement, Friona Motors



PAM LEWELLEN...Ruthie's is sponsoring Pam Lewellen, daughter of Mr. and Mrs. Delton Lewellen in the Maize Queen pageant. She is 17 and a senior at Friona High School.

IN USE

Fall Seeded Grasses Vary

Small grains are still the most popular forage for fall, winter and spring pastures. Wheat, oats, barley, and rye are the big four, however, we would like to add another...Triticale.

For a fast growing pasture you can't beat Triticale Pathfinder. Most research people have indicated that early October planting of Triticale is preferred for grazing.

On the High Plains of Texas at Bushland, Triticale produced 4911 pounds of forage per acre. In Southeast Kansas the top yielding forage producer was Triticale, yielding 5600 pounds per acre. At the Noble Foundation in Ardmore, Oklahoma, Triticale Pathfinder produced 6162 pounds of forage per acre. This was the top yielder.

At the Noble Foundation in Ardmore, the Triticale Pathfinder produced forage valued at \$92.43 per acre compared to Nora oats at \$76.82, Will barley at \$76.65, and Elbon Rye at \$72.30.

Don't overlook this potential in Triticale. You can plant Triticale Pathfinder anytime during October for early and extended pasture. The price of planting seed is comparable to any small grain.

Research people in SE Kansas have indicated that Fescue grass, if managed correctly, can be as good a tame grass as anything farmers can grow.

The Noble Foundation says, "Fescue has been the primary cool season perennial grass used in Southern Oklahoma. This grass has been productive and beneficial in livestock enterprises in Eastern Oklahoma."

Ken Cook, County Agent for Swisher County Texas [Panhandle], says, "For the per acre value, the return value on money invested, Fescue grass is proving to be quite supplemental to the income of livestock farmers. Some of them are running cattle for

eight months on Fescue pasture through the use of good rotational grazing, fertilization, and irrigation."

It is getting late to plant Fescue grass, but there is still a couple of weeks left in which to establish a cool season perennial grass pasture for forage.

Ky 31 and Alta Fescue are the same. Browning Seed Co. also has a new Oregon introduction called "Fawn." This is a much finer-leaf Fescue. And the seed supply is very limited.

Take care of your grass and it will take care of you!



TERESA INGRAM...The 17 year old daughter of Mr. and Mrs. W.S. Ingram, Teresa is sponsored in the Maize Queen contest by Friona State Bank. She is a senior at Friona High School.

API CHAMPIONSHIP TOURNAMENT SLATED

The South Plains Chapter of the American Petroleum Institute will host the 19th Annual Scholarship Blind Bogey Golf Tournament at the Brownfield Country Club on Friday and Saturday, September 7 and 8. The tournament is open to anyone wanting to play.

The tournament provides the funds for engineering scholarships at Texas Tech, and currently is providing four yearly scholarships of \$500 each. The scholarships are disbursed by the Texas Tech director of scholarships.

Recipients are determined by a scholarship committee based on need and scholastic achievement from residents of a fifteen county area of the High Plains. Since 1956 49 scholarships in engineering have been awarded at Texas Tech to students in this area.

JOIN THE CROWD IN FRIONA FOR MAIZE DAYS WEEK



We've Come A Long Way
This Week Friona Celebrates
66 Years Of Growth And
Progress At Our Annual

Maize Days

MONSANTO AG CENTER

Auction Slated By Cub Scouts

Repeating last year's successful auction, the Friona Cub Scouts again plan an auction this year during Maize Days.

The auction is scheduled for 1:30 p.m. in the center of the Friona City Park and the cub scouts expect to have a large number of items to auction.

They don't know exactly what all will be sold by bid this year, but some of the top items last year were a riding lawn mower and a calf, as well as sports equipment.

Cubmaster Pete Hollis has asked everyone to help make the auction successful as the funds are to be used in the scout building fund.

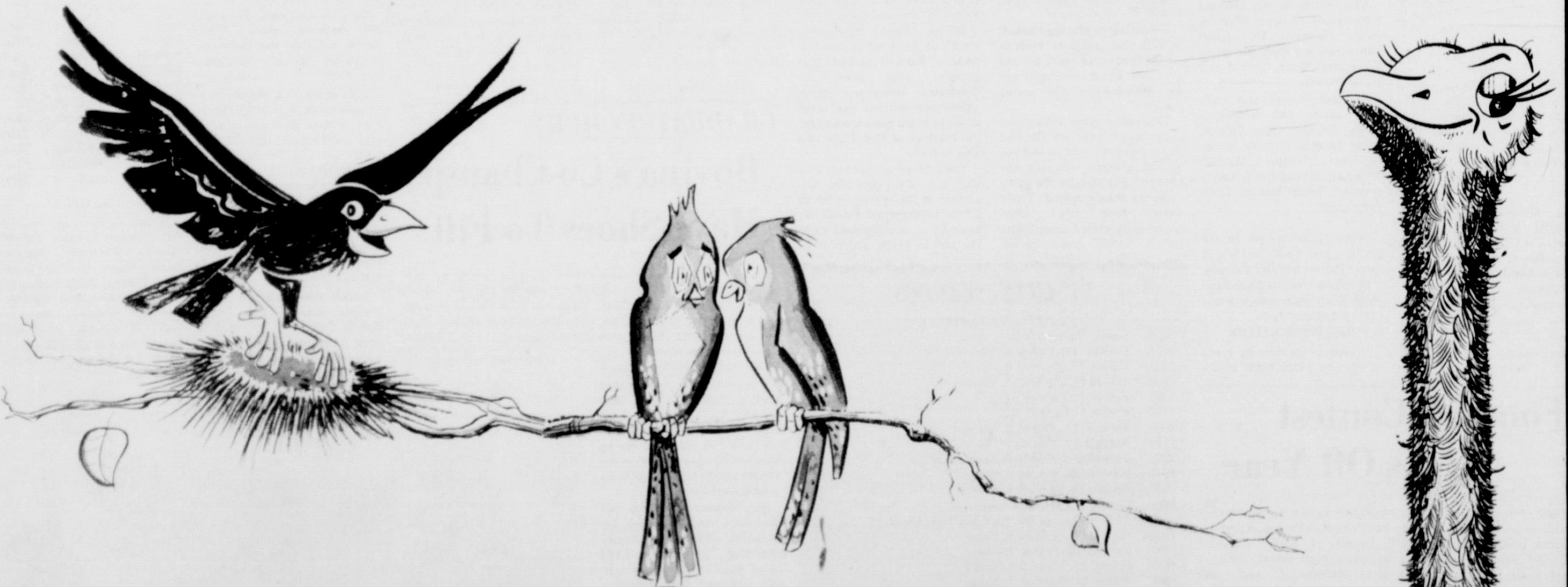
The Cub Scouts are planning to start their building

soon after Maize Days and we are asking for your support and help," added the Cubmaster.

Also during Maize Days, the Cub Scouts will be selling balloons every night and will sell homemade ice cream all day on Saturday.



THE BIRDS ARE ALL A'TWITTER



OVER MAIZE DAYS - WELCOME!

ELECTRICITY-IT DOES SO MUCH GOOD

Total
ELECTRIC
Heating

FOR SO MANY PEOPLE



**On The Farm
In Parmer County**
MACK HEALD
County Agent

Although known as a "grain sorghum" or "maize" county, Parmer County is fast being changed to a corn county with figures as released through Mack Heald, Parmer County agent, during the past week.

However, grain sorghum (maize) continues to be the leading crop for 1973, with total planted acreage of 126,224.6 to 108,927 for corn.

The county agent, who got the figures through Prentice Mills of the Parmer County ASCS office, released the crop acreage statistics for this year.

Heald commented, "Many crops showed an increase in acres planted. Those not increasing remained stable. One of the big surprises was the amount of wheat harvested (75,564 acres) as compared to last year's harvest of 43,000 acres.

"Of no great surprise to anyone was the corn acreage increase to a total of 108,927 acres, compared to 37,552 acres for 1972."

What may be a surprise to some persons would be the fact that 36 different 'crops' are listed, several of them counting as major crops in this county.

Below is a chart listed by Heald showing 1972 and 1973 acreages.

CROP ACREAGES

	1972	1973
Corn-Grain	32,800.5	104,889.1
Corn-Ensilage	4,752.8	4,037.9
Grain Sorghum	148,807.7	126,224.6
Wheat	43,499.5	75,564.3
Cotton	37,414.3	29,558.6
Set-Aside	147,493.7	---
Barley	3,934.4	9,766.8
Soybeans	4,800.9	6,649.9
Sugar Beets	3,269.9	2,224.4
Haygrazer	2,420.6	3,490.2
Alfalfa	1,659.1	2,004.1
Peanuts	35.9	27.9
Oats	515.8	1,104.1
Rye	416.5	2,122.4
Sudan	140.7	222.7
Sudex	185.7	---
Cane	689.8	1,147.3
Triticale	200.4	793.5
Millet	789.4	682.8
Higeria	12.0	47.7
Sweet Corn	48.3	21.8
Potatoes	1,020.4	1,035.9
Onions	334.9	698.0
Navy Beans	37.2	357.0
Mich. Pea Bean	---	181.1
Castor Beans	1,216.0	834.8
Carrots	121.5	259.1
Cabbage	213.8	149.5
Cucumbers	414.9	274.9
Peppers	125.5	95.0
Watermelons	10.5	12.0
Cantaloupes	221.3	68.0
Popcorn	38.1	---
Okra	30.7	10.0
Squash	---	114.8
Lettuce	---	374,747.1
	437,672.7	



JOAN PANKRATZ....Joan is 17 and a senior at Friona High School. The daughter of Mr. and Mrs. Bill Pankratz. Joan is sponsored for Maize Queen by Parsons-Ellis Funeral Home.

**Street Dance Set
For Maize Days**

Friona's Buttons and Bows Square Dance Club will host a street dance on Saturday, September 8, during Maize Days Week.

All area square dancers have been invited to be in front of the library on East Sixth Street at 8 p.m. for the grand march and spectators will be welcome.

The Friona Square Dance Club brought home the first prize Monday night for having the most couples at the Hereford Street Dance. John Fred White, club president, accepted the plaque.

Square dance lessons are scheduled to begin September

11 at 8 p.m. for anyone interested in taking the lessons. Sessions will be held in the Granville McFarland building on West Fifth Street with Stewart Rowan from Hereford doing the calling.

For further information call the John Fred Whites at 247-2577.

**We Welcome You To
MAIZE DAYS**



SHEILA DEATON....Weatherly Trucking is sponsoring Sheila Deaton for Little Miss Friona. She is the five year old daughter of Mr. and Mrs. Morris Deaton.



CORRIE LUNDY....Five year old Corrie, daughter of Mr. and Mrs. Leroy Lundy, is a contestant for Little Miss Friona.



STACEY DIANE LOFTIS....Six years of age, Stacey is the daughter of Mr. and Mrs. Gerald Loftis and is a contestant for Little Miss Friona.



SHANNEL WOODARD....The six year old daughter of Mr. and Mrs. Clyde Woodard. Shannel is being sponsored by the Hub Women's Club for Little Miss Friona.

Take The Laundry To E-Z Way This Week And Have Time To Enjoy All The Good Old Fashioned Fun Of MAIZE DAYS

E-Z WAY LAUNDRY

A Rosy Welcome...

To Friona's Maize Days Celebration!

We Are Happy To Be Sponsoring Miss Marilyn Jones In The Maize Queen Competition On Thursday.

We Wish Her Good Good Luck!

Marilyn Jones

ETHRIDGE - SPRING AGENCY, Inc.

*Dan Ethridge *Frank Spring *Bill Stewart *Lois Norwood *Wendell Gresham



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WELCOME TO MAIZE DAYS!



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Connie Lindeman

Best wishes to Connie Lindeman, our Queen Contestant.



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RECIPES GIVEN

Tech Boosts Triticale As New Food Product

Lubbock-Eyes sparkle and mouths water at the aroma of breads, cakes and cookies baking. The only thing better than the aroma is the taste of baked goods fresh and warm from the oven, especially when the taste is the newest in the kitchen-Triticale.

Triticale (pronounced trit-i-kay-lee) is a new food grain which is naturally high in protein. A cross between rye and wheat, the new grain offers a distinctive flavor different from either of its parents...a flavor at its finest in recipes developed in the Department of Food and Nutrition of the College of Home Economics at Texas Tech University in cooperation with Triticale Foods Corporation, Muleshoe, Texas.

"Triticale has an intriguing, nutty flavor and has proven to be quite versatile in the kitchen," said Margarette Harden, assistant professor of food and nutrition at Texas Tech.

Research with Triticale has shown the grain to contain 16.4 per cent protein—some 40 per cent more protein than some other cereal grains. The quantity of the grain's protein is surpassed only by its quality. It contains 3.95 per cent lysine and 2.83 per cent methionine, two of the amino acids essential to human growth and body maintenance.

Triticale flour has been tested for baking quality at Texas Tech; and tasty, nutritional baked goods have been produced and recipes developed. The flour can be substituted for regular flour in most recipes, but it is recommended that Triticale flour be blended with wheat flour to produce attractive loaves of bread, according to Mrs. Harden.

"The versatility of the flour leads to creativity in the kitchen," said Mrs. Harden. "It lends itself to many foods and allows cooks to try their talents in developing individual recipes of their own."

Mrs. Harden reports suc-

cessful baking using blends of 30 per cent to 70 per cent Triticale flour.

Available Triticale recipes include a tasty loaf yeast bread, biscuits, gingerbread, banana bread and a German fruit cake. Others have been developed and a full scale Triticale cookbook is being written. Recipes are available from the grain producers upon request.

TRITICALE BISCUITS

Sift 1/2 cup Triticale Flour, 1/2 cup wheat flour, 1/2 teaspoon salt and 2 Tablespoons non-fat dry milk.

Cut 2 Tablespoons shortening into sifted dry ingredients. Add 1/2 cup water and stir quickly. Knead for one minute. Roll one inch thick, cut biscuits out and bake at 425 degrees for 10 to 15 minutes.

MULESHOE GINGERBREAD

1/2 cup water, boiling, 1/2 cup shortening, 1/2 cup brown sugar, 1/2 cup molasses, 1 egg, beaten, 1 1/2 cups Triticale flour, 1/2 teaspoon salt, 1/2 teaspoon baking powder, 1/2 teaspoon soda, 3/4 teaspoon ginger 3/4 teaspoon cinnamon.

Pour 1/2 cup boiling water over 1/2 cup shortening and stir until melted. Sift together 1 1/2 cups Triticale flour, 1/2 teaspoon salt, 1/2 teaspoon baking powder, 1/2 teaspoon soda, 3/4 teaspoon ginger, and 3/4 teaspoon cinnamon. Add to 1/2 cup brown sugar, 1/2 cup molasses, 1 beaten egg. Beat until smooth. Bake in greased 8" pan at 350 degrees for 35 minutes.

TRITICALE BANANA BREAD

Beat together—1 cup sugar or 3/4 cup honey, 2 eggs, 3 teaspoons melted butter, 1 cup bananas (mashed), 2 cups Triticale flour, 2 teaspoons baking powder, 1/2 teaspoon soda, 1/2 teaspoon salt, 1/2 cup nuts, 1/2 teaspoon almond extract.

Heat 3/4 cup milk. Add 3/4 cup Triticale flour. Add to first mixture. Add remaining dry ingredients and almond ex-

tract. Bake 1 hour at 350 degrees.

GERMAN FRUIT CAKE

Sift together—2 cups Triticale flour, 1 teaspoon baking powder, 1/2 teaspoon cinnamon, 1/2 teaspoon cloves, 1/2 teaspoon allspice.

Cream together—1/4 cup butter, 1 cup brown sugar, 3 eggs, 1 at a time, 1/2 teaspoon soda in milk, 2/3 cup buttermilk.

Add flour, milk, alternately to cream mixture then add—2/3 cup nuts, 1/2 lb. candied cherries, 1/4 lb. raisins (optional), 1/2 can drained pineapple, 1 cup apricot preserves. Bake in layers at 350 degrees for 35-40 minutes.

FROSTING

Cook 1 1/2 cups sugar, 1/4 lb. butter, 1 cup whipping cream until soft ball forms in cold water. Remove from heat, add 1 1/2 dozen marshmallows. Beat until spreading consistency. Spread on cooled cake. This fruit cake is good without frosting also.

A Triticake Mix is also available. Blended of 100 per cent stone ground whole-grain Triticale flour, sugar, leavening and salt, Triticake Mix is used for waffle or pancake type meals. The home user adds eggs, milk and cooking oil to the mix to produce a batter for pancakes and waffles of exceptional flavor and nutritional value.

The Triticale grain is the result of nearly 100 years of research. The rye-wheat hybrid was first observed in nature in the 1870's in Europe.

At that time, it was genetically impossible to produce fertile seed of the new grain because of a chromosome mismatch between the parent species.

In 1937, a team of botanists discovered colchicine, a natural drug which they used in wheat-rye matings. The result was the creation of the world's first fertile Triticale.

The initial commercial variety of Triticale was not released until late 1960's after

research on the part of scientists from many countries throughout the world.

The grain can be grown in any country where wheat is grown. Triticale has the ability to produce two or three times per acre more grain than wheat or rye.

An international Symposium on Triticale will be held in Lubbock Sept. 18-19. The meeting will be sponsored by the Texas Tech Colleges of Home Economics and Agriculture Sciences with support grants from the Graduate School at the University, Triticale Foods Corporation and Plains Cooperative Oil Mill.

Twenty-six scientists from through the United States, Canada, Great Britain, Mexico and Sweden will present recent research findings on cytogenetics, breeding, cultural practices, functional properties, new food products, nutritional value and marketing of Triticale. Papers presented at the symposium will be published in

the Texas Tech University Graduate Studies Series.

By Jim Hastings

TRITICALE LOAF YEAST BREAD

Dissolve one package active dry yeast in 1/2 cup warm water for 10 minutes.

Add—1 cup all-purpose flour, 2 Tablespoons sugar, 1 teaspoon salt.

Beat until ropey using an overhand motion, then beat in—1/2 cup water, 1/4 cup Triticale flour, and 1 Tablespoon oil. Add 1 1/2 cups all-purpose flour.

Beat until a ball forms. Knead on floured board for 12 minutes. Form dough into a smooth ball. Place in greased bowl, turning once to grease top of ball. Cover with damp cloth and let rise 35-40 minutes. Punch dough down, shape into loaf. Place into 5"x2" greased pan. Bake at 375 degrees for 30 minutes.

2 KILLED

14 Accidents During July

The Texas Highway Patrol investigated 14 accidents on rural highways in Parmer County during the month of July, according to Sergeant W.E. Wells, Highway Patrol supervisor of this area.

These crashes resulted in two persons killed and 12 persons injured.

The rural traffic accident summary for this county during the first six months of 1973 shows a total of 70 accidents

resulting in two persons killed and 33 persons injured.

The rural traffic accident summary for the 60 counties of the Lubbock Department of Public Safety Region for July, 1973 shows a total of 658 accidents resulting in 21 persons killed and 366 persons injured as compared to July, 1972 with 713 accidents resulting in 34 persons killed and 388 persons injured. This was 55 less accidents, 13 less fatalities, and 22 less injured in 1973 at the same period of time.

Attend Friona's Annual Maize Days Activities.

STOP

Don't Miss The Finest MAIZE DAYS CELEBRATION EVER



Featuring Old Fashioned Fun For All The Family.

Visit The Many Displays In Stores And In The City Park. Check The Friona Star For Activities.

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Friona

Plains Cotton Growers Laud Butz For Cotton Exportation Stand

Officials of Plains Cotton Growers, Inc., Lubbock-based cotton producer organization, have strongly commended Secretary of Agriculture Earl Butz on his firm stand against government tampering with exports of U.S. farm commodities and submitted to him a position paper giving five reasons why controls on U.S. cotton exports are neither justified nor desirable.

In a letter to the Secretary August 24, PCG Executive Vice President Donald Johnson said Butz's position as expressed in public statements "indicates a clear understanding of the fact that unrestricted exports are indispensable to

the market oriented agriculture envisioned by your administration and long sought by farmers themselves," and "It gives us pleasure to commend you..."

The PCG statement on cotton exports, developed primarily for use in a Dallas meeting of the National Cotton Council Executive Committee where exports were discussed, termed the PCG stand against export controls on cotton "irreversible."

The American Textile Manufacturers Institute, which is advocating a "System of export licensing" for cotton, was responsible for getting the NCC Executive Committee together for discussion. The producer

representative on the committee from the Plains is PCG Board Chairman Donnell Echols of Lamesa, who was unable to attend. At the meeting in his stead was Don Anderson of Crosbyton, a former PCG president.

The five reasons given by PCG for its opposition to any form of export controls are (1) the availability of adequate supplies of cotton to meet world and U.S. requirements, (2) the doubtful effectiveness of export controls as an aid to solving procurement problems of U.S. mills, (3) the necessity for maintaining export markets if U.S. cotton farmers are to maintain productive capacity and continue their contribution to the country's balance of payments problem, (4) the current trend toward increased cotton production and the danger to that trend that would be inherent in export controls, and (5) the fact that the newly-passed farm program will not work for agriculture or for the nation unless there is less government control along with less government aid.

PCG's figures show that the supply of cotton in the U.S. is higher than for any year since 1968 excepting 1972, and that the U.S. carryover has increased from 3.4 million bales on August 1, 1972 to at least 4.0 million on August 1 of the current year.

Also it was noted that total world supplies have increased from 74.0 million bales in 1970 to the projected 1973 supply of 83.3 million.

"The net result," the PCG statement concludes, "is that the world position with regard to cotton stocks has improved for each of the past three years, and the ratio of carryover stocks to offtake on a worldwide basis on August 1, 1973 is at least as adequate as it has been since 1967."

PCG points out too that U.S. cotton production in 1972 and 1973, assuming the accuracy of current 1973 estimates, will be about 35 percent greater than the average production for the previous five years.

"And," says Johnson, "unless

there is unwarranted government action to destroy producer confidence in market prices, this upward production trend may well continue."

By the same token, Johnson reasons, government interference with market forces could bring about lower production in 1974, thereby increasing rather than easing the pressure on supplies.



MONA REED...Progressive Study Club is sponsoring Mona for Maize Queen. Mona is 16 and the daughter of Mr. and Mrs. Ralph R. Reed. She is a junior at Friona High School.



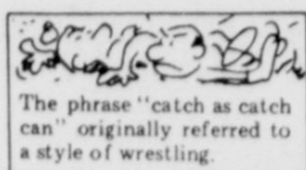
MARILYN JONES...Marilyn is sponsored in the Maize Queen contest by Ethridge-Spring Agency. She is 16 and a junior in Friona High School. Marilyn is the daughter of Mr. and Mrs. Thomas Jones.

Celebrate With Us In
Friona This Weekend
At
MAIZE DAYS

FRIONANS HOSPITALIZED OUT-OF-TOWN

Mr. and Mrs. Charles Russell are hospitalized at High Plains Baptist Hospital, Amarillo.

Mrs. Wesley Hardesty is a surgical patient at Southwest Osteopathic Hospital, Amarillo.



The phrase "catch as catch can" originally referred to a style of wrestling.



SUSIE JORDAN...Susie is the 6 year old daughter of Mr. and Mrs. L.J. Carthel and a Little Miss Friona contestant.



SARITA GAY ELLIS...Sarita Gay, 6, is the daughter of Mr. and Mrs. Mike Ellis. She is one of the 23 entries in the Little Miss Friona contest.



JENNIFER SMITH...Jennifer, 6, is the daughter of Mr. and Mrs. Pete Smith, and a Little Miss Friona contestant.

Your local used cow dealer is
friona bi-products



farmers ranchers

Gentlemen.

For seven days a week dead stock removal, please call us as soon as possible. We pay cash for dead stock delivered to our plant. 1 cent per pound delivered fresh. 2 cents pound if delivered alive. Must be over 300 pounds.

Thank you,
247-3032
[Call collect]

Hi, Neighbor!

Welcome To Friona's

OLD FASHIONED

MAIZE DAYS

As the city's oldest pioneer firm, still in business to serve you, we congratulate Friona on celebrating its 66th anniversary. Times may change and things around us become modernized. . .but Rockwell Bros. & Co. believes in maintaining the same old-fashioned friendly service to our customers that we did when Friona was first put on the map 67 years ago. Yes, we've continued to grow right along with Friona and we're with you for many more years of continued growth and progress.



Manager O. F. Lange In The Rockwell Bros.
Lumber Yard Of 60 Years Ago.

ROCKWELL BROS. & CO.

"LUMBERMEN"

O. F. Lange, Mgr.

Friona Texas



PATTIJON TALLEY...Pattijon Talley is 17 and the daughter of Mr. and Mrs. Calvin Talley. A senior at Friona High School, Pattijon is being sponsored for the Maize Queen title by The Hut.



MONA CLARK...A senior at Friona High School, and 17 years of age, Mona is being sponsored by Chalet e' Bonte for Maize Queen. She is the daughter of Mr. and Mrs. Troy L. Clark.

Hospital Notes

Parmer County Community Hospital

ADMISSIONS

Ernest Cain, Farwell; Mrs. John Baxter, Friona; Mary Priest, Friona; Wanda Reeve, Friona; Penny Johnson, Bovina; Dottie Osborn, Friona; Lillian Williams, Friona; Priscilla Suttle, Farwell; Ricky Darnell, Friona; D.T. Ivy, Friona; Mrs. Charles Kellogg, Texico; Mrs. Lynn Phipps & Baby Boy, Friona; Herlinda Garcia, Hereford; Donna Woodson, Friona; Norma Castillo, Muleshoe.

DISMISSALS

Royce Barnes, Connie Barnes, Charlie Gray, Mrs. John Baxter, Oliver Rieken, James L. Taylor, Rebecca Delgado, Mary Priest, Penny Johnson, Oscar Lange, Robert Garcia, Bill Burnam, Nola Clark, Dottie Osborn, Ernest Cain, Jewel Ashcraft, Lillian Williams.

PATIENTS IN HOSPITAL

Norma Castillo, Ricky Darnell, Herlinda Garcia, Bertha Hurst, E.A. Hromas, Durward Ivy, Mrs. Charles Kellogg, Mrs. Lynn Phipps and Baby Boy, Wanda Reeve, Trudy Reeve, Priscilla Suttle, Donna Woodson.

WATERWORKS HISTORY

Bids for work on Friona waterworks were accepted the latter part of 1929.

On October 11, 1930, the city bought the A.N. Wentworth water system at \$2,000. Terms were to pay \$300 in cash and \$75 a month until the system was paid for.

IT PROGRESS!

On January 26, 1931, Mayor J.L. Landrum and Friona City Commissioners, T.J. Crawford and J.R. Roden, discussed the possibilities of a volunteer fire department.

In May, 1932, it was decided to build a cart to carry the fire hose. H.G. Morris was named fire chief.

In 1940, a fire engine was delivered to the city.

Bovina Mustangs . . . Friona-Farwell . . .

(Continued from Page 1)

the district is much better balanced this year and the eventual winner won't go undefeated." He also mentioned Hart and Sudan as having good squads again this year.

Physically, the Mustangs emerged from the Lazbuddie match in good condition. Ezell anticipates no major changes in the lineup for the second and last outside competition before the bell rings for the start of the 10-game season.

The Mustangs play four non-district games before jumping into 3-A competition. The "Warm-up" opponents are

Boys Ranch, Friona, Sanford-Fritch and Plains. The first two games will be played on the Mustangs home field with the latter two away. Boys Ranch and Friona are Class AA teams with the latter two in different Class A districts.

Those who have been starting for the Mustangs include:

OFFENSE

Ends-Roy Hartzog, Tommy DeLeon or Joe Delgado;

Tackles-Danny McKay and Terry Sherrill;

Guards-Tony Serna, Robert Tienda or Joe Steelman;

Center-Ricky Stanberry or Terry Sherrill;

Quarterback-Billy Shelby or Dennis Willard;

Halfbacks-Elbert Shelby, Billy Shelby, Chuck Gilbreath or Joe Delgado;

Fullbacks-Ray Martinez, Alton McCormick or Bryan Fillpot.

DEFENSE

Ends-E. Shelby, Masrtinez;

Tackles-McKay and Serna;

Guards-Sherrill, Steelman or Tienda;

Middle linebacker-B. Shelby;

Cornerbacks-Gilbreath, McCormick, Fillpot or DeLeon;

Halfbacks-Hartzog, Delgado or Ray Delgado.

Also expected to see action

12.0, but finished with a 2.3 season mark.

Owen is the first Friona High School coach to beat Farwell four times.

Coach Light became the third Friona coach to post three victories over the Steers in a career at Friona. Russell Stroud had done it in 1923-35, and Eddie Williams coached the

for the varsity unit are the following:

Seniors-Bill Calaway; juniors-Kyle Jones, Wesley Coekerman, Mike Verner; sophomores-Joe Olvera, Ken Sorley, Dana Harris, Terry Schilling, Ruben Serna, Ellie Hernandez, Steve Guest, John Caldwell, Duane Mitchell, Clint Cox; freshmen-Robert Olvera, Dean Owens, Rocky Bartlett, Larry Sides, Tommy Serna, George Isaac, Danny Harris, Irvin McDaniel, Hayden Walling and Jimmy Maltose.

1940-41 Chiefs to three straight wins over Farwell. Farwell has run up four game winning streaks on three separate occasions, accounting for 12 of their victories right there. This happened in 1936-39, 1953-56 and 1959-62.

In the 36 games played since 1931, Friona has scored 531 points, or an average of 14.7 per game. The Steers have scored 500 points, or 13.9 per game.

So, it's been a pretty good rivalry, and Friday's game should produce some more thrills when the two teams get together.

Don't Break Your Stride Press Toward Your Goal

Read Philippians 3:7-14

This one thing I do..... I press toward the mark for the prize of the high calling of God in Christ Jesus. (Philippians 3:13-14)

In Christian living and service the perfect goal is never attained in this life. However, constant vigilance in pursuing this goal is vital to every Christian.

Watching a college track meet, I saw a competitor winning the 220-yard race. But, as he crossed a line which he misjudged to be the finish line, he broke his stride, and in one fleeting second other runners streaked by him. Instead of being a winner, he was an "also ran."

King Solomon had a magnificent beginning as he came to the throne, and the honor of building and dedicating the Temple in Jerusalem to the glory of God. Later he went astray after other gods.

The apostle Paul, even at the high point of his ministry, testified, "I press toward the mark"; and when his ministry was about to close, he could say-"I have fought a good fight, I have finished my course, I have kept the faith."

PRAYER--Divine Father, help me to envision the perfect goal for my life as a committed Christian. Empower me this day to "press toward the mark." In Jesus' name. Amen.

THOUGHT FOR THE DAY--As a Christian do I break by my stride, or do I press toward the goal?

--Frank Clarke, Urbana, Ohio



Maize Days 1973



We take this means to wish good luck to Miss Cindy Gammon, who will be our representative in the Maize Queen contest on Thursday at Friona High School. We urge you to attend this event.



Cindy Gammon

FRIONA JAYCEES



ASSEMBLY OF GOD

10th and Ashland-Rev. C.L. Bates, pastor
Sunday School-9:45 a.m. Worship-11 a.m. Young People-6 p.m. Evening Worship-7 p.m. Wednesday Worship-7:30 p.m. Sunday Men's Fellowship-7 p.m.

CALVARY BAPTIST

14th and Cleveland-Rev. R.C. Hester, pastor
Sunday School-10 a.m. Worship-11 a.m. Christian Training Union-9:30 p.m. Evening Worship-7 p.m. Wednesday Prayer Meeting-8 p.m.

CALVARY BAPTIST MISSION

5th and Main-Rev. I.S. Ansley, pastor
Sunday School-9:45 a.m. Worship-11 a.m. Evening Worship-7:30 p.m. Wednesday Prayer Meeting-7:30 p.m.

FIRST BAPTIST

Sixth and Summit-Rev. Charles Broadhurst
Sunday School-9:45 a.m. Worship-11 a.m. Training Union-6 p.m. Evening Worship-7 p.m. Wednesday Prayer Meeting-8:30 p.m.

MEXICAN BAPTIST CHURCH

4th and Woodland-Rev. Donnie Carrasco
Sunday School-9:45 a.m. Worship-11 a.m. Training Union-5 p.m. Evening Worship-6 p.m. Wednesday Prayer Meeting-8 p.m.

NEW ZION BAPTIST CHURCH

Highway 60 & Pierce-Rev. L.V. Mays, pastor
Sunday School-10 a.m. Morning Worship-11 a.m. Wednesday Evening Services-8:00 p.m.

ST. TERESA'S CATHOLIC CHURCH

16th and Cleveland-Father John Coppinger
Mass-10:30 a.m. Confessions-Sunday, 10 a.m.

SIXTH ST. CHURCH OF CHRIST

502 W. Sixth-Terry Brown, Preacher
Bible Study-9:30 a.m. Worship-10:30 a.m. Evening-6 p.m. Wednesday evening-8 p.m.

LUTHERAN CHURCHES

Rev. Duane Kirchner
Redeemer-Sunday School & Bible Class, 10 a.m. Worship Service-11 a.m.
Immanuel-Worship Service, 9 a.m. Sunday School & Bible Class, 10 a.m.

UNION CONGREGATIONAL CHURCH

Euclid at 16th-Rev. Paul Lee
Sunday School-9:45 a.m. Worship-11 a.m.

TENTH ST. CHURCH OF CHRIST

10th and Euclid
Sunday Worship-10:30 a.m. Evening-7 p.m. Wednesday Evening-8 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 p.m. Thursday evening-8 p.m.

FRIONA UNITED METHODIST CHURCH

8th and Pierce-Rev. Albert Lindley
Sunday School-9:45 a.m. Worship-11 a.m. MYF-6 p.m. Evening Worship-7 p.m.

UNITED PENECASTAL CHURCH

Fifth and Ashland-Rev. William Young, pastor
Sunday School-10 a.m. Worship-11 a.m. Wednesday Evening-7:30 p.m. Sunday Evening-7 p.m. Friday Young People-6 p.m.

Ethridge-Spring Agency

Friona State Bank

The Friona Star

Friona Clearview TV

Hi-Plains Feed Yard

Rushing Insurance

First Baptist Church

Friona Consumers

Friona Motors

Crow's Meat Co.

It's Time To Celebrate
Another Fine Maize Crop
In Parmer County

* OUR

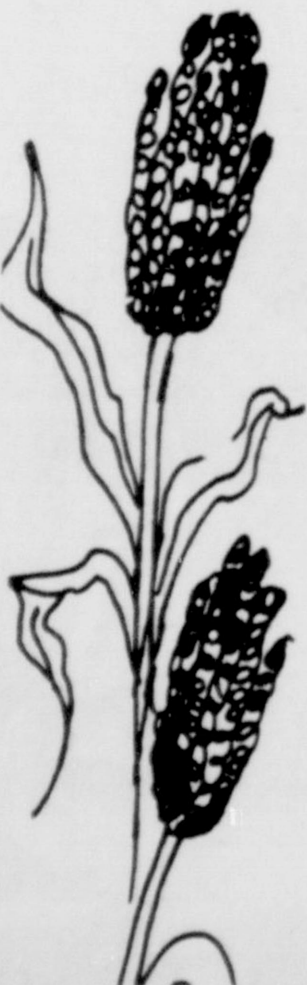
CONGRATULATIONS

To Friona On Your

17th Annual

MAIZE DAYS

It is a pleasure for us to be of service to some of the many agricultural industries of this growing area. We salute you on your growth and progress over the past years.



OSWALT INDUSTRIES, INC.
FACTORY BRANCH
Quality Cattle Feeding
Equipment

NOLEN L. LeGATE, Branch Manager
P. O. Box 1328 GPF (806) 364-0250
HEREFORD, TEXAS 79045

1 ETHRIDGE-SPRING AGENCY, INC.
 Dan Ethridge
 Frank A. Spring
 Bill Stewart
 Wendell Gresham
 Lois Norwood

 Phone 247-2766
 MORTON at SPRINGLAKE

9 CUSTOM FEEDING .at its modern best

HI-PLAINS FEED YARD
 Earl Elam, Mgr.
 P.O. Box 1238 FRIONA, TEXAS Phone 295-3100
 HEREFORD at PAMPA

2 PRODUCTION CREDIT ASSN.


 Dale Cary
 Office Mgr.
 OLTON at TULIA

10 CHEVROLET REEVE CHEVROLET-OLDS
 *CHEVROLET * OLDSMOBILE
 *FRIGIDARE APPLIANCES
 Sales Service
 DUMAS at PALO DURO

3 BI-WIZE DRUG
 DRUGS SUNDRIES
 Your Rexall Store
 Phone 247-3010
 DIMMITT at MULESHOE

11 PARMER COUNTY PUMP COMPANY
 B & J Pump

 ODESSA at AMARILLO

4 FRIONA MOTORS
 Parmer County Headquarters
 For Ford Cars, Trucks, Pickups,
 Tractors & Used Cars
 Phone 247-2701

 LOCKNEY at POST

12 HERRING IMPLEMENT CO.

 Home of the "Generation II" TRACTOR
 DENVER CITY at SEMINOLE

5 Western Ammonia Corporation
 Mike Chaney, Local Owner
 HART at LAZBUDDIE

13 WEST FRIONA GRAIN
 Don Huckabee Phone 247-3839

 DRAKE at WEST TEXAS STATE

6 FRIONA PARTS AND SERVICE
 *Irrigation Motor Parts And Service
 *Air Conditioning Parts And Service
 *Delco-Remy, AC Standard,
 Thompson Parts
 PHONE 247-3615
 BOYS RANCH at BOVINA

14 AG-CHEM FARM SERVICES
 Where SERVICE Is First

 FERTILIZERS - CHEMICALS
 ARLINGTON at NORTH TEXAS STATE

7 HUB GRAIN
 Phone 265-3215
FLEMING FERTILIZER
FLEMING & SON GIN
 Phone 265-3405

 DALHART at GUYMON

15 FRIONA FEED YARD

 Lee Britting, Mgr.
 Phone 265-3574
 ENMU at PANHANDLE ST.

8 TRI-COUNTY ELEVATOR
 Black
 Phone 265-3275
 CANYON at SPEARMAN

16 PARMER COUNTY IMPLEMENT CO.

 Your IH Dealer
 Phone 247-2721
 CHICAGO BEARS at WASHINGTON

FOOTBALL CONTEST

Enter Our Contest Each Week
 ... Nothing to buy-Just Pick Winners
HERE'S YOUR CHANCE TO WIN CASH PRIZES

FIRST PRIZE	SECOND PRIZE	THIRD PRIZE
\$5	\$3	\$2
GRAND PRIZES		

- Two tickets to the Cotton Bowl Game & \$30 Cash
- Two tickets to the Sun Bowl Game & \$20 Cash

CONTEST RULES

- Pick the winner of the 16 games listed in the advertisements on this page. Write the winners in the blanks provided on the official contest blank.
- Pick the score of the tie-breaker game. This score will be used to break weekly as well as grand prize winners.
- Bring your entry blank by the Friona Star or Bi-Wize Drug by 5 p.m. on Friday. Entries must be received in the Star office by Monday to be eligible, if mailed.
- The leading contestant at the close of 13 weeks will receive two free tickets to the Cotton Bowl Football game, along with \$30 expense money. Second place winner will receive two tickets to the Sun Bowl game and \$25 expense money. Third place winner gets two season tickets to the Friona Chieftains games next fall.
- Only one entry per person.
- To account for grand prizes, entries must be on official blank printed in the paper.
- Contestants must be 12 years of age or older.
- Everyone eligible to enter (sponsors included) except employees of the Friona Star and their families.



OFFICIAL ENTRY BLANK

Select Winners From Games Listed In Advertisements

1 _____	9 _____
2 _____	10 _____
3 _____	11 _____
4 _____	12 _____
5 _____	13 _____
6 _____	14 _____
7 _____	15 _____
8 _____	16 _____

TIE-BREAKER: (Pick Score) Friona _____ Farwell _____

NAME _____
 ADDRESS _____



SHERYL MCPHERSON...Sheryl, 16, and a junior at Friona High School is the daughter of Mr. and Mrs. John McPherson. Missouri Beef Packers Inc. is sponsoring Sheryl for Maize Queen.



DOROTHY JOHNSTON...Black Grain is sponsoring 17 year old Dorothy Johnston in the Maize Queen contest. She is a senior in high school and the daughter of Mr. and Mrs. Jim Johnston.



TENA DAY...Tena is 17 and the daughter of Mr. and Mrs. Herbert Day. A senior at Friona High School, she is sponsored by Hi-Pro in the Maize Queen contest.



OUR HEARTY
BEST WISHES
FOR A SUCCESSFUL
MAIZE DAYS

Don's
TASTY CREAM
and
Anita's
SNACK BAR

Art Show Slated During Maize Days

During two days of the Maize Days Week celebration, area persons visiting will have the opportunity to enjoy an art show at the Friona City Hall.

Mrs. Pudge Kendrick, representative of the Friona Fine Arts Council, said paintings will be on display at the city hall and all paintings to be displayed should be brought to the city hall between 2 and 4 p.m. on Thursday, September 6.

Categories to be displayed include landscape, still life, portrait, contemporary and miniatures. Professional paintings and amateur paintings will be displayed in separate rooms during the showing and there will be a special junior division.

Arrangement of the paintings will be according to media,

including oil, water color, acrylic and others. Persons wishing to display their work, added Mrs. Kendrick, are limited to one painting per category for the five categories, or three of any one media.

Ribbons will be awarded prize winners, with the special added attraction of the "favorite of show" to be chosen by ballot of persons viewing the paintings during the two days they will be shown.

Paintings will also be sold with no commission charged, added Mrs. Kendrick. No entry fee will be charged, but all paintings must be finished, framed and ready to hang. Paintings to be sold must be clearly marked with the selling price.

Reception Set Sept 5 For Sen. Sherman

A "Thank You" reception for Senator Max Sherman will be held on Wednesday, September 5 in Amarillo.

Sherman, recognized as one of the top young legislators in Austin, currently is serving as chairman of the Natural Resources Committee, and Agriculture subcommittee.

He also served on the Texas senate's finance committee, jurisprudence committee and criminal matters subcommittee.

Hollis Horton, Parmer County Democratic Chairman, urges all Democrats and constituents of Senator Sherman to attend the reception, which will be held at the Amarillo Club from 4:30 to 6:30 p.m.

Marriage Licenses

Joel Craig Osborn and Carlene Kay Greeson, Glenn Arthur Reber and Rhonda Jarea Wilson,

Roy David Gibson and Shirley Mae Zylinski,

Troy Wayne White and Veveca Lafern Welch, Frank Saiz and Mary Castillo,

James Clarence Cooper and Tressia Lanell Hobbs,

Gilbert Wayne Knapp and Generosa M. Gutierrez,

Paul W. McClure and Barbara M. Burgess.

"We need to show Senator Sherman our appreciation for his hard work by attending this reception," Horton says. The county Democratic leader has tickets for the affair.

WELCOME
TO MAIZE DAYS!



Welcome

To Friona's Good Old Fashioned

MAIZE DAYS



Phone
247-2758
In Friona

Dale Cary,
Manager

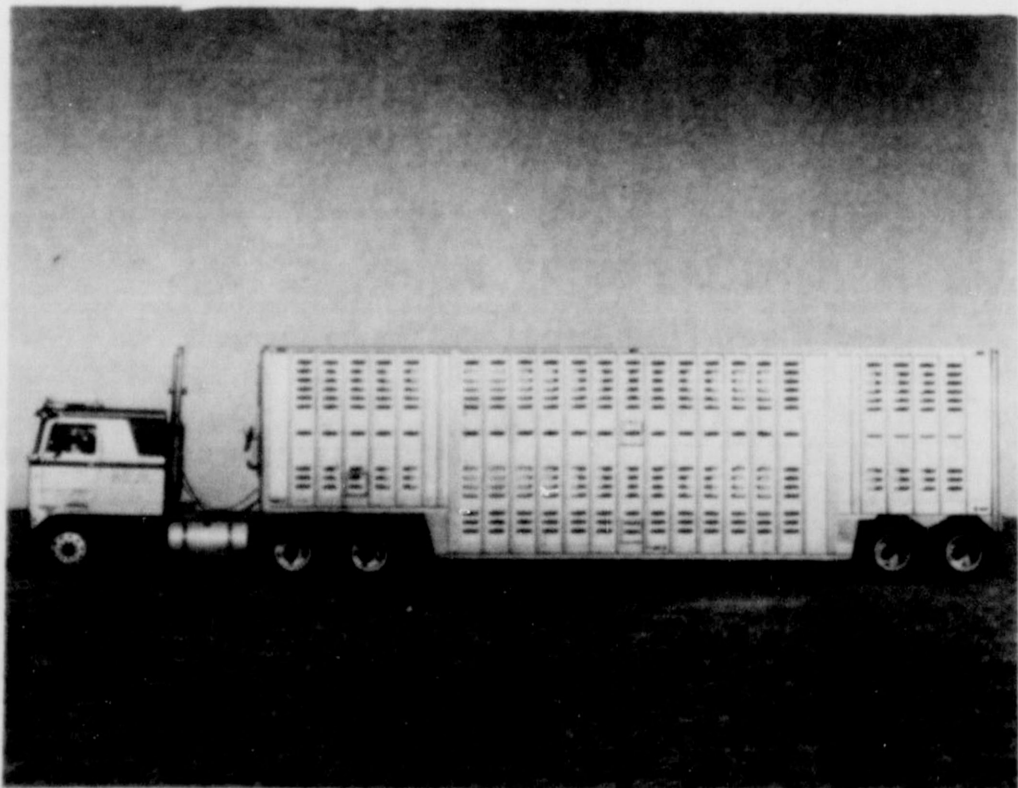


Y'ALL COME

To Friona This Weekend
And Celebrate With Us
At Our Old-Fashioned

MAIZE DAYS

For All Your Hauling Call On Us.
We Appreciate Your Business.



Permitted And Insured In A Five State Area. Local And Long Distance Hauling With Double And Single-Deck Trailers.

TANNAHILL TRUCKING

Friona, Texas

John Tannahill

Phone 247-3461

WELCOME To MAIZE DAYS



Let's All Make Tracks
For Downtown Friona
And Finest Celebration
Ever.



WINNING ADKINS BROTHERS... Glenn Adkins, 14, left, and his brother, Dan, 12, right are shown with a couple of the trophies and a couple of the motorcycles that figure prominently in their lives. The winning brothers have accumulated more than 120

trophies during the past three years, with more than 100 of them being for first place wins in motorcycle racing. They are the sons of Mr. and Mrs. Richard Adkins. They will be competing in the motorcycle races during Maize Days on Sunday, September 9.

Cycling Brothers Trophy Winners

Mrs. Richard Adkins holds her breath, crosses her fingers and waits for the race to be over. Probably one or both of her sons, Glenn, 14 or Dan, 12, are entered in the race. Glenn competes against adults, and has for the past two years, in motorcycle races across the Southwest.

Approximately three years ago, Glenn and Dan accompanied their parents to Handlebar Hills north of Amarillo to ride their mini-trail bikes. On arrival, they found races underway.

At that time, Glenn won the argument because he wanted to race, then went on to win his first race. Proudly bringing a trophy home with him provided

incentive for younger brother, Dan, who won the first race he entered the next weekend.

During the intervening three years, the two boys have racked up 124 trophies, and his proud parents said that more than 100 of the trophies are for first place wins.

Entering around 130 races during the three years, their father says the only time they have not won anything was less than 10 times when there was mechanical failure of the cycles.

"The boys started racing by accident," commented the Adkins, "but, racing has really helped them. They are both small for their age, which is an advantage for racing. They were too small for football, but motorcycle racing has helped build their self-confidence."

They compete with two different types of cycles, a short track bike and moto-cross bikes.

Both have been written up in national motorcycle magazines and newspaper publications, said their parents, as they have raced at Amarillo, Plainview, Clovis, Lubbock, Roswell and at Midway, between Clovis and Portales. They have entered smaller races, also, such as the races at Bovina during Bull Town Days and will both be entered in the Friona Maize Days races next weekend.

Not allowed to ride on the streets, Glenn and Dan practice some on the local track at Friona and usually practice for approximately an hour on a track where they are scheduled to race.

Consumer Benefits Through Marketing

Another major effort is underway that will be of ultimate benefit to consumers throughout the United States. A cooperative project has been launched by the Extension Service, U.S. Department of Agriculture, and the National Association of Retail Grocers to improve the nation's food distribution system.

The project has a three-fold purpose, according to Dr. William Vastine, economist in marketing and food distribution for the Texas Agricultural Extension Service.

First of all, it is designed to impress upon the three closely linked segments of the food marketing chain—retailer, wholesaler and consumer—the importance of their contribution toward an improved environment and a wholesome food supply and the necessity of working together to achieve

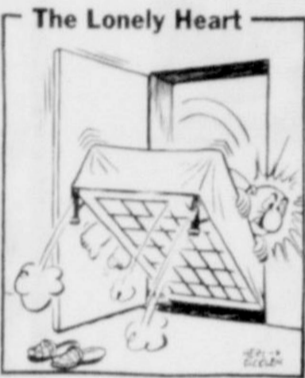
these aims.

Vastine points out that the project also illustrates what is being done and what can be done to improve our daily lives with a more efficient and concerned food marketing system.

A third purpose is to effect improvements in food handling, storage and distribution.

The study will involve the demonstration-store technique in which stores will be used to develop research findings and ideas, says Vastine. Then an educational program will be launched to extend this information to others in the food distribution and marketing chain to help them improve their operations.

Early results from the cooperative effort will be available some time this year, adds the economist.



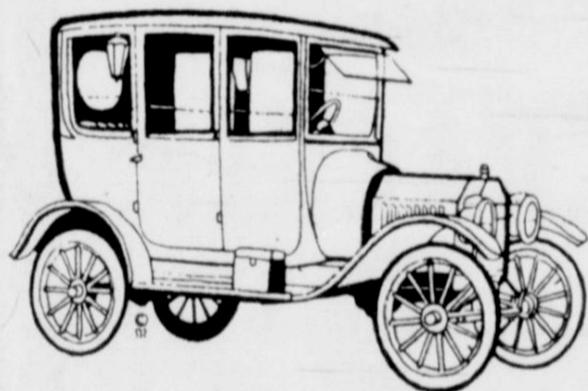
★ PROMPT DEAD ANIMAL REMOVAL ★
WE BUY BONES, FAT, GREASE

Plains By-Products

FRIONA, TEXAS 79035

Plant Phone 247-3713
Call Collect

Office
CROW'S MEAT CO.
806-247-3333



From The
Past
←
To The
Present

We are proud to be a part of the Celebration
Little City. We invite you to attend.

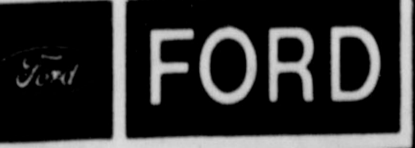
Maize Days

Free, for Boys 8-13
**FOOTBALL
excitement!**

ENTER OUR
**PUNT, PASS
& KICK
COMPETITION**

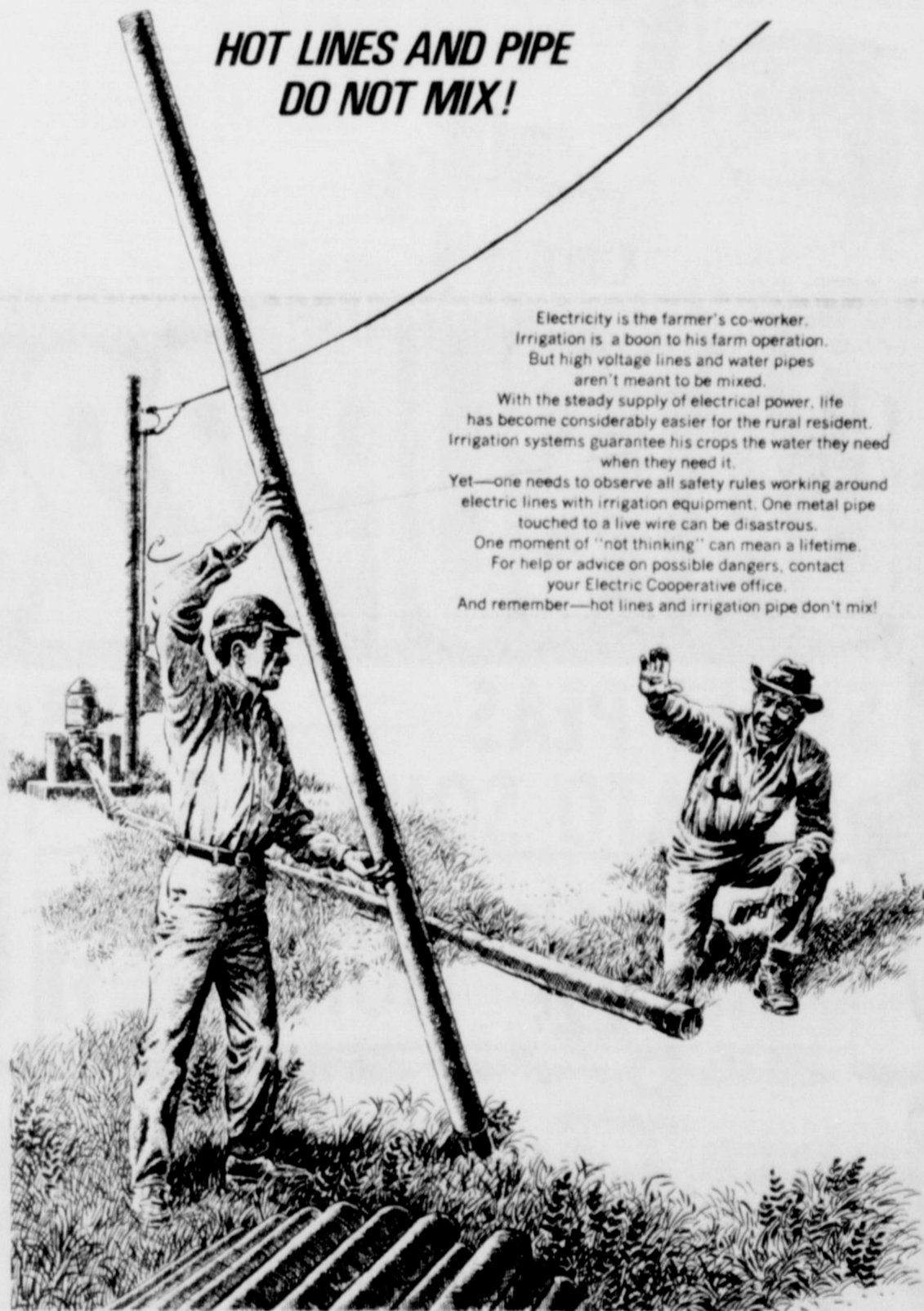
You Could Win One
Of 18 Local Trophies

FREE! REGISTRATION
ENDS SEPTEMBER 30



FRIONA MOTORS

Your Home Town Ford Dealer



**HOT LINES AND PIPE
DO NOT MIX!**

Electricity is the farmer's co-worker. Irrigation is a boon to his farm operation. But high voltage lines and water pipes aren't meant to be mixed. With the steady supply of electrical power, life has become considerably easier for the rural resident. Irrigation systems guarantee his crops the water they need when they need it. Yet—one needs to observe all safety rules working around electric lines with irrigation equipment. One metal pipe touched to a live wire can be disastrous. One moment of "not thinking" can mean a lifetime. For help or advice on possible dangers, contact your Electric Cooperative office. And remember—hot lines and irrigation pipe don't mix!

SALUTING FRIONA ON YOUR ANNUAL MAIZE DAYS FETE

Deaf Smith

HELPING TEXAS GROW!



PIGGLY WIGGLY

Lets you express yourself...

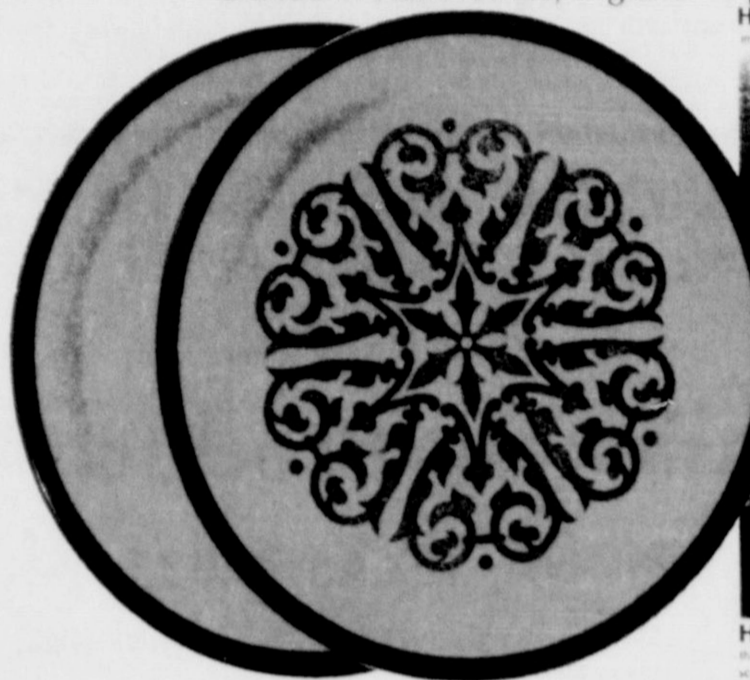
Create your own exciting combinations in...

STARTS
TUES.
SEPT. 4

Doverstone

Fine Imported Stoneware.

Crafted in Staffordshire, England



At home in Castle or Cottage...

Doverstone sets the trend for the day after tomorrow. Crafted in high-fired, under-glaze pottery. You won't find handsomer dinnerware anywhere. Or more serviceable... Doverstone goes from oven to table and into the dishwasher as well. Doverstone... to be admired... to be enjoyed. At a miraculous basic price. With a wealth of accessory pieces to blend.

49¢ each basic piece



Accessory pieces in the "Shape of the Future" on sale at all times.

5 Pt. Place Setting	\$1.49	Sugar Bowl with Lid	\$2.99
Creamer	\$2.49	Tea Service	\$1.99
Round Chop Plates	\$2.99	Vegetable Bowl	\$1.99
2 1/2 Qt. Mugs	\$2.49	Salt & Pepper Shakers	\$2.49
Covered Butter Dish	\$1.49	Tall Beverage Server	\$7.99
Covered Casserole	\$9.99	Covered Egg Soup	\$2.99
2 Place Teas	\$2.49	2 Lunch Plates	\$2.49
Serving Pitcher	\$6.99	2 Dinner Soup	\$2.99



Shurfine
COFFEE 1 Lb. Can **69**

Reg. Drip Elec. Perk With Coupon

Food King

APRICOTS

2 1/2 Can

39¢

TEA BAGS

Shurfine
100 Ct.

89¢

PIGGLY WIGGLY

1 LB. CAN of
COFFEE



SPECIAL PRICE WITH THIS COUPON

69¢

GOOD THRU 9/6/73

Shurfine

MACARONI CHEESE DINNER 5 FOR \$1

Shurfine

APPLE BUTTER 28 Oz. **39¢**

Food King
PEACH PRES. GRAPE JAM MIX OR MATCH 2 32 Oz. Jars **\$1**

Shurfine
CAKE MIX

Devils Food
Orange
Marble 18 1/2 Oz.
White
Yellow
22¢

Shurfine
FRUIT DRINK

46 Oz. Cans

22¢

Shurfine

CRACKERS

1 Lb. Box **22¢**

CATSUP 22¢

SWEET PEAS Shurfine Early Harvest 4 17 Oz. Can **88¢**

TOMATO SOUP Shurfine 8 11 Oz. Cans **\$1**

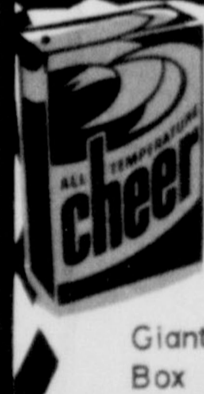
Food King Frozen
FISHSTICKS 8 Oz. **22¢**

Shurfine Frozen
ORANGE JUICE 3 12 Oz. Cans **\$1**



Shurfine Pure Cane
SUGAR 5 Lb. Sk. **69¢**

TOMATO SAUCE Hunts 4 15 Oz. Cans **88¢**



CHEER 79¢



CASCADE 59¢



AJAX CLEANSER 21 Oz. Cans **49¢**



Soflin
PAPER TOWELS Jumbo Roll **22¢**

DIAPERS

12 Overnight Pinless

69¢

30 Daytime Pinless

\$1.19

POLISH REMOVER

Cutex 3 Oz.

29¢

VASELINE

Intensive Care Lotion

10 Oz.

69¢

MIX OR MATCH

CHEEZ-ITS 10 Oz. Box
HI-HOS 10 Oz. Box
VANILLA WAFERS 11 Oz. Box

3 FOR \$1

Shurfine
COLBY CHEESE 10 Oz. Half Moon **69¢**
Shurfine
COLBY CHEESE 16 Oz. Midget **99¢**



ANNOUNCING!

FRIONA STATE BANK
WHOLEHEARTEDLY
SUPPORTS

The "Friona First"
Campaign Sponsored By The
Chamber of Commerce And
Board of City Development.

We Urge You To Always
Shop "Friona First."



WELCOME

To

MAIZE DAYS

SEPTEMBER 3-8



Meet Miss Teresa Ingram
Who Will Be Representing The
Bank In The Queen Contest
This Evening.



 FRIONA STATE BANK



LINDA MARTIN—A 17 year old senior at Friona High School, she is the daughter of Mr. and Mrs. Lawrence Martin. Linda is being sponsored by Parmer County Pump Co. in the Maize Queen contest.



ANN CARRASCO—Ann is the final entry in the contest. She is 18 and a senior at Friona High School. She is the daughter of Rev. and Mrs. Donny Carrasco and is sponsored by Murphree Texaco for Maize Queen.

Parmer County Cattle Brands

Missouri Beef Packers, Inc.
Friona, TX



LR

Dwight & Kenneth
O'Brian
Friona, TX



RH

Joe Buchanan
Rt. 1 Box 190
Friona, TX



LSh

Kenneth O'Brian
Rt. 1 Box 195
Friona, TX



RH

A. W. Anthony, Jr.
Rt. 2 Box 14
Friona, TX



RH

C. V. Potts
Rt. 2
Friona, TX



RH

Reed & Jones
Box 314
Friona, TX



RR

Larry Potts
Rt. 2
Friona, TX



LH



Miss Gayla Self

Representing
PIONEER NATURAL GAS COMPANY
In The Maize Queen Contest

Our best wishes to Miss Self who will be Representing our firm in the annual Queen Pageant Thursday. Gayla is the daughter Of Mr. and Mrs. Max Self and is a Senior this year at FHS.



PIONEER NATURAL GAS COMPANY

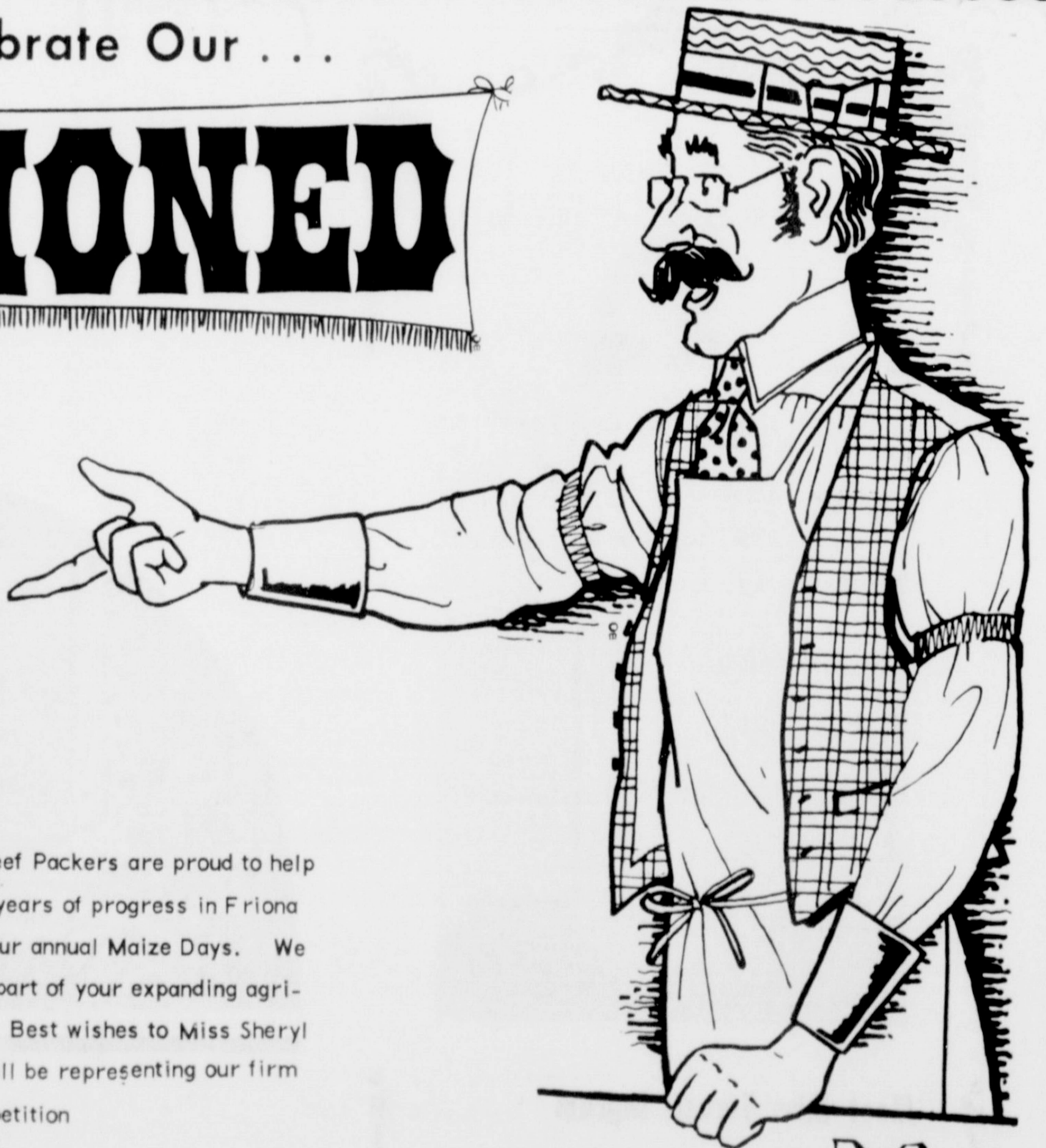
It's Time Once Again To Celebrate Our . . .

OLD FASHIONED

**MAIZE
DAYS
1973**



Sheryl McPherson



We at Missouri Beef Packers are proud to help you celebrate 67 years of progress in Friona this weekend at your annual Maize Days. We are happy to be a part of your expanding agricultural economy. Best wishes to Miss Sheryl McPherson who will be representing our firm in the Queen Competition

MISSOURI BEEF PACKERS, INC.

Friona Division





JEANINE JARBOE -Is the 16 year old daughter of Mr. and Mrs. Tom Jarboe. She is a junior at Friona High School and is being sponsored in the Maize Queen Contest by Cook Oil Company.

STORY GIVEN

Bucket On Way Out As Tool

A farm writer the other day bemoaned the passing of the bucket as one of the tools of the trade down on the farm. They are not as prevalent as they used to be he said.

The city slicker might also inquire as to what has happened to the bucket around the city house?

Time was that every home had several, each one for a designated purpose, and that was just not confined to the rural home either. We'll bet a Johnson nickel that there isn't a really good bucket in the average home right today, and if there is one we'll bet another Johnson nickel it's a plastic job.

The bucket, usually a galvanized one, used to be one of the most essential items on the farm and in the home. Modern methods have sort of eliminated the portable container.

The housewife used it for watering the flowers in the yard, and on washday, well she just couldn't do without a couple of them. She used one to carry the wet clothes to the clothesline in the yard. Another she used for transferring clothes from one washtub to another.

On the farm who can forget the bucket that sat beside the well, and who can forget how, in the early morning hours a fellow broke the ice that had formed to pour out fresh water to dash over the face before breakfast?

The hogs had to be slopped and that called for another bucket, generally, referred to as the "slop bucket." It caught the scraps from the kitchen table.

When it came to milking the cows, the buckets used were special things, and seldom, if ever used for anything else. Today there's not much of a need for them, especially on farms that produce milk for dairies. The automatic milkers have replaced them.

The general purpose galvanized bucket came in mighty



handy when it came time to gather eggs. Today, egg baskets are used.

In the house, modern washing machines drain the water via pipes to the outside and no longer does the Little Woman take her clothes to the line to dry, for she has a mechanical dryer that tosses them dry.

Parmer County Cattle Brands

CO LH

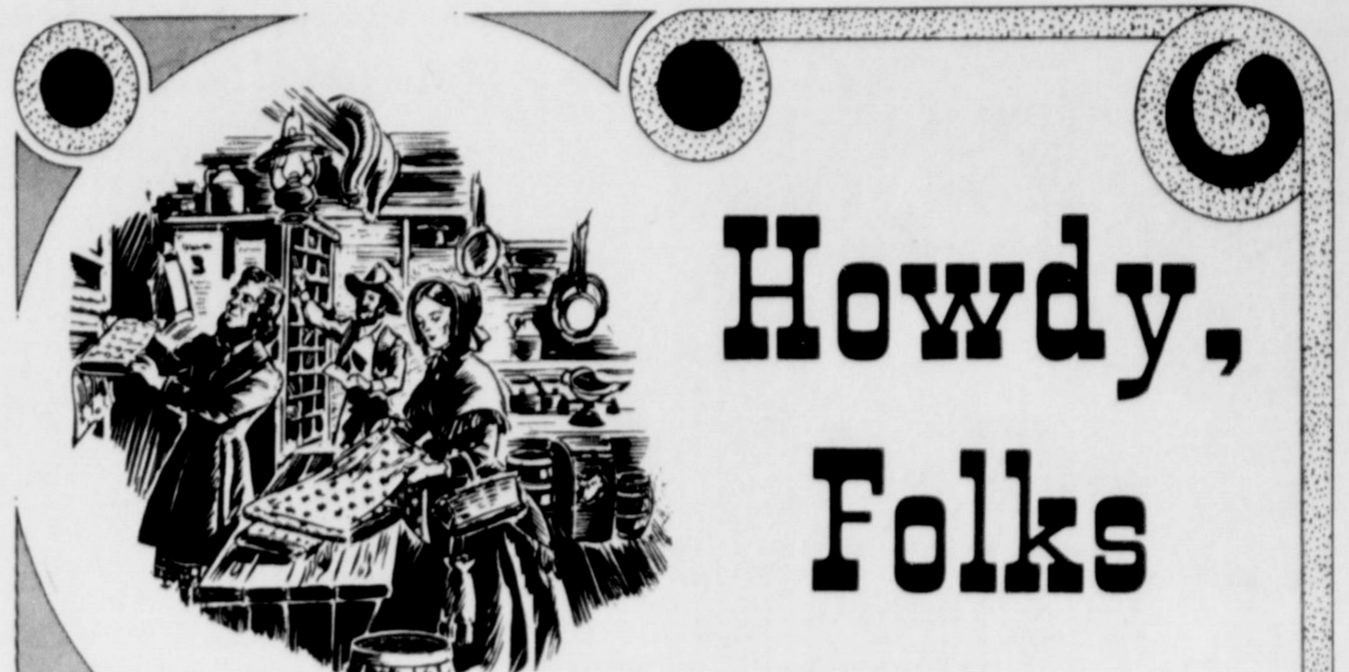
Charles E. Osborn
% S. H. Osborn
Friona, TX

Q LH

D. L. Carmichael
Rt. 1
Friona, TX

M LH

English & Wright
% Jarrell Wright
Rt. 2 Friona, TX



Howdy, Folks

It's Time To Say

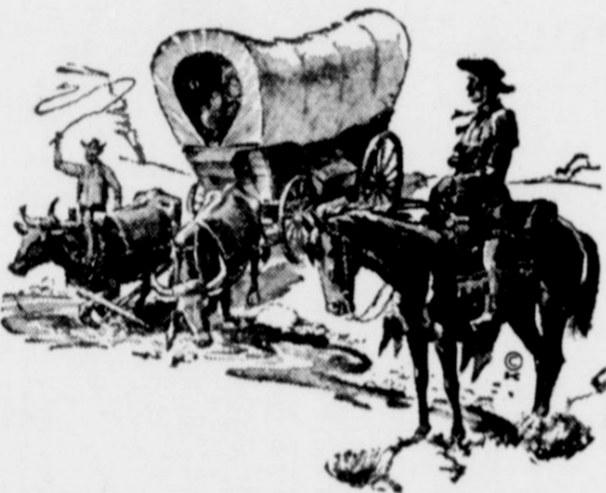


To Another

Maize Days

And To Congratulate The Citizens Of Friona On The City's Outstanding Progress Through The Last 67 Years.

**FRIONA FEED YARDS
PACO FEED YARDS**



Celebrating

MAIZE DAYS

A Full Week Of Fun-Filled Events. Something For Every One Don't Miss It!



IMPERIAL LIVESTOCK SUPPLY

"Everything For The Stockman"

E. Hwy. 60
Hereford, Texas
Phone 364-1714

Stockyards
Clovis, N.Mex.
Phone 762-0731

YOU ARE INVITED



... To Attend The Finest, Fun-Fest Ever Held In Friona

Maize Days

Tri-County SAVINGS AND LOAN ASSOCIATION



Mulshoe

Donald W. Harmon, President



ANNETTE REZNIK—Annette is the daughter of Mr. and Mrs. A.L. Reznik. She is 17 and a senior at Friona High School. Tri-County Elevator Co., Inc. is sponsoring her for Maize Queen.

Rodeo Tickets On Sale For Huntsville Show

HUNTSVILLE—Tickets are now available to the general public for all four Sunday performances here of the 42nd annual Texas Prison Rodeo in October, announces Ron Taylor, Texas Department of Corrections public affairs officer.

"These tickets will be available at the rodeo ticket office adjacent to the main administration building in Huntsville, at Foley's in Houston, at all Sear's stores in other Texas cities, and by mail," Taylor advises.

This year's rodeo will feature 40 convict cowboys contesting for the coveted all-around top hand title. Harry Southerland, Fort Worth, has won back-to-back titles and will return to defend his championship and hopefully become only the second prison performer to win three rodeo titles in a row.

Additionally, for the second year, the Goree Cowgirls will perform at the annual rodeo. They will participate in the calf tussle, pig sacking contest, and the donkey barrel race.

The redshirts, a group of 40 inmates divided into two-man teams, will vie in the wild-cow milking contest event, and will participate individually in the

Hard Money event. Hard Money involves the contestants trying to grab a Bull Durham-size sack from between a bull's horns. Cash prizes of \$50 and \$25 go to winners in this popular and exciting event.

Country western music will add to the rodeo when inmate recording stars and bands swing out for the midway show beginning at 9 a.m. and pre-rodeo show at 12:30.

The rodeo gets underway at 2 p.m. with the traditional grand entry parade. After that, it's two hours of Texas Prison Rodeo at its wildest and roughest.

Reserved seat tickets at \$3, \$4, \$5 and \$6 may be purchased by mail by enclosing check or money order to Prison Rodeo Ticket Office, Box 99, Huntsville, Texas 77340. Net proceeds go to finance rehabilitation facilities for more than 16,000 inmates of the prison system.

Contrary to a common belief, the porcupine cannot "shoot" its quills at its opponents.

Parmer County Cattle Brands

Steve Struve
Box 926
Friona, TX

F LH

Ralph Wilson
Rt. 2
Friona, TX

W LH

Carroll Bennett
1010 W. 4th
Friona, TX

/3 LR

Max & Harold Wells
Box 961
Friona, TX

W LH or LS

E.G. Phipps
804 Columbia
Friona, TX

L LSh

W. L. Edelman
607 Lela
Friona, TX

WE LH

H. R. Cocanougher
Rt. 3
Friona, TX

V LSh

Marvin Blackburn
Rt. 2 Box 19A
Friona, TX

V RH

J. G. McFarland & Co.
Clyde Redwine
Friona, TX

V RH & REM

Clarence Martin
1702 W. 11th
Friona, TX

W LSh & LEM

WELCOME

To Friona's
17th Annual

Maize Days

You Won't Want To Miss A
Single Fun-Filled Event!

Meet
Miss Friona Star
1973



Hope Mays
Best Wishes In The
Maize Queen Contest



We're Singing Out
OUR
BEST WISHES,

To Miss Vicki Pryor
In The Maize Queen Contest



Vicki Pryor

And To Friona
On Your
17th Annual

MAIZE DAYS CELEBRATION

Good Clean Fun For The Entire Family.

TRI-FRYE FARMS

George, Kenneth and Harlan Frye

The FRIONA ★ STAR

HOGS, TOILETS CURBED

**Friona Growth Charted
By Early City Ordinances**

It all began on March 19, 1928—the record of city laws for Friona, and since that time the list of ordinances has grown to the mammoth total of 475 according to present City Manager, A.L. Outland.

The election held on the above date incorporated Friona by a vote of 65 for and 34 against.

John White, first mayor of the city, received 34 votes, to place him in the office that gave him one of the most difficult jobs he ever tried to do. Working with him to get Friona on the right foot as a city, were the two commissioners, J.A. Blackwell and Jesse M. Osborn.

White later recalled that the first year was tough. The townspeople wanted things done for the betterment of the city, and the town of Friona had no money. So for the first year, it was a struggle.

A complete history of the laws that govern the city of Friona would be too lengthy and the following notes contain only the early ordinances that were passed when Friona was in infancy.

FIRST ORDINANCE

The first ordinance to be entered on the books involved the problem of sanitation. Adopted May 1, 1928, not even two months after incorporation, the law was for the regulation and cleanliness of outside toilets, with the specific reference that the buildings must be fly-proof.

In 1928, traffic problems existed just as they do today, and the second law on the books was to establish a speed limit (20 miles per hour) and to regulate the driving of tractors on Main Street and also to establish curb parking.

HOGS REGULATED

When the officials passed a law to regulate and suppress hog raising or keeping within the city limits, they were specific on what the property owner could do.

The ordinance states "no hogs in blocks 62, 63, 76, 77, 82 and 83—no one to keep more

than one hog to the city lot in any other block, all lots of pens must contain not less than 600 square feet of space for each hog confined therein."

All of the above laws were passed in the very beginning of Friona city government. Then in June of 1928, one of the most important grants for the comfort of the citizens was made. It was the initial agreement with Texas Utilities Co. to construct, maintain and operate an electric lighting and power plant, furnishing electric lights and power to the public.

The fifth law pertaining to Frionans declared it unlawful for a person to be intoxicated on the streets of the city or in any public place. A twin ordinance to the one above forbade fighting within the city limits.

It was declared unlawful to allow any kind of domestic animal to run at large within the city limits, such as horses, mules, burros, cattle, hogs, sheep, etc.

More or less taken for granted now was the rule that all poles used for support of wires for public utilities should be placed along the alleys or streets other than Main Street.

Progress continued and the next franchise to better living conditions was the grant to West Texas Co. to establish natural gas for lights, heat and power. Following on the heels of this franchise was an ordinance letting the contract for the construction of the waterworks.

Eleventh ordinance was the confirming contract between the city and Sanitary Appliance Co. providing for the purchase of certain sanitary sewer equipment.

Passed early in 1930, a regulation governing the gas piping appliances, fixtures and apparatus in all buildings and structures of gas consumers, and the installation, construction, adjustment and repair thereof, provided for bonds to be given by those who do such

wrok, providing for permits and penalties.

TOILETS REGULATED

In June of that year, the placing of toilets and cesspools in the streets or alleys was prohibited, establishing a fine, and each day said toilet or cesspool remains in alley is separate offense. Ordinance 14 provided for the application and license of Master Plumbers, fix fees and defining duties.

The fire zone was established in the corporate limits of the city, fixing its bounds, and providing a penalty for the violation of same and fee for issuing building permits therein.

VENDORS TAXED

A tax was placed on coin vending machines, shows, tent shows, travel theatres, musical exhibitions, truck peddlers, foot peddlers, public dances, pool halls and a poll tax was passed in 1933.

Also, the office of fire marshal was created. Rules and regulations concerning the practice and procedure of corporation court were made, and double parking on any street was prohibited with a law against parking of trucks or any other vehicle longer than 20 feet on Main Street.

The 21st ordinance provided for the reward, arrest and conviction of any party found guilty of arson in Friona.

The town then promised to give highway right-of-way necessary for the state department to build Highway 33 [60] through town.

City fathers prohibited the riding of bicycles on sidewalks in Friona in 1936.

From that time, the number of laws appearing on the books to govern Friona have increased as rapidly as the situations arise to demand the regulations.

But none show the growth and the demands quite so much as the first early laws that are recorded here.



VICKI PRYOR—A senior at Friona High School, Vicki is 17 and the daughter of Mr. and Mrs. Benny Pryor. Tri-Frye Farms is sponsoring Vicki for Maize Queen.

TWO RESIGN

**MBP Announces Two
New Board Members**

R. H. Fulton and Joe Kirk Fulton of Lubbock, Texas were appointed to the Board of Directors of Missouri Beef Packer, Inc. at a Board of Directors meeting held in Plainview, Texas on August 16.

R. H. Fulton was also appointed to the Executive Committee of the Board of Directors.

The two vacancies on the Board were from the resignations of Jay Taylor and Jimmy Whittenburg, III of Amarillo.

R.H. Fulton is a Director of the Plains National Bank of Lubbock, Texas and has

extensive interest in banking, ranching, real estate, pipeline construction and oil exploration.

Joe Kirk Fulton graduated from Texas Tech University with a Bachelor of Science degree in Animal Husbandry. He is Chairman of the Board of Plains National Bank of Lubbock, Texas and the Lockney Banks of Lockney. Fulton is a member of the Fish and Game Commission of Austin, and a member of the Texas Tech Foundation Board in Lubbock.

Were 67 Years Young



In Friona This
Week As We
Celebrate
Our Good
Old-Fashioned

MAIZE DAYS


We've Been In Business In
Friona For The Past 45 Years,
And We Look Forward To
Serving Our Customers In
This Area

**MAURER MACHINERY
CO.**



Presenting...

We are Happy to have Miss Jeanine Jarboe representing our firm in the Maize Queen Contest on Thursday. We wish her well as she enters the competition!



Jeanine Jarboe

**COOK
OIL
CO.**

Step Right
Up, Ladies
And Gentlemen . . .
It's Time For
Maize Days




We Are Happy To Be Sponsoring
Debbie Reeve In The "Little Miss
Friona" Contest Good Luck, Debbie!

**RUSHING INSURANCE
CO.**



PAM WILCOX—A junior at Friona High School, Pam is sponsored by Woodmen of the World in the Maize Queen Contest. She is the daughter of Mr. and Mrs. V.R. Wilcox and 16 years old.



DIANE HAMILTON—Lewellen Construction Co. is sponsoring Maize Queen contestant 16 year old Diane. She is a junior at Friona High School and the daughter of Mr. and Mrs. Glyn Hamilton.

Farm-Ranch Profits Pared By Inflation

Although land values are increasing at a sharp rate throughout the country, it's difficult to live off of the appreciation! Net income is still the breadwinner!

Consider the plight of two ranch families in the Edwards Plateau of Texas who are reaping a mere 1.5 percent return on their land, labor and management. Despite high levels of management and effective enterprise combinations, the task of increasing net income seems futile, especially with rapidly rising production costs.

Although the two families are each netting about \$8,000, if this is assumed to be return on labor and management, there would be no return to the value

of the land, points out Kenneth Graeber of Uvalde, area economist in management with the Texas Agricultural Extension Service.



R.A.F. STYLE — The bomber jacket's updated for fall. In Cone's rugged cotton corduroy, the Chip 'n Twigs model sports hidden seam pockets.

"The question is, should these families stay in the ranching business and continue to earn a limited return, or should they consider selling the land at a good profit and invest their money elsewhere?"

There are also other alternatives to this situation which is becoming more common across the state and nation due to increasing land values. Increased recreational demands for land is a big reason for the jump in land prices, notes the Texas A&M University specialist.

One alternative might be to buy a larger operation where land values are lower in order to increase net income. It might mean selling the ranch and

investing in stocks and bonds and working off the ranch. Possibly the land could be leased to cover taxes, and employment could be found off the ranch.

"Whatever the decision, two important intangible factors must be considered—love for the land and the country life. These factors cannot be measured in dollars and cents," contends Graeber.

The economist believes that the decision should be made by all people involved so as to maintain the most essential asset of all—happiness and harmony in the family.

Cotton is the only major fiber that actually increases in strength when wet.

May We Urge
Everyone To



Attend The
Festivities This
Week

In The City Park
At Friona.
Zoom On Downtown
Where You'll
Find Interesting



Events Taking Place
Around The Clock.



Don't Miss Out
On

All The Fun In
Store For



You And Your Family
During Friona's
Most

Spectacular Maize
Days Celebration.



We Are Ready To Serve You When
Your 1973 Grain Crop Is Harvested.
Give Us A Try.

HUB GRAIN
O.L. (Mac) McMurtrey, Mgr.

Welcome
To Friona's 67th Anniversary
Celebration. You'll Have An Old-
Fashioned Good Time At . . .

**MAIZE
DAYS**

Our Thanks And
Best Wishes Go
To Linda Martin
Who Is Our
Representative In
The Maize Queen
Contest



Linda Martin

PARMER COUNTY PUMP CO.

DRIVES LAUNDRY TRUCK

Canipe Familiar Face In Bovina, Friona

"In 1926, I wondered what in the world people did for recreation in this part of the country," reminisced J.L. Lawson Canipe, longtime driver for Clovis Steam Laundry.

"We had just moved to this part of the country from Corpus Christi and I was quite disappointed in the flat land with no fishing, no trees and no hills."

Canipe, who went to work for

Clovis Steam Laundry, which has been in the same location at the corner of First and Main Streets in Clovis since 1912 moved to Friona on January 20 of this year.

He said that several things prompted his move which 'was a complete mystery to everyone who knows me' according to the truck driver.

He said a big part of his business was in and around Friona and living here, he could

start right at his front door every morning, and the Canipes wanted to retire in Friona, which he termed 'a friendly town.'

His territory includes Friona, Bovina, Muleshoe, and west as far as Ft. Sumner in New Mexico.

Mrs. Canipe, who died on June 23, after being in ill health for a number of years, formerly accompanied Canipe on much of his route before they moved to

Friona. "She was especially fond of Friona," recalled Canipe. "And at one time we looked at the house at 703 Summitt where the Canipe home is located now." At that time, they decided it would make a good retirement home and they later found it was for sale. "We didn't rest until we bought it," he commented. "And my wife was happier here than we had ever been even though she never felt good."

The driver, who started on a delivery truck in 1934, said he initially had a route in Clovis, then during World War II, they stopped the delivery until the end of the war. When the war was over, Canipe, who had seniority, asked for the out of town route, which he has held since that time.

Try 40 times around the world...driving...on for size! Canipe estimates that is a conservative figure for the many miles he has driven since he first started with the laundry. His estimate is at least 1,000,000 miles, and with no major accidents or incidents to mar the record.

Also, the average, conservatively figured, in laundry handled is approximately 350,000 pounds a year. Canipe says he handles more than 1,000 pounds a day, which would figure more than 14,000,000 pounds in the nearly 40 years he has been a driver for Clovis Steam Laundry.

"One thing I would like to say," emphasizes Canipe. "And about my territory, is that I have liked to deal with the people on my route. Anytime I have had a substitute driver, they always tell me I have the nicest people on my route of any we handle for the laundry."

In 1949, Canipe was on his way in to the laundry when he

stopped at a customer's house in Farwell. The story below was taken from a newspaper article re-printed at the time-

"Lawson Canipe, 608 East Eighth Street, a Clovis Laundry truck driver, braved flames to rescue a three-year-old Negro boy from a blazing farm house, three miles northeast of Farwell late yesterday, but the child, Carl Stephen Clark, succumbed of burns in a Clovis hospital three hours later.

"A sister of the boy, Vera Alice, 18-months-old, perished in the flames which leveled the John R. Armstrong farm servant quarters.

"Before the youth died he said he had been playing with matches by the crib in which his baby sister was lying and the sheets caught fire.

"Mrs. Beatrice Clark, the children's mother, saw the flames only after the house was burned almost to the ground. She had been working in the Armstrong home when the fire started. Mrs. Clark has been retained by the Armstrong's for the past 10 years.

"Firemen were hampered in extinguishing the blaze by flying bullets which were set off as the fire reached them. They were successful in protecting several nearby buildings, although they could not save the Clark home."

The truck driver said it was the first experience he had of that type and he quickly remembered that he was supposed to get down low, beneath the fire and smoke.

He added that he crawled into the house and finally could see the boy's legs, he was standing up at that time in the fire and smoke.

Canipe commented that he went to the hospital to see the

badly burned youngster shortly before he died and the boy talked to him.

"If I had only come along a little sooner, I might have been able to save his life," he added.

Around 20 years ago, Canipe said his truck broke down one winter night in Friona. He said he called the late Charlie Bainum who came out into the cold night to repair the truck and only charged him \$1 for a service call.

This was another of the fond memories Canipe had of the way he felt people had been more than good and generous on his route during the past nearly 40 years.

Recalling the early, unpaved days driving a laundry truck, Canipe said when he first started driving the truck, not only roads were paved and he spent his share of time sliding off into ditches, and lakes, and having to be rescued.

"I remember one thing especially," added Canipe.

"This involved a farmer near Clay's Corner. I had a flat and my spare tire was in Muleshoe. This farmer took me to Muleshoe to get the spare, brought me back to the truck and helped me change the flat. He would not let me compensate him in anyway. That's the kind of people in this part of the country.

"Another time," he continued, "Richard Smith, the son of D.O. Smith, west of Muleshoe, came out into the snow and cold and put water in the tractor radiator and came to pull me out of a lake where I had skidded off. He wouldn't let me pay him, either."

Canipe has served the same territory on the truck that he started out with and said that during the depression in 1934, the laundry had to rake and

scrape to get along. All laundry had to be in by 9:30 in the morning, so the drivers had to really hurry to get the laundry gathered up. He said they started real early in the morning.

At the time, Canipe was driving the Clovis route and picked up from the hotels and rooming houses. He said that all the linen rooms were upstairs so he was up and down and up and down stairs, hurrying and hurrying to get the laundry in before the 9:30 a.m. deadline. Most of the rooming houses and hotels were on short supply of linens and none of them could really wait for an extra day, so it put an extra load on the drivers.

When Canipe first started working for the laundry, the Hotel Clovis was two years old, having been completed and opened in 1932. The hotel was new and nice, and used lots of linens.

"It's been a good life," reminisced Canipe. "And I don't see any reason to retire. I will consider retiring sometime in the future when my health isn't good enough for me to work anymore."

Last week, Canipe's nephew, David Jones, of Portales, drove the route while Canipe took a short vacation to visit a daughter in Arkansas.

Canipe lost his wife on June 23 but said she had five happy months in Friona and met a lot of wonderful people before her death. "She was interested in every child and it was not unusual for youngsters to come visit her," he said.

The Canipes had three daughters, Dorene Morrison of Bedford; Gitana Bonds of Las Vegas, Nev. and Judy Shubert

of Beebe, Ark. There are also five grandsons and only one granddaughter.

Canipe plans to continue to be a familiar figure in the area with his Clovis Steam Laundry truck as he continues to rack up the miles around the world..... driving.

Parmer County Cattle Brands

RSh
Maynard Agee
Rt. 1 Box 61
Friona, TX

B/K LH & LEM or LR & LEM or LSh & LEM

G. B. Buske
Friona, TX

CR LR or RR

Charles Ray
Rt. 3
Friona, TX

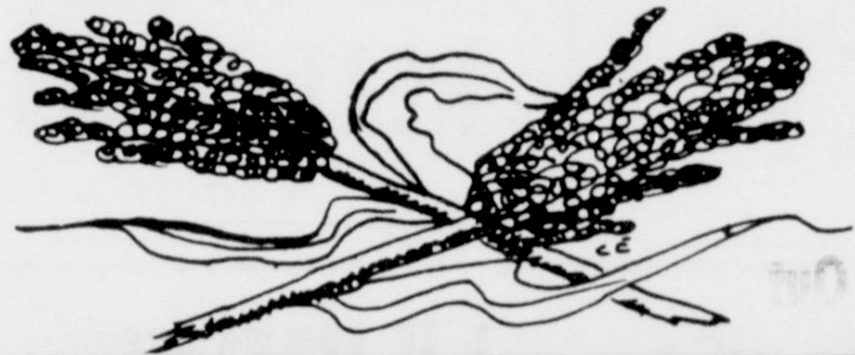
CW LH & LEM or LS or LSh

Clarence Martin
Rt. 2
Friona, TX



HE'S DRIVEN A MILLION MILES...Lawson Canipe stands by the Clovis Steam Laundry truck that has helped him rack up what he estimates is at least a million miles in the last 40 years. The longtime route driver has seen a number of major changes in the territory he has served over the year.

Canipe's territory includes Farwell, Bovina, Friona and Muleshoe. He has held the same territory for approximately 30 of the 40 years he has worked for the Clovis Laundry. He purchased a home in Friona early this year and moved to the home that will be his retirement home in the future. [Staff Photo]



WELCOME



Maize Days 1973

We take this means to wish good luck to Miss Ann Carrasco, who will be our representative in the Maize Queen Contest at the High School Thursday evening. We urge all of you to attend this exciting event.



Ann Carrasco

MURPHREE
TEXACO



COME TO THE

CARNIVAL

The Good Times Are Here Now During ...

MAIZE DAYS

At
STRATE'S MIDWEST SHOWS

September 5th Through September 8th
In Friona

- ★ NEW RIDES
--12 Big Rides
- ★ NEW THRILLS

Come Join The Fun



GAVE CITY ITS NAME

Frio Draw Had Vital Role In History

Friona actually started out in this world as merely "frio," being named after the Frio Draw which cuts across the low area at the far southern edge of town. However, at that time there was a post office called Frio in South Texas, and the postal department could not authorize another such name for the state.

The Santa Fe railroad came through the Plains area later known as Friona back in 1906, and not long after that the town was actually founded by George G. Wright, who headed a big land company and imported land prospects by the dozens to settle the area. Wright built Friona's first hotel, a two-story wooden building, principally for the accommodation of his customers. He also founded the first bank and was instrumental in the affairs of the Friona State Bank for many years before selling the stock to local people.

But the wooden buildings which housed the hotel, the bank and a restaurant went up in flames many years ago.

The current Friona Hotel was erected on the same site, while the brick building housing the bank was also built following the fire and occupied by the bank until some 23 years ago.

Things didn't go so well for the new farmers in the early years of Friona, one resident recalls, and the town numbered only around 150 until about 1914-16 when it began to grow.

Drought plagued the area during the years prior to that, and prospects weren't exactly the best in the world, one old-timer admits.

As for combating the drought, today's farmers think they have something new in irrigation wells. "Tain't so, because back in 1912-13 two irrigation wells were drilled in the area, and on the property now owned by Owen Seamonds, the other near Black.

Motors and pumps for the wells, however, weren't all they should have been in those days, and the experiment in provid-

ing moisture by man made sources was a failure, not to be derived until the last decade.

The Old Congregational Church Building in Friona was struck by lightning and burned early in the history of the town. Seems as tho' there were about 11 different denominations represented in the group of residents who combined their efforts and planned to build a "Union" church, non-denominational, around 1907.

Money got short and the building had to be halted. First the Baptists, then the Methodists in the group contacted the higher-ups in their national organizations to seek money to finish the building, but were refused. Then the Congregationalists stepped in, wrote their national group for funds, for a church which would be the "Congregational Church" in Friona—got an okay, and the building was completed.

One of the most prominent educators in this part of the country, President Floyd D. Golden of Eastern New Mexico University of Portales, got his start teaching school in a little frame building in Friona. At that time, educational advantages in Friona stopped after the first year in high school, but through the efforts of local citizens the school was expanded to second-class high school.

That first frame building also got hit by lightning and went up in smoke, to be followed by the "big" 10-room [at that time] brick building which now houses the grade school. John White recalls that there was considerable opposition from some residents to building such an outlandishly big school, but members of the board faced down the howls and built with an idea to the future. Now, that building will not even accommodate the entire grade school; there is a large high school building [replacing the original one destroyed by fire three years ago]; a first class cafeteria; band room; and the area's outstanding auditorium

and gymnasium, separate but housed under the same roof, located on the campus.

FIRST IN THE STATE

So far as is known, the Friona school was the first in the state to provide school buses and offer free transportation to rural students. With the erection of the brick building the idea of transporting students to their classes in school buses loomed up. Again came the howl of opposition, cries that "school tax money could not be used in that manner." Trustees contacted the state department of education, to be informed that such a project had never been tried, and the letter added "go ahead and try it."

When settlers first began arriving at Friona, an old M.K.&T boxcar served as the town's railway station, residents recall, the present frame structure having been built around 1912-13. But even in its earliest days, the town could boast good service from the Santa Fe. There were two "through" trains daily, one going east and one west, and in addition there was something special—"The Merry Widow," which made a daily run from Clovis to Amarillo and back for the convenience of residents on the plains. Just how the little two-coach train got such a name is a mystery, it appears, but the fact remains that the Merry Widow was well patronized for special events, ball games and the like.

The city has never been without its own publicity department. Back around 1914 there was an organization similar to the Chamber of Commerce, although not then known by that name, which was officially organized and eulogized the virtues of the area, and the actual CC has carried on. Friona was officially organized in 1928, with John White being named as the first mayor. The first official act after organization was to issue a franchise which brought electric power into the city.

Although Rueben Kinsley and Andy Wentworth were probably the first local residents to actually own "horseless carriages," the town was accustomed to the sight of cars early in 1908. Some 20 cars were maintained by the Wright Land company to carry customers about the area—and one of them was a famed Pierce-Arrow. All were handled by company drivers, with the residents getting plenty to see as they wheeled about town.

Dr. Ruark was the first local MD, eking out his practice by operating a small drug store in a building which also housed his living quarters. He was followed by a Dr. Pillians and then somewhat later by Dr. McElroy, who is well remembered in the area.

The first elevator built here was the Santa Fe Grain Company, back in 1915, with George T. Courtright and W.H. (Henry) Warren as operators. J.C. Wilkison, then with the Santa Fe, is responsible for naming the business, old timers recall.

There was quite a discussion as to the proper name, until "Wilks" tossed in, "Oh, just call it the Santa Fe Grain Company," and it's been that ever since.

Today, there are two large elevators along the railroad right-of-way. They are the "Santa Fe Elevator" of the Continental Grain Company, and Friona Wheat Growers.

The Frio draw heckled its namesake for many years with seasonal rampages when heavy rains along its watershed in New Mexico would spill into the draw and come roaring down upon the lower part of town.

It got to be a great sport to see Frio come up, until 1941. That year, heavy rains continued until they sent the draw out of its banks three times in two weeks, with the water reaching over the railroad tracks at the southern edge of town and up around the Santa Fe Elevator.

The railroad apparently decided enough was enough, so it spent a good sum of money to have a large dike constructed, along the banks of the draw, south of the tracks.

Since then, Frio has been comparatively tame. It gets "up," now and then, but never enough to cause damage to property anymore.

Frio Draw was responsible for some changes in the town.

For several years prior to 1940 the highway department had been unhappy about the water coming over its route through the southern part of town periodically, and finally got things ironed out to put the highway north of the city.

At that time, all of the business structures were concentrated on Main Street, but now a large number of them are located along Highway 60.



HOPE MAYS—Is being sponsored by the Friona Star in the Maize Queen Contest. Hope is 16, a junior at Friona High School and is the daughter of Mr. and Mrs. Harrell Mays. Hope is vice president of SFC at Friona High School.

Everyone



Come Join The Fun



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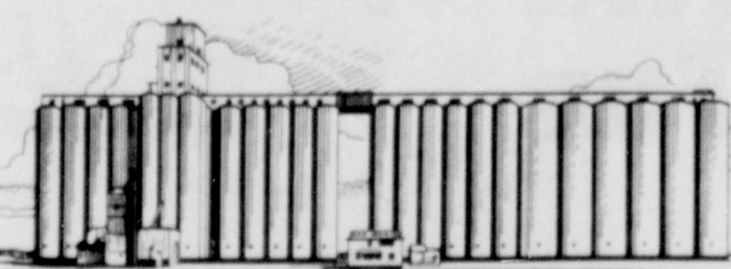
MAIZE DAYS



Dorothy Johnston

We're Proud To Have Dorothy Johnston As Our Representative In The Annual Maize Queen Contest

★ ★ ★
Don't Miss This And All The Other Really Great Events Of Maize Days.



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BLACK, TEXAS



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HURRY!
HURRY!**

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MAIZE DAYS

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FRIO AT FLOODTIME. THE Frio Draw hasn't always been just a dip in the highway as you start out toward Muleshoe, as the photographs on this page will testify. Several times in the early days, the draw would

overflow its banks, and wreck havoc with places of business to the south of the Santa Fe tracks, the highway, and at times the railroad itself. The photographs here were taken by Dr. Lee Spring during the 1941 flood, which shows how

much water CAN come down the draw. Following the 1941 flood, Santa Fe built a dike to prevent such flooding. Also, many businesses which were located south of the tracks were re-located in the northern part of town.

Friona Incorporated As City March, 1928

Early in 1928, a petition was presented to Parmer County Judge E. F. Lokey "to determine if tract could be incorporated into a town with a commission form of government, to bear the name of Friona, to elect a mayor and two commissioners to hold office until the first Tuesday of April following if the town is incorporated and to show that the town has 200 inhabitants."

Names appearing on the petition will be recognized by many present-day citizens. In fact, several of the names are still prominent Friona citizens.

They were Mr. and Mrs. J.A. Blackwell, O.F. Lange, Raymond Jones, J.L. Landrum,

Howard G. Morris, J.A. Guyer, W.H. Warren, M.A. Crum, J.J. Horton, John Gischler, Reubin T. Gischler, B.T. Galloway, Mr. and Mrs. H.P. Eberling, W.Y. Preston, Mr. and Mrs. J.R. Roden, F.L. Spring, L.R. Dilger, Jack Anderson, A.B. Short, V.E. Hart, V.E. Weir, C.S. Burns, Carl C. Maurer, E.S. White, T.A. Glossup and H.A. Bennett.

The petition was considered Feb. 10, 1928, and the election was called for March 19, 1928. It carried, 65 to 34. Election was held in the office of The Friona Star with M.A. Crum as presiding judge. John White was named mayor and J.A. Blackwell and Jesse Osborn as commissioners.

Parmer County Cattle Brands

P RS & LH

Bruce Parr
Rt. 3 Box 105
Friona, TX

N LH

C. N. Treinen
Box N
Bovina, TX

A LH

A. L. Reznik
Rt. 3
Friona, TX

C LH

J.G. Carrothers
Friona, TX

E RH

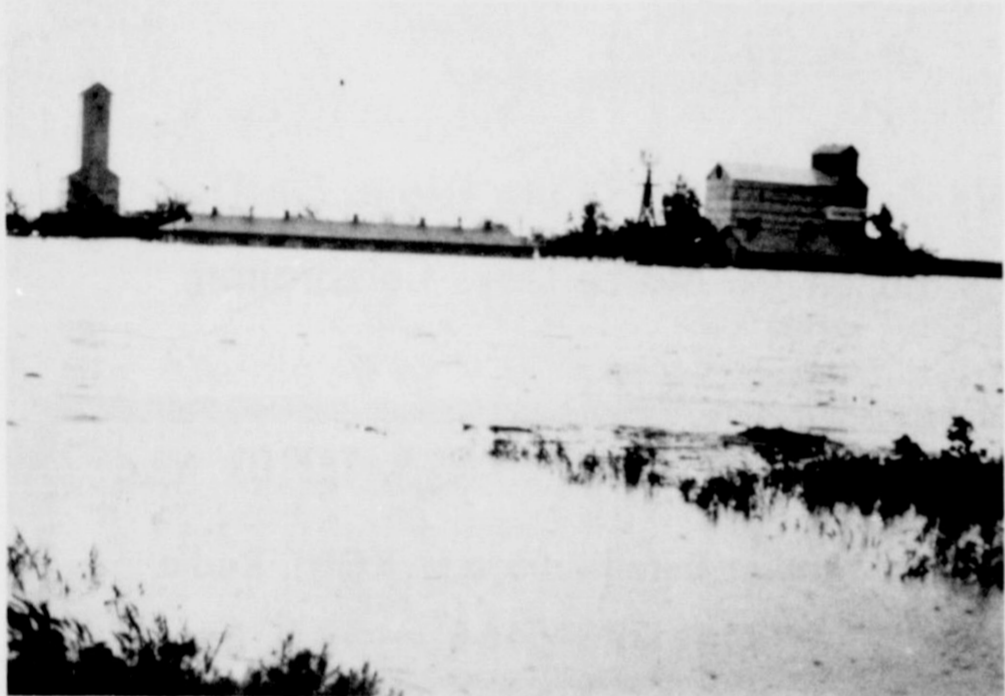
C. E. Trimble
Box P
Bovina, TX

CM LH

Charles Myers, Jr.
Rt. 1 Box 212
Friona, TX

B LH

Billy Sifford
Rt. 2
Friona, TX



Don't Miss Out On All
The Fun Going On During
MAIZE DAYS

**FUN
FOR
ALL**

May We Present
Carol Bavousett



We are proud to have Carol Bavousett Representing us Thursday evening in the annual Maize Queen Contest. Best of Luck, Carol!

**FRIONA
CLEARVIEW**

Welcome To
Maize Days

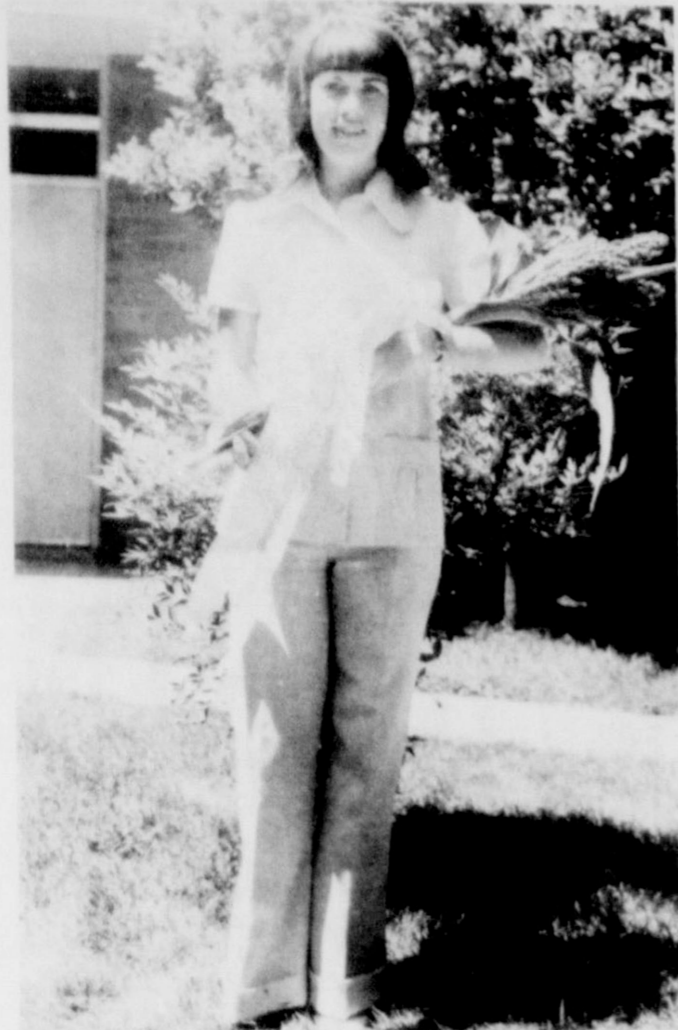


Diane Hamilton

Our Best Wishes Go To Miss Diane Hamilton Who Will Represent Us In The Queen Contest



LEWELLEN CONSTRUCTION



BEVERLY SCHUELER—Claborn Floral is sponsoring Beverly for Maize Queen. She is 16, and a junior at Friona High School. She is the daughter of Mr. and Mrs. Floyd Schueler.

DROP PREDICTED

Pesticide Ban May Curb Cotton Farming

Cotton production in the United States may someday drop by 10 percent. Producing an acre of cotton could cost almost \$10 more than it does now.

It's hard to believe, but it could happen. The figures result from a study by the Texas Agricultural Experiment Station on the effects of withdrawal of different pesticides currently used in cotton production.

Jim Casey and Dr. Ronald Lacewell, two TAES economists, arrived at the results by using a computer program to compile and "average" the opinions of more than 100 entomologists, agronomists and economists.

Cotton was chosen for study because out of the 140 million pounds of pesticides used on croplands annually in the U.S. most are used on cotton. The withdrawals, they said, had a significant effect on yield and costs.

For example, when the organochlorine pesticides family, which includes DDT, was withdrawn, per acre yields in non-irrigated farms dropped by 10 percent in Louisiana, Arkansas and all of the southern states east of the Mississippi River.

Yields declined by three percent or less in Texas and Oklahoma. Arizona, California and New Mexico were not affected at all.

In terms of yield, most irrigated farms were affected least of all. For irrigated farms, the yield decline due to withdrawal of organochlorine

was usually 2.5 percent. However, the Rio Grande Valley of Texas and the Southern Panhandle area, both heavily irrigated, did suffer losses of seven to 10 percent.

Costs to irrigated farms were another matter. When organochlorines were withdrawn, Mississippi, Louisiana and Arkansas felt cost increases of \$9.50 per acre. Other increases ranged from 20 cents to \$7.50.

Dryland, or non-irrigated farms, felt increases of 30 cents to 16.00 an acre in their production costs. The increased costs were due to substituting other pesticides for the organochlorines.

Overall, when organophosphates and organochlorines were withdrawn, output of cotton changed the greatest in the region from Central Texas to the Atlantic. It amounted to a drop of about 10 percent for withdrawal of organochlorines, eight to 23 percent for organophosphates and up to 40 percent for both.

The withdrawal of aniline, a weed killer, had the greatest effect in the Rio Grande Valley, reducing yields by 34 percent. The remaining areas of Arizona, New Mexico, California and the Texas Panhandle were affected only slightly by the bans.

To extend the analysis, Casey and Lacewell included shifts in crop patterns caused by the withdrawals. To do this they assumed that there were no government programs to affect cropping patterns.

Their result indicated that even before any pesticide withdrawals were assumed, without support programs, cotton would shift completely out of North Carolina, South Carolina, Tennessee, Alabama, Georgia and Florida. Farmer net returns would increase when cotton was replaced by crops such as soybeans or corn.

Production would be reduced in Mississippi, Louisiana, Arkansas, the Rio Grande Valley, California and Arizona. Only eastern Oklahoma, most of Texas and New Mexico would increase cotton production.

SCS News

Rainfall management is becoming more important to Farmer County farmers as they realize underground water is depleting. Rainfall can be held on the ground with proper management of residues or more permanent measures such as parallel terracing, land leveling, or bench leveling.

Holding the rainfall on the land becomes vitally important when irrigation pumping costs are considered. A two inch rainfall on a quarter section produces 8.7 million gallons of water.

If half the rainfall is lost an irrigation well producing 400 gallons per minute would take seven and one-half days to replace the rainfall lost. A 600 gpm well would have to run continuously for over ninety days to pump enough water to equal the yearly normal rainfall

on a quarter section. Two 600 gpm wells would run continuously for over six months to equal the yearly total of rain received on a section of land.

How much rainfall runs off your land? If you would like to conserve as much rainfall as possible the answer may lie in better land management.

Conservation measures can be tailored to each unique farming problem. Parallel terraces will help eliminate soil erosion and hold rainfall where it's needed. Land leveling offers soil protection and better irrigation water management. Bench leveling will hold soil and water on steeper land and greatly improve yields per acre.

For more information about rainfall management on your farm contact your local Soil Conservation Service Office in Friona.



THIS IS NO BULL



AND WESTERN STOCKYARDS



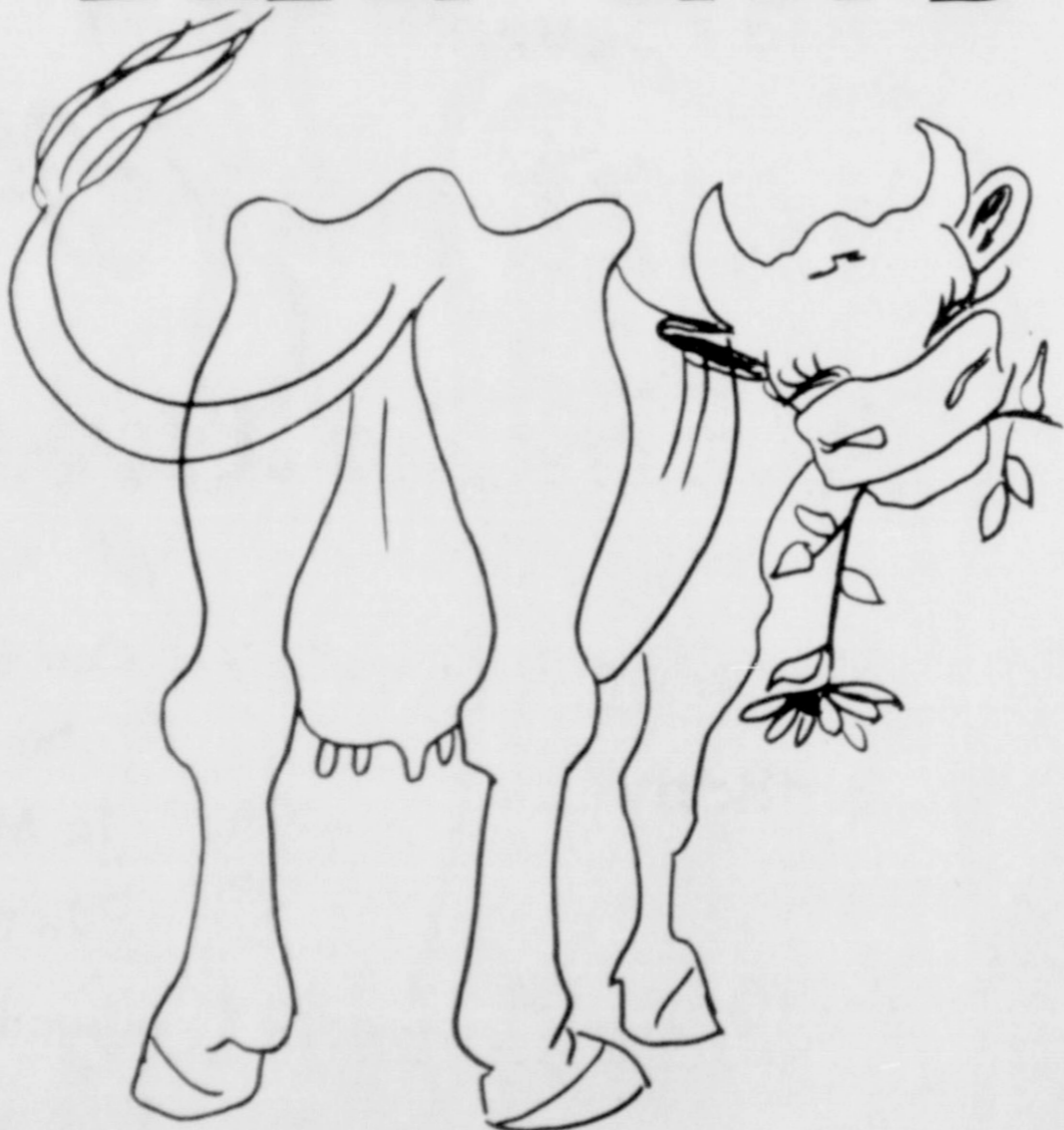
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We Are Happy To Have Played A Part In The Growth And Progress Of This Fine Little City



BIG T PUMP CO.

HEREFORD

Offices In FRIONA

DIMMITT



TERESABACA—Teresa is 16 and the daughter of Mr. and Mrs. John Baca. She is a junior at Friona High School and is being sponsored in the Maize Queen contest by the Hub Women's Club.

LISA TAYLOR—Is the 17 year old daughter of Mr. and Mrs. George Taylor. She is being sponsored in the Maize Queen Contest by Modern Study Club. Lisa is a senior at Friona High School.

Parmer County Cattle Brands

Estis Bass Rt. 3 Friona, TX		RH	M. A. Black 404 W. 14th St. Friona, TX		LH
Watson Whaley Rt. 2 Friona, TX		LH	G. B. Buske Friona, TX		LS & LEM
Melvin Sachs 1701 W. 10th St. Friona, TX		LH	Raymond Schueler Rt. 2 Friona, TX		LH
Danny Black 306 W. 14th St. Friona, TX		LH	Louis Welch Rt. 2 Box 131 Friona, TX		LH
Glyn Hamilton Rt. 3 Friona, TX		LH	Louis Welch Rt. 2 Box 131 Friona, TX		LH

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For A Real Big
Old Fashioned

Maize

Days



Support Your City
Wide Celebration This
Weekend In Friona



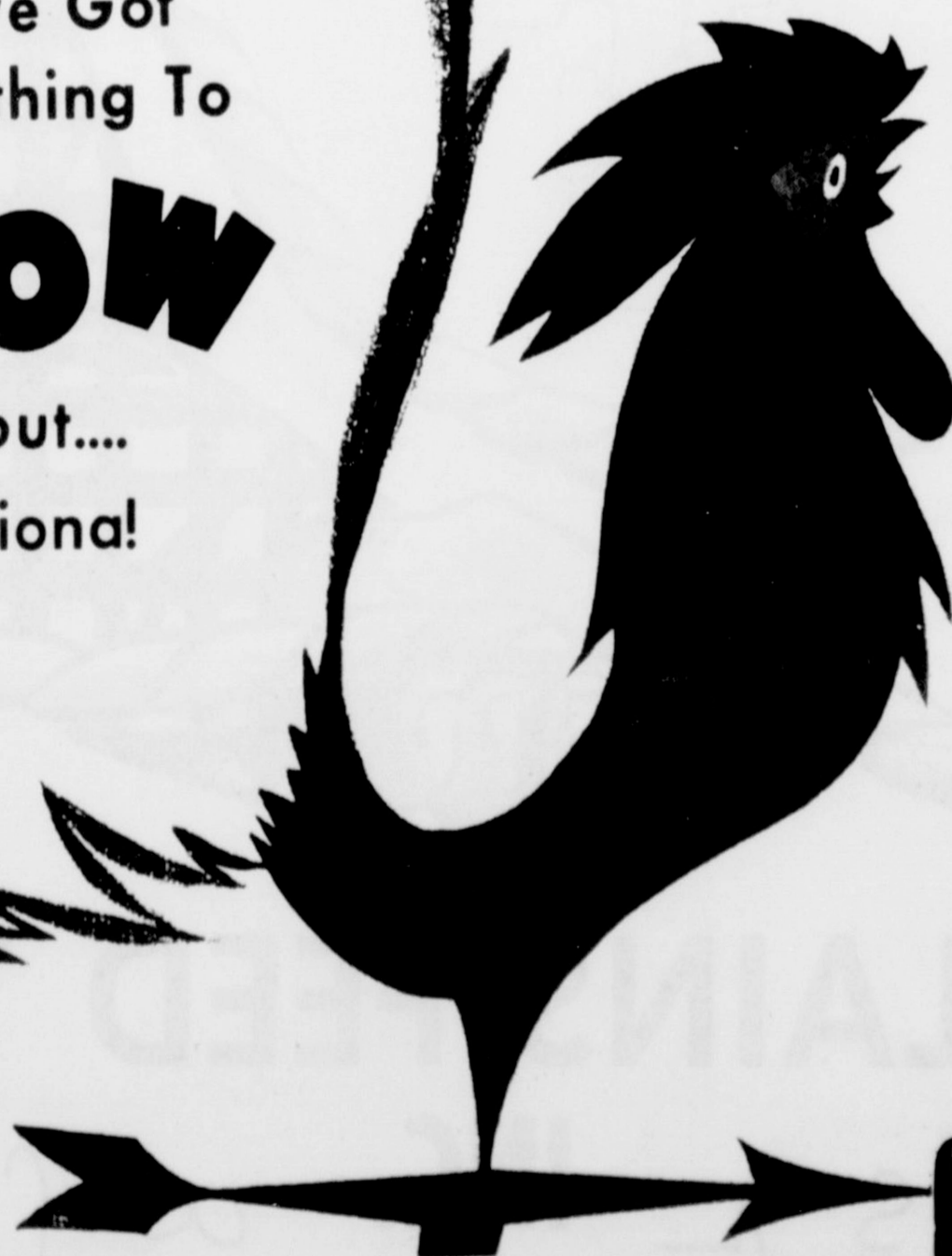
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About...
In Friona!



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Friona's Seventh Annual

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Honoring Friona's 67th
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Way, Friona!"

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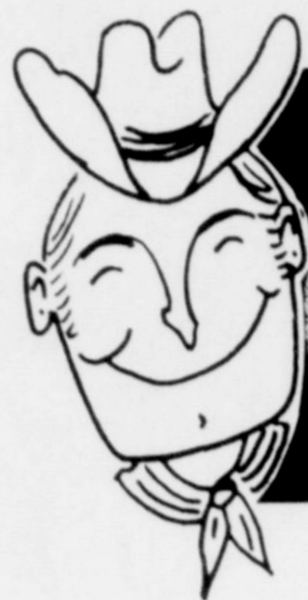
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Yes, We Find
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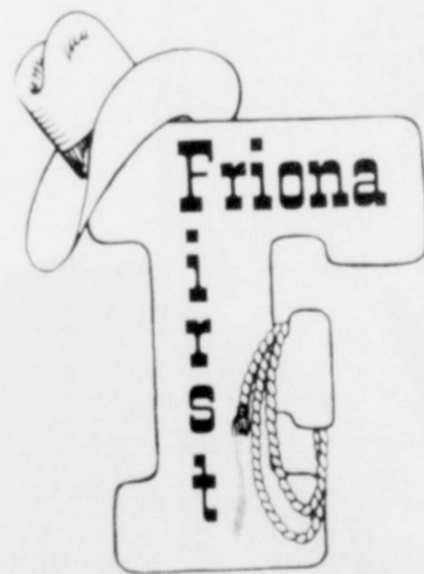
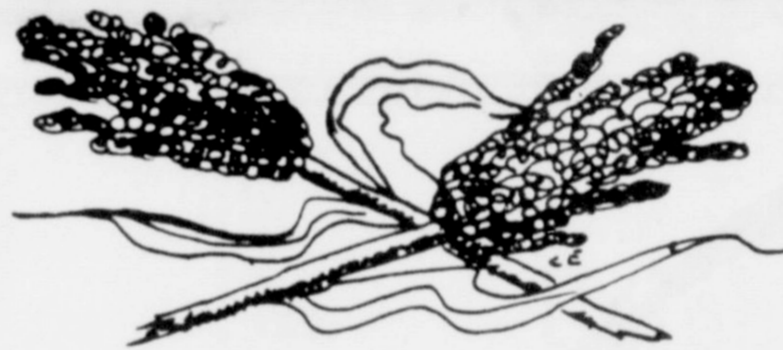


HOWDY, PARDNER!



welcome

TO MAIZE DAYS



HI-PLAINS FEED YARD INC.

? CC Δ 7 O R Δ S L ∞ I B 4 9 I



XIT's Escarbada Holds Store Of Area History

[Editor's note—The following article is used by special permission of The Hereford Brand.]

By STEVE CONNELLY
Staff Writer
The Hereford Brand

The XIT Ranch, whose name is far from unknown, was an important part of the growth of the early Panhandle, particularly for the cattle industry. It was once the largest ranch in the world that was completely fenced in but now has been divided up and sold to later generations of men.

Its colorful history is almost as big as the ranch itself, and the Friona area played a large part in that history because the Escarbada Division, 35 miles west of the city, was the headquarters of this region.

In 1879, the Texas Legislature passed an act trading 3,050,000 acres of northern Texas for a new state capitol building. The legislature was slow at first, being doubtful of the move, but when the capitol burned down Nov. 9, 1881, a new capitol was a definite necessity.

The members of the legislature thought they had made a good deal when they traded the land because most of what they knew of it was what little they heard from passers-by who had been through the area.

An 1880 census report said that the "7,000,000 acres of the Llano Estacado within the state of Texas can be regarded as an absolute desert," furthering the sureness of the legislators.

Deaf Smith, Dallam, Hartley, Oldham, Farmer, Castro, Lamb, Bailey, Cochran, and Hockley Counties of the Texas Panhandle were traded.

The contract was awarded to Mattheas Schnell of Rock Island, Ill., upon presentation of a \$250,000 bond. Within two years, Schnell assigned the

total interest of the contract to Taylor, Babcock, and Company of Chicago. The company was headed by Abner Taylor, A.C. Babcock, John V. Farwell, and Charles B. Farwell.

Taylor, Babcock, and Co. moved fast in trying to settle the untamed country. Perhaps the only visitors before the surveying team was sent out were Mexican hunters from New Mexico who came over the border once a year to hunt enough buffalo to last the winter.

By 1886, the Syndicate had built 784 1/2 miles of fence along the New Mexico line. More than 100,000 cedar posts from the Canadian breaks were used for the fence.

There were so many gates, that at one time, the ranch ordered a boxcar full of gate hinges. From 100 to 150 cowboys were kept at the ranch at all times, along with about 1,000 cow ponies, and about 150,000 head of cattle.

Hereford and Shorthorn bulls were used on most of the cattle, but one division was devoted exclusively to Aberdeen-Angus. The Angus were the last cattle to be sold when the ranch began to disappear.

A well that had been dug and that was going to water the cattle that first year in 1887 had been dug crooked and left the early ranchers without water. However, they soon found that they could generally dig 10 feet deep and find water, but the cattle had to be fed in a bucket brigade fashion from the water hole to the trough.

An ingenious carpenter who had been contracted to build the troughs devised a means of bringing buckets of water to the trough by a hand driven chain affair.

Also in 1887, the XIT was divided into seven sections—Buffalo Springs, Middle Water, Ojo Bravo, Rito Blanco, Spring Lake, Yellow House, and

Escarbada. The Bovina Division was created later when the Pecos Valley Railroad was built.

Late in the 1890's, cross fences cut the XIT into 94 pastures.

Cattle thieves took their toll almost from the beginning, and the Escarbada Division became the scene of depredations.

Jim Cook was one of the first foremen of Escarbada, but wedding bells soon called him away.

Then, Mac Hoffman served for one year until he was transferred to the Spring Lake Division. Jim McLaren served after him for a short while.

In 1895, Ira Aten, sheriff of Castro County, became foreman. He was perhaps the most colorful because of his bold tactics in dealing with cattle rustlers.

The ex-Texas Ranger was said to be a man "of power and force who, in handling lawless elements, believed strongly in the efficacy of fear."

Aten brought Wood Saunders from El Paso, who was another Ranger, and from Capt. W.J. McDonald's company secured detached duty for "Big Ed" Connell. He stationed Saunders at the Trujillo camp, near the present town of Glenrio, and Connell was placed at Tombstone on the eastern edge of Escarbada. These men helped enforce Aten's strong-hand tactics with rustlers.

Aten's tactics were not only bold, but were cunning, in handling rustlers.

J. Evetts Haley, in The XIT Ranch of Texas said that "once each day a rider, armed with six-shooter and Winchester, rode the fences from these camps and it became extremely hazardous to be found along one without evident legitimate business. The situation became so tense that the riders began taking a shot at every man seen near the New Mexico line, not so much with malicious intent,

but just 'as a preventive.' "

Aten also devised a system of keeping thieves from cutting fences to steal cattle. When the rustler cut the fence, a small bomb would explode near the site of the cutting. It is still a puzzle as to how he did this.

Aten definitely expected to be killed when he came to the ranch. He doubled his life insurance, but still "kept his six-shooter well oiled."

In making his rides around Escarbada he never traveled the same road twice. In camp he sat well away from the camp fire.

Aten also painted the windows at the Escarbada headquarters dark green, and hung heavy shades over those at Trujillo.

If a stranger came in he never slept until the man was identified or his business ascertained. The line riders were in almost equal danger, and they never left the camp without their guns.

Aten later established a camp diary system, requiring the cowboys to note the passing of everyone that came on the ranch. One of the camp rules was that no strangers could stay more than one night on the entire XIT, and another rule stated that all supplies must be sold to strangers, and not given. Drifters or vagabonds were not allowed on the camp at all, and were not given or sold any supplies whatsoever.

Aten once wrote of a rider who came into the Tombstone camp when he was there— "I had never seen him before. He had his six-shooter on and talked ugly all night. I found that he was a cow thief. The next morning I said to him—'Now get your horse, saddle and go. Take that road and never come back. If you do, I added as I picked up my Winchester, 'I'm going to shoot you right through the middle.' He went, and never looked

The FRIONA STAR

Sunday, September 2, 1973 Section IV, 12 Pages

back." Aten left in 1905, seeding new horizons in the developing Imperial Valley, in California, succeeded by R.L. "Bob" Duke. The next year the Escarbada was closed out as a breeding range, and its troubles of mavericking became a thing of the past.

Until the last cattle were sold, it was used only as a steer pasture.

Shortly after, land began being sold to pay for bonds. The company began to deemphasize the cattle business and colonization efforts began.

By 1903, 1.5 million acres were sold, mostly in farms, but the XIT was still the biggest ranch in Texas.

As the years passed, the land was sold, and the last cow was sold in 1912, thus the end of the XIT and Escarbada.

The old ranch house is in the process of being moved to Lubbock, to the Texas Tech campus, but the barn and the water tank still stand.

Two windmills also stand, and there are two broken ones on the ground. Farm implements, mostly in bits and pieces, litter the ranchhouse grounds.

There is also a dipping vat, made of concrete, about 100 feet from the front of the ranch house.

Now the only permanent inhabitants of the ranch are a few cattle, rattlesnakes, birds, and memories of how it used to be.



ESCARBADA RANCH HOUSE
...As it was then

Courtesy Deaf Smith
County Museum



KRISTI LANELL BRITTING...
Kristi is the seven year old daughter of Mr. and Mrs. Lee Britting and one of the Little Miss Friona contestants.



KERRY JEAN CAIN...Mr. and Mrs. Ron Cain are the parents of five year old Kerry Jean, a contestant in the Little Miss Friona pageant.



LANITA WHEELER...Friona Transport is sponsoring Lanita Wheeler, 7, daughter of Mrs. Nita Wheeler, for Little Miss Friona.

WELCOME NEIGHBOR

To Friona's
67th Anniversary
Celebration

TUESDAY September 4

Carnival in City Park
Jaycee-ette Little Miss Friona
Contest, Friona High School
Auditorium, 8 p.m.
Friona Fine Arts Show—City Hall

WEDNESDAY September 5

Carnival in City Park
Friona Fine Arts Show—City Hall

THURSDAY September 6

Carnival in City Park
Friona Fine Arts Show—City Hall
Maize Queen Talent Contest--
FHS Auditorium, 4 p.m.
Maize Queen Contest--
FHS Auditorium, 8 p.m.

FRIDAY September 7

Carnival in City Park
Friona Fine Arts Show—City Hall
Hobby Club Demonstration--Mc-
Caslin Building All Day
Football--Friona vs Farwell,
Chieftain Field, 8 p.m.



We Urge You To Support The Booths,
Drawings And Other Activities Sponsored
By Local Organizations As These Groups
Are Working Toward The Betterment Of
Friona.

This Schedule Of Events Sponsored By

FRIONA CHAMBER OF COMMERCE & AGRICULTURE

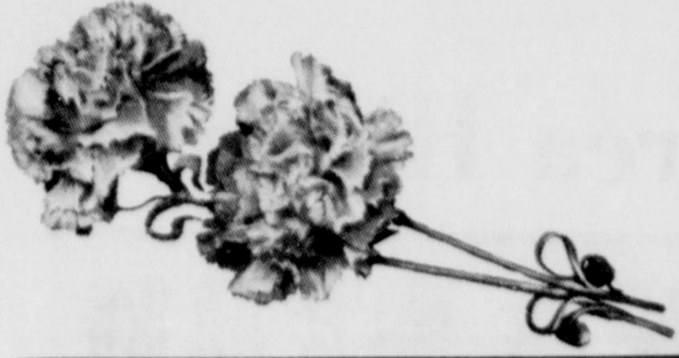
To Friona's
17th Annual
MAIZE DAYS

SATURDAY September 8

Carnival in City Park
Rainbow Pancake Breakfast--FHS
Cafeteria, 6-9 a.m.
Parade--Downtown, 10 a.m.
Free Barbecue--100 Bk. East 7th.
St., 12 noon
Boy Scout Auction--City Park, 1:30 p.m.
Merchandise Trap Shoot, 2 p.m.
(Trap shoot range, 1 mi. east on Hwy.
60)
4-H Fair--McCaslin Building, All Day
Annual Meeting of Ex-Student Asso.
Of The Friona Schools--Friona
State Bank, 8 p.m.
Buttons and Bows Square Dance--100 Bk.
E. 7th. St., 8 p.m.

SUNDAY September 9

Motorcycle Races, 1 p.m.
2 mi. north, 1 west Friona
Merchandise Trap Shoot, 2 p.m.
(Trap Shoot Range, 1 mi. east
on Hwy. 60)



Howdy, Folks

It's Time To Welcome You
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Big Anniversary Celebration

MAIZE DAYS



James & Dale Cunningham

CUNNINGHAM ELECTRIC

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TAMMI DAWN KELLEY

TAMMI DAWN KELLEY...
Mr. and Mrs. T.A. Kelley are
the parents of six year old
Tammi, who is a Little Miss
Friona contestant.

STEPHANIE MILLER...Six
year old Stephanie Miller,
daughter of Mr. and Mrs. Bill
Loafman, is a contestant for
Little Miss Friona.



STEPHANIE MILLER



GENA ANN WRIGHT

GENA ANN WRIGHT...Five
year old Gena Ann Wright is
the daughter of Mr. and Mrs.
Gene Wright, and a contestant
in the Little Miss Friona
contest.

PATTY STEVENS...The seven
year old daughter of Glen
Stevens, Patty is a contestant
for Little Miss Friona.



PATTY STEVENS



TAMMY BUSH...Mr. and Mrs.
Buck Bush are sponsoring their
seven year old granddaughter,
Tammy Bush, for Little Miss
Friona.



SHARON LADAWN FRYE...
She is 7 years of age and the
daughter of Mr. and Mrs.
Charles Frye. Sharon is
another Little Miss Friona
hopeful.



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When answering questions for market research surveys, customers invariably list three factors they take into consideration when buying a textile product — appearance, performance, and comfort. Here's how cotton meets the requirements:

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Fashion—Cotton meets the needs of top designers for their most creative garments.

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Texture—Cotton's textures range from bulky knits to soft chiffons, from heavy suitings to party organdies—a texture for every need.

2. PERFORMANCE

Durability—Cotton wears long and well because the fiber is so strong.

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Color Fastness—Cotton holds its color because the fiber has an affinity for the best dyes.

Shrinkage—Modern treatments of cotton eliminate shrinkage worries.

Others—Wrinkle resistance, ease of care, and water and spot repellency are just a few of the new qualities added to cotton by science.

3. COMFORT

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Static Free—Cotton won't cling or shock or attract lint and dust because it's static free.

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Presenting...

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CLARK

May we express our
best wishes to Miss
Mona Clark who has
consented to be our
representative in the
Maize Queen Contest
Thursday evening.



Mona Clark

Chalet e' Bonte'



**At Home In
Parmer County**
Jana Pronger

After a summer of shorts and T-shirts, children and mothers are thinking about new school clothes.

Before shopping, take an inventory of clothing the child has on hand.

Examine these garments carefully, note their condition, and sort them. Usually, some are still wearable, others need minor repairs, and some should be discarded.

Next measure each child. This way purchases can be made by size—not age. Over the summer months, a child can grow one or two inches in height or width.

When shopping for school clothes, take full advantage of sales—but don't go "overboard."

Purchase only enough for the first two to three months of school. That way, the child won't outgrow them before he wears them out.

Spreading clothing purchases has another advantage—most children are happier with new things periodically rather than all at once.

Often building a small basic wardrobe around the child's favorite color is the answer. This way, items can be mixed and matched.

Several factors influence how much clothing is needed. These include the number of children in a family, their ages, and how often the homemaker does the family laundry.

As a rule, girls need more clothes than boys—but boys' clothing is more expensive.

When purchasing school clothing, consider durability, price and care requirements.

For items receiving the most wear, buy the best quality the family can afford. School clothes and shoes must withstand wear longer than a party dress—which is worn only a few times.

Read all labels and hangtags to determine care requirements.

Remember—drycleaning adds to the initial purchase price and hand washing takes time.

Follow instructions for best results—and best return on money invested.

Also consider fashion trends. For example, classic looks—with plaids a major element—are "big" for fall.

Highlighting the girls' scene are cuffed pants, stretch bodyshirts, pleated or flared skirts, sweaters and jumpers. These items offer unlimited possibilities for the popular layered look.

Jean styling remains the top favorite for boys' fashions.

Jeans come in a wide range of fabrics. Denim and Corduroy lead the "pack", followed by knits and stretch wovens.

Highly patterned shirts complement solid pants.

Also watch for knit sport shirts, cotton, polyester and blends, denim work shirts, western shirts and lumberjack plaids.

Another thing!—Only if the shoe fits, wear it—and keep a constant check on it when a child's foot is involved.

Fit, not durability, is the most important consideration when buying children's shoes.

Many adult foot ills can be traced to out-grown, hand-me-down and incorrectly shaped shoes that forced pliable, young feet out of shape.

On a visit to the shoe store, children will look for shoes similar to those their friends wear. They also like shiny new shoes that attract attention.

Parents can help them select shoes that fit.

When buying shoes, see that both feet are measured while the child is standing and while sitting. Straighten his toes to insure accurate measurement.

When you find shoes the child likes, have him walk around the store in them. A correctly fitted shoe doesn't have to be broken in—either it fits, or it doesn't.

Check shoe length. Have the child stand so his feet are supporting the weight of his body. Press the end of his shoe with your thumb. There should be one-half to three-fourths



CONNIE LINDEMAN...Carroll's Printing is sponsoring Connie Lindeman, 16, and daughter of Mr. and Mrs. Homer Lindeman. She is a junior at Friona High School, and a Maize Queen contestant.

inch between his longest toe and the end of his shoe.

When you buy larger shoes, be sure to check sock size, too. Socks should be at least a half inch longer than the longest.

Emphasize fit rather than durability, most children out-grow shoes before they wear them out, because their feet grow so rapidly.

A child's feet can grow as much as three sizes in just a few months.

Examine your child's feet and shoes regularly to be sure shoes fit properly and haven't been outgrown.

Children don't always know when they outgrow shoes.

Because young feet are soft and pliable, children can force their feet into shoes that are several sizes too small.

Shoes don't fit when—
—tip of toe is curled or excessively worn;
—soles are worn unevenly,

especially if they show excessive wear on inner edge;

—heels run over;

—upper part of shoe bulges over the sole or is twisted;

—toes have worn pockets into the linings, and

—heel counter is broken down.

Also, pink or red on a child's foot may mean his shoe is too narrow, too tight, too short or has wrinkles or torn linings, or rough bulky seams or stitching.

The Lonely Heart



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Your area P-A-G Dealer invites you to visit these plots and see for yourself the high quality yields that these Hybrid Corns are again producing in YOUR area.

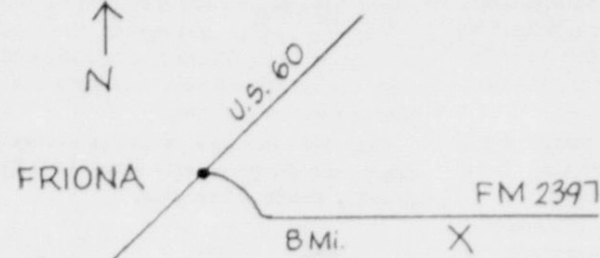
Observe these varieties which already have proven performance and several NEW varieties that are being evaluated to insure adaptability for your area.

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SX 98.....Distinctive because of its dark green color and relatively upright leaf for maximum light utilization. Has a bred-in "digestive system" that gives it the capacity to make full use of large amounts of fertilizer.

344.....A very attractive 3-way cross with dark green color and large girthy ears. A real producer.

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To Our Gala
**MAIZE DAYS
CELEBRATION**
And
67th Anniversary
Of The Town



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To Friona On Your
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And

MAIZE DAYS CELEBRATION



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FORWARD TO
SERVING YOU
DURING THE
COMING
HARVEST
SEASON

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Joe Moore, Mgr.

Journey Through A Small Town

BY H. NELSON LEWIS

Many years ago, before the time of Interstate Highways, even predating the "improved" narrow black topped paths that wound their weary way between major cities, automobile travel was a chore instead of recreation.

United States Route One that formed the Main Street of more towns than any other road from Maine to Florida had its share of detours and mud holes.

Farmers along the course of our first major north to south highway were loath to see it paved. A large part of their yearly income was derived from pulling cars through bad places with teams of horses.

These were the days when a trip from Friona to Hereford was a howling success if the travelers could make it without fixing a flat tire. A well-stocked running board tool box was a necessity. [What's a running board? Ask Grandpa].

Everything from a jack and lug wrench down to extra spark plugs was included. Well to do drivers had two or three spare tires fastened to the back with plow lines or those fancy web straps from Sears and Roebuck. The less fortunate depended on such things as sheer luck and Monkey Grip patches.

Gasoline was obtainable from hand-operated pumps and poured into the underseat tanks from an elevated glass container that was plainly calibrated to insure honesty on the part of the seller.

Motor oil was usually drawn into quart measuring cans from a fifty gallon steel drum lying across two wooden saw horses. There must have been different grades but speaking generally gas was gas and oil was oil and both were sold in places called "filling stations."

These oases were usually decorated by homemade signs declaring that here the motorist could find "Gas and Oil," "Free Air and Water," and most important "We Fix Flats."

The advent of the "horseless carriage" signaled the beginning of a contest that has lasted for the greater part of a century and at present shows no sign of abatement.

As automobiles were improved more and better roads were needed. When road building became a major concern of federal and state governments more people wanted cars. And so it went from muddy ruts to high rise overpasses and cloverleafs, from filling stations to service stations with "clean rest rooms" and restaurants.

The octopus of highway travel spread its tentacles over the nation. Ma and Pa tourist camps gave way to Hilltop and Lakeview tourist cabins, then brick and stone courts; now the intercity hotels feel the crunch of advancement as multi-storied hostleries with beaches, bars and breakfast in bed appear on country landscapes.

All this is commonly called progress but sometimes one feels a longing for the old ways when going from town to town was an adventure instead of a danger-filled experience.

Youth may not understand the pioneer spirit and the thrill of accomplishment so dear to the hearts of their elders; but then youth is denied one of life's greatest pleasures—nostalgia!

Speaking of youth, there is a theory that would improve attitudes if it were put into everyday practice. It is called Lewis' Law and states that "the generation gap narrows as appreciation widens."

Those of us who are old enough to take a meaningful backward glance at America will realize that travel by automobile is probably the outstanding example of man's victory over distance.

To appreciate fully the changes that have taken place in a relatively few years it may be well to take an imaginary tour

through a typical countryside.

During the early thirties a good time to visit one of these small towns was about two thirty or three o'clock in the morning. Why so early in the A.M., because then one could see the town itself without the confusion of people and traffic. Let's go for a ride.

No, you hadn't planned to drive all night, but with detours and a couple of flats and no place to eat and the tourist cabins all filled up, there was no choice.

Money was also a consideration. No one had to tell you that it didn't grow on trees. The object was to get from one set of kinfolks to another without stopping and spending any of your meagre funds.

You passed the city limit sign and felt the bump between state maintenance and city upkeep. Three or four blocks ahead a tiny red light blinks fitfully as it swings back and forth in the predawn breeze. Small white houses and a closed grocery store extend a silent welcome.

A hard to see sign tells you that your road turns left at the blinker. You look around, no one is coming nor have they been for the past few hours. You are now on Main Street. It is a snaggle tooth affair of brick and frame buildings interspersed with weed grown lots.

Cross streets are marked by fly specked bulbs in white enameled reflectors. A few stores have dim lights burning to discourage any who would enter bent on robbery or vandalism.

You can always distinguish the bank; it's the prettiest building in town. There it sits, solid and square, right across from the courthouse. Have politics and money always borne such a close relationship?

The wind picks up a castaway newspaper; the editor's best efforts are swept silently along to lodge against a ragweed growing beside a fire plug.



A block past the bank a closed filling station holds a promise of activity—but not until tomorrow. Next to the station is a square brick building whose white painted front boasts a red sign, "Volunteer Fire Dept."

At the next cross street there is absolutely nothing except an old Ford with a fat policeman inside. Your arrival has interrupted his nap and he is probably peeved. He snaps on his spotlight and its beam rakes your vehicle.

Discretion being the better part of valor you stop. He heaves his fat belly out from under the steering wheel and asks where you are going.

You get the impression that now he is disturbed he realizes that he is lonesome and wants to visit for awhile. A short conversation ensues. Yes the highway does go straight down Main Street but a bridge is being rebuilt and a detour turns right at the Methodist Church—the one with the tall

(Continued on Page 5)

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- *Arts & Crafts
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**WELCH AUTO
SUPPLY**

Journey Through A Small Town . . .

(Continued from Page 4)

steeple—then two blocks farther turn left and cross the old wooden bridge. You can't miss it!

These are probably the most famous words in the American motorists vocabulary. More scenery has been viewed by following "short cuts" and "you can't miss it" than Rand-McNally ever dreamed of!

The two blocks between the church and your left turn are unlighted. Old two story houses, all painted white, stand amid groves of trees. Smooth green lawns come all the way to the black top. No glaring concrete sidewalks, no fences, no gates, you can sense the hospitality of the occupants.

"Slow-limit two tons" greets you at the bridge. Weight is no problem for you nor your car so you rattle across the loose planks wondering what holds them in place. A dirt road bends left and puts you back on the highway. You climb a long grade and from the summit you see the paling eastern horizon.

The night-long drive is about over. You breathe a sign of relief and as your faithful little four cylinder motor tackles the last lap you find yourself wondering why there are so many small towns. Why did not the people congregate into a few large cities?

The answer was not apparent to the young man we have been riding with. Years were to pass and thousands of more miles must be covered before an understanding of Small Town, U.S.A., was forthcoming.



The answer lies buried deep within the hearts and minds of the American people. A love of independence and freedom had been the basic cause of early explorations.

After the Atlantic seaboard was secured the more venturesome of this new race began to look Westward. Rivers, trails and eventually railroads afforded them the opportunity of expansion.

New lands beckoned and in answer to the siren call long lines of covered wagons, like gigantic white snakes, wound their way around mountains and across rivers and deserts.

Man, complex creature that he is, sought to have his cake and eat it, too. He wanted the best of two worlds—the peace of solitude plus the safety represented by the proximity of others of his kind.

The result was the formation of small towns surrounded by independent homesteads. Here in what the politicians call the "grass roots"—a culture has developed that represents individuality blended with communal living. A unique but workable plan that has given the world the clearest thinks and best leaders in every field of human endeavor.

The sincerity of the founders of small towns is shown by the deliberate steps taken to preserve the great principles that were written into the Constitution.

Churches, schools, hospitals; civic governments demonstrated cooperation between people who understood the importance of "E Pluribus Unum."

It is this unbeatable combination of various ethnic

backgrounds that foreign visitors find hard to understand. No one is forced into a mold, yet each is fully aware of being his brother's keeper.

A town of five thousand or less population may support a dozen different churches, two or three political parties, and several civic organizations; each independent of the other yet all working together for the common good.

There is no secret formula behind the progress we enjoy and no limit to our future greatness if we as a people will commit ourselves to honor our National motto—"In God We Trust."

This writer recently scanned every available issue of the Friona Star. The sensation was of being far removed from the scene of action yet able to see with clarity the progress represented by page after page of yellowing newsprint.

It is impossible to name every individual who devoted time, energy and money to Friona's growth; yet we must pause and reflect upon the spirit of certain organizations.

The Chamber of Commerce traveled a rough road but with the tenacity of a true believer kept its lamps trimmed and burning and may be justly proud of its record.

Churches and schools waged war on every form of ignorance. Generations of worthwhile citizens constitute a monument to their success.

Businessmen put their shoulders to the wheel and while reaping personal gain also made valuable contributions to the entire community.

Outstanding among all other organizations were the Women's Clubs.

Very early in the history of Friona a group of ladies met in the drugstore and the conversation turned toward cultural pursuits. From this humble beginning the ladies of the area have devoted countless hours of thought and effort to the betterment of Friona and Parmer County.

Scarcely a week passed without a mention of Women's Club activities. Their problems were legion but were soon vanquished by the zeal of Texan wives and mothers.

Through the years new clubs were formed in answer to new needs. No other group can match the achievements of the Ladies of Friona.

Despite depressions and wars the Ladies marched forward sowing the seeds of gracious living.

We who share in the harvest of a better environment owe them a debt beyond measure.

While we pay honor to our past and appreciate our present, let us not fail to prepare for our future.

Parmer County Cattle Brands

Ronald Dee Clark
Rt. 3
Friona, TX



Calvin Talley
1212 White
Friona, TX

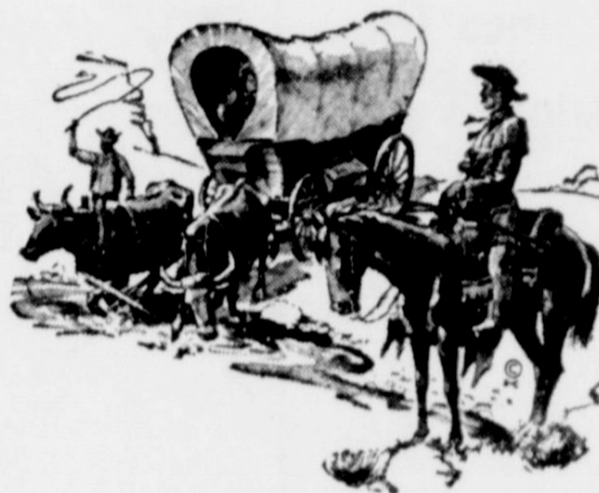
Calvin Talley
1212 White
Friona, TX



MAIZE DAYS



IN FRIONA



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PROGRESS IN FRIONA
During
MAIZE DAYS 1973
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&
Houlette Mobil Station
1101 W. 11th**

SCS News

There has been an unusual amount of interest in the planting of cool season grasses this year according to Herb Evans of the SCS Friona.

The varieties vary with intended use. "What I mean by this" Evans said, "is whether there is lots of water available for irrigation, limited water for irrigation, or dryland conditions. These are key factors in determining variety adaptations."

If there is lots of water for irrigation and an intense management planned the tall fescue is a good grass.

If water is limited or the grass will be under stress for water, the tall wheat grasses are a good bet.

Under dryland conditions Western wheatgrass is the best adapted grass. Some of the producers in Parmer County who are planning on fall seeded grass are Dale Hart, Frank Hinkson, Roy White Estate, and R.Q. Silverthorn.

If you are interested in fall seeded grasses come by the SCS Friona and we'll discuss the best adapted grass for your conditions.

**Parmer County
Cattle Brands**

TY Jimmy Dixon
Rt. 2 Box 77
Friona, TX

F W. H. Ford
311 E. 8th St.
Friona, TX

T Leroy Widner
Rt. 2
Friona, TX

V- Bar Seven Cattle Co.
Rt. 2
Friona, TX

2 Cecil T. Bass
Rt. 2
Friona, TX

Spring Will Come

by
Lilah Gaye Gee

James Otto Rinehart lived alone despite pleadings and remonstrances. The old home was near the first land he and Amelia homesteaded. Grampy, the name his grandchildren called him, seldom used any of the rooms in the big house except the kitchen and master bedroom. His needs were meager, and too, the closed rooms held too many memories.

Today, however, with all the kith and kin gathered for his birthday, the high-ceilinged dining room would be alive with purposeful activity. The bountiful meal would appear from baskets filled with favorite foods from their respective kitchens.

Lou Ann would play Mama's grand piano for the afternoon singsong in the parlour. Grampy and the older members of the group would sing a few songs in native German. Laughter would ring through the house as favorite family anecdotes were recalled. The old hand-carved cradle would be occupied. The day would be good, but secretly he hoped the crowd would leave before dusk.

Amid the love and laughter of his seven children and their families, Papa felt joy for the present, nostalgia for the past and anticipation for the future.

Nonconformity was as much a part of his rugged individuality as was his respected integrity. Grampy never wore a tie except to funerals. On those rare occasions, he wore shoes instead of boots. Such idiosyncracies his family and friends accepted graciously.

His well-worn boots and clothing were typical of the old pioneer of West Texas. Leathery wrinkled skin, thin wisps of white hair and a slight stoop gave mute evidence of his four score and ten years. Yet his steel-blue eyes with their venturesome gleam denied the truth.

"Hurry Grampy! open the big package first", excited voices called to James Otto Rinehart.

His great grandsons vied for positions as his gnarled hands, stiff with age, awkwardly unwrapped the birthday gifts.

Struggling with wrappings and packings, his taciturn demeanor contrasted with the loquacity of his family gathered to celebrate this milestone.

He thought sadly of Mama and how much she had enjoyed these family gettogethers. Since Mama was gone, they held a note of loneliness for him.

Helpful little hands made unwrapping the package more fun but more difficult. As the old gentleman carefully lifted the painting from the box his misty eyes expressed genuine appreciation.

"Lou Ann, you must have guessed how much I wanted this when we saw it at the art gallery!" he said to his favorite granddaughter.

Symbolizing New Mexico's desolation at the turn of the century, this abstraction of a cow's skull intrigued Otto because of its personal meaning. It also symbolized his sixty five years on the plains of New Mexico and the Texas Panhandle.

The artist's use of bold color was appealing to Otto. In the stark white, vivid red and azure blue, he saw the pathos, beauty and fulfillment of pioneering this country. Discouragement, despair and defeat in the black recalled the early days of taming the virgin soil to provide the necessities for his family.

Grampy's verbal thank-you for the birthday gift was brief and sincere. Von, James and Carl, "the young great-grands" he called them, moved on to other interests as Otto continued gazing at his painting.

Oblivious to the merrymaking, Grampy reminisced as he gently stroked the wood of the picture frame. To him, those years of home-steading were represented in the darker blue strokes. No home was ever lovelier than their first one, the one-room, half-dugout. Here they located as newlyweds.

His oldest son, John, roused him from his reveries. "Papa, remember the mystery of my pet calf's disappearance?" he asked. "We decided the travelling salesman must be the thief so we—"

Papa interrupted with, "Yeah, we were starting to town to report him to the sheriff when we found that crazy calf loosed five miles from home. Had his head hung in a milk bucket. I knew curiosity was supposed to kill a cat but didn't think it could come so near to killing a calf".

John recounted the rescue of the calf. This rescue also solved another mystery—the flashing back and forth of a bright, shiny object in the distance of unbroken prairie land. "Mama told me the land was so level that gazing the long distance made me see imaginary objects, but I knew those startling flashes were real". John chuckled as he remembered trying to convince Mama.

"Grampy, tell us more about long time ago", begged the children.

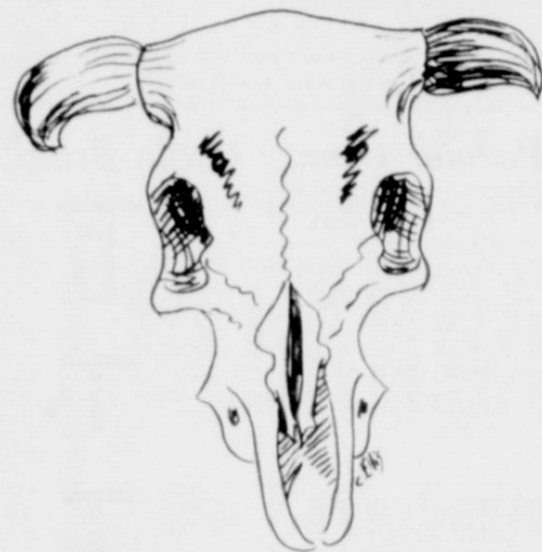
"Well let's go for a walk while I tell you about the 1909 cattle stampede," answered the hardy pioneer.

Thank-you glances from youngsters, parents and grand-parents alike made Grampy feel needed. Now, the women thought, we can have a good visit while we get the dinner ready. Now, the children thought, we can escape the furor of interfering adults. Now, the men thought, we can discuss our farming problems uninterrupted. Now, Grampy thought, I will have an interested audience for my favorite stories.

Nearing the end of his story, he was interrupted by tiny Von, saying "Now tell the one about the Christmas the blizzard came".

Eagerly the story-teller finished the stampede episode, then launched into the storm story.

(Continued on Page 8)



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**PARMER COUNTY
IMPLEMENT CO.**

Friona, Texas



APRIL MAY—Mr. and Mrs. Arlen May are the parents of five year old April. She is in the Little Miss Friona contest.

Parmer County Had Humble Beginning

Indians and Mexicans made up the total population of what is now Parmer County prior to 1876, as Anglo-American people were not permanently located in the county until the early 1880s when the Capitol Syndicate started operating the now defunct massive XIT Ranch. The census shows the population at seven in 1890. These were mostly cowboys who operated line camps on the XIT.

Parmer County was taken from the Bexar County Territory created in 1876 and remained under Jack, Wheeler and Oldham County governments until organized in 1907. The county was named for Martin Parmer, a member of the Texas Constitutional Convention in 1836.

At one time, Parmer County was part of the 3,050,000-acre XIT Ranch, and was one of the 10 counties which made up the Capitol Syndicate Land Grant which built the present State Capitol. The last of the land was sold around 1956 and mineral rights is all that is left of the famous XIT in this county.

By 1910, the population of the

county had increased to more than 1,000. This took place after the Pecos Valley Railway, later absorbed by the Santa Fe Railroad built toward Amarillo from Clovis.

This was in 1898. Soon thereafter the county acquired the necessary quota of voters for organization. Several towns gradually grew up after the railroad was built through.

Parmer County is 30 miles square, located on the western border of Texas at the southern end of the Texas panhandle. It is a semi arid region with an annual rainfall of about 18 inches. The majority of the moisture coming in the spring and summer months of May through September.

The first half of the 20th century saw Parmer County transformed from a native grass country to a ranch and dryland farming area. The past several years has seen the county almost completely turned to an irrigated area.

More than 2,400 irrigation wells furnish water for more than 415,000 acres of fertile soil.

Cattle feeding has been emphasized during the past several years with a number of large feed lots being located in the county, and what was, when it was built, the largest beef processing plant in the nation is located at Friona. Six years old at this time, Missouri Beef Packers Inc. has remained in operation when large numbers of beef processors were closed recently.

Missouri Beef carries a payroll of more than 200 persons when in peak operation.

Bookmobile Schedule

The High Plains Bookmobile will be in your area on the following dates—

Wednesday, September 5—Needmore, 9-10 a.m.; Stegall, 10:30-11:30 a.m.; Threeway, 12 noon-1 p.m.; Enochs, 1:30-2:30 p.m.

Thursday, September 6—Oklahoma Lane, 9-10 a.m.; Rhea Community, 10:45-11:45 a.m.; Friona #1, 1-1:30 p.m.; and Black, 1:45-2:45 p.m.

Friday, September 7—Hub, 9:55 a.m.; White's Elevator, 10-11 a.m.; Lazbuddie, 12 noon-1 p.m.; and Clay's Corner, 1:15-2:15 p.m.

Saturday, September 8—Farwell, 8:55-11:50 a.m.; and Friona #11, 1-4 p.m.



BECKY OSBORN—Becky is age 5 and the daughter of Mr. and Mrs. Ted Osborn. She is a contestant for Little Miss Friona.



DEBBIE REEVE—Six year old daughter of Mr. and Mrs. Floyd Reeve, is being sponsored for Little Miss Friona by Rushing Insurance.



SHEILA KAY GRESHAM—The daughter of Mr. and Mrs. Wendell Gresham, Sheila is 5 years old and a contestant for Little Miss Friona.



SANDRA ANN REED—Five year old Sandra Ann Reed is in the Little Miss Friona contest. She is the daughter of Mr. and Mrs. Tom Reed.



ASHLEE GEE—Ashlee is being sponsored by Mademoiselle Beauty Salon for Little Miss Friona. She is five and the daughter of Mr. and Mrs. Everett Gee.

Parmer County Cattle Brands

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Friona, TX

C RH
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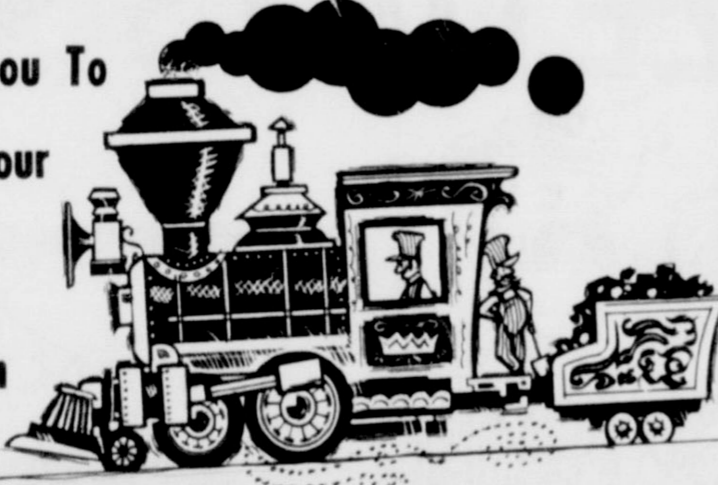
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Pam Wilcox

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Spring Will Come . . .

(Continued from Page 6)

"Nobody had Christmas trees in their homes, just at the church. On Christmas Eve - that was the year Julie, your grandmother, was the baby - I hitched King and Prince to the buggy for the drive to Dunbar for the program and tree. Snow clouds were in the sky but we didn't expect the storm before morning."

I carried the younger children to the buggy while Mama saw after the older ones. Excitement and Christmas joy were rampant as all nine of us crowded into the two seats."

Breaking into the recitation, five year old Carl said, "I remember how you kept your feet warm. You plugged in the electric iron in the buggy and took turns putting your feet on it."

Grampy chuckled as he corrected the child. "Well, not an electric iron, son, and there was no plug-in. We heated the old sadirons on the kitchen stove, wrapped them and placed them on the floor of the buggy."

"What kind of steering wheel did the buggy have?" queried James.

Getting on with his Christmas story was difficult because explanations and interruptions interfered. When he came to the episode of the storm marooning the fifty people at the church for two days, Grampy did not tolerate questions. His vivid portrayal of the occasion that changed from joy, beauty and serenity to fear, doubt and danger, transformed his audience to quietness and strict attention.

He concluded his story with the safe return of his hungry family to their home. He brought his group back to the present by asking, "How many of you grandchildren are hungry right now?"

Grampy walked his rapt listeners in the direction of the house where his birthday dinner would be served.

"My ninetieth birthday-I can't believe it" he remarked to no one in particular.

With all heads bowed, the birthday honoree returned thanks with pithy brevity on this special occasion. A significant pause bridged the gap between the reverent prayer and the ersatz banality of the meal.

Julie, now grandmother of four, asked her brother John, "Do you remember how you fussed because I wouldn't iron your shirt-tails?"

John laughed, "And do you remember stiff-starching the tails because I had fussed?"

This good-natured banter was heart-warming to James Otto Rinehart as he joined the family fun.

He added, "I still can't understand why you four girls and Mama all looked so aghast when I brought you that bolt of calico to make your spring dresses all alike". Chuckles were the answer.

The day was ending and dusk fast approaching when the last car drove away. The youngest grandchildren waved back as long as Grampy could see. Snow clouds in the sky seemed to pronounce the day's benediction.

Grampy hurriedly saddled his horse, picked up his favorite birthday gift, the abstract painting of the cow's skull. He glanced furtively in all directions as he mounted Old Blue for the half mile ride to the family cemetery.

"Don't want anybody to see me doing this", he mumbled. "They might think I'm senile, but I must share this day with Mama."

As he rode along he watched the jet airplane in the gray sky. Appearing to be flying straight up, the plane quickly became a small speck leaving behind its white vapor trail ever changing from a definite line to a soft, indistinguishable pathway, as if trying to join earth and sky.

The horse's whinny and a coyote's distant call for its mate broke the silence as James Otto opened the squeaking old gate to the fenced plot where his Amelia and their two infants were

buried. Brown, crisp leaves, skittering and scattering, rose restlessly as they crossed the graves. Trees with bare limbs and dried bark showed no signs of life, no promise of spring. So recently in bloom, the roses and honeysuckle now appeared ugly, distorted and seared. Cracking sounds of brittle, dirty grass protested the footsteps of the intruder.

Like gray fog, the bleakness of the late fall day penetrated the old man's thoughts. Mingled with today's joys, he brought pent-up loneliness and sorrow to share with his beloved.

The uncertainty of his future paralleled the wintry barrenness of the cemetery. Dark clouds loomed near as the first snow fell in large, fluffy flakes. He gazed forlornly at the marble headstone marking Amelia's grave.

To Otto, the stillness of dusk and the silence of falling snow promised no surcease from sorrow.

Stooping to brush the marker clean, he was aware of Life and Death. Standing by her grave he felt a nearness to Amelia as today's events telescoped into this focal point.

Peace and serenity now restored, Otto said softly, "I will join you, Amelia, before the long winter is over. Then spring will come. Flowers and trees will bud and bloom. Birds will sing. Yes, spring will come."

TERRI BASS—Seven years old, Terri is the daughter of Mr. and Mrs. Charles Bass. She is another Little Miss Friona Contestant.



Parmer County Cattle Brand

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GAIL GRAHAM...Gail is the 17-year old daughter of Mr. and Mrs. Sterling Graham and is being sponsored in the Maize Queen contest by Ag-Chem Farm Service. She is a senior at Friona High School.

NOTICE!!

We Are Having A Good Old Fashioned **MAIZE DAYS** In Friona This Week And You Are Invited To Attend

TAYLOR & SONS BLACKSMITH

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Hurry To Friona And Help Us Celebrate A Good Old-Fashioned **MAIZE DAYS**

May We Take This Means To Say **Thank You** To Our Many Fine Customers In Friona For Your Continued Patronage

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Old Hotel Glories In Its Past, Serves The Future

Part of the heritage of the Panhandle and South Plains of Texas includes 'prospecting.' Not prospecting for gold or silver or precious gems, but something more tangible and productive...land...rich, fertile farmland.

According to a Works Projects Administration (WPA) report filed in early 1940 or 1941, the Syndicate Hotel, located 12 miles southeast of Friona is "the most pretentious building for many miles around, looks much out of place, surrounded on all sides by flat farm country."

"It reflects the past glories of the time when money was more plentiful and people were eager to begin a new life in a new land. Although it is now drab and worn looking, it is still a handsome building."

The Syndicate Hotel was constructed in 1925 and opened for business in 1926 by the

Capitol Freehold Land and Investment Company, Limited. They built the hotel to accommodate land buyers who were brought into this country when the ranches were being sold to farmers.

Former caretakers of the now defunct hotel said most of the prospective land buyers were brought from East Texas and Oklahoma, as well as Arkansas. Many of the prospects were oil people who had been in on the early oil finds in the East Texas-Oklahoma areas.

When constructed, the hotel was a nine-room, two story stucco structure and was erected at a cost of \$18,000, according to the report. And when it was first opened, it was operated by Mr. and Mrs. W.C. Wilkerson, who had moved to Parmer County from Oklahoma. Mrs. Wilkerson, who visits her sister, Mrs. E.G.

Adams in Friona, and her husband had a number of helpers as at times they had more than 135 'prospectors' as guests to feed.

The first floor of the building housed the lobby, dining room, office, bath, kitchen and living quarters for the caretakers. Upstairs were two large bedrooms, a hall and a bath.

Installed was a Delco light plant, and a windmill furnished water which was piped into the hotel, with large coal stoves being used for heating and cooking purposes.

During the busy years as a hotel, the Syndicate Hotel group 'sometimes couldn't sleep then all,' recalled Mrs. Adams, who also worked as caretaker at the hotel in the later days it was in operation. "The drivers would bring in the prospective buyers five at a time and it could be that several car loads would come in at one time.

"Once in awhile, some of the men had to stay in town. We had 17 beds, but that wouldn't take care of all the men.

"Lots of wives, but very few children came along on the buying trips. The oil people sure bought a lot of land.

I remember that a man by the name of Gammon bought quite a bit of land, and was one of the first to be brought in by the Capitol Land Syndicate," she added. "He is still alive and lives in the home of Mr. and Mrs. Jim Griffith on fifth Street now."

When the prospective buyers were brought to Parmer County, they stayed for two nights at the Syndicate Hotel and were fed five meals. "No, there was really no big problem in cooking for 100 or more men," recalled Mrs. Wilkerson. "We had plenty of help and it was nothing unusual to cook at least a quarter of beef for a meal. We also had lots of canned vegetables and fruits. We raised our own back during that time. A lot of the meat was canned also, and we served fresh vegetables when they were in season.

"Seventy-five men were brought in at once when the hotel first opened," she added, "and the men came in too early. My sister had to go to her house and get more silver, she added her own since there wasn't enough yet at the hotel. And the Delco light hadn't been installed yet, so my sister [Mrs. Wilkerson] used coal oil lights all over the place."

In later years, after the hotel closed as a part of the land acquisition parcel offered in Parmer County, Mrs. Adams continued to live on the premises as caretaker before moving into Friona. After it closed formally as a hotel, many snowbound people and duck hunters still utilized the facility.

As late as the WPA report in 1940 or 1941, it was reported "At the present time only a part of the hotel is being used. Vinton Bolte and wife, whose maiden name was Mary Pesch, and family are living there and

acting as caretakers for the property. The place has not been operated as a hotel since 1931, but there is quite a bit of unsold land surrounding it, and if there should be another land boom, the hotel would again be opened for business."

The predicted land boom was interrupted by World War II and following the war it became obvious to many that the land boom would probably never happen, so the facility was listed for sale.

It was first purchased by the Muleshoe American Legion, who pondered the situation and found they had no solution to attempting to cross the draw (Running Water Draw) with the high structure, so a decision was made to sell it again.

The second purchasers were the members of the Friona American Legion, who are the present owners of the building. They moved the building to its present location just south of the Friona City Park.

In the interim years since it was moved to Friona, the building housed a number of varied businesses before it was converted to the use of the Friona Public Library. After extensive remodeling in the building, although many of the original features and fixtures are still part of the structure, the large arched windows in front are gone, although faint marks can be seen where the imposing windows were removed and made smaller.

The American Legion utilizes the upstairs portion of the building, which formerly housed the prospective land buyers and the former bedrooms have been converted to meeting rooms. All the downstairs is

used by the library, and where hungry land buyers were fed in the dining room, now children browse through the children's section of books and in the former caretaker's bedroom, you can find the best in fiction.

The lobby remains that...a lobby for the library and what was the kitchen is a work and reference room.

A place to dream of tomorrow and to build the future still holds true, but now, it is through books and study...the old hotel still holds the promise of a better tomorrow as people of all ages live through the works of another age and time.

A hotel no more, but still a vital part in the future for the Friona area. Still part of the heritage that is Parmer County and Friona.



FIRST CARETAKER....Mrs. W.C. Wilkerson is pictured at the left with other unidentified persons in a picture made in front of the Syndicate Hotel. She was the first caretaker of the hotel when it opened in 1926. Mrs. Wilkerson is the sister of Mrs. E.G. Adams of Friona, who served as caretaker after her sister left the hotel. [E.G. Adams Photo]



AN IMPOSING STRUCTURE....At one time, the old Syndicate Hotel, above, was perhaps the most imposing structure around in Parmer County, as it set majestically aloof east of Hub. The old hotel housed hundreds of prospective land buyers in the years gone

by. When it was officially closed as a hotel, it was purchased by the Friona American Legion and now houses the Friona Public Library and the American Legion meeting rooms just east of the city park in Friona. [E.G. Adams Photo]



NOW A LIBRARY AND AMERICAN LEGION....Although approximately 35 years have elapsed since the Syndicate Hotel has operated as such, the building is still in use today. Following the purchase of the building, which formerly was located east of Hub, the American Legion moved the

structure to Friona for a meeting place. Later, the Friona Public Library was added to the first floor of the building. Mr. and Mrs. E.G. Adams posed recently in front of their former home and cited the 'many changes in the building.' [Star Photo]

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COME
To Our Big
MAIZE
DAYS
CELEBRATION
CATTLE
TOWN
FEED
YARD
Summerfield**

**SALUTING
MAIZE DAYS**

Earl Dean Boyd

**We Look Forward To Serving The
Farmers Of The Rhea Area During
The Coming Harvest Season
BOVINA WHEAT GROWERS**

Rhea Earl Dean Boyd, Mgr.

EARL DEAN BOYD is manager of our elevator at Rhea, a position he has held for Bovina Wheat Growers for the past eight years. Prior to managing the Rhea elevator Boyd worked for the company a year in Bovina, and before that he served seven years as elevator superintendent for Macon Grain Company, an elevator we later acquired. Born in Kansas, Earl Dean moved to Bovina in 1950. He is married, and is the father of two daughters. We proudly salute "Our Man at Rhea," Earl Dean Boyd.

FRIONA WHEAT GROWERS AND THE FRIONA STAR PRESENT

THE BEAUTIES OF FRIONA Competing For The Title Of Maize Queen

★ Preliminary Talent Elimination 4:00 p.m.
High School Auditorium - Admission 50c - 25c Students

★ Finals And Coronation Ceremony - Thursday 8:00 p.m.
High School Auditorium - Admission \$1.00 Adults
50c Students



1972 - 73 Maize Queen
Carolyn Murpree

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VICKI PRYOR



CINDY GAMMON....The Friona Jaycees are sponsoring Cindy Gammon, 16, a junior at Friona High School, for the Maize Queen. She is the daughter of Mr. and Mrs. J.W. Gammon.

IN RATE

Pioneer Requests Increase

Friona was one of the cities approached Wednesday when Pioneer Natural Gas Company made application to all incorporated towns and cities served by its West Texas Transmission System to change the cost-of-gas adjustment provision of the general service rate, according to an announcement by K. Bert [Tex] Watson, company president.

For the last three years, the general service rate has been adjusted annually in April to reflect increases in the average cost of gas for the prior year. Pioneer's request would allow making this adjustment each month for the current monthly average cost of gas. According to the company, this change would more closely meet the objective of the original adjustment provision.

"Annual cost-of-gas adjustments," Watson explained, "will shortly penalize the company for aggressive competition for new gas supplies because of the lag between increases in the average cost of gas in the field and the time these increases may be passed on to the customers."

Watson made note of the increasing demand for natural gas and the critical gas supply shortage which has developed within the last few years. "There is increasing demand in the company's gas supply area for new gas that is being developed at much greater costs than existing supplies.

Pioneer must be able to buy this new and more expensive gas and participate in more costly drilling and exploration activities in order to assure an adequate gas supply for its system customers. Fortunately, Pioneer has pipelines into two areas of good potential gas supply, and since the acquisition of new gas will be necessary to continue serving existing customers, this advantage should not be lost to Pioneer's service area by failure to meet going prices," Watson said.

If approved, the effective date of the new rate adjustments would be October 1, 1973, and the first adjustment would be applied to

all bills rendered on or after that date. Since the end of 1972, the company's cost of gas has increased by 2 1/2 cents per thousand cubic feet [MCF] and the first adjustment would therefore be about 3 percent of the average domestic price.

"In 1970, when we reached the original agreement on a cost-of-gas adjustment with the cities, it appeared that an annual adjustment would be appropriate," Watson said. "At that time, it was not predicted that the energy situation would develop so rapidly accompanied by the accelerated increase in the field cost of gas which makes it necessary for us to request this more current provision," Watson continued.



GAYLA SELF....Gayla, 17, is being sponsored by Pioneer Natural Gas Co. for Maize Queen. She is the daughter of Mr. and Mrs. Max Self, and a senior at Friona High School.

Panhandle Good For Mule Deer

Think that the Trans-Pecos region of Texas has the only mule deer hunting?

Guess again, for the Panhandle muleys are offering hunters considerable sport.

According to Parks and Wildlife Department wildlife officials, during the peak hunting year of 1970, some 1,014 deer were killed in the

Panhandle.

The bag was evenly divided between whitetails and mule deer.

Traditionally, mule deer in Texas ranged from the mountains near El Paso, east to Val Verde County and north to the Canadian River.

By 1950, the Panhandle herds had dwindled to the point where only 96 mule deer were killed.

Trapping and transplanting activities by the Parks and Wildlife Department in cooperation with concerned landowners increased the herds and in 1956 the harvest was 249 animals.

Last year, the tally levelled off at 332 mule deer.

Hunters planning and looking forward to fall and winter hunting trips might consider the Texas Panhandle if they are looking for mule deer action.



**Attend Friona's
Annual
MAIZE DAYS**



**WELCOME
TO
MAIZE
DAYS!**



Pattijon Talley

We proudly present Miss Pattijon Talley as our Maize Queen Contestant .

the Hunt

618 Main

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WELCOME

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We Are Happy To Be Sponsoring Gail Graham In The Maize Queen Competition.

We Wish Her The Best Of Luck.



Gail Graham

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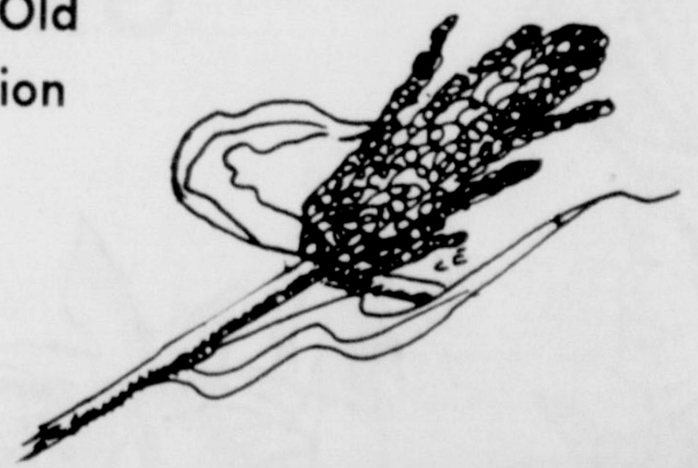
Friona

Ph. 247-2784

Welcome...

To Friona's Annual Old Fashioned Celebration

Maize Days



We Extend Our Best Wishes To Tena Day Who Is Our Contestant In The Maize Queen Competition.

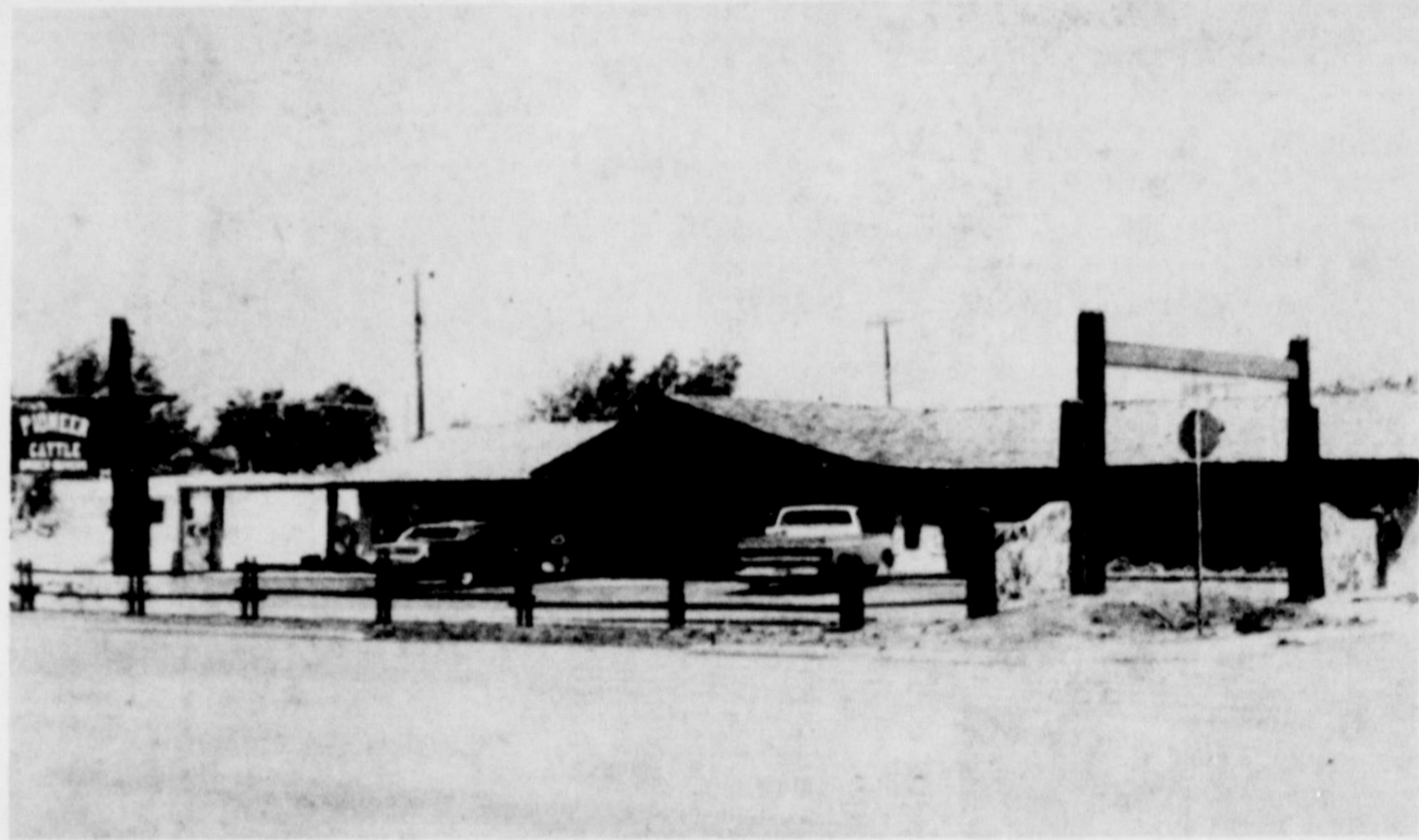


Tena Day

HI-PRO FEEDS

WELCOME to MAIZE DAYS

The Welcome Mat
Is Out This Week
In Friona As We
Celebrate Another
Fine Crop Year
In Parmer County.



**WE ARE HAPPY TO BE A
PART OF THE TREMENDOUS
CATTLE INDUSTRY IN THIS
GREAT AREA!**

Pete Buske

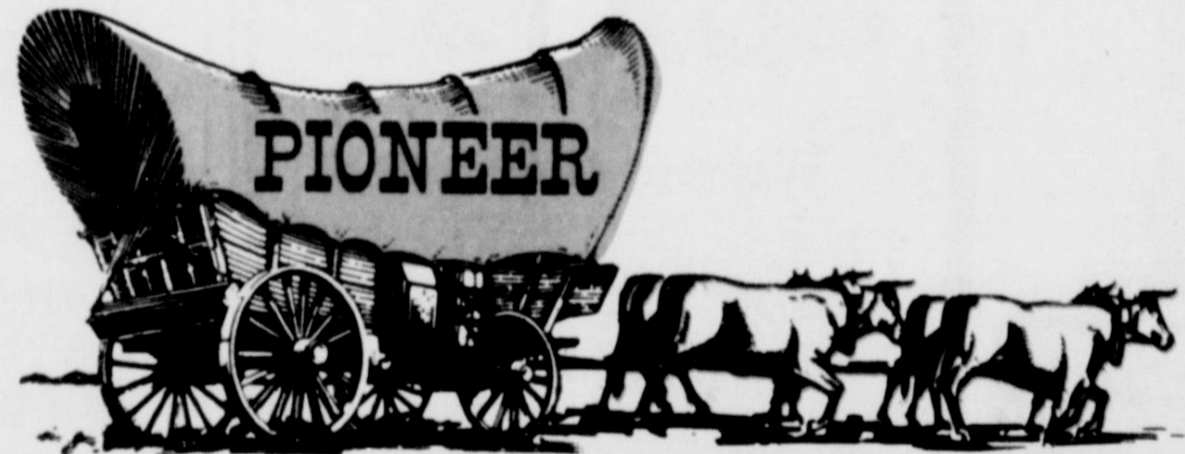
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