

## Friona Flashbacks

...from the files of The Friona Star

### 45 YEARS AGO—NOVEMBER 15, 1929

On Friday and Saturday of last week this vicinity was visited with one of the finest snows we have ever had, owing to the fact that it did not drift badly and contained an abundance of moisture. The temperature did not drop much below freezing.

The new laundry equipment which was purchased by Dr. McElroy for his laundry in the north part of town arrived last Saturday, and will be installed as rapidly as possible.

### 40 YEARS AGO—NOVEMBER 14, 1934

The high school auditorium was filled to capacity last Sunday night for the special Armistice Day program. Mayor F. W. Reeve was master of ceremonies, and gave the opening address.

The schools, churches, women's clubs, city and chamber of commerce supported the local American Legion in a patriotic observance of the day.

### 35 YEARS AGO—NOVEMBER 10, 1939

A representative of the Southwestern Associated Telephone Company, was in Friona on Monday afternoon interviewing the executive committee of the chamber of commerce, relative to installing the dial system of telephones in Friona.

It seems an unusual fact that the new system will be installed just as soon as the necessary work can be done by the company, which is estimated to take about six months.

### 25 YEARS AGO—NOVEMBER 11, 1949

Mrs. Lindley Shields was found dead near her home four miles north of Black last Thursday, after apparently suffering a heart attack. She apparently became ill while feeding her child, and was found about 300 yards from her home, with her year-old daughter asleep in her arms.

### 20 YEARS AGO—NOVEMBER 12, 1954

Concentrated drive to secure all needed funds to start construction of a new building for Parmer County Community Hospital will be launched this Friday night at a county workers dinner in the Friona school cafeteria.

Manager Jimmie Baxter stated today that of \$50,000 for commencement of construction, \$25,500 had been given in cash, at this time, with \$10,000 in pledges on the books.

### 15 YEARS AGO—NOVEMBER 12, 1959

Friona's annual Community Chest drive will get underway Tuesday in an effort to raise a budget calling for some \$5565, to be used by charity and other community betterment used during the coming year.

Steve Bavousett and J.C. Claborn will serve as co-chairmen of the drive, which kicks off with a breakfast at the Friona Methodist Church.

### 10 YEARS AGO—NOVEMBER 12, 1964

The Friona Chieftains go to Floydada on Friday seeking a win that would give them their first district championship since 1957, and send them into the Class AA playoffs for the first time. The meeting will be the first in history between the two schools in football.

### 5 YEARS AGO—NOVEMBER 13, 1969

Diana Clark, 10-year-old daughter of Mr. and Mrs. Ed Clark, was back in school this week after sustaining bad cuts and bruises in an accident involving a horse last Saturday afternoon.

Diana sustained a laceration on her forehead and nose which required 36 inches to close. She was taken to the Hi-Plains Baptist Hospital in Amarillo for the surgery.



The Aztecs prized iron above gold and believed it came from heaven!

**FARMERS, RANCHERS AND SELF-EMPLOYED PERSONS ONLY!!!**  
**ARE YOU TAKING ADVANTAGE OF THIS NEW LAW?**

CONGRESS HAS ENACTED A SELF-EMPLOYED INDIVIDUAL TAX RETIREMENT ACT, KNOWN AS THE KEOGH ACT!  
INQUIRE NOW, ABOUT DOLLARS THAT CAN BE 100 PER CENT TAX DEDUCTIBLE AND ACCUMULATE TAX FREE.  
IF YOU ARE INTERESTED IN FINDING OUT ABOUT THIS NEW LAW, CALL 247-2215.

1207 Jackson  
JAY E. BEENE  
Box 458

247-2215

Friona, Texas

## SCS Essay Contest Announced For Friona

Attention Parmer County High School students. The Parmer County Soil and Water Conservation District is again sponsoring their annual conservation essay contest.

This year the title subject is "Conservation-The Key to the Future."

All high school students are eligible. Details for the contest will be sent to each school superintendent in the near future.

This is a good time to do background reading and research. The essays will be due in the district office in Friona about the 20th of January 1975.

## The FRIONA STAR

Founded In 1925 By John W. White

Published Every Sunday at 916 Main Street  
Friona, Texas 79035

Member, Texas Press Association; Member, Panhandle Press Association; Member, West Texas Press Association.

Prize-winning newspaper, Panhandle Press Association; 1957, 1958, 1959, 1960, 1961, 1963, 1964, 1965, 1966, 1967, 1968, 1969, 1970, 1971, 1972, 1973, 1974. Prize-winner in Texas Press Association, 1959, 1960, 1962, 1963, 1964, 1965, 1966, 1968, 1969, 1970, 1974. Prize-winner in West Texas Press Association, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1968, 1969, 1970, 1972. Prize-winner in National Newspaper Association, 1971.

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

Second class postage paid at Friona, Texas, 79035.

SUBSCRIPTION RATES  
Parmer County, adjoining counties, \$6.30 per year.  
Elsewhere, \$7.87 per year.



# SCS Report

If you can see signs of erosion on cultivated land, you are probably losing soil at the rate of more than 14 tons per acre per year.

"A loss this high shows that the land is inadequately protected," Herb Evans, Soil Conservation Service District Conservationist says. Generally losses much higher than this occur when rain or wind can strike bare cropland. Very steep unprotected land can lose more than 300 tons of soil per acre per year."

"It is not particularly important that the farmer is able to tell how many tons of soil is lost," Evans continued. "The important thing is that if the farmer can see erosion—something needs to be done fast."

"A common misconception is to blame all visible water erosion on running water, which we call 'runoff,'" Evans said. "Run-off does cut ditches and rills, but is generally a sign of advanced problems, which actually start with raindrops striking bare soil."

"There are several things farmers and gardeners can do about erosion," Evans said. "First, practices can be used that keep a cover on the land. Believe it or not, this can be done even in fields of sorghum, cotton,

corn, or soybeans with a practice called minimum tillage.

"For the farmer, reduction of erosion starts with wise land use planning," Evans said. "A conservation utilizing up-to-date conservation methods is the farmer's best bet for full production and income over the long term with the smallest loss of his basic soil resource."

Last week we talked to farmers about signs of erosion. This week we want to mention some of the same principles for some home gardens, according to Herb Evans, District Conservationist with SCS, Friona.

If you can see signs of erosion on cultivated land, you are probably losing soil at the rate of more than 14 tons per acre per year.

You can prove this to yourself by observing bare soil in a small flower box or enclosure. Beating raindrops will actually erode the surface of the soil by splash action with no runoff at all. On the other hand, if you cover the box of soil with clippings, or plan it thickly in grass, no measurable splash erosion will occur. What this tells us is that a cover on the cultivated land—either vegetation or

mulch—is the best soil protection.

"For the gardener, a compost heap is a good investment in erosion control," Evans said. "Just build a big box of old boards or wire fence in a shady place in your backyard and put all your leaves, grass clippings, and organic waste in it. Over time, nature will transform this material into excellent organic fertilizer. Mixed into the garden, compost will make the soil more spongy. It will absorb and hold more water. Used as a surface mulch, it will prevent water erosion."

Home gardeners can also use farm tested practices. Contouring rows and using terraces in a home garden shortens the slope and reduces erosion. The contoured rows capture the soil particles that the raindrops knock loose from the surface. Rotations—moving plants around in the garden—can serve as a conservation practice and will also reduce disease. And there are edible plants such as turnip greens that can be used as a protective winter cover crop.

Conservation assistance is available to the home gardener. For more information contact the Soil Conservation Service at Friona.



Photo by J. A. Bottorff, Irving, Texas

## PEOPLE Our Cup of Tea

Ever sit in a tea cup that's traveling in a circle exerting such G forces you can hardly move? An exciting, yet helpless feeling to say the least.

That's kind of the way our lives go at times too, moving so fast that the important things—times and people don't get the attention they should have.

We realize that no one is immune to this way of life, so we would like to slow things down a bit, bring you out of the crowd and put you in a very comfortable and important position—FIRST.

...that for feeling on top of the world?

# FRIONA STATE BANK

**At Home In  
Parmer County**  
Jana Pronger

**INFLATION HAS** both beneficial and harmful effects on agriculture.

One of the beneficial effects is that of rising land values.

The value of Texas farm and ranch land doubled from 1966 to 1973, which is an increase of over 10 per cent compounded annually.

On the other hand, one of the harmful effects of inflation is the fact that production costs continue to increase.

The estimates are that all production costs for agriculture have increased 25 per cent during the past year. This includes an 80 per cent increase in fertilizer prices, 50 per cent increase in fuel and baling wire costs, and a 30 per cent increase in herbicide and insecticide costs.

Inflation also affects the demand for agricultural products.

We can expect an increased demand for lower cost food products and those requiring less processing and a lowered demand for higher cost, highly processed products, as inflation continues to affect the purchasing power of consumers.

Yet, inflation will not affect agriculture to the same extent and in the same time period that it affects other industries. On a year to year basis, prices received by farmers will continue to be more responsive to supply changes than in other industries.

Low crop yields will generally boost prices while high yields will drive prices down.

This means that price effects caused by supply changes will be felt quickly by agricultural producers while the effects of inflation will come about more gradually.

Inflation can be viewed as a tax which often hits hardest at those who can least afford to pay it. It sometimes destroys incentive to save money because interest earned doesn't equal the increased costs of goods at a later time. Inflation also makes meaningful long-term economic planning very difficult.

The alternatives to rising inflation are increasing

**Contest Standings**

- 102 Charlicie Clark  
101 Donny Carthel, Larry Johnston, Joy Morton  
100 Stan Benge, Cindy Carthel, John Seright, Roy Smith, Jimmy R. Walker, Larry White  
99 Mary Priest, Kenny Stowers  
98 Kay Nuttall, Janice Peak, Kevin Wiseman  
97 Kathy Cain, Don Fortenberry, Mike Gowens, Bryan Johnston, Cindy Means, Clint Mears, Alan Monroe, Mary Pryor, Herb Seright, C.H. Veazey, Joyce Veazey  
96 Chris Barnett, Jerry Brown, Dewayne Howard, Benny Pryor  
95 Clay Bandy, Darrell Barlow, Dean Broyles, Terry Brown, Ron Davenport, Jerry Hinkle, Andy Hurst, John C. White  
94 Patsy Bandy, Hal Blackburn, Joyce Broyles, Fred Church, Gene Ezell, Jimmy Grimsley, Mrs. B.C. Hartwick, Sarah Mears, Jim Noyes, Bobby Zetsche  
93 Eugene Bandy, Ralph Broyles, Gail Brown, Mike Buchanan, Dale Cleveland, F.G. Crofford, Michael D. Means, David Morales, Jeff Peak, Sam Perez, J.P. Sims, Ray Strickland, Wright Williams  
92 Johnny Alvarez, John Broyles, Bill Bailey, Ron Cain, Dan Carthel, Virginia Cleveland, Kay Dyess, Eugene Ellis, Bob Finley, David Gowens, Winifred Hurst, Joe Jackson, Albert Johnson, Bobby Jordan, Celia Loflin, Clifford McLellan, Sam Mears, Wayne Mills, Jessie Morales, Mitchell Smiley, Ronald Smiley, Gene Strickland, Mildred Welch  
91 Jack Clark, Marie Fleming, Movelda Fortenberry, Morris Garza Sr., L.F. Jacobs, Mrs. Albert Johnson, Mollie Kirk, Doyle Mabry, Laverne Mabry, Mal Manchee, Dianne Morgan, Lee Roy Nuttall, Mrs. H.A. Seright  
90 Leslie Broadhurst, Jimmy Broyles, Jim Johnston, Carolyn Murphree, H.W. Roberts, Cindy Smiley, E.V. Thompson, Frank Truitt, Robin Zetsche  
89 John Barker, Weldon Peace, Darrell Simpson, Vickie Smiley  
88 Preach Collier, Mark Fancher, W.R. Mabry, Maxine Owen  
87 Shaun Aguirre, Mary L. Collier, Tim Elmore, Ray D. Fleming, Lynda Grimsley, Joe Bob Mann, Redge Priest, Melba Smiley, Alesia Tucker, Dale Williams  
86 Todd Bandy  
85 John L. Baxter, Edward Castillo, Travis Graves, B.C. Hartwick, Flossie Rhinehart, Gladys Spring, Toby Strickland, Max White  
84 Matilde Castillo, Keith Pryor  
83 R.L. Blakely, Sam Drager, Donita Martin  
82 Shirley Alvarez, Mike Bryant, Maurine Mabry, Randy Mabry, Roy Rector, Bobby Wied  
81 Eune Martin  
80 Raymond Auburg, Ann Graves, Vondale Mann  
79 Mary Johnson, Paul J. Smith  
78 Jay Beene, Jane Benge, Jan Fleming, Steve Taylor

**Out of Orbit**



WELL BACK TO TAXES AND THE P.T.A.

These Prices Good Week Of Nov. 11 Thru 16

**We make it easy TO SAVE ON FOOD**



Campbell's **TOMATO SOUP** 2/33¢



**DOWNY** Fabric Softner King Size \$1.43

**DASH** Laundry Detergent 9 Lb. 13 Oz. Size \$2.79

**KLEENEX** Facial Tissue 200 Ct. 39¢

Gebhart's **TOMALES** No. 2 1/2 Can 59¢



Gold Medal **FLOUR** 5 Lb. Bag 79¢

**DREAM WHIP** 3 1/2 Oz. 49¢

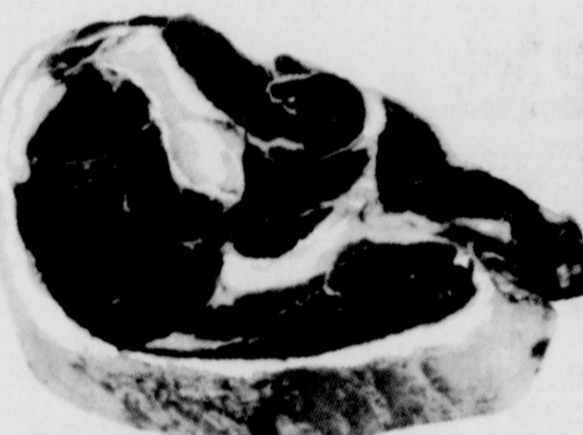
**CRISCO OIL** 48 Oz. \$2.19



Small Fancy **CUCUMBERS** 19¢ Lb.

New Crop York **APPLES** 25¢ Lb.

No. 1 C.A. **BANANAS** 12¢ Lb.



**ROUND STEAK SIRLOIN STEAK RIB STEAK** Swift's Premium Proten Beef \$1.29 Lb.

Swift's Premium Proten Beef **CHUCK ROAST** Lb. 73¢

Swift's Premium Proten Beef **CHUCK STEAK** Lb. 79¢

Swift's Premium Proten Beef **GROUND BEEF** 100% Pure Lb. 69¢

Northern Market **FISH FILLETS** Lb. 99¢

**PIGS FEET** Lb. 49¢

Broaded **PERCH FILLETS** Lb. \$1.09

Market Made **CHORIZO SAUSAGE** 59¢

Wilson's Tender Made **BONELESS HAMS** 2 to 3 lb. avg. \$1.89 Lb.

**BEEF TRIPE** Lb. 45¢

**CORN DOGS** 6 For \$1.09



Shurfine **LEMONADE** 6 Oz. Can 17¢

Aunt **Jemima WAFFLES** 10 Oz. Pkg. 59¢

Swanson's **POT PIES** 8 Oz. 37¢

Fisher's **RAW PEANUTS** 12 Oz. 47¢

Tom Scott **MIXED NUTS** 13 Oz. 89¢

**THANK YOU!**

I Would Like To Express My Appreciation To All Who Voted In the General Election. Your Turnout Indicated Your Interest In Good Government.



PAUL FORTENBERRY

I Especially Commend The Clubs & Organizations Who Worked To Get Out The Vote.

Please feel free to communicate with me on all matters that affect our county.

Again I Humbly Say "Thank You!"

Paul Fortenberry  
County Judge-Elect



**HOUSER**

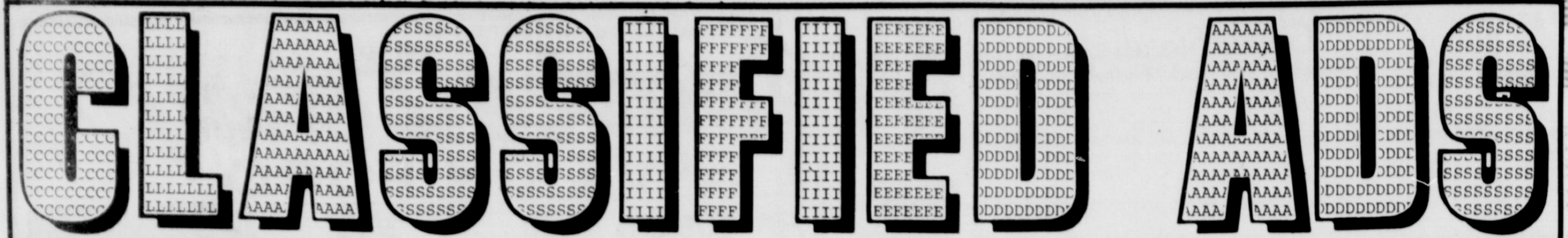
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PH. 247-2211

Reader Ads... First insertion, per word... 8 cents
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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

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

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

FOR SALE...1973 Toyota sports model in excellent condition. Air conditioned with radial tires, 7,500 actual miles. Has a 50,000 mile warranty. Call 247-3590. 50-tnc

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

FOR SALE...1972 Ford Ranchero GT. Fully loaded, includes air conditioning, gauges and tachometer. Also, figerglass top on back. Call 247-2562 after 6 p.m. 3-4tc

FOR SALE...New 1974 MF 510 Diesel, cab and heater. 44 corn head 20 ft., new 1974 MF 750 20 ft., 67 JD 5020 tractor, 67 JD 4020 tractor, 1972 Oliver 2655 tractor, 4 wheel drive, with duals. Call 913-389-7830. 4-3tc

FOR SALE...1973 Monte Carlo Landau. 350-4 barrel, vinyl roof, swivel bucket seats, factory tape, air, cruise control and rear window defogger. Write Box 683, Farwell, Texas 79325, or phone 481-3619 or 481-3300 after 5 p.m. 6-1tc

FOR SALE

Lose weight with New Shape Tablets and Hydrex Water Pills at Bi-Wize Rexall Drug. 3-5tc

VIKING Sewing Machines -Machines -Supplies -Cabinets -Sewing Tables NELLIE-JANE'S 715-B Main Friona, Texas 45-tnc

FOR SALE...Gas cook stove and refrigerator-freezer combination. In excellent condition. Call 247-3225 after 3 p.m. 6-1tp

FOR SALE...Hollywood frame and headboard with mattress and springs. Also six drawer desk. See at 1207 West 6th after 4 p.m. 6-1tc

FOR SALE...Firewood seasoned oak. Call 247-2877 or 247-3690 after 4 p.m. and weekends. 50-tnc

PLAINS FURNITURE AND FINANCE We sell NEW furniture and appliances for the entire home. Plains Furniture And Finance 900 Lee Hereford, Texas 2-tnc

FOR SALE...1956 Hyde shop made Hopper bottom grain trailer. 35 ft. long, 50 inch boards. All tires nearly new. Practically new tarp. 1974 tags and sticker. Price \$5,295.00. Call 806-272-3157 or see at Green Butane Company, Muleshoe, Texas. 5-2tc

FOR SALE...Used black and white portable TV, new electric train. Call 265-3562 or 247-3276. 6-tnc

FOR SALE...14 x 64 Mobile Home, 2 bedroom, 2 bath. Reduced to \$5,000.00. Call 247-2743 until 5:00 and weekdays, or 247-3645 after 5. 4-tnc

GARAGE SALE

2 Family Garage Sale 603 Grand Ave. Beginning Monday 11 from noon to 6 p.m. Men's suits, women's suits, party dresses, baby high chairs, and other baby items and much more. Good buys used very little. 6-1tc

HELP WANTED

HELP WANTED...Service Station attendant, experience preferred but not necessary. Murphree Texaco Station, 247-3356. 46-tnc

HELP WANTED...Meat cutters. Call Crow's Meat Co., 247-3333, or apply in person. 5-tnc

HELP WANTED...Fertilizer equipment operator. Apply in person at Ag-Chem Farm Services, Friona. 5-tnc

HELP WANTED...Experienced farm hand willing to work. Contact Rex Blackburn or phone 265-3318. 6-tnc

STAR Classified Ads Get Results Phone 247-2211

Applications being taken for Help, Christmas and occasional. Could lead to full time. Apply in person. Allen's Jewelry. 6-2tc

LIVESTOCK

FOR SALE...Weaning pigs. Call 265-3462. 5-tnc

LOST AND FOUND

LOST...Black and white female Boston Terrier, about one year old. Answers to "Bubbles." Reward offered. Call 295-6334. 5-2tc

REWARD for set of keys lost at Post Office on Sunday, November 3. Contact Billie at Friona Credit Union. 6-1tc

PETS

FOR SALE...Full blooded Pointer bird dog. 6 weeks old. Call 265-3564. 5-3tc

REAL ESTATE

FOR SALE...2 lots and storage house, cellar, and orchard. Call Harrell Mays, 247-3477. 48-tnc

FOR SALE...three bedroom brick, 1-3/4 baths. Large den, living room. Carpeted throughout. Newly painted. Double garage. Large patio in back. Phone 247-3241 after 6 p.m. 52-tnc

FOR SALE...3 BR brick, 1 1/2 baths, new carpet, built-ins. 1103 W. 6th. 4-tnc

MARSHALL M. ELDER Representing Rushing Real Estate Phone 247-3370 Res. 247-3266 Box 1075, Friona, Texas 26-tnc

WANTED...Irrigated farm land to rent for 1975. Contact Leroy Lundy, 247-3769 or Dale Westbrook, 247-3877. Office phone 247-2784. 43-tnc

APARTMENTS

FOR RENT...2 bedroom unfurnished apartment. R. L. Fleming. Call 247-3283. 5-tnc

FOR RENT...Unfurnished apartment. Call 247-3404. 6-1tc

WANTED

WANTED...I will do sewing and will babysit an only child. Call 247-3111. 5-2tp

WANTED to rent or lease irrigated land. Contact John Mitchell, Route 1, Friona. Call 965-2160. 52-tnc

WANTED...Wheat, corn, milo, and beet pasture. David Brumley, Call 806-289-5902 or 806-364-1209 47-12tc

WANTED...Corn or milo combining. Inquire at Sands Motel, room 6 in Bovina or phone 238-1227. 5-2tc

I will do babysitting in my home. Small kids (3-5 years old). Reasonable rates. Call 247-2552. 4-3tp

WANTED...Stock trailer. Call 247-2833 or Lazbuddie, 965-2992. 4-tnc

REAL ESTATE LOANS

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

TOO LATE TO CLASSIFY

FOR SALE...King size bed with box springs and mattress. Small tube brass headboard. Also, Sears refrigerator with ice maker, excellent condition. Call 265-3505. 6-tnc

FOR SALE...Good used Frigidaire refrigerator, \$50. See at 1304 W. 5th. Phone 247-3816. 6-1tp



SOFT TOUCH...Cotton terry with loops sheared for a velvety touch shapes an elegant wrap in a vivid butterfly print. The reverse side of the Robes of California design is in uncut terry.

SCHILLING CONSTRUCTION Dealers for "QUONSET" Steel Buildings. Grain Storage, Farm Shop or Commercial Buildings Call Clyde at 247-3531 or Vincent at 247-2504 5-4tp

CHRISTMAS SHOP NOW BOOKS Western Bibles Childrens Inspirational Gift Calendars Christmas Cards November 15-16 At The Community Showbarn Sponsored By Redeemer Lutheran Church



FANCY THAT! This may sound like a tall story, but a hotel in Africa is actually built on stilts! At nightfall, it closes down, the ladder at the entrance is drawn up and the wild animals from the surrounding jungle trek down to the water hole where the hotel is situated. Though the accommodations might leave the typical tourist cold, some of the more remote hotels in Alaska do provide their guests with short wave sets so they can keep in touch with the pilots who bring their vital supplies.

ANNOUNCEMENTS

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

Portraits Frames Commercial Photography Weddings CREATIVE PORTRAITS By PAT'S PHOTO 218 W. Second PHONE 806-272-3487 PAT SHAFFER Muleshoe, Texas 37-tnc

Friona Lodge #1332 7th & Ashland Slated Meeting 1st Tuesday 5 p.m.

CUSTOM HARVESTING Cutting and hauling. 7700 and 105. Contact Bob Ray, 1210 Elm. Call 247-3153. 50-tnc

For your MERLE NORMAN Cosmetics call: Sondra Nichols Phone 247-2587 605 Arrah 19-tnc

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Make the most distinctive gift for any occasion...

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

Will do horseshoeing and trimming. Call Carroll Bennett. 247-3876. 4-4tc

Cleaning your toy box for Santa's visit? Don't destroy those used toys in good condition. I'm interested. Pearl McLean. Phone 247-2500. 6-2tc

ATTENTION Farmer sign up for your manure now. Phone 247-3404. Phipps & Son Associates. 6-tnc

AUTOMOTIVE

FOR SALE...1964 Chevrolet car. Runs good, \$300.00. Phone 247-3590. 5-tnc

BUSINESS DIRECTORY

ADAMS DRILLING CO., INC. WATER WELL DRILLING. Layne Pumps, Inc. Pump & Gear Zimmatic Sprinklers Head Repairs Sales & Service All Makes Dial 247-2731 Friona, Texas

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

THE MOST DISTINCTIVE GIFT FOR ANY OCCASION... Original Oil Paintings In Miniature \*New Selections \*Water Colors \*Baby Quilts THE STAR ART GALLERY 916 Main Street Friona, Texas

Carrol Gatlin Land Company 102 E. 11th 247-2745 Friona, Texas COMPLETE REAL ESTATE SERVICE -NOW MANAGING- CHATEAUX FRIONA-VACANCIES HOME-SEEKERS HAVEN ROOMY 2 BR country home, could be easily converted to 3 BR. 1 1/2 baths, full carpeted, refrigerated a/c, brick, fenced yard, 1/2 acre of land with 1,600 sq. ft. of living area. Only \$23,000.00. NEARLY NEW 3 BR brick, 1 1/2 baths, single car garage, nice fenced yard. Reduced \$1500.00. SEE THIS ideal 3 BR home, 1 1/2 baths, Built-ins, Refrig. A/c, recently carpeted, best location in town. Only \$27,500.00. SPACIOUS 4 BR basement home with 1 1/2 baths, 1800 square feet of living area, only \$13,000.00.

STOP WORRYING

about heating, air conditioning and filters and thermostats. If you have any problems, give us a call and let us worry about it. We're Payne air management service specialists. Hicks Plumbing, Heating, & Air Conditioning Financing Available Free Estimates

Hallmark Cards When You Care Enough To Send The Very Best! Smith Corona Typewriters Canon Calculators CARROL'S

Dragline Service Tailwater Pits Cleaned Call Cliff Johnson Hereford, 364-2111

J.B. SUDDERTH REALTY 904 Third St. Box 627 Farwell, Texas Ph. 481-3288 or 505/763-5575 Unit 5408 WE NEED NEW LISTINGS NOW THIS WEEK'S SPECIAL 640 A. irrigated, 4 wells, corrals and cattle feeding equipment, house, barn, etc. Near Friona. 760 Acres, 5 wells, 2 houses, 2 quonsets. Rhea Community. Beautiful 2-Bedroom, 2 Bath Brick with garage. Lots of storage. Fenced yard. In Bovina. Excellent Location. 160 Acres dryland North of Bovina on highway. 320 Acres dryland, lays good, north of Bovina, one-half mile from highway. J.B. SUDDERTH REALTY 23-tnc

## Farmer Blamed For High Costs

Daily headlines which blame rising food and grain costs for the inflationary problems in this country would imply a rosy financial situation for the American farmer.

But officials of the Grain Sorghum Producers Association say income going to the farmer from this season's crops will barely make ends meet because of drastic increases in production costs.

Elbert Harp, GSPA executive director, strongly disagrees with the idea that higher food and grain costs have caused inflation. "The higher food and grain costs are a result of inflation, not the cause of it. And the farmer is a victim of it, just like the consumer."

Harp puts the blame for the continuing inflationary spiral largely on the higher costs of petroleum products and energy.

"Costs of fertilizer, pesticides, farm equipment, fuel, oil, tires and other petroleum products have risen drastically, some as much as 300 percent this year," the GSPA official points out. "Those price increases are making it more and more expensive to produce agricultural commodities and transport them to market. The higher production costs result in a big bite out of farmer profits as well as the consumer dollar."

Earlier this year, the grain sorghum crop was estimated to be 900 million bushels, but after prolonged drought, aggravated by poor harvesting conditions, early frosts and freezes and wet weather, the crop is now projected at 600 million bushels, at best.

The cost of producing grain sorghum early this year was \$4 per hundred, based on average yield. But with the crop yielding only about two-thirds of the

normal yield per acre and in total production, the cost of production goes up proportionately so that even \$6 per hundred will be barely adequate, even for the farmer with fair crops, Harp explained. Farmers with poor crops will have extreme financial hardship, he added.

"It takes only simple arithmetic to figure out that the exact same gross—\$3.6 million—results from multiplying \$4 a hundred by the original 900 million bushels or by multiplying \$6 per hundred by the current crop projection of 600 million bushels," Harp said. "The same comparison can be made of the individual farmer's operation to the national gross."



SPIRIT BANNER....The Friona Chieftains are about to come crashing through the spirit banner, a traditional

pre-game activity at Friona. A cheerleader, and the Friona Chieftain are shown in front of the banner.

## Quarterly Report Told For Friona Industries

Friona Industries, Inc. reported this week revenues of \$9.3 million and a net deficit of \$379,028, or 30 cents per share, during the first quarter ended September 30.

This compared with revenues of \$14.3 million and net income of \$748,426, or 75 cents per share, in the same quarter of the prior fiscal year.

"A substantial part of the loss is attributable to the sale of approximately 6,100 head of company-owned cattle at unprofitable prices," said John G. Carrothers, president.

"The manufacture and sale of commercial cattle feed and custom cattle-feeding operations were both profitable, but well below last year's level for the three months," he explained.

"Retail marketing of animal health supplies through our nine stores was at about a break-even level in the first quarter," he added.

The company's two feedlots, which have a capacity of 67,000 head, operated at an average capacity of approximately 45 per cent during the quarter, compared with 97 per cent at the same time last year.

"These results for all phases of our agribusiness were primarily due to the unstable price-cost ratios in the beef industry which continued to be unfavorable. Feed ingredient costs remain high and the current economic situation still subscribes to much doubt. Feeder cattle prices have at least temporarily settled at a much lower average price than last year at this time and this seemingly will tend to draw the profit potential more in line," said Carrothers.

"The number of cattle in feedlots in the entire industry is at its lowest point since 1968. It might be expected that this fact should be reflected in the marketplace in the coming months, even though more range fed and younger cattle are being marketed," he commented.

On November 1, the

company made a significant acquisition when it purchased the 57,000 head capacity Swisher County Feedyard from Mesa Petroleum Company.

"This acquisition was made on what we consider very attractive terms. Because of this purchase we also obtained what we believe to be superior management and operating personnel. This places us in an advantageous position for future growth when the cattle business returns to normal," said Carrothers.

"The company's diversification and financial soundness will enable us to withstand the current adverse conditions in our primary lines of business," he said.

In addition, the company is researching new products with both wholesale and retail marketing potential.

"Manufacture and marketing of one or more of these products will probably

get under way in the near future. Very little additional investment will be required because our present equipment can be utilized in their manufacture," said Carrothers.



After getting the number you want from the information operator, say "Thank you. Have a nice day."

Can you sing or perform? Volunteer to entertain at the hospital. If you're shy, start with a small group in the children's ward.

# NEW RATE

# 5 1/2 %

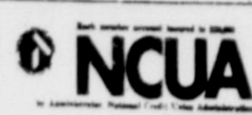
EFFECTIVE APRIL 1, 1974

Your Earnings Are Now  
Compounded Quarterly

Deposits By 10th Earn From 1st

★ Life Insurance

All Accounts  
Insured By



\$20,000

## FRIONA TEXAS FEDERAL CREDIT UNION

# SEE WHAT WE ARE DOING

TO KEEP PRICES DOWN

**ROUND STEAK**

Lb. \$1.29

Loin or T-Bone  
**STEAK**

Lb. \$1.39

**CHUCK ROAST**

Lb. 89¢

Johnson  
Reg. or Lemon  
**PLEDGE**

14 Oz. Can \$1.39

Mountain Pass

**TACO SAUCE** 4 Oz. Can 27¢



HAVE FUN!

By LEE BRYAN

"Do you find advertising brings quick results?"



"Yes indeed. Why only the other day we advertised for a night watchman, and that very night the safe was robbed."



A woman drove into a service station. "Do you charge batteries here?" she asked.

"We sure do," replied the mechanic. "Then put a new one in this car and charge it to my husband," ordered the woman driver.

## Court House Notes

Instrument Report Ending October 31, 1974 in County Clerk Office, Bonnie Warren, County Clerk

WD, M.T. Hukill, Hub Grain Co., tract out E. 160 ac. of S 1/2 Sec. 8, T5S;R4E

WD, Ouida Jones, James Robert and Joseph William Jones, 6 ac. in SW cor. SW 1/4 Sec. 9, T4S;R4E

WD, Raymond S. Myrick, Frances W. Clark, und. 25 percent int. in NW 1/4 Sec. 3, T5S;R4E

OGL, Genevieve Williams, Cities Service Oil Co., E 1/2 Sec. 15 and E 1/2 Sec. 16, Blk. H, Kelly

OGL, C.W. Bradshaw, Cities Service Oil Co., N 1/2 Sec. 15, D & K

OGL, John Claude Miller, Cities Service Oil Co., NE 1/4 Sec. 21, T4 1/2 S;R5E

WD, Frank S. Truitt, Jr., et al. Jose Trevino, lot 10, Blk. 86, Friona

WD, Richard J. Vickery, Thomas Harry Hamilton, lots 23, 24, 25, Blk. 14, Drake Rev. Sub. Friona.

Colo., Red, Del.

**APPLES**

Lb. 27¢

**GRAPES**

Lb. 39¢

**BANANAS**

Lb. 13¢

White Swan  
**SALAD DRESSING** 32 Oz. 89¢

Gold Medal  
**FLOUR** 5 Lb. Bag 79¢

White Swan  
**GRAPEFRUIT JUICE** 46 Oz. Can 49¢

Del Monte  
**TUNA** 6 1/2 Oz. can 59¢

**DAWN** Giant Size 13¢ Off Label 69¢

White Swan  
**COFFEE** Lb. 98¢

Kraft  
**VELVEETA SPREAD** 2 Lb. Box \$1.69

FRESH-TASTING

**FROZEN FOODS**

**CAULIFLOWER** 10 Oz. Box 47¢

Tree Sweet  
**ORANGE JUICE** 12 Oz. Can 59¢

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)



## WHITE'S SUPER MARKET

WE ACCEPT USDA FOOD STAMPS


Our Aim Is To Please In Every Way


WE GIVE GUNN BROS STAMPS

Double Stamps On Wednesday With Purchase Of \$2.50 or More

We Deliver  
Phone  
247-2250


**1 ETHRIDGE-SPRING AGENCY, INC.**  
 Dan Ethridge  
 Frank A. Spring  
 Bill Stewart  
 Wendell Gresham  
 Lois Norwood  
  
 Phone 247-2766  
 OLTON AT DIMMITT


**9 FRIONA WHEAT GROWERS**  
  
 RICE AT TEXAS A&M


**2 PRODUCTION CREDIT ASSN.**  
  
 Darrell Simpson  
 Office Mgr.  
 TULIA AT ABERNATHY

**10 CHEVROLET REEVE CHEVROLET -OLDS**  
 •CHEVROLET •OLDSMOBILE  
 •FRIGIDARE APPLIANCES  
 Sales Service  
 ARIZONA AT AIR FORCE

**3 AG-CHEM FARM SERVICES**  
  
 ROOSEVELT AT DENVER CITY


**11 PARMER COUNTY PUMP CO.**  
  
 NORTH TEXAS AT WEST TEXAS

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

**12 HERRING IMPLEMENT CO**  
  
 Home Of The "Generation II" TRACTORS  
 GEORGIA AT AUBURN

**5 Western Ammonia Corporation**  
 Mike Chaney, Local Owner  
 FARWELL AT SPRINGLAKE


**13 WEST FRIONA GRAIN**  
 Don Huckabee Phone 247-3839  
  
 DALLAS AT WASHINGTON

**6 Fleming & Son Gin Hub Grain Company Fleming Fertilizer**  
  
 Phone 265-3215 or 265-3475  
 MONTEREY AT HEREFORD

**14 ADAMS DRILLING**  
 \*Hydro Pumps  
 \*Zimmatic Sprinklers  
 \*Well Drilling & Service  
 \*Pump & Drillhead Repair  
 BUFFALO AT MIAMI

**7 TRI-COUNTY ELEVATOR**  
 Black  
 Phone 265-3275  
  
 SMU AT ARKANSAS

**15 CROW MEAT CO.**  
 We Custom Process Your Meat  
 So. Hwy. 214 Friona Phone 247-3333  
 CINCINNATI AT HOUSTON

**8 CUSTOM FEEDING at the modern best**  
  
**HI-PLAINS FEED YARDS**  
 Earl Elam, Mgr.  
 Phone 295-3100  
 P.O. Box 1235 FRIONA, TEXAS  
 TEXAS TECH AT BAYLOR

**16 PARMER COUNTY IMPLEMENT CO.**  
  
 Your IH Dealer  
 Phone 247-2721  
 GREEN BAY AT MIAMI

# FOOTBALL CONTEST

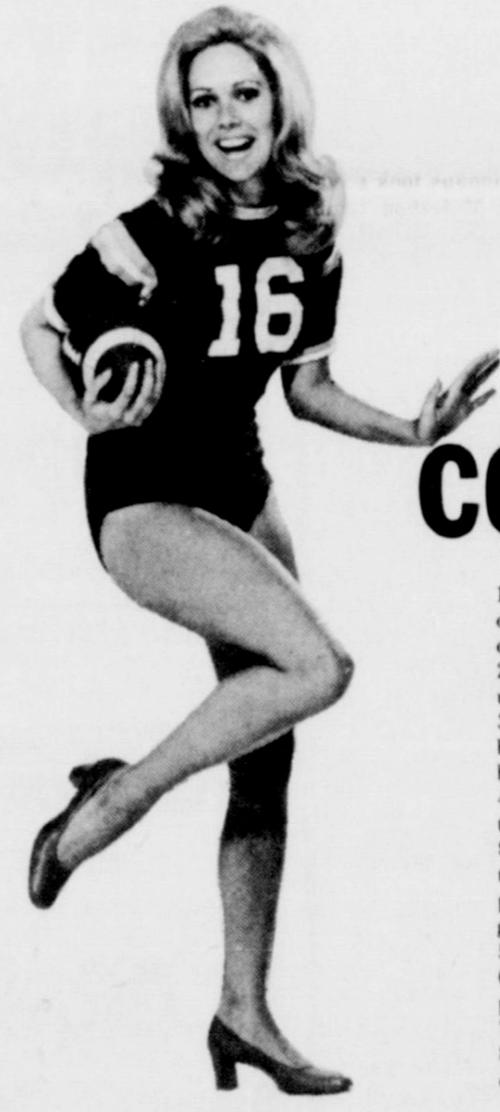


Enter Our Contest Each Week  
 ... Nothing to buy-Just Pick Winners  
**HERE'S YOUR CHANCE TO WIN CASH PRIZES**

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

## GRAND PRIZES

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



## CONTEST RULES

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

### OFFICIAL ENTRY BLANK

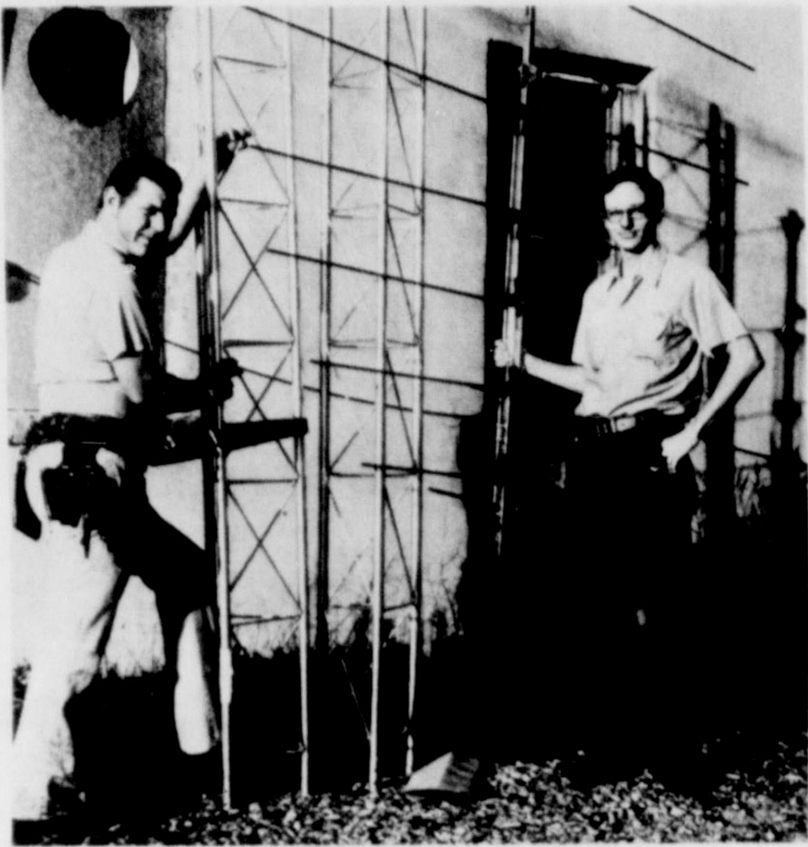
Select Winners From Games Listed In Advertisements

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

TIE-BREAKER (Pick Score) NAME Friona Morton  
 ADDRESS \_\_\_\_\_



## FOR TV SERVICE YOU CAN DEPEND ON .....



- ★ Complete Service On All Makes  
And Models Of TV Sets.
- ★ Fast, Dependable Service
- ★ Two Full-Time Servicemen  
(Willous Culbertson, Ed Miller)
- ★ Tower & Antenna Work  
50-Foot Free Standing Towers By Rohn.

### NOBLES TV & APPLIANCE

Phone 247-3035

Friona

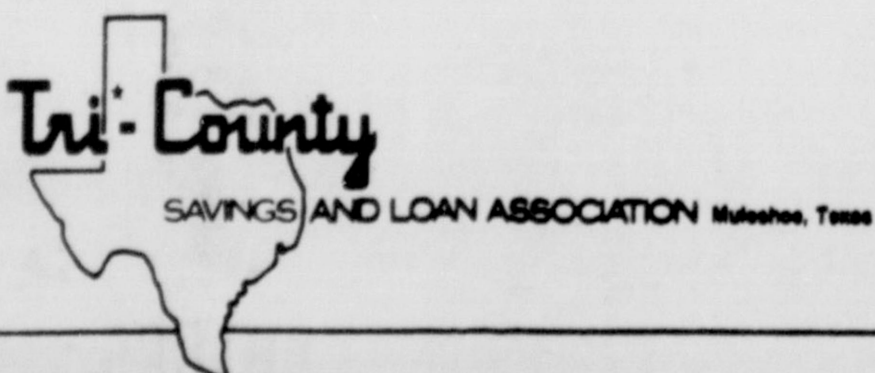
We're So Proud  
We're Almost....



About Our.....

## NEW BRANCH OFFICE OPENING SOON IN FRIONA

Tri-County Savings & Loan is proud to announce that a new branch office will be opening soon in your city in order that we may better serve the residents of the Friona area.



## Wheat Producers Set Meeting November 21

Economics will be the key issue when Texas wheat producers get together for a symposium on wheat production and marketing in Wichita Falls Nov. 21.

The occasion gets underway with registration at 9 a.m. at the Holiday Inn in Wichita Falls, lasting until 4 p.m., according to Dr. Dale Lovelace, area Extension agronomist at Vernon.

Jim Dixon of Friona is a director for the Texas Wheat Producers.

Sponsors cooperating in the symposium are the Texas Agricultural Extension Service, the Texas Wheat Producers Association (TWPA), Panhandle Economic Program (PEP), South Plains Development Program (SPD) and Rolling Plains Economic Program (R-PEP).

The symposium precedes the 24th annual meeting of TWPA which convenes the next day (Friday, Nov. 22).

Keynote speaker for the Thursday event will be Dr. J.M. Sprott, Extension economist from College Station. His topic is "The Challenge

of the New Economics of Production."

Next on the morning program is a panel discussion on fertility alternatives for peak production. Five panel members will cover such aspects as efficient usage of commercial fertilizer, production management practices, summer fallow and rotation, legumes in rotation, and feedlot manure.

Appearing on the panel will be Lowell Cure, Baylor County Extension Agent; Dr. Dale Lovelace; David Williams of Dundee; Howard Henderson of Burk Burnett; and Joe Parker, Jr. of Byers.

Rounding out the morning session is another panel discussion—this one on wheat production problems. Briefings on insects, disease, weeds, and varieties will be given by Emory Borings, Extension area entomologist of Vernon; Norman McCoy, Extension areapathologist from Renner; Dale Lovelace; and Keith Lahr, with the Texas Agricultural Experiment Station at Vernon.

### NEAR TULIA

## Friona Industries Purchases Feedyards

Friona Industries Inc. announced this week completion of its purchase of the 57,000 head capacity Swisher County Feedyard near Tulia from Mesa Petroleum Company.

"This acquisition will bring our total cattle feeding capacity to 124,000 head," said John G. Carrothers, Friona president.

Friona Industries, a diversified agribusiness firm, also operates two feedyards near Friona with combined capacity of 67,000 head. The company, which has annual revenue in excess of \$50

million, is also engaged in the manufacture and sale of commercial cattle feed and retail marketing of animal health supplies.

"We feel that we acquired the Swisher county feedyard on very attractive terms," said Carrothers.

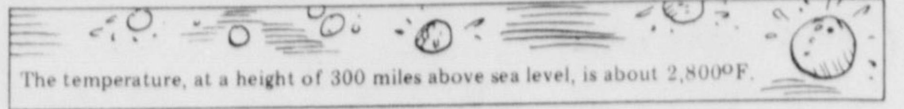
"In addition the management personnel of the feedyard who will be joining our company are some of the best in the industry," he added.

"This acquisition places us in a very advantageous position for future growth when the cattle situation returns to normal," commented Carrothers.

Mesa previously announced the proposed divestiture of its agribusiness operations and is presently discussing with others the sale of its remaining agribusiness facilities, according to T.B. Pickens, Jr. president of Mesa.

### CHILD'S COOKBOOK

Hundreds of books on natural foods have been written for adults, but what about the child chef? Carole Getzoff didn't forget, and out of her experiences in teaching a class of children how to cook natural foods came the illustrated cookbook that reviewers have recommended with gusto for all ages. It's "The Natural Cook's First Book," and it contains the recipes used in class plus a potful of others. If Mom wants it for her daughter—or for her own use—she can get it from a bookstore or the publisher, Dodd Mead, 79 Madison Ave., New York, N.Y. 10016 at \$4.50 plus postage.



Here Are Just 6 Of The Many Reasons Why  
Friona Folks Continue To Patronize Friona  
Consumers. Year After Year . . .

**F**RIENDLY SERVICE  
**R**EALLY GREAT  
Customer Dividends  
**I**NDUSTRIOUS  
PERSONNEL  
**O**NLY THE HIGHEST  
Quality Products  
**N**EWEST AGGIE  
JOKES  
**A**LWAYS THE LOWEST  
PRICES

FRIONA  
CONSUMERS



WE Will CUSTOM PROCESS  
YOUR BEEF TO YOUR SPECIFICATIONS



CALL OR COME IN TODAY!

## CROW MEAT CO.

So. Hwy. 214

Friona, Texas

Phone 247-3333



**F Freshman Game**

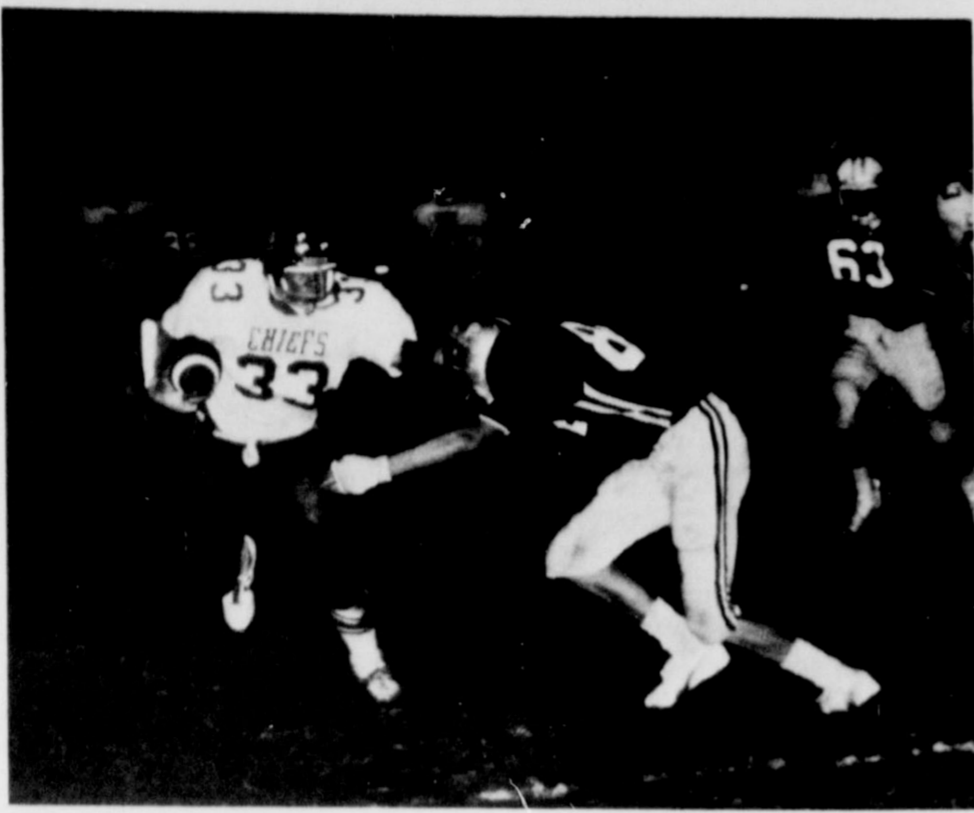
(Continued from Page 7)

his second TD. A fumble on the kick snap left the score at 27-0, and this was the halftime score.

Friona took the second half kick and drove to the Muleshoe seven, where on fourth down Castillo tried a field goal, but it wasn't good.

Early in the final quarter, Muleshoe got on the scoreboard after recovering a Friona fumble at the 20. A pass play was good for six points, making the final margin 27-6.

Don't throw away wearable old clothes just because they're dull, drab and no longer fresh looking. Freshen up the colors or give an entirely new look to old clothes by dyeing them in your washing machine. Tightly wind rubber bands randomly around some of the items before dyeing for a unique tie-dye patterned look.



**CARTHEL GAINS...**Davy Carthel, Friona fullback, is shown making a gain in this shot from the Littlefield game. An unidentified Wildcat comes up to make the stop on Davy, who is the fourth leading ground-gainer for Friona with 159 yards. (Photo by Hal Blackburn)

# Lazbuddie Planning \$380,000 Bond Issue

The Lazbuddie Independent School District will present to qualified registered voters in the district a bond issue in the amount of \$380,000.00 on Tuesday, Nov. 19. Voting will take place in the Foyer School Auditorium in Lazbuddie between the hours of 8 a.m. and 7 p.m.

Absentee voting will be conducted in the Lazbuddie School Superintendent's office between 8 a.m. and 4 p.m. Monday through Friday. Deadline for voting absentee will be 5 p.m. Nov. 15.

The bond issue would be used to provide a physical education facility for grades Kindergarten through twelfth, an industrial arts shop and bus barn, improvements to the teacherages and existing facilities,

bleachers on the visitor's side of the football field, fencing for the bus yard and athletic fields and graveling of streets and bus yard. The latter item is optional, depending on available funds.

The bonds would be financed over a 15-year period. The present indebtedness pays out in nine years and, including the proposed issue, the district would be debt free in 15 years, provided it is not necessary to issue any additional bonds. It is anticipated that the new issue would require a maximum increase of 12 1/2 percent of 1974 taxes.

Members of the Lazbuddie School Board of Trustees urge the voters' support of the bond issue and have issued the following com-

ments: "Your support of the school is reflected in the performance of the students and community spirit. We are indeed proud of the past achievements and are looking to continued meaningful progress and growth.

The Lazbuddie School Board of Trustees is composed of Orville Burnett, president; Reaford Wenner, vice-president; Wayne Clark, secretary; and members, Elvis Powell, Gene Paul Jarman, Marvin Mimms and L.M. Smith.

During the election and voting on Nov. 19, two separate ballot boxes will be provided at the polling place. One box will be for resident qualified electors who own taxable property and who had duly rendered property for taxation. The other box will be for resident

**The Lonely Heart**



# STOCK UP NOW FOR THE HOLIDAYS AHEAD!

**Racorn BACON** Lb. **59¢**

**Shurfine HAMS CANNED** 3 Lb. **\$3.39**

**Shurfresh BOLOGNA** 12 Oz. Pkg. **59¢**

**Shurfresh FRANKS** 12 Oz. **59¢**

**Sunshine CRACKERS** Lb. Box **49¢**

**Soffin TOILET TISSUE** 8 Roll **99¢**

**Shurfine Crinkle-Cut Frozen FRENCH FRY POTATOES** 2 Lb. Bag **79¢**

**COMET** 14 Oz. **25¢**

**Tyson's Pride CHICKEN PARTS** 2 Lb. Box **99¢**

**DOWNY** King Size 64 Oz. **\$1.39**

**8-TRACK TAPES** \$1.39 Each

**Folger's COFFEE** Reg. or Elec. Perc. 3 Lb. **\$2.99**

**CLOROX** Qt. Size **29¢**

**shurfresh BUTTERMILK BISCUITS**

**BISCUITS** Sweet milk Buttermilk or **10/\$1.00**

**Shurfresh MARGARINE** 2 Lb. **\$1.00**

# capri 78

wide wrap-around tread  
strong nylon construction

## WHITEWALL TIRES

G 78-15 Each \$20<sup>00</sup>  
H 78-15 Each \$22<sup>00</sup>

Plus F.E.T.

ALL PRICES PLUS TRADE-IN

**Bovina Wheat Growers, Inc.**

**COOP** Bovina and Rhea  
"Best Deal In The Country"

**Shurfresh CRACKERS** Lb. Box **49¢**

**Soffin TOILET TISSUE** 8 Roll **99¢**

**Shurfine Crinkle-Cut Frozen FRENCH FRY POTATOES** 2 Lb. Bag **79¢**

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**CLOROX** Qt. Size **29¢**

**shurfresh BUTTERMILK BISCUITS**

**BISCUITS** Sweet milk Buttermilk or **10/\$1.00**

**Shurfresh MARGARINE** 2 Lb. **\$1.00**

**Hot Bar-B-Q DAILY**

**DONUTS**

**ICEES**

**POPCORN**

**MONEY ORDERS**

**CUBED ICE**

**We Accept Food Stamps**

**Allway's 7-11**

**YOUR 24 HOUR CONVENIENCE STORE**

**IN TEXAS**

# Parmer County Ranks 3rd In Farm Income

The final figures have been compiled, and last year Parmer County ranked third in the state in total cash receipts from farm marketings.

Parmer County farmers received almost \$155 million from the sales of crops and livestock. Agriculture Commissioner John C. White reported that government payments added \$8 million, bringing the total amount received from agricultural marketings to \$163 million.

Approximately \$82 million was added to the county's agricultural income from the sale of crops, making Parmer County third in Texas in total crop marketings. The county also ranked third in the marketing of livestock and livestock products.

Deaf Smith County led the state with total agricultural cash receipts of \$181 million.

With state-wide cash receipts for farm marketings totaling nearly \$7 billion, it would appear that Texas agriculture hit its big last year. However, a closer look at the net farm income reveals another story.

According to White, average net income per farm was \$12,200—which places Texas farmers squarely in the middle income bracket. Out of a \$7.2 billion gross farm income, \$5.2 billion went to pay farm production expenses.

Cattle and calves accounted for 43.5 per cent of the total cash receipts with sorghum and cotton lint being the highest income factors in Texas' crop figures. Each added 11.7 per cent of the total farm marketings.

Texas ranked third in the nation in total cash receipts from crops and livestock. Iowa and California ranked first and second.

Sales of cattle and calves brought in more than \$2.8 billion to the state's total agricultural income. Texas ranked second in the U.S. in sales of livestock and livestock products with total receipts of almost \$3.7 billion.

Cash receipts from crop marketings totaled almost \$2.8 billion—with food grains and feed crops accounting for 21 per cent of the amount. Over \$758 million was paid to sorghum farmers, and a record yield brought total cash receipts for wheat up to \$240,918,000—a 244 per cent increase over the 1972 crop value.

Cotton is still an important cash crop to Texas farmers and last year's crop was worth more than \$757 million. Cottonseed added another \$157 million.

Government payments in 1973 were \$386,554,000—5.6 per cent of the total cash receipts paid to farmers. White reported that this was the lowest amount of government payments received by Texas farmers and ranchers since 1965. Payments in 1973 were for wheat, cotton, feed grain, sugarbeets, wool, mohair, cropland adjustment, rural environmental assistance and conservation programs.

Nationally, total cash receipts from farm marketings, including government payments, amounted to more than \$91 billion.

## Producers Attempt To Curve Inflation

Agriculture welcomes the national effort to combat inflation, but cannot shoulder the burden alone, the president of the Texas Farm Bureau said in commenting on President Ford's anti-inflation program.

J.T. (Red) Woodson said he was surprised that agriculture was singled out for all-out production. He said farmers and ranchers have already done more than their share in reducing inflationary pressures.

"Agriculture's productivity is at least twice that of industry," the farm leader said. "Without this remarkable efficiency, the rate of inflation would have been much higher."

How farmers will respond to the request for all-out production will depend on their opportunity to sell in markets at home and overseas without government interference, Woodson said.

"We will resist any programs calling for all-out production if it means a return to unprofitable surpluses," he said.

"Already we have a surplus of beef with prices lower than they were a year ago," he said. "Surpluses and high production costs are hurting dairy, poultry and hog producers. And, if we lost part of our export markets to government meddling, we will have grain running out our silos," he added.

"This won't be good for agriculture and it won't be good for consumers," the head of the state's largest farm organization said. "A healthy agricultural economy is the best assurance consumers have for bountiful supplies of food and fiber at reasonable prices."

The farm leader said that while there is no shortage of food in this country, there are many shortages that need to be filled by all-out production. This would reduce inflationary pressure, he added.

Woodson said farmers and ranchers support efforts to hold down government spending.

"Deficit spending by the federal government is the main cause of inflation," he said. "Until the American people tell their Congressmen and Senators to cut down on wasteful spending, we won't make a dent on inflation."

## SS Benefits Every Working Citizen

Social Security is a popular topic these days. Some writers and broadcasters take frequent digs at the system; others take a more favorable approach to the subject. One question sometimes asked is: "What percentage of the people get nothing from Social Security?" Here is a statement from William Ent, Social Security field representative.

"Virtually everyone who has worked under social security with any regularity has had social security protection regardless of whether he actually received a benefit. Only about 10 per cent of those who work long enough to be insured, die without getting monthly benefits themselves and without leaving any dependents who are entitled to benefits."

"But, it is not true to say that these people got nothing out of the program. Look at them when they started working, at say age 21," Ent continued. "None of them knew which was going to die and leave a large family, which was going to be disabled after a few years, which was going to live on and collect retirement benefits for many years. So we all pay under these plans to protect ourselves against these risks, which may occur for any of us. The insured worker who dies without ever having retired and collected benefits has nevertheless had the benefit of valuable insurance protection for many years."

"Anyone who doubts the value of social security should talk to several of the 1,035 individuals who receive monthly benefits in Parmer County," Ent concluded.

ADMISSIONS—Lois Weatherly, Friona; Mrs. Jose Estrada and baby boy, Friona; Mrs. Randy Milloy and baby boy, Friona; Mrs. Freddie Gallegos and baby boy, Friona; Michael Anthony Collaso, Bovina; Randy Noel, Plainview; Mrs. Antonio Sanchez and baby boy, Hereford; Edward Engram, Farwell; Newman Jarrell, Sr., Friona; Martha Leal, Hereford; and Harvey Duane McDaniel, Bovina.

DISMISSALS—Tom Gibson, La Verne Burrow, Homer Lindeman, Lillie Fuller, Lois Weatherly, Mary Sue Straskulic, Bernice Bermudez, Michael Collaso, Mrs. Joe Estrada and baby boy, Mrs. Randy Milloy and baby boy, Randy Noel, Martha Leal and Harvey McDaniel.

PATIENTS IN HOSPITAL—Scott Nelson, Marye Whitley, Edward Engram, Maria Sanchez and baby boy, Newman Jarrell, Sr. and Mrs. Freddie Gallegos and baby boy.



**M. HERNANDEZ**  
**Hernandez Completes Training**

Airman Macedonio M. Hernandez, son of Mr. and Mrs. Jose A. Hernandez of Rt. 1, Friona, Texas, has been assigned to Aberdeen Proving Ground, Md., after completing Air Force basic training.

During his six weeks at Lackland AFB, Texas, he studied the Air Force mission, organization and customs and received special instruction in human relations.

Airman Hernandez will now receive specialized training as a metalworking specialist.

The airman attended Friona High School.

Boost office morale. Tell the boss when someone is doing an especially good job.

Help a shut-in. Ask a neighbor who is temporarily "grounded" if you can pick up any groceries for her.



**THE A-STUDENT**—Ascoted in a gay print with its own schoolgirl blouse, the A-line jumper is a favorite with the young set. In Cone's gold-colored cotton corduroy, it's by Tizz; Town Togs.

# The Dodge Boys proudly announce

## a new 12-month unlimited mileage warranty.

### Here's "the Clincher!"

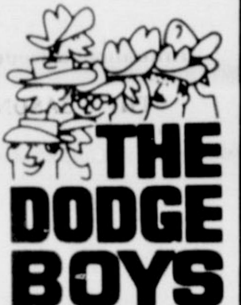
"For the first 12 months of use, any Chrysler Motors Corporation Dealer will fix, without charge for parts or labor, any part of our 1975 passenger cars we supply (except tires) which proves defective in normal use, regardless of mileage."

Of course, the owner is responsible for maintenance service such as changing filters and wiper blades.

**Dodge** CHRYSLER  
AUTHORIZED DEALERS

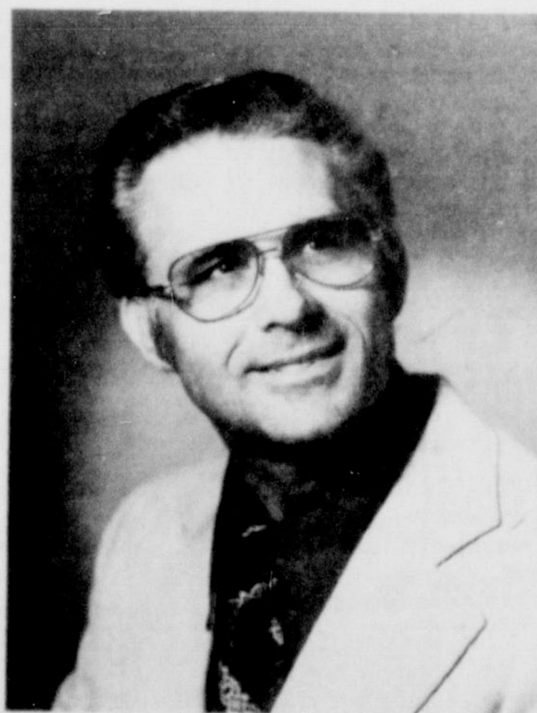
Hereford, Texas

## JONES MOTOR CO.

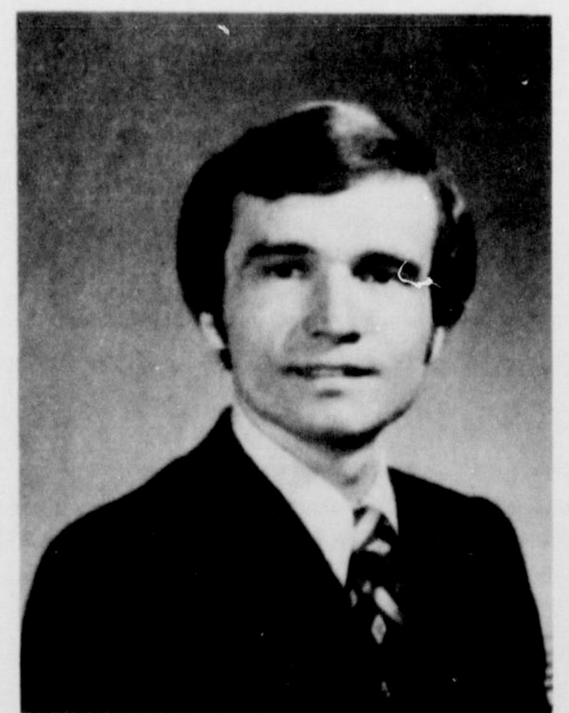


# SPIRITUAL RENEWAL

## NOV. 10-17 7:30 NIGHTLY



**BILL PENLAND**  
**Word Evangelist**



**JIM WESTMORELAND**  
**Song Evangelist**


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11:45 - 12:15  
Monday Through Friday
- ★ Nursery Care For  
All Services
- ★ No Saturday Night  
Service

# FRIONA FIRST BAPTIST CHURCH

# Here's How Parmer County Voted Tuesday ---

VOTING BOX NAME	VOTING BOX NUMBER	GOVERNOR					LIEUT.-GOV			ATTORNEY-GEN			COMPT			TREAS		LAND COMM			AGRI COMM		County Judge		Justice of Peace Precinct 2		County Com. Precinct 2			County Com. Precinct 4	
		Iriscoe	Granberry	Muniz	Smith	McDonnell	Hobby	Marshall	Fein	Hill	Cole	Vasquez	Ballock	Rowe	Scoggins	James	Holt	Armsstrong	Brier	Rayson	White	Fisher	Fortenberry	Tarter	Euler	Jefferson	Carson	Calaway	Miller	Briggs	
Black (54)	1	31	17	3	0	2	40	11	0	44	8	1	45	6	0	40	13	45	6	0	39	15	51	0	38						
Friona (780)	2	450	311	2	0	6	502	244	1	565	173	2	580	150	1	462	281	574	152	1	518	229	730	4	660						
Bovina (439)	3	236	146	2	1	0	295	96	1	315	69	0	304	74	0	293	109	319	62	0	302	92	330	6		199	157	63			
Farwell (337)	4	188	138	2	0	0	206	116	0	228	86	0	226	87	0	193	129	236	73	0	202	113	185	68							
L'buddie (236)	5	126	107	0	0	0	138	86	0	157	67	1	158	64	0	146	87	174	53	0	155	77	159	24					101	132	
Oxlane (90)	6	65	23	0	0	2	70	18	0	74	14	0	74	12	0	69	20	77	10	0	73	15	75	0							
Rhea (57)	7	36	21	0	0	0	39	16	0	41	15	0	41	14	0	35	22	43	14	0	41	16	50	0		29	21	2			
Lakeview (44)	8	36	8	0	0	0	40	4	0	42	2	0	41	2	0	39	5	43	0	0	42	2	43	0	42						
Absentee (39)		22	12	0	0	2	23	13	0	24	11	0	24	11	0	19	14	23	11	0	24	12	25	0	17	4	4	0	2	2	
TOTAL (2074)		1217	783	9	1	12	1353	604	2	1490	445	4	1493	420	1	1296	678	1534	381	1	1396	571	1649	108	757	232	182	65	103	134	

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## Two Contestants Win Money With 14

Mollie Kirk and Cindy Means, two faithful entrants in the Friona Star's football contest, captured first and second prize money for the ninth week of the contest.

Mrs. Kirk and Mrs. Means were the only ones of the 171 contestants entering the ninth week to pick 14 winners from the 16 contest games. Mollie won first prize on the basis of the Friona-Littlefield tie-breaker score, picking it at 13-12 favoring Friona. This was ten points off both teams' actual score. Cindy had picked the game at 7-6 favoring Friona, missing by 22 aggregate points.

Third place went to Alan Monroe, by virtue of his hitting the tie-breaker score squarely on the head. Young Monroe was one of ten contestants correctly picking 13 games. By picking the Friona-Littlefield score at 21-14, he earned the \$2.00 third place money.

Other contestants correctly picking 13 games were Doug Massey, Darrell Simpson, Donny Carthel, Hal Blackburn, Kirk Frye, John Broyles, Bill Bailey, Travis Graves, Ron Cain and Kathy Cain.

In the race for grand prize, Charlie Clark scored an 11 for the week, and hung onto first place, having a score of 102 for the season. Donny Carthel's 13 pulled him into a tie for second place with a season score of 101. Joy Morton scored a 12 to wind up in the second-

place tie, along with Carthel and Larry Johnston, who scored a 10 for the week.

Six other contestants cracked the magic "100" score after nine weeks. They are Stan Benge, Cindy Carthel, John Seright, Roy Smith, Jimmy R. Walker and Larry White.

Closing in are Mary Priest and Kenny Stowers at 99; Kay Nuttall, Janice Peak and Kevin Wiseman at 98. (See complete list of scores of top contestants on another page.)

Contestants scoring 12 for the week included Clint Mears, Weldon Peace, Joy Morton, Michael D. Means, John Seright, Brent Loflin, John White, Mrs. H.A. Seright, Paul J. Smith, E.V. Thompson, Ray Strickland, Bobby Zetzsche, Mark Fancher, Johnny Alvarez and Matilde Castillo.

Also, Cindy Carthel, Jane Benge, Leslie Broadhurst,

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Parsecs, 19,160,000,000,000 miles long, are derived from diminutive deviations in the position of 1 second of arc, an angle the equivalent of the width of a dime 2 miles away.

Scientifically accurate instruments for everyday measuring are the rulers, tape measures, yard and metre sticks made by Lufkin.

for relief of hayfever and upper respiratory Allergies

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**REV. DUANE KIRCHNER**  
Immanuel & Redeemer Lutheran Churches  
"THE REASON FOR CHRIST JESUS"

Romans 3:25—God offered Jesus so that by His death He should become the means by which men's sins are forgiven through their faith in Him.

Most people like hearing about God's love and how Jesus is a good example for us to imitate. But we don't like hearing God say "all men have sinned and are far away from God's saving presence" (Romans 3:23) or "There is not a single man who is righteous" (Romans 3:10). If we are real honest we must admit with the prophet Isaiah that our sins have made a separation between us and God (Isaiah 59:2).

Some people don't like to talk about sin (and neither do I) but if we blot sin out of our mind then the life and death of Jesus, the Christ, loses its meaning: "Christ Jesus came into the world to save sinners" (1 Timothy 1:15).

Some people think that they can be good enough to deserve eternal life. When God says "Be perfect like I am perfect" what fool thinks he or she can be perfect. The devil has us thinking all kinds of things like that. No one can save himself.

Jesus Christ lived, died, and conquered death to give us life with God. That is the free gift of salvation...surely we ought to thank and praise God for His great goodness.

<b>ASSEMBLY OF GOD</b> 10th and Ashland—Rev. Larry Watts, pastor Sunday School—9:45 a.m. Worship—11 a.m. Young People—6 p.m. Evening Worship—7 p.m. Wednesday Worship—7:30 p.m. Sunday Men's Fellowship—7 p.m.	<b>SIXTH ST. CHURCH OF CHRIST</b> 502 W. Sixth—Terry Brown, Preacher Bible Study—9:30 a.m. Worship—10:30 a.m. Evening—6 p.m. Wednesday evening—8 p.m.
<b>CALVARY BAPTIST</b> 14th and Cleveland—Rev. Ron Trusler Sunday School—10 a.m. Worship—11 a.m. Christian Training Union—9:30 a.m. Evening Worship—6 p.m. Wednesday Prayer Meeting—8 p.m.	<b>LUTHERAN CHURCHES</b> Rev. Duane Kirchner Redeemer—Sunday School & Bible Class, 10 a.m. Worship Service—11 a.m. Immanuel—Worship Service, 9 a.m. Sunday School & Bible Class, 10 a.m.
<b>CALVARY BAPTIST MISSION</b> 5th and Main—Rev. I.S. Ansley, pastor Sunday School—9:45 a.m. Worship—11 a.m. Evening Worship—7:30 p.m. Wednesday Prayer Meeting—7:30 p.m.	<b>UNION CONGREGATIONAL CHURCH</b> Euclid at 16th—Rev. David R. Plumb Sunday School—9:45 a.m. Worship—11 a.m.
<b>FIRST BAPTIST</b> Sixth and Summit—Rev. Bill Penland 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.	<b>TENTH ST. CHURCH OF CHRIST</b> 10th and Euclid Sunday Worship—10:30 a.m. Evening—7 p.m. Wednesday Evening—8 p.m.
<b>MEXICAN BAPTIST CHURCH</b> 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.	<b>SIXTH ST. IGLESIA de CRISTO</b> 408 W. Sixth—M.R. Zamorano Bible Study—9:30 a.m. Worship—10:30 a.m. Evening—8 p.m. Thursday evening—8 p.m.
<b>NEW ZION BAPTIST CHURCH</b> Highway 60 & Pierce—Rev. L.V. Mays, pastor Sunday School—10 a.m. Morning Worship—11 a.m. Wednesday Evening Services—8:30 p.m.	<b>FRIONA UNITED METHODIST CHURCH</b> 8th and Pierce—Bobby McMillan Sunday School—9:45 a.m. Worship—11 a.m. MYF—6 p.m. Evening Worship—7 p.m.
<b>ST. TERESA'S CATHOLIC CHURCH</b> 16th and Cleveland—Father John Coppinger Mass—10:30 a.m. and 8:00 p.m. Confessions—Sunday, 10 a.m.	<b>UNITED PENTECOSTAL CHURCH</b> Fifth and Ashland—Pastor Jim Robinson Sunday School—10 a.m. Worship—11 a.m. Wednesday Evening—7:30 p.m. Sunday Evening—7 p.m.

**— Important Announcement —**

**Hereford Hardware is Selling Out!**

We are reducing our inventory 50% by selling everything at tremendously reduced prices **20% to 30% off**

**SHOP NOW FOR CHRISTMAS AND SAVE**  
(While selections are good!)

<p>★ <b>HOUSEWARES</b> ★</p> <p>Franciscan Earthenware (sets or open stock) Franciscan Madeira Crystal Stem Ware Electric Appliances, Ovens, Toasters, Mixers, Blenders, Can Openers, Pop Corn Poppers, Electric Skillets, Coffee Makers Wooden Craft Bowls, etc. Corning Ware, Pyrex, Corelle Stainless Steel Flatware &amp; Carving Knives Flint, Farberware Cook Ware, Club Aluminum, West Bend, Kitchen Gadgets, Step Stools, Pot Holders, Aprons Canister Sets, Cookie Jars, Mug Sets Cake Plates, Covers, Bread Boxes Assorted Types Glasses</p>	<p>★ <b>HARDWARE</b> ★</p> <p>Hand Tools, Power Tools Plumbing Fixtures Pipe and Pipe Fittings Electrical Supplies Yard Tools and Garden Supplies Mechanical Tools, Taps, Dies, Wrenches Heat Tapes Water Containers, Thermos Jugs, Bottles Mail Boxes Electric and Gas Heaters, Fans Fire Place Screens, Andirons, Grates Bolts All Types and Sizes Wash Tubs Fence Chargers Blue Lustre Shampoo, Vacuum Cleaner Bags Case or 3/4" Pocket Knives Flash Lights, Batteries, etc.</p>
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**30% OFF ON THESE ITEMS**

<p>Brass Bowls, Candlesticks, Scales, Book Ends, etc. Lead Crystal Bowls, Vases, Cream &amp; Sugar, etc. Wall Decorations, Clocks, Trivets, TV Trays, Wilton Armature Baby Accessories, Feeding Bowls, Walkers, High Chairs, etc. Rubbermaid Products, Waste Baskets, Kitchen &amp; Bath Assor. Ironing Boards, Irons, Covers, etc. Kromex serving Bowls, Candlesticks, Candy Dishes, etc.</p>	<p>Electric Hair Dryers, Styling Combs, Tooth Brushes Viking Glass, Goblets, Stem Ware, Candy Dishes, Ash Trays, etc. Decorative Casseroles, Fondue Sets Cleaning Supplies, Waxes, Brushes Paints Electric Edgers, Hedge Trimmers Ice Cream Freezers Hobby Supplies, Airplanes, Rockets, etc.</p>
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**HEREFORD HARDWARE**

216 MAIN

## Bazaar Slated At Showbarn

Artists and craftsmen in the Parmer County area are busy readying their works for the big Christmas Bazaar which will be held at the Parmer County Community Center-Showbarn on Friday and Saturday, November 15 and 16.

This is the second such event to be held at the showbarn, "Christmas In May" having been the first.

"This bazaar promises to be bigger than the last one," according to coordinator Jana Pronger, Parmer County Home Demonstration Agent from Farwell. There are already ten more booths rented than were held at the May event, with all the wall spaces being taken.

"Some of the \$7.50 tables are still available, however, and we will be renting these even past the deadline," Miss Pronger states.

All kinds of gifts, crafts, foods, books, cards, etc. will be on display and for sale at the Bazaar. Several demonstrations and a style show have been scheduled.

The style show sponsored by the Browsabout stores of both Friona and Bovina will be held at 4:30 p.m. Friday with models from both stores showing the latest in holiday fashions.

Home economists Judy Parr from Southwestern Public Service, Amarillo, and Marilyn O'Dowd from Pioneer Natural Gas, Amarillo, will be demonstrating Christmas Foods and Gifts throughout both days, Friday and Saturday.

Cynthia Holmes of Southern Union Gas of Clovis and Eula Mae Madole of Farmers Electric Cooperative in Clovis will be giving demonstrations in Christmas Crafts.

There will be several booths featuring foods for sale, baked goods, candies, and food gifts. Other booths will feature handcrafts, Christmas decorations, quilts, art work, floral arrangements, Christian literature, books, Christmas

cards, dolls and Indian jewelry.

The public is invited to attend the Bazaar free of charge, browse through the booths, sit down and enjoy the demonstrations, or just gather to chat with friends.

Several demonstrations have been scheduled during the activities. The schedule is as follows:

**Friday, November 15**  
Marilyn O'Dowd, Southwestern Public Service, Amarillo--"Holiday Breakfast Breads," 9:30 a.m.; "Party Time," 11:00 a.m.

Judy Parr, Pioneer Natural Gas, Amarillo--"Christmas Crafts," 1:30 p.m.; "Christmas Crafts," 3:00 p.m.

The Browsabout Shops, Friona & Bovina--"Holiday Revue-Fashion Show," 4:30 p.m.

**Saturday, November 16**  
Cynthia Holmes, Southern Union Gas, Clovis--"An Old Fashioned Christmas," 10 a.m.

Lerice's, Farwell--"Holiday Fashions," 11:30 a.m.

Eula Mae Madole, Farmer's Electric Co-Op, Clovis, "Christmas Crafts," 1:00 p.m.; "Christmas Crafts," 3:00 p.m.

### Auxiliary Tells

#### Xmas Tea Date

The Parmer County Community Hospital Auxiliary met Tuesday, November 5 in the Sun Room at Parmer County Community Hospital.

Mrs. Robert Neelley presided over the meeting, in the absence of Deke Kendrick, president.

It was announced that the annual Christmas tea for the members of the auxiliary will be held on Tuesday, December 17, from 3-5 in the home of Mrs. Paul Spring.

The tea is to be hosted by the doctors' wives.

It was reported that the Auxiliary's annual rummage sale was a big success.

Thirteen members attended the meeting.



**CHRISTMAS BAZAAR ENTRIES...** These three ladies will be presenting demonstrations and showing their handcrafts at the County-wide Christmas Bazaar which is to be held at the Community Showbarn next Friday and Saturday, November 15 and 16. Pictured, left to right are Marilyn O'Dowd of Amarillo Southwestern

Public Service, Mrs. Lucille Rocky and Mrs. Carrie Tatum. Mrs. O'Dowd will be demonstrating Festive Foods and Christmas Crafts. She is pictured here with a driftwood and greenery arrangement. Mrs. Rocky's booth will feature her hand painted china and Mrs. Tatum will display her tole paintings.



**PRIZE WINNER....**Cindy Means, left, and her son, Justin, are presented with a prize check for winning second place in

the Friona Star's weekly football contest. Making the presentation is Carol Ellis, right.

## Joint Meeting Held For Church Women

Friona church women recently observed World Community Day with a joint meeting at the Friona United Methodist Church.

The theme of this year's special day was "Discover the Aspiring Majority." Mrs. Duane Kirchner was in charge of the program. Mrs. Bob Alexander served as organist.

Groups from five different denominations took part in the presentation. Father John Coppinger of St. Teresa's Catholic Church led "Reflections on the Thief." Each one present was given a list of eighteen values to be marked in order of importance to the individual.

World Community Day is concerned with promoting enduring peace. Long ago Matthew Arnold said, "If ever the world sees a time

when women shall come together purely and simply for the benefit and good of mankind, it will be a power such as the world has never known."

As local Friona women joined to "discover the aspiring majority," they were reminded by the leader that "Aspirations are goals or values guiding our daily struggle and giving our lives purpose. Aspirations affect what we do today and weigh heavily in all the numerous minor decisions.

As women, we are now a majority in the world."

Thirty-four persons attended the celebration of World Community Day. The offerings will be used in aiding projects located in four areas: Caribbean, Lebanon, Africa and the USA.



**TERRI BUMPAS**, daughter of Mr. and Mrs. Doyle Cummings, received her Master of Science degree in speech pathology and audiology at Texas Tech in Lubbock. Mrs. Bumpas is presently a speech pathologist in Ballinger School for the Teachable Mentally Retarded in Lubbock. She is the former Terri Cummings and is a 1968 graduate of Friona High School.

**WESTERN ART  
BY  
C. ELLIS**

At The County Christmas Bazaar-Community Showbarn, November 15 & 16

Also:  
\* Dried Flower Arrangements  
\* Driftwood From Colorado  
\* Rock Paintings  
\* Christmas Notes & Stationery

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**STAR GIFT GALLERY BOOTH**

You Are Invited....

## FALL PREACHING MISSION

### "A Time Of Spiritual Growth, Renewal And Re-Consecration"

NOVEMBER 17-21

Services:

Breakfast 7:00 a.m.

Monday Thru Thursday

Bible Study Led By Bill

Fleming.... "A Guided Look

At The Gospel Of  
Matthew."

Evening Services

7:30 p.m.

Sunday Thru Thursday

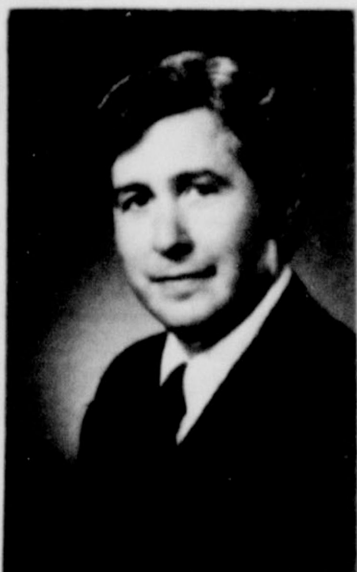
ROBERT WERT

Amarillo

Music Director



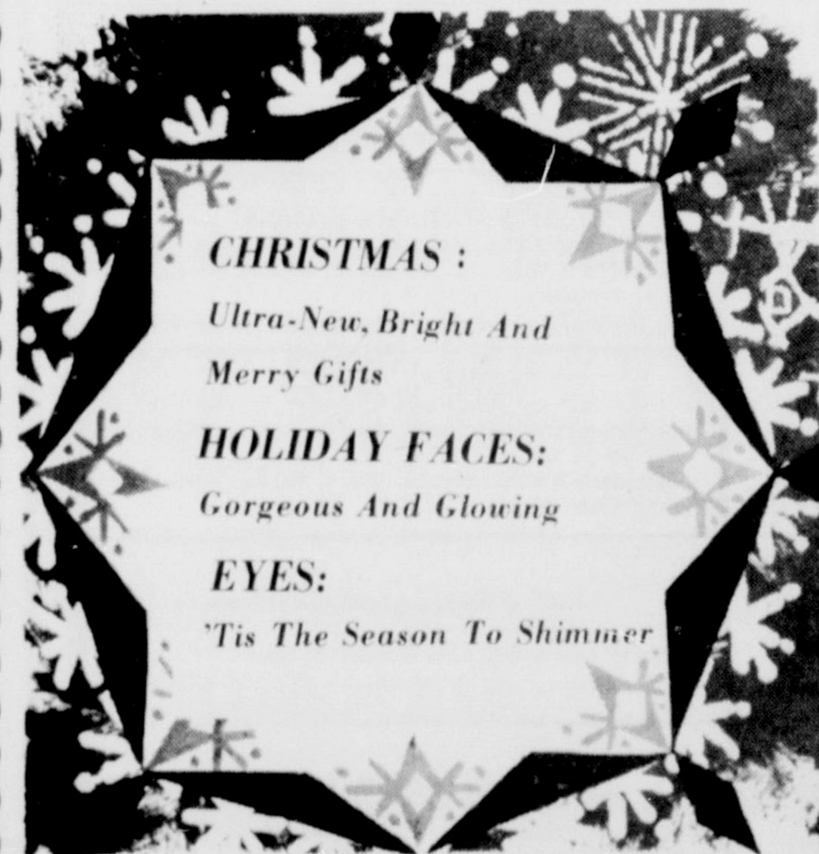
**WILLIAM  
FLEMING**  
Amarillo  
Minister



# FRIONA UNITED METHODIST CHURCH

This Month Our Viviane  
Woodard Cosmetic Line  
Is Featuring "Getting Ready  
For The Holidays Ahead"  
With...

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**CHALET 'C BONTE**

Lavon Renner, Owner

Phone 247-3081 For Appointment

OPERATORS:

Martha Upton

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Mary Lou Taylor

Christine Shirley

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## New Ear Piercing System Lauded

Recently the new and sensational "Mahdeen Ear Piercing System" was introduced at Chalet 'c Bonte, 703 Main in Friona.

Since that time, the response and appreciation has been most gratifying.

For those who may not yet have discovered this new method, Chalet 'c Bonte invites inquiry and appointments.

Imagine, the entire process is accomplished in just seconds, and the earlobes are healed in a few weeks...and the cost is only \$15 including the studs!

(Appointments are not mandatory although they are advised to prevent waiting by the customer.

Now, ear piercing by professionals is available where the other beauty services are offered, at Chalet 'c Bonte, where all activities are directed to making you "look your prettiest" for every occasion.

The new Mahdeen system is quick and easy with the piercing instrument simultaneously piercing the earlobe with a 24k gold over surgical stainless steel stud and attaching it to a clasp of the same material.

**Price Appeals**

It is a safe, convenient way to enjoy the beauty of pierced earrings, and at only \$15, including studs, at Chalet.

This introduction is simply one of the significant reasons for reliance upon Chalet.

The staff always stays abreast of all that's new and best.



**MISS AMERICA PRESENTED....**Miss America, Shirley Cothran, was presented three Diamond Shamrock credit cards at a luncheon held Monday, October 21 in Denton, Texas. Larry Johnson, a former Friona resident, is an

employee of the company. In the picture, from left to right are Larry Johnson, Shirley Cothran, Miss America, Zeke Martin of Denton and Lamar Simmons of Diamond Shamrock.

## Girl Scout Leaders Discuss Projects

The Girl Scout leaders of Friona met on Tuesday, October 29 with thirteen members present.

The leaders considered money-making projects for the organization. They discussed raffling an afghan at Christmas time and selling candles. The afghan would be made by Mrs. Jack Gomez of Hobbs, New Mexico.

Each troop will receive their Girl Scout calendars to enable them to start their sales in the near future.

Applications were handed out for leaders who would like to apply to go to "Our Cabana." If there are some senior scouts in Friona interested in going, the

planning session for this trip would be here in Friona. Dates for this trip are July 2-9.

On November 11, the delegates from Friona will attend the Annual Council Luncheon in Lubbock.

Those attending will be Genieva Riethmayer, Olphelia Flores, Jinx Snead and Janet Woodard.

At this luncheon, the senior Girl Scouts and two girls from Troop 166, who are helping restore the Congregational Church will report on their accomplishments and receive recognition.

A games workshop, presented by Sarah Terrill from the Girl Scout office in Lubbock, was held at the Girl Scout House from 9:30 a.m.-2 p.m. on November 7. A crafts show, "Something For Nothing," will be held in Plainview on November 19 from 9:30 a.m.-2 p.m.

Louisa Wilson will be the local organizer for this event.

The leaders read and discussed the House and Ground Rules for the Scout House. A new house cleaning committee was elected.

Janet Woodard demonstrated how to make a Kaper Chart. She displayed this chart at the meeting.

Lunch of campfire stew and banana boats were served by Retta Hand Louisa Wilson and Alice Whaley, while the other leaders learned new games.

The leaders brought ideas and samples for Christmas craft ideas and after lunch discussed each of them.

After the meeting, some of the leaders stayed to decorate the Girl Scout House for a Halloween party. They had a fortune tellers booth, a pumpkin walk, candy toss, bobbing for apples, a room to feel parts of a body and a ghost telling ghost stories.

The next meeting will be November 26 at 10:30 a.m. There will be a new leaders investiture and a Scouts own.

### Board Elects

**Pete Buske**

A Friona resident was elected in Amarillo last Wednesday to a major position on a Texas board during the annual meeting of the 2-million-member Baptist General Convention of Texas.

G.B. Pete Buske, president of Pioneer Cattle Order Buyers, Inc., was elected as a trustee of High Plains Baptist Hospital.



**PAMELA GAY LEWELLEN....**Mr. and Mrs. Delton Lewellen of Friona, have announced the engagement and approaching marriage of their daughter, Pamela, to Raymond Lewis Hamilton, son of Mr. and Mrs. Glyn Hamilton, also of Friona. The couple plans to be married at 3 p.m. Sunday, January 5, 1975, at First Baptist Church, Friona. Miss Lewellen is a 1974 graduate of Friona High School and is now attending West Texas State University at Canyon. Hamilton, who is a 1970 graduate of Friona High School, is also attending West Texas State University.

## Former Resident Attends Luncheon

Larry Johnson, a former Friona resident, attended a luncheon held Monday, October 21 in Denton, Texas. Johnson is employed by Diamond Shamrock Oil and Gas Co. Shirley Cothran, Miss America, was presented three Diamond Shamrock credit cards worth \$300.

The cards were presented to her to enable her family to attend some of her out of town engagements. The cards were given by Diamond Shamrock and Zeke Martin of Eagle Oil Co., Denton.

Johnson has been with the

company five and one-half years.

Zeke Martin is one of Johnson's jobbers in the Dallas area. He is the former mayor of Denton and presently officiates in the Southwest Athletic Conference. Through him Larry became interested and is now a member of the Southwest Football Officials Association and in his spare time is officiating at junior varsity and high school football games.

Larry and his wife, the former Debbie Jarecki, and their son, Joshua, are living in Dallas.

### Guests Present

### Musical Program

Modern Study Club members met Tuesday, November 5. The meeting opened with the Pledge of Allegiance to the flag.

Each member answered the roll call with her hobbies and showing some of them.

A trio, composed of Sherry Westmoreland, Lucy Beth Hinkle and Sharon White, sang "Count Your Blessings." They were accompanied by Fay Reeve.

A duet, Sherry Westmoreland and Sharon Reeve, sang "I'll Never Be Lonely." They were accom-

panied by Lucy Beth Hinkle. Louisa Wilson introduced the Fine Arts Program.

"Therapeutic Value of a Hobby," was given by Estelle Caffey. Louisa Wilson demonstrated cloth flower making and each member made a flower.

The meeting was adjourned with the repeating of the club collect in unison.

Refreshments were served to fifteen members and the guests, Sherry Westmoreland, Sharon Reeve and Lucy Beth Hinkle by the hostesses, Melba Allen and June Spring.



Stewart Alsop and his brother, Joseph Alsop, are names familiar to most people who read newspapers, magazines or books. The two journalists had much fame and were read by many Americans in the daily newspapers.

Stewart Alsop has written a book that has been much discussed and read titled, "Stay of Execution, a sort of memoir."

"I have quite often wondered what it would be like to be told that I had inoperable and lethal cancer," Stewart Alsop writes. He found out on July 6, 1971, when he was told that he had a kind of leukemia that was likely to kill him in a year, and almost surely in two years.

Writing without sentimentality, Alsop describes what it means to live with a terminal disease and to confront daily the prospect of one's own death. The book is also a suspenseful tale of medical detection. The author's illness is mysterious and deeply puzzling and for a few weeks doctors thought that it might not be leukemian at all.

The uncertainty of his future has turned Alsop's thoughts back to the past. He has had a happy marriage, six children, and assortment of eccentric

relatives, ancestors, and friends, and an absorbing career.

"Death is, after all, the only universal experience except birth, and although a sensible person hopes to put it off as long as possible, it is, even in anticipation, an interesting experience," he writes.

The book is interesting, not depressing, and critics say it may be the finest writing Alsop did in his lifetime.

### Scout Troop Met Tuesday

Girl Scout Troop 83 met Tuesday, October 29 with seventeen members present.

A surprise was waiting for those attending the meeting. The Scout House had been turned into a haunted house complete with ghosts, witches and strange noises.

On November 5, the Scout Troop met at the Scout House. Only two members were absent for the meeting.

Refreshments were served by Jinx Snead. Janet Woodard took the members on a hike.

Girl Scout calendars will be on sale this week for 50 cents each.

# Early Shopper's Preview

Shop Early... Avoid The Rush!

These Specials Good Week Of Nov. 11 Thru Nov. 16

**THE PERFECT GIFT ....**

**SX-70 \$149<sup>95</sup>**  
Reg. \$189<sup>95</sup>

**Polaroid SX-70-2** Reg. \$159<sup>95</sup> **\$115<sup>95</sup>**

<b>NEW ZIP CAMERA</b>	<b>Polaroid MODEL 420 LAND CAMERA</b>
Black & White Pictures Only	Reg. \$59 <sup>95</sup>
Reg. \$19 <sup>95</sup>	<b>\$52<sup>50</sup></b>
<b>\$13<sup>95</sup></b>	<b>COLOR PAK LAND CAMERA</b>
<b>Polaroid MINUTE MAKER</b>	Reg. \$39 <sup>95</sup>
Reg. \$35.95	<b>\$32<sup>50</sup></b>
<b>\$29<sup>95</sup></b>	<b>SQUARE SHOOTER II</b>
	Reg. \$27 <sup>95</sup>
	<b>\$22<sup>95</sup></b>

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<b>Tender Touch BATH OIL</b>	<b>\$2<sup>00</sup></b>	<b>Roxall HAND LOTION</b>	3 Oz. <b>21¢</b> 15 Oz. <b>\$1<sup>00</sup></b>
<b>Sudden Beauty HAIR SPRAY</b>	Reg. \$1 <sup>09</sup> <b>89¢</b>	<b>Gold Formula</b>	7 Oz. <b>\$1<sup>44</sup> Value \$1<sup>09</sup></b>
Reg., Unscented, Hard-Hold		<b>BRECK SHAMPOO</b>	15 Oz. <b>\$2<sup>00</sup></b>
<b>VO-5 HAIR SPRAY</b>	Reg. \$2 <sup>50</sup> <b>\$2<sup>09</sup></b>		Normal, Dry, Oily

# BI-WIZE DRUG

## WELCOME TO FRIONA



This week we are happy to welcome the Pat Brunson family to Friona. Pat is associate minister with the Sixth Street Church of Christ. Natives of Oklahoma, the Brunsons came to Friona from Lubbock, where he graduated from the Sunset School of Preaching. He retired after a career in the U.S. Air Force. The boys are Patrick, 18, who has completed a year at LCC, and Mark, 17, who is a senior at Friona High. The Brunsons are at home at 512 W. Sixth Street.

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REV. BILL FLEMING



ROBERT M. WERT

## Methodists Schedule "Preaching Mission"

A "Fall Preaching Mission" will be held at Friona's United Methodist Church November 17-21. The time has been designated as "A time of spiritual growth, renewal and re-consecration."

Services will be held at 7 a.m. daily, Monday through Thursday, with Bible Study, "A guided Look at the Gospel of Matthew," led by Rev. William R. Fleming of Amarillo.

Evening services will be at 7:30 p.m. daily, Sunday through Thursday.

In charge of the music for the series of meetings will be Robert M. Wert, minister of music at St. Stephen United Methodist Church, Amarillo.

Rev. Fleming, 48, has held pastorates at Austin, Kingsville, Junction, Harlingen, San Antonio and Corpus Christi. He currently is pastor of St. Stephen Methodist Church in Amarillo.

The noted minister is evangelism secretary for the Southwest Texas Conference. He is on the board

of trustees for the Southwest Texas Methodist Hospital of San Antonio; is on the Wesley Foundation Board; is chairman of stewardship for the Southwest Texas Conference, and is on a number of other boards, and is a commissioner for the Methodist Home in Waco.

Wert is chairman of the area IX chapter of the American Guild of English Handbell Ringers, and was director of its festival this past June in Oklahoma. He is a certified lay-speaker in the United Methodist Church, and is a certified Director of Music.

Wert toured the U.S. with the Westminister Choir and sang with the New York and Philadelphia Symphonies. He sang at the White House in 1958.

Among churches Wert has served as director of music are the Asbury United Methodist Church of Lubbock and the First United Methodist Church of Hereford. While at Hereford, he was president of the Hereford Ministerial Alliance.



**BROTHER RETIRING....**J.V. (Cotton) Houser, center, has recently retired as a partner in Houser Grocery. He is flanked by brothers C.O. Houser, left, and Marc Houser, right.

## Individual Effort Can Stop Burglars

Burglary is every citizen's problem. And in this day and time the problem is one that only continues to grow. Approximately half of all crimes in the U.S. today are burglaries. Burglary prevention is one of the areas in which citizen participation and cooperation with the law enforcement agencies can help.

One method of slowing down the rising burglary rate is Operation Identification. The program is a nation-wide effort toward citizen participation in marking valuables with a personalized "brand" to discourage theft.

Operation Identification entails marking valuables with a driver's license number and then displaying a sticker on the outside of your home, office or car that tells the burglar that anything he might steal will be hard or impossible to sell, and that getting caught with it in his possession would be asking for a jail sentence.

Marking enhances the owner's chances of retrieving stolen property because it provides a positive identification number to reclaim items once recovered.

When Operation Identification was conceived the initial question was to find a common marking method. The driver's license was chosen because of accessibility through inter-state agencies and because the identity of the license and his current address is available to any law enforcement agency on an instant retrieval basis.

Manufacturers of such

items as office machines, typewriters, guns, appliances, etc., have assisted by attaching a serial number to each unit produced. Law enforcement agencies, insurance companies and others have encouraged individuals to list these numbers and preserve them for ready reference in case of theft. This has been of assistance where the items stolen had a serial number, the individual did make such a list, and when, after the offense was reported, the authorities to whom the report was made were able to arrest the suspect while in possession of the stolen items.

Law enforcement agencies found that these events rarely coincide and that they had to find an easier method of identification for themselves and owners. This is the concept behind Operation Identification.

On numerous occasions suspects are stopped by law enforcement officers be-

cause of suspicious action or items of value found in their possession. Often mere suspicion that the items are stolen is insufficient cause for arrest, and unless the suspect has committed some crime in the officer's presence, or admits that he has stolen the items, he generally must be released.

If the engraved identification number appears on the suspicious items, then the officer can check its ownership in a matter of minutes.

The Operation Identification mark clearly and readily identifies the owner of the valuables and helps in the apprehension of burglars.

The Friona Police Department not only endorses citizen participation in Operation Identification, but promotes it. Individuals are encouraged to obtain an engraving pen free from the Friona Police Department.

## Friona Wins Third In Forensics Tournament

Members of Friona High School's Forensics Club took third place honors in the Muleshoe Forensics Tournament held on Saturday, November 2.

Dalhart took Sweepstakes honors with Hereford winning second place.

Charles Fleming and Philip Hand took second place in debate. Third place honors were won by Gary Stone in the poetry division and Carol Bavousett and Pam Veazey in debate.

Students reaching the finals and semi-finals were Cris Beck, prose; Noel White, poetry; Jeanine Jarboe, Ricky White and Brian Witten, informative speaking.

Other students participating in the tournament were: Elaine Dandridge and Danny Holley, poetry; Hope Mays, Shannon Taylor and Sharon Hawkins, prose; Mark Edelman and Hector Tavera, persuasive speaking; Phillip Duggins, informative speaking; John Carson-Bryan Johnston and Tammy Williams-Don Howard, debate teams.

Schools entered in the tournament were Muleshoe,

## Sixteen Girls

### Attend Meeting

Girl Scout Troop 325 met Tuesday, November 5. There were sixteen girls present.

The leaders are Linda Grimsley, Retta Hand and Mary Priest.

Two visitors were present. They were Carrie Priest and David Reed.

Gwendolyn Maurer, Pam Smock and Regina Priest served refreshments. Amber Smith is the newly-elected reporter.

Calendars went out for Girl Scouts to begin selling Tuesday. For two weeks, the girls have been working on Modge Podge vases.

Troop 325 has three patrols: Lady Bugs, Krazy Kooks and Putty Cats.

## First Baptist Revival Set Locally Nov. 10-17

First Baptist Church of Friona has scheduled a week of "Spiritual Renewal" for November 10-17. Services will be held at 7:30 p.m. nightly.

Rev. Bill Penland, pastor, will serve as evangelist for the series. Jim Westmoreland, director of music and youth, will be in charge of music.

Lunch will be served Monday through Friday at the church, from 11:45 to 12:15. There will be no Saturday night service in the series.

Nursery care will be provided for all services.

Rev. Penland came to Friona in July from Broken Arrow, Oklahoma, where he had served as pastor of the Arrow Heights Baptist Church for four years.

Prior to being at Broken Arrow, Rev. Penland served churches at Skelleytown, Littlefield, Plainview and Archer City.

Westmoreland came to



REV. BILL PENLAND



JIM WESTMORELAND

Friona last December from Wichita, Kansas, which he and his wife Sherri call home. Prior to serving with a church in Wichita, Westmoreland had served as music director for a church at Cleveland, Oklahoma.

The pastor and church leaders cordially invite the public to attend the services.

Use Classified Ads Phone 247-2211

## Chapter Sponsors

### One-Day Seminar

The National Secretaries Association will be holding a one-day seminar for all secretaries, management, supervisory and clerical personnel, secretarial students and teachers. The seminar will be held Saturday, November 16 in downtown Hereford at the Civic Center.

The Hereford and Canyon Tierra Blanca Chapter of the organization is the sponsoring body.

The theme of the seminar will be "The First Day of Your Life." Registration fee

is \$7.00 for adults and \$3.50 for students, with registration times being set between 8:30 a.m. and 9:15 a.m. Saturday.

Among some of the topics which will be up for discussion are "Credit Ratings for Women," "Property Enterprises" and "Legal Status of Women-Texas, 1974."

Those interested may send registration fee to Tierra Blanca Chapter, NSA, Mrs. Ethel Lewis, 1100 Hillcrest Drive, Canyon, Texas, 79015.

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## Photography By Oecia



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# Chieftains Drop Dramatic 10-7 Game To Dimmitt...

(Continued from Page 1)

the Dimmitt 33. Then Robin Baize went 13 yards with a last-minute pitch from Bandy, to the Dimmitt 20.

On third and 16, Bandy hurled a tall pass into the wind, and big Dale Cleveland went up against two defenders and hauled the ball down for a first down at the Dimmitt nine.

From here, Bandy again dialed his number on the option play, and threaded his way into the end zone for the score. Stowers kicked a perfect point, and Friona had a 7-3 lead with 3:15 left in the quarter.

The lead didn't last long. Veals blasted 23 yards up the middle for a first down to the Friona 35. A moment later, Dimmitt faced third and four from the 29.

Mayberry took the pitch, went around right end, then cut back to avoid two defenders, then outran his defenders 29 yards for the go-ahead TD. Wright kicked the 10th point, and Friona's lead had lasted only 2:05 of clock time.

After recovering from a first quarter that saw the team run only three plays and lose 22 yards, Friona dominated the second half. The Chiefs outgained the touted Bobcats, 125-103 in the last half, and rolled up 13 first downs to Dimmitt's three during that period, to give Friona the lead for the game in that category, 16-12.

Friona led in penetrations, 3-2.

Mayberry, the Bobcats' star running back, led the team with 104 yards rushing to go over the 1,000 yard mark. He was injured during the third quarter when his knee popped out of place, and he sat out most of the remainder of the game.

The game was played on a foggy, cold night, with temperatures in the mid 40s. A gusting wind hampered the team facing south, especially the punting.

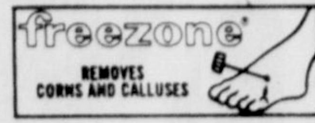
"We were real proud of the way our kids played. They did what they've done all year. They played their

hearts out. They have nothing to be ashamed of," said Chieftain coach Bob Owen about the game.

Owen said he had never worked with a team that deserved to win like the 1974 Chieftains have. "But that's life," he philosophized, indicating you can't always win, even in life.

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Drawing will be 5:30 Saturday November 30  
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### Statistics

Friona	Dim
16	First Downs 12
119	Net Yds. Rushing 213
47	Net Yds. Passing 11
166	Total Net Yds. 224
10-6	Passes Comp. 2-1
1	Had Intercepted 1
0	Fumbles Lost 1
4-127	Punts, Yds. 2-41
31.8	Punt Avg. 20.5
1-5	Penalties 2-41

SCORE BY QUARTERS	
FHS	0 0 7 0-7
DHS	0 3 7 0-10

Individual Rushing  
Bandy 13-81-6.2; Welch 7-24-3.4; Balze 7-22-3.1; King 15-19-1.3; Peters 2-5-2.5; (Team) 3-(-32) (-10.6).  
Team Totals: 47-119-2.5.  
Ind. Passing: Bandy, 10-6-47 yards.

Ind. Receiving: Cleveland 3-47; Welch 1-7; King 1-(-3); Peters 1-(-4).

Scoring: Bandy, 9-yd. run; Stowers, kick PAT  
Dimmitt Rushing: R. Mayberry (22) 12-104-8.7; Veals (24) 14-39-2.7; Horton (30) 6-32-5.3; Sanders (9) 3-13-4.3; Lawson (12) 4-112.8; T. Mayberry (21) 2-14-7.0.  
Team Totals: 41-213-5.2.

### Football Scores

Class AAAA  
Monterey 21, Lubbock 6  
Palo Duro 12, Pampa 9  
Caprock 17, Borger 14

Class AAA  
Canyon 27, Muleshoe 8  
Dumas 22, Perryton 20

Class AA  
Dimmitt 10, FRIONA 7;  
Olton 40, Littlefield 8  
Lockney 36, Abernathy 14  
Floydada 56, Idalou 13  
Post 11, Roosevelt 0  
Frenship 7, Cooper 3

Class A  
Vega 35, Bovina 6  
Hart 21, Farwell 0  
Splake-Earth 29, Kress 7

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## New Pastor Feted In Installation Service

A service of installation was held at the Union Congregational Church last Sunday evening (November 3) for the Rev. David Plumb, pastor.

Five ministers, officials in the United Church of Christ, took part in the ceremony. There were also several out of town guests.

Officiating was Rev. James Tomasek of Austin, conference minister for the UCC. Also on the program were Rev. Don Coleman of Lubbock, Campus minister, UCC, Texas Tech; Rev. Frank Nagy, Dallas, Minister, St. Paul UCC; Rev. Ms. Ann Coleman of Lubbock, minister, UCC, standing North Texas Association; and Rev. Harrell Rhome, Amarillo, director of pastoral care at Northwest Texas Hospital.

Other out of town guests included Mr. and Mrs.

Roland Roberts, Lubbock, Mrs. Helen Nagy, Dallas, Mrs. Susan Rhome, Amarillo, and Rev. and Mrs. Larry Vincent, Dallas.

Rev. and Mrs. Duane Kirchner of Friona were also visitors in the service.

Rev. Plumb came to Friona in July to become pastor of the Union Congregational Church. He is a native of Duluth, Minnesota, is a graduate of the University of Minnesota with a BA, and also of the United Theological Seminary of the Twin Cities, receiving a Master of Divinity in 1974.

Rev. Plumb was ordained as a minister of the UCC on June 23, 1974 at the First Congregational Church of Robbinsdale, Minn. He and his wife Kathy are at home at the church parsonage at 314 West 14th.

### List Requirements

#### For SS Number

Students, housewives, and other people planning to get holiday jobs should apply soon for a social security number if they don't have one, according to William Ent, social security field representative.

"Applications from people who don't recall having had a social security number before generally are screened against central files in Baltimore to make sure a second number isn't issued to the same person. Screening takes time, so you should apply for your number several weeks before you need it for a job covered by social security," Ent urged.

People applying for a social security number for the first time may be asked to prove their age, identity and citizenship. Citizens should take with them their birth or baptismal certificate recorded before age five. If no such record is available, the same type of proof used to cash a check should be furnished.

A foreign-born applicant should take with him his naturalization papers when he applies. Aliens must show proof of legal entry into the United States.

"If you've lost your social

security card, you can get a duplicate by contacting any social security office. Quicker service will be secured if you can supply the stub of your original social security card, or at least furnish your number," Ent concluded.

### Bond Sales Released

In releasing Treasury figures, County Bond Chairman, Frank A. Spring, announced recently that sales of Series E and H United States Savings Bonds in Parmer County during September totaled \$11,531. Sales for the nine-month period were \$68,597 for 69 per cent of the yearly sales goal of \$100,000.

September sales in Texas amounted to \$19,110,753 compared to \$17,149,206 during the same period of 1973—an increase of 11 per cent. Year-to-date sales totaled \$173,861,964 for 73 per cent of the \$236.8 million goal achieved.

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## GRAPE JELLY 18 Oz. Jar 49¢

Cudahy Bar-S

## PORK SAUSAGE Lb. 59¢

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