



**Star Lites**  
By  
**Bill Ellis**

**THE CURRENT NEWSWEEK** Magazine reviews a new movie which has been produced by Terrence Malick, entitled "Days of Heaven."

The casual observer might think that the only connection Friona could have with the movie might be the fact that the story is set in the Texas Panhandle, on a farm, yet.

However, there is more tie-in than that, we are told by city resident Frank Spring. It seems that the author and producer, Malick, was a classmate of the Springs' son, Frank Lewis, at Austin's St. Stephens.

In fact, Malick, whose real name is Terrence Vallance, came and spent a summer in Friona with the Springs. He wanted to try his hand at farm work, and got a job for Lloyd Thompson.

Spring said he recalled Thompson referring to the young adventurer's farm work. It seems that Malick's mind was such that he was always thinking of several things at once, with the result that he would either plow up a "round" of wheat or maize, or wander off course somewhat.

But his taste of the farm work during that summer in Friona may have inspired the setting for the new movie, which is given a good review by Newsweek Magazine, who gives the young moviemaker a number of compliments.

Malick first produced a movie entitled "Badlands" in 1974. The Newsweek review says that "Days of Heaven" is a big advance over this earlier effort, and is "hauntingly beautiful in image, sound and rhythm, unashamedly poetic, brimming with sweetness and bitterness, darkness and light."

We'll have to watch for the scheduling of "Days of Heaven," and see if, indeed, Malick is a better filmmaker than he reportedly was at farming.

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**EVEN THOUGH** this is written prior to the game, it appears from this viewpoint that Frionans should enjoy having the River Road football series on the local schedule.

Friona has more historical and geographical ties with Amarillo than the Lubbock area, for instance. And Amarillo is definitely closer than some of the places we have driven to in recent years, notably Dalhart and Floydada.

Besides the fact, that if you're going to have to drive to an out of town game anyway, why not have it to be a place where you can eat supper at the Red Lobster Restaurant (or a 150 other choices)? That's a privilege the fans in class AAAA enjoy all the time, so why not our fans?

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**ALSO ON THE** subject of scheduling, we're glad to see Farwell back on the Friona schedule, after a two-year absence.

This is one of those natural rivalries, and it's ridiculous not to have it renewed.

Farwell doesn't have a Red Lobster Restaurant, but the series has a lot of other things going, from a historical standpoint. It's sort of like a local Texas-Oklahoma joust. The game gives both teams at least one non-district game with an added flavor, due to the old rivalry between the two towns.

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**FOLLOWING THE MAIZE DAYS** parade, we almost had a freak accident in Friona, when a couple of guys were "playing around." Carl Osborn threw one of the ropes used to rope off Main Street for the parade around Leon Coffey's neck.

About that time, a police car turned into the street, hitting the rope, and really putting pressure on the rope, which was around Leon's neck.

Coffey got a pretty bad "rope burn," and his neck looked like the "posse" had arrived just in time to cut him down, when in reality, it was one of the "white hat" guys driving the patrol car. That would have made one of the strangest-sounding obituaries, we pointed out.

Between that incident and Fred Cochran almost falling on ye editor with his horse, it was an unusual parade.

From what we understand, nothing ordinary ever happens to either of these guys.



**JUNIOR TWIRLERS...**The Friona Junior High twirlers, who were seen leading the band at the Maize Days parade, are shown above. Left to right are Sherri Dodson, drum

major, Faith Ann Wright, Ericka Pope, Jessica Maurer, Sherri O'Brian, and Sharon Frye. Not present was Shelly White.

## Contest Scores Take Nosedive

Contestants' scores levelled off somewhat in the second week of the Friona Star's football contest. A number of upsets, and one tie game kept the scores well back of the first week's high point of 21.

Four contestants managed to pick 16 games correctly, and three of the four were awarded the week's cash prizes, on the basis of the Friona-Lockney game tie-breaker score.

**Kenneth McLellan** came up with first place honors. He missed the tie-breaker score by 15 points, picking it at Lockney, 20-6. McLellan won the first weekly prize of \$10.00. Monty Allen won second place money, missing the score by 16 points. She guessed it at Lockney 21, Friona 6.

Mitchell Smiley picked 16 games and captured third place money on the basis of his score guess of Friona 22, Lockney 14, which was 23 points off the pace. Eddie Mann fell short of being one of the money winners by missing the score by 27 points, picking it at Lockney, 26-14.

All three of the top three contestants missed the same games on the lineup, as did the majority of the 200 contestants entering the event.

Games missed by the winners, and most missed by all contestants, were Morton-Farwell, River Road-Bovina (tie), West Texas State-McNeese State; Ohio State-Penn State;

Houston-Memphis State and Dallas-Los Angeles.

In addition to capturing third place honors, Smiley's score of 16 pushed him into a tie for first in the standings, along with B.R. Mears of Clarendon and Harry Watkins. Mears and Watkins had scores of 15 to go with their 20s of the previous week.

Jim Pope got a 14 to go with his first week's 20, and holds down second place in the standings with a score of 34.

Watkins and Mears were the only contestants to score a 15 in the second week's contest. Sixteen contestants correctly picked 14, including Jack Clark, Sarah Mears, Edward White and Marlene Drake.

Also, Wayne D. Amstutz, Myrna Baize, Alex Guerra, Craig Trimm, Kay Nuttall, Jim Pope, Mark Blankenship, Paul J. Smith, Mary Collier, Wright Williams, Johnny Curtis and Myrtle Melton.

Contestants are urged to keep entering the contest. With a 13-week duration, it's still too early to count oneself out of the running, as there were still a potential of 242 points to be earned, counting the 22 games on the third weekly contest, which was due to be turned in Friday.

The contest is co-sponsored with the Friona Star by 22 sports-minded area businesses. Grand prizes include \$100 cash for first place; \$25 cash for second, and \$15 cash for third.

## WITH COLD FRONT

# Wet Weather Invades Area

After a week of ideal, and even hot weather for the Maize Days activities, the Friona area's weather did a 180-degree turn this week, and has been cold and rainy virtually all week.

The area received from 1.5 inches to three inches of rain on Tuesday and early Wednesday.

The moisture was welcome in some cases, while in others, farmers ready to harvest their grain crops had to just "grin and bear it."

"The moisture should still help the late corn; there was a lot of it still in the green stage. But the corn that was trying to go down will just be hurt that much worse," said Don Huckabee of West Friona Grain this week.

Huckabee said that a total of three inches of rain was received at the elevator Tuesday and Wednesday, with 2.5 inches coming Tuesday afternoon, and another half-inch Wednesday morning. At the John

Renner place south of Friona, two inches fell on Wednesday.

The fall to the west was lighter, according to what had been learned.

The official tally by the City of Friona showed that 1.7 inches was received Tuesday afternoon and Wednesday morning, with 1.32 of that coming in a 45-minute period just before 5 p.m. Another .07 was logged later on Wednesday.

Temperatures fell to a low of 43 Thursday and Friday morning, after having been as high as 95 on Saturday afternoon for the windup of the Maize Days activities.

### TEMPERATURES

Date	Hi-Low
Saturday, September 16	94-81
Sunday, September 17	95-84
Monday, September 18	89-85
Tuesday, September 19	91-55
Wednesday, September 20	75-53
Thursday, September 21	54-43
Friday, September 22	61-43

# City Fights Pair Of Rate Increases

Approval of the annual city budget, along with discussion as to proposed utility rate increases highlighted the regular meeting of the Friona City Council September 11.

The council approved a budget calling for expenditures of \$533,732 for the fiscal year beginning October 1. Ordinance number 522 was passed levying the taxes for 1978, and ordinance number 523 was approved, exempting certain property from taxation, such as city and church-owned properties.

A resolution was passed to suspend the proposal by Pioneer Natural Gas Company to increase gas rates within the city of Friona for a period of 60 days. This was in keeping with similar action taken on the rate hike request by Southwestern Public Service Co.

Another resolution was passed authorizing the city manager to enter into contract with Gowers, Glover, Graham & Brown for the annual audit of the city books.

Mayor B.K. Buske reported on a hearing in August concerning the city's north landfill, and the complaint of shortage of dirt to sufficiently cover existing rubble.

Discussion was held on possible approaches to the problem, with one suggestion being to close the landfill, and leave the problem of providing a dumping ground for rural residents to the county.

Finally, a motion was passed to seek bids on getting the rubble covered through use of heavy machinery, in an attempt to keep it open to the public.

An ordinance (number 519) was passed to retain the city sales tax of one per cent on utilities. The council felt that exempting the tax would cause more of a hardship on the city's budget than it would effect in saving of money to senior citizens.

In a special meeting on September 18, the council unanimously approved an ordinance to limit the

amount of rate increase proposed by Southwestern Public Service Company.

The ordinance stated that payments to the Company's subsidiary, TUCO, for fuel through the "fuel cost adjustment" included on the company statements are excessive, and should be deleted from the

company's cost of service to the extent of such excessiveness.

The ordinance further recommended an increase in operating revenue for the electric company in the amount of \$4,208,964 per annum, as opposed to the approximately \$22 million per annum requested by the company.

## SEPARATE SHOWS SET

# Chevys, Olds To Show '79 Models

The 1979 Chevrolets and Oldsmobiles will be shown on Thursday, September 28 at Reeve Chevrolet-Olds, according to Glenn E. Reeve, sales manager.

For the first time in the past few years, Friona's car dealers were unable to hold their combined new car show, due to the time variance on the national showdate.

"We regret the fact that there was so much difference in dates this year, and hope that car fans will come out to our showroom and see the new models," Reeve said.

Those attending the new car show will be asked to register for door prizes. There will also be refreshments, as well as favors for those attending.

Both Chevrolet and Oldsmobile offer a number of advances in their 1979 lines, according to Reeve. He gave a thumbnail sketch of the various models which the Reeve dealership will be carrying:

Caprice Classic. "Our uppermost Chevrolet, as it has been for the past 13 years, combines clean, uncluttered lines outside including distinctive style with an expensive, plushly decorated roominess inside, with an array of thoughtful, luxury touches," Reeve said.

The Impala, which has made a reputation for consistent built-in quality along with an affordable price, has established the car as a family favorite. Built-in standards include automatic transmission, power steering, power brakes, fiberglass-belted radial ply tires and beautifully tailored furnishings.

"Monte Carlo has come to stand for a car that stands apart. It is a car with a look and a personality all its own," Reeve says.

Included in Monte Carlo's stable are the coupe, and the aristocratic Landau.

"If you're partial to Chevys, if you want a nice roomy mid-size car you can be proud of, if you want to really enjoy the driving you do, the Chevy Malibu for 1979 is your car," Reeve says.

Malibu is available in Sedan, Landau Coupe, and wagon models. Some of the new touches inside added sound insulation.

Chevrolet Camaro has a new addition this year, the Berlinetta. It will offer a new level of extraordinary road-looks and a boulevard ride. The suspension is engineered for relaxing comfort. The interior includes richly upholstered bucket seats.

Other models in the Camaro line include the Rally Sport, the Z28, and the Sport Coupe.

More than four million sales have made the Chevy Nova a trademark with many people over the past 17 years. Law enforcement agencies across the country have come to depend on specially-equipped Novas, according to Reeve. It's now "on duty" in 49 states.

"Nova has a solid reputation for being the manageable-size family car that's loaded with traditional Chevy value," Reeve says.

Other Chevrolet models which feature modernist changes are the Monza, the Chevette and the Corvette.

In addition, Chevrolet offers a number of station wagons, including the full-sized Caprice Classic and Impala wagons. The second-year Malibu wagon gives car fans a mid-sized wagon, and Monza is Chevy's sporty little wagon.

Back for 1979 is the Chevrolet Suburban, the wagon that seats up to nine people and converts to a roomy cargo carrier and tows trailers with ease.

"Chevy vans are tough to beat for business or personal use. You can tailor your Chevy van to your individual wants by selecting from a long list of available options," Reeve says. In the Chevrolet van stable are the Nomad, the Chevy Van and Sportsvan.

The Blazer is the company's four-wheel drive vehicle which has built a reputation for toughness which hasn't gone unnoticed.

Chevrolet pickups come in six basic series, with a cargo range from 4,900 to 10,000 pounds.

"Chevy pickups feature the kind of tough build and riding comfort that makes them ideal for pickup camper use. And for 1979, Chevy is continuing its attack on corrosion with a tough six-point program," Reeve points out.

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In the Oldsmobile division, the Friona dealer said that the Ninety-eight is built on a 119-inch wheelbase, with 220.4 inches in length overall. It is called the "thinking man's luxury car."

"The Delta Holiday 88 coupe is for buyers wanting mid-size sportiness but not at a sacrifice of room and size. All of the 88s have a handsome new front end appearance, with a new dual horizontal grille with vertical divider bars, which wraps into each headlamp area," Reeve stated.

The 1979 Cutlass Supreme revised with a new front end panel. It and the new Brougham feature new tail lamps that set off the rear end appearance.

Other Oldsmobile models which offer bold new ideas include the Cutlass Salon and Salon Brougham, the Cutlass Cruiser and the Custom Cruiser, wagons which offer buyers a wide choice in size and performance.



**WINNER....**Kenneth McLellan, is presented a check for \$10 by Star publisher Bill Ellis, for being the second week's winner in the Star's weekly football contest.

McLellan was one of four contestants with scores of 16, and took top honors on the tie-breaker system.

# Friona Flashbacks

.....from the files of The Friona Star

**50 YEARS AGO—SEPT. 14, 1928**  
Mr. and Mrs. D.W. Porter and son, Jack, were Amarillo visitors Wednesday.

Mr. and Mrs. D.H. Meade and Mrs. A.L. Berry spent Tuesday in Clovis.

F.T. Schlenker and family returned to their home west of town Saturday night from a six weeks trip and visit to California in the vicinity of Los Angeles.

Mrs. Pitman and daughter, Mrs. Elyse, of Hereford, called on friends in Friona Saturday.

A.F. Ford and family of near Fort Sumner, New Mexico, arrived here Sunday night to visit his brother, J.W. Ford and family west of town.

Mr. and Mrs. Newt Farris spent Monday evening of last week in the Furlong home visiting their old friends, Mr. and Mrs. Adams and Mrs. Williams.

During the early part of last week, Mr. and Mrs. W.H. Adams of Greenville, Texas, visited Mrs. Adam's nieces' homes, Hamlin and Furlong, who live southwest of town.

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**30 YEARS AGO—SEPT. 17, 1948**

Patsy Anthony, daughter of Mr. and Mrs. A.W. Anthony, Sr. of Friona, was given medical care at the local hospital last week for an injury to her leg.

Rev. and Mrs. Walter H. North, pastor of the local Congregational Church and his wife, returned to

Friona, Wednesday afternoon, after a few week's vacation at their summer home on the lake near Burtrum, Minnesota, and express themselves as feeling fine.

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**25 YEARS AGO—SEPT. 17, 1953**

Lora Harris returned last week from a visit with her son and family in Borger and a business trip to Pampa.

Fred White drove Ray McKee to Hereford Monday night for a dentist to pull a tooth.

Wanda and Zelma Fay Beaty and Byron Dukes were visitors in Clovis Tuesday night.

The Women's Fellowship group of the Friona Congregational Church met yesterday afternoon in the new home of Mrs. J.C. Wilkinson.

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**20 YEARS AGO—SEPT. 11, 1958**

Benito Castillo, 30-year-old Latin American employed by Friona Growers & Shippers escaped injury Monday when his pickup truck overturned northeast of town.

A series of forgeries and hot checks have plagued local authorities and merchants the past week.

Mrs. Alpha Sprinkle of Stillwater, Oklahoma, is a guest in the home of Rev. and Mrs. Fred L. Dean. Mrs. Sprinkle, who is Dean's mother, expects to return to her home later this week.

Word was received here this week of the death and burial of Coy Pope,

51, former Friona resident for 10 years at Crane, August 27.

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**15 YEARS AGO—SEPT. 25, 1963**

Mr. and Mrs. J.J. Frost of Bernon and Mr. and Mrs. Keith Frost and family of Amarillo visited in the home of Mr. and Mrs. Jimmy Charles recently.

Mr. and Mrs. Fred Langer of Torrance, Calif. and Mrs. Walter Prussner of Fort Worth, brother and sister of Joe Langer, visited here last week.

Mr. and Mrs. Bill Burnam of Medford, Oregon, are visiting in the home of their daughter and family, Mr. and Mrs. Erith Hawkins.

Steve Owens, son of Mr. and Mrs. Don Owens, celebrated his third birthday with a party Tuesday afternoon at his home.

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**10 YEARS AGO—SEPT. 19, 1968**

Cathy Cunningham, who observed her eleventh birthday Friday, was honored with a party in the home of her parents, Mr. and Mrs. Walter Cunningham, from 5 to 7 p.m. Following the gift presentation was a game session.

Mr. and Mrs. Bert Romer and Mrs. Minnie Orr, Marquaketa, Iowa, were visitors in the home of Mr. and Mrs. G.E. Reed last week.

Mr. and Mrs. Rex Blackburn, Route 1, Friona, became parents of a baby boy at 6:30 a.m. Monday, September 16 at Parmer County Community Hospital. He was named Brian Eugene and weighed eight pounds.

Mrs. Frank Reed and children, Zonya and Ronnie, Amarillo, were weekend visitors in the homes of Mr. and Mrs. Clarence Ashcraft.

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**5 YEARS AGO—SEPT. 9, 1973**

Gwendolyn Louise Corn of Friona has been named one of the Outstanding Young Women of America for 1973, according to Mrs. Pandora Benis, director for the national awards program.

Kenneth Williams was host for a Williams family reunion during the Labor Day weekend.

Children of the late Erwin and Mae Johnson met last weekend at the Herschel Johnson home for the first time since their father's death in February, 1960, said Mrs. Herschel Johnson. Mrs. Erwin died in July, 1943. The Johnsons had lived in the Friona area since 1926.

# Contest Standings

35  
Marlene Drake, B.R. Mears, Mitchell Smiley, Harry Watkins.

34  
Jim Pope

33  
Monty Allen, Martha Clements, Jerry Hinkle, Sarah Mears, Charlie Morgan, Kenneth McLellan, H.W. Roberts, Craig Trim.

32  
Kyle Barnett, R.L. Blakely, Myrna Cain, Jack Clark, Linda Drake, Eddie Mann, Myrtle Melton, Jackie Morgan, Cynthia Smith, Mike Smith, Bobby Wied, Wright Williams.

31  
Myrna Balze, S.D. Balze, Mary L. Collier, Johnny Curtis, Wade Davenport, Bobby Drake, Ted Giddens, Robert Mears, Dale Milner, Joy Morton, Patrick Pace, Bruce Patterson, Kevin Pope, Benny Pryor, C.H. Veazy.

30  
Wayne Amstutz, Robin Balze, Mark Blankenship, Ron Cain, Michael Chaney, Donald Dale, Mike Field, Mike Gowens, Jerry Harrelson, Joe Malouf, Donita Martin, Mike Martin, Clint Mears, Kay Nuttall, Lee Roy Nuttall, Skip Sircic, Paul J. Smith, Roy Smith, Cathy Taylor, John White.

29  
John Baxter, Stanley Benge, Steve Clark, Tim Elmore, Patil Field, Maron Finley, Reese Fleming, Phillip Johnson, Danny Muphree, Eldon Rape, Mollie Seright, Gary Stone, Edward Terry, Jimmy Walker, Edward White, Mark Zachary.

28  
Clay Bandy, LeRoy Berend, Randy Boeckman, Tommy Brockman, Preach Collier, Don Fortenberry, Moveida Fortenberry, Kirk Frye, Danny Guerra, Mal Manchee, Judy Martin, Larry Martin, Reta Martin, Michael Maynard, Freeman Melton, Dianne Morgan, Jessie Morales, Sr., Doug Moyer, Joe Luis Santellano, Mrs. H.A. Seright, John Seright, Ron Smiley.

27  
Barbara Armstrong, James Ball, Darrell Barlow, Mike Blackburn, Pat Brockman, Bob Clark, David Clark, James Clark, Winfield Davenport, Sam Drager, Russell Field, Bob Finley, Jan Fleming, Karla Fleming, Kipi Fleming, David Gowens, Alex Guerra, Jim Hann, Larry Johnston, Dee King, Doug

Massey, Paul Melton, Elizabeth McLellan, Janice Peak, E.V. Thompson, Becky Weatherly.

26  
Edward Allen, Rene Brock, Bernice Buske, Jimmy Evans, Ken Horn, Bryan Johnston, Don Maynard, Steve Taylor, Bobby Thompson, Alesia Tucker, Mark Tucker, Richard Wilson.

25  
Shawn Aguirre, Johnny Alvarez, Shirley Alvarez, Tamela Bandy, Robert Caballero, Matilde Castillo, Walter Cochran, Tammy Damron, Eugene Ellis, Ray D. Fleming, Mark Edelman, Eula D. Lewis, C.H. Murphy, Jr., Clifford McLellan, T.J. Strickland, Keith Upton, Bill Weatherly, Sam Williams, Larry White, Kirk Wright.

24  
Charlie Bishop, Edward Castillo, Patricia A. Evans, Melvin E. Hall, Rosa Lee Parvin, David Phelps, Mary Pryor, Flossie Rhinehart, Raymond Spencer, Frank Trullitt, Jane Williams.

23  
Fred Cochran, Darrell Collier, Curtis Drager, Scotty Gilliam, Joe

Jackson, Clyde Renner, Max White, Gary Wright, Carol Zetsche.

22  
Raymond Deigado, Marlene Hall, Jerry Stover.

21  
Edward Burchett, Bonnie Glover.

20  
Gene Strickland

19  
Wayne Mills

18  
Ron Bos, Lenney Petree, Wayne Rhodes.

17  
Eugene Guss, Donnie Gustin, Kenny Kennedy, Vickie Putman, Scot Straw, Doris White.

16  
Paula Clark, David George.

15  
Kelly Caudill, Marie Mejla, Jessie Salz.

14  
Elsie Allen, Jimmy Grimsley, Lynda Grimsley, Shain Rhodes.

13  
Cipi Aragon, Roger Field, Brent Loflin, Alan Monroe, Robin Zetsche.

12  
Carol Dement, Joey Howard.

11  
Rudy Aguirre, Eddie Allen, Mark Bavousett, Ronnie Melton, June Rodgers.

10  
Cipi Aragon, Lou Fields, Norman Kothmann, Tony Soliz.

9  
A.A. Armstrong, Gerald Brown, Mrs. Nick Hand.

8  
Mary Rodriguez

7  
Thomas Leaky

6  
Leroy Lambert

## The Friona Star

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WHERE PEOPLE COME FIRST



FRIONA STATE BANK



# Letter To Editor

Bill Ellis, Editor  
The Friona Star  
918 Main  
Friona, Texas 79035

Dear Editor:

In these times when rape, incest, and other sex related crimes are, as the Amarillo Daily News reports it, the fastest growing crime in our area I think it is commendable that our citizens get concerned enough to circulate petitions protesting questionable programming on television and on the local front working to have the sex magazines removed from the news stands. However, we have another source of mind pollution that I would like to bring to the light.

Do you know the local drive-in theater is showing "R" rated movies?!

I do not believe that the majority of the people are aware of this appalling practice or it would be stopped. For the month of September alone at least three "R" rated movies are scheduled. I also think it despicable that some of our local merchants would sponsor such billing and that you would contract such billing.

Some argue that people should do their own censoring of what they see. "If you don't like it, don't patronize it." I think it is a proven fact that most criminal acts are not original but learned. Since there is that element of our population that is going to go to the movies no matter what is showing, let's not put ideas in their heads!

Please, let's put a stop to this demoralizing element in our community.

Yours truly,  
Ira Parr

P.S. I want to commend you on the moral and community service format of your paper.

P.O. Box 7514  
Missoula, MT 59807  
September 14, 1978

Dear Bill,

It is with pleasure that I send my subscription renewal check to the Star. I have been getting your fine paper for over four years now, and enjoy reading about the Panhandle area and its fine people.

I tried hard to get down to visit your office on my vacation, but didn't get the job done. I'll make a special point of it the next time I'm back in the Southwest!

Keep up the good work, Bill. Your Star Lites column ranks in caliber with any I read in the Country.  
Sincerely yours,  
Scott Alexander

Dear Friona Star,

I would like to express my appreciation for all your time and energy spent on the queen's contest. I also would like to say "Thank You" for your time spent on the pictures. They were really good.  
Thank you once again.  
Shelley Head

## Bookmobile Schedule

The High Plains Bookmobile will be in our area on the following dates:

Wednesday, September 27--Needmore, 9-10 a.m.; Stegall, 10:30-11:30 a.m.; and Threeway, 12 noon-2 p.m.

Thursday, September 28--Oklahoma Lane, 9-10 a.m.; Rhea Community, 10:45-11:45 a.m.; Friona, 1-1:15 p.m.; and Hub, 1:30-2:30 p.m.

Friday, September 29--White's Elevator, 10-11 a.m.; Lazbuddie, 12 noon-1:30 p.m.; and Clay's Corner, 1:45-2:30 p.m.

Saturday, September 30--Farwell, 9-11:45 a.m.; and Friona, 1-3:30 p.m.



## Lunch Menu

WEEK OF SEPTEMBER 25-29  
MONDAY--pizza and cheese, corn, bread, lettuce and tomato salad, oatmeal cookies and Borden's milk.

TUESDAY--creole spaghetti and cheese, blackeyed peas, hot rolls, beets, apricot cobbler and Borden's milk.

WEDNESDAY--tacos, pinto beans, cornbread, lettuce and tomato salad, fruit and Borden's milk.

THURSDAY--steak, mashed potatoes, gravy, yellow cake, green beans, hot rolls and Borden's milk.

FRIDAY--hamburgers, beans, pickles, buns, tomatoes, lettuce, fruit and Borden's milk.  
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Cool Whip 9 OZ. **63c**

Morton Mini Donuts 10 OZ. **59c**

Meat Specials

EXTRA LEAN TRIM CENTER CUT Loin Pork Chops LB. **\$1.89**

COUNTRY STYLE Spare Ribs LB. **\$1.39**

GOOCH BLUE RIBBON GERMAN Sausage SMOKED 12 OZ. PKG. **\$1.29**

OSCAR MAYER REG./BEEF/THICK/THIN Sliced Bologna 12 OZ. PKG. **\$1.39**

OSCAR MAYER LUNCHEON MEATS Variety Pak 12 OZ. PKG. **\$1.79**

OSCAR MAYER Cooked Ham 6 OZ. PKG. **\$1.69**

OSCAR MAYER Chopped Ham 8 OZ. PKG. **\$1.39**

OSCAR MAYER Ham & Cheese 8 OZ. PKG. **\$1.39**

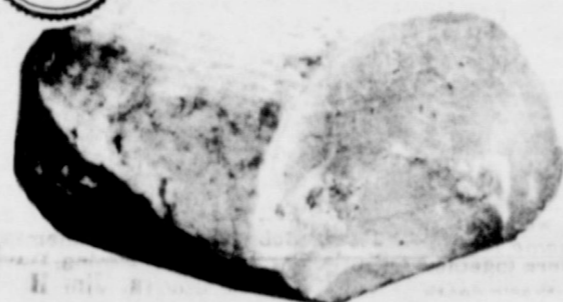
Pops-Rite  
**Pop corn**  
2 Lb. Bag

**69c**

WILSON'S CERTIFIED

**Boneless Half Hams**

**\$1.69**



FULLY COOKED HALVES WATER ADDED 3/5 AVG. LB.

Prices Good

Week Of

September 23-29

QUARTER PORK LOINS FAMILY PAK

**Pork Chops**

8/11 ASST'D CHOPS LB. **\$1.49**

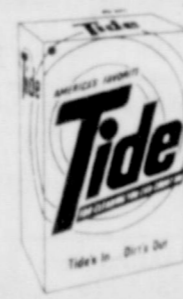
EXTRA LEAN TRIM CENTER CUT

**Rib Pork Chops**

LB. **\$1.79**



**Folger's Coffee** ALL GRINDS 1 LB. CAN **\$2.49**



50% off label

**Tide** Family Size **\$4.29**

8<sup>TH</sup> WEEK SEPT. 25 TH THRU SEPT. 30 TH  
GLACIER 15 Oz. Cooler Glass

REG. 49c EACH ONLY **29c**



**Cucumbers**

**29c** LB.

**Oranges**

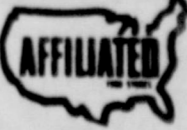
**39c** LB.

Fresh

**Corn** **2/19c**

ALL PURPOSE

**Gold Medal Flour** 5 LB. BAG **79c**



**HOUSER**

VENTURE GROCERY

902 MAIN ST. FRIONA, TEXAS PH 247-3343



# BUYING? LOOK AT THE CLASSIFIED ADS

## PH. 247-2211

Reader-Ads-First Insertion, per word 10 cents  
 Additional insertions (no copy change), per word 8 cents  
 Minimum Charge \$1.50  
 Classified display (boxed ads-9 pt. type under a specific heading, 1 column width only-no art or cuts. Per column inch \$1.50  
 Cards of Thanks-same as classified word rate, minimum charge \$1.50  
 DEADLINE for classified advertising in Sunday's issue-Thursday noon.  
 Check advertisement and report any error immediately; The Star is not responsible for error after ad has already run once.

## PRO AUCTION SERVICE

Specializing in Farm Auctions  
 For Any Type of Auction or Free Appraisal Call Us.  
 RT 2 BOX 96 Friona, Texas 79035  
 LARRY POTTS LELAND GUSTIN  
 PH 295-6633 PH 247-2146

## THE GARDEN STOP

GET READY FOR FALL  
 I have lots of good house plants. Cactus and terrarium plants. Will do plant-sitting this winter for your out-door potted plants.  
 509 West 10th In the Rear... Call 247-3536

## WANTED

WOULD LIKE TO RENT... 2 bedroom house with garage. Call 247-3551. 50-3tp  
 WANTED...Dryland maize pasture or wheat and stubble. Call David Brumley 289-5902. 51-10tc

## CARDS OF THANKS

The family of Brian Clay Hester wishes to express our most sincere appreciation and thank you for the many expressions of sympathy extended to us by our very dear friends and families. The burden of such a great loss is made easier by sharing it with others. It comforts us to know that so many friends shared our love for Brian, and, with us, will miss the love and joy Brian brought into our lives. We thank our many friends for the beautiful flowers, phone calls, and lovely cards. Your thoughtfulness is deeply appreciated. God Bless You.  
 David, Tila Rue & Tony Hester  
 Terry Lynn and Manny Hernandez. 51-1tc

## RAIN AND INFLATION IN THE FORECAST

We cannot do much about the rain but we can fight inflation by investing in a home that will increase in value with inflation. If you are in the market for a home, don't wait. Call today and let us help you prepare for the forecast.

We have homes from \$11,000.00 to \$49,950.00, 2 bedrooms to 4 bedrooms, 1 bath to 1 3/4 baths, 900 square feet to 2900 square feet and carports to double garages! Surely one combination will fit your needs.

Representing  
 Hi-Plains Savings & Loan

"SERVICE is our only Business"



**Carrol Gatlin**  
 247-3641

## CARROL GATLIN LAND CO.

"Your Real Estate Store"  
 102 E. 11th Office 806-247-2745  
 FRIONA, TEXAS 79035

## ANNOUNCEMENTS

Friona Lodge No. 1332  
 7th & Ashland  
 Slated Meeting  
 1st Tues. 8 p.m.  
 J.L.Lane-W.M.  
 A.L.Outlands-Sec.

NOW...In Friona. You can come direct to us and discuss a mortgage loan, or a home improvement loan. Let us visit with you on any financial question you might have.  
 Tri-County Savings and Loan  
 106 West Ninth Friona. 18-tfnc

MONEY TO LEND  
 Re-Financing  
 Farm Commercial  
 Residential  
 Call or See  
 (Day or Night)  
 STEVE H. BAVOUSETT

Phone 247-3680  
 Friona, Texas

PARMER HOUSE  
 RESTAURANT  
 SUNDAY BUFFET  
 11 a.m.-2 p.m.  
 FISH FRY EVERY  
 FRIDAY NIGHT  
 6 p.m.-9 p.m. 25-tfnc

KIRBY SALES  
 & SERVICE  
 CARL WHITE  
 Phone 247-3818  
 Or 247-3271

WE BUY JUNK CARS  
 TOP DOLLAR

LEE'S WELDING  
 AND REPAIR SERVICE  
 1308 North Main  
 Phone 247-3011 or 247-3500  
 In Friona. 51-tfnc

OUTSIDE PAINTING...  
 houses, barns, tanks,  
 whatever.  
 Phone 247-3896. 30-tfnc

NOW AVAILABLE AT  
 THE FRIONA STAR  
 OFFICE...  
 Gift Stationery Depleting  
 Friona's Main Street in  
 1918 As Recently Pictured  
 In The "Maize Days"  
 Issue of The Star. \$3.00  
 per pkg. 5-tfnc

## Weavings

by Joy Lindeman  
 1108 Etta 47-3tp

NOW ON SALE:  
 "Carrie's Cooking"  
 \$5.50  
 610 Arrah  
 Friona, Texas 45-tfnc

## EARS PIERCED

Allen's Jewelry  
 Call 247-2830

FRIONA TARP REPAIR  
 We repair anything of  
 canvas. Truck and boat  
 tarps. Randy Campbell.  
 Call 247-2809. 615 Euclid,  
 Rear 50-tfnc

ELECTROLUX  
 Vacuum Cleaners  
 Sales & Service. Phone  
 247-3156. Mrs. L.R. White,  
 806 Ashland Ave. 38-tfnc

CAKES for all occasions.  
 Made to order. Also,  
 homemade pies. Gee's  
 Snack Bar at Bi-Wize  
 Drug. Open daily, 7 a.m.-5  
 p.m. Serving Breakfast  
 and Lunch.  
 Ann and Irene Gee  
 Call 247-8814 or  
 247-3696 after 5 p.m. 50-5tc

WANTED  
 Hungry people to attend  
 the F.H.A. Spaghetti  
 Supper. Friday, Sept. 29,  
 5-7 p.m. Friona High  
 School Cafeteria.  
 ADULTS \$2.50  
 Children \$1.50  
 51-1tp

WEDNESDAY ONLY  
 SALE-September 17  
 Boys' Shirts, Sizes 8-18  
 20 Percent OFF!!  
 The Main Place  
 719 Main  
 Friona, Texas

Call 247-2211 By  
 Thursday Noon  
 For Classified Ads

## AUTOMOTIVE

Your  
 RADIO SHACK  
 Dealer in Friona  
 is White's Auto  
 We Have CB Radios  
 27-tfnc

WEDNESDAY ONLY  
 SALE-September 27  
 Boys' Shirts, Sizes 8-18  
 20 PERCENT OFF  
 THE MAIN PLACE  
 719 Main  
 Friona, Texas

FOR SALE...1977 4-door  
 Malibu Classic. Low  
 mileage. Call 247-2192. 51-2tc

FOR SALE...Clean 1974 3/4  
 ton Chevrolet Custom. 44,000  
 miles. 4-speed, 350 V-8,  
 power and air. 10 1/2 ft.  
 cab-over camper. Knotty  
 pine interior, ice box, gas,  
 water, port-a-potty, tie-  
 downs. Inquire at 1122 Etta.  
 51-2tc

FOR SALE...1972 LTD  
 Ford. Call 247-3311. 44-tfnc

We Are Now the  
 Authorized Dealers In  
 Friona For  
 MICHELIN TIRES  
 "The First Steel-Belted  
 Tire"  
 WHITE'S AUTO  
 15-tfnc

FOR SALE...Two table  
 lamps. Call 247-2155. 50-tfnc

FOR SALE...10 gallon fish  
 tank, complete with stand.  
 Also green upholstered  
 swivel rocker. Call 295-6805.  
 50-2tc

FOR SALE...Sofa sleeper  
 with end tables and coffee  
 table. Also, table lamp and  
 large bookcase. Call 247-3870  
 or 247-3012. 46-tfnc

FOR SALE...Portable  
 welder on trailer. 250 amp,  
 AC or DC. Call 247-3604. 50-2tc

SEWING MACHINE Clinic.  
 Fall tune-up Special: Delint,  
 oil and adjust upper and  
 lower tension. \$7.50 in store.  
 We can repair your machine  
 to sew knits, polyester,  
 denims, etc. 30 years  
 experience. One-day service  
 CLOVIS SEWING CENTER  
 115 West First  
 Clovis, N.M.  
 Call (505) 763-5775  
 50-4tc

One inch of rain contains the  
 same amount of water as 10  
 inches of snow! 50-tfnc

FOR SALE...Used freezer.  
 Call or come by Wilhelm  
 T.V. and Appliance. Call  
 247-3035. 51-1tc

FOR SALE...Table top  
 Toastmaster Oven. Contin-  
 uous clean, toast, broils,  
 bakes, defrost and slow  
 cook. \$55.00, used six times.  
 Cost \$85.00 new. Also a few  
 pant suits and other items.  
 MONDAY ONLY. 1004  
 Prospect. 51-1tc

## FARM EQUIPMENT

FOR SALE...1975 John  
 Deere Combine, Model 7700.  
 Also 2 Ford tandem trucks.  
 Call Clifton Harper, (806)  
 247-3307. 49-4tc

FOR SALE...1974 model  
 6600 self propelled John  
 Deere Combine and 1976 444  
 John Deere corn header.  
 Call 247-3763. 50-2tc

## FARM SERVICES

FOR SALE...Alfalfa hay.  
 Call 247-2577 after 9 p.m.  
 38-tfnc

FOR SALE...TAM 101  
 Wheat Seed. Call Dennis  
 Slagle after 5 p.m.  
 295-6555. 50-tfnc

## PETS

PETS...Full blood, no  
 papers. Doberman pups.  
 Black and rust, red and rust.  
 Tails docked, dewclaws cut,  
 and wormed. Call Clovis,  
 (505) 762-0629. 50-2tc

## MOBILE HOMES

FOR SALE...Mobile Home.  
 Completely re-modeled.  
 10x28. See at 904 Virginia or  
 call 247-2514. 50-tfnc

FOR SALE...12x65 mobile  
 home. 2 bedrooms, 1 1/2  
 baths. Phone 265-3413. 50-tfnc

## HELP WANTED

HELP WANTED...We are  
 now taking applications for  
 various positions. Mech-  
 anics, mechanic trainees,  
 truck drivers, etc. Have  
 positions for men and  
 women. See Travis Graves  
 or Bob Hurst at Parmer  
 County Implement Com-  
 pany, Friona. 48-tfnc

EMPLOYMENT NOTICE:  
 The City of Bovina is now  
 accepting applications for  
 the following positions:  
 Deputy Marshal, Office  
 Clerk, Assistant Water  
 Superintendent, Two (2)  
 Public Works employees.  
 Anyone interested should  
 apply in person at City Hall,  
 323 North Street, Bovina,  
 Texas. Work will begin  
 October 1, 1978. Applications  
 for some positions shall  
 have to meet requirements  
 of the Texas Panhandle  
 Community Action Corpora-  
 tion. The City of Bovina is  
 an Equal Opportunity m-f-  
 Employer. 50-2tc

HELP WANTED... Feed  
 mill panel operator and feed  
 truck drivers. Apply at  
 Parmer County Feed Yard,  
 Highway 60, Bovina, Texas.  
 Call (806) 255-4400. At night  
 call Bill Brigham (806)  
 481-3811. 49-tfnc

HELP WANTED... Eva  
 Marie's Restaurant. Apply  
 in person. 410 West 12th.  
 51-tfnc

WANTED... Experienced  
 machinist, experienced  
 truck operator and helpers.  
 Apply at Big T. Pump  
 Company, Dean Butler. 49-tfnc

## APARTMENTS

Nice one, two, and three  
 bedroom apartments. Rent  
 starts at \$180. per month.  
 Utilities paid. Central air  
 and heat. Laundry facilities.  
 Also have Community  
 Action plan. Children  
 welcome. 41-tfnc

## GARAGE SALES

GARAGE SALE...to help  
 settle an estate. 1001 West  
 Sixth, September 29-30.  
 Have a number of items  
 belonging to our father and  
 mother, including Stanley  
 products and hostess gifts.  
 Furniture and bedspreads. 51-1tc

## REAL ESTATE

FOR SALE...2 bedroom  
 house. Completely reme-  
 odeled inside. Call 247-3516. 45-tfnc

FOR SALE...Western addi-  
 tion. One year old. 1966  
 sq.ft. of living area. 576  
 garage. Fenced. Call  
 247-3378 after 7 p.m. 49-tfnc

FOR SALE...New 3 bed-  
 room brick, carpeted, air  
 conditioned, single garage.  
 CHEAP...Call 247-3896. 33-tfnc

FOR SALE...Two bedroom  
 house, 1/2 acre, 1/2 mile from  
 Friona on pavement. Call  
 (806) 757-2266. 50-tfnc

LOST...Around Hub. One 300  
 lb. black Angus heifer.  
 Branded with an open A  
 on the left hip. If found call  
 265-3250. 48-tfnc

LOST...Large Siamese cat,  
 male. Answers to the name  
 of Tai. Last seen 4 1/2 miles  
 SE of Friona near FM 2397.  
 Please call Larry Knowles,  
 265-3580 or 247-3911. 51-1tc

LOST...North of Black.  
 Mixed heifers and steers.  
 Branded ML Bar on left rib.  
 Red ear tag. Call David  
 Marnell, 295-6666. 50-2tc

FOUND...Female Airedale  
 If yours call 247-3313 after 4  
 p.m. 51-2tc

## APARTMENTS

SARATOGA GARDENS  
 1300 N. Walnut  
 Friona, Texas  
 Call Collect 247-3666  
 41-tfnc

FOR RENT...Unfurnished  
 2-bedroom apartment.  
 Chateau Apartments. Call  
 247-3460. 51-tfnc

FOR SALE...2 bedroom  
 house. Completely reme-  
 odeled inside. Call 247-3516. 45-tfnc

FOR SALE...New 3 bed-  
 room brick, carpeted, air  
 conditioned, single garage.  
 CHEAP...Call 247-3896. 33-tfnc

FOR SALE...Two bedroom  
 house, 1/2 acre, 1/2 mile from  
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LOST...North of Black.  
 Mixed heifers and steers.  
 Branded ML Bar on left rib.  
 Red ear tag. Call David  
 Marnell, 295-6666. 50-2tc

FOUND...Female Airedale  
 If yours call 247-3313 after 4  
 p.m. 51-2tc

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

MARSHALL M. ELDER  
 Representing  
 Rushing Real Estate  
 Phone 247-3907  
 Res. 247-3266  
 Box 775, Friona, Texas

WEDNESDAY ONLY  
 SALE - September 27  
 Boys' Shirts, Sizes 8-18  
 20 PERCENT OFF  
 THE MAIN PLACE  
 719 MAIN  
 FRIONA, TEXAS

## Friona Tarp Repair

CUSTOM MADE TRUCK TARP AND  
 AIR CONDITIONER COVERS. WE  
 CAN REPAIR ANYTHING OF NYLON  
 OR CANVAS.  
 Randy Campbell  
 Call 247-2809 Day or Night  
 615 Euclid Rear (Behind S.P.S.)

Immaculate house and very well kept yard in this  
 like new 3 BR, bath and 3/4, large living area, wood  
 burning fireplace, cathedral ceiling, double garage  
 if you want it or single with extra large room. By  
 appointment only. ALL FOR \$53,000.

++++++  
 FOR THE YOUNG ONES  
 Neat 2 BR, 1 bath, L-R and kitchen. This one has  
 been reduced in price. NOW \$16,500.

++++++  
 Nice Roomy 3 BR, Bath and 3/4, LR, Kitchen and  
 Den Combination. WAS \$27,500 NOW \$24,500.

## STEPHENS REALTY

BILL STEPHENS, 247-3338 MYRNA CAIN, 247-2548

FOR SALE  
 4 Bedroom House .... \$14,000.00  
 Need Listings On  
 Land And Houses  
 ED HICKS REAL ESTATE  
 Res. Phone 247-3189  
 Office Phone 247-3537

160 acres, irrigated. One well with tall-water  
 pit. Has nice 3-bedroom, 1-bath house. South  
 of Friona.

160 acres, irrigated. Two wells. South of  
 Friona.

ib Sudderth Realty, Inc  
 Box 627 - - - 109 5th  
 Phone (806) 481-3288 - - (806) 481-3388  
 FARWELL, TEXAS 79325  
 "SALES AND LOANS ARE OUR SERVICE"  
 LICENSED IN  
 Texas & Oklahoma

## BUSINESS DIRECTORY

Little Tyke  
 "The Department Store  
 For Little Ones"  
 Furniture-Apparel-Gifts  
 112 Mitchell 762-6550. Clovis, New Mexico

ADAMS DRILLING CO., INC.  
 WATER WELL DRILLING  
 PEERLESS PUMPS PUMP & GEAR  
 SALES & SERVICE HEAD REPAIRS  
 ALL MAKES  
 DIAL 247-2731 FRIONA, TEXAS

B & B AUCTION SERVICE  
 \*FREE APPRAISALS  
 \*GUARANTEE ALL CHECKS  
 For Any Kind of AUCTION or  
 APPRAISAL Call Us  
 License #TXCG-019-0604  
 HOUSTON BARTLETT, Auctioneer Phone: (806) 225-6699  
 BIG NICK TREINEN Phone: (806) 238-1614  
 Bovina, Texas Bovina, Texas

## Booster Club Begins Drive

The Friona Booster Club met Tuesday, September 19 at 8 p.m. in the Friona High School Cafeteria. Carl White was elected president and Johnny Massey, secretary. The pictures to be displayed in the local businesses are ready and will be distributed before homecoming.

Varying a little from what has been done in the past, the pictures will be offered for purchase to the parents through Tuesday, September 26, and will then be offered to the businesses. All pictures whether purchased by a parent or a business will be displayed as usual. A membership drive will begin immediately and a table will be set up at the homecoming game with Farwell, September 29.

Membership cards are \$5 each, but will be given at no extra charge with the purchase of a picture. The largest part of the money raised by the Boosters Club goes for the film taken of the ball game, which are essential to the coaches and players. The Boosters Club will

meet Tuesday, September 26 at 8 p.m. in the Friona High School Cafeteria. "Your attendance is urged. Come be active in supporting the Chieftains," said a spokesman for the club.

## Bullock To Open Office

Comptroller of Public Accounts Bob Bullock announces the opening of a new sub office in Plainview on September 25, 1978.

Located at 3109-B Olton Road, the office will be open daily from 8 a.m. to 5 p.m., Monday through Friday, and will be serving taxpayers in Hale, Floyd, Castro, Briscoe, Swisher, Parmer and Motley Counties, and a portion of Lamb County, which includes Earth, Olton and Springlake.

Any Parmer County taxpayer with a problem concerning state taxes is invited to visit the new office when it opens.

Dr. B.W. Armistead  
Dr. Steven D. Smith  
Optometrists - Littlefield

Wish to announce that with the ending of summer vacation, our offices will be open on Saturday mornings from 9:00 A.M. to noon beginning Saturday, September 9, 1978

## You Can't Capture Today After It's Gone.



A Professional 5x7 Color Portrait For 59 Cents

Choose from our selection of 8 scenic and color backgrounds. You may select additional portraits offered at reasonable prices, with no obligation. See our large Decorator Portrait. Satisfaction always or your money cheerfully refunded.


One sitting per subject—\$1 per subject for additional subjects, groups, or individuals in the same family. Persons under 18 must be accompanied by parent or guardian.

THESE DAYS ONLY—THURSDAY, FRIDAY AND SATURDAY, SEPTEMBER 28-29-30.

DAILY - 10 a.m.-7 p.m.  
SATURDAY - 10 a.m. - 6 p.m.  
503 West 11th Street,  
Friona, Texas.

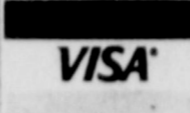



**andra Savings Center**



**andra Savings Center**

FRIONA, TEXAS ---- 247-3957  
STORE HOURS 9 a.m. - 7:30 p.m.  
ADVERTISED SPECIALS SEPTEMBER 23 - 30





# ALL WALL CLOCKS 15% OFF

KERI LOTION FOR DRY SKIN 6.5 OZ. **\$1.99**

TRIBORO BABY BLANKETS **\$3.99**

CAPRI SHAMPOO 34 OZ. **\$1.15**

ALBERTO VO5 NON-AEROSOL HAIR SPRAY REG. or UNSCENTED 12 OZ. **\$1.89**

## The House Of Name Brands



AGREE CREME RINSE & CONDITIONER For Reg., Extra Oily or Extra Body 8 Oz. **\$1.25**



SELSUN BLUE DANDRUFF SHAMPOO 8 Oz. **\$2.79**



ROMAN BRIO COLOGNE 4 Oz. **\$2.79**



ROMAN BRIO AFTER SHAVE 4 Oz. **\$2.49**



FABERGE BRUT 33 Deodorant Stick & Splash On Lotion Set **\$1.99**



PHILLIPS MILK of MAGNESIA Laxative - Antacid 12 Oz. **\$1.19**



BAYER ASPIRIN 100's **\$1.35**



ALBERTO VO5 SHAMPOO REG., DRY or OILY 15 OZ. **89¢**



PALS' VITAMINS Plus Iron Animal Shaped Supplement 60 Tablets Reg. \$2.59 **\$1.99**

Pro Baby™... Newest, most innovative hair dryer ever! 1200 watts strong, 13 oz. light.

Good looking and easy to hold. Can be used like a pistol grip or stand alone to leave both hands free for styling. A trendsetter.

Two speeds, two temperature settings save you time and give you extra control.

It's beautiful. It's tough. Pro Baby. The beautiful shape of tomorrow. Today!



CONAIR **\$17.99**  
Taking Personal Care of You  
2 Speeds, 2 Temperature Settings

ALL THONGS 25% OFF

ALL LADIES CLOTHES

- Blouses
- Skirts
- Pants, Etc.

**\$2.00 OFF REGULAR PRICE**



KERR WIDE MOUTH MASON RINGS DOZEN **99¢**

REGULAR RINGS DOZEN **69¢**

KERR WIDE MOUTH MASON LIDS DOZEN **49¢**

REGULAR JAR LIDS DOZEN **29¢**



**andra Savings Center**

# 1978 MAIZE DAYS

## REA



Sharla Duggins



Laura Ellis



Renaë Monroe



Tracy Horton



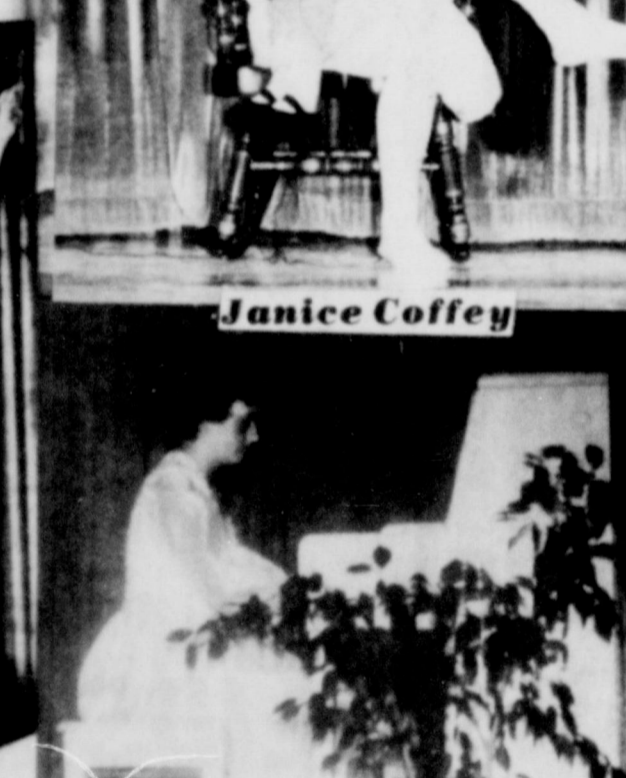
Susi Noah



Julie Owen



Teresa Clark



Janice Coffey



Jeanette Gilliam



Kimber Britting



**PET ENTRIES...**Randall Van Milloy, son of Mr. and Mrs. Randall Milloy, and Brenna Evans, daughter of Mr. and Mrs. Milton Evans, proudly display their poodles. Randall's entry was judged as the dog with the most teeth, while Brenna's was the "most musical."



**CHOW TIME...**A part of the crowd eating barbecue is shown above. Congressional Candidate George Bush, center of picture, joined in the serving crew.



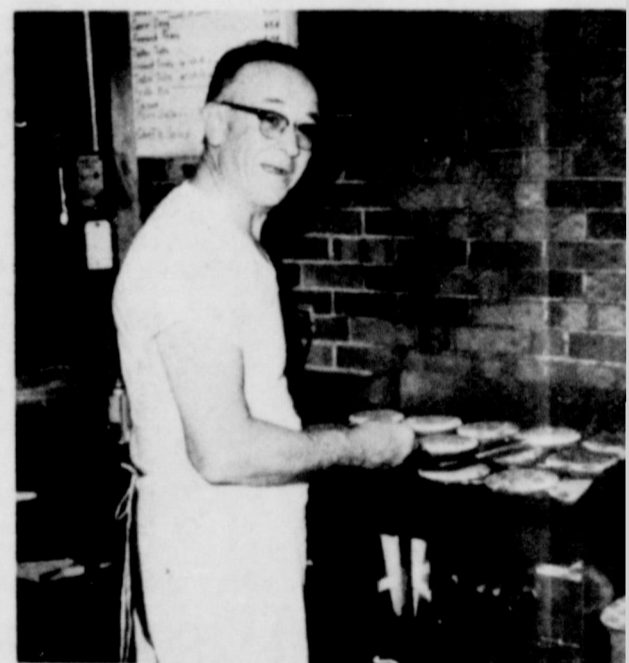
LESLIE WHITE



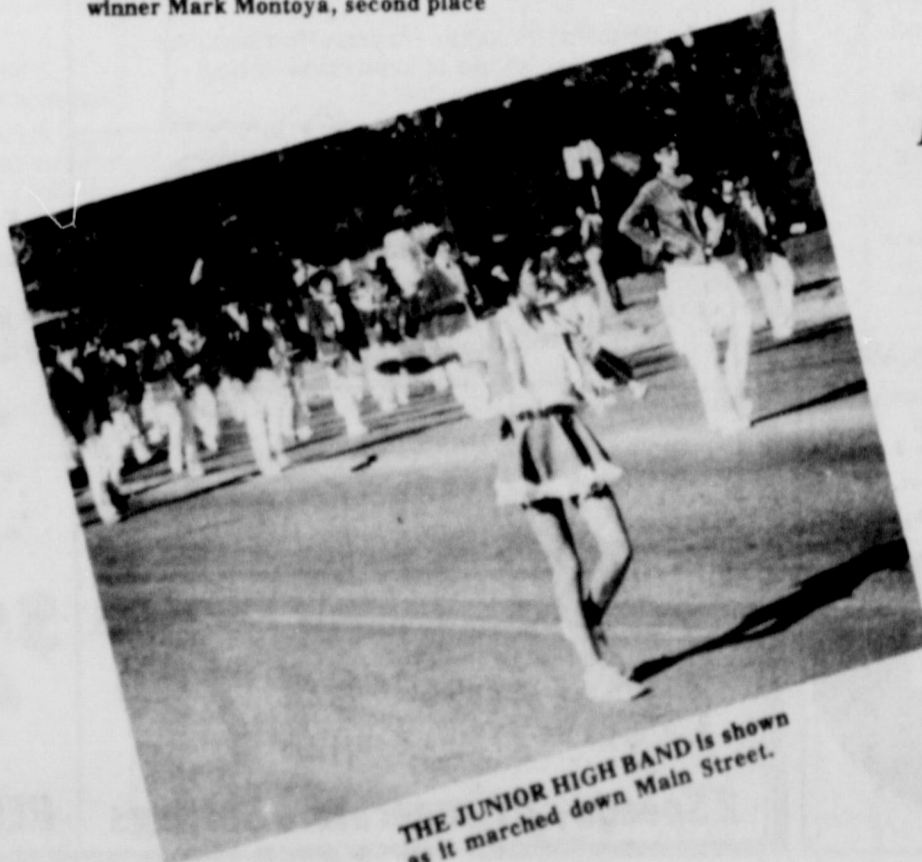
**OUTSTANDING PET...**Lisa and Lori Fulks, daughters of Mr. and Mrs. Bobby Fulks, are shown with their bulldog Wally, who was judged as the dog with the loudest snore at the Maize Days pet show.



**RACE WINNERS...**Maize Queen Laura Ellis strikes a casual pose with the top three entrants in the marathon race. From the left are winner Mark Montoya, second place finisher Dan Welty, and third place runner Bobby Wied. The race was run in 94-degree heat on September 16.



**RALPH TAYLOR** was chief cook for the American Legion's pancake breakfast during Maize Days.



**THE JUNIOR HIGH BAND** is shown as it marched down Main Street.

## Maize Day Contests

**PARADE**  
Churches: St. Teresa's Catholic Church.  
Clubs: 1. Girl Scouts; 2. Foreign Language Club.  
School: 1. Seniors; 2. Sophomores; 3. Juniors.  
Commercial: 1. Friona Texas Federal Credit Union; 2. Friona State Bank; 3. K-Bob's Steak House.  
Kid's Parade: 1. Aaron Black; 2. Brent Riethmayer; 3. Kenneth Smith.  
Antique Cars: Carl Sanders, Wayne Rogers, A.B. Brown.  
Riding Clubs: 1. Friona; 2. Hereford.

**PET SHOW DOGS**  
Jason Vaughn, sweetest dog; Robin Houlette, luckiest dog; Brenna Evans, most musical dog; Mark Milloy, dog with prettiest bow; Randall Van Milloy, dog with most teeth; Micah Milloy, dog with

**PEDAL-POWER** was the type of the Friona Texas Union's entry in parade, entitled

longest ton  
Keck, most  
Trista, Ha  
mouth; Shi  
dog; Lisa  
loudest sn  
with best  
Perez; 2.  
Lynn Hand  
J'mai Ca  
Kelly Cash  
Richard  
portable c  
M.  
Welty, 42  
Jim Dixon  
56:00; 6. K  
Morgan, 6  
Other er  
and Mike  
difficulties

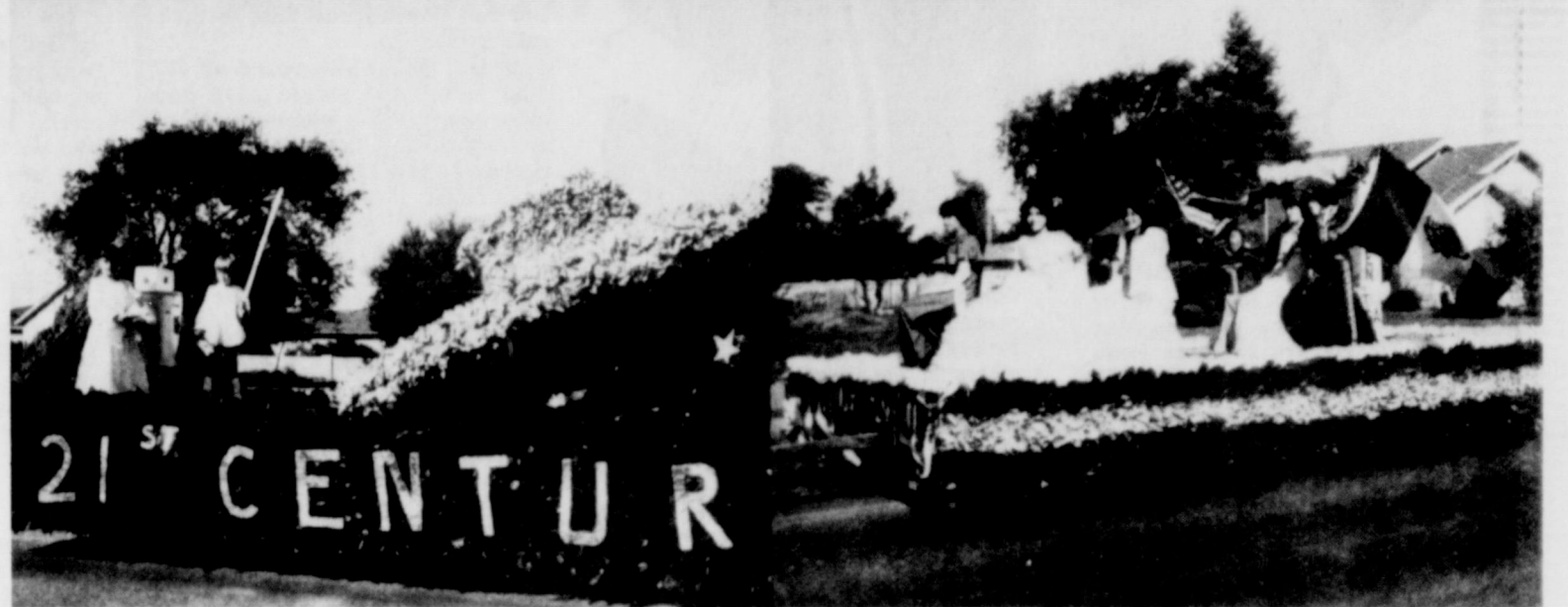
# MAIZE DAYS REMEMBERED!



part of the crowd is shown above. Candidate George [unclear] joined in the [unclear]



**BAND STEPS OUT...**A portion of the Friona High School Band is shown as it strutted its stuff during the Malze Days parade.

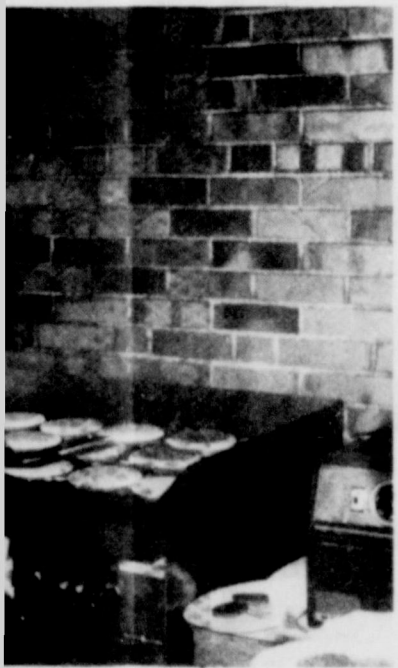


**FLOAT WINNERS...**Some of the winners in the float division of the Malze Days parade are pictured here. At the top right is the senior float, judged first in the class division. Top right is the Progressive Study Club float, with the top

three contestants in the "Little Miss" contest. At the bottom, left is the sophomore class float, second in the class division, and at the bottom right is the colorful float entered by St. Teresa's Catholic Church, winner in the church division.



**PEDAL-POWER, or Geneva-power,** was the type of locomotion used by the Friona Texas Federal Credit Union's entry in the Malze Days parade, entitled "Small enough to know you—Large enough to serve you." The entry was given first place in the commercial division of the parade.



was chief cook for [unclear] region's pancake [unclear] Malze Days.



**AS USUAL,** the kids with their decorated bicycles were a noticeable entry in the parade.

## Contest Results:

longest tongue; David and Robert Keck, most excited dog; Tamra and Trista Hand, dog with biggest mouth; Shannon Cochran, smartest dog; Lisa and Lori Fulks, dog with loudest snore; Pam and Frankie Perez, dog with sharpest teeth; Lynn Hand, biggest dog.

### CATS

J'mai Cash, cat with shortest tail; Kelly Cash, cat with longest tail.

### HAMSTER

Richard Ellis, pet with most portable cage.

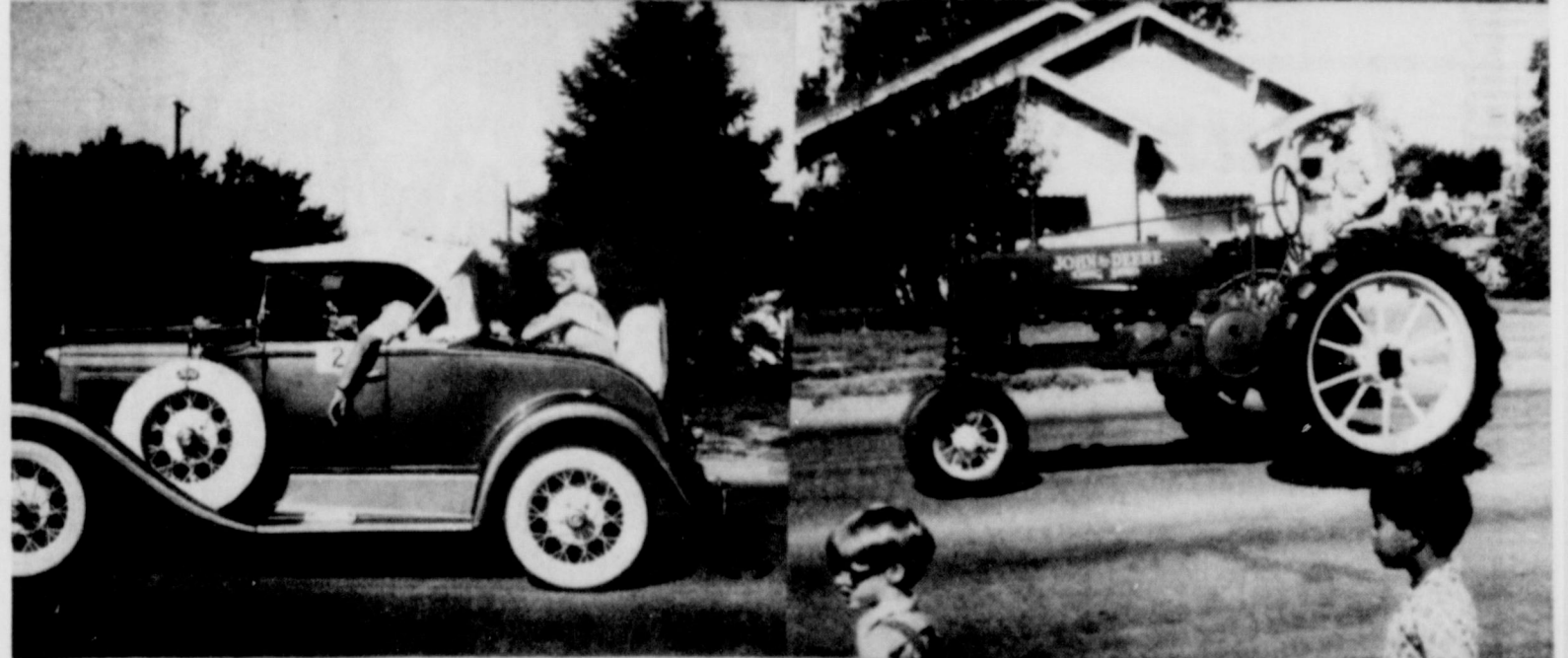
### MARATHON RACE

1. Mark Montoya, 40:00; 2. Dan Welty, 42:00; Bobby Wied, 50:11; 4. Jim Dixon, 51:11; 5. Jackie Morgan, 56:00; 6. Kelly Konis, 60:00; 7. Diane Morgan, 63:00.

Other entries: Robert Alexander and Mike Neill dropped out due to difficulties, including blisters.



**K-BOB'S RESTAURANTS** sent their chuck wagon to add to the annual parade at Malze Days.



**BEAUTIES, VEHICLES...**The girls entered in the Malze Queen competition had various modes of transportation in the parade. Girls are (top, left to right) Laura Ellis,

Maize Queen, Rosa Garza and Sandy Kay Field, Joanna Merritt, C.L. Vestal (not a queen contestant), Priscilla Pruett driving her tractor, and Nelda Woodruff and Lori Balze.

# Defense Shines As Chiefs Top 'Horns



**AUTOGRAPHED BALL....**The Friona Booster Club is selling chances on an autographed football, to be given away at the Homecoming Game. Tickets are 25 cents each, and are on sale from members of the club.



**SECONDARY MAN....**Mike Hutson, defensive standout for the Friona Chieftains, is shown coming up to make a play against Lockney in last Friday's ball game. Hutson and others of the Chieftains' defensive unit came in for considerable praise after holding Lockney to under 100 yards in the 7-6 Friona win.

The Friona Chieftains shocked the Lockney Longhorns with a rock-tough defense that sparked the team to a 7-6 win in a game that evened up both teams' season records last Friday night at Friona.

The Chieftains held the explosive Longhorns to a net of just 90 yards. Lockney had scored two touchdowns against Muleshoe in a scrimmage, and then downed Post, 10-0 in their opener.

Friona, meanwhile, rolled up 302 total yards, and should have had more points, and a wider margin of victory than the final score indicated. The Chiefs led the first down count, 16-6.

"Our scoring has to improve. Anytime you get five penetrations, you need to come out with more than seven points. But the team played super defense, and that made the difference," said Coach Lonnie Phillips this week.

Friona recovered a Lockney fumble on the fifth play of the game, and had the ball at the Longhorn 27. Joe Malouf ran to the 20, but a bad pitchout lost yardage, and a fourth down pass was intercepted.

The hard-hitting Chieftains made Lockney cough up the ball once again, and Friona had it at their own 45. This time the team drove to the Lockney five. Big play was a 24-yard pass from Chris Barnett to Kevin Kothmann.

Friona moved to the four yard line, but on third down Barnett was hit as he tried to pitch out, and Lockney jumped on it at their nine.

On their third possession, Friona finally got the ball into the end zone. Barnett threw a strike to Leslie White, who snagged the ball inside the five, and raced across the goal-line for the touchdown. Jerry Harrelson's kick was good, and Friona led, 7-0 with 2:09 left in the opening quarter.

Midway through the second quarter, Lockney got a break. A high punt into the wind was fielded near midfield by the 'Horns, who got a 15-yard stepoff when Friona missed the fair-catch signal and hit the receiver.

Lockney punched it across in

seven plays, with Earlee Mathis getting the TD. Friona got a big break on the extra point try, as Lockney has one of the better kickers in this area. Fortunately for the Chiefs, he never had the chance to tie the game, as the ball was snapped back on the ground, and Friona helped kill the play, to retain the lead at 7-6.

The Longhorns missed by an eyelash taking the lead on a 45-yard field goal attempt with 3:51 left in the half. The ball sailed toward its mark, but hit the crossbar and bounced back onto the field of play. Just an inch or two farther, and Lockney would have had a 9-7 lead.

Friona drove to the Lockney 19 late in the half, sparked by the running of Rod Owen and a pair of pass completions to Malouf. But a Friona field goal try fell short on fourth down from the 26.

The second half was a great

defensive effort by the Chieftains, who held Lockney to minus 21 yards rushing and just 27 yards passing, or a net of six yards for the two periods.

Friona had another chance to score in the final quarter when Chuck Nichols got in the open and raced 39 yards before being caught from behind at the Lockney 17. The Chiefs advanced to the ten, but on fourth down Barnett was rushed on a passing attempt and never got it away.

The defense rose to the occasion twice in the latter stages of the game. David Merrill tackled the Lockney quarterback on a reverse play that lost 12 yards for the 'Horns and forced a punt.

Then, it appeared the Chiefs could stall out the clock as Friona picked up a first down with just 1:35 to play. But two plays later, Lockney stole the ball from Rod Owen, to make the Friona fans squirm in their seats.

Lockney was able to run seven plays in the last minute. They kept alive with a fourth-down pass completion with 26 seconds remaining. This moved the ball across midfield to the Friona 44. Fans were

beginning to fear the toe of the talented Lockney kicker.

But Longhorn quarterback Steve Warren was smothered on a pass attempt on second down, and the clock ran out before the visitors could get off another play.

"We were extremely pleased with our defensive effort. After the poor performance at Tulla, it helped the kids' morale to win the game. This was more like we thought we could play," Coach Phillips said.

Phillips said that Nichols was given the "Big Chief" award for his play, both on offense and defense. He was the team's leading ground-gainer with 72 yards, and also made 15 tackles from his linebacker position.

No injuries were sustained in the game, although Chris Barnett suffered a severely bruised back and Kevin Kothmann a bruised arm, both in workouts this week.

Concerning the winless (0-1-1) River Road team, Phillips said he was cautioning his team to be wary. "They are deceptive. They are liable to break out of it at any time," he said.

### STATISTICS

Friona		Lockney
16	First Downs	6
194	Net Yards Rushing	63
108	Net Yards Passing	27
302	Total Net Yards	90
17-7	Passes Completed	9-2
1	Passes Had Intercepted	0
3	Fumbles Lost	2
2-30	Punts, Yards	7-259
15-0	Punting Average	37.0
5-35	Penalties, Yards	8-80

### SCORE BY QUARTERS

FRIONA	7	0	0	0-7
Lockney	0	6	0	0-6

### INDIVIDUAL RUSHING

Chuck Nichols 10-82-8.2; Rod Owen 21-56-2.7; Jeff Peak 6-19-3.1; Joe Malouf 5-18-3.6; Leslie White 1-(-5)-(-5.0). Team: 1-(-6)-(-6.0). Totals: 45-194-4.3.

### INDIVIDUAL PASSING

Chris Barnett, 17-7, 121 yards, 1 TD.

### INDIVIDUAL RECEIVING

Kevin Kothmann 3-54 yards; Leslie White 1-44 yards (TD); Joe Malouf, 2-22 yards; Chuck Nichols, 1-1 yard.

### PUNTING

Kothmann, 2-30 yards, 15.0 avg.

## Chiefs Host Steers In Homecoming Game

The Farwell Steers will be the opponents next Friday for Friona's Homecoming Game. The game itself kicks off at 8 p.m., with pre-game activities about 15 minutes before game time.

The Friona-Farwell series is being renewed after a two-year lapse, only the second interruption of the county series in 43 years.

Prior to 1976, the two schools met in football for 27 consecutive years, and 39 times in all since 1931.

The rivalry has been one of "streaks," with Friona owning the win streak when the teams last met. The Chieftains had won six consecutive games from the Steers, and eight out of nine, to gain the upper hand in the all-time series, with 20 wins to Farwell's 18 and there had been one tie.

The Steers, playing a tough non-conference schedule, will bring

a 1-1 season record into the contest, having lost to Olton in their season opener, 6-0, and then beat Morton on the second week, 10-3. They had an open date September 22.

Farwell has a first-year head coach in Don Alana, a Texas Tech University grad who played in the Texas High School coaches All-Star game in 1971.

Alana's team sports good quickness in the backfield, but lacks overall depth.

Two boys were quarterback prospects when the season opened, Robin Roberts and Mark Owen. Farwell also had a good corps of receivers in the likes of James Castleberry, Max Lonsdale, Randy Gerles, Kayle Watts and Rowdy Chandler.

If past records are any indication, the season records and team strengths or weaknesses will mean little when the football is teed up.

# Congratulations

To  
**Laura Ellis,**  
1978  
**Maize Queen**



Laura Ellis

You've Been  
Our Queen  
All Along!

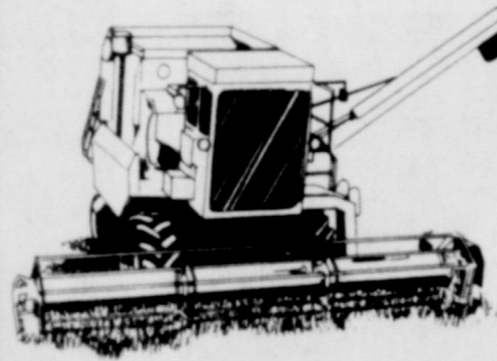


Congratulations To Every Entrant,  
On A Job Well Done!

**The Friona Star**

# ATTENTION FARMERS:

Tri-County Elevator At Black, Texas Will Be A Receiving Point This Fall For Your Soybeans.



We Also Look Forward To Handling Your Corn And Maize.

★ We Are Equipped To Receive Corn Up To 26% Moisture

**TRI-COUNTY ELEVATOR**

Black, Texas

James Bailey, Mgr.

Ph. 265-3275




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**TASTY CREAM DRIVE-IN**  
 ★ Sandwiches ★ Short Orders ★ Drinks  
**LEE & SYLVIA GIBSON**  
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 FOR ALL YOUR FERTILIZER AND CHEMICAL NEEDS  
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 Your Independent Agent  
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 KENTUCKY AT MARYLAND

15 **PARMER COUNTY PUMP CO.**  
  
 WICHITA STATE AT WEST TEXAS

2 **PRODUCTION CREDIT ASSN.**  
  
**WADE WRIGHT, MGR.**  
 OLTON AT FLOYDADA

10 **FRIONA WHEAT GROWERS**  
  
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**RON SMILEY, MGR.**  
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 Sales Service  
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 Grain-Cotton-Fertilizer-Chemicals  
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 PARMER COUNTY HEADQUARTERS FOR  
 Ford Cars, Trucks, Pickups  
 Used Cars & Trucks  
  
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 RIVER ROAD AT SUNRAY

**football CONTEST**  
 HERE'S YOUR CHANCE TO WIN WEEKLY WIN CASH PRIZES  
 1ST PRIZE \$10 2ND PRIZE \$6 3RD PRIZE \$4  
 ENTER OUR CONTEST EACH WEEK ... NOTHING TO BUY ... JUST PICK THE WINNERS  
**CONTEST RULES:**  
 1. Pick the winner of the 22 games listed in the advertisements on this page. Write the winners in the blanks provided on the official contest blank.  
 2. Pick the score of the tie-breaker game. This score will be used to break weekly as well as grand prize winners.  
 3. 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.  
 4. The leading contestant at the close of 13 weeks will receive \$100 cash. Second place winner \$25. Third place \$15.  
 5. Only one entry per person.  
 6. To count for grand prizes, entries must be on official blank printed in the paper.  
 7. Contestants must be 12 years of age or older.  
 8. Everyone eligible to enter (sponsors included) except employees of the Friona Star and their families.

**Grand Prizes**  
 First \$100<sup>00</sup>  
 Second \$25<sup>00</sup>  
 Third \$15<sup>00</sup>

18 **PARMER COUNTY IMPLEMENT CO.**  
  
 24 HOURS PARTS SERVICE  
 Phone 247-2721  
 PHILADELPHIA AT BALTIMORE

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 REAP BIGGER PROFITS FERTILIZE!  
 PHONE 295-3444  
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 ★ IRRIGATION ENGINES  
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**OFFICIAL ENTRY BLANK**  
 Select Winners From Games Listed In Advertisements

1	12
2	13
3	14
4	15
5	16
6	17
7	18
8	19
9	20
10	21
11	22

(Pick Tie-Breaker Score) Friona \_\_\_\_\_ Farwell \_\_\_\_\_  
 NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_

21 **LAKESIDE PARTS & MACHINE**  
 ★ COMPLETE AUTOMOTIVE PARTS  
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 ★ MICHELIN ★ NATIONAL ★ SUMMITT  
 24 HOUR FIELD SERVICE  
 NIGHTS  
 CALL 247-3511  
 OAKLAND AT CHICAGO

## Antiques Shop Opening Set

Mr. and Mrs. Herbert Schueler are opening a craft and antique shop in the old Herman Schueler home in the Rhea community.

"The Old House" will hold open house from 2 to 5 p.m. on Sunday, October 1. The place is located 23 miles Northwest of Friona and 1/2 mile North of the Rhea Immanuel Lutheran Church.

The original old house was built by Herman Reinking in 1909. He hauled the rock out of the draw north of the place to build the house. It has been remodeled several times since then.

Mrs. Schueler and many of her friends in the Rhea community enjoy painting and craft work. This fact was instrumental in the Schueler's decision to open the new shop. Mrs. Schueler will be teaching classes in "Rub-out" painting, and other workshops will be scheduled all along.

Regular hours for the shop will be 9 to 12 and 1 to 4 on Thursdays and on other days as scheduled.

The Schuelers invite everyone in the Friona and Rhea area to come to the open house on Sunday, Oct. 1 to visit, tour though the old house and enjoy refreshments. Students work will be on display and a door-prize of an original painting will be given.



"THE OLD HOUSE"....This 70-year-old two-story farm home belonging to the late Herman Schueler, is soon to be the site of a new craft and antique shop in the

Rhea Community. Craft and painting workshops will also be held here. Mr. and Mrs. Herbert Schueler will hold open house in the place on Sunday afternoon, October 1.



## Hospital Report

### ADMISSIONS—

Mary Guadalupe Castillo, Friona; Donna Cozby, Summerfield; Don Bentley, Friona; Christine Rios, Friona; Thelma Koehn, Friona; Bessie Webb, Bovina; Mary Grubbs, Friona; Thelma Hutson, Friona; Jessie Trevino, Friona; Ida Adams, Friona; A.G. White, Bovina; E.B. Burton, Broadview; Gertrude Allen, Friona; John Gaede, Friona; Warren Duke, Friona.

### DISMISSALS—

Santo Rodriguez, Estella Garcia, Patsy Webb, Christine Rios, Thelma Koehn, Jessie Trevino, Mary Grubbs, Mary Garza and baby girl, Lupe Castillo, Don Bentley, Bessie Webb and Thelma Hutson.

### PATIENTS IN HOSPITAL—

A.G. White, Ida Adams, Gertrude Allen, John Gaede, Warren Duke, E.B. Burton and Donna Cozby.

## Salvation Army Official Named

The Friona Salvation Army Service Unit will be represented by Mr. Dale Maret, Salvation Army Field Representative, it was revealed recently by A.L. "Jake" Outland, Service Unit chairman and Friona city manager.

Mr. Maret's appointment to

Region Five was announced recently by Mr. Dan Eddy, Texas director of development for The Salvation Army.

Region Five is a Salvation Army designated 29-town area that includes Friona and covers all of the Panhandle and much of the South Plains.

The Friona Salvation Army Service Unit is a member of the United Fund of Friona and Area.

In his capacity as field representative, Mr. Maret will work with Mr. Outland and the Friona Service Unit committee and will act as a liaison between the Service Unit, The Salvation Army Corps in the area and Texas Divisional Headquarters located in Dallas.

A Salvation Army Service Unit is a committee of volunteers who perform the same service of helping those in need in their community as do uniformed Salvation Army officers in Corps towns.

Friona Service Unit committee members who serve with Mr. Outland are: Mr. Howard R. Denney, vice chairman; and Mrs. Charlene Harper, treasurer.

A native of Oklahoma, Mr. Maret will make his home in Amarillo.

## Write Your Congressmen--

In order that Friona Star readers may write their congressmen, we are presenting their names and addresses herewith:

Senator John Tower  
Senate Office Building  
Washington, D.C. 20510

Senator Lloyd Bentsen  
Senate Office Building  
Washington, D.C. 20510

Congressman George Mahon  
House Office Building  
Washington, D.C. 20510

## Services Held For J.L. Colley

Funeral services for Jessie Lee Colley, Sr., 54, of Friona were held Friday, September 15 at Smith Funeral Home Chapel in Charleston, Arkansas. Burial was in Stroud Cemetery in Greenwood, Arkansas.

Colley died Monday, September 11 in the Veterans Hospital in Amarillo. Born at Huntington, Arkansas, he was a truck driver, a farmer and an Army veteran of World War II. He married Dolores Tonomi on May 11, 1956 at Cheyenne, Wyoming.

Survivors include his wife Dolores of the home in Friona; three daughters, Kathie Ann Colley of Lubbock, Mary Alice and Margaret Ann, both of Friona; two sons, Michael Edward and Jessie Lee, Jr., both of Friona. Also one granddaughter, Wendy Kay, six sisters and one brother.

## Bonfire Is Set Thursday

The Homecoming bonfire will be held Thursday, September 28 at Reeve Lake, beginning at 8 p.m.

The community is invited to attend the bonfire and pep rally, and boost the Chiefs toward a win over Farwell in the Homecoming game.

## Letter To Editor

Bill Ellis, Publisher  
Friona Star  
Friona, Texas

Dear Bill:

Thanks for lending me your negatives of the marathon winners. I would appreciate you conveying my thanks to all the organizers of the marathon. I know they put in some hard work and probably received very little reward for it.

I am looking forward to next year already.

Dan Welty  
The Hereford Brand

## Sr. Class Sells Mums

The Friona senior class is selling mums for the FHS Homecoming game September 29 against Farwell.

The seniors are filling four basic orders. Number one is a white mum with a red "F," a football and medium streamers, for \$5.25.

Number two order a white mum with a red "F," a football and long streamers, for \$8.93. Number three is a white mum with red backing bell, a football, a choice of a number, or "F" in glitter and long streamers. Cost is \$11.03.

Also the class will fill orders for a "small" mum, which will have an "F" on a flower with a football, costing \$3.68.

All orders must be turned into a senior to give the class the credit, and must be ordered by Wednesday, September 27, except for the number three order, which must be made by Monday.

## Girl Born To Taylors

Mr. and Mrs. Wayne Lee Taylor of Layton, Utah are the parents of a daughter born August 23 at the L.D.S. Hospital in Salt Lake City, Utah. She weighed five pounds, twelve ounces and was 18 1/2 inches long. She was named Melissa Marie.

Melissa has an older sister, Brandy Kay, age 4 1/2 and a brother, Brian Lee, age two, both of Layton.

Her grandparents are Mr. and Mrs. J.W. Huffstickler of Friona and

Mr. and Mrs. Karl William Taylor, of Salt Lake City, Utah. Mr. and Mrs. Thornton A. Jones of Cedar City, Utah are great-grandparents.

Mrs. Taylor is the former Linda Huffstickler and a 1972 graduate of Friona High School. Mr. Taylor is employed by the 508th Tactical Fighter Group, attached to Hill Air Force Base, Utah. He is employed as a Weapons Technician involved in training the Air Force Reserves.

**New At The Main Place**

**WEDNESDAY ONLY SALE**

**Special Buy, One Day Only:**

**All Boys Shirts, Sizes 8 to 18,**

**20% off**

**The Main Place**

*Wahleah Beck, Owner*

719 Main St. Friona Ph. 247-3282

## Introducing Bill Clements



+Deputy Secretary of Defense, 1973-77.  
+Began on "Shoestring—now world's largest drilling contractor."

Bill Clements

+Worked to Curb the Bureaucracy in the Defense Department.

### Bill Clements

Republican Candidate For Governor

Pd. Pol. Adv.

Bill Clements For Governor

Andy Hurst, Chairman

## 10th ANNIVERSARY FOR FRIONA Sew'n Save!!!

Monday Sept 25th 8:30-6:00

To say Thank You for your trust and support, we are having a once and for all Fabric Fair. From the Factory of Famous Dress Makers you may choose from hundreds of bolts of fashion fabrics. We will have the Fabric Man Van at our back door. Golden Touch Suedes, Surilene, Cordoroy,

Chaillis, Denims, Georgetts, Polyester Gauzes and English

Knit, Border Prints and Sweater Panels and Velvet. value to

\$1.00 only \$5.00, \$4.00, \$3.00

1" & 3/4" Non Roll Elastic Reg. 59¢ 3/yds. \$1.00

60" Fusible Peldon Interfacing 200 Yds. \$1.19

Free pattern of your choice with each 3 yd purchase of fabric - Free sewing book and tape measures to every one registering for our \$25.00 gift certificate.

1st ANNIVERSARY Thurs, Fri. and Sat.

FOR DIMMITT Sept. 28, 29, 30

SHOE AND BOOT SALE

NELLIE JANE'S

Fabric & Things

715 Main Friona



NELLIE JANE'S

Shoes, Fabrics

and Things

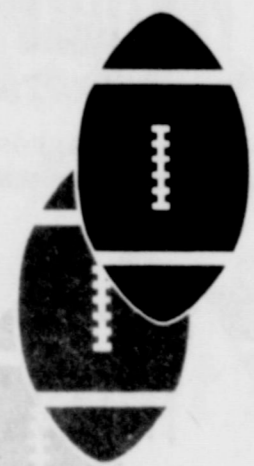
1213 Bedford

Dimmitt, Texas

We Strive To Please

## Sign up for the 18th annual

# PUNT PASS & KICK



## Competition!

Open to boys and girls ages 8 to 13.

It's football time again... time for you to enter our PP&K competition where you can test your football skills by competing with others your own age. Winners will receive a PP&K trophy and a chance to compete in higher levels of competition. The finals will be held at the NFC Championship game to be played on January 7, 1979.

Registration: August 18 through September 29.

Registration is very simple. Come into our dealership with your parent or guardian to sign up. While you're here, be sure to pick up a free PP&K Tips Book. In it you'll find tips from the pros on how to improve your skills and prepare for Punt, Pass & Kick.



1 p.m. At Chieftain Field In Friona September 30, 1978

## FRIONA FORD SALES, INC.

1011 GRAND — FRIONA, TEXAS

PHONE 247-2701 or 238-1395

Parmer County's Only Authorized Ford Dealer

# 79 CARS

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### PREMIERE Showing!

### THURS., SEPT. 28

### 1979 Oldsmobile

Have one built for you!

## 1979



### SEE THEM ALL THURSDAY, SEPTEMBER 28

### AT REEVE'S SHOWROOM FREE COFFEE, DONUTS, DOOR PRIZES.

SEE THE 1979 CHEVROLETS AND OLDSMOBILES  
ON THURSDAY, SEPTEMBER 28  
AT REEVE CHEVROLET-OLDS IN FRIONA!



Cutlass Supreme Coupe



Camaro Berlinetta Coupe



C10 Silverado Fleetside Pick up



Caprice Classic 4-Door Sedan



Caprice Classic Landau Coupe



Chevette 4-Door Hatchback Sedan



Tornado Brougham Coupe



Ninety-Eight Luxury Sedan



Luv Pick up



Malibu Sedan



Monte Carlo Landau Coupe



Delta 88 Royale Coupe



Nova Custom 4-Door Sedan



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# REEVE CHEVROLET-OLDS

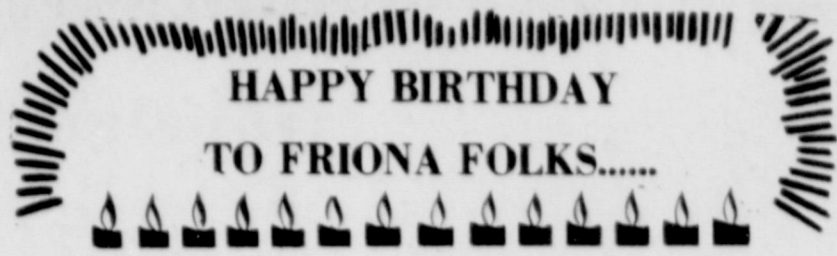
GLENN REEVE, JR.

RON CAIN

GLENN WILLIAMS

GLENN REEVE, SR.

FRIONA, TEXAS



**WEEK OF SEPTEMBER 23-29**

Friona residents having birthdays next week are:  
 Mardee Sifford, September 23  
 Jessie Morales, Sr., September 23  
 Wendell Gresham, September 24  
 Dale Parsons, September 24  
 Luella Maurer, September 24  
 Cam Buchanan, September 24  
 Dee Buchanan, September 24

**UC Women's Fellowship**

**Met Sept. 12**

The Women's Fellowship of Union Congregational Church met on September 12 at the Fellowship Hall of the church.  
 Ten members and one visitor were present. Roll call was answered with "Apples of Gold." A program entitled "A Change of Worlds" was given by Luella Maurer.  
 Ice cream, chocolate cake and ice tea were served by Viola Treider, hostess.  
 The guest was Mrs. Stone of Lubbock, who is the mother of Rose Mabry.

Jan Spencer, September 24  
 Jane Dixon, September 25  
 Dr. Robert Alexander, September 25  
 Robert Alexander, Jr., September 25  
 Louisa Wilson, September 25  
 Clyde Goodwine, September 25  
 Harry C. Taylor, III, September 26  
 Eunice Widmier, September 26  
 Addie Moyer, September 26  
 Chris Barnett, September 26  
 Christopher Bails, September 26  
 R.V. Lunday, September 26  
 Wayne Ridley, September 27  
 Walter Schueler, September 27  
 William Osborn, September 27  
 Logan Gardner Bingham, Sept. 27  
 Kyle Wilkins, September 28  
 John Jones, September 28  
 Florence Sifford, September 28  
 Walter Carnes, September 28  
 Gary Cook, September 28  
 Wesley Foster, September 28  
 Virginia Jennings, September 28  
 David Wilkerson, September 28  
 Vickey Bell, September 28  
 James Widner, September 29  
 Harold Wells, September 29  
 Tammie Potts, September 29  
 Bob Owen, September 29  
 If you or someone in your family has a birthday coming up soon, call the Friona Star at 247-2211 by Thursday noon and report it.



**CAROLYN MARTIN....**Mr. and Mrs. Lawrence Martin announce the engagement and approaching marriage of their daughter, Carolyn, to Dave Wetmore, Washington, D.C., son of Mr. and Mrs. E.D. Wetmore,

Mendham, New Jersey. The wedding will be in October. Carolyn is a 1972 graduate of Friona High School and is employed by the Department of Human Resources in Lubbock, Texas.

**Grimsleys Have Boy**

Kyle David Grimsley was born at 12:52 p.m. Friday, September 15, at Deaf Smith General Hospital, Hereford. He weighed eight pounds, eight ounces. His parents are Mr. and Mrs. Jimmy Grimsley.  
 Older children in the Grimsley family are Holly, five, and Poppy, two.  
 Grandparents are Mr. and Mrs. David Grimsley, Friona; and Mr. and Mrs. Jack Gomez, Hobbs, New Mexico.  
 Great-grandparents are Mrs. Theo Grimsley, Olton; Mrs. Esther Bomar, Springlake; Mrs. Louise L. Gomez, Prospect, Connecticut; and Mr. and Mrs. Frank Debitetto, Columbus, Ohio.  
 Mrs. Grimsley and Kyle were dismissed from the hospital early last week.

**Egyptian Program Highlights Meeting**

Modern Study Club members met in regular session at the Club House Tuesday, September 19.  
 Twenty members answered roll call giving some interesting facts about Egyptian culture.  
 Iona Cook gave the devotional. Slides and exhibits on Egyptian culture were presented by Estelle Caffey. Committee reports were given. Linda Murphree reminded all

members that the next meeting would be a trip to Lubbock Museum.  
 Faye Reeve, president, gave a report from the Girl's Town. A senior girl has been chosen for the club to help.  
 Pam Thompson asked for her resignation. It was accepted with regret.  
 Refreshments were served by the hostesses, Zona Bass and Vera Beil.

**County Teachers Name Delegates**

The Parmer County Teachers Association held their first meeting of the school year in Friona on September 11. After the Pledge of Allegiance, the invocation was given by Tom Jarboe of Friona.  
 Anne Corn submitted her president's report. Francis Boling, secretary, submitted her report. Committee reports were given by Benny Pryor and Richard Montgomery.  
 The program was presented by Cecile Russell of Amarillo, who is the Texas State Teachers' Association president-elect, and Ginger Shackelford, the president of Amarillo Classroom Teacher's Association.  
 Joyce Hargrove introduced the new theme song, "We Teach the

Children," and taught it to the group. She was accompanied by Charles Turner.  
 Jeanne Mosley gave her report on the State Convention. Cecil Maddox reported on the Parmer County Teachers' Federal Credit Union.  
 Delegates were elected to the District XVI TSTA Convention to be held in November in Amarillo. They were Anne Corn and Richard Montgomery from Farwell, Lee Witten, Benny and Mary Pryor, Jane Hinton, Paul and Cynthia Smith and Bob Owen, of Friona. The alternates are Elizabeth Phillips and Jerry Yows from Farwell and Shirley Garrison from Bovina. Pat Owen was in charge of the ballots.  
 The next meeting is scheduled at Lazbuddie, October 16, at 6:30 p.m.

**Lazbuddie Group Elects New Officers**

The Lazbuddie Band Aids met September 12 to elect new officers and to plan their activities for the coming year.  
 Mrs. Jerry Don Glover presided over the meeting. Mrs. Pete Jesko gave a financial report and Mrs. Robert Ivy was very busy during the year as vice president.  
 The Lazbuddie Band and their parents appreciate very much the hard work that Donna, Ettie and Darla have done this last year.  
 The newly-elected officers are Mrs. Jerry Engelke, president; Mrs. Kenneth McGehee, vice president; Mrs. Joe Tarter, secretary-treasurer; and Mrs. Gary Coker, reporter.  
 One of the fund raising activities of the Lazbuddie Band Aids is running the concession stand at the home football games. There are several games that have openings for parents to work.  
 If you are interested, please contact Mrs. Kenneth McGehee at 965-2252 so she can sign you up on the schedule.  
 The Lazbuddie Band Aids are also going to have the annual Thanks-

giving Dinner again this year. The date will be announced at a later date.  
 It was decided that the scholarship would be awarded again this year.  
 The parents of the Lazbuddie Band members hope that you have a very good year and we, your parents, are going to back you in every way possible.  
**Sr. Citizens Set Meeting**  
 On Friday, September 29, the Senior Citizens of Friona will be entertained by Mr. and Mrs. Norman of Clovis with their many magical acts.  
 Mr. and Mrs. Norman are retired teachers and have studied magic as a hobby.  
 "So join us for lunch at the Union Congregational Church at 12 noon, an interesting program, games and visiting," says a representative of the group.

**Creative Wedding Service**

We do the complete reception for weddings and anniversaries.

- Cakes with hand molded flowers.
- Assortment of cloths, draped and tailored
- Brass and Silver appointments.

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 Hereford, Texas  
 Ph. 806-364-6711

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**MR. FARMER .....**

**Big Tex Cattle & Grain, Inc.,**

**Summerfield, Texas**

**Will Be Your Receiving Point Once Again For Your Soybeans This Fall And Is Also Ready To Serve Your Grain Need On Corn And Milo ...**

**BIG TEX CATTLE & GRAIN INC.**

1.6 MILLION BU. CAPACITY      ELEVATOR DIVISION      TELEPHONE  
 P O BOX 83      SUMMERFIELD, TEXAS 79085      HEREFORD, TEXAS  
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**CURRENT SAVINGS RATES**

**PASSBOOK SAVINGS - "Date-In-Date-Out" - No Minimum.....5.25% Yield 5.39%**

**CERTIFICATES OF DEPOSIT**

Three Months - \$1,000.00 minimum .....	<b>5.75% Yield 5.92%</b>
One Year - \$1,000.00 minimum.....	<b>6.50% Yield 6.72%</b>
Thirty Months - \$1,000.00 minimum.....	<b>6.75% Yield 6.98%</b>
Four Years - \$1,000.00 minimum.....	<b>7.50% Yield 7.79%</b>
Six Years - \$1,000.00 minimum.....	<b>7.75% Yield 8.06%</b>
Eight Years - \$1,000.00 minimum .....	<b>8.00% Yield 8.33%</b>

**MONEY MARKET CERTIFICATES**

Current Rate **8.229%**

10,000 Minimum - 6 Month Maturity

**NEGOTIABLE RATE CERTIFICATES - \$100,000.00 Minimum**

Term and Rate are negotiable - Ask us about these.

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Interest on all accounts paid from date of deposit to date of withdrawal and compounded daily.

PENALTY - Any account holder making an early withdrawal from a Certificate of Deposit will receive on the amount withdrawn the passbook rate then being paid, and in ADDITION, the account holder will pay a penalty of 90 days interest or interest from date of issuance or renewal of the Certificate of Deposit, whichever is less.

CONVERSION OF PRESENT CERTIFICATES - Above penalty clause applies.

**THE MONEY GROWERS ASSOCIATION**

**FRIONA REPRESENTATIVE - GATLIN LAND CO.**

# Town Talk

By June Floyd Phone 247-3681 With Your News Item



Our most sincere appreciation goes to all our readers, subscribers and advertisers for your whole hearted support of our 1978 Maize Days edition. Without your contributions in so many ways we never could have "put it all together."

The entire Friona Star staff wishes to say a great big "Thank You" to everyone for the many nice compliments on the edition. There's no greater reward from the completion of any project than the appreciation of residents of our community.

Except for the temperature being higher than we would have preferred for the parade, the weather cooperated beautifully. One would hardly have recognized

members of the bands as they made their way back up Euclid following the parade.

A few minutes earlier we had seen the bands marching down Main Street in full uniform—knowing full well all members were unusually warm.

Then, as they went back towards the band hall, jackets had been removed, shirt collars—and in some instances, whole shirt fronts—had been unbuttoned and everyone was doing his best to cool off a little bit.

It is real good to know that there are young people willing to endure whatever unpleasantness necessary in order to do a good job. Congratulations go to band directors and all members of the bands.

Another group which really "stood up under the heat" was Friona's Volunteer Fire Department members, who served the delicious barbecue at noon Saturday.

Those fire boys must have been really sweltering. Yet, they did a good job and stayed at their posts until everyone had plates filled. It was good to note, too, that several of the younger men of our community are volunteering for the fire department.

We had a lot of out-of-town visitors at every activity of Maize Days. Some of the ones who attended the barbecue Saturday were Mrs. Jimmy Mabry and sons, Jim, Mark and Neil; Vicky Bell and Jim Bob Jones, all of Lubbock.

The Mabrys moved to the Hub City last fall from the Hub Community. Vicky has been gone from Friona several years, and Jim Bob has not been a Friona resident for a number of years. He and his brother, Joe Bill, are both connected with Texas Tech's Medical School. They are sons of Bob and Ouida Jones and grandsons of Mabel Jones and Mr. and Mrs. Jim Shaffer.

Mr. and Mrs. Glen Reber are other Hub City residents who were here. They visited in the homes of Mr. and Mrs. Harold Joe Wells and Mr. and Mrs. Harry Watkins. Glen's younger brother, David, was here too. They are Joyce's sons, and Rhonda is a sister of D'Aun Watkins. Gary and Stephanie Schueler Duke came down from Amarillo. Their parents are the Robert Dukes of Friona and the Floyd Schuelers of the Rhea Community.

Others from Amarillo included Elaine Holcomb White, who was a Friday night guest in the home of Mr. and Mrs. Charles Hough; Mrs. Ben Konis and daughters, Kelli and Jade, who also visited her parents, Ray and Rosella Landrum, and other Friona relatives and friends.

Also Joan Beard, the daughter of Mrs. Hop Lewis Jr., was here.

Then, we had several students of Texas Tech and Lubbock Christian among us.

All in all it was a fun week and plans are already being made for next year's Maize Days celebration.

James B. Zetzsche, Sr. and his wife, Garnet, recently moved away from Friona. Since their marriage several months ago, this couple had kind of divided their time between Bowie and Friona. That is, when they were not travelling.

James had a house in Friona and Garnet had one in Bowie, so they decided to move out of both of them. They purchased a home in Wichita Falls and are probably all set up there by now.

They may not have a shingle in the yard proclaiming the fact that Frionians are welcome to visit any time, but they left an oral invitation saying "Y'all come!"

Albert and Jan Chesher and children, Twyla and Kent, moved into the former Zetzsche home at 404

Cedar Street.

The Bob Finleys are in the process of moving back into their former home at 708 Ashland. They've been living in the former Long home on West Ninth, which they have sold to Buck and Louise Bush.

For the past several years Buck and Louise have been living on the Brock home southwest of town, but will soon be moving into the former Long home.

Special activities at Friendship House this week will include the first session of a course in Tole painting, which will be taught by Diane Tatum of the Black Community.

The beginning of the class will be at 1:30 p.m. Tuesday. Would be "tole painters" are invited to attend this session and to bring whatever oil painting supplies they have on hand.

Velma Lovett and Thelma Hutson, who are back to back neighbors way out in the far west part of town, are both home. Velma has been sightseeing and Thelma has been a patient at Parmer County Community Hospital.

Mrs. Lovett accompanied her brother-in-law and sister, Mr. and Mrs. Wayne Morey of Artesia, New Mexico, to Nashville, Tennessee. They attended "The Grand Ole Opry," and made several sightseeing tours of that area.

Enroute home they visited cousins of Mrs. Morey and Mrs. Lovett in the Springdale-Rogers, Arkansas area.

Greg O'Brian, son of Dwight and Gale O'Brian, is still a patient at High Plains Baptist Hospital in Amarillo. He had bone surgery on one shoulder last week. Then on Wednesday morning he had knee surgery.

His condition is satisfactory.

Recent visitors in the home of Mr. and Mrs. Raymond Hughes, who live nearly half way between Adrian and Friona, have been Mr. and Mrs. David Hughes of Clinton, Oklahoma and Mrs. Eliza Baker of Marysville, California.

Mrs. Baker, Mrs. David Hughes and Mrs. Raymond Hughes are sisters and the men are brothers.

Mr. and Mrs. Bernie Barnes of Yucaipa, California, visited in the home of Mr. and Mrs. Irvin Henderson, 1302 Columbia, last week. They are former neighbors of the Hendersons.

If anyone notices that the grin on the usually cheerful looking face of David Grimsley is a little wider this week, there's a reason for it.

His first grandson was born Friday to Jimmy and Lynda and was named for his Granddad Grimsley. Incidentally, little Kyle David makes four generations of Grimsleys with the name David.

Forget the favors you have done for others—remember those others have done for you.



**CELEBRATES BIRTHDAY....Mrs. Eva Jones, longtime Friona resident, was honored on the occasion of her 98th birthday last Sunday. Mrs. Jones is shown with two of her children, Corrine and Opal, both of Friona.**

## Party Fetes Eva Jones

A birthday party in the home of Mr. and Mrs. Raymond Jones Sunday afternoon honored Mrs. Eva Jones, who observed her 98th birthday Tuesday.

The serving table, which was covered with a white linen cloth, was centered with a basket of pastel colored carnations, glads and greenery. A birthday cake with candles and the numbers "98," a crystal punch bowl and silver and crystal serving pieces completed the table setting.

Punch, cake, nuts and mints were served by Mrs. Charles L. Jones, Amarillo, Mrs. Raymond Jones and Mrs. Opal Jones. They were assisted by Mrs. Floyd Rector, Mrs. Tommy Jones, Mrs. Bill Bailey and Mrs. Hoyt Smith.

Mrs. Jones was born in Mississippi September 19, 1880. She moved to

Rockwall, Texas, as a young girl and she and the late Charlie M. Jones were married there October 3, 1897.

The couple first lived in South Texas, then moved to Parmer County in 1925.

Living children of Mrs. Jones are Corinne and Opal C. Jones, both of Friona; Faye Roberson of Forney, Texas; Vera Maye Harry of Eugene, Oregon and Marie Guyer of Sunnyside, Washington. Those living out of town were unable to attend the party.

Grandchildren living here are Tommie Jones, Eva Lou Rector, Charles Jones and Raye Jene London.

Mr. and Mrs. Charles L. Jones and son, Steve, all of Amarillo, were the only out-of-town persons attending. Charles L. is the oldest son of Mr. and Mrs. Raymond Jones.



**"THE OLD HOUSE"**

Owners - Cecelia & Herbert Schueler

**OPEN HOUSE**

Sunday October 1, 1978 2-5 p.m. (Texas Time)

Antique Display

Craft Supplies

Showing "Rub-Out" Paintings

Of Cecelia's First Students

DOOR PRIZE - "Rub-Out" Painting

REFRESHMENTS

23 Miles Northwest Friona

1/2 Mile North Immanuel (Rhea) Lutheran Church

(3 Miles East Of New Mexico State Line)

## Friona 4-H Club Elects Officers

The Friona 4-H Club elected officers for the coming year.

New officers are: Mike Schueler, president; Shain Rhodes, vice president; Dawn Gibson, secretary-treasurer; Carrie Schueler, council delegate; Jo Schue-

ler, alternate council delegate and Vohnya Tongate, reporter.

Anyone wanting to join the club is welcome. Members must be nine years of age or older. Plans were made for the calendar.

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## Magazine Features Former Frionan

An article appearing in the current issue of the Texas Monthly magazine features Dodie Lynn Humphrey, daughter of Dr. and Mrs. John L. Humphrey of Brownwood. The article is a review of the Grapevine Opry.

Dodie appears on the opry at regular intervals, the most recent one being September 2.

Chisai Childs and her Aunt Susie Slaughter are owners of the Grapevine Opry, which is located on Main Street in Grapevine and provides wholesome country entertainment where parents, children, grandparents and friends are welcome. No drinking, smoking or profanity are allowed in the theatre.

Dodie has appeared on the Louisiana Hayride and with Dale McBride in Houston.

She has also set in with Lynn at the Holiday Inn; with George Allison at Roy Eazor's Steak House; with Dennis Thacker's group at the Elk Club and is currently appearing with Sammy Wells band, "The Middle Of The Road," at the Ranch House at Lake Brownwood and The Covered Wagon.

She is a member of The Country Music Association of Nashville and The Grapevine Opry Association.

The Grapevine Opry also houses the GO Recording Studios manned by Phil York, who produced sessions for Helen Reddy, Billy Parker and many other big name entertainers.

Chisai Childs and Johnnie High, Grapevine Opry managers, are feature entertainers and co-hosts for each show at 6:30 and 9 p.m. every Saturday.



**DODIE HUMPHREY is the fifteen year old daughter of Dr. and Mrs. John L. Humphrey of Brownwood. The Humphreys are former Friona residents.**

## Church Sets

### Adult Program

Communication will be the theme of the program for single adults on Tuesday, September 26, at First Baptist Fellowship Hall in Hereford at 8 p.m.

The program will be presented by Ron Churchill of Dallas and all single adults in this area are invited to attend.

**OPEN 24 HOURS**

PRICES GOOD SEPT. 21-24, 1978

<p><b>BORDEN'S</b> Dips &amp; Sour Cream 2 8 OZ. CTN. <b>79¢</b></p>	<p><b>BORDEN'S</b> HI-PRO MILK 1/2 GAL. CTN. <b>79¢</b></p>
<p><b>PLANTER'S</b> POTATO CHIPS TWIN PAK <b>39¢</b></p>	<p><b>GIANT SIZE</b> TIDE <b>\$1.09</b></p>
<p><b>BORDEN'S</b> SHERBET 1/2 GAL. RD. CTN. <b>\$1.29</b></p>	<p><b>ALLSUP'S</b> ICE CREAM 1/2 GAL. RD. CTN. <b>\$1.29</b></p>
<p><b>KRAFT'S</b> CHICKEN NOODLES 50 OZ. CAN <b>89¢</b></p>	<p><b>ENERGY</b> CHARCOAL LIGHTER 32 OZ. <b>49¢</b></p>

**FOAM MOBILE OR FOAM FOOTBALL \$1.59**

**FRESH COOKED CORN DOGS**  
**4 FOR \$1.00**



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# PIGGLY WIGGLY



OUR DARLING  
**GOLDEN CORN**  
WHOLE KERNEL  
303 CAN  
**29¢**

BRIGHT & EARLY  
IMITATION  
**ORANGE JUICE**  
6 OZ. CANS  
**4 \$1**

AGED HEAVY BEEF  
**BONELESS CHUCK ROAST** LB. **\$1.29**

GEHART 300 CAN  
**TAMALES** 39¢  
SHURFINE TOMATO  
**SAUCE** 15 OZ. CAN 34¢  
DEL MONTE CUT  
**GREEN BEANS** 16 OZ. CANS 3/\$1

SHURFINE 10 OZ. PKG.  
**STRAWBERRIES** 49¢  
SHURFINE 10 OZ. PKG.  
**CHOP BROCCOLI** 3/\$1  
JOHNSTON'S 9 INCH  
**APPLE PIE** \$1.49  
BAKER'S CHOCOLATE FLAVORED  
**CHIPS** 12 OZ. 99¢

ARMOUR STAR  
PAN SIZE  
**BACON**  
12 OZ. PKG. **\$1.05**

**STEW MEAT**  
BONELESS LEAN LB. \$1.39  
BONELESS SHOULDER STEAK LB. \$1.69  
BONELESS CHUCK STEAK LB. \$1.39  
BONELESS CROSS RIB STEAK LB. \$1.49  
KRAFT PIMENTO CHEESE 5 OZ. JAR 69¢

**CRISCO**  
3 LB. CAN  
**\$1.79**

KRAFT 16 OZ.  
**FRENCH DRESSING** 89¢  
DISH DETERGENT 32 OZ. BOTTLE \$1.09  
RENUZIT 6 OZ.  
**ROOM FRESHNER** 39¢

EXTRA LEAN  
**GROUND BEEF**  
CHUCK QUALITY LB. **\$1.29**

**SUPER SUDS** GIANT BOX 89¢

WASHINGTON BARTLETT  
**PEARS** LB. 59¢  
TEXAS CELLO PACK 1 LB. BAG 25¢  
GOLDEN DELICIOUS  
**APPLES** LB. 59¢

ZEE NICE 'N SOFT  
**BATHROOM TISSUE**  
4 ROLL PKG.  
**88¢**

SUNSHINE COOKIES 8 OZ. 72¢  
DEVILS CAKE 79¢  
SUNSHINE HYDROX COOKIES 15 OZ. 79¢  
DIAL SOAP BATH SIZE 33¢  
NESTLE'S OATMEAL COOKIE MIX PKG. 59¢

CENTRAL AMERICAN  
**BANANAS** LB. **19¢**

BOW WOW CHUNK  
**DOG FOOD** 25 LB. SACK **\$3.89**

FINAL NET PUMP 8 OZ. BTL.  
**HAIR SPRAY** 99¢  
DRIP DRY 2 PKGS.  
**HANGERS** 99¢  
LADIES NYLON ASSORTED BRIEFS SIZES - COLORS 57¢  
PHILLIPS 12 OZ. BOTTLE  
**MILK of MAGNESIA** 99¢



NOVELTY TEE SHIRTS  
Assorted Colors  
Sizes Small Thru X Large  
**\$3.99**

YELLOW  
**ONIONS** LB. 19¢  
**PIGGLY WIGGLY**  
OPEN DAILY til 9:00--  
WE GIVE S&H GREEN STAMPS



**MEAT**  
 PORK CHOP \$1.39  
 PORK TENDERLOIN \$1.69  
 PORK CHUCK \$1.39  
 PORK RIBS \$1.49  
 5 OZ. JAR 69¢

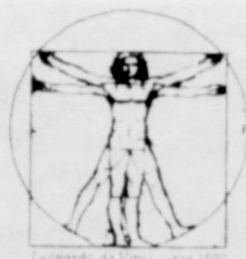
**LEAN BEEF**  
 1.29

**FILET**  
 1 LB. 59¢  
 1 LB. BAG 25¢  
 1 LB. 59¢

**RAJ CAN TINS**  
 1¢

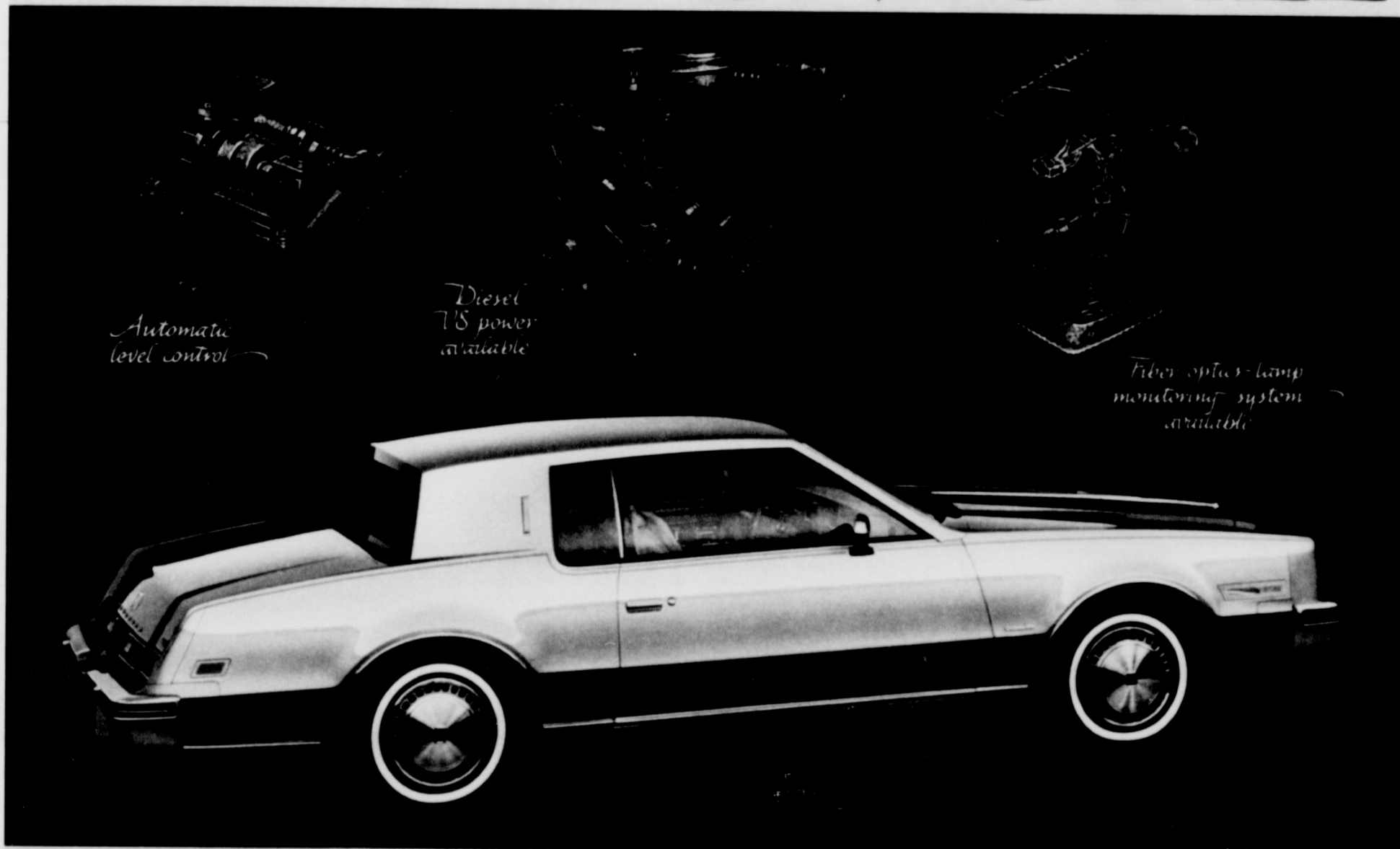
**19¢**  
**WIGGLY**  
 9:00--  
 OPEN STAMPS

Supplement To  
 The Friona Star  
 Sunday, September 24, 1978



In man's search for a new measure of excellence...

# 1979 OLDSMOBILE



DISCOVER THAT GREAT OLDS FEELING. TAKE A TEST DRIVE TODAY!

In the continuing search for excellence...  
Oldsmobile engineering contributes to new advances  
in the 1979 Oldsmobiles.  
Another step in America's longest automotive heritage.

"...to build one carriage in as nearly perfect a manner as possible..."

From the minutes of the directors' meeting which established the Olds Motor Vehicle Company—August 21, 1897.

1979 begins our 82nd year of offering cars to meet that criterion—more experience than any other American car name.

And through the years, Olds has participated in the development of these major innovations:

—The first fully automatic transmission, making driving easier than ever before.

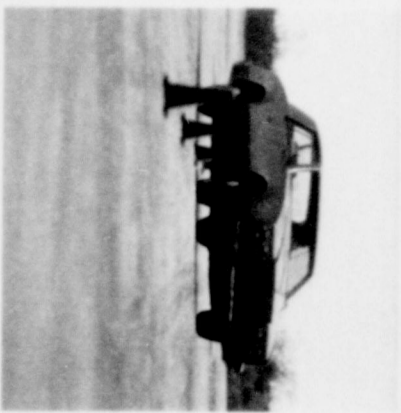
—The first high-compression V8 production engine, making possible new levels of performance.

—Front-wheel drive for contemporary American automobiles.

—In the last two years, the introduction of a new generation of space-efficient full-size and mid-size models. Plus the introduction of the world's first diesel V8 engine (5.7 liters) for passenger cars—available in full-size Oldsmobile models.

—And this year, a new state of the art in personal luxury car design, the all-new, front-wheel drive Toronado.

Plus, the introduction of a new, smaller, 4.3-liter diesel V8 engine



Test models log thousands of miles during ride handling, braking and acceleration evaluation.

developed especially for mid-size cars—and available in Cutlass models—only from Oldsmobile! So you can see why people have come to expect engineering excellence in Oldsmobiles—and

why our reputation for fine cars has grown.

**Cars Designed for Our Times**

It was a bold concept—but one America had been waiting for: cars which offer the traditional qualities Olds owners expect—but in a space-efficient form.

It took new, computer-age approaches to achieve that result. New design concepts to pare off pounds and inches, yet leave the smooth ride intact. New space efficiency to make them trimmer outside, yet offer more rear seat



A new-generation Cutlass designed from the inside out for space efficiency, comfort, legroom inside. New weight-reducing materials. New anti-corrosion measures. All this plus

Body by Fisher have been brought together through innovative engineering to produce new Delta 88, 98, Custom Cruiser,

Cutlass and Toronado models, which are better cars for our times.

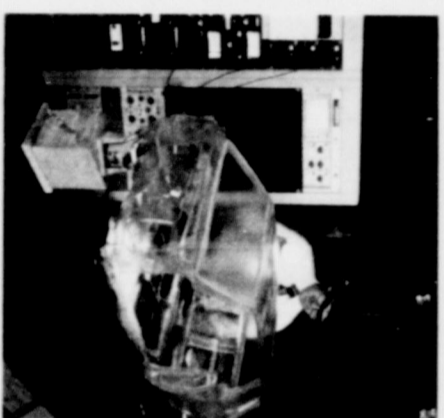
Here's another welcome surprise. The trim, compact Olds Omega and sporty Starfire are also well suited to meet today's needs.

Read about them all. Then discover that great Olds feeling with a test drive.

Today, many Olds dealers offer the option to buy or lease.

**A Word About Engines**

The Oldsmobiles shown in this catalog are equipped with GM-built engines produced by various divisions. See your Olds dealer for complete details about engine sources and availability.



Many components were "road tested" by computer simulation before a single car was built.

**Now Oldsmobile Offers the Benefits of a Diesel V8 in Full-Size and Mid-Size Cars**

Last year, Oldsmobile introduced the world's first diesel V8 in a passenger car, a 5.7-liter engine

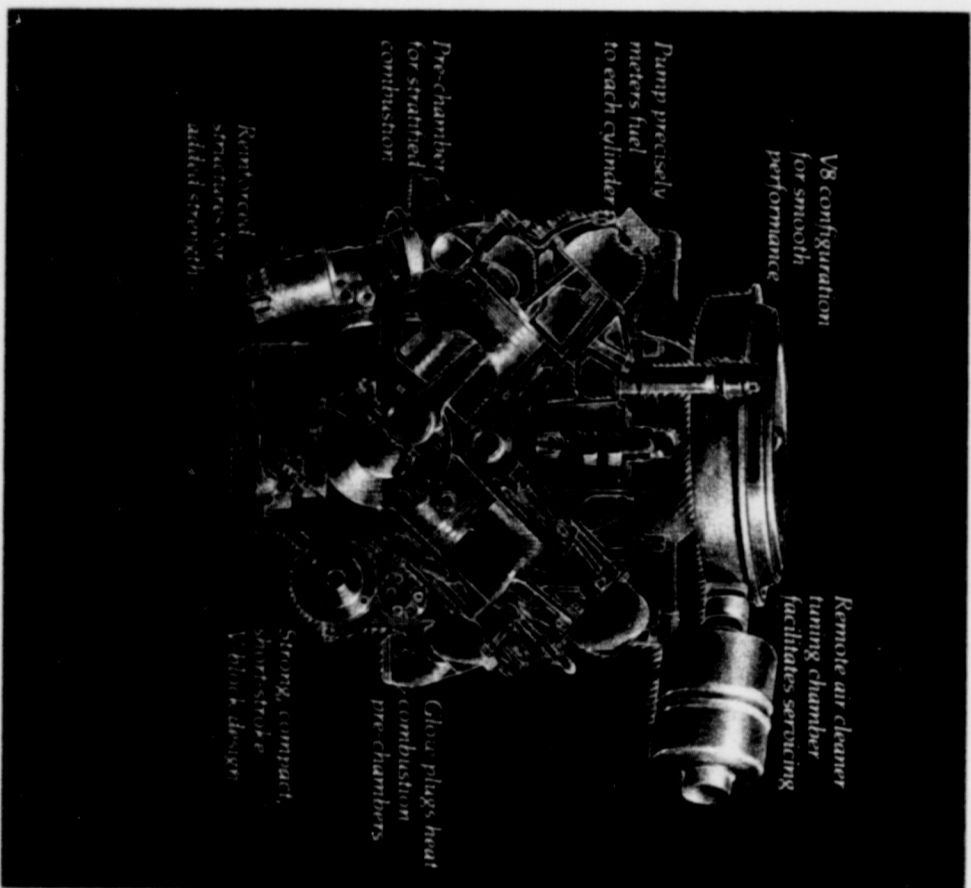
available in Delta 88, 98 and Custom Cruiser.

Now Olds is offering a new, smaller, 4.3-liter diesel V8, specifically designed for mid-size cars—and available on Cutlass models. These diesels are special because they offer the benefits of a diesel with the smoothness and quietness you might not expect of a diesel.

Maintenance is simplified, because there are no spark plugs, distributor or carburetor to replace or adjust. Just change the oil and filter every 3,000 miles, and check crankcase ventilation every 6,000 miles.

Other than that, its schedules are similar to other Olds models.

Now you can have diesel power in the size of car or wagon you want—only Oldsmobile makes it available in 19 different models! You really owe yourself a test drive in a diesel V8 powered Olds!



V8 configuration for smooth performance

Pump precisely meters fuel to each cylinder

Close, plugs heat combustion pre-chamber for stabilized combustion

Strong, simple design, 100% cast-iron, 100% steel, 100% aluminum

**TORONADO**

**A new state of the art in personal luxury car design.**

Fourteen years ago, Toronado reintroduced front-wheel drive to American cars, and a new state of the art was born in personal luxury cars.

For 1979, engineers have refined the front-wheel drive and added a new independent four-wheel suspension, along with an automatic ride leveling system. They have shortened Toronado's turning radius, trimmed it down for new weight efficiency, equipped it with steel-belted radial-ply tires developed to complement the suspension system.

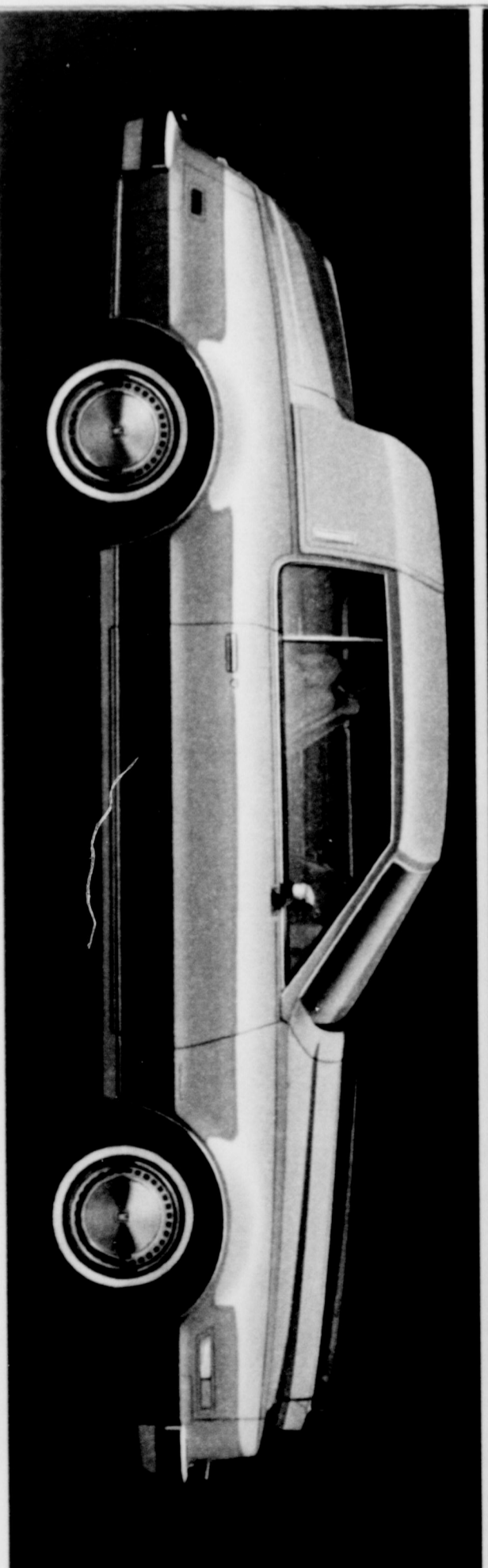
Results: A new driving experience in a car long famous for roadability. Impressive road-gripping traction, response and directional stability. And in the new inner world of

Toronado, you feel sheltered from the noises of the outer world. The atmosphere is serene, the comfort is deep and spacious. You notice a ride that is smooth and quiet. It's a fresh new driving experience that lets you relax and enjoy the many luxuries that surround you.

But beyond all else, there is that magical experience that transcends mere engineering specifics. It is yours to discover at your Olds dealer's. Once you've experienced the mystery of the open road and the luxurious inner world of Toronado, you'll find new meaning in the term personal luxury car.

Below, the beautiful new Toronado Vinyl roof covering available.

1. Toronado's luxurious inner world. Last-  
front leather available in the seating areas.







First diesel V8 (4.3 liter) designed exclusively for mid-size cars—only from Oldsmobile.

## CUTLASS

Millions of satisfied owners know there's something very special about a Cutlass.

Over the last four years, more mid-size buyers have chosen a new Cutlass than any other car.

What has caused that kind of popularity for Olds Cutlass goes far beyond its traditional styling.

It's many things working together that makes a Cutlass so popular.

It's solid engineering for space efficiency and a smooth ride.

It's a roomy, comfortable interior for active, growing families.

It's trim size—for impressive maneuverability in busy city traffic—and easy parking.

And perhaps most important is Cutlass versatility, a fact that makes Cutlass different cars to different people. It's a stylish, practical car and a lot of value for the money.

It's a grand touring car with reclining bucket seats and special suspension components to Cutlass Cuts buyers.

It's the luxury of bigger, more expensive cars in a practical size for Supreme Brougham buyers.

For function- and practical-minded buyers, there are the Cutlass Salon and Cutlass Salon Brougham.

And wagon enthusiasts will really appreciate the smooth-riding, space-efficient Cutlass Cruisers.

And every 1979 Oldsmobile Cutlass may be ordered with an available diesel V8 engine.

Talk to a Cutlass owner and he might just tell you it's more than just a car. It's a feeling—a feeling of pride and satisfaction. A feeling that this car is "my car, a car that's

so right for me." If you haven't

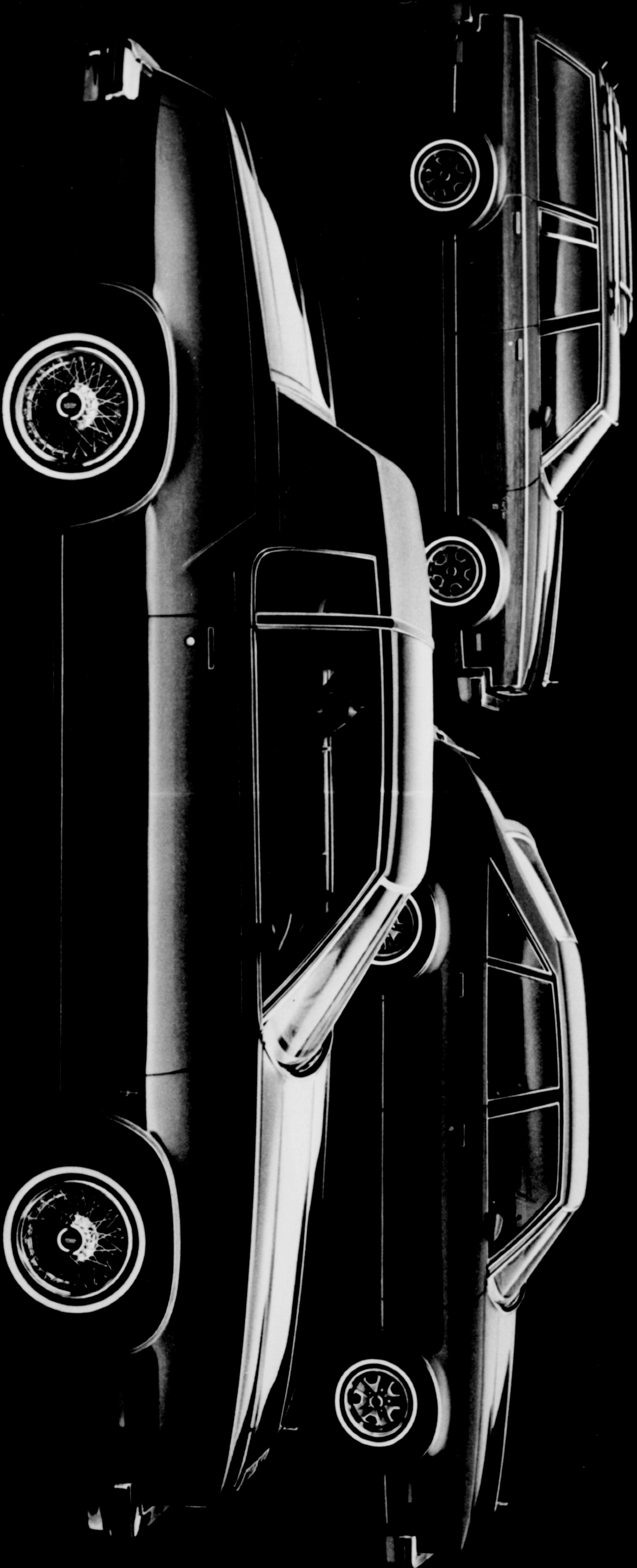
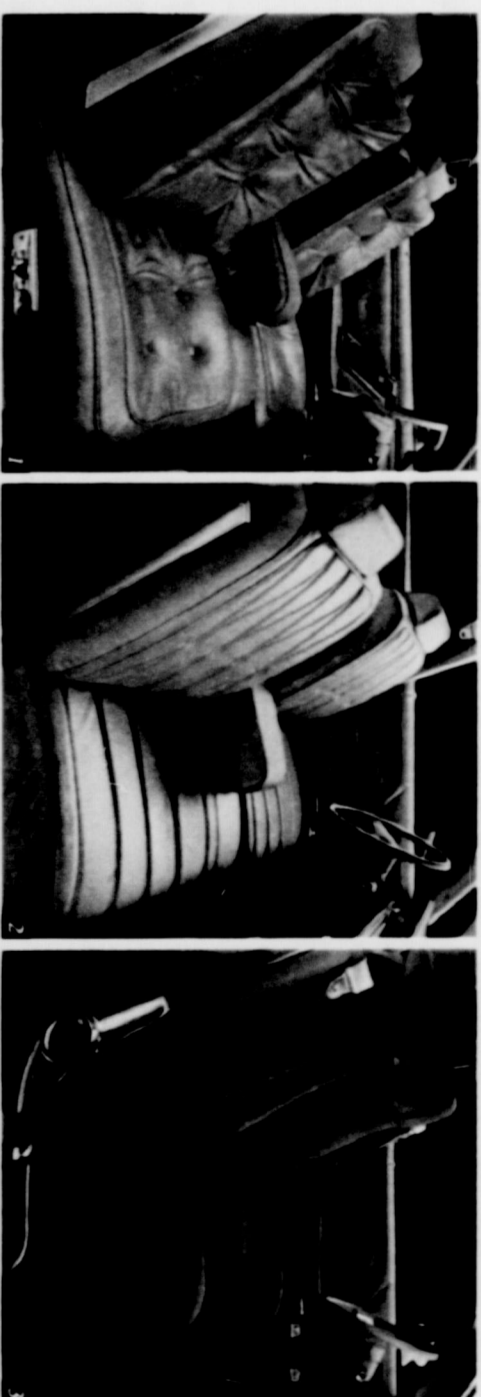
discovered that great Cutlass feeling for yourself, it's time to take a test drive in the 1979 Olds Cutlass of your choice. See your Olds dealer.

*Below center: the beautifully designed Cutlass Supreme. Below left: the hard-working, smooth-riding Cutlass Cruiser Brougham. Below right: the practical, functional Cutlass Salon Brougham.*

*1. Available Supreme Brougham interior with genuine leather in the seating areas.*

*2. Cutlass Cruiser Brougham's available air-dried seat. Very handsome, very comfortable.*

*3. Cutlass Cuts features grand touring comfort, includes reclining front bucket seats. Very relaxing.*



## DELTA 88

Space. Comfort. Practicality. Nice surprises for families who didn't think they could afford a full-size Oldsmobile.



Extensive anti-corrosion measures to help protect your investment.

The way to design a car for the American family is to begin with what today's families need. So Delta 88 provides ample space for six adults. Seats are full-foam, comfortable and long-wearing. Set a Delta 88 in motion and you begin to appreciate the engineering more fully. The ride is big and smooth, quiet and solid.

But Delta 88 is also full of surprises—because it is a new-generation family car. Trim, aptly for today's needs. Maneuverability is smooth in city traffic. And parking is a pleasure.

When you consider you can have all this at an affordable price, plus

a reputation for quality and value—it's easy to see why families are gravitating to Delta 88 in record numbers.

Delta 88 also offers you a choice. Elegance and luxury in Delta 88 Royale. While the Delta 88 is right for the more budget-minded. If you still get excited about fine road cars, there's 88 Holiday Coupe—

with bucket seats, console. Throttle shifter and a great feel of the road. And, a diesel V8 is available in 88.

Below: front, Delta 88 Holiday Coupe. Rear, Delta 88 Sedan. 1. Available a Royale Brookhaven interior. 2. Put yourself in the driver's seat of the 88 Holiday Coupe. Very sporty!



## NINETY-EIGHT

A beautiful marriage of luxury and logic.

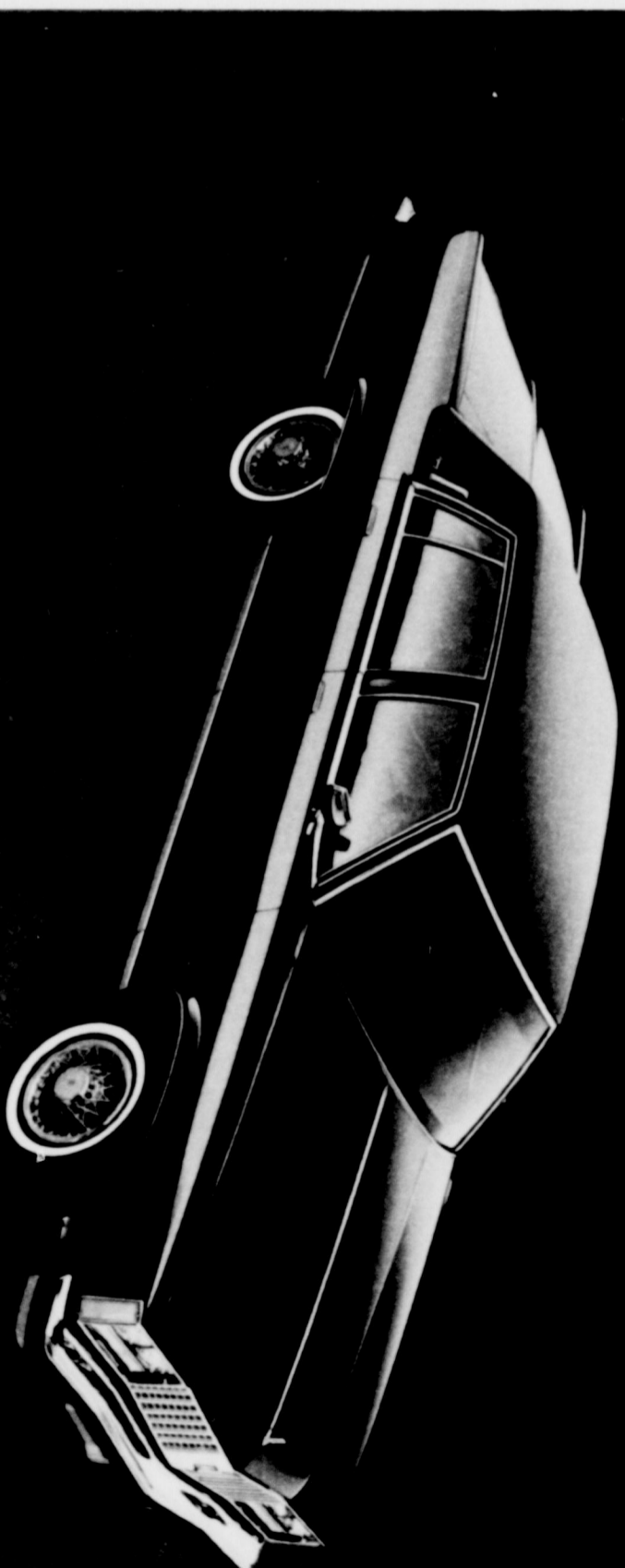
The 1979 Olds Ninety-Eight is an impressive luxury automobile—with solid engineering and tasteful attention to detail. But in a changing world, even the most luxurious car should have its practical side. Ninety-Eight is a big, roomy car with



A special 98 accentual package wraps you in an ambience of quiet, comfort and elegance.

a smooth ride. Yet it is so agile in city traffic. And, a 5.7-liter diesel V8 is available. The 98 price? It makes luxury very logical.

Below: the 98 Regency Sedan. 1. The elegant Regency interior, with available leather in the seating areas.



## CUSTOM CRUISER

A working wagon with the comfort and ride of an Olds.

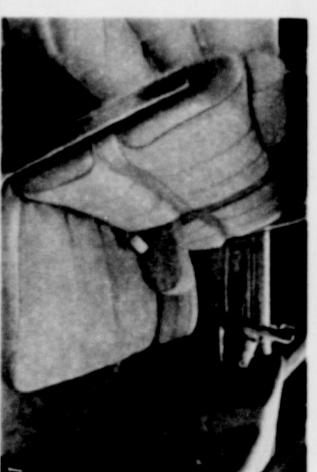
Custom Cruiser delivers what you expect in a working wagon. Plus some very pleasant surprises. You expect room for six. And get it! Plus, a third seat is available. You expect room for cargo. You get over 87 cubic feet of it with back seats

down—plus a tailgate that swallows 4-foot-wide paneling. The surprises! The way it moves through busy city traffic. The ride—soft and smooth. And, a diesel V8 is available!

1. Choose between rich velour (shown) or glove-skin vinyl at no extra charge.



Smooth ride is maintained after luxurious 98 Regency.



## OMEGA Oldsmobile elegance. Practical size. Affordable price.

The Omega choice. Pick Omega and get solid value features at a budget-flattering price. Pick Omega Brougham and you can enjoy the luxury of our

"little limousine" with its elegant brushed-knit interior. Or go sporty with our available SX package. Affordable ways to look like a million!



## STARFIRE The sport and spirit are standard.

In many other cars you'd pay extra for bucket seats, sport console, 4-speed manual shifter, dual sport mirrors, rallye wheels, rear stabilizer

bar, rear hatch door, fold-down rear seat, sport steering wheel and AM radio. They're standard on Startire! So is excitement! Test-drive a Startire!



### A Word About Assembly, Components and Optional Equipment in These Oldsmobile Products

The Oldsmobile products described in this brochure are assembled at facilities of General Motors Corporation operated by Oldsmobile Division, the GM Assembly Division or GM of Canada. These vehicles incorporate thousands of different components produced by various divisions of General Motors and by various suppliers to General Motors. From time to time during the manufacturing process it may be necessary in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emissions, safety and fuel economy requirements, or for other reasons, to produce Oldsmobile products with different components or differently sourced components than initially scheduled. All such components have been approved for use in Oldsmobile products and will provide the quality performance associated with the Oldsmobile name. With respect to extra-cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Some options may be unavailable when your car is built. Your dealer receives advice regarding current availability of options. You may ask the dealer for this information. GM also requests the dealer to advise you if an option you ordered is unavailable. We suggest you verify that your car includes the optional equipment you ordered, or if there are changes, that they are acceptable to you.

Oldsmobile reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models.  
NOTE: Not all accessories and items of equipment shown on the models illustrated in this brochure are standard. Some are extra cost and available only on specific models.  
For specific prices and availability, check your Oldsmobile dealer.



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SHOWDATE \* SEPTEMBER 29  
REEVE CHEVROLET - OLDS  
West Highway 60  
Friona, Texas

## TEXAS PRESS ASSOCIATION AWARD WINNER 1978



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Bill

IF YOU ARE A MEMBER of the generation that grew up reading Life Magazine, then there is good news for you this week.

Life, which was America's most popular magazine before, during and after World War II, is returning to the newsstand on a weekly basis. Since the demise of Life Magazine, other magazines have emerged, but none have taken its place. "People," which used to be a weekly, is now a monthly. And, while Life Magazine is returning to its basic format that it had for so long a time.

And, while Life Magazine is returning to its basic format that it had for so long a time, it is making plans to return to its weekly pattern. Being a nostalgia buff, we applaud the return of the members of the publishing industry. And besides, since we mourned the death of Life Magazine on its death in 1970, it seems only fitting that we celebrate its resurrection.

++++  
FOR THE SECOND TIME in the early NFL season, the Dallas Cowboys will make an appearance on Monday Night Football. It would be presumptuous to say that the Cowboys will do as well as they did last year, but their second Monday game is first one, seeing as they may play out of Baltimore, so like 38-0 in the earlier game.

This time around, it's the Washington Redskins, and they are making noises like they are back in the challenging playoffs. The Dooomsday boys for the eastern championship. Even though the Cowboys had a bad game a couple of weeks ago against the Los Angeles Rams, I think they have potentially a good team as their Super Bowl team in 1977, and maybe even better.

So, I guess you'd say betting on the Cowboys is a good bet for the night's game.  
++++

SPEAKING OF THE Cowboys, I heard an interview this week with Thomas Henderson on a radio spot. Henderson was the interviewer about the club which had been formed by members of the team.

The club is called the "Tom Henderson Explained. It's called Tony Dorsett, Tony Hill and Thomas Henderson. They call Dorsett the "Best from the East," he said, and I called the Mouth from the West." Henderson laughs.  
++++

BELATED CONGRATULATIONS to the Chamber of Commerce especially chairman Jerry on a fine Maize Days celebration. Most of the events held during the celebration set record numbers from a historical standpoint, so this should be an indication as to the success of the annual celebration.

And perhaps we should commend the Chamber for the particular dates of the Maize Days. Our first inclination was that the celebration came a bit early, but from a standpoint of school start dates, it was perfect. But, if it had been held during a following week, Maize Days would have been held during a fine cold and rainy weather. It had that happen a time or two in the past, and it isn't conducive to a successful celebration.

So, all in all, everything went out pretty well. There has been discussion as to the fact that the carnival rides were not put up in a proper manner so as to work to the betterment of the local business. This was just something that happened due to having a carnival man here, and undoubtedly be correct in the future.

Friona is fortunate, we have an annual celebration of a high calibre of our Maize Days. Newcomers are always welcomed by the work and community exhibited.

This, we maintain, is a major side benefit of a celebration of this nature.