

FRIONA MAN

Fortenberry Files For County Judge

PAUL FORTENBERRY may have filed on the last day to announce for office, but he intends to make a serious and aggressive race for the office of County Judge in Parmer County.

It looked for a while like there would be no contested races on the county level, but two candidates beat the deadline and brought about contested races for two county offices.

Fortenberry challenged Archie Tarter for the judge's position, and two candidates, Mrs. Ray Ford and Mrs. Benna Felts of Farwell, will vie for County Treasurer. Mrs. Felts was appointed to the position last year when longtime treasurer Mabel Reynolds retired.

FORTENBERRY told us this week he had given the matter much thought, and had visited with Judge Tarter in the Court House on more than one occasion, looking into the matter of the duties of the county's chief executive officer, before he decided to "make the plunge."

Now that he's done it, he plans to campaign vigorously, and he is proceeding with optimism, and with every intention of winning.

In our estimation, Fortenberry is well qualified for the position of County Judge. We would hope that all voters of the area will get behind him in this endeavor. He is worthy of the support of this area, and his supporters need to line up behind him and insure a race worthy of the candidate.

IF YOU VOTED in elections of 1972 or 1973, you are automatically registered for the 1974 elections, states Hugh Moseley, Parmer County Tax Assessor/Collector.

However, if you did not vote those years, you may need to register in order to cast a ballot in 1974. Also, if you're a new resident of the county, or if you're 18, 19 or 20 years of age and have never voted, then you need to register this year.

There is no deadline as such for registering, except that you must register at least 31 days prior to an election. Thus, if you need to register this year, you must do so by April 3 in order to vote in the May 4 primary.

If you have doubts about whether or not you're registered, it might be worth a call to Moseley's office in the Court House in Farwell, in order to be sure.

The Ethridge-Spring Agency in Friona has a supply of registration blanks, which may be filled out and mailed in. This will save a trip to the Court House for registration purposes.

In addition to what is looming as a big county race, voters here will elect two city councilmen and a mayor, and three members of the school board.

In addition, statewide officers face re-election, such as the governor and other top state officials, state representative Bill Clayton, and U.S. Congressman George Mahon. So, it would be worth your time to determine whether or not you're registered to vote in 1974.

STOCK SHOW TIME is here this coming weekend, and Friona residents will get the opportunity to see the brand new showbarn and community center for the first time.

The facility is a dream come true for a number of people, including yours truly, who has almost suffered frostbite on a number of occasions while trying to take pictures at the show, which has been conducted mostly on the outside up till now.

And if you've attended, or shown animals at the show, you've gotten in on the "frostbite" situation yourself, especially if you've been to more than one show, because we almost always get a cold snap for the show.

This year might be an exception, but regardless of the weather, the roomy and comfortable facilities at the new building will be most enjoyable for those taking part in the show.

Plan to come out and inaugurate the new facility. We think you'll like it.

Voters of Parmer County were assured of a race for their top county office this week when Paul Fortenberry of Friona filed for the position of county judge, opposing the incumbent, Archie Tarter.

Fortenberry, 56, filed on Monday, the final filing date, with Democratic chairman Hollis Horton, Jr.

Fortenberry, a Parmer County businessman for the past 25 years, says he is looking forward to a serious bid for the position of county judge.

"I would like very much to have the opportunity to serve Parmer County as county judge. I feel that I have the qualifications necessary for the job and I will operate the office in an aggressive, businesslike manner," Fortenberry says.

"I will appreciate everyone's consideration and support in the Democratic Primary," he continued.

A World War II veteran,

Fortenberry spent five years in the Armored (tank) Command, serving in the European Theater.

WITH PHILLIPS

A native of Happy (Swisher County), Fortenberry was associated with the Phillips Petroleum Company prior to and following his service in the armed forces. Following the war he moved to Friona, where he bought out H.T. (Tiny) Magness, the Phillips jobber.

He sold the Phillips business in 1951, and spent some time farming prior to becoming associated with Black Grain Company in 1954. He was with the grain company for almost 20 years, stepping down as manager of the concern at the end of 1973.

Fortenberry served on the Friona school board for six years (1953-59), and was a director on that city's Chamber of Commerce on two separate occasions.

"I feel that my business experience qualifies me for the duties of working with the county budget, and in working with people. I plan to study up on the other facets of the position, so as to discharge them in an efficient manner," Fortenberry says.

The longtime elevator manager served as president of the Panhandle Grain and Feed Dealers in 1970-71. He also had been a director and vice president of the organization.

CHURCH DEACON

A member of the Baptist Church, Fortenberry has served as a church deacon for the past 22 years.

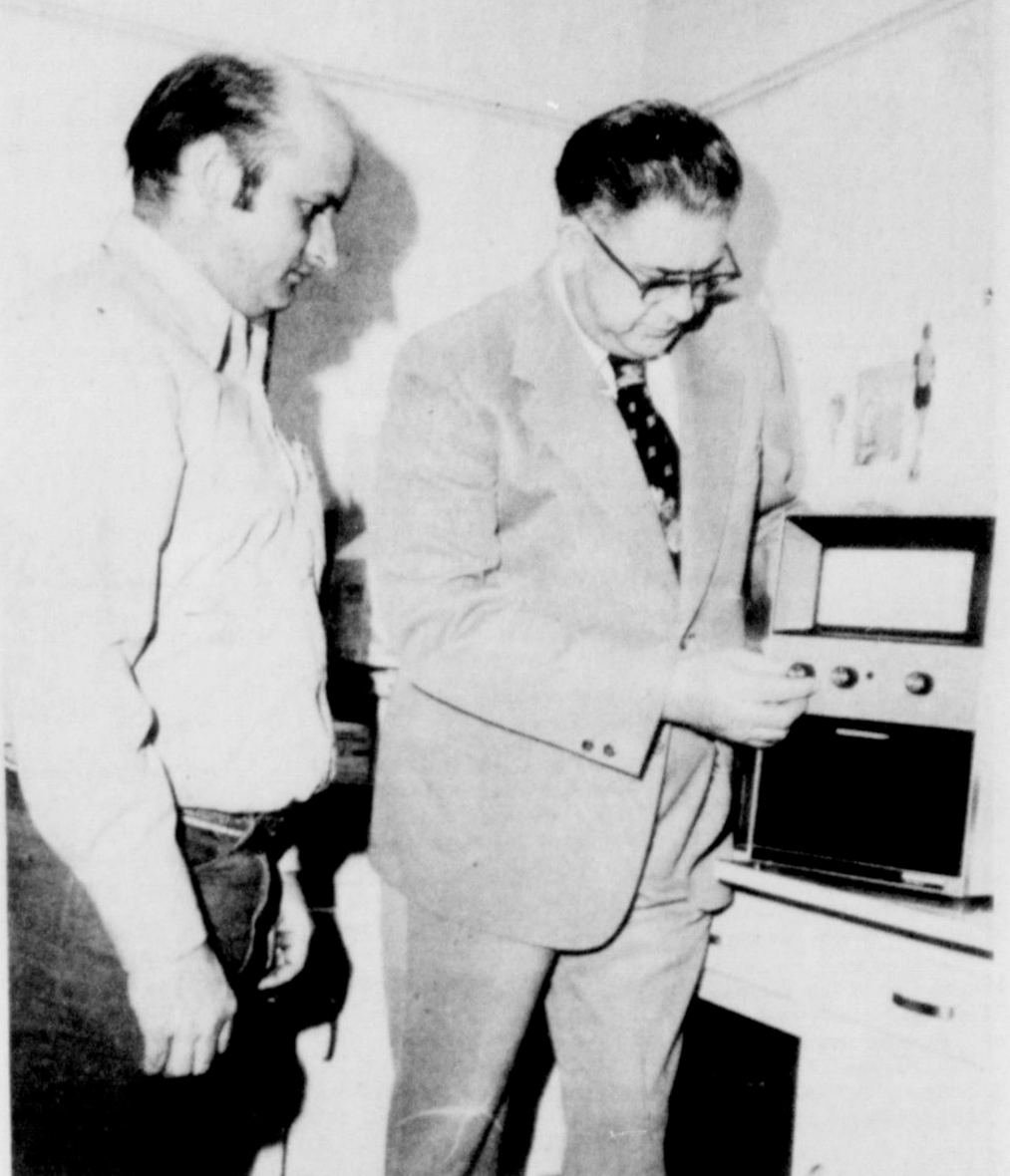
Fortenberry and his wife Movelida had three children, but their oldest son Richard was a Vietnam casualty in 1971. A daughter, Paula (Mrs. Jay Sturm) is a former Friona Maize Queen and is now



PAUL FORTENBERRY

teaching in the Abernathy school system.

Another son, Don, is a junior at Texas Tech University, where he is majoring in Agriculture Economics.



NEW MACHINE...Dr. Paul Spring, right, shows Eldon Rape of Hi-Pro Feeds how the new blood testing machine will work. Hi-Pro donated approximately \$3,000 in machinery to Parmer County Community Hospital, winning the awards in a contest sponsored by Dow Chemical Company. [See story, Page 12]

Chiefs Top Morton: Nab District Title

DISTRICT CHAMPIONS! The Friona Chieftains claimed title with a thrilling 69-64 win at Morton Friday night, locking up the District 3-AA championship with a game left to play, against Olton here Tuesday.

Friona could have won the title without the win—but that wasn't the way the team wanted to do it.

They earned the title by accomplishing something few teams have done in the past few years—beating the potent Indians on their home reservation.

Friona will represent District 3-AA in bi-district, and will meet the winner of District 4-AA, probably Lockney, Monday or Tuesday, February 18 or

19, at a site to be determined by the two schools.

Fans following this year's team have become accustomed to fast, hard action—with the likes of Dimmitt and Morton in the district, and Friday night's game at Morton was no exception.

Similar to the first game between the two teams at Friona last month, the Chieftains were in command most of the way.

Friona shocked Morton with a 13-point lead with 2:05 left in the third quarter, but the playoff veteran Indians refused to be rattled, battling back to trail by only two, 53-51, 2:15 into the final quarter.

From there on, the game was nip and tuck, with the adrenalin flowing on both sides, but Morton never got that close but one other time, at 55-53.

Morton held only three leads in the ball game, and they were all in the first quarter, at 2-0, 6-5 and 8-7. Dale Cleveland scored three of Friona's first four baskets, and his jump shot with 2:36 left in the opening quarter gave Friona a 9-8 lead that the team guarded successfully the rest of the way.

Clay Bandy's free shot gave Friona a four-point edge at 13-9, and Gene Strickland's first field goal with 37 seconds left in the period made at the first quarter lead stand up at four, 15-11. Strickland and Dale Parsons

opened second quarter scoring for Friona, as the Chiefs grabbed an eight-point edge at 19-11.

But Morton battled back for a 19-22 deficit, forcing Bobby Lewellen and Cleveland to retaliate for a 28-21 Friona edge.

Cleveland then stole the ball at midcourt, and drove in for a layup shot that gave Friona its longest first half lead, 30-21. Morton outscored the Chiefs 10-6 during the last three minutes, to trim the halftime lead to five, 36-31.

Friona was again off and running as the third quarter opened. Cleveland, Strickland and Parsons hit before Morton [Continued on Page 2]

DUE TO TRUCK STRIKE

MBP Resumes Work Sked After Shutdown

After being closed for the better part of a week due to the nationwide truckers strike, Missouri Beef Packers' Friona plant went back to slaughter operations Friday, with hopes for a settlement of the strike that would allow the plant to resume its normal schedule.

Plant manager Jim Kofford said Friday the plant would kill that day and on Saturday, and that breaking operations would begin at the plant on Monday. Thus, it would be the first part of the week before any outgoing trucks would be dispatched by the plant.

Kofford said as far as he knew, no drivers who service the local MBP plant had been involved in any of the violence which has been perpetrated against truck drivers in some parts of the nation, who refused to join the strike.

Only a skeleton crew of personnel manned the huge plant southwest of Friona this week, which normally has around 350 people showing up for work six days a week. Only people working Monday through Thursday were the maintenance people, the supervisors, and approximately 15 hourly employees.

"This has been bad for us, and for the cattle industry. I hope the situation is resolved quickly, so that we don't begin to lose our work force," Kofford said in an interview with a Friona Star reporter.

BAC Meeting Here Monday

Friona's Business Activities Committee (BAC) will meet on Monday, February 11, at the Community Room of Friona State Bank. The meeting starts at 7:30 p.m.

It is imperative that those merchants participating in the "Friona First" program attend the meeting, states BAC chairman Carrol Gattin. Also, the committee still would like to hear reactions of shoppers to the group's give-away program, such as it conducted during the recent Christmas shopping season.

Those with comments are requested to call the Friona Star at 247-2211 or the Chamber of Commerce office at 247-3491.

The local MBP manager added that due to the cold weather of this week, he was hopeful that the bulk of his employee list would remain intact. "It appeared that it was too cold and disagreeable for many to seek field work," he stated. The shutdown of the meat packing plant began the past Monday, following a strike called by Texas independent truckers, who were against

"high fuel prices, low speed limits and low freight rates."

In addition to Friona's MBP plant, Hereford's Armour plant also closed, putting another 250 persons temporarily out of work—a combined total of 600 idled workers from the two plants.

The energy crisis and resulting government actions have created some of the conditions which the truckers were striking against.

BRIGGS, MRS. FORD

Two More Announce For County Spots

Mrs. Ray (Jenoyce) Ford of Farwell filed this week for the county treasurer's position on the Democratic ballot.

Mrs. Ford is a former employee of the ASCS office in Farwell, where she worked as a clerk for some nine years.

She has been a resident of Farwell for 28 years. Her husband is in the grain business in Farwell.

"I solicit your support in the upcoming election. I pledge to perform the job to the best of my ability," Mrs. Ford commented.

Previously announced for the position was Mrs. Benna Felts, who was appointed by the commissioners in 1973 to fill out the term of Mrs. Mabel Reynolds, longtime County Treasurer who retired.

★ ★



JENOYCE FORD

★ ★



JIMMIE BRIGGS

Another candidate for commissioner of Precinct 4 authorized the Friona Star to announce his candidacy this week.

Jimmy C. Briggs announced for the position on the Republican ballot. Jimmy and his wife Jimmy Frank and two children have lived in the Lazbuddie community since 1962.

"I would like to have the opportunity to serve the people of Precinct 4 to the best of my ability.

"Your support, influence and vote will be appreciated," Briggs said in his statement to the Star.

Briggs' candidacy will be subject to the action of the Republican primary, scheduled for May 4.

FRIDAY IS SHOWDATE

Jr. Livestock Show To Have New Home

The 26th annual Parmer County Junior Livestock Show will be held in Friona Thursday, Friday and Saturday of this week. For the first time, the event will be held in the new community center-showbarn, completion of which was being rushed as the showdate approached.

"The building will be ready for the show," said contractor Delton Lewellen this week, as a full week remained before the show opened, and only a few last-minute details remained on the building.

By having the showbarn, the show's schedule has been changed, to include judging of all three divisions of the show—barrows, sheep and steers—the same day, Friday, February 15.

The steers, which have been

shown on Saturday morning for a number of years, will be shown Friday evening, beginning at 7 p.m.

All of the judging will take place inside the new showbarn, which will feature a complete heating system and bleacher seats for everyone who desires to attend the show.

"We cordially invite parents, grandparents or friends of the youngsters entering animals to attend the show. We should have plenty of seats—on the inside—to take care of them," stated Dwayne Menelee, general chairman of the county show.

Main activity of Thursday will be the weigh-in of the animals, which is to be completed by 4 p.m. that day.

By moving the steer judging to Friday evening, main item on the agenda for Saturday will be the auction sale, which will begin at 1 p.m. at the showbarn.

Friday's judging will find the barrows beginning at 8 a.m.; the sheep at 1:30 and the steers at 7 p.m.

Harmon Boone, vocational agriculture instructor at Spearman, will judge the steers, L.M. Hargrave, agriculture education instructor at Texas Tech University, will judge the barrows, Ronnie Dennis, vo-ag instructor at Kress, will judge the sheep.

Show officials are expecting some 302 animals, up by 42 over

last year's total of 260. This is an increase of 16 per cent.

Officials are expecting 140 barrows, up by 10 over last

year; 102 lambs, up by a whopping 42, and 60 steers, about the same (there were 58 last year).

Friona Lands County MH/MR Center Clinic

Friona will be headquarters for a Parmer County outreach clinic of the Central Plains Mental Health and Mental Retardation Center, it was announced this week.

Establishment of the new clinic was announced this week by Bill Dillard, Executive Director of the organization. The Central Plains MH/MR Center serves nine counties and has its headquarters in Plainview.

The City of Friona has agreed to furnish office space for the clinic, which will be located to the rear of the Chamber of Commerce office. The clinic will be reached at 621 Main in Friona.

Parmer County becomes the fifth county served by the center to have an outreach clinic. Others are located in Dimmitt, Tulla, Muleshoe and Floydada.

Staff members of the Central Plains MH/MR Center will staff the Friona clinic on a one day per week basis, it was announced.

COW POKES

By Ace Reid



"Boy oh boy, \$450.00 a pair for them cows and calves, why I can hardly remember when we wuz pore!"

EARN CAGE PLAYOFFS

(Continued from Page 1)

could score, and Friona had an 11-point edge with only 1:30 gone in the second half. Cleveland then turned in a three-point play for a 12-point edge at 49:37, and when Dale Parsons connected on a jumper with 2:05 left in the period, the scoreboard read Friona 53, Morton 40.

But the Chiefs went into a scoring drought that lasted for 4:32 of clock time, during which Morton scored 11 points, to trim what had appeared to be a safe lead to only two at 53-51. To make matters worse, Parsons received his fourth foul at about this point, and the Friona fans got a little worried.

But the Chiefs had no thoughts of "folding." Cleveland and Parsons each canned a pair of free throws and Dave Clark hit one of two for a seven-point edge, 63-56, with 2:48 left.

Two jumpers by Parsons kept the lead at seven points, the last being 67-60 with 1:20 left, and Lewellen's jump shot from the side iced things away at 69-60, as the clock entered the last minute.

Morton scored two baskets to trim the lead, as Friona took pains to use up as much clock as possible, until finally it was all

used up and the team had done it—**STILL UNBEATEN IN DISTRICT PLAY** after playing both games with Dimmitt and Morton.

CHIEFS	15	36	53	69
Morton	11	31	46	64
D. Parsons	8-3-19;	K. Patterson	1-0-2;	B. Lewellen
3-2-8;	G. Strickland	6-3-15;	D. Cleveland	7-4-18;
C. Bandy	9-1-1;	D. Clark	1-4-6.	Totals
	26-17-	69.		

SCHOOL LUNCH MENU

MONDAY—meat balls and spaghetti, buttered English peas, hot rolls-butter, cabbage and carrot salad, pineapple cake and milk.

TUESDAY—fish, French fries, hot rolls-butter, apple-sauce cake, buttered corn, tartar sauce and milk.

WEDNESDAY—tacos, pinto beans, apple cobbler, lettuce and tomato salad, cornbread-butter and chocolate milk.

THURSDAY—soup and chili, sandwiches, cookies and milk.

FRIDAY—hot dogs, potato chips, pork and beans, brownies and milk.

Friona Flashbacks

...from the files of the Friona Star

45 YEARS AGO—FEBRUARY 15, 1929

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

40 YEARS AGO—FEBRUARY 16, 1934

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

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

35 YEARS AGO—FEBRUARY 17, 1939

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

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

30 YEARS AGO—FEBRUARY 11, 1944

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

20 YEARS AGO—FEBRUARY 11, 1954

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

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

15 YEARS AGO—FEBRUARY 12, 1959

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

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

10 YEARS AGO—FEBRUARY 13, 1964

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

The Friona High School Squaws have won 24 straight games this year, but still must defeat Olton Friday night to clinch the district championship. A loss would give Olton a tie.

CLASSIFIED ADS MAKE YOU MONEY

WELCOME TO FRIONA



Recent newcomers are the Dewayne Howard family. Mr. and Mrs. Howard and their sons Don, 14, Stephen, seven and Lyndall, 12 are shown above. The family is residing at the

Friona Apartments, number 57. They moved to Friona from Amarillo. Howard is the new assistant postmaster in Friona. The Howards attend the Church of Christ.

ROCKWELL BROS. AND CO.
"LUMBERMEN"
Lumber, Paint & Tools

HOUSER
GROCERY & MARKET

HIGH PLAINS
DEVELOPMENT CO.

NEED A HOME?
CALL 372-9233, Amarillo Or 247-2511 Friona

REEVE CHEVROLET
New and Used Cars
FRIGIDAIRE APPLIANCES

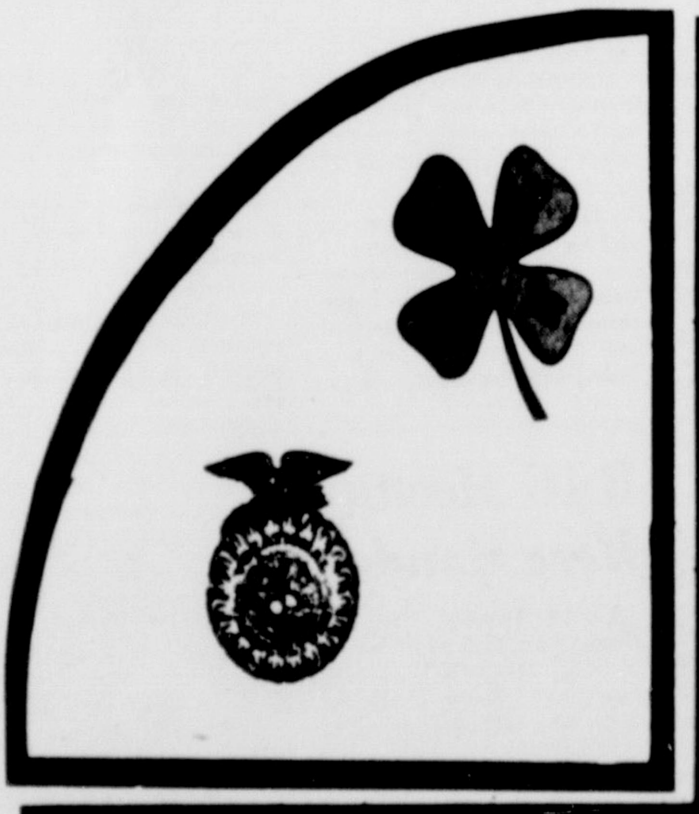
The FRIONA STAR

FRIONA WHEAT GROWERS
Elevator Service
Field Seeds

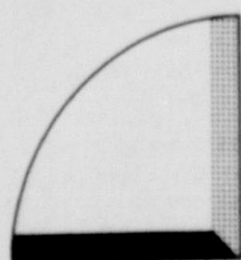
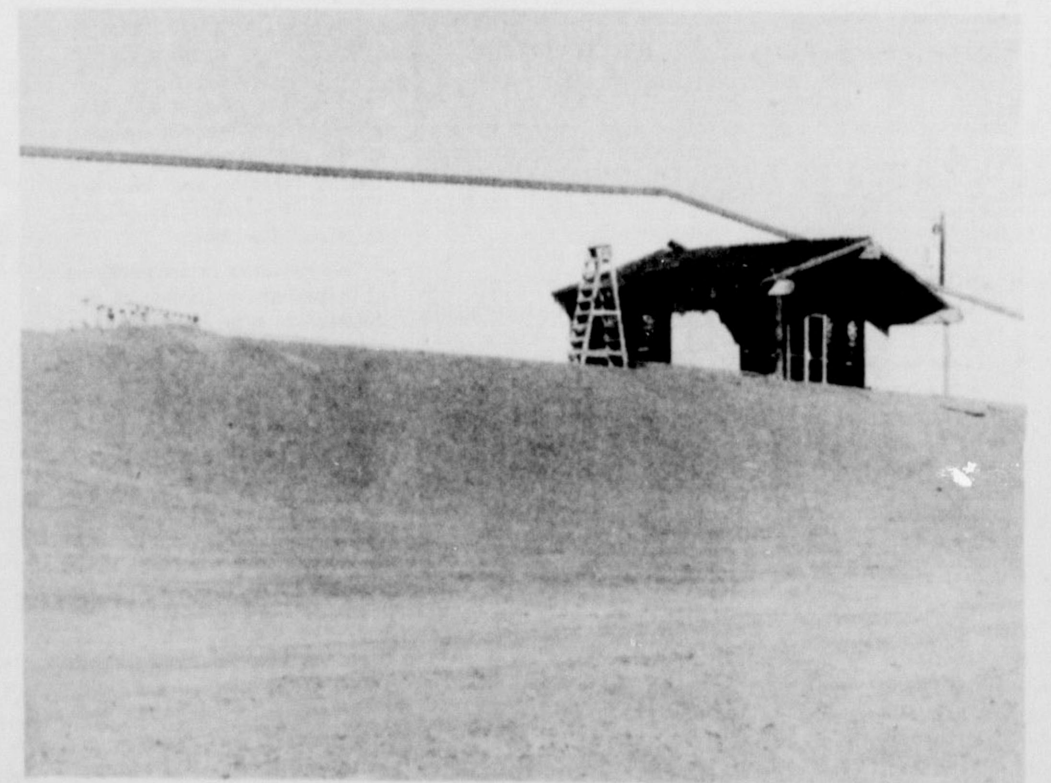


Congratulations

....To The FFA And Four-H'ers Who Will Be Participating In The First Junior Livestock Show In The New Showbarn.



We are proud of the accomplishments of each and every one of you and we know you are happy to be able, at last, to show your animals in the beautiful new facility that the people of this area have provided for you.



FRIONA STATE BANK

I. V. Moseley Passes Away

Mrs. I.V. Moseley, 67, died about 2:10 p.m. Friday in Parmer County Community Hospital following a long illness.

Services will be at 2:30 p.m. Sunday in First Baptist Church in Friona with the Rev. Charles Broadhurst, pastor, officiating.

Burial will be in Friona Cemetery under direction of Parsons-Ellis Funeral Home.

Mrs. Moseley had been a resident of Friona since 1928, moving from Hill County.

She was a native of Hill County and was a retired rural mail carrier and cashier at a local grocery.

Mrs. Moseley was a member of First Baptist Church, Eastern Star and Rebekah Lodge of Friona.

Survivors include her husband David; a son Emmett of Dallas; a daughter, Mrs. Tila Rue Hester of Oologah, Okla.; two sisters, Mrs. Mary Schmidt of Mound, Minn., and Mrs. Selma Redfearn of Hills, Calif.; a brother, Thomas E. Armstrong of San Bernardino Calif.; and six grandchildren.



EDITOR'S NOTE:

[The following letters were received in response to letters recently sent to State Senators from Mayor R.L. Fleming:]

Honorable R.L. Fleming
Mayor, City of Friona
802 Main Street
Friona, Texas 79035

Dear Mayor:

Thank you for your recent letter in reference to the hold-up of federal funds for Texas State Highway Project 8005-1-10. In an effort to be of

assistance, I have contacted officials of the Federal Highway Administration on your behalf. They have advised me that the delay is the result of inadequate information that they received from the Texas Highway Department regarding noise abatement.

I would like to emphasize, however, that I have received assurances that this delay is only temporary and funds should be released as soon as the Texas Highway Department submits additional information concerning their request to obtain an exception to the noise standards. I will continue to maintain my contact with the Federal Highway Administration to urge that this matter be resolved in the most expeditious manner possible.

Please let me know if I can be of additional assistance in the interim.

Sincerely,
Lloyd Bentsen

The Honorable R.L. Fleming
Mayor, City of Friona
802 Main Street
Friona, Texas 79035

Dear Mayor Fleming:

Thank you for your letter of recent date concerning Texas State Highway Project 8005-1-10. I appreciate you taking the time to contact my office.

I am reviewing the matter at the present time. As soon as it can be determined how this office can assist you in the best possible manner, I will write to you again.

Kind regards.

Sincerely,
John G. Tower

B-Chiefs Top Morton 57-55

Fans travelling to Morton Friday were treated to not just one—but two thrilling games.

Almost overshadowing the varsity game was the junior varsity tilt, in which Alex Cabrera hit a long jump shot two seconds before the final buzzer to give the B-Chiefs a come-from-behind 57-55 win over the Morton JV.

Oddly, the basket was the only scoring in the game for Cabrera, who was almost too far out for a good shot—but his two points counted plenty.

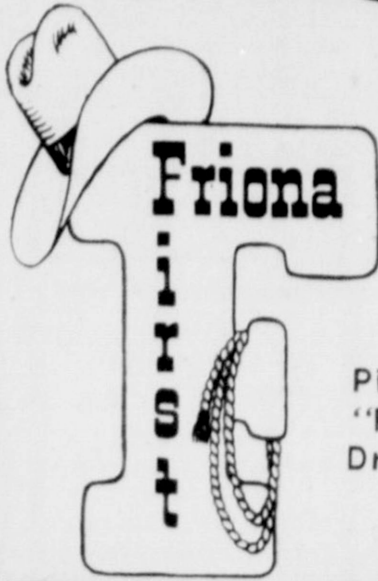
Dusty Peters had 22 and David Hutson 16 to keep the team in contention for the game-winning heroics.

Friona never led in the second half until Peters tied the score at 53-all with a pair of free shots with 33 seconds left, and Hutson followed suit with 24 ticks left, for a 55-53 Friona edge.

Morton tied the count with 18 seconds to play, and seemed destined to keep Friona from getting off a shot until Cabrera uncorked from about 25 feet as the clock was winding down.

B-CHIEFS 12 22 39 57
Morton B 14 24 41 55
D. Peters 7-8-22; D. Hutson 7-2-16; D. King 3-0-6; A. Cabrera 1-0-2; K. Miller 3-0-6; D. Carthel 1-3-5.

HONEST WE'RE TROTTING OUT GREAT FOOD VALUES FOR LINCOLN'S BIRTHDAY



These Prices Good Mon. Thru Sat. February 11-16

Pick Up Your "Friona First" Drawing Tickets At Housers

ALL Dishwashing Detergent 35 Oz. 69¢	Pops Rite POPCORN 2 Lb. 39¢
HANDY WIPES Dispenser Pkg. \$1.09	Betty Crocker HAMBURGER HELPER 7 1/2 Oz. 57¢

SMART, CONTEMPORARY WOODWIND AT AN UNUSUAL LOW PRICE

AN EXCEPTIONAL VALUE ON FINE STAINLESS STEEL FLATWARE

39¢

WITH EACH \$5.00 PURCHASE Complete your set with dramatic accessory pieces... on sale at all times!

Week	Item
1	Dinner Fork
2	Dinner Knife
3	Teaspoon
4	Soup Spoon
5	Salad Fork

Wilson Certified BACON 2 Lb. Pkg. \$2.29	meats AT HARD TO BEAT PRICES SWIFTS PROTEN BEEF	Booth Pre Cooked FISH STICKS 24 Oz. Pkg. 89¢
ROUND STEAK \$1.39 Lb.	SIRLOIN STEAK \$1.49 Lb.	CLUB STEAK \$1.49 Lb.
BEEF ROAST Blade Cut 89¢ Lb.	RUMP ROAST \$1.29 Lb.	

D'Anjou
PEARS
4 Lbs. **\$1.00**

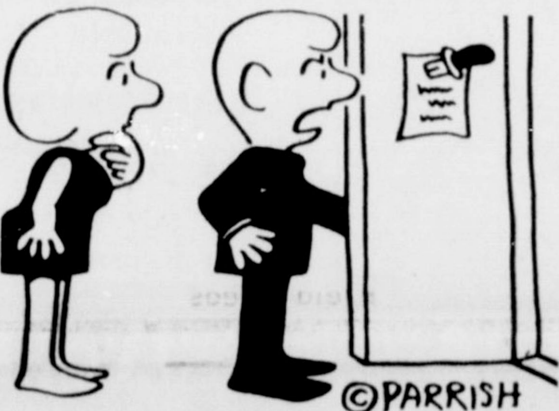
CABBAGE Lb. **10¢**

BELL PEPPERS Lb. **29¢**

STOCK-UP SALE OF FROZEN FOODS

Shurfine MIXED VEGETABLES	10 Oz. Pkg. 29¢
Shurfine CAULIFLOWER	10 Oz. Pkg. 31¢
Green Giant NIBLETS CORN	10 Oz. Pkg. 35¢

Folgers INSTANT COFFEE	10 Oz. \$1.89
Schilling BLACK PEPPER	4 Oz. 47¢
Betty Crocker CAKE MIX	18 Oz. Pkg. 2/87¢
Nestles' QUIK Chocolate Mix	2 Lb. 89¢
SPAM Luncheon Meat	12 Oz. 99¢
Jergens' LOTION	15 Oz. \$1.09



IT'S A NOTE TO ME FROM YOUR MOTHER. SHE WANTS TO KNOW WHY I'M NOT INSURED WITH...

Ethridge-Spring Agency

The "BIG" Difference
INSURANCE REAL ESTATE LOANS
FRIONA - PH. 247-2766

See
Dan Ethridge Bill Stewart
Wendell Gresham Lois Norwood
Frank A. Spring

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]



HOUSER

GROCERY & MARKET

GOOD CARTON BETTER QUALITY BEST FLAVOR TRY SOME NOW

WE GIVE GUNN BROS STAMPS

DOUBLE ON WEDNESDAY WITH \$2.50 PURCHASE OR MORE

★ READ and USE CLASSIFIED ADS ★

PH. 247-2211

Reader Ads...First insertion, per word..... 8 cents
 Additional insertions (no copy change), per word..... 6 cents
 Minimum charge..... \$1.25
 Classified display (boxed ads-9 pt. type under a specific heading, 1 column width only-no art or cuts. Per column inch..... \$1.50
 Repeat insertions without copy change, per col.

Repeat insertions without copy changes, per col. inch...\$1.25
 Cards of Thanks...same as classified word rate, minimum charge.....\$1.25

DEADLINE for classified advertising in Thursday's issue-5 p.m. Tuesday.

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

ANNOUNCEMENTS

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-tfnc

New Singer Dealer In Hereford. Sewing machines and vacuum cleaner repair. All makes. Free estimate in advance. Work done by Singer trained mechanics. Scissors sharpened. Call 964-4051. Sanders Sewing Machine Center, 226 Main, Hereford. 46-tfnc

Your sweetheart deserves the finest...For a unique gift for Valentine's Day and party supplies, visit Gifts 'N Goodies, 506 Main. Phone 247-3476. 18-1tc

New shipments of painted and worked needlepoint-crewel kits-rug yarn-latch hook and needlepoint, rug patterns. **DAN'S OF CANYON** 18-4tc

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

MINIATURE OIL PAINTINGS

Make the most distinctive gift for any occasion.

- *Birthdays
- *Weddings
- *Anniversaries
- *House Warmings

Oils by Carol Ellis at the Star Art Gallery, 916 Main. New paintings every week... most priced under \$10.00. 51-tfnc

BUSINESS DIRECTORY

ADAMS DRILLING CO., INC.

WATER WELL DRILLING

Layne Pumps, Inc. Pump & Coars Heads Repairs Sales & Service All Makes

Office 247-2731

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-tfnc

THE MOST DISTINCTIVE GIFT FOR ANY OCCASION...
Original Oil Paintings In Miniature
 *New Selections
 *Handcraft Items
 *Baby Quilts
 THE STAR ART GALLERY
 916 Main Street Friona, Texas
 Reasonable Prices!

The Curiosity Shop
 Sugarland Mall Hereford, Texas
Antiques & Collectables



When you care enough to send the very best

Valentines & Love Dolls

CAROL'S
 601 Main

AUTOMOTIVE

Have you seen the **WHITE MAGN** STEEL RADIAL T 35 37? You'll be impressed 24-tfnc

FOR SALE...1964 1/2 Ton V-8 Ford. Pickup. Automatic Transmission. Call 247-3477 after 6 p.m. 14-tfnc

FOR SALE...1967 Oldsmobile 98. Full power and air. Excellent condition. Phone 247-3559. 17-tfnc

FOR SALE...1972 Chevy Pickup-400 engine, power and air. 20,000 miles. 810 W. 5th, Friona, Texas. Phone 247-3863. 17-2tc

FOR SALE...Eagen Cab for 4020 John Deere Tractor. 1967 Red Volkswagen in good condition. Contact Al Reznik. Phone 295-3432. 17-2tc

FOR SALE...1969 Chevrolet Impala. \$1,000. Pat Hanks. Phone 247-3671 or 247-3096. 14-tfnc

FOR SALE...1965 Ford Pickup. 16 foot stock trailer. Phone 295-3063. 18-1tc

FOR SALE...1963 Pontiac Starchief. Good condition. \$300.00 cash. Call 247-3349 after six. 18-4tc

FOR SALE

FOR SALE...One horse pen with building at Riding Club Arena. 247-3220. 17-2tc

PIANO

Will sacrifice new spinet piano rather than return to party with good credit. Small monthly payments. Write, Credit Manager, Kimball Music Center, 2832 34th, Lubbock, Texas 79410. 18-2tc

FOR SALE...One half Arabian Colt, and one 3/4 Arabian Colt. Two horses, one mare and one half Arabian Gelding. Phone 247-3220. 18-1tc

FOR SALE...Upright Piano and Bench. One sofa sleeper, also one davenport. Phone 247-3220. 18-1tc

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

MR. FARMER-Do you need a hired hand's house in Bovina? We have 2 bargains left. 1. Bath. One has new carpet. Single car garages.

THIS WEEK'S SPECIAL

- 760 Acres, 5 wells, 2 houses, 2 quonset. Rhea Community.
- 840 Acres, 6 wells, 2 good houses and quonset.
- 409 Acres, irrigated, East of Bovina on Highway.
- 160 Acres dryland North of Bovina on highway.
- 320 Acres dryland, lays good, north of Bovina, one-half mile on highway.

J. B. SUDDERTH REALTY

23-tfnc

FOR SALE...New Holland Grinder-Mixer. Excellent condition. Phone 247-3220. 18-1tc

FOR SALE...2 High Compression Waukasha Well Motors. New overhaul. 1-50 gallon butane tank for pickup. Sam Mears, 247-3456. 18-tfnc

FOR SALE...Black Naugahyde Divan, oak arms, makes bed. \$35.00. Phone 247-3414. 18-tfnc

LOST AND FOUND

STRAYED...Whiteface calf, branded CSL on right hip, L on jaw. Call Fidel Madrid, 247-3728. 14-tfnc

LOST...Two White Female English Setters. Call 295-3874. 14-3tc

PETS

FOR SALE...Six Peek-a-Poo puppies, six weeks old. \$25.00 each. Also, mother dog for \$40.00. Phone 295-3571. 16-tfnc

FOR SALE...AKC Registered Tiny Toy Poodle Puppies. Silver. 10 weeks old. Have first puppy shots. See at 1301 W. 5th. Phone 247-3008. 17-2tc

HELP WANTED

WANTED...Service Station Attendant. Experience preferred but not necessary. Apply in person. Murphree Texaco, 309 W. 11th. 4-tfnc

HELP WANTED...a loader operator. Phipps & Son, Associates, 1700 West Ninth. Phone 247-3404. 17-tfnc

AVON

You Can Sell Avon full-time or part-time! As an Avon Representative you can schedule your own working hours. Make the most of a real earning opportunity by selling quality products right in your own community. Call now: 247-3246. 13-7tc

HELP WANTED...Feed truck driver and Feed mill labor. Paid vacations, holidays, group insurance. Apply at Farmer County Cattle Co., Bovina, Texas. Bill Brigham. Days 806-225-4400. Nights 806-481-3811. 18-tfnc

WANTED...Luzier Consultants to sell personalized cosmetics and wigs. Good commission plus bonus gifts and trips. Call Laura Bartlett, 225-6699. Route 1, Bovina. 18-2tc

WANTED... Representative to call on farmers and ranchers for the new 20,000 mile no-change synthetic motor oil. Bill Bailey, RACER OIL COMPANY, Suite 600, Bank of the Southwest, Amarillo, Texas 79109. 18-2tp

HELP WANTED...Electrician's helper. Experience not necessary. Contact John Allen Jr., A&A Electric, 1005 Ashland. Phone 247-3007. 18-tfnc

MEN WOMEN

If high prices is shrinking your pocketbook, and you need part-time income, with an excellent future, write: W.C. Sharp, Box 26105, Albuquerque, N.M. 87125. 17-4tp

FOR SALE...One two-bedroom home with garage on nice corner lot. Take over present loan and pay small equity. One four-bedroom home. House all paneled. Take over loan and pay equity. 247-3220. 17-2tc

FOR SALE...Brick house, fenced, 1253 sq. ft. living area. Attached garage. Nice neighborhood. Phone 247-2865. 1208 Maple. 16-tfnc

FOR SALE...2 Bedroom House. New carpet, paneling, paint. Call 247-3344. 16-tfnc

APARTMENTS

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

EQUAL HOUSING OPPORTUNITY 5-tfnc

Furnished 1-Bedroom Garage Apartment for Rent. Phone 247-3776 after 1 p.m. 611 Woodland. 18-tfnc

REAL ESTATE

FOR SALE...2-bedroom house, fully carpeted, carport on south. Big back yard, with six foot fence and 6x8 storage house. Call 247-2550 after 5. 18-1tc

REAL ESTATE LOANS

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

NEED A HOME LOAN?
 SEE FIRST FEDERAL
 FIRST FEDERAL SAVINGS
 AND LOAN ASSOCIATION
 801 Pile St.
 762-4417
 Clovis, New Mexico

Buy your Valentine goodies from the Rebekah's. **BAKE SALE--Wednesday, Feb. 13** at Houser Grocery 18-1tc

HELP WANTED

Missouri Beef Packers is now accepting applications for beef luggers, production workers, maintenance men and kill floor personnel.

We offer year-around employment, paid vacations, paid holidays, and company-paid group hospital insurance. Good wages, no experience necessary.

Apply at Personnel Office, Missouri Beef Packers, Inc. Friona, Texas 4 Miles West On Highway 60.

-Equal Opportunity Employer-

51-tfnc

OWENS ELECTRIC

WE SPECIALIZE IN:

Complete sales and service of electric motors, (new and used), magnitos, starters and generator repairs.

LOAN MOTORS AVAILABLE

809 E. 2nd. 364-3572 HEREFORD, TX

Floating Tailwater Pump
 Conserve that water.
 Vertical Hollow Shaft
 Electric Belt Driven Gear Head



"Guaranteed Satisfactory Service"
 Warren Owen Harvey Milton

WANTED

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

Valentines Prettiest Selection Is At Allen's Jewelry

Featuring Hallmark's Ambassador Line **Allen's Jewelry**
 Friona

TOO LATE TO CLASSIFY

I have 15 head of stray cattle, Black Angus Steers. Johnny Rucker, 505-456-2275. 18-1tp

Out of Orbit

MAILED JULY

Use Friona Star Classified Ads. Phone 247-2211 NOW!

chills

cost money in higher heating bills, sneezes and sniffles. Only way to really get rid of them is with a properly installed furnace system that gives you even-heat comfort, economically. A size for every budget.



makes the difference fail-proof...rust-proof heat...unequaled quality...matchless performance. Call us today for facts and estimates:

Financing Available

Hicks Plumbing & Heating

Ph. 247-3052 Friona

HOME-SEEKERS HAVEN!

SEE THIS spacious 3 BR home with two full baths, a living room and den. Fully carpeted with new shag. Has all the goodies in the kitchen and has approximately 2100 sq. ft. Only one block from high school. Can be yours for only \$29,750.00.

LAND-SEEKERS HAVEN!

LOOK AT THIS Section with approximately 273 acres of cultivated and 367 acres of grass. It has three wells on the farm ground and 1600' of underground tile. We can get you a big loan with low interest at only \$105,000.

DISCOVER THIS 480 acres with one 8" well, 2-6" wells, and a 3" submergible. It has a 2 BR house and a barn. All wells are tied together with alot of tile. Lots of depreciation and a good farm at \$375/acre.

WE SOLD THE .RS--LET US SELL YOURS

Carrol Gatlin Land Company

102 E. 11th Friona, Texas Home 247-3641 Office--247-2745

COMPLETE REAL ESTATE SERVICE LAND*RESIDENTIAL*COMMERCIAL *PROPERTY MANAGEMENT* 1-tfnc

CONSERVE Energy

FIBERGLASS INSULATION CAN

CUT HEATING COSTS!!

FULL THICK 1 1/2" PER 100' \$795



STORM DOORS

TEMPERED SAFETY GLASS - SELF STORING- REMOVABLE SASH

\$3295 32" OR 36"



FARM DISCOUNT LUMBER & Supply

364-6002 US 385 SOUTH (Dimmitt Hiway) HEREFORD, TEXAS

NEWTON, MISS., RECORD—Americans continue as the most wasteful people on earth. Proof of this is wasteful use of electricity, burning unnecessary lights, leaving fixtures not in use plugged in, running fixtures at high speed when low would do the work. Of air conditioners, to save electricity, electric companies advise to keep windows and doors closed and set the thermostat no lower than 78 degrees, since each degree below that uses about 5 percent more electricity. The electric companies try to teach appreciation of abundance and at the same time to conserve a vital resource.

Political Calendar

The Friona Star has been authorized to make the following political announcements, subject to the Democratic Primary May 4, 1974.

- FOR COUNTY JUDGE
Archie Tarter [re-election]
Paul Fortenberry
- FOR COUNTY TREASURER
Mrs. Benna Felts
Mrs. Jenoyce Ford
- FOR JP, FRIONA PRECINCT
Mrs. Frances Euler
[re-election]
- FOR COMMISSIONER, PRECINCT 4
Pete Jesko
Roy M. Miller
- FOR COUNTY CHAIRMAN:
H.H. Horton, Jr. [re-election]
- FOR FRIONA PRECINCT CHAIRMAN:
Mrs. Ira [Bessie] Holt

The following candidates have authorized the Friona Star to announce their candidacy for office, subject to the action of the Republican primary May 4:
FOR COMMISSIONER, PRECINCT 4:
Jimmy C. Briggs

LEGAL NOTICE

PUBLIC NOTICE
The Beacon Broadcasting Corporation hereby gives notice that it has filed on Tuesday, January 22, 1974, an Application for Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station.

The officers of the Beacon Broadcasting Corporation are Mr. Jake Goble, President and Director, Mr. Fredrick J. Borgsmiller, Treasurer and Director, and Mr. James A. Lawder, Jr., Director. The applicant seeks a license to operate a standard broadcast station on frequency 1070 under the call letters KNNN. The Application has been filed to supply the Federal Communications Commission with the necessary background information concerning the applicant. The applicant proposes to broadcast from a facility previously operated by the KNNN Broadcasting Corporation which is located outside the City of Friona, in Parmer County, Texas. The applicant currently has an agreement to purchase said facility. No modifications of either the broadcast facility or the antenna are proposed.

A copy of this Application, including the Exhibits attached thereto and a legal description of the real property involved, is on file for public inspection in the offices of Ethridge-Spring Agency, Inc., 603 Main Street, Friona, Texas. Seyfarth, Shaw, Fairweather & Geraldson, 1819 H Street, N.W., Suite 750, Washington, D.C. 20006. 17-31c



BROWNIE OUTING...Tommie Mercer's Brownie troop visited the Friona Star office this week as a field trip. The troop members were shown the newspaper's computerized type machine by Vickie Copley, who runs the machine.



Cowslip wine taken at bedtime was once supposed to cure insomnia. Of course, enough of any wine will cure insomnia!

Henry Block has 17 reasons why you should come to us for income tax help.

Reason 8. H & R Block is a year-round service. We do not disappear after April 15th.



H&R BLOCK
THE INCOME TAX PEOPLE
COME IN TODAY
Open 9 a.m.-6 p.m. Mon.-Fri. 9-5 Sat.
Phone 247-3638
605-B Main, Friona
NO APPOINTMENT NECESSARY

SHUGART COUPON
Thursday February 14
HOUSER GROCERY
9th & Main
9
WALLET SIZE
COLOR PORTRAITS
99¢
ASK About Our
FREE
8 x 10
OFFER
Extra charge
for
GROUPS

JUNIOR STOCK SHOW EXHIBITORS

Take a break during the Stock Show Activities this weekend and come Try our Barbeque

- *BAR-B-QUE PLATE (Beef, German Sausage, Ham, Ribs)
- *BEEF, HAM, or SAUSAGE SANDWICHES
- *TAKE-HOME ORDERS BY THE POUND

OPEN EVERY DAY EXCEPT SUNDAY

NOTICE-- We Will Cater Your Club Or Group Meal. Call Us About It.

Campbell's **PIT BAR-B-Q**

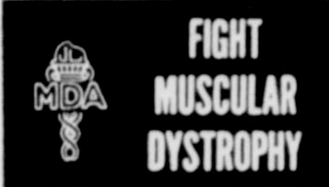
Take Out Or Eat Here!
Phone 247-3127

School Activities

- February 11
Seventh, eighth and ninth grade boys basketball teams play Morton there at 5 p.m.
- February 12
Boys play basketball at Olton, 6:30 p.m.
- February 13
SFC sponsored Assembly, Dr. Looney, High School Auditorium, 2:45 p.m.
- February 14
Seventh, eighth and ninth grade girls basketball teams play Canyon here, 5 p.m. PESO meeting from 1:30 to 3:30 p.m.
- February 14-15-16
Parmer County Stock Show.
- February 15-16
Tech Speech Tournament.

TO LATE TO CLASSIFY

FOR SALE...4-Bedroom Brick. Phone 247-3691. Two Baths, Attached Double Garage. Fenced. 18-tnc



THERE IS A DIFFERENCE YOU'LL FIND IT IN OUR QUALITY, SERVICE & SELECTION!

VALUE-FULL MEATS From Specials Good Feb. 10 Thur 16
WHITE'S SUPERMARKET

Bar-S Plainsman
BACON 1 Lb. Pkg. **99¢**

ROUND STEAK Lb. **\$1.39**

Janet Lee
PEACHES #2 1/2 Can **47¢**

Frito
BEAN DIP 10 Oz. Can **35¢**

Del Monte Hot
CHILI PEPPERS 11 Oz. Jar **45¢**

JET DRY 4 Oz. Liquid **89¢**
For Automatic Dishwashers

Sugar Sam
YAMS #2 1/2 Can **53¢**

Mountain
PINTO BEANS #300 Can **4/\$1**

FROZEN FOODS

Treesweet 12 Oz. Can **57¢**
ORANGE JUICE

Borden's **ICE CREAM** 1/2 Gal. **99¢**

COUPON

Folger's **COFFEE** Lb. Can **99¢**
With Coupon

\$1.09 Without Coupon

PEARS Lb. **29¢**

AVOCADOS **2/49¢**

RED #1 **POTATOES** 10 Lb. Bag **\$1.19**

PEPSI COLA or **7-UP** 6 Bottle Carton **53¢**
PLUS DEPOSIT

GOLD MEDAL FLOUR 25 Lb. Bag **\$4.79**

for the **HIGHEST EARNINGS** on your savings see **HI PLAINS**

NOW EARN **5 1/4%** ON PASSBOOK SAVINGS PER ANNUM

UP TO **7 1/2%** ON CERTIFICATES PER ANNUM

Minimum Maturity	Minimum Balance	Rate
6 Months	\$1,000.00	5.75%
1 Year	1,000.00	6.50%
30 Months (2 1/2 yrs.)	1,000.00	6.75%
4 Years	1,000.00	7.50%

Federal regulations require a substantial interest penalty for early withdrawal on certificate accounts.



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

Water, Inc. Slates Meeting

Rank and file members of Water, Inc., will flock to Lubbock February 16 for the regional organization's 7th annual membership meeting. The daylong meeting featuring appearances by top water, planning and economic names in the field of water resource development will be conducted at the KoKo Palace Convention Center and is expected to attract upwards of 500 participants.

"Although this is our official annual meeting of members," said A.L. Black, Water, Inc. president, "we welcome participation by any person interested in the future of water for West Texas and Eastern New Mexico." Black noted that the five dollar registration fee for members and non-members alike, included the luncheon session.

Water, Inc., a non-profit corporation made up of more than 2,000 members who voluntarily contribute dues to finance the organization's work, is building support for a supplemental water supply for the area it serves.

"Interest during the membership meeting this year will center around the nation and

world need for food and fiber and this area's ability to help meet these needs if we have sufficient water," said Duncan Ellison, executive director, Water, Inc. "Anyone having a stake in the future of the area will benefit from the program," he added.

Speakers appearing on the program include James Bradley, Amarillo, regional administrator, Bureau of Reclamation; John C. Ball, chief of the planning division, Corps of Engineers; Wayne Wyatt, manager, groundwater section, Texas Water Development Board; and Dr. James Osborne, agricultural economist and assistant dean, School of Agriculture, Texas Tech University.



MEETING SPEAKER...Rodney Dunnam, new employee of the Friona Texas Federal Credit Union, is shown as he spoke during the organization's annual meeting Tuesday night. [See story Page 12]

Directors Named For Friona Credit Union

Election of directors highlighted the annual meeting of the Friona Texas Federal Credit Union here Tuesday night.

Re-elected as directors were Ray Landrum, Charles Scales and Jerry Brown. John Baca was named to fill the place which has been vacant since the death of Bill Teel.

On the loan committee, Ralph Roden and Alvin Gaines were re-elected.

Carol Bavousett, accompanied by Deke Kendrick, entertained the members.

Eighth Graders Take District

The Friona Eighth Grade girls won championship honors when they downed Littlefield 32-16 Monday night.

They took the district title, but still have a game with Canyon White and Purple next week. This will not be a conference game.

FRIONA 11 17 24 32
Littlefield 4 9 13 16

Rhonda Parsons 5-1-11; Betty Rando 5-1-11; Cindy Cleveland 3-0-6; Linda Nelson 1-1-3; Barbara Rhodes 1-0-1. Other forwards playing were Robin Zetsche and Faith Mays. Guards—Johnna Thorn, Cindy Smiley, Diane Clark, Kathy Martin, Veronica LaFuenta, Bonnie Fallwell and Paige Osborn.

TAX PURPOSES

Depletion Maps To Assist Landowners

The High Plains Underground Water Conservation District No. 1 has made available the 1973 depletion maps, to be used by landowners and their accountants to calculate their possible deductions on their income tax statements. The maps are available at the District's Lubbock office, 1628-15th Street.

The maps depict the decline of the water table in the Ogallala Formation, and are available to persons owning property lying within the 15-county boundary of the Water District at a cost of \$7.50 per map.

The guideline maps are a result of the cost-in-water depletion, income-tax-allowance, program carried on each year by the District's Lubbock office.

In their January 15 meeting, the District's Board of Directors voted to charge a fee of \$5 per parcel for all claimants in Bailey, Parmer, Lamb and Castro Counties. This means the \$7.50-maps will not be furnished for these counties—the landowner or his accountant must supply the District with the data necessary to compute their decline.

Charter Buses Carry BB Fans

A group of 90 basketball fans from Friona went to the Friona-Morton game via chartered bus Friday.

The fans rode on two large Continental Trailway buses.

Employees at the City of Friona hit upon the idea as a means of saving a large number of cars going to the game, hence effecting a saving on gas, plus wear and tear.

FHS cheerleaders pitched in, making "spirit" signs which adorned the sides of the buses.

Saturated thickness, therefore, for those years would have been determined at a cost to the claimant of \$31.50.

However, to figure saturated thickness in this way would require the District to reprint outdated maps—therefore, the Board voted to provide to individual claimants the information necessary to determine the base saturated thickness at the time of purchase at a fee of \$25. This cost will also include the decline to the time of purchase.

For example, a Parmer County landowner purchasing land in 1970 and making a claim for the first time in 1973 would receive the saturated thickness information and the 1970 to 1973 decline information for the \$25 fee. This information should be available upon request.

Also, the Board announced that the Internal Revenue Service had accepted the results of a District survey of cost-in-water values for land changing hands in 1973. This information will be supplied free of charge to claimants.



"Everyone hears only what he understands." (Goethe)

Lets All Go To
The Stock Show
and Support
Our Youngsters

FEBRUARY 14, 15, & 16

GARY D. CASH, DVM
Friona, Texas

DEAD ANIMALS

FREE REMOVAL OF DEAD STOCK

WHEN YOU HAVE DEAD STOCK, WHY FUSS & CUSS? FOR FREE REMOVAL CALL US!

TRI-STATE INDUSTRIES, Inc.

Amarillo CLOVIS Plainview
505-763-5513 293-4431

During FFA Week And The Parmer County Jr. Livestock Show - -



FFA GREENHANDS...Back row, Mr. Harman, Mark Hawkins, Larry Gore, Mark Neill, Ramyrri Randolph, Jackie Hudson, Terry Self and Phillip Hand. Third row, Danny Bentley, Chris Ingram, Cliff McLellan, Larry Broyles, Donny Gustin.

Mike Pope, Lonny Mitchell. Second row, Mr. Pryor, Harrell Mays, Jerry Martin, Clint Mears, Randy Boeckman and Mitchell Smiley. First row, Keith Martin, Kelvin King, Roy Don Smith, Mike Blackburn and Stacy Miller.



WE SALUTE THE Friona FFA Chapter



Friona Consumers

BUDDY LLOYD, MGR.

SEVERAL REASONS



FFA CHAPTER FARMERS...Back row, Phillip Schueler, Roy Don Rector, Kenny Sifford, Gary Self, Greg Martin, Gene Schueler, Gene Strickland, Charles Wilkins, Ken Jordan, Doug Norwood, Mike Southward and Ricky London. Third row, Ronnie McLellan, Kent Miller, Ronnie Williams, Gearl McCall, Lyn Eldon Randolph, John White, Danny Allen, Danny Campbell and Garvin Thorn. Second row,

Mr. Harman, Kevin Welch, Toby Houston, David Barnett, Davy Carthel, Loren Martin, Bobby Zetsche, Henry Graves, Billy Armstrong, Blayne Baxter and Mitchell Wiseman. First row, Mr. Pryor, Robin Renner, Frank Hudson, Keith Pryor, Jimmy Murphree, Mike McManaman, Mike Bartlett, Kathy Calder, Stephen Jones, Rich Gillmore, Steven Darnell and David Blackburn.



We Support The FFA! Annual Jr. Livestock Show Also Saluting The 26th Feb. 14-15-16

FRIONA WHEAT GROWERS, INC.

RON SMILEY, MGR.

NEW MEMBERS

Cattle Feeders Expand Efforts

AMARILLO, Tex.—The Texas Cattle Feeders Association has announced the hiring of four new staff members to assist with its expanded marketing, beef promotion and membership service programs. Charles E. Ball, TCFA executive vice president, named as his executive assistant Dr. Richard P. McDonald, 29, former area livestock specialist with the Texas A&M University Extension Service.

RESEARCH EFFORTS

McDonald will be responsible for coordinating research efforts sponsored by the TCFA and updating and planning workshops, TCFA programs and the annual convention. He will, in addition, work closely with state and federal regulatory agencies and association members.

Other appointments include Gary Culp, 25, of Amarillo as membership representative; Joe Wood, 32, of Dalhart as market reporter and Steve Munday, 24, of Fort Worth as information director.

CULP'S BACKGROUND

Culp was livestock and meats specialist for the Texas Department of Agriculture in Amarillo. Wood was a management trainee for XIT Feedyard in Dalhart. Munday worked as field editor for The Cattleman Magazine in Fort Worth.

Culp will direct the TCFA membership program and will be responsible for membership relations. In addition to

membership solicitations in Texas, he will work with feedyards in the Oklahoma Panhandle and eastern New Mexico.

As market reporter, Wood will collect and disseminate market information for association members so that they will be informed of day-to-day market changes. He will also work daily with Cattle-Fax in Denver, Colorado.

Munday's duties will focus upon providing information about the TCFA and the feedlot industry to the news media while editing the association's weekly newsletter and annual.

The Texas Cattle Feeders Association, based in Amarillo since its formation in 1967, represents the Texas cattle feeding industry which fed 4.4 million head of cattle in 1973. Texas is the number one feeding state in the nation.



PAST, PRESENT....At a recent meeting of the Friona Evening Lions, District Governor Bill McMinn visited the club, and greeted a past district governor from Friona and a future one. From the left are W.L. [Preach] Edelman, District Governor in 1963-64,

McMinn, Charles Allen, who will be the next district governor, and A.L. [Jake] Outland, past cabinet secretary for the governor. The foursome also attended the District 27-1 midwinter convention in Amarillo last weekend.



RECEIVES GAVEL....State Senator Max Sherman of Amarillo is shown here receiving a gavel from Constitutional Convention President Price Daniel, Jr., significant of his position as Chairman of the Committee on Style and Drafting for the Convention. Delegate Sherman was appointed by Daniel during the first week of the Convention to serve in the chairmanship position of the

committee. Sherman, a Democrat from Senatorial District 31 said he is "proud to serve the State in the re-write of its basic document, the Constitution, and especially honored to be chosen to fill one of the prime leadership roles of the Convention by serving as chairman of the Style and Drafting Committee."

TWDB Members Conduct Measurement

Personnel of the High Plains Underground Water Conservation District No. 1, assisted by several Texas Water Development Board (TWDB) staff members, have begun the annual measurement of depths to water in the more than 800 observation wells in the 15 counties comprising the district.

The coordinated and systematic measurement of the depths to water in the

observation wells constitutes the only method of determining changes in the volume of water stored in the Ogallala aquifer beneath the land surface. The water level records obtained through the observation wells located in Parmer County constitute the foundation for the District's cost-in-water depletion, income-tax-allowance, program.

An observation well is one that has been selected for inclusion in the annual

water-level measuring program. All wells are privately owned—the district does not own any wells—and are measured with the permission of the well owners.

District personnel will be measuring wells in Armstrong, Lamb, Hale, Floyd, Lubbock, Crosby, Lynn and Hockley Counties. Wells located in Parmer, Cochran, Bailey, Deal Smith, Castro, Randall and Potter Counties will be measured by the TWDB crew.



In England, France and Wales, it was thought that crawling under an arch of brambles would cure rheumatism, if the rheumatism would permit the crawling!

IN 1973

Production Credit Announces Increase

Spiraling costs on the agricultural economic scene were re-emphasized in the Plains area when Plainview Production Credit Association reported its stockholders borrowed \$208 million in 1973—\$20.7 million more than in 1972.

James Rogers, the association's manager, said loans for production agriculture were up all over the state and were expected to increase even more in 1974.


Rogers noted that alleviation of the subsidy programs for agriculture and encouragement of a 15 percent production increase pointed to even greater money needs in 1974.

"In addition, fuel and energy in all forms are going to cost

more," the manager predicted. "We are confident that adequate credit for production agriculture will be available in 1974," Rogers said, "but because of higher cost of money and inflationary pressures, the price may be higher."

In 1973, Plainview PCA with its 31 sister associations which make up the Texas PCA System, loaned more than \$1.4 billion. Plainview PCA's charter territory includes Bailey, Briscoe, Castro, Floyd, Hale, Lamb, Parmer and Swisher counties.

Plainview directors are Loyd Widener of Lockney, Billy W. Carthel of Friona, Ray Robertson of Dimmitt, H.L. Porter of Petersburg and A.W. Anthony, Jr. of Friona.



**BEST WISHES
FRIONA**

On Your Annual Livestock
Show, Feb. 15-16

WAC SEED
Company, Inc.

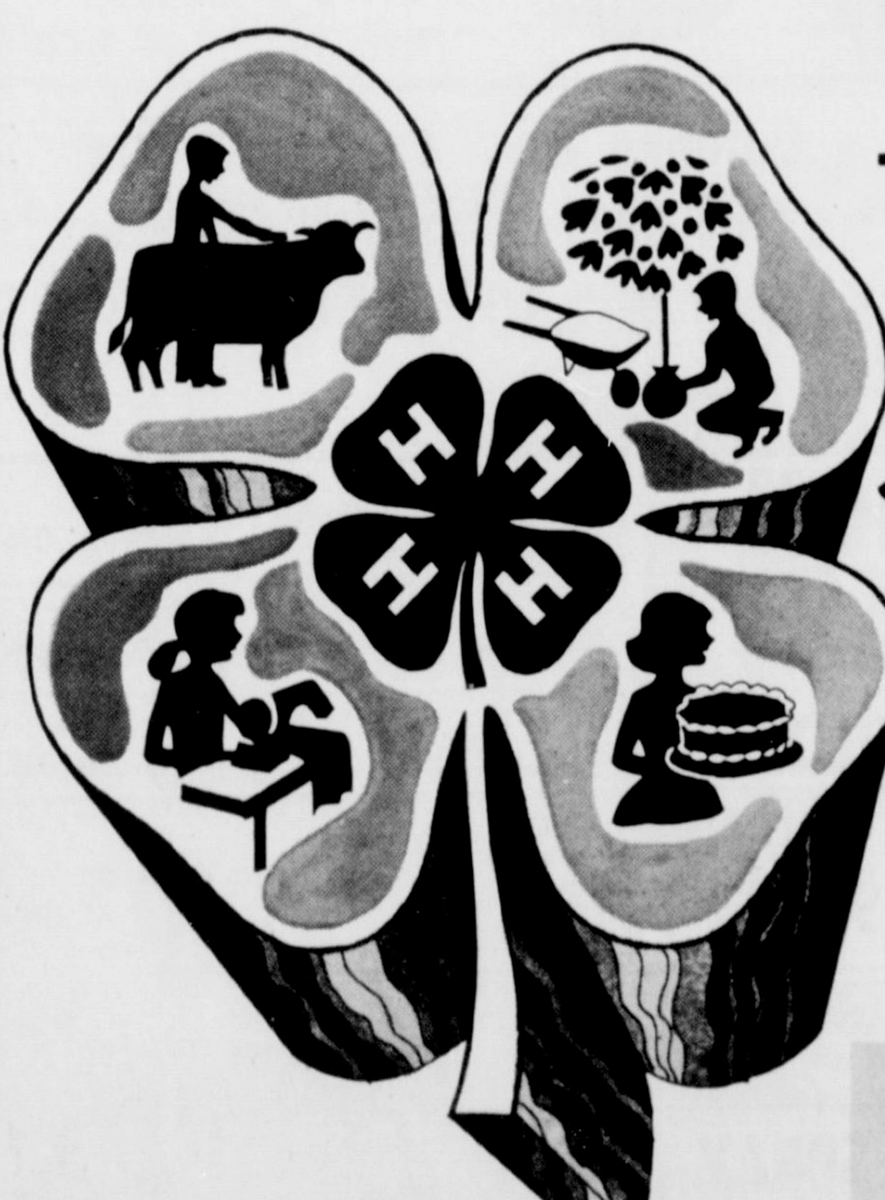
"Shooting For Higher Yields"
Certified & Select Field
Tested Seeds

Hugh Clearman, Mgr.

Hereford, Texas Ph. 364-1424

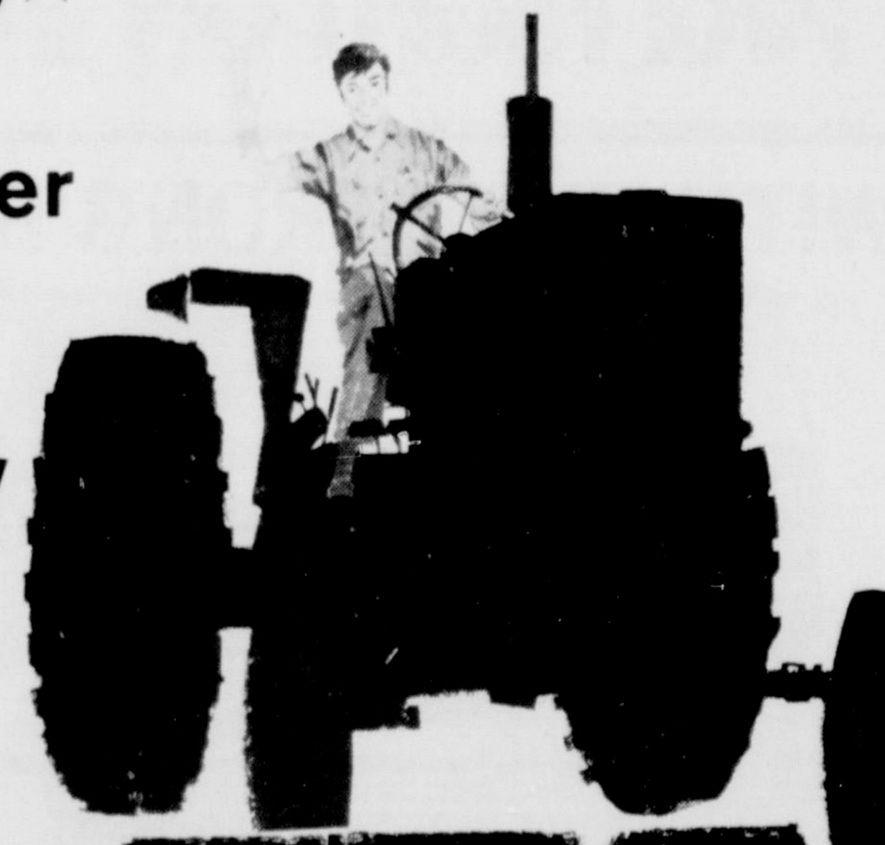

Congratulations★

To The Youth Of Parmer County On Your First Junior Livestock Show In Your Brand New Showbarn.



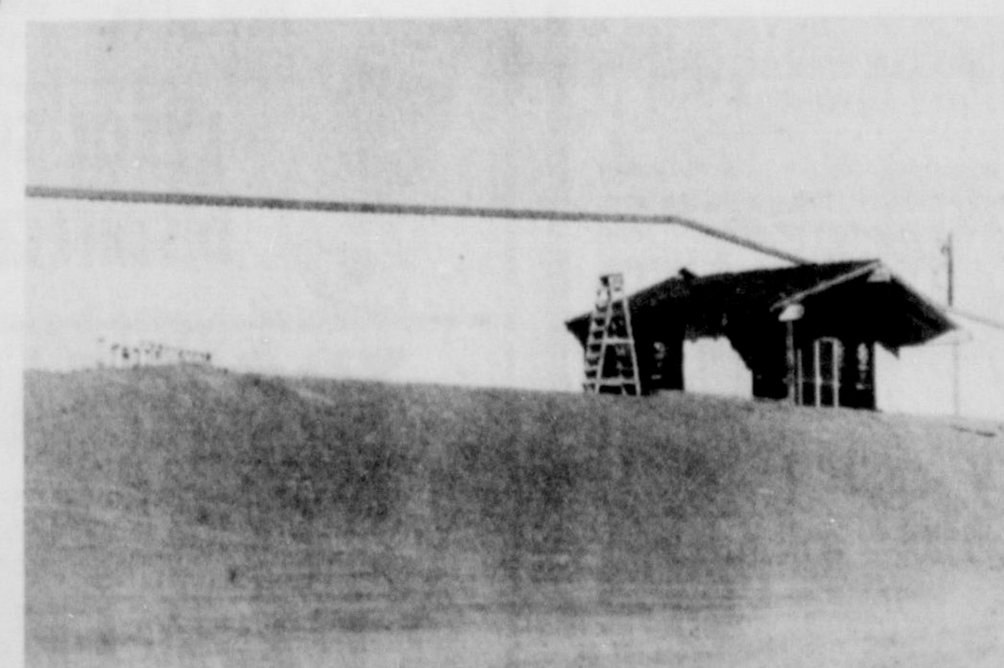
FRIONA
FEED
YARD

* A Division Of Friona Industries

PACO
FEED
YARD

* A Division Of Friona Industries



BUT L'FIELD FALLS

Canyon Halts Chiefs' Winning Skein At 9

Friona's Chieftains had a nine-game winning streak snapped by the class AAA Canyon Eagles last Friday, 55-51, marking the team's second loss to Canyon this season.

"It was one of our worst shooting nights this year," stated Coach Ray DeBord, pointing out that the team hit a fantastically low 23 per cent of its shots from the field.

At that, Friona still outscored the Eagles from the field, 48-46, losing the battle at the free throw line, where Canyon led, 9-3 at the line. The cool-shooting Chiefs hit only three of ten charity tosses, and some of the misses were the first of one-and-one shots.

The Chiefs jumped out ahead, having an early eight-point lead, but Canyon rallied to trail by two, 10-8 at the end of a quarter.

The Chiefs went into their deep freeze as the second quarter started, and trailed at the half, 22-18.

KofC Plan Trap Shoot

The Bovina-Friona Knights of Columbus will sponsor a trap shoot Sunday, February 10. The shoot will be held from 2 p.m. until dark.

There will be a variety of shoots with cash prizes awarded in each contest.

Ammunition will be available at the shoot.

The shooting range is located three miles East of Bovina, South of U.S. Highway 60. Directional signs will be posted along the highway.

Everyone is invited to participate in these activities.

At one point in the third quarter, Friona was 12 points down. Still shooting cold, the team played exceptional defense, holding Canyon's score down, and by the midpoint of the final quarter, had pulled to within one point of the Eagles.

"That hard rally took a lot out of the kids, however, and we just couldn't get ahead," DeBord explained.

Gene Strickland came through with one of his better games in the scoring column, pacing the Chiefs with 22 points.

At Littlefield Tuesday, only needing to fight against a letdown, the team started slowly, but came on strong for a 68-49 win.

The host Wildcats had a 12-9 lead after a quarter, but Friona, substituting liberally, came back for a 26-25 halftime lead.

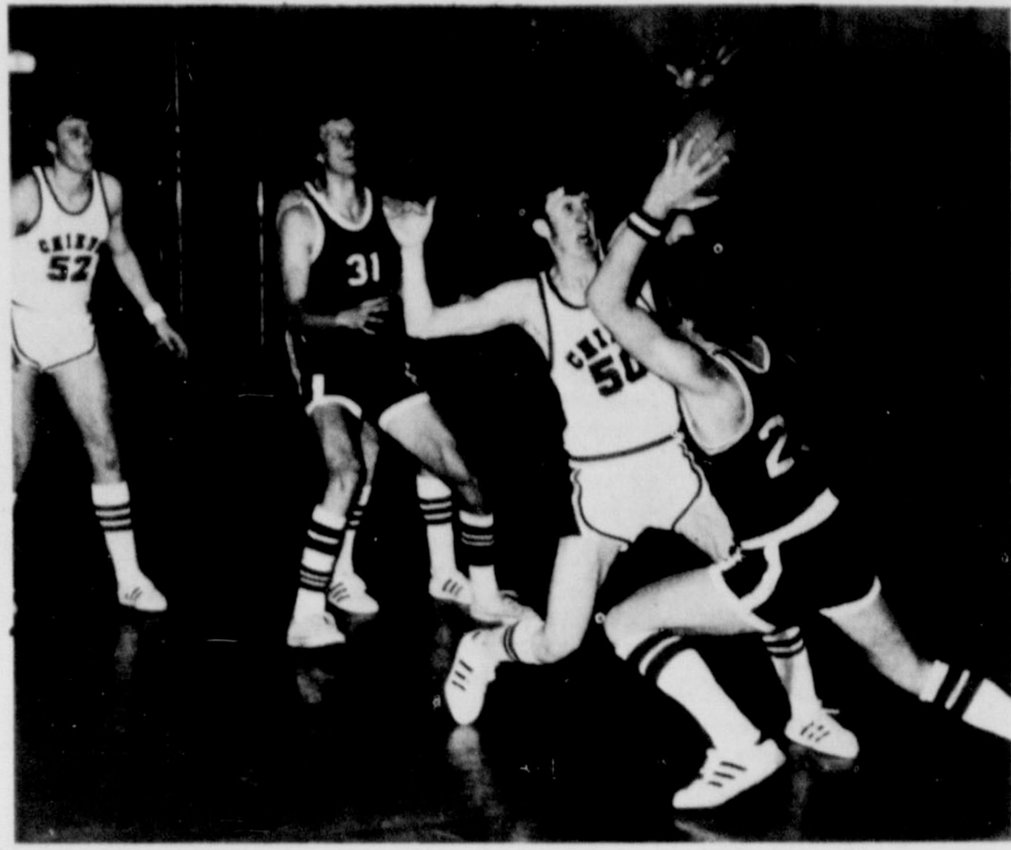
The margin was still only nine points entering the final quarter, 46-37, but the Chiefs broke the game open as the fourth quarter began, taking a 20-point lead halfway through the stanza, and winding up with a 19-point win.

Dale Cleveland's 18 and Dale Parsons' 16 points paced the Chieftains in scoring.

CHIEFS 10 18 36 51
Canyon 8 22 39 55
D. Parsons 7-0-14; K. Patterson 1-0-2; B. Lewellen 1-0-2; G. Strickland 10-2-22; D. Cleveland 5-1-11; C. Bandy 0-0-0; D. Clark 0-0-0.

CHIEFS 9 26 46 68
Littlefield 12 25 37 49

Parsons 7-2-16; Patterson 3-0-6; Lewellen 3-0-6; Strickland 4-0-8; Cleveland 9-0-18; Bandy 1-0-2; Clark 3-1-7; Horton 0-0-0; Land 0-0-0; Fallwell 2-1-5; King 0-0-0. Tot. 32-4-68.



CHIEFTAIN DEFENSE....One of Friona's strong points has been defense, and here Bobby Lewellen is shown putting a tight guard against his opponent in the Dimmitt game recently. In the background is David

Clark for Friona and Dimmitt's Paul Langford. The Chiefs downed the Bobcats twice this season, probably the first time ever, by scores of 63-58 and 68-66.

Eighth Grade Braves Take Two Victories

The eighth grade Braves have won both of their last two games, giving them a 10-4 season record going into their last game of the season next

FRIONA 8 20 32 41
Dimmitt 4 13 29 35
Ernest Mills 6-1-13; Edward Castillo 6-1-13; Glen London 4-0-8; Raul Braillif 1-1-3; Todd Bandy 1-1-3; Terry Wilcox 0-1-1.

FRIONA 8 15 30 45
Littlefield 11 20 26 35
Edward Castillo 8-1-17; Jeff Whiteside 6-1-13; Ernest Mills 2-4-8; Raul Braillif 2-0-4; Glen London 0-3-3.

Monday at Morton. The teams only losses have been to Dimmitt and Morton.

The team defeated Dimmitt by a 41-35 score and then defeated Littlefield, 45-35. In the Dimmitt game, the Braves never trailed even though the game was tied twice, 2-2 and 4-4. Friona's longest lead was nine points and they held this lead four times during the third quarter.

Dimmitt pulled to within one point, 32-31, with 4:59 left in the game and to within two, 37-35, with 2:07 left.

The Littlefield game saw Friona trail until during the third quarter when the Braves scored 15 points while Little-

field scored only six. They also outscored Littlefield in the fourth quarter, 15-9.

Squaws Split Contests; Finish With 20-9 Mark

Friona High School's Squaws finished their season the past week, dropping a game to the strong Canyon Eagles, but rebounding for a big win at Littlefield.

The win at Littlefield enabled the Squaws to win 20 games for the fourth year in a row, and sixth time in the past eight years. Final season record for the team was 20-9.

The team's weakened defensive end, which suffered the loss of Teresa Ingram and Ossie Mae Lee in the middle of their district schedule, continued to plague them at Canyon, as the Eaglettes stormed to a 69-28 win.

Also hurting the team that night was the lack of a balanced

offense, as only two forwards got into the scoring column, Terri Patterson with 16 and Darla Rhodes with 12.

However, at Littlefield, offense wasn't a problem, as the team tied the one-game scoring record for the Squaws, romping past the Wildcat girls, 89-58.

Six players got into the scoring act at Littlefield, led by Miss Rhodes' 35 points and Terri Fallwell's 27.

It is conceivable that the team could have scored 100

points had not Coach F.G. Crofford let his bench see considerable action, as the Squaws had a 74-42 lead entering the final quarter.

The win left the team trailing Olton in district standings. Friona finished with a 2-1 second half district record, same as the first half, with Olton willing each portion.

The district championship is the first in history for the Olton girls.

Ninth Grade Teams Split With L'field

The ninth grade Maidens downed Littlefield here Monday for their third win of the season, 49-41.

Janice Peak poured in 20 points to pace Friona, as Jackie Rando added 15 and Dianne Bennett 14.

The ninth grade boys fell to Littlefield that night, 54-49, as fouls hurt the frosh cause.

Leslie Broadhurst's 13, Mark Neill's 12 and Keith Martin's 11

points paced scoring. The loss left Friona's record at 12-5 for the season.

9th Grade 10 14 30 49
Littlefield 10 25 39 54
Keith Martin 4-3-11; Rusty Patterson 1-1-3; Sammy Felder 3-1-7; Mark Neill 5-2-12; Leslie Broadhurst 6-1-13; Cris Ingram 0-1-1; Mike Blackburn 1-0-2.

FRIONA 8 20 36 49
Littlefield 6 14 28 41
Jackie Rando 15; Diane Bennett 14; Janice Peak 20; Jatun Widener 0; Guards-Linda Lee, Melodi Dixon, Sherri Rector, Jatun Widener.



Your Sweetheart deserves the Best

SELECT HER VALENTINE HEART FROM OUR BEAUTIFUL DISPLAY

Pangburn's Milk-and-Honey Chocolates

At BI-WIZE DRUG

YOU Buy for Less!

10% OFF

You Pay Retail Price Less 10% On All These Listed Specials At Bi-Wize Drug This Week.

Costume Jewelry		Cologne & Gift Sets		Jewelry Boxes
\$1.00 To \$15.00		\$2.00 To \$12.50		\$4.50 To \$31.95
TEN PERCENT OFF				

HAND LOTION	42c To \$1.75	LESS	10% off
HAIR SPRAY	99c To \$2.50	LESS	10% off

Loving Care	HAIR COLOR (All Shades)	\$2.00	LESS	10% off
Good Selection	PURSES, HANDBAGS And SMOKE TOTES	\$1.00 To \$5.95	LESS	10% off

MICRIN Mouth Wash	85c To \$2.00	LESS	10% off
LYSOL SPRAY DISINFECTANT	\$1.19 To \$2.49	LESS	10% off

TOOTHPASTE ALL BRANDS - ALL SIZES

10% OFF

BI-WIZE DRUG

AIMING FOR ECONOMY IN A NEW VAN?

THE DODGE BOYS ARE RIGHT ON TARGET

WITH THE STRONG BOX VAN.

Sliding side cargo door (replacing standard swinging cargo doors) is optional on 127-inch wheelbase and Maxivan models.

1974 Dodge Tradesman Van.

ONLY THE DODGE BOYS GIVE YOU ALL THIS:

- **SMALLEST 6-CYLINDER ENGINE.**
The 225-CID Dodge Slant Six is the smallest 6-cylinder engine offered on any American van. (Naturally, if you want more power, Dodge offers a couple of larger, dependable V8 engines, too.)
- **ELECTRONIC IGNITION.**
This advanced system is standard on every 1974 Dodge Tradesman van. It eliminates points and condenser (that can wear out or get wet). In addition, factory-recommended spark plug maintenance is up to 18,000 miles under normal driving conditions. (Another nice saving for you when you choose a new Dodge van.)
- **FRONT DISC BRAKES, WIDEST CHOICE OF MODELS ANYWHERE.**
Check into all the comfort and convenience features that are standard equipment on all Dodge Tradesman vans. Remember, too, the Dodge Boys have vans on two wheelbases (109" and 127") and three body lengths, including Maxivan—the largest compact van in the business!

WE'VE GOT A VAN DEAL THAT'S RIGHT ON TARGET FOR YOU!

NO WAITING.

Dodge AUTHORIZED DEALERS **Jones Motor Co.** Hereford, Texas **THE DODGE BOYS**

OPTIONS LISTED

Venture For Boys-Chiefs Eye Playoffs

Given an assist on Tuesday by Dimmitt's 72-64 win over Morton, the Friona Chieftains went into their last two games needing only one win to clinch only the second class AA district basketball championship in the school's history.

If the Chieftains beat Morton Friday night, that wraps up the district title, since the worst they could do would be a tie with Dimmitt.

In the event of a Morton win, then the team merely needs to down Olton here Tuesday to clinch the tie for the second round—which would automatically give them the championship, since Friona won the first round.

A win in either of the team's last two outings would propel the Chieftains into the basketball playoffs for only the fourth time since 1936. Also, one more win will bring possibly the most season wins in the history of boys basketball at FHS, and certainly the most

in the past 37 years. Spicing up the return match against Morton's Indians was the chartering of two buses by Chieftain fans on Friday, which got underway as a means of saving some fuel by cutting down on the number of cars to go to the out of town game.

BUSTRIP

In about a day's time, Betty Smith, the trip organizer, had two 30-passenger buses full. A call to the New Mexico Transportation Company on Thursday resulted in changing to two large Continental Trailways buses, holding 45 passengers each—making 90 fans who rode the special buses to the big district game.

Commenting on the enthusiasm shown by the fans of the community, Coach Ray DeBord said this week—

"I know the Chieftains, and particularly the coaching staff, appreciate the backing the team is getting this season, particularly in our big games.

The fans have been real good in complimenting the boys after their games, too."

"When the boys realize how hard the community is pulling for them, that makes them want to put out a little more in order to win," Coach DeBord said.

With the distinct possibility of a district championship looming, coaches, players and fans became interested this week in how the Interscholastic League playoff brackets would look.

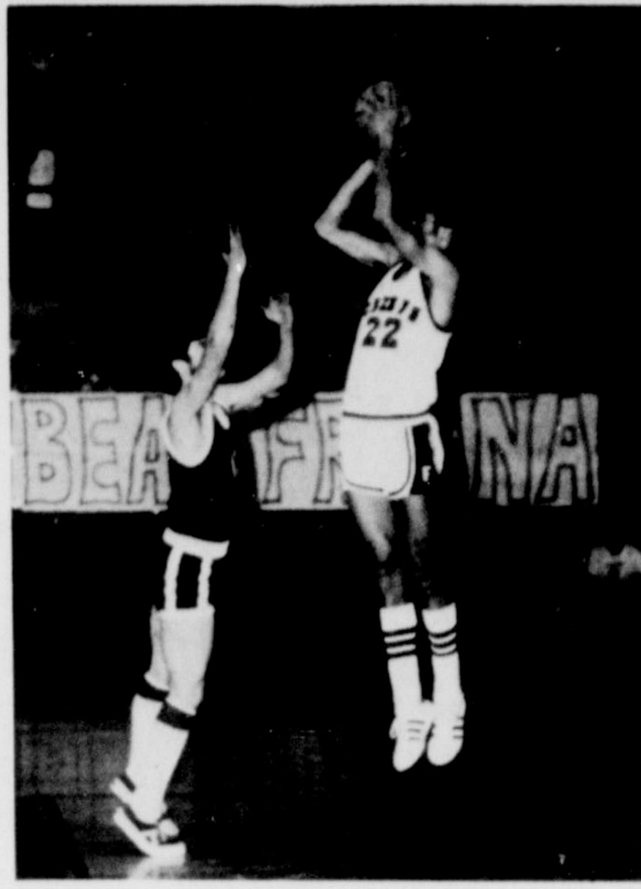
The District 3-AA champion will meet the District 4-AAA titlist, which appears at this time to be Lockney. The Longhorns won the first half, as did the Chieftains, and were leading the second half, also with an unbeaten record.

On the North Plains, a possible playoff between Dalhart and Stratford looms in District 1-AA, and Childress appears to be winning District 2-AA. The Chieftains downed the Childress team in the opening round of the Amarillo tournament.

To the south, Frenship won the first half of District 5-AA, but Denver City is leading in the second half. [Back in 1965, the last championship year for the Chiefs, the team lost its bi-district game to Denver City].

Nothing much is known about districts 6, 7 and 8, which stretch almost to Fort Worth on the east, past San Angelo to the southeast and El Paso to the southwest in the mammoth Region I to the U.I.L.

The bi-district date will be Tuesday, February 19, with the regional tournament slated at Lubbock the weekend of February 22-23.



POPS NET...A familiar sight for Friona basketball fans this season has been number 22, Dale Parsons, jumping just inside the circle and popping the nets for two points. He is shown accomplishing the feat in a recent game.

Friona JV Beats Canyon

Friona's Junior Varsity played Canyon at Canyon and won with a final score of Friona 58, Canyon 43.

Canyon started the scoring and had four points before Friona scored. Then a free throw by Kent Miller started Friona's scoring.

David Hutson tied the score at 7-7 and Dusty Peters put Friona ahead 9-7 with 2:46 left on the clock in the first quarter. Friona led the rest of the ballgame with a final score, 58-43.

Dusty Peters led the scoring for Friona with 17 points.

FRIONA 11 33 39 58
Canyon 7 21 27 43
Dusty Peters 7-3-17; David Hutson 6-0-12; Kent Miller 2-6-10; Alex Cabrera 3-2-8; Dee King 3-1-7; Kevin Welch 0-2-2; Davy Carthel 1-0-2.

Basketball Results

7th Grade Girls
FRIONA 7 25 31 45
Canyon 6 6 8 10

Stephanie Schueler 2, Renae Monroe 8, Varla Welch 14, Vickie Smiley 10, M'Lynda London 7, Alecia Tucker 4, Cynthia Bermea 0, Julie Owens 0. Guards—Delia Snyder, Donna Rector, Kim Frye, Teresa Clark, Debbie Menefee, Robin Martin and Tonya Webster.

7th Grade vs Littlefield
Renae Monroe 8, Vickie Smiley 2, Varla Welch 4, Stephanie Schueler 2, Cynthia Bermea 0, Julie Owens 0. Guards—Teresa Clark, Donna Rector, Robin Martin, Kim Frye, Delia Snyder.

Final score was Friona 14, Littlefield 19.

VERY DANGEROUS

Use Of Pesticides Increases Steadily

The use of pesticides in agriculture has grown by leaps and bounds in Parmer County during the past few years. It is recognized that pesticides have become a necessity in operating efficiently. All pesticides are potentially dangerous and must be treated with respect. In case of exposure always get the victim to a doctor. Until medical aid is secured, however, a first aid kit is valuable.

According to a recent article in "Agrichemical Age" written by Dr. J.E. Dewey of Cornell University you can make your own first aid kit. Dr. Dewey suggested that the container have a tight fitting lid that will not come open or let pesticides leak in. It should be labeled clearly. It should contain:

1. A small plastic bottle of a common detergent to wash pesticides off the skin.
2. A small plastic container of salt, used with water to induce vomiting or aid a person in shock.
3. A box or plastic container of baking soda or a bottle of Milk of Magnesia. Mixed with water, these will neutralize acidic chemicals that have been swallowed.
4. A plastic bottle of lemon juice or vinegar. They are used with water to neutralize basic or alkali chemicals which have been swallowed.
5. A small bag of activated charcoal. Mixed with water and swallowed, this acts as an absorber for all pesticides.
6. A shaped plastic airway for mouth-to-mouth resuscitation.
7. A thermos or large plastic bottle (at least one pint) of clean water. If there is no clean water in an emergency use lake or irrigation ditch water.
8. Simple band aids, bandages and tape. All cuts and scrapes should be covered to prevent pesticide entry.
9. A blanket is very useful, but keep it from becoming contaminated.
10. Tape a dime to the inside cover of the kit for emergency phone calls.
11. A small plastic jar with a tight fitting lid for drinking or collecting vomitus to take to the doctor.

Remember, get the victim to a doctor as quickly as possible. For further information on pesticide safety contact the Soil Conservation Service.

Best Wishes 4-H & FFA
For A Great Show
FEB. 18-19

CAVINESS

PACKING CO. INC.

Buyers Of Cows And Bulls

CALL 364-0900

West Hwy. 60 Hereford

JV Traveled To Littlefield

Friona's Junior Varsity went to Littlefield Tuesday and won by a score of 59-36.

David Hutson was leading scorer for Friona with 18 points.

FRIONA 14 23 35 59
Littlefield 10 20 27 36
David Hutson 9-0-18; Dusty Peters 7-3-17; Davy Carthel 2-4-8; Kent Miller 4-0-8; Ronald Land 2-0-4; Dee King 1-0-2; Alex Cabrera 1-0-2.

Basketball Results

8th Grade Girls
Played Canyon Purple, There
FRIONA 12 18 26 36
Canyon 2 8 14 20

Rhonda Parsons 10-0-20; Betty Rando 6-0-12; Cindy Cleveland 2-0-4; Barbara Rhodes 0-0-0.

Guards—Johnna Thorn, Cindy Smiley, Diane Clark and Kathy Martin.

BUY-SELL-RENT-HIRE...
Classified Ads
DO IT BETTER

CALL 247-2211
For Classified Ads.

Your LOCAL USED COW DEALER

Immediate Pick-Up Of Your Dead Or Crippled Cows And Horses.

FOR FREE REMOVAL IN FRIONA CALL 247-3032

HEREFORD BI-PRODUCTS INC.
Route 1, Box 339
Hereford, Texas 79045

806-364-0951 • PETFOOD PRODUCTS •

Parmer County Junior Livestock Show

Feb. 15-16

* * * * *

BOOTS & SADDLE RANCHWEAR

Headquarters For Men's & Women's Boots And Western Wear

CALL 364-5332

Across From Sugarland Mall
Hereford

We take this means to say **BEST WISHES** to the many fine youngsters who will be exhibiting stock in the Parmer County Jr. Stock Show this year.

Big Tex Feed Yards

Phone 357-2226 Hereford

BEST WISHES

to the ENTRANTS in JUNIOR LIVESTOCK SHOW

Garrison Seeds

"Planting Seeds With A Future"

Field Seed - Cotton

Seed Hybrid Grain & Forage Sorghum

Excellent Standability Yellow Endosperm Hybrid Grain Sorghum That Stood The Test Of 1973

Garrison Seed & Co.

E. Hwy. 60 DIAL 364-0560 Hereford

WE SALUTE THE FARMING YOUTH OF PARMER COUNTY

Best Wishes To The Young People Who Will Be Exhibiting Animals This Weekend In The . . .

PARMER COUNTY JR. LIVESTOCK SHOW

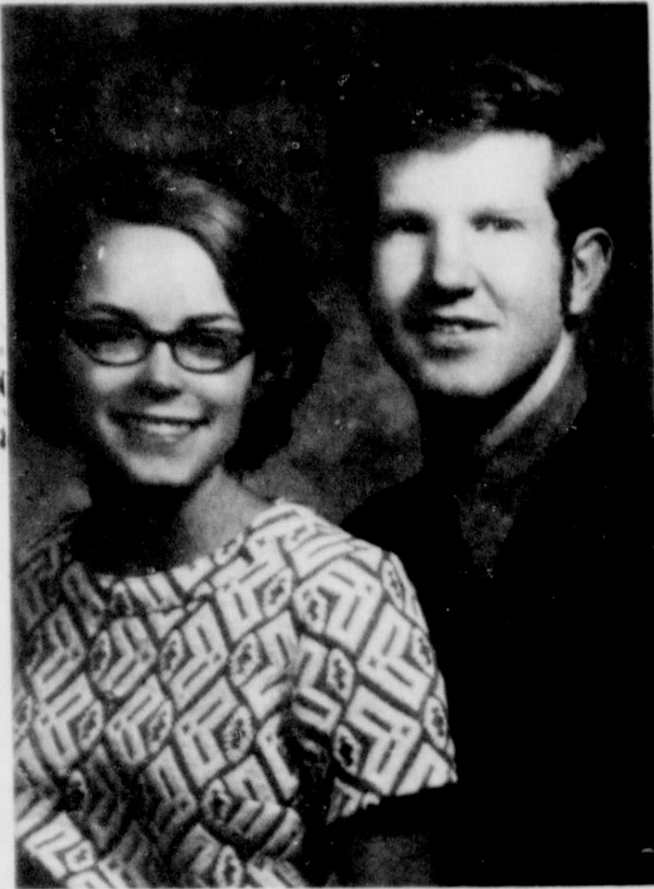
THE FIRST NATIONAL BANK

Member FDIC - Bank Americard

Corner Of 3rd And Main Hereford, Texas



Ceremony Unites Hadley, Darnell



Dawn Hadley and Rickey Darnell were united in marriage in a single ring ceremony Saturday, February 2.

She is the daughter of Ima Jones, Route 2, Friona. He is the son of Mr. and Mrs. Dean Darnell of 1501 Columbia in Friona.

Friona Justice of the Peace Frances Euler performed the ceremony at Friona City Hall.

Ricky Patterson of Friona was best man.

Shena Hadley, Friona, sister of the bride, was maid of honor.

The bride was attired in a floor length gown of white satin with lace overlay. The gown featured a fitted bodice embroidered with pearls and empire waistline. The veil was made of silk illusion and was accented with a tiara of pearls. The dress featured a flowing train in the back.

She carried an arrangement

of white carnations with red streamers.

Carrying out tradition, the bride wore a veil belonging to the family for something old. Something new was her wedding dress. A ring belonging to a cousin, Kathy Jones, was something borrowed and she wore a blue necklace belonging to her aunt, Mrs. Nita Wheeler, for something blue.

The groom's mother was attired in a red and white ensemble. She wore a white carnation corsage.

The bride's mother wore a floor length white silk organza gown with a white carnation corsage.

The couple resides at 1501 Columbia in Friona.

The bride attended Friona High School. The groom was also a former student of Friona High School and is employed by Hicks Plumbing in Friona.



Mr. and Mrs. Rickey Darnell

Organizations Plan To Attend Meeting

The Friona Jaycees, Jayceettes and the Jaycee's wives attended the Bovina Banquet on Saturday, January 12. The guest speaker was from Oregon.

Those attending the installation ceremonies for the Bovina officers were Mr. and Mrs. Don Dennis, Mr. and Mrs. Ernest Mingo, Mr. and Mrs. Albert Cupell, Mr. and Mrs. Paul Galyon, Mr. and Mrs. Dave Thompson, Mr. and Mrs. Fidel Madrid, Mr. and Mrs. Larry Taylor, Mr. and Mrs. Leslie Fithen, Donny Campbell and Mona Reed.

The Friona Jaycee-ettes met Thursday, January 17 in the home of Mr. and Mrs. Leslie Fithen.

Members attending were Carol Dennis, Pat Cupell, Pat Gatlin, Nancy Mingo and Linda Fithen.

Carol Dennis, president of the organization, picked a nominating committee. This committee is to select officers for the coming club year, 1974-75.

Hostesses for this meeting were Linda Fithen and Nancy Mingo.

The door prize, offered by the group, was won by Carol Dennis.

The local Jaycee-ettes attended a Happy Sit-in-Hen in Happy, Texas recently.

The program was on V.D. A very delightful meal was served to those attending.

The travel trophy was won by the Perryton Jaycee-ettes.

They will keep the award for one year then they will pass it to another club.

Approximately forty people attended the gathering.

Those from Friona attending the Happy meeting were Carol Dennis, Pat Gatlin and Nancy Mingo.

The next Sit-in-Hen will be held in Borger, Texas.

A Mini Convention will be held in Amarillo on Saturday, February 9. This will be the first convention held for the local Jaycees and Jaycee-ettes.

The admission prices will be Jaycees, \$7.50 and Jaycee-ettes, \$5.00. The convention will start at 9 a.m. that morning with the banquet and party.

The location has not been selected, but the clubs will be contacted.

Everyone in the area clubs are urged to attend and take part in these civic organizations.

Marriage Announced

Mr. and Mrs. Jessie Morales announce the marriage of their daughter, Teresa, to Ezequiel B. Constancio, son of Mr. and Mrs. Fred Constancio of Friona.

The couple exchanged wedding vows Saturday, January 26, and are at home at 221 W. 7th Street in Friona, following a wedding trip to Roswell, New Mexico.

The couple are both former Friona High School students.

Students Place In Hereford Tourney

Friona High School students took second place honors in the Hereford Speech Tournament in Hereford last Saturday.

There were eighteen schools entered in the tournament. Muleshoe took first place honors.

Danny Simpson placed third in the prose reading division; Jeanine Jarboe won third in informative speaking.

Those students making it to the finals were Pattin Talley, poetry; Hope Mays, prose reading; and Kyle Shelton, informative speaking.

Making it to the semi-finals

were Denise Shipp, poetry; David Hardgrove and Cinda Johnson, persuasive speaking; Brian Witten, informative speaking; Trip Horton and Mickey Harrelson, debate team; and Gary Stone and Pattin Talley, duet acting.

Other schools entered in the contests other than Friona and Muleshoe were Dalhart, who took third place, Forsan, Denver City, Meadow, Muleshoe "B," Boys Ranch, Dumas, Olton, Groom, Bovina, Lubbock Christian, Panhandle, Dimmitt, Springlake-Earth, Spearman and Levelland.

RENDA TRICE AND WALTER D. CARLTON...Mr. and Mrs. W.L. Trice of Lueders, Texas and Mr. and Mrs. A.L. Carlton of Friona announce the engagement and forthcoming marriage of their children Renda and Walter D. Carlton believing it to be the will of their Lord and Saviour Jesus Christ that they be joined in the Holy bond of matrimony. Miss Trice is a graduate of Floydada High School and now a senior at Wayland Baptist College in Plainview. She is majoring in elementary education. Walter is a graduate of Friona High School and now a senior at Wayland Baptist College. He is a student manager of the Wayland cafeteria. He is majoring in sociology. The sharing of the wedding vows will be Saturday, the ninth of March at two o'clock in the afternoon at First Baptist Church in Lueders, Texas.

Clubs Collect \$612 For March Of Dimes

The members of Epsilon Sigma Alpha and Friona Future Homemakers of America conducted a joint drive for the March of Dimes locally.

The clubs collected a total of \$612.85 through their march. Local businesses contributed \$241.00. Students of Friona Junior High contributed over \$50.00.

The money has been sent to the District office for the March of Dimes in Lubbock. This will

be used for research and treatment of birth defects.

The ESA club members attended the District Nine meeting in Lubbock.

Candee Sanders was a candidate from the local ESA club for the annual Sweetheart contest. She was the only contestant from the Friona area.

The contest was held in Lubbock.

The first year Brownie Troop #279 visited the Friona Star office on Monday, February 4.

They toured the office facilities. The machines were demonstrated to the girls and their leaders. The girls looked through some of the old newspaper files, finding the birth announcements of those who were born in Friona and had their announcements printed in the Friona Star.

The troop members attending were Tammy Bush, Kim Carthel, Shawn Carnes, Sharon

Bake Sale Scheduled

The Friona Rebekah Lodge will have a bake sale Wednesday, February 13 at Houser's Grocery & Market.

The Rebekahs invite everyone to come by and select their home-baked goods for Valentine's Day.

Frye, Diane Johnston, Bobbi Ann Kinder, Jessica Maurer, Gayla Stowers, Janie Trevino, Tammy Smock, Kristi Britting, Patsy Aragon and Stacy Green.

Troop leader Terri Carthel and assistant leaders Rita Frye and Louise Bush accompanied the girls. Kevin Frye was a special guest.

Frionans Hospitalized Out-Of-Town

Mrs. I.V. Moseley is a patient at High Plains Baptist Hospital in Amarillo.

Jimmie Murphree is also a patient at High Plains Baptist Hospital in Amarillo.

Mrs. Janice Thompson is a surgical patient at Nichols Hospital in Plainview.

Thursday February 14

9 99¢

KING SIZE WALLET CREATIVE COLOR PORTRAITS FOR ONLY

Extra Charge for GROUPS

NO LIMIT

GET PICTURES MADE OF GRANDMA, GRANDPA, DAD, MOM AND ALL THE LITTLE ONES AT THESE SAME LOW PRICES!

ASK About Our FREE 8 x 10 OFFER

SHUGART COLOR PHOTOS

HOUSER GROCERY

9th & Main

NOW PAYING 7 1/2 % INTEREST COMPOUNDED DAILY!

5 1/4 % ... Passbook Accounts

6 1/2 % ... 1 Year Certificate Of Deposit (\$1,000 Minimum)

6 3/4 % ... For 30 Months Cert. Of Dep. (\$1,000 Minimum)

7 1/2 % ... For 4 Years Cert. Of Dep. (\$1,000 Minimum)

Substantial Loss Of Interest For Early Withdrawal

Tri-County SAVINGS AND LOAN ASSOCIATION Muleshoe, Texas

God's Power And Love Can Be Seen In Signs Everywhere

Read Psalm 104:1-24

He shall come down like rain upon the mown grass; as showers that water the earth. (Psalm 72:6)

After weeks of dry, hot weather, rain fell abundantly, on a late July night, relieving our weary spirits and the thirsty earth about us. Blades of grass and flowers and shrubs lifted their heads as if in praise and thanksgiving.

God comes to us in the rain as He comes every day and night with His many blessings.

God comes to us in our weariness, our distresses, and our sorrows, saying, "Come unto me, all ye that labour and are heavy laden, and I will give you rest."

God comes to us in our joy over work well done to say, "Enter thou into the joy of thy Lord."

God comes to us in our complacency to prod us awake. God comes to us, indeed, in many ways, making us aware that

"Earth's crammed with heaven, And every common bush afire with God; And only he who sees takes off his shoes, The rest sit round it and pluck blackberries."

PRAYER: O God, our Father, open our eyes that we may see Thee expressing Thyself in the world around us. Amen.

THOUGHT FOR THE DAY

All of creation is filled with signs of God's power and love.

--H.T. Tipps, Nashville, Tennessee

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.

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-7:50 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. L.S. Ansley, pastor
Sunday School-9:45 a.m. Worship-11 a.m. Evening Worship-7:50 p.m. Wednesday Prayer Meeting-7:50 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-8:50 p.m.

ST. TERESA'S CATHOLIC CHURCH
16th and Cleveland Pastor Jim Robinson
Mass-10:30 a.m. and 8:00 p.m. Confessions-Sunday, 10 a.m.

SIXTH ST. CHURCH OF CHRIST
502 W. Sixth Terry Brown, Preacher
Bible Study-9:50 a.m. Worship-10:50 a.m. Evening-6 p.m. Wednesday evening-8 p.m.

LUTHERAN CHURCHES
Rev. Duane Kirscher
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 School-10:50 a.m. Evening-7 p.m. Wednesday Evening-8 p.m.

SIXTH ST. IGLESIA DE CRISTO
408 W. Sixth M.R. Zamorano
Bible Study-9:50 a.m. Worship-10:50 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 PENTECOSTAL CHURCH
Fifth and Ashland Pastor Jim Robinson
Sunday School-10 a.m. Worship-11 a.m. Wednesday Evening-7:50 p.m. Sunday Evening-7 p.m.



LIBRARY CORNER

"When an entire family likes to read and checks out books often you notice," said Mrs. Billie Fairchild, librarian at Friona Public Library. "And the C.L. Bates family are in frequently to get more books."

Mrs. Josie Bates, mother of the six Bates children, said that her family all enjoy reading. "Their father encourages the children to read good books."

Reading develops a person's mind, he tells them."

Ronnie Bates is sixteen years of age and enjoys any good book but lists Zane Grey western novels as his favorite. A junior in Friona High School, Ronnie spends much of his time in youth ministry work.

Mike reads every spare minute he can find, preferring books about horses and dogs. An eighth grader in school, Mike played football on the Freshman team.

The Bates twin girls are seventh graders, Linda and Glenda. According to their mother, their favorite books were the Hardy Boy Mysteries and the Nancy Drew series until they read all that are in the library. The girls enjoy mysteries, but read other good books too. Linda and Glenda are interested in music and take piano lessons and also are very active in the Missionettes, a church girl's club.

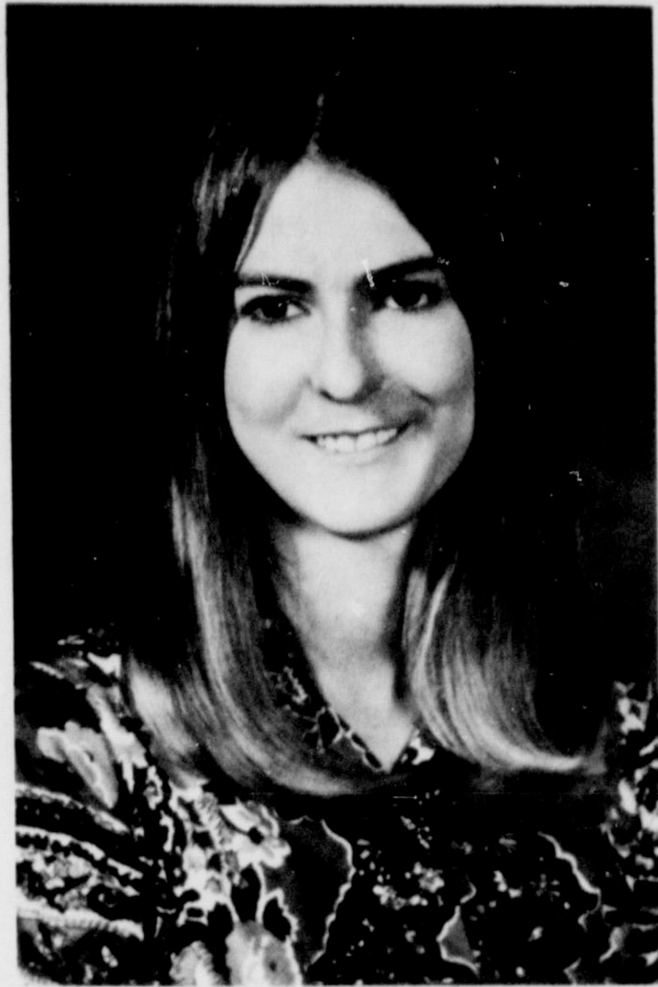
Fifth grader Sam is eleven years of age and enjoys reading Hardy Boy books. He plays the coronet in the fifth grade band, plays in Little League and also takes piano lessons.

The youngest member of the family is Paul, who is a first grader. Last year Paul attended Thursday morning Story Hour at the Friona Public Library and took home three books each week for his mother to read to him. Now that he is a reader, he lists Dr. Seuss books as his favorites.

Mr. and Mrs. C.L. Bates moved to Friona from Lubbock and reside at 1006 Ashland. Mr. Bates is pastor of the Assembly of God Church. Both parents enjoy reading, concentrating on Bible study and religious material.

"We have certainly enjoyed the Friona Library," Mrs. Bates said. "The librarians are so nice and there is a good selection of books."

Let the library serve any need for study material you may have. Books not available in the library can be obtained for you overnight. Friona Public Library welcomes new readers.



CONNIE ROSE WHALEY...Mr. and Mrs. Watson Whaley, of Friona, announce the engagement and approaching marriage of their daughter, Connie Rose, to Dennis Ray Slagle, son of Mr. and Mrs. Ray Slagle of Benicia, California. Miss Whaley is a 1969 graduate of Friona High School and of West Texas State University and is a teacher in Stratford High School. Slagle is a 1969 graduate of Benicia High School and a graduate of Heald College, San Francisco, California. He is now serving in the Navy Reserves and farming at Stratford. The wedding will take place on April 6, at the Congregational Church in Friona.

Report Reveals Increase

Assets of First Federal Savings and Loan Association as of December 31, 1973 total \$63,647,076.46, up \$8,288,820.62 or 11 percent from the \$57,264,993.72 reported a year ago, the association's annual report revealed today.

The report, issued by Clyde Rayl, President, showed that savings balances held by the association now amount to \$56,241,406.70 as compared to \$51,192,608.48 a year ago. Rayl noted that 1973 had been an excellent savings year for the association.

Record dividends totalling \$3,001,269.33 were paid to the 11,127 account holders of the association during 1973. Mortgage loans put on the books during the year amount to \$13,446,644.85, bringing total loans to \$57,869,716.86.

"From the way things look now, I think that savings inflows will continue to be adequate to meet the demands for home mortgages in this area. Construction of new homes will be down in 1974, however, I anticipate an active year in the sale of existing homes add money for commercial building will continue to be tight, Rayl commented.

"All in all I think 1974 is going to be another year of development and progress for First Federal Savings and Loan Association of Clovis," he concluded.

Hospital Notes

ADMISSIONS--

Lillie Mae Scott, Friona; Mrs. Noe Coronado and baby girl, Hereford; N.E. Wood, Friona; Annie Scott, Friona; Vicente B. Sierra, Bovina; I.V. Moseley, Friona; James L. Taylor, Friona; Natividad Saldana, Friona; Richard Butts, Summerfield; Laura Brito, Bovina; Mrs. Jesus Melchor and baby boy, Friona; Tasha Northcutt, Hereford; Moses Gonzales, Bovina; Salvador Alvarado, Friona; Joe Mejia, Friona; Claude Osborn, Friona; Noelia Medina, Friona; Glee White, Friona; Henry White, Friona; Katy Stowers, Friona; Florene

Butts, Summerfield; and Dora Mejia, Friona.

DISMISSALS--

Mrs. Bulmaro Medina and baby girl, Paul Anthony Ortiz, Andy Sandoval, Noyle Wood, Mrs. Noe Coronado and baby girl, Richard Butts, Moses Gonzales, Tasha Northcutt, Salvador Alvarado, Joe Mejia, Henry White, Linda Jass, Laura Brito, Mrs. Jesus Melchor and baby boy, Vicente Sierra and Natividad Saldana.

PATIENTS IN HOSPITAL--

Zell Auburg, Benita Bermudez, Florene Butts, Bessie Bogges, Bill Cogdill, Elmer Euler, Jessie Garcia, Lois McCutchan, Dora Mejia, Noelia Medina, I.V. Moseley, Claude Osborn, Katy Stowers, Annie Scott, Wayne Spears, J.L. Taylor, Glee White and Lester Williams.

CITRUS SALAD

1 Texas Ruby Red grapefruit
1 Texas orange

Section fruit and arrange on lettuce leaf. Top with Poppy Seed Dressing.

Bob Price Awarded High Scout Honor

U.S. Representative Bob Price was awarded the highest honor of the Adobe Walls Council of the Boy Scouts of America recently in an awards ceremony. Price was among five men receiving the "Silver Beaver" Awards.

In presenting the awards, Frank Culbertson, National Boy Scout Council Representative from Pampa, said, "The Silver Beaver is the highest award that a local council may make."

"The National Council of the Boy Scouts of America awards the Silver Beaver Award each year, upon the nomination of local Councils. The Award is made for noteworthy service of exceptional character to boyhood by registered Scouters within the territory under the jurisdiction of a local council."

In making the award to Price, he said, "This Scouter has served for over ten years as a Sustaining Member and

Council Member at Large; he has been especially dependable on special projects both in the finance field and the program field.

"He is a member of the First Baptist Church and was a teacher of the Every Man's Bible Class. He also served as teacher of the young people in his church. He served his community as President of the Top of Texas Kiwanis Club. He served his country as a combat pilot during the Korean War where he flew 26 missions. He is currently serving his country as Congressman of the 13th Congressional District.

The four other Scouters receiving Silver Beavers were: A.M.L. Kube of Borger, P.S. "Jack" Stallings of Phillips; Drew Ellis of Perryton, and Jesse James Nelson of Guymon, Okla.



Best Wishes To The

4-H And FFA Youth

WHO WILL BE EXHIBITING

AT THE ANNUAL

PARMER COUNTY

JUNIOR LIVESTOCK SHOW

REEVE CHEVROLET

- OLDS

Your Transportation Counselor Since 1938

We Are Now Featuring.....

CUT, BLOW & GO STYLES FOR MEN (AND BOYS)



TED RENNER is shown getting his hair styled by Christine Shirley at Chalet 'c Bonte.

SHARA LOOKINGBILL

◆ Special Training

◆ Appointments Wed. Thru Fri.

Phone 247-3081

For Appointments

CHRISTINE SHIRLEY

◆ Special Training

◆ Men Only On Mondays

◆ Men & Women On Tuesdays

◆ Early & Late Appointments

Monday Thru Saturday



We Now Feature
VIVIANE WOODARD
HOUR OF BEAUTY
COSMETICS



CHALET 'c BONTE

703 Main
Friona

Phone 247-3081

Debbie Shirley -- Thur. & Fri.
Christine Shirley -- Tues., Thru Sat.
Jessie Sisk -- Tues. Thru Sat.
Shara Lookingbill -- Wed. Thru Fri.
Debbie Reed -- Tues. Thru Sat.

WINS DOW AWARD

Hospital Equipment Is Gift Of Hi-Pro Feeds

A local firm's healthy sales of animal health products recently resulted in a healthy grant of nearly \$3,000 worth of equipment that will assure better health care at Parmer County Community Hospital here.

The company, Hi-Pro Feeds, Inc., a division of Friona Industries, presented equipment that makes it possible for the hospital to perform certain blood chemistry analysis on its own premises for the first time. It also has ordered a "memory loop" that will improve the hospital's cardiac care facility.

The award came "just in time to solve a dilemma for us," said

Dr. Paul Spring, member of the hospital's staff and board of directors, during presentation ceremonies at a board meeting Tuesday night.

He explained that the hospital has until now been able to get blood analyzed at a commercial laboratory in nearby Hereford which has at least temporarily discontinued the service.

SAVES TIME

"Until Hi-Pro gave us this equipment," he continued, "we were forced to send blood samples to Amarillo or Dallas in the absence of a nearby source. In a critical situation, this could take too much time. We

conceivably could lose a patient in the meantime."

Eldon Rape, manager of Hi-Pro's animal health department, said Hi-Pro won a total of more than \$8,500 in awards for non-profit service organizations of its choice in a unique marketing promotion sponsored by Dow Chemical U.S.A. by significantly increasing its 1973 sales of Dow animal health products.

"We tried to divide this up for presentation in the communities which contributed most directly to our animal health product sales increases by buying the Dow products from our branches," Rape said.

"We figured about \$3,000 of the total should go to the Friona area and we selected the hospital because it is a community facility operating to serve everybody. In a sense, this lets everyone share in our award."

The flame photometer given to the hospital enables the hospital's medical technician to analyze blood samples for levels of sodium, potassium, calcium and lithium, Dr. Spring said, adding that these are among the most critical of blood tests required when a blood chemistry imbalance is detected or suspected.

The "memory loop" for the cardiac care facility is an electronic device which permits a nurse to "replay" and capture on tape for a physician's examination any erratic behavior she may note while monitoring a screen that constantly displays electrocardiogram data for heart patients in intensive care. "Our present equipment can produce a constant hard-copy record," Dr. Spring said, "but this means a doctor must examine hours and hours of tape to recover significant portions. This new device should save time and reduce the possibility that important data will be overlooked."

OTHER AWARDS

Rape said other awards Hi-Pro is making in the Dow contest include a \$3,000 roof to cover a patio play area at the West Texas Rehabilitation Center for handicapped persons in Abilene, Texas; a pool table for the resident training facility at St. Catherine Hospital, Garden City, Kansas; and color TV sets for the Dumas Convalescent Center; the Development Education Enrichment Program Organization at Uvalde, Texas; St. Mary's Hospital, Roswell, N.M.; and Baptist Orphan's Home at Texarkana, Texas.

City Employees Given \$25 Cost Living Raise

City employees were given an across the board \$25.00 per month pay increase to help compensate for the cost of living increase, by the Friona City Council at its regular meeting Monday night.

The increase will be paid out of the city's quarterly Revenue Sharing Funds.

It was at first thought that the revenue funds would only be used by the city for capital improvements, rather than for such regular obligatory areas as salaries.

When asked what if the Revenue Sharing Funds are terminated, City Manager Jake Outland replied that the employees were willing to take that risk, in order to get the much-needed raises.

In other business, the council approved the establishment of an outreach center for the Central Plains Mental Health/Mental Retardation Center from Plainview, and

approved the use of a portion of the city office for the clinic.

Baker Duggins and Dale Houlette appeared on behalf of the center. Houlette's Friona Noon Lions Club had agreed to sponsor the local center.

Council members were shown a demonstration of a possible firemen's alert system using individual paging electronic equipment, by Bob Sanders of the Motorola Company, Amarillo. No action was taken on this equipment, however.

Routine matters approved included authorization of Friona State Bank as collecting agent for the city's general

obligation bonds; payment of \$1830.11 to the Panhandle Regional Planning Commission (PRPC) for the city's share (one-fourth) of new radio communications equipment and authorizing the change of tax valuation to \$6.00 per square foot for new construction, from \$5.50.

A resolution was passed calling the annual joint city and school election for Saturday, April 6.

Miscellaneous business included discussion on an ordinance establishing a landfill operation for the city of Friona, although no action was taken.



When Leif Ericson landed in America in A.D. 1000, he was so struck by the abundance of wild grapes that he called the land Vinland, "Wine land."

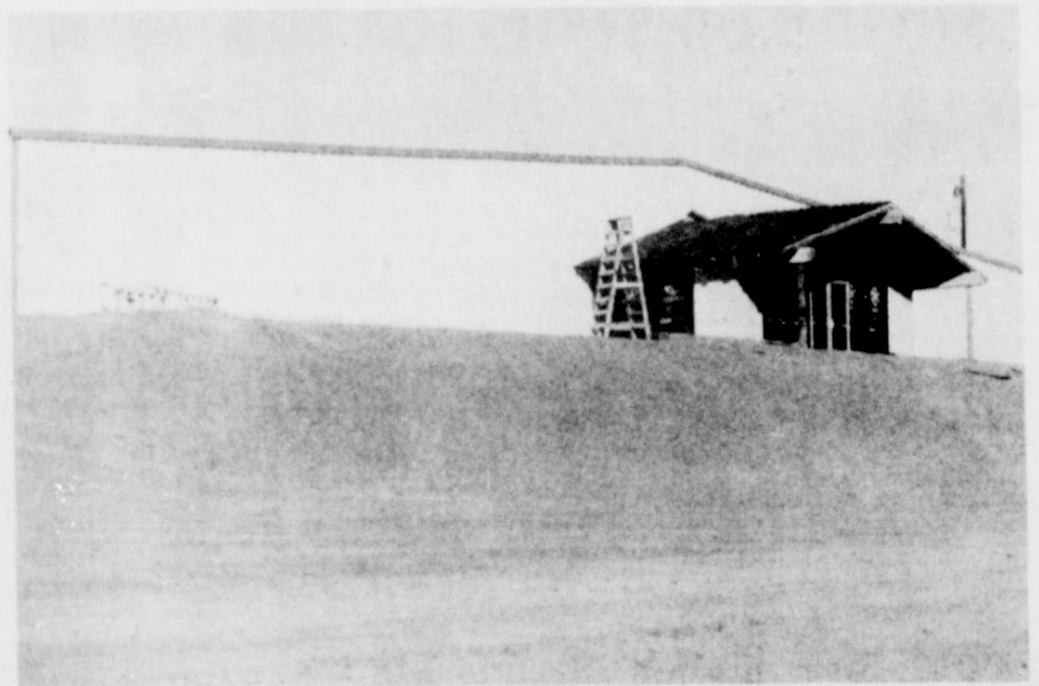
BEST WISHES

To Each Entrant In Parmer County's Annual . . .

JUNIOR

LIVESTOCK SHOW

Best Wishes To All The Participants In The Stock Show And CONGRATULATIONS On Your First Event In Your Beautiful New Showbarn.



We Urge You To Support These Worthy Youngsters With Your Presence At The Show And Your Dollars At The Sale.



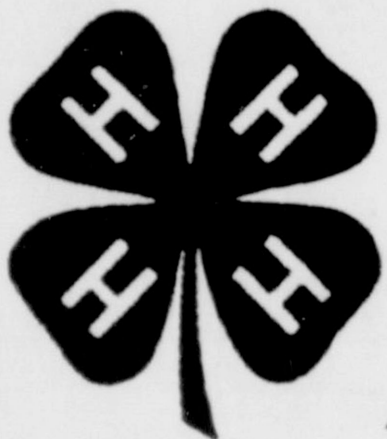
CATTLE ORDER BUYERS, INC.

"Providing A Service To The Entire Cattle Industry"

Don Foster
Doug Stephenson

G. B. Buske

Redge Priest
Mary Bingham



It's a

Winner

HI-PRO FEEDS, INC.

Ron Davenport, Mgr.



And All The Fine Young Folks Who Work So Hard Toward This Stock Show Are Winners, Too, In Our Estimation

Best Wishes To The
Parmer County Youngsters
FARR
Better
FEEDS

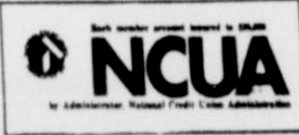
Div. of W. R. GRACE & Co
364-3890

"Feedlot Specialists"
Hereford, Texas

Effective Jan. 1, 1974
Your Money Will Be
COMPOUNDED
QUARTERLY
5 1/4 %

Deposits By 10th Earn From 1st
*Life Insurance

All Accounts
Insured By



\$20,000

FRIONA TEXAS
FEDERAL CREDIT UNION



TEXAS ANGORA GOATS TO MADAGASCAR—Agriculture Commissioner John C. White (center) and two government officials from Madagascar examine an Angora buck at the export pens in Houston prior to the air shipment of the 466 goats. Contacts for the \$44,680 sale were made by TAP (Texas Agricultural Products) representatives from the Texas Department of Agriculture marketing staff and the American Angora Goat Breeders Association. See story, Sec. III

IN HEREFORD

14 4-H Members Exhibit Animals

Fourteen 4-H members exhibited their animals last week in the Hereford Junior Livestock Show. The barrow show was January 24, with the lambs and steers showing the 25 and the judging contest on the 26. In the barrow show Mark Owen of Farwell showed the seventh and eleventh light-weight Durocs. Randy Gerles showed the 14th place light-weight Duroc and his sister Dondra, showed the 14th place mediumweight cross. Mike Windham exhibited the second place mediumweight Duroc. Russell Windham placed his heavyweight Hampshire third and his heavyweight Duroc sixth.

In the lamb show, Karene Hart had the sixth place heavyweight medium wool and the 15th lightweight finewool cross. Holly Hart showed the ninth place mediumweight finewool cross and Evelyn Hart exhibited her heavyweight mediumwool to 12th. Russell Windham showed the fifth place lightweight finewool and Mike Windham showed the fifth place heavyweight finewool.

The steer show concluded the judging activities on Friday. Joan and Galen Carson of Bovina exhibited the sixth and 13th place lightweight crosses respectively. In the medium-weight cross class, Galen placed eighth, Joan tenth and Roy Hartzog 12th. In the light-weight Hereford class Debbie and Jimmy Menefee of Friona, placed fifth and seventh.

The livestock judging contest on Saturday wrapped up the week's activities. Participating in the contest were Roy Hartzog, Galen Carson, Donnie Gustin, Gustin, Donna Campbell, Holly Hart, Russell Windham, Joan Carson, Andy Rogers, Quentin Mimms, Tommy Hill, Dennis Steinbock and Mike Windham.

The Senior team placed seventh in the 4-H division. It was composed of Roy, Galen, Donnie and Donna. The Junior



MORE AMERICANS TRAVEL TO EUROPE THAN TO ANY OTHER LAND IN THE WORLD LAST YEAR, NEARLY 4 MILLION PASSPORTS WERE ISSUED TO AMERICANS WHO WERE BOUND FOR EUROPEAN COUNTRIES.



Motorists Can Purchase New License Plates

The sale of Texas license tags began Friday, Feb. 1, according to Hugh Moseley, Parmer County tax assessor-collector.

Motor vehicle owners have been receiving license renewal applications from the Texas Highway Department in Austin during the past month for the purpose of obtaining 1974 plates.

Owners may order their tags by mail by sending the three-part application, regis-

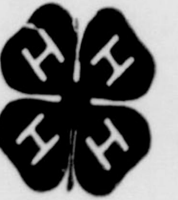
tration fee and \$1 to cover the cost of mailing, said Moseley.

Applications should be mailed to the county courthouse in Farwell and not to Austin, he explained.

License plates may also be obtained in person at the county tax office, he added, by using the same applications.

Monday, April 1 is the deadline for Texas motorists to display their '74 tags.

Congratulations To Our Future Farmers On Their Annual Livestock SHOW
Feb. 15-16



CARL McCASLIN LUMBER

"A Complete Building Service"
Call THE LUMBER NUMBER
364-3434
1 Bldg. E. Of Courthouse Hereford



take a giant stitch forward

MAXI by NELCO

The only machine in the world that, with flip of the finger, you can create decorative embroidery and stretch fabric stitches from 3/16" (normal size) to about 3/4" (giant size).

Now, from thousands of interesting designs, you can create fashions with giant stitches never before possible... on your favorite fabrics, including the newest stretch knits—suedes—nubby tweeds. It handles and feeds so easily. Featuring a non-tangle rotary hook, MAXI by NELCO is one of the world's most advanced technically engineered machines. Precision-made in Italy, MAXI by NELCO combines features with conveniences no other machine offers. It has everything that's truly needed for beautiful sewing.

FREE introductory offer
Handsome cabinet with your purchase of MAXI by NELCO.

Other NELCO models start as low as \$79.95

Factory Rep. In Our Store

MONDAY & TUESDAY

FEBRUARY 11 & 12



Leland Hutson,
Owner

W. Hwy. 60

Friona

SCS News

Farmers concerned with using the best available acreage to increase their cropland can get valuable data from a soil survey. Edward E. Thomas, state conservationist for the U.S. Soil Conservation Service, said.

Soil survey field work has been completed for 123 counties in Texas and the data is available to anyone making land use decisions.

Work is currently under way on soil surveys for all remaining counties in the state, Thomas added.

"With a soil survey map, you can read the land like a book," said Thomas. "Some soils are ideal for a particular crop. Others are better off in another crop, or left in grass, trees, or as wetland. And on some soils, the owner can choose between pasture, trees or crops."

"The point is, that a great deal of soil information is available to farmers and other land users. Even where surveys are not yet completed, the Soil Conservation Service—working through local conservation districts—often can provide at least partial soils data to anyone considering a change in land use."

Local soil survey maps and information can be obtained from the Soil Conservation Service Office in Friona.

MONMONTGOMERY WARD **MANAGER'S CHOICE**
HOME APPLIANCE SALE

HURRY!
QUANTITIES ARE LIMITED!



SPECIAL BUYS IN-STOCK

Wards Styling Comb
SAVE 50%

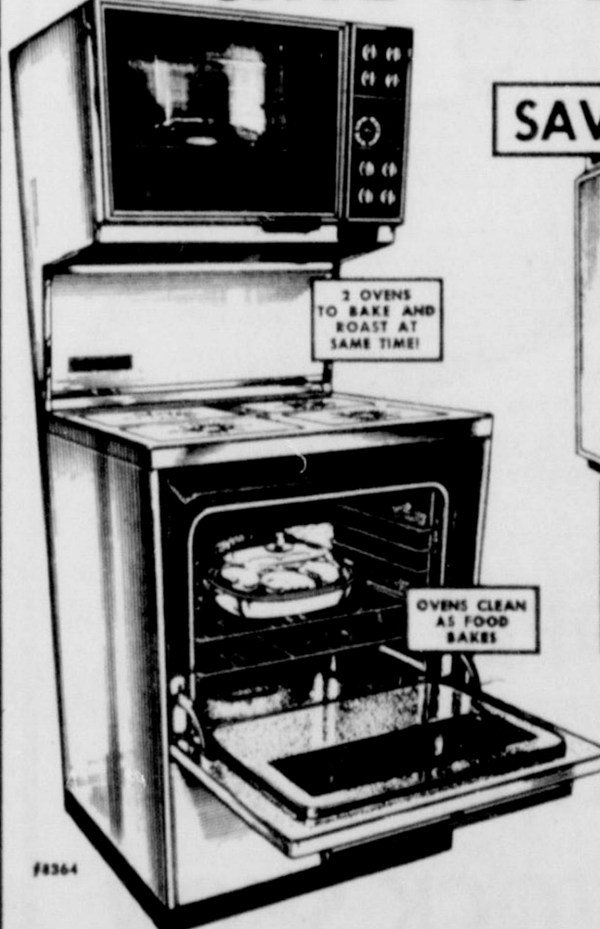
Only **4.88** Was 9.77

Ironing Board Cover & Pad
SAVE \$1

Only **3.99** Was 3.99



SAVE \$20 TO \$30



OUR BEST 2-OVEN SMOOTH TOP RANGE

ONLY **439.95*** White Electric

- Ceramic-glass cooktop provides the latest in cooking convenience
- Automatic oven makes meal planning a snap... just set clock controls, oven turns on, cooks and shuts off
- UL listed; colors \$5 more

SAVE \$30



ELECTRONIC OVEN WITH FREE BROWNING GRILLE

ONLY **199.88*** Was 229.88

- Saves energy, time and money
- Safety-lock door won't open unless button is pushed
- 15-min. timer; slide-out glass cooking tray

ELECTRONIC OVEN COOKS COOL, CLEAN AND FAST!

ONLY **\$179*** Was \$199

- Foods cook up to 75% faster
- Easy to clean with a damp cloth



SAVE \$20

114 Park Ave. Hereford, Texas Phone 364-5801

STOP IN, SEE IT, BUY IT NOW SERVICE NATIONWIDE Prompt service and factory parts **USE WARDS CHARG-ALL PLAN**



TRYING THE SNOW...Brent and Wendy Hinkle, children of Mr. and Mrs. Jerry Hinkle, are shown enjoying the snow following Thursday morning's three-inch fall locally. Contrasting to last year, the snow was the largest one to date.

New Man Added To Development Board

A veteran employee of Southwestern Public Service Company has been added to the staff of the electric company's area development department.

The appointment of Kenneth E. Owen as area development consultant was announced by Larry Milner, SPS manager of area development.

Owen's responsibilities will be to step up the economic development activities in the non-metropolitan areas and to promote industrial development in the larger cities in the area served by Southwestern Public Service Company.

A graduate of Texas Tech University where he earned a degree in management, Owen has been employed by SPS for 16 years starting in the Lubbock office as division lighting specialist. He was transferred to Amarillo in 1965 as lighting sales manager for the entire company.

Owen is the immediate past president of the Panhandle Chapter of the Illuminating Engineering Society and has been active in the Boy Scouts of America, United Way and



Kenneth E. Owen

Christian Businessmen's Committee. He is a member of Sigma Iota Epsilon-Honorary Management Fraternity.

Owen and his wife, Jeanne, live at 6705 Jameson Road in Amarillo and have two children, Linda and Brent.

Certified Seed Directory Now Available

AUSTIN—When a farmer buys a sack of planting seed, he has his entire crop and year's income at stake.

To help farmers select seeds, Agriculture Commissioner John C. White has announced the publication of the 1973 Texas Certified Seed Directory.

The directory lists the 133 seed growers who have applied for inspection under the seed certification program. It also lists the acreage of foundation, registered, and certified seed for each grower, White said.

"The seed directory is available to farmers so they will know which seed producers are meeting the strict standards and quality requirements of the State of Texas," he said.

Copies of the 1973 Texas Certified Seed Directory are available by writing to John C. White, Commissioner, Texas Department of Agriculture, P. O. Box 12847, Austin, Texas 78711.

Holly Sugar Corp. Reports Good Yield

Holly Sugar Corporation recently reported higher earnings for the nine months ended Dec. 31, 1973 compared with the same period last year.

Sales were \$79,610,000 compared with \$81,376,000 a year ago.

Net income was \$3,441,935 or \$2.21 a common share compared with \$2,104,878 or \$1.35 a common share for the comparable period last year.

Provision for federal and state income taxes was \$2,723,000 compared with \$1,904,000 for the same period last year.

In an interim report to stockholders, President John B. Bunker said that the sugarbeet crop in the Rocky Mountain and Texas areas produced a normal yield.

Heavy rains in November stopped harvest of the Northern California crop earlier than expected. This remaining acreage will be harvested with the overwintered crop of sugarbeets this spring, Bunker said.

The Imperial Valley (California) crop was planted earlier than normal and is making excellent progress with harvest scheduled for early April.

Bunker said that the corporation's factories use natural gas as a primary fuel and residual fuel oil as a stand-by.

"Because of an increase in natural gas curtailments, fuel oil storage capacity is being

increased to ensure continued factory operations during curtailment periods," Bunker reported.

Bunker said that the present energy shortage will result in higher operating costs.

"We expect that the government's program of fuel allocation and Holly's program for energy conservation will help minimize these increases," he said.

He reported that it wasn't possible at this time to predict the magnitude of future fuel cost increases or the effect on Holly's operations.

He also pointed out that on an industry-wide basis, sugarbeet acreage declined 10 per cent in 1973 because some sugarbeet growers had diverted acreage to other control-free crops.

"Continuation of price controls on the industry can only result in a further decline in the supply of sugar produced in this country with a consequent increase in the demand for and price of imported sugar," he reported.

He explained that the House Committee on Agriculture expects to hold hearings in the near future on extension of the Sugar Act, which expires Dec. 31, 1974.

"In the past, this legislation helped to maintain a domestic industry while making adequate supplies of sugar available to consumers at reasonable prices.

Season's Top Snowfall Leaves Three-Inches

Best snow of the winter season hit the Friona area Thursday, leaving three to five inches of the white stuff.

Official measurement in Friona was just under three inches, which left a moisture content of .14 inches.

This winter, in contrast to last, has been very dry, whereas last winter saw an average of as much snow as fell Thursday coming at least every week.

The mercury plunged to 10 degrees on Friday morning, one

of the coldest readings this winter, in the wake of the cold front.

Date	Hi	Low
Saturday, Feb. 2	67	29
Sunday, Feb. 3	54	22
Monday, Feb. 4	56	24
Tuesday, Feb. 5	63	30
Wednesday, Feb. 6	66	16
Thursday, Feb. 7	34	16
Friday, Feb. 8	34	10
Moisture—10 inch [2-1/2 inches of snow on Thursday].	.04 inch [1 inch left on ground],	Friday



We Believe In The Future Of Farming And Ranching.

Support The Youth Of Our Area At The Annual . . .

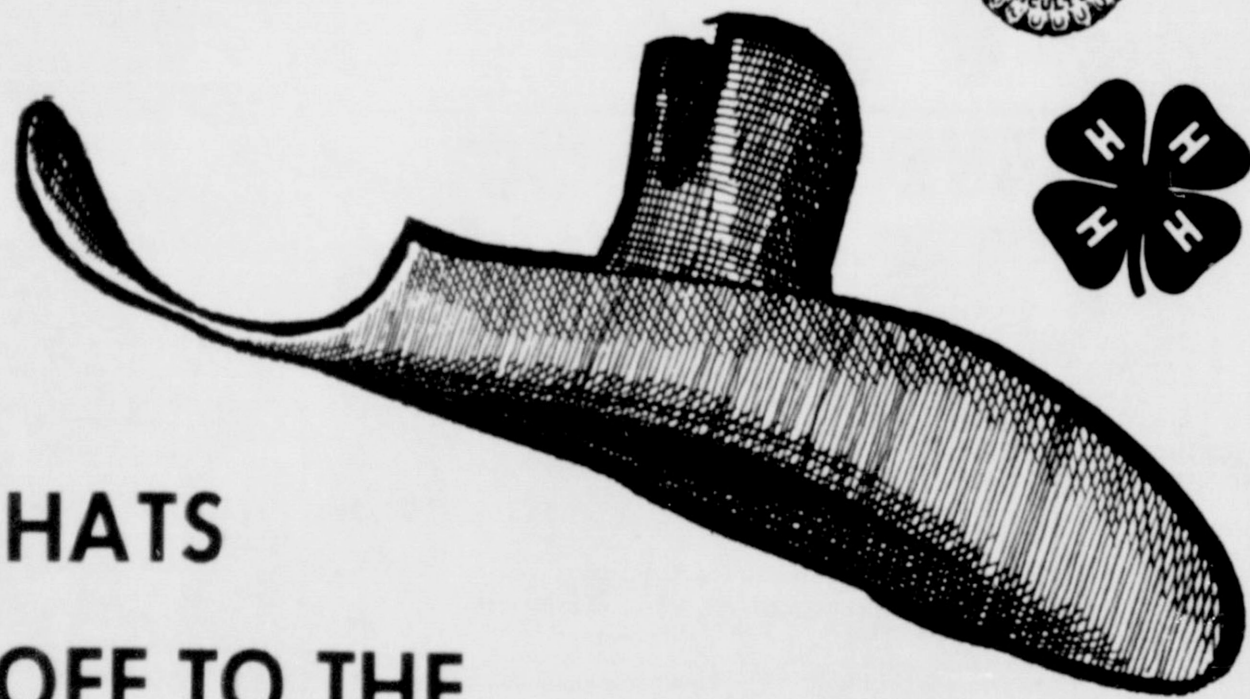
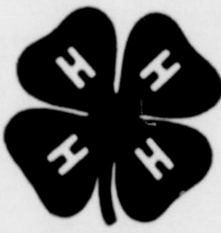
PARMER COUNTY JUNIOR LIVESTOCK SHOW

KENDRICK OIL CO

Friona, Texas

Phone 247 2751

Whoop-eee!



HATS

OFF TO THE

FINE YOUNG PEOPLE

WHO WILL BE PARTICIPATING

IN THE JUNIOR STOCK SHOW

IN FRIONA THIS WEEKEND!

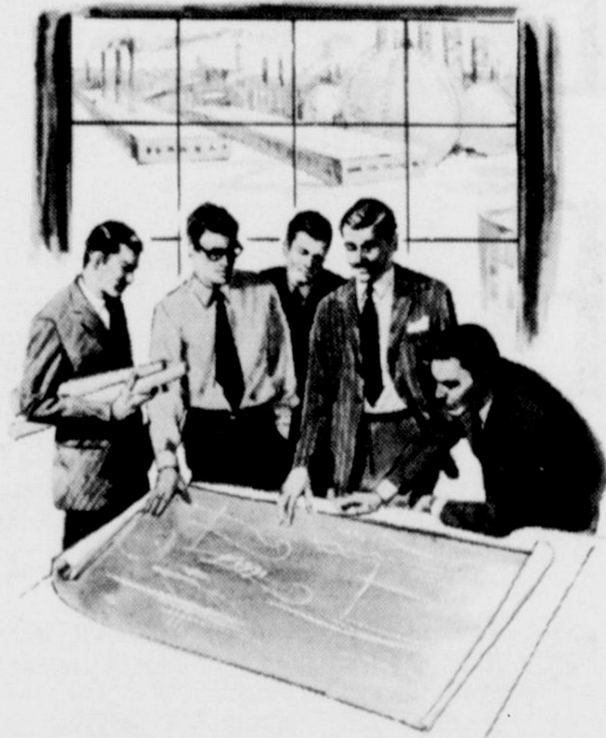
PARMER COUNTY FARM BUREAU

MILTON EVANS, MANAGER

FRIONA

Congratulations

Our Hat Is Off To The Fine Folks of Parmer County who have Provided a new Showbarn For the 4-H And FFA Youngsters. Our Best Wishes Go To Everyone Involved in the 26th annual Parmer County Junior Livestock Show.



SAVINGS & LOAN ASSOCIATION of CLOVIS

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

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

Frionan's Mother Buried In Buffalo

Addie Virginia Fields, mother of Clyde Fields Jr. of Friona, died Wednesday morning, January 30 in the Erick Nursing Home after an extended illness.

Funeral services were conducted Friday at 2 p.m. at the First Baptist Church of Buffalo with Edward Moynihan officiating.

Burial was in the Buffalo Cemetery.

She had formerly lived in Mayfield and Sayre, Oklahoma.

She was born February 1, 1886 at Copeville, Texas. She was married April 10, 1904 at Copeville to Clyde L. Fields. She was a member of the First Baptist Church of Buffalo.

Survivors, other than Clyde, are two daughters, Mrs. Ola

Keathley of Mayfield and Margie Hundley of Sayre; eight grandchildren, 13 great-grandchildren and three great-great-grandchildren.

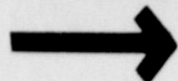


To the Israel child whose father was permanently crippled in the Middle East crisis, Americans who give to the United Jewish Appeal are like godparents. A contribution may be mailed to the Appeal at 1290 Avenue of the Americas, New York, N.Y. 10019.

SWCD Dam Site Under Construction

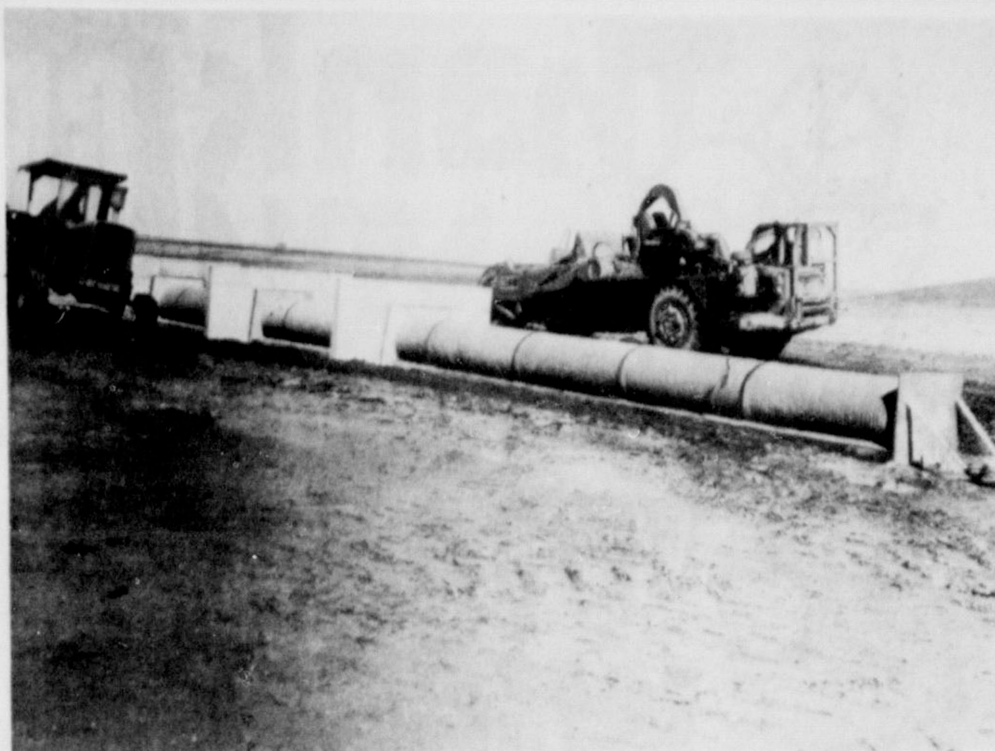
The Parmer County SWCD in connection with the Soil Conservation Service has made the announcement that the Dam site at Bovina is one-third completed.

The dam site is on Catfish Draw, one and a half miles northwest of Bovina. This is the first flood prevention dam to be constructed on the High Plains.



Other dams on the Running Water Draw Watershed Project are in the final design stage.

If you have not seen this dam under construction you might like to go by.



SPILLWAY GOES IN...The three-foot pipe which makes up the spillway at the Catfish Draw damsite north of Bovina is shown

above, as the pipe was put in place recently. Officials of the Soil Conservation Service say the damsite is one-third completed.



MONKEY BABY: Clarissa H. Beatty, Ph.D. (r.) and Rose Mary Boeck, Ph.D. give "mother love" to cuddly infant rhesus monkey at Regional Primate Research Center in Beaverton, Ore. The physiology of monkeys is being investigated in a scientific research project sponsored by Muscular Dystrophy Associations of America. Because monkeys are more biologically similar to humans than are most laboratory animals, Dr. Beatty and her co-workers hope their study of the muscle metabolism of the rhesus monkey during development and growth will yield data useful to understanding the dystrophic process in children. Dr. Beatty's research endeavor is just one of over 220 MDAA-supported studies now underway in leading hospitals, universities, and research centers in the U.S. and 13 foreign countries.

Kenneth Cole is Gifford-Hill in this area.

He's highly qualified to help you with any irrigation problems you may have and he's got the very best equipment available to do it with.



Gifford-Hill's 360. Vanguard PVC Plastic Pipe and Aluminum Pipe. Plus a long list of accessories.

If you haven't already met our irrigation expert, drop by soon and get acquainted.

And while you're there, let him show you the latest additions to Gifford-Hill's line of irrigation equipment.

Check with us before you buy. We can save you money!

Gifford-Hill & Company, Inc.

P.O. Box 424, Friona, Tx 79035

(806) 247-3065



114 PARK AVE.

364-5801

HEREFORD, TEXAS

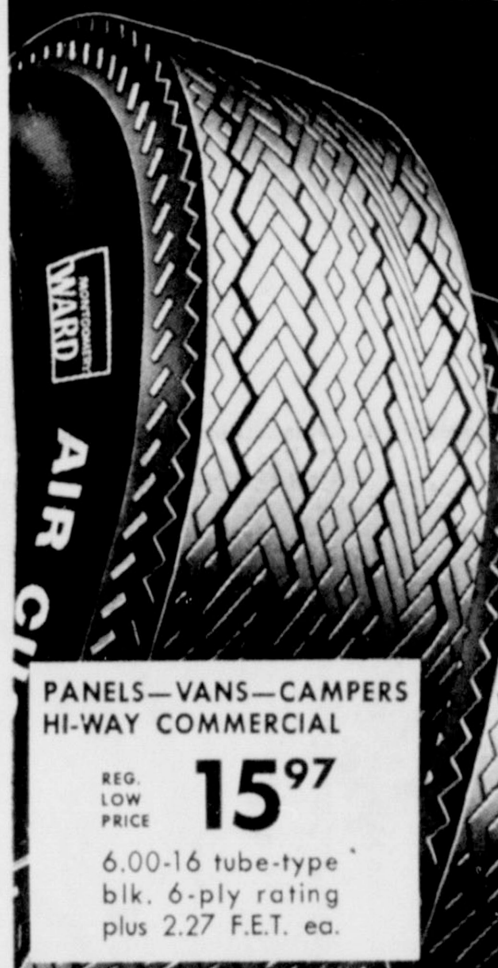
MONTGOMERY WARD

COMPLETE AUTOMOTIVE SERVICE CENTER

TIRE SPECTACULAR 4-PLY NYLON CORD AIR CUSHION

2 FOR 19.90

A78-13 TBL. BLK. PLUS 1.83 F.E.T. EA., TRADE-INS



ECONOMY PRICED TIRE EXCELLENT FOR AROUND-TOWN DRIVING.

TUBELESS BLACKWALL SIZE	ALSO FITS	REG. LOW PRICE PAIRS*	PLUS F.E.T. EACH
A78-13	6.00-13	19.90	1.78
B78-13	6.50-13	23.90	1.83
E78-14	7.35-14	31.90	2.24
F78-14	7.75-14	33.90	2.41
G78-14	8.25-14	35.90	2.55
5.60-15	—	29.90	1.78
G78-15	8.25-15	37.90	2.63
H78-15	8.55-15	39.90	2.82

*Each trade-in off your bill. MW's equal trade-in in most cases. \$3 more each.

FAST FREE MOUNTING

PANELS—VANS—CAMPERS HI-WAY COMMERCIAL

REG. LOW PRICE **15.97**

6.00-16 tube-type blk. 6-ply rating plus 2.27 F.E.T. ea.

SAVE \$ 16 TO \$ 24 IN PAIRS!

GLASS-TRACK BELTED TWIN GUARD: REG. \$27 TO \$40 EA.

2 FOR \$37

A78-13, A78-15 TBL. BLK. PLUS 1.80 TO 1.98 F.E.T. EA., TRADE-IN TIRES

2 FOR \$46

E78-14, F78-14 TBL. BLK. PLUS 2.31 TO 2.33 2.50 F.E.T. EACH AND TRADE-IN TIRES

2 FOR \$56

G78-14, G78-15 H78-14, H78-15 TBL. BLK. PLUS 2.67 TO 2.97 F.E.T. EA. TRADE

WHITEWALLS \$3 ADDITIONAL EACH TIRE



(A) Two fiber glass belts help fight puncture, impact damage.

(B) Two plies of polyester cord absorb shocks, deliver smooth easy riding.

WARDS BATTERY PROTECTION PLAN
Montgomery Ward will replace this battery if it fails to the original owner if it fails to an expert and holds a charge in most commercial passenger car use during its 48-month free 48-month guarantee period. After 48 months, Montgomery Ward will replace this battery, charging only a prorated amount for the time since purchase. Based on the current regular selling price less trade-in. Batteries in commercial use are guaranteed on a prorated basis or one-half of the specified periods. Commercial use is defined as use in any vehicle for other than family or personal use. For service under this guarantee, return battery with evidence of date of purchase to any Montgomery Ward branch.



GET AWAY 48-MONTH GUARANTEED BATTERY — REGULARLY 32.95 EXCH.

Delivers heavy-duty starting power, with ample energy in reserve. Fits most U.S. cars. **EXCHANGE 27.88**



REGULARLY 7.99 A PAIR TOWN AND COUNTRY SHOCKS

Get good tire-to-road contact while cornering. Helps improve steering control, tire wear. **EACH IN PAIRS 5.66**



2.79 SUPREME SPIN-ON FILTER

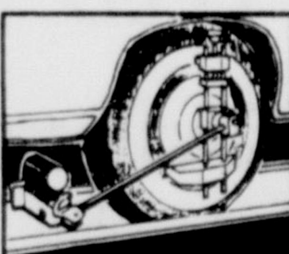
Keeps car oil clean, protects engine. **1.47**



REGULAR 3.29 AIR FILTER

Filtering media captures 99% of dust. **1.66**

STATE INSPECTION CENTER



WHEEL ALIGNMENT

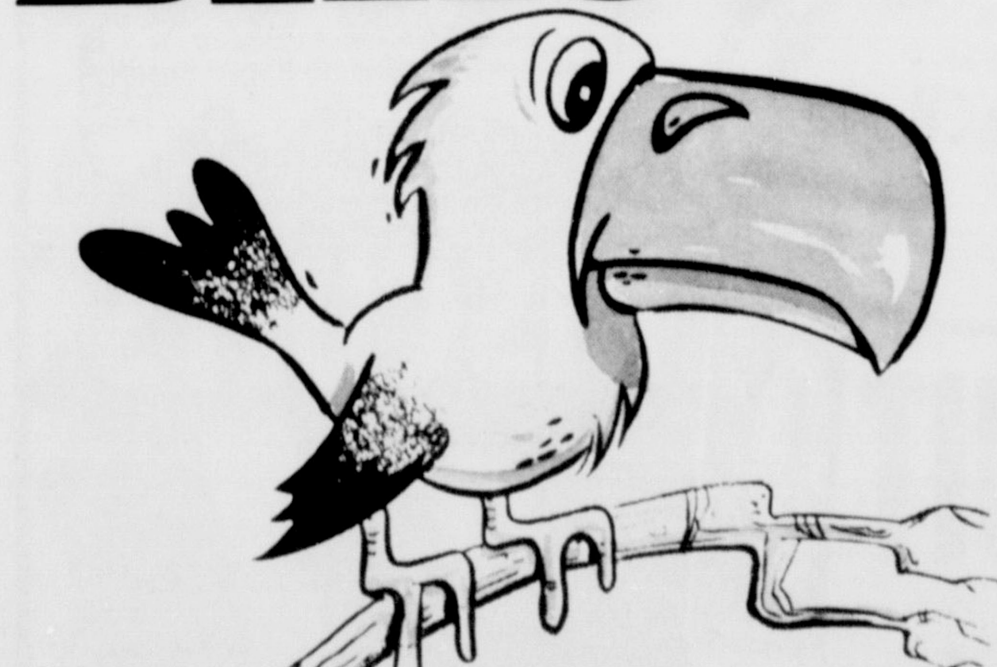
Correct caster, camber, and toe-in. **6.88**



WARDS SUPREME MUFFLERS

Made of tough, galvanized steel and designed to resist blow-out, rust, leaks. With **11.88** adapters. **REG. 14.98**

Big Bills??



Some birds are stuck with big bills. But that doesn't mean you'll be. The way to find out? Call the "wise birds" at the electric company for a free personalized electric heat cost estimate for your home.



you'll like **WARDS** ENJOY WHAT YOU NEED NOW, WITHOUT DELAY-USE WARDS CHARG-ALL PLAN