

# Chiefs Shoot For "All The Marbles"

**STAR**  
Lites  
by Bill Ellis

FRIONA, TEXAS

THURSDAY, NOVEMBER 12, 1964

TEN CENTS

THE  
FRIONA



# STAR

VOLUME 43 NUMBER 7

10 PAGES

AT FLOYDADA

## Friona Goes For District 3-AA Title

The Friona Chieftains have had a taste (more of an "appetizer") of that rare-for-Friona football feast called district championship the past week, and they'll be out to annex the "main course" tomorrow night.

The Chiefs travel to Floydada to meet the mighty Whirlwinds, and a win for Friona would give the Chiefs their first district crown since 1957, and send them into the class AA playoffs for the first time.

It's been a long dry spell as far as district championships in football is concerned at FHS. The players on this year's team were in the fifth grade when the 1957 team, coached by Cole Huffman, won the District 3-A title with a 4-0 record (6-2-1 for the season). They had not started to school when the 1952 team won. It was coached by Raymond Cook, who is now high school principal.

The Chiefs had not compiled a winning record since being placed in class AA until last year's team posted an 8-2 mark. Friona, with an 8-1 season and 4-0 in District 3-AA, will be shooting for its sixth straight win of the year. However, the Chiefs will undoubtedly be up against an "aroused" Whirlwind, since Floydada was upset last week by Lockney.

The meeting will be the first in the history of the two schools in football, and Friona will be out to add Floydada to a mounting list of "firsts" which they have achieved the past two years. Already this year Friona has beaten Abernathy and Olton for the first time.

Last year the Chieftains beat rival Dimmitt for the first time in 19 years, and this year made it two in a row over the Bobcats for the first time in 30 years.

Closing out the regular season will be a number of seniors on the Friona team. Doug Dodd, fullback, has made quite a name for himself this season. Dodd, who has played in varsity games four years, is the leading scorer in class AA in the entire area.

Besides his 107 points, Doug has amassed a total of 1091 yards rushing in 159 carries this season, for a 6.9 yard per carry average. Included in his record are touchdown runs of 78, 77, 47, 41, 32, and 24 yards.

Other seniors who will be out to extend their final season with a victory over the Whirlwinds are backfield men Danny Murphree, Jim Snead, Milton Hargus and Jerry Cass.

Linemen who are closing out their careers this year are centers Dennis Howell and Doyle Mabry, guards Jackie Clark and Neel Lyles, tackles Dale Milner and Darrell Collier; and ends Larry Buckley, George Rushing and Jackie Stowers.

Floydada, like Olton, has dangerous passing potential in quarterback Keith Teague. The Whirlwinds came from behind to beat Olton in the final quarter, 8-7, on a long pass play.

The Whirlwinds will field the first single-wing team which Friona has faced this year. They have some hard runners in tailback Sammy Watts, one of the area's leading scorers, and fullback Jack Osborne.

Prior to last week's upset loss at the hands of rival Lockney, Floydada's sole defeat had been to class AAA Tulla, which led top-rated Dumas before falling to the Demons last week 14-10. Tulla topped Floydada 31-0, although reports say it's hard to see how Tulla scored that many points against the hard-charging Whirlwind defense.

Bob Owen, Friona assistant coach, says "We thought Dalhart's line was big and quick, but Floydada's evidently is even faster."

"We're going to have to play our best ball game to beat them," says Coach Don Light. The Friona mentor said this week that he was encouraged by the team's showing at Olton last week, indicating that if the team could pull itself up for a similar performance at Floydada, the district crown and a playoff berth might be the result.

Gametime is 7:30 p.m. A large delegation of Friona fans is expected at the game.

## Position Given Regarding Ties

Coach Don Light this week clarified Friona's position in regard to possible playoffs and district rules on ties for the championship.

Friona now has clinched a tie for the championship of District 3-AA, but in order to win the right to represent the district in the playoffs, must beat Floydada Friday. If tomorrow's game ends in a tie, a winner will have to be determined, by penetrations, or by first downs if they are tied.

Thus, if Floydada should beat the Chieftains, making equal district records of 4-1 for both teams, Floydada would represent the district, having beaten Friona, with whom they would be tied.

It all adds up to this: If Friona is to advance to the playoffs, they still must beat Floydada tomorrow. About the only thing achieved by Lockney's 14-13 upset win over the Whirlwinds was to arouse Floydada's feelings. They still have the same chance Friona does to win district.

## WILKINS LEADS

### Grid Contest In Final Week

Another new group of winners took the weekly prize money in the Friona Star's Cotton Bowl football contest the past week, and the race for the contest's grand prize was narrowed to a single point lead.

Frankie Allen and Floyd Wilkins tied for first place in the contest and each was awarded a cash prize of \$4. Mrs. Mal Manchee won third place of \$2.

Waymon Wilkins continued to lead in the race for two Cotton Bowl football tickets, but his lead was shaved to one point over the runnerup, Stanley Benge. Wilkins scored a seven in the weekly contest, while Benge was picking eight games to close the gap.

The current contest is the last in the series. Grand prize winner receives two tickets to the Cotton Bowl football game as well as \$55 expense money. In case two or more contestants emerge tied for the lead, a tabulation of tie-breaker scores for the season will be used to break the tie.

Allen and Wilkins tied for first place, although missing different games. Allen missed the Abernathy-Dimmitt contest, won by Dimmitt, and Wilkins missed the Floydada-Lockney

## Merchants Plan New Auto Gift

Merchants in Friona plan to give away a new, 1965 automobile as part of a Christmas promotion.

The new car will be given away on Christmas Eve. Almost all Friona Merchants are participating in the project. Details can be learned from the participating merchants.

A list of these merchants will be published in next week's issue of the Friona Star.

## SCHOOL LAND

### 27 Acres Annexed By City

The Friona City Council annexed 27.35 acres into the city limits at its meeting Monday night, awarded a contract for a new pickup-truck for its sewer department and approved payment for the auditing of its annual budget report.

The council approved the annexation of the 27.35 acres of school property just west of Grand Avenue, as per a petition from the Friona School trustees which requested to be included in the city limits.

The new pickup-truck contract went to Reeve Chevrolet, the successful bidder of four local dealers participating in bidding. The bids specified a "stepside" model pickup with an eight-foot bed. It will replace a 1952 model truck currently being used.

Council approved payment of \$600 to the auditing firm of Glover, Graham and Brown, in connection with the city's annual budget report.

In other business, the group voted to table the question of awarding contracts for a new fire truck chassis and specialized equipment.

In order to give the Fire Department adequate time to study the bids in detail and make a recommendation to the council, it was decided to take no action at this time. A special council meeting was set for Tuesday, November 24 to discuss the matter.

A payment of \$1,433.44 to Plains Machinery Company of Lubbock was authorized to take care of repairs to the city's grader-maintainer.

Council approved a request of citizens for street lights at the intersections of Seventh Street with Etta, Watkins, Lela and Arrah Avenues in the west part of town.

A plat dedication request from Bill and Mary Sheehan, a proposed addition to the city, was tabled for further discussion.

The group discussed a possible traffic problem in the alley west of Main Street between Sixth and Seventh Streets, upon the opening of the second drive-in window by Friona State Bank. Council declined a request to make the alley a one-day affair, but requested in-

(Continued on page 2)



GOING UP. . . Mayor J. C. Claborn points to new population figure which has been added to the city limits sign around Friona. The new figure, which represents a growth of 1.105 over the 1960 census figure, which formerly was on the sign.

## WITH ANNUAL BREAKFAST

### United Fund Drive Kicks Off Monday

Friona's United Fund Drive for 1964 will be kicked off Monday morning with the annual breakfast for workers at the Methodist Church Fellowship Hall.

"All workers in the drive are cordially invited to attend the breakfast, so that we can get a bang-up start," says Wayne Clausen, chairman of the 1964 drive.

A ten-minute slide film presentation will be given, to acquaint the workers on methods of solicitations.

"There is no deadline set on having the solicitations finished, but the sooner we have them in, the sooner we can wrap up our drive," Clausen said. He added that the UF had already received a few advance

donations. Any person who is missed during the drive is asked to bring or send the gift to Clausen at Hurst's Department Store.

Benefiting from Friona's United Fund Drive are several organizations. Included are the Foreign Exchange Student Fund, the Girl Scouts, Boy Scouts, Red Cross, Salvation Army Field Service Unit, Texas United

Fund, Cerebral Palsy and Emergency Fund for the Friona area.

"Several groups benefit from the United Fund Drive. People should remember this when they are contacted for a donation, and make their gift in proportion. This one drive takes the place of several other smaller ones," Clausen pointed out.

(Continued on page 2)

## Large Crowd Attends Methodist Observance

A total of 238 persons registered at the 50th anniversary observation by Friona Methodist

Church the past Sunday.

Included in the list of guests were four former pastors and their wives. They were Rev. and Mrs. H. L. Thurston of Hereford, Rev. and Mrs. Hugh Blaylock of Dimmitt, Rev. and Mrs. U. S. Sherrill of Abernathy and Rev. and Mrs. L. L. Hill of Amarillo.

Other out of town guests included Dr. and Mrs. Vernon Henderson of Amarillo, district superintendent; Robert Taylor of Morton, Mrs. Roberts Watson, Kathy, Regina and Glenda of Pampa, Mrs. Ted Rutherford of Amarillo, Mrs. Florence Parr of Hereford, Mr. and Mrs. Ray Whatley of Clovis, N.M., Mrs. Hugh Moseley of Farwell and H. A. Booher of Lubbock.

The church had a special service at the regular morning service on Sunday, when Rev. Hill was the speaker, and then had an anniversary service at 8 p.m.

Open house for the church's new educational building and parsonage was held between 2 and 3 p.m.

## Baptist Fete November 22

The Fiftieth Anniversary observation by Friona's First Baptist Church will be held Sunday, November 22.

A program has been lined up with speakers for both the morning and evening services, as well as a special program in the afternoon.

Details will be published in next week's edition of the Star.



149 YEARS IN THE MINISTRY . . . Four former pastors of Friona's Methodist Church got together during the church's 50th anniversary observance Sunday. Standing are Rev. L. L. Hill, who has been a preacher 34 years, and Rev. Hugh Blaylock, 27 years. Seated are Rev. H. L. Thurston, 41 years, and Rev. U. S. Sherrill, 47 years.



DISCUSS WOMEN'S ROLE . . . Mrs. Joe Moyer, president of the Friona Woman's Club, is shown chatting with Mrs. J. W. Walker of Plainview following her speech Tuesday night to a joint meeting of Friona's study clubs. (See story on an inside page)

Just as many Friona football fans expected all along, or at least hoped-the district football championship will be decided at Floydada tomorrow night.

As soon as the 1964 schedule was announced, it appeared that these two, along with Olton, were the most likely to succeed in the district. Both teams were able to beat Olton, to set up the game "for all the marbles" Friday.

Some of the lustre may have been taken off the game when Lockney beat Floydada, but it didn't decrease the game's importance for either team. Because the winner will gain the right to represent the district in the playoffs.

With an 8-1 season record, the Chiefs have a chance to set a new season high for total wins. Eight wins for one season are the most that have ever been accomplished at Friona High. One more win for 1964 would set a new mark.

At the outset of the season, it appeared that the Chiefs would be hard pressed even to equal their 8-2 mark of last year. After all, the team was playing a tougher schedule than the 1963 Chieftains.

The Chiefs didn't win eight in a row, like last year's team did. Dalhart put a crimp into that with its 14-0 win. But since that time, Friona has rallied to where it now can better last year's won-lost record, and win a prize in the process.

Our Cotton Bowl football contest is going right down to the wire once again, and just like the old ball game-it won't be over until the last man is out or at least the last game is played Saturday.

We've had exceptionally good interest in the contest this year, and the interest has remained high throughout the contest. There have been by far more people taking part in the contest this year, marking the second straight year for it to increase in popularity.

You'll notice on our contest standings (on the contest page) that there is at least one contestant for each score from the leading 73 all the way down to 49. These contestants, some 80 or so, by and large are the ones who have entered the contest every week.

There are others, with scores lower than these, who entered late, or spasmodically, or started but gave up, whose scores aren't listed. There should be over 200 entrants listed on our standing chart-which speaks pretty well for the fans' interest.

Another interesting thing about the contest this year; through the first 10 weeks, we have had a different winner each week. I don't believe we've even had anyone repeat who won one of the top three prizes.

Another oddity: Waymon Wilkins, who has led or been close to the lead all during the contest, hasn't been a weekly winner yet. Of course, the top prize would remedy that, I suppose.

Last Friday was "one of those days" for me. I had spent Thursday and most of Friday recuperating from a cold. Anyway I decided I'd take in the Friona-Olton game, so drove down.

Upon getting ready to leave the game, I couldn't find my car key. A friendly Olton man, Truitt Sides, volunteered to take me to have a key made, but first gave me the key to his car and said "First, try mine -- I've seen stranger things happen."

I did try it, and to my amazement the key worked. So I borrowed his key to get home with. The capper to the story was Saturday morning when I noticed that someone had scraped the paint good on one side of the car.

Like I say -- It was one of those days. Guess I should've "stood in bed." However, the game turned out to be worth all the trouble.

Many a child who watches television for hours will go down in history-not to mention arithmetic, English, and geography.



# THE FRIONA STAR

Established 1925

Published every Thursday at 109 Sixth Street  
Friona, Texas

Member Texas Press Association—Member Panhandle Press Association  
Member West Texas Press Association

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First Place General Excellence Winner, West Texas Press Association, 1961, 1963.

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SUBSCRIPTION RATES

Farmer County, Adjoining counties, \$1 per yr. Elsewhere \$3 per year.

Bill Ellis, Editor

June Floyd, Society Editor

Pete Mace, Advertising Manager



NAMED VICE-PRESIDENT . . . A. L. Black, center, was named vice president of the Texas Soil Conservation District Supervisor at the group's annual convention at Sherman recently. On Black's left is the outgoing president, T. E. Laney of Hale Center, with the current president, G. E. Kretzschmar of Bartlett, at the right.

## FINAL TOTALS GIVEN

# Johnson Carries County By 56 Per Cent Margin

President Lyndon Johnson carried Parmer County by a 56 per cent majority, a check of the final election returns revealed this week.

The Johnson ticket received 1556 votes, to 1216 for the Republican ticket headed by Barry Goldwater. Johnson had majorities at Black (57-31), Friona (495-438), Bovina (359-155), Lazbuddie (164-150), Oklahoma Lane (117-57) and Lakeview (42-27).

Goldwater held margins at Farwell (252-247), Rhea (52-23) and also carried the absentee box, 54-52.

In the senatorial race, the results were just about reversed, as county voters exercised their right of split-ticket voting in many cases. Republican George Bush, who surprisingly carried the High Plains, yet lost in his bid for the senatorial seat, outgained Ralph Yarborough, 1507-1262, receiving 54 per cent of the county vote.

Bush won majorities at Black (50-39), Friona (535-388), Farwell (299-197), Lazbuddie (173-

148), Rhea 55-20, Lakeview (43-26) and the absentee box (62-46). Yarborough's only precinct wins in the county came at traditionally - Democratic Bovina (300-217) and Oklahoma Lane (98-73).

Parmer County voters gave Attorney - General Waggoner Carr the biggest margin on any candidate, 2081-736 over his opponent, John Trice.

Tom Lewellen, seeking reelection as commissioner of Precinct 1, had a majority of 734-370 over Thomas Parson, his Republican opponent. Lewellen won at Black, 68-14, Friona, 590-307 and Lakeview, 48-21. Absentee ballots found 28 voting for each candidate.

The county reversed its trend of the past three presidential elections in going Democratic. In 1960, Richard Nixon carried the county by over 58 per cent, getting 1674 votes to 1088 for the Kennedy-Johnson ticket. This year, a similar ticket almost reversed the vote. However, it is thought that Kennedy's religion may have hurt his race in this part of the coun-

try. The total vote for the county was a new all-time record of 2,910, topping the turnout of 2,867 in 1960. There were 2,415 voters in 1956. A cold front which invaded the area on election day may have kept the total from going even higher.

Almost one-third of the votes were cast in Friona (972), by far the largest precinct, although Friona's total was down slightly from its 1960 total, which was some over 1,000. There were 543 voters in Bovina, 529 in Farwell and 333 in Lazbuddie.

## United Fund--

(Continued from page 1)

The 1964 goal has been set at \$6,889. This is actually a bit smaller than last year's goal of \$7,000.

Teams of solicitors have been named for Friona and the surrounding area. Captains of teams in Friona are Wesley Foster, Pete Mace, Eric Rushing, Jimmy Smith, Danny Mac Balnum, Gary Brown, Glenn Reeve, Jr., J. B. Williams and Clausen.

Captains for the outlying area include Otho Whitefield for the Lakeview community, Mrs. Ralph Price for Black and Jack Shirley for Hub.

## Month's Building Is Record-And How!

You kinda have to look twice at the building permit figure for the month of October in Friona. It rounded out at \$951,300. That's right -- and we didn't put a comma in the wrong place.

The figure, bolstered by the permit for construction of Friona's new high school building and vocational buildings, not only is the largest for any month since building permits have been tabulated. The total by itself would top any yearly figure since the building totals

have been kept by the City of Friona.

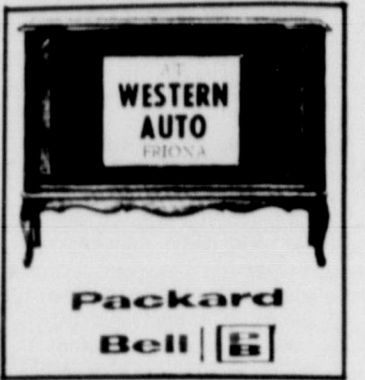
Already headed for a new yearly construction record without the school total, the fantastic monthly figure shot the total for the year up to \$1,851,634 -- over double last year's figure.

Included in the monthly total were five new residences for an estimated \$120,000, two additions for \$800, two move-in residences for \$900 and one trailer house permit for \$100.

## First Concrete For Building

The first concrete work at the Friona High School building was done on Wednesday when the foundation was poured for the Vocational Agriculture and Industrial Arts building.

The new complex is slated to be completed by the time school opens for the 1965-66 school year.



## Parmer County Implement Receives Service Award

A national award for quality service to truck users was presented to Parmer County Implement Co. Friday, Nov. 6, It was given to Newman Jarrell, partner of the firm, in behalf of International Harvester Company's Motor Truck Division by Larry Horwedel, International zone manager of Lubbock.

In making the presentation, Horwedel cited Parmer County Implement for improved truck service facilities, modern equipment, trained servicemen and sound management practices.

An etched bronze plate inserted on a walnut plaque symbolized the award. Only a select group of International truck dealers from the entire United States qualify for this award. In addition to Jarrell, other

officers of the Company are Andy Hurst and Rene Snead.



There are at least 11 good reasons for insuring your car, home, or business through a man who displays this seal

Will you get these benefits if you buy insurance directly from some companies? An independent agent represents several insurance companies; therefore he's able to do the following:

1. He selects the right policies for you.
2. He gives you impartial advice.
3. He helps you with claim details when you have a loss.
4. He makes sure you are paid promptly, fairly.
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Loans

Ph. 247-2766

Friona

## Teachers Group Holds Meeting

The Parmer County Teachers Association held its second meeting of the year of Friona Tuesday night.

Entitled "fun night," the meeting consisted of a meal followed by games of various kinds. Mrs. O. J. Beene of Friona is president of the Parmer County Teachers Association.

Members of Friona High School's Future Teachers Association assisted by serving tea and coffee to the group. The cafeteria was decorated with a Thanksgiving motif.

## Auxiliary Sale Ends Saturday

Friona's Hospital Auxiliary will hold a meeting November 19 at the Meeting Room of Parmer County Community Hospital, beginning at 3 p. m.

The Auxiliary's rummage sale will run Friday and Saturday of this week and will close out Saturday. Members of the organization expressed their appreciation to all who helped with this project.

Sunday dinner guests in the home of Mr. and Mrs. Herbert Schueler were Mr. and Mrs. J. T. Stehr, Dimmitt, and Mr. and Mrs. Walter Schueler, Wayne, Vickie and Gary Don of the Rhea community.

## 27 Acres--

(Continued from page 1)

stead that the public refrain from double-parking behind the stores in that block.

In his monthly report of activities to the council, city manager A. L. (Jake) Outland stated that there was four purchases and 93 work orders processed during the month.

Water department records showed that 14,336,400 gallons of water was pumped, an average of 477,880 gallons per day or over 100,000 gallons per day less than the preceding month.

Five new water services were made to bring the total active services as of the end of the month to 974.

The fire department reported that there were four fire calls made during October. Three were inside the city limits for a total estimated loss of \$2,580. The one outside the city limits was a grain truck, for an estimated loss of only \$20.

Police department records showed 27 arrests made during the month. Nineteen were for traffic violations, four for vagrancy and investigation, and one each for being absent without leave, driving while intoxicated and carrying a concealed weapon.

Included in the street department's report was the fact that yellow curbs along Main Street and Euclid Avenue and parking lines at the post office were painted on October 14-16.

The Empire State Building is 102 stories (1,250 ft.) high.

# ON VETERANS DAY, NOVEMBER 11th ...



May we honor those who have served our nation in time of war!

# FRIONA STATE BANK

Serving The Great Irrigated Area

Member FDIC

Phone 247-2736

# Time is Running Out!

## Winter Is Coming!



SNOW TIRES  
ANTI-FREEZE  
OILS  
GREASES  
FENCE SUPPLIES

See Buddy Or Sam For  
One Stop - One Check -  
One Account -



Phone 247-2771

Friona  
CONSUMERS

Buddy Lloyd, Mgr



Friona



# WANT ADS

MORE CLASSIFIEDS - PAGE 5

### FOR SALE

HOUSE FOR SALE . . . central heat, new dishwasher, disposal, three bedrooms, Hollis Horton, 247-5247.

FOR SALE . . . 34 ft. Hobbs cattle trailer, 10,000x25 tires, air brakes, good condition, W. E. Fulgham Phone 247-3192. 1-tfnc

Westinghouse refrigerator for sale. Phone 247-3101 or 247-3248. 4-tfnc

FOR SALE . . . Custom hand-made draperies and Mohawk carpet, Mrs. L. R. White, 806 Ashland Avenue, Phone 247-3156. 6-tfnc

FOR SALE BY OWNER . . . Two adjoining 80A tracts, level, two 8" wells, tile, improvements, near Progress NW Muleshoe, Phone CA3-3906 or CA3-2009. 4-5tp

### USED APPLIANCES

WESTERN AUTO STORE From 1960 GE washer \$65, 1958 GE washer \$55, 30" Wizzard Gas Range with see thru oven door \$45; Sewing machine. . . Take up payments \$6 per month for \$85 balance. Used Zenith television. 6-tfnc

RCA WHIRLPOOL Sales-Service B. W. Turner Phone 247-3035

FOR SALE . . . Three bedroom brick house, Big corner lot, Trees and shrubs. All wool carpet, Disposal, dishwasher, possession. Phone 247-3350 or 247-3335. 3-tfnc

FOR SALE . . . Baled green leafed sudan, Francis Gable, 6 miles north, 2 west and 2 1/2 north of Friona. 6-2tp

CARD OF THANKS  
I wish to take this opportunity to thank all my friends, neighbors and other supporters for votes cast for me during the recent contest. I also wish to say "Thank You" to Mr. and Mrs. S. S. Prichard.  
Sincerely yours,  
Mrs. Henry N. White 7 1tc

CARD OF THANKS  
I wish to thank everyone for the cards, flowers, visits and other expressions of friendship during my recent stay in the hospital. Special thanks go to the doctors and nurses for taking such good care of me. Your every act of thoughtfulness will long be remembered.  
Mrs. Bill Cogdill 7 1tc

## Kriegshauser Dairy

Hereford, Tex.

Our Grade A Raw (Whole Milk)

Now Available In Friona.

We Don't Say It's Better But Our Customers Do.

We Feed For Good Taste. Glass Jugs Preserves Good Taste Saves You Money Too

State & Locally Inspected

State Tested Herd

# 30 CHEERS for Your Budget

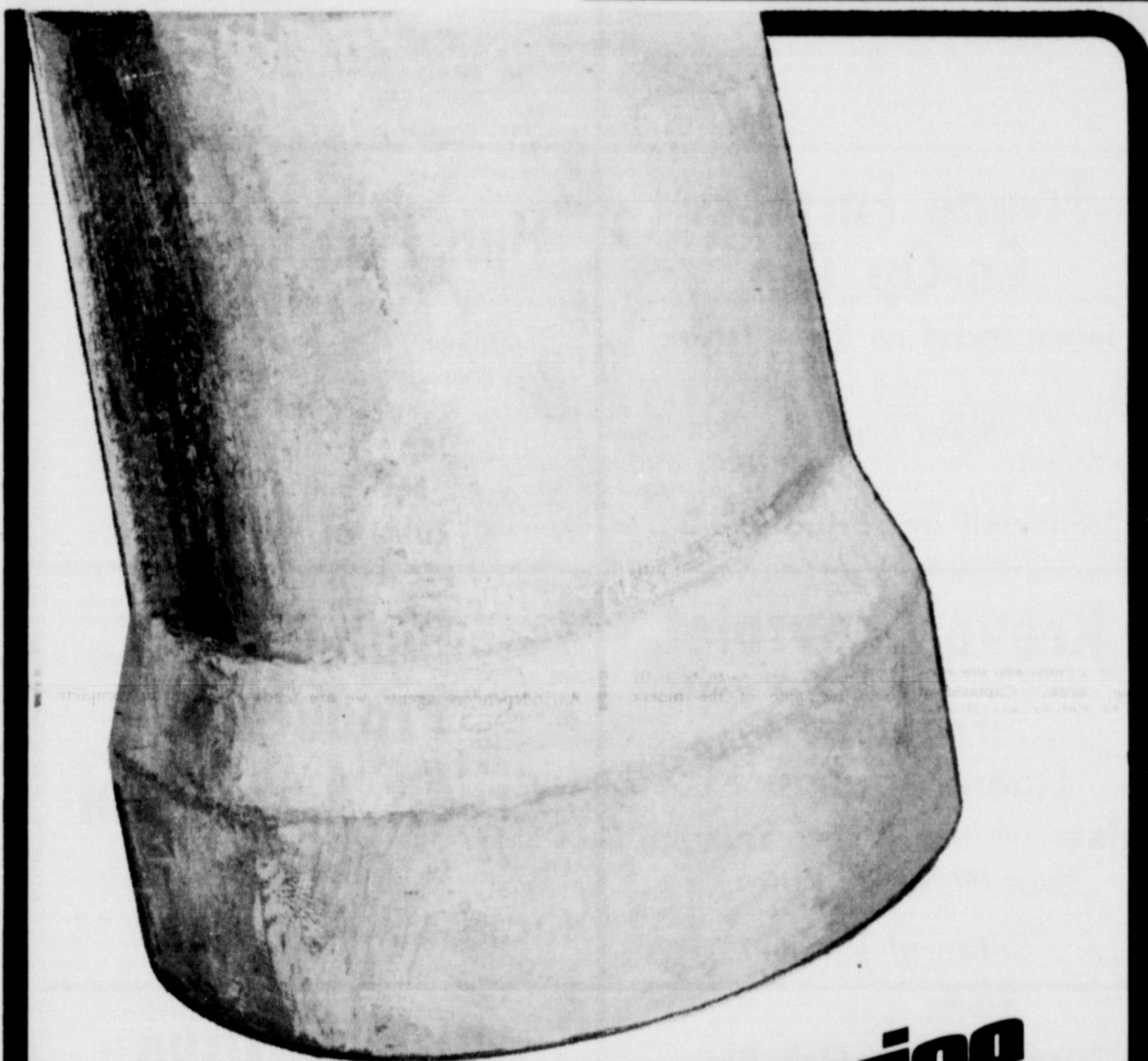
**15,000 DRAWING - FREE FRONTIER STAMPS**  
EVERY WEDNESDAY

Register Each Time You Visit Our Store. Must Be 18 Yrs. Or Older. Moore's Employees or Immediate Family Ineligible.

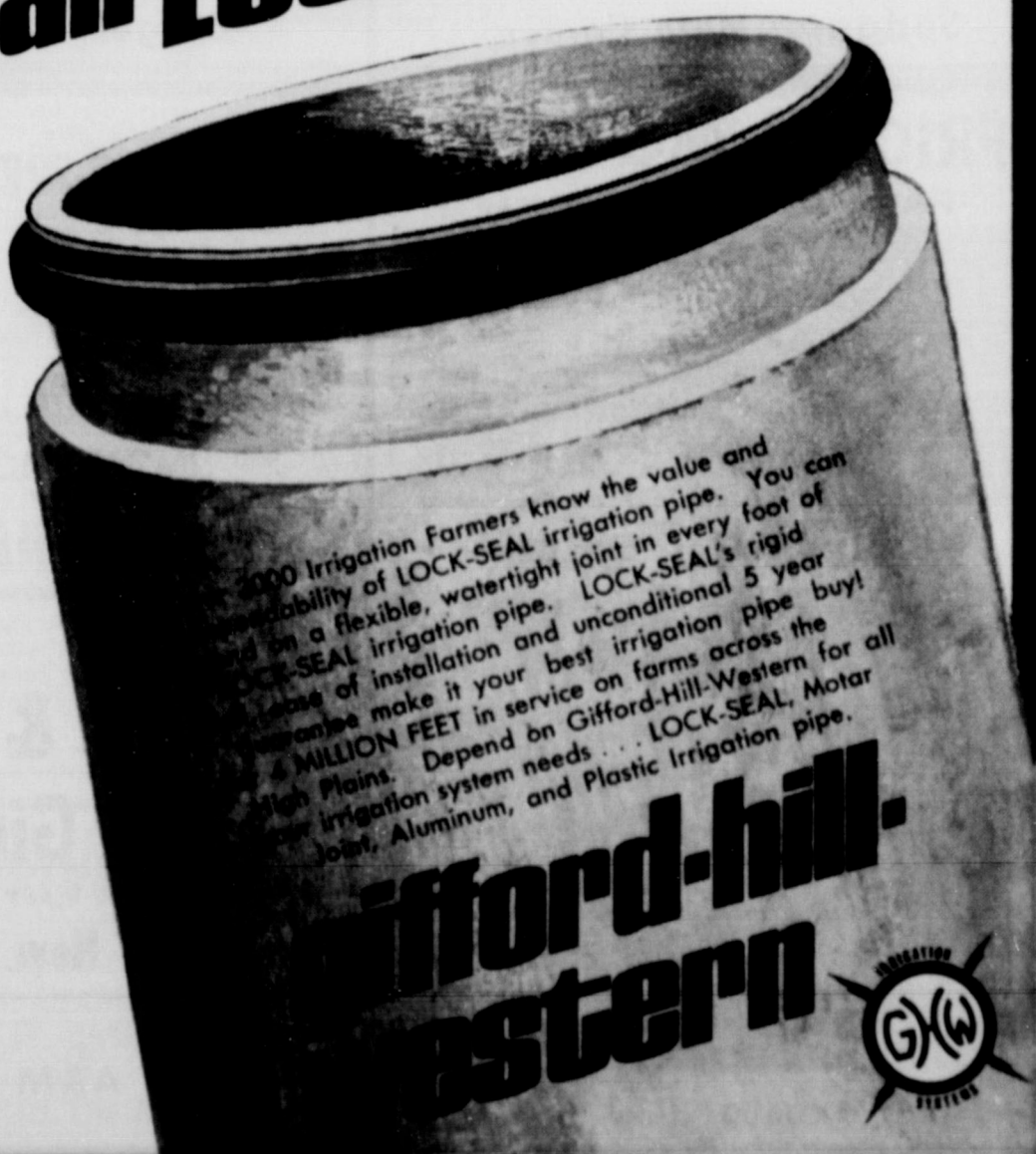
5,000 AT 11 A.M.  
5,000 AT 3 P.M.  
5,000 AT 6 P.M.

Winners Must Claim Stamps Within 24 Hours

Here's cheering news for you if you like your savings BIG -- your food bills SMALL! It's MOORE'S unbeatable team of famous brand foods, . . . broader selections, . . . and STOREWIDE LOW PRICES -- a team that scores for you in every good eating way. So give 3 cheers for QUALITY, . . . for VARIETY . . . for ECONOMY -- and a TIGER for the shopping conveniences and services that make a visit to MOORE'S a cheerful spot on a busy schedule.



for endless service  
install **LOCK-SEAL!**



1000 Irrigation Farmers know the value and reliability of LOCK-SEAL irrigation pipe. You can buy a flexible, watertight joint in every foot of LOCK-SEAL irrigation pipe. LOCK-SEAL's rigid joints of installation and unconditional 5 year guarantee make it your best irrigation pipe buy! MILLION FEET in service on farms across the High Plains. Depend on Gifford-Hill-Western for all irrigation system needs. . . LOCK-SEAL. Motor joints, Aluminum, and Plastic irrigation pipe.

**Gifford-Hill-Western**



Fresh Pork <b>PICNICS</b> 25¢ Lb.	MOORE'S GUARANTEED MEATS Country Style <b>BACK BONE</b> 45¢ Lb. Top Hand <b>SAUSAGE</b> 55¢ Lb. Pork <b>LIVER</b> 15¢ Lb.
Fresh <b>PORK CHOPS</b> 45¢ Lb.	Wrights <b>BACON</b> 2 Lb. 89¢



MARYLAND CLUB  
**COFFEE** Limit 1 **59¢**

COCA COLA  
6 Pak. Limit 2 **25¢** + Deposit

EGGS Ungraded 3 Doz. **99¢**  
Cloverlake or Borden's  
**ICE CREAM** 1/2 Gal. **59¢**

**CHILI** 1 1/2 lb. Can **39¢**



MOORE'S GUARANTEED PRODUCE  
**APPLES** Cello **ORANGES**  
5 Lb. **59¢**  
Bag

Russett **POTATOES**  
#2 10 Lb. Bag **59¢**

Delicious  
Large New Mexico  
**9¢** Lb.

Green **ONIONS** 2 Bunches **15¢**  
**CARROTS** Lb. Bag **15¢**

Firm Head  
**LETTUCE** 2 Heads **9¢**

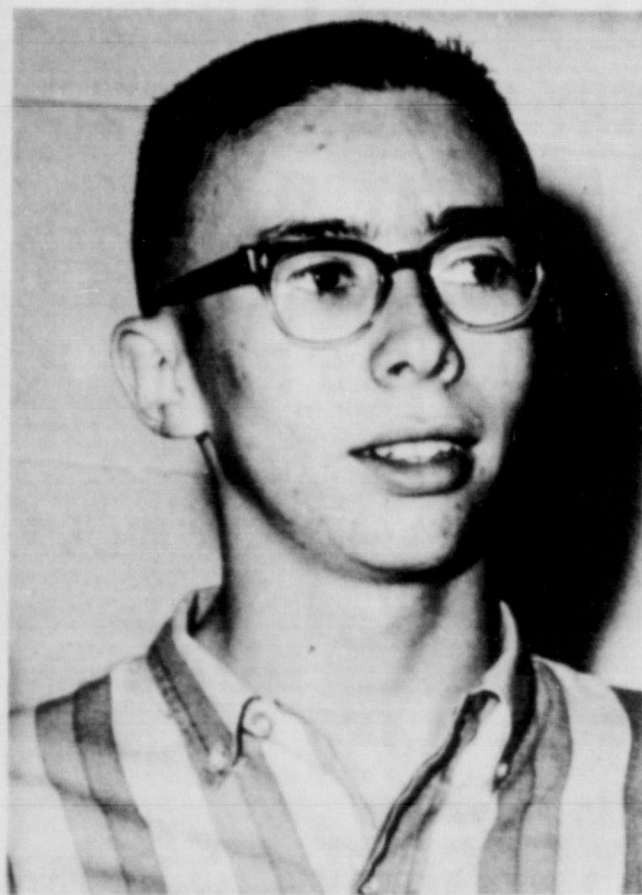
LOWER EVERYDAY PRICES "FORMERLY HARRY'S"  
**M MOORE'S SUPER MARKET M**  
FRIONA, TEXAS



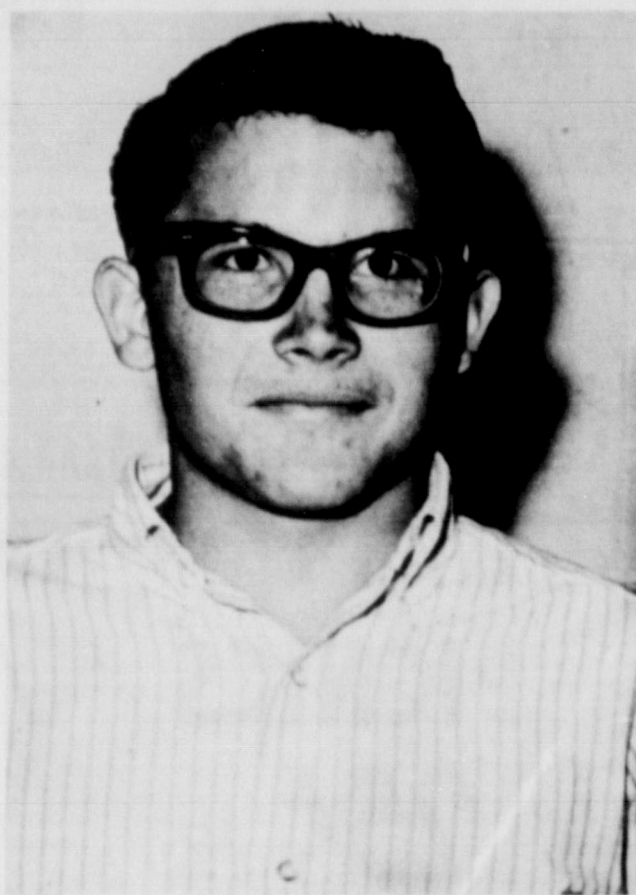
# COTTON BOWL

## FOOTBALL CONTEST

### MEET THE CHIEFS



RANDY FARR is a student trainer.



BOBBY PERKINS is a manager for the Chiefs.



LARRY TRUITT is a student trainer.



DAVID PERKINS is a manager for the Chiefs.

### Contest Standings

Waymon Wilkins, . . . . .73	Danny Batnum, . . . . .62
Stanley Benge, . . . . .72	Owen Drake, . . . . .62
Mrs. W. R. Mabry, . . . . .71	B. C. Hartwick, . . . . .62
Raymond Milner, . . . . .71	John Morrow, . . . . .62
Mack Ragsdale, . . . . .71	Jimmy Norwood, . . . . .62
Frank Truitt, . . . . .71	Duane Balze, . . . . .61
Pat Manchee, . . . . .70	Jim Dixon, . . . . .61
Ruby Howell, . . . . .69	W. R. Mabry, . . . . .61
Gene Ezell, . . . . .68	Jarrell Wright, . . . . .61
George W. Jones, . . . . .68	Mrs. Don Reeve, . . . . .60
Benny Pryor, . . . . .68	Joyce Veazey, . . . . .60
John W. Renner, . . . . .68	Dennis Fallwell, . . . . .59
Elsie Allen, . . . . .67	Flosste Rhinehart, . . . . .59
Travis Clements, . . . . .67	Mildred Agee, . . . . .58
Albert Johnson, . . . . .67	J. S. Clark, . . . . .58
Randy Mabry, . . . . .67	Lois Norwood, . . . . .58
Mary Pryor, . . . . .67	Mike Pavulus, Sr., . . . . .58
Floyd S. Reeve, . . . . .67	Jeff Price, . . . . .58
Thelma Watkins, . . . . .67	Floyd Wilkins, . . . . .58
Frankie Allen, . . . . .66	Edward White, . . . . .58
Hollis Horton, . . . . .66	Mrs. Jim Johnston, . . . . .57
Clarence Monroe, . . . . .66	Gerald Shavor, . . . . .57
Charles Howell, . . . . .65	Ronald Smiley, . . . . .57
Howard Jones, . . . . .65	C. H. Veazey, . . . . .57
Russell McAnally, . . . . .65	John Baca, . . . . .56
Wright Williams, . . . . .65	Dean Blackburn, . . . . .55
Galen Brewer, . . . . .64	Mrs. R. E. Snead, . . . . .55
Bob Finley, . . . . .64	Rose Mabry, . . . . .54
Francis Gable, . . . . .64	Ethel Mingus, . . . . .54
Jim Johnston, . . . . .64	Mike Ellis, . . . . .53
Laverne Mabry, . . . . .64	Don Paul Spring, . . . . .53
Don A. Reeve, . . . . .64	Joyce Wilkins, . . . . .53
Dale Williams, . . . . .64	Glen Mingus, . . . . .52
Maynard Agee, . . . . .63	Janice Clark, . . . . .51
Preach Collier, . . . . .63	Mrs. B. C. Hartwick, . . . . .51
Eugene Ellis, . . . . .63	John Hoover, . . . . .51
Ray D. Fleming, . . . . .63	Dolph Voten, . . . . .51
Mrs. Albert Johnson, . . . . .63	Jerry Shelton, . . . . .51
Belinda Mabry, . . . . .63	Claude Spears, . . . . .50
Larry Mabry, . . . . .63	Dean Agee, . . . . .49
Jimmy Maynard, . . . . .63	Joe Bill Jones, . . . . .47
Karen Agee, . . . . .62	

### WEEKLY PRIZES

- 1st. Prize \$5
- 2nd Prize \$3
- 3rd Prize \$2

### CONTEST RULES

1. There are 10 college and high school games in the ads on this page.
2. Pick the winners you think will win and place the WINNER'S name beside the sponsor's name in the Contest Entry Blank at bottom right of this page.
3. PICK THE SCORE of the GAME OF THE WEEK and place your guess in the appropriate blank on the entry. Bring or mail the entry blank to the Star office by 5 p. m. Friday following this issue of the paper.
4. Winners will be chosen by a group of judges each Monday.
5. Weekly entry blanks will be kept all season and at the end of the Football Season the winner of the Grand Prize of 2 Free Tickets to the Cotton Bowl Game PLUS \$55.00 Expense Money will be presented to the lucky person who has picked the great number of correct games throughout the season. Ties will be determined by the judges.
6. Only One Entry Per Person.
7. Contestants must be 12 yrs. old or older.
8. All employees of The Friona Star and their families are not eligible to enter this contest.

**1 Friona Farmers Co-Op Gin**  
Farmer Owned For Better Service  
and  
Better Ginning Phone  
Steve Hargus Hub 265-3565  
Farwell at Springlake

**2 Hub Fertilizer Co.**  
HUB-FRIONA  
Ammonia-Dry Fertilizer-Seed  
Phosphoric Acid-Farm Chemical  
Champlin Oil.  
Don't Wait-Fertilate  
See Bill, or Tab  
Tulia at Hereford

**3 Reeve Chevrolet**  
Your Authorized Chevrolet Dealer  
Frigidaire  
Home Appliances  
Sales Service  
Phone 247-3011 Friona  
Olton at Dimmitt

**4 Plainview Production Credit Association**  
Wade Wright, Friona Office Mgr.  
Lockney at Abernathy

**5 Friona Country Club Gin**  
West Friona Grain  
Jack Tomlin, Mgr. Phone  
247-2439  
Sudan at Hale Center

**6 Bi-Wize Drug**  
Drugs Sundries  
Your Rexall Store  
Phone 247-3010 Friona  
Borger at Tascosa

**7 FRIONA MOTORS**  
Parmer County Headquarters  
For  
Ford Cars, Trucks, Pickups  
Tractors And Used Cars  
Phone 247-2701  
Friona  
Washington St. at Tech

**8 ETHRIDGE-SPRING AGENCY**  
Dan Ethridge  
Frank A. Spring  
Bill Stewart  
Flake Barber  
Phone 247-2766  
INSURANCE-LOANS  
West Texas at N.M. State

**9 Parmer County Pump Implement Co.**  
B & J Pumps IHC Power  
Texas at TCU

**10 Chester & Fleming Gin**  
. Brand New Equipment  
Texas A&M at Rice

### OFFICIAL ENTRY BLANK

Name \_\_\_\_\_

Address \_\_\_\_\_

Game Of The Week

Tie Breaker

Pick Score

Friona \_\_\_\_\_ At Floydada \_\_\_\_\_

### GAMES

- |                            |                          |
|----------------------------|--------------------------|
| 1 Friona Farmers Co-Op Gin | 6 Bi-Wize Drug           |
| 2 Hub Fertilizer           | 7 Friona Motors          |
| 3 Reeve Chevrolet          | 8 Ethridge-Spring Agency |
| 4 Plainview PCA            | 9 P.C. Imp. P.C. Pump    |
| 5 Friona Country Club Gin  | 10 Chester & Fleming Gin |



# WANT ADS

Classified ads are 6¢ per word for the first insertion; 4¢ per word thereafter; with a 50¢ minimum. Deadline for classified advertising Tuesday 5 p.m. Legal Rate 3¢ and 2¢, Minimum 50¢ on cash order, \$1 on account. Classified display (boxed) ads are 80¢ per column inch.

**TUNE IN "MOMENTS WITH JESUS"**

9:15 A.M., Daily  
**KPAN**

Hereford 860

### LOST

LOST -- Two Hereford heifers weighing about 400 pounds each. Branded Quarter Moon T on left hip. Also 400 pound Hereford calf branded Turkey Track J on left side, Leon Grissom, Bovina, phone 238-3492.

LOST. . . Leather brief case with important papers. Also boy's football sweater. Reward. Call June Rhodes at 247-2240 days or 247-3257 evenings. 5 tnc

LOST . . . Four whiteface steers weight 400 lbs. Branded CJ right hip. Clarence Johnson, Phone 825-2772, Oklahoma Lane. 5-2tc

LOST--a yellow striped kitten, with yellow eyes. Strayed Halloween night. Call 247-2517. 6-1tc

LOST. . . Ear screw with Mexican diamond surrounded by silver file in vicinity of Friona State Bank. Mrs. Otho Whitefield. 7 tnc

### WANTED

WANTED. . . Would like to rent one-half section or more irrigated land. One-third and one-fourth rent or would pay cash if reasonable. W. T. Smith, Route 1, Farwell, Phone 825-2645. 7-4tc

WANTED. . . Church secretary job open. Applications now being accepted. Contact Rev. Bill Burton, First Baptist Church, Friona. 7-tnc

WANTED TO RENT . . . Farm-land, Jerry Fancher, two miles east and one south Hub, Phone 265-3477. 46 tnc

WANTED TO RENT -- farm land. See T. I. Burlison at Hub, or call 265-3598. 3-tnc

SALESMAN WANTED  
Are you looking for a good part-time or full-time income in Deaf Smith or Castro County? Many Rawleigh dealers earn \$2.50 and up per hour. See Clifford Leske, Box 438, Bovina, or write Rawleigh TX H 211 26, Memphis, Tennessee. 7-1tp

### SERVICES

THE ONE STOP SHOP  
Plumbing and heating. Air Conditioning. Complete Refrigeration service. TV and Color TV service. Gas appliances. Electrical Gas line piping. 24 hour service. Friona Plumbing and Heating 247-3222  
247-2480 after 6 p. m.

Control crab grass with Fax. One application effective three years. Use Turf Magic balanced lawn fertilizer plus chlorodane to control insects. Cummings Farm Store. 22-tnc

Standing at stud. Caledonia Joe P-133,646. Joe Blair and Joe Hancock breeding. Fee \$50. Live foal. Mike Langford, 9 mi. west, 4 1/2 south Dimmitt. 5-3tp

EXCELLENT, efficient and economical, that's Blue Luster carpet and upholstery cleaner. Rent electric shampooer \$1. White Auto Store. 7 tnc

Am interested in making loans and buying first and second lien notes secured with farm and ranch lands. J. J. Steele Citizen's Bank Building Clovis, New Mexico Dial 763-3521 or 763-6455 5 4tc

TAILWATER PITS  
By hour or contract. Free estimates. Dozers - Self loading scrapers. HOLMES CONSTRUCTION Call DR-6-8629 Collect Amarillo, Texas

TO LOAN OUT. . . Registered polled shorthorn bull. Dale Hart, Phone 247-2459. 7 tnc

### FOR RENT

FOR RENT - Two bedroom duplex. Phone 247-3294. 7 tnc

### FOR SALE

FOR SALE OR TRADE. . . 1954 Chevrolet car. Excellent condition. Phone 247-2751. 3 tnc

FOR SALE  
4 burner apt. gas range; table with 4 chairs; portable kitchen cabinet; gas heater; bathroom heater; assortment of good venetian blinds with all fittings. . . All in good condition. Phone 247-3036. 7 2tc

FOR SALE. . . Credit good, two repossessed 1964 model Singer sewing machines. Optional four-drawer cabinets, Williz-zag, blind-hem, fancy stitch, etc. Six payments at \$6.82 or \$35 cash. Write Credit Department, 1114-19th Street, Lubbock, Texas. 7-tnc

FOR SALE. . . Three bedroom house, three baths, carpeted, drapes, dishwasher, double garage. Nice apartment. Buyer can assume large loan. Ed Young, Phone 247-2285 or 247-3376. 7 tnc

FOR SALE. . . 3" Centrifugal lake pump; 4 cylinder LeRol motor; 320' aluminum pipe 4". Phone Hub 265-3447. 7-4tp

Watch for  
OPENING  
OF  
HUGHES BARBECUE  
STAND  
Same Location 7 tnc

FOR SALE  
Need someone with good credit or cash to take up payments of \$6.50 per month for six months on full size Singer zig zag equipped console cabinet. Credit Manager, 4118 34th Street, Lubbock, Texas. 7 3tc

FOR SALE  
Good used dryers \$75-\$178. Big deal. . . New refrigerators washers and dryers, also used and new pickups. Reeve Chevrolet and Frigidaire 4-tnc

IMPROVED IRRIGATED FARM FOR CASH RENT  
480 acres, all in one tract. Topsoil fertile and deep. Strikingly level. Three good 8" wells. Sugar beets, vegetable crops, corn, milo, wheat. Unusually good markets. Modern house; new 40' X 80' metal storage building; 80 acres pasture with feed lot and stockwell. Excellent schools. Western Kan.; an area outstanding for irrigated farming. Cash rent \$30.00 per acre (\$14,400). Write c/o Box 127, Sharon Springs, Kan.

FOR SALE. . . Four room house with bath, \$3500. Buyer may assume \$2500 loan. 307 West Fifth. Phone 247-2446. 7 tnc

FOR SALE. . . Registered toy Pomeranian puppies, three months old, \$50 each. Roy Wilson, 302 East Seventh, Phone 247-3303. 7 2tc

IMPROVED IRRIGATED SECTION FOR SALE  
Three wells pump approximately 4500 gals. per min. Exceptionally level. Rich, deep soil. All under irrigation, except 60 acres pasture with feed lot and stockwell. Sugar beets, vegetable crops, corn, milo, wheat. Unusually good markets. Two modern houses; also bunkhouse with elec. and running water. 40' X 100' metal storage building and other buildings. Excellent schools. Location, Western Kan. \$385.00 per acre, for sale by owner. Liberal terms. Write c/o Box 127, Sharon Springs, Kan.

Write Pate for real estate. I have properties in West Texas and New Mexico. Write me, let me know what you want. I'll rush information to you. PATE, 623 West Third Street, Portales, New Mexico. 6-8tp

FOR SALE. . . Silvertone electric guitar. Like new \$60. Jim Busard, Santa Fe Depot. 7 tnc

CHRISTMAS SPECIAL  
Educational material for every member of your family. Now available. • World Book and • Childcraft Mrs. Loyde Brewer Phone 247-2578 Friona 7 3tc

AUCTION  
1760 ACRES  
EATON CHAROLAIS RANCH  
REGISTERED CHAROLAIS BULLS AND COWS  
FARM EQUIPMENT  
3 North and 1 East of Russell Springs, Kansas 10:00 a. m. CST Monday, Nov. 23

Ranch will be offered in five tracts and then as a whole. Real estate will sell promptly at 3:00 p. m. 19 registered Charolais bulls, 19 registered Charolais cows, 22 Angus cows, 22 stockers and feeders. Complete line of farm and ranch equipment.

For complete brochure contact  
JESSE SCOTT AUCTION  
Garden City, Kansas  
Phone 316-276-3434  
OR  
EMEL'S REAL ESTATE  
Winona, Kansas  
Phone 913-846-3320

FOR SALE. . . 1963 Falcon four door with radio, heater, air conditioner and four new tires. Mrs. Ingersoll Phone 247-3112. 7 tnc

Handmade gift items at reasonable prices. Just right for Christmas. Attend the Annual Christmas Bazaar. Wednesday, November 18 Federated Club House Open 10 a. m. till night Free Refreshments. . . Register for Door Prize. PROGRESSIVE STUDY CLUB

FOR SALE. . . 1963 Super Sports Azur aqua in color. Air conditioning, four-speed transmission. Positive traction rear end. Excellent condition. Phone Farmer 295-3455. 6-2tc

FOR SALE: For the best deal on a new Buick, Rambler, motor boat or Johnson outboard motor, see or call Kinsey Osborn Motors, Hereford, Tex. 142 Miles Street, Phone EM 4-0990. 38 tnc

**WHITE'S**  
Have The  
Tires With  
The Best  
Guarantee

**ELK Drive In** Check For Free Passes  
Friona, Texas  
GIVEN BY THE ELK  
FRI 13 SAT 14 SUN 15  
MAY 15 1964  
GUN HAWK  
RORY CALHOUN  
THE NEW INTEREST  
KING OF THE BEANS

## come to church Sunday

- SIXTH STREET CHURCH OF CHRIST  
Sunday Services  
Bible Classes . . . . . 9:30  
Morning Worship . . . . . 10:30  
Evening Worship . . . . . 8:00  
Wednesday Services . . . 8 p.m.
- CHURCH OF CHRIST  
Tenth & Euclid St.  
Morning Worship Sun, 10:30 a.m.  
Evening Worship . . . . 7:30 p.m.
- REDEEMER EVANGELICAL  
Lutheran Church  
Friona  
Fred Beversdorf, Pastor  
Services . . . . . 8:30 a. m.  
Bible Classes  
and . . . . . 9:15 a. m.  
Sunday School  
IMMANUEL LUTHERAN  
Rhea  
E. A. Binger, Pastor  
Sunday School &  
Bible Class . . . . . 9:30 a. m.  
Divine Services . . . . . 10:30 a. m.
- ST. TERESA'S OF JESUS MISSION  
(CATHOLIC)  
Sunday: Mass 12:30 p. m.  
Thursday: Mass 8:30 p. m.

Read Romans 12:4-14  
Ye are the light of the world. A city that is set on an hill cannot be hid. (Matthew 5:14)

When the Scottish author and poet Robert Louis Stevenson was a small boy, he enjoyed watching the lamplighter go up and down the city streets at dusk lighting the lamps. Finding him especially quiet one evening, his nurse called out to ask what he was doing. His reply was, "I'm watching a man make holes in the darkness."

The world is waiting for Christian men and women to make holes in the spiritual darkness. Much needs to be done to relieve the world's misery. There are the hungry to be fed, the naked to be clothed, the orphaned children to be loved and cared for. There is the story of Christ and His saving power to be told to the nations.

We Christians must use our time and our God-given talents in building a better world, thus helping to make holes in the spiritual darkness that is all about us.

PRAYER: Our heavenly Father, show us what we can do to bring light to a darkened world. May we not rest until the farthest corner shines with the light of Christ and all men reverence Thee and devoutly pray, as Jesus taught us, "Our Father who are in heaven . . . Amen."

THOUGHT FOR THE DAY  
There is no darkness that the love of God cannot penetrate.

### CONGREGATIONAL CHURCH

Sunday Services  
Church School . . . . . 10:00 a.m.  
Worship . . . . . 11 a.m.  
Pilgrim Fellowship . . . 5 p.m.

### CALVARY BAPTIST CHURCH

2 Blocks North of Hospital  
Sunday School . . . . . 9:45  
Morning Worship . . . . . 10:50  
Training Union . . . . . 6:00  
Evening Worship . . . . . 7:00  
Wednesday . . . . . 7:30  
Tuesday WMU . . . . . 3:15

### ASSEMBLY OF GOD CHURCH

Sunday Services  
Sunday School . . . . . 9:45  
Morning Worship . . . . . 11:00  
Young People's Meeting . . 6:30  
Evening Worship . . . . . 7:30  
Wednesday Service . . . . 8:00

### PRIMITIVE BAPTIST CHURCH

Services 1st and 3rd Sundays of each month. Hub Community Center 10:30 A.M.  
FIRST BAPTIST MISSION  
Sunday School . . . . . 10 a. m.  
Worship Service . . . . . 11 a. m.

### UNITED PENTECOSTAL CHURCH

Sunday Services  
Sunday School . . . . . 10 a.m.  
Preaching . . . . . 11 a.m.  
Young People's  
Meeting . . . . . 6:30 p.m.  
Preaching . . . . . 7:30 p.m.  
Wednesday  
Prayer Service . . . . . 7:30 p.m.

### FIRST BAPTIST CHURCH

Sunday School . . . . . 9:45 a.m.  
Preaching Services . . . . 10:55 a.m.  
Training Union . . . . . 6:00 p.m.  
Preaching Service . . . . . 7:00 p.m.  
Wednesday  
Prayer Meeting . . . . . 8:00 p.m.  
Officers & Teachers  
Meeting . . . . . 7:15  
Wednesday WMU . . . . . 3:00 p.m.

### FRIONA METHODIST CHURCH

Sunday Services  
Sunday School . . . . . 9:45 a.m.  
Church Service . . . . . 11 a.m.  
Jr. Fellowship . . . . . 5:30 p.m.  
Childrens Classes . . . . . 6:00 p.m.  
MYF meetings . . . . . 6 p.m.  
Evening Worship . . . . . 7 p.m.  
Wednesday  
Choir practice . . . . . 7:30 p.m.

### This Message Sponsored By The Following Friona Businesses

- Continental Grain Co.**  
Preach Cranfill
- Ethridge-Spring Agency**  
Insurance & Loans
- Friona C Of C & A**
- Friona Consumers**  
Co-Op Oils & Greases
- Friona Motors**
- Kendrick Oil Co.**  
Phillips - Jobber
- Bainum Butane**  
Phone 8221
- Bi Wize Drug**  
Your Retail Store
- Piggly Wiggly**  
We Give S & H Green Stamps
- Crow's Slaughtering**  
Wholesale & Retail Meats
- The Friona Star**

## FRIONA DIRECTORY

PATRONIZE FRIONA MERCHANTS FOR NEEDED MERCHANDISE AND SERVICE They Have A Personal Interest In Your Welfare And Will Appreciate The

**FRIONA OLIVER**  
WE SPECIALIZE IN HEAVY INDUSTRIAL ENGINES.  
Rebuild 'Em or Sell 'Em  
CECIL PORTER

**NOW OPEN NEAL'S PAINT STORE**  
Back of 711 Summitt  
A complete line of quality paint at a price you can afford. Direct from factory. Fresh. Check prices before you buy. We also paint, hang paper and do texturing. Spray or brush painting. No job too large or too small.  
Neal Fulks, 711 Summitt

**ELK DRIVE-IN**  
Read The Business Directory For The Name Of One Winner Of A Free Pass. Other Passes Are In The Classified Section And The Rest Of The Paper.

**Plainview Production Credit Association**  
Wade Wright Friona Manager

**REED'S CLEANERS**  
709 Main St.  
Pick Up And Delivery  
Phone 247-3170 Friona

**Killingsworth REDI-MIX Cement For All Purposes**  
"Your Business Appreciated"  
Phone 247-2215 207 W. 5th

**RUSHING INSURANCE AGENCY**  
Phone 247-3370 721 Main Friona

Opportunity Of Serving You. It's Always A Pleasure To Shop In Friona.

Now Is The Time To Have Those Christmas Portraits And Cards Made.

**DENNIS STUDIO**  
"Leave Your film Here"

**For Bulldozer Carryall Or Maintainer Work**  
See or Call **Floyd Dickey**  
AT DICKY'S CAFE DIMMITT, Texas Bus. Ph. 647-3755 Res. Ph. 647-3764

Betty Crocker  
**DATE MUFFIN MIX** Box **37¢**

**BISQUICK** 8-1 Cup Packets Box **49¢**

Jello  
**Whip 'N Chill** Box **21¢**

Maxwell House  
**COFFEE** 1 Lb. Can **79¢**  
2 Lb. Can **\$1.55**

Ellis Large Lima  
**BEANS AND HAM** 15 Oz. Can **31¢**

Del Monte Cut  
**GREEN BEANS** 303 Can **25¢**

Sealtest  
**ICE CREAM** 1/2 Gallon **59¢**

Sealtest  
**CHOCOLATE MILK** Qt. **29¢**

Sunray **BACON** 2 Lb. **98¢**

**CHUCK ROAST** Lb. **49¢**

Libby's Frozen **BRUSSELS SPROUTS** 10 Oz. Pkg. **29¢**

Libby's Frozen **Strawberries** 10 Oz. Pkg. **29¢**

We Give Gunn Brothers Stamps  
**HOUSER'S** GROCERY & MARKET  
Big Enough To Accommodate - Small Enough To Appreciate  
Phone 247-3343 Friona





HONORARY MEMBERSHIP PLAQUE . . . Mrs. W. D. Buske, left, presented Mrs. David Eddington an honorary membership in Friona's Young Homemakers Club at the Thursday afternoon meeting in the home economics department of Friona High School. Mrs. Eddington, a former home economics teacher, has assisted club members in getting organized. Mrs. Buske is president of the organization.

### Parliamentary Procedure Studied By Homemakers

Topic of study at the Thursday afternoon meeting of Young Homemakers in the home economics department of Friona High School was, "Parliamentary Procedure."

Following a film, "Parliamentary Procedure in Action," two FHA members, Susie Carmichael and Lydia Buske explained the subject more fully.

Roll call was answered with household hints. Mrs. David Eddington was presented an honorary membership in the club.

Martha Martin, Joan Brookfield, Chris James, Terri Sue Cummings, Kathy Cook, Celia

Vestal, Mary Smith, Veronica Deaton, Mitty Mann, Betty Radford, Maria Anzaldura and Geneva Hernandez served as baby sitters during the meeting.

Hostesses were Mesdames W. D. Buske, Delmer Renner and Eugene Bandy.

Others present included Mesdames Richard Adkins, Larry Fairchild, O'Neal Greeson, Burke Hand, Irma Brown, Joel Landrum, Jerry London, Leon Massey, Jimmy Mabry, Kenneth McLellan, Larry Moyer, Bill Raybon, Glenn Reeve, Danny Smith, Harvey Garrison, David Eddington, Dalton Caffey and Miss Beth Asberry.

## Of Interest To THE WOMEN

### Guest Speaker Outlines Importance Of Federation

Mrs. J. W. Walker, Plainview, was guest speaker at a joint meeting of Friona's three federated women's clubs Tuesday evening at Federated Club House. The occasion was the annual Federation Tea. Members of Friona Woman's Club served as hostesses for this year.

Mrs. Walker spoke on Federation, explaining to the club women the organization of Federation and telling them what each individual should expect to gain by joining a federated club. Mrs. Walker is a past president of Texas Federated Clubs, is past editor of the "Texas Clubwoman" magazine, and is now a prominent lec-

urer. She has been active in politics and told of a few of her experiences in the United Nations as well as personal incidents involving such prominent political figures as the Roosevelts and the Johnsons.

She listed three major things a woman should expect to gain from her clubwork. They are, according to Mrs. Walker, a sense of values, magnanimity of character and a youthful quality of the soul. In listing the four major social problems of the country she named divorce, juvenile delinquency, child neglect and low moral standards. "More women should be con-

cerned that each of these social problems stems from the home," quoted Mrs. Walker. She urged the clubwomen to be more mindful of the role that women can play in the world of today.

Mrs. Joe Moyer, president of the Friona Woman's Club, opened the evening's program with a welcome to the members and guests. Mrs. Tom Jarboe gave the opening prayer and Mrs. C. W. Dixon introduced the speaker.

Following the address by Mrs. Walker, the Club Collect was sung by a choral group made up of several members of the Modern Study Club and Progressive Study Club. The group was accompanied by Mrs. Roy Miller who also provided piano music before the meeting.

Four guests from the Woman's Club of Farwell were present. They were Mrs. Mabel Reynolds, president, Mrs. Clytie Dyal, Mrs. John Aldridge and Mrs. C. C. Christian.



APRONS? POT HOLDERS? WHAT WILL YOURS BE? A wide variety of hand made items will be on sale at Progressive Study Club's annual Christmas Bazaar Wednesday, November 18, at Federated Club House. Mrs. Flake Barber, chairman of the finance committee, left, is being assisted by Mrs. John Fred White. Stuffed toys, doll clothes and other novelty items will be on sale all day. Refreshments will be served and there will be a door prize.

### Far Eastern Dishes Served At Meeting

Members of Friona Home Demonstration Club prepared dishes of the Far East to serve at the Thursday evening meeting of the club in the home of Mrs. and Mrs. T. A. Sherley. Plans have been completed

for a demonstration of holiday foods at the Friday, November 13, meeting in the home of Mrs. Earl Drake at 1 p.m.

Every woman interested in home demonstration club work is being invited to the meeting

by Mrs. Drake. Those present were Mr. and Mrs. John D. Sanders, Mrs. Bill Morgan, Mrs. Ralph Taylor, Mrs. Earl Drake, Mrs. Ray White and Mrs. E. S. White Jr.

### Local Couple Honored On 64th Anniversary

Mr. and Mrs. J. W. Baxter, who will observe their 64th wedding anniversary Sunday, November 15, were guests of honor at a family gathering at Federated Club House Sunday.

Dinner was served at noon. The afternoon was spent playing games and visiting. Those present were Mr. and Mrs. Miles Robbins, Blunt, South Dakota; Mr. and Mrs. Clarence Baxter, Rye, Colo.; Mr. and Mrs. L. R. Baxter and Mr. and Mrs. Charlie Baxter, Bobby and Kenny, Clovis.

Also Mr. and Mrs. Louis Baxter, Lynn, Tommy and Steve; Mr. and Mrs. Bill Baxter and Mr. and Mrs. Calvin Martin.

Also Mr. and Mrs. Jim Kirkland and Rhonda, Dumas; Mr. and Mrs. Ronnie Castleberry

and Jill, Stratford; Mrs. Jerry Rankin, Lubbock; Mr. and Mrs. Eugene Nidey and daughters, Sandra, Brenda and Lisa, Campo, Colo.; and Mrs. Mattie Ford, Clovis.

Also Mr. and Mrs. Troy Young and children and Mr. and Mrs. Richard Baxter and children, Bovina; Mr. and Mrs. Jim Baxter; Mr. and Mrs. Sterling Graham, Gall and Ky; Mr. and Mrs. Oscar Baxter and John; Mr. and Mrs. Boyd Pipes, Boyd, Lou and Sue; Mr. and Mrs. Larry Martin and children and Mr. and Mrs. Clarence Martin and children.

Afternoon callers were Steve Grundy and Willene Baxter, Amarillo; Mr. and Mrs. Charles T. Baxter and Charlotte; Billy Dean Baxter, F. S. Truitt; and Mr. and Mrs. Earl Clark and Billy, Elk City, Okla.

### Todd Taylor Born Sunday

Mr. and Mrs. Dee Taylor, Hereford, became parents of a baby boy at 4:10 p.m. Sunday at Northwest Texas Hospital in Amarillo. He was named Todd Brent and weighed 6 lbs. 1 3/4 ozs.

Paternal grandparents are Mr. and Mrs. L. D. Taylor, Friona. Great-grandparents are Mr. and Mrs. J. L. Taylor, Friona, and Mr. and Mrs. J. L. Brooks, Herford.

### Girl Born To Eldon Wetsels

Mr. and Mrs. Eldon Wetsel of Midland became parents of a baby girl Sunday, October 11, there.

She weighed 7 lbs. 3 3/4 ozs, and was named Kellie Dawn. Mrs. Reeta Agee, Kellie's maternal grandmother, spent a few days visiting in the Wetsel home.

Mrs. Wetsel is the former Betty Agee.



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Do you believe in electricity? Do you believe in its power to make your toaster toast, your tv televise, your washer run? If you do, we can in a few words convince you of the power of human electricity that makes your body run. Man does not run your washer or your tv. All he does is turn on the current. Man cannot run your body, but he can make sure the current is turned on and flowing--that's what chiropractic is.

The proof of this lies in the fact that sick and discouraged people come to us with all types of various conditions. We locate and correct the blockage to this flow of current that runs from brain to body over the nerves, and the case gets well.

As evidenced in a recent case who came to us, who is now doing fine and feeling fine. Prior to coming to our clinic, he had been told he had gall bladder trouble. He couldn't eat spicy or fried foods. We made a proper chiropractic spinal examination and analysis. By correcting the spinal misalignment which was blocking his nerves to the gall bladder, case responded very well.

The brain generates the current over the nerves. Let it thru.

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WHITE SWAN Golden CORN	6 303 Cans
WHITE SWAN White or Golden HOMINY	10 300 Cans
Corn King BACON	Pound Pkg. 53¢
All Meat BOLOGNA	Pound 39¢
Loin & T. Bone STEAK	Pound 69¢
WINTER GOLD frozen ORANGE JUICE	4 6-Oz. Cans \$1.00
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WHITE SWAN OR FOLGER'S COFFEE 2-Pound Can \$1.49

WHITE SWAN SHORNYING APPLE JUICE 3-Pound Can 59¢  
Quart Jar 27¢

WHITE SWAN COFFEE 4 300 Cans  
WHITE SWAN Whole Blue Lentils 4 303 Cans  
WHITE SWAN Green Beans 7 303 Cans  
WHITE SWAN Spinach 5 303 Cans  
WHITE SWAN Luncheon Peas 5 303 Cans

WHITE SWAN Vienna Sausage 5 8-oz. Cans  
WHITE SWAN Peach Preserves 3 18-Oz. Tumblers  
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4-Door **\$695**

**PARMER COUNTY  
IMPLEMENT**

W Hiway 60 Friona

**Foreign Dishes Served  
At Rhea Club Meeting**

Highlight of a recent meeting of Rhea Home Demonstration Club meeting in the home of Mrs. Norbert Schueler was an evening meal featuring foreign dishes. Centerpiece on the serving table was a globe surrounded with dolls dressed in native costumes of countries of the Far East.

The meeting began with a reading by Mrs. Floyd Schueler. Roll call was answered by each member relating a brief resume of a trip she would enjoy taking.

During the business session plans were made for the annual Christmas party to be

held in the home of Mr. and Mrs. Cordie Potts November 30. The November 23 meeting was cancelled.

Mrs. Shirley Smith presented a program using "Teenage Dropouts" as her theme.

Guests were Mrs. Chris Goetz and Mrs. Raymond Schueler.

Members present were Mesdames Floyd Schueler, Cordie Potts, Norbert Schueler, Shirley Smith, Franklin Bauer, Dwayne Ridley, Leland Gustin, Chris Drager, Herman Schueler, Jim Dixon, Larry Moyer, Clyde Tims, Jack Patterson and Norman Taylor.

**Jaycees Sponsor  
Halloween Party**

Friona Jaycees were hosts at a Halloween party at Hub Community Center recently. Following supper which consisted of barbecue, beans, assorted salads, cake, coffee and cold drinks, there was a game session.

The Jaycee Band, Johnny Miller, Monte Fowler and Dale Williams, presented several musical numbers.

Those present were Mr. and Mrs. Joe A. Walters and family; Mr. and Mrs. Johnny C. Miller; Mr. and Mrs. Dale Williams and Tammy; Mr. and Mrs. Ronald Smiley; Mr. and Mrs. Virgil Phipps and family and Mr. and Mrs. Monte Fowler and family.

Also Mr. and Mrs. Robert Zetsche and family; Mr. and Mrs. C. H. Veazey and family; Mr. and Mrs. Bill Nazworth and sons; Mr. and Mrs. Gerald

Shavor and daughters, Mr. and Mrs. Don McMahan, Bill Dufur, Jim Lancaster and J. R. Knight.

**Party Fetes**

Paula London

Mrs. Richard London honored her daughter, Paula Gay, who was observing her seventh birthday, with a party from 2 to 4 p.m. Saturday in the family home.

Following a game and contest session, during which contests were won by Rhonda London and Teresa Scroggins, refreshments of hot chocolate, ice cream and birthday cake were served.

Those present, besides the honoree and contest winners, were Leesa Mercer, Katherine Duke, Linda Duke and Carla Beth Bauer. Gifts were sent by Mr. and Mrs. P. L. London, Friona, and Mr. and Mrs. Glen Gay, Brownwood, grandparents of the honoree, and M'ylanda and Micah London. Favors were presented to each guest on departure.

**Shower  
Courtesy For  
Willene Baxter**

Miss Willene Baxter, daughter of Mr. and Mrs. Oscar Baxter, who is the bride-elect of Steve Grundy, Amarillo, was honored with a bridal shower in the home of Mrs. Lester Dean from 9 to 11:30 a.m. Thursday.

Guests were registered by Miss Georgia Hood, Hooper, Colo. Miss Baxter was assisted in opening her gifts by her mother. Approximately 100 guests attended and sent gifts during the receiving hours.

The serving table was covered with an ivory lace cloth over blue and centered with a floral arrangement of pink, blue and white mums in a milk glass bowl.

Hostesses were Mesdames Leo Bails, Gene Bracken, Alta Wily, Lester Dean, L. D. Pope, Newell Harper, Richard Perkins, E. M. Jack, Donn Tims and J. A. Wily.



**CROWNED FOOTBALL QUEEN** . . . Miss Connie Vaughn daughter of Mr. and Mrs. Richard Vaughn of the Rhea Community and a junior at Bovina High School was recently crowned football queen during half-time activities by Scotty Rundell.

**Biblical Drama  
Topic Of Study**

Woman's Society of Christian Service of Friona Methodist Church met in Fellowship Hall for a continuance of the study on Genesis, "Beginning of the Biblical Drama," was the title of a study directed by Mrs. H. K. Kendrick.

Hostesses were Mrs. Guy Latta and Mrs. Billy Sides. Concluding session of the study will be November 11.

Those present were Mesdames Mack Ragsdale, Ernest Anthony, A. S. Grubbs, James Boyle, Esther Haws, Kenyth

Cass, Billy Raybon, Billy Sides, Guy Latta and David Moseley. Also Mesdames A. L. Outland, H. R. Cocanougher, Ed Clark, Andy Hurst, Richard London, Jerry London, Floyd Rector, Dorothy Hough, Danny Smith, U. S. Akens, Mack Balnum, George Jones, Chelso Read, J. T. Gee, E. H. Bradshaw and W. M. Massie, members.

Guests were Mesdames Leo McLellan, Newman Jarrell Jr., Robbie Osborn, Lee Cranfill and H. K. Kendrick.

**Frionans Make  
Flying Trip**

Mrs. G. B. Buske and son, Kim, a senior in Friona High School, drove to Lubbock Tuesday evening and flew to Bristol, Tenn. Wednesday for a visit in the home of Mr. and Mrs. Rick Styles and sons, Mike and Scott.

From Bristol Kim went to Cambridge, Mass. for a tour of the Harvard University campus. He returned home Sunday.

Mrs. Buske and Mrs. Styles and sons visited in the home of Dr. and Mrs. A. J. Edmonson and daughter, Susan, at Knoxville, Tenn. Mrs. Buske returned home Wednesday afternoon.

**School Menu**

November 16-20, 1964  
Monday--meat balls and spaghetti, blackeyed peas, buttered beets, vegetable salad, banana pudding, hot rolls and butter, milk.  
Tuesday -- pinto beans, cheesesticks, greens, onions, apple cobbler, corn bread, bread and butter, chocolate milk.  
Wednesday -- fried chicken, potatoes and gravy, English peas, jello salad, coconut cake, hot rolls and butter, milk.  
Thursday -- soup and chili, cookies, milk.  
Friday -- roast, rice, green beans, tossed green salad, apple sauce cake, hot rolls and butter, milk.

**Hospital  
Notes**

ADMISSIONS from November 3 thru 9.

Mabel Crum, Muleshoe; Lola Mae Parsons, Friona; Peggy Allen, Friona; W. T. Kiser, Hereford; William Moore, Bovina; Leo Roulain, Jr. Friona; Minnie Edens, Bovina; Jesus Lopez, Jr., Friona; Faye Estep, Friona; Manuel Hernandez, Bovina; Carrie Hill, Friona; Carrie Lillard; Friona; Larnie Blake, Friona; Genevieve Torres, Hereford; Joy Patterson, Adrian; Celia Brito, Bovina; Lyndon Reed, Bovina; Helen Williams, Friona; Randy Stubbs, Friona; Wally Garcia, Hereford; Raymond Milner, Friona; Eva Stevick, Friona.

DISMISSALS: Mrs. Raymond Fleming, Fern Barnett, Wilfredo Sanchez, Larry Mendoza, Doyle Wasson, Mrs. Joel Gries and Baby Girl, Mabel Crim, Manuel Hernandez, Larnie Blake, W. T. Kiser, Felix Hernandez, Peggy Allen, Minnie Edens, Lyndon Reed, Lola Parsons, Celia Brito, Faye Estep, Bill Moore, Carrie Hill, Carrie Lillard, Thelma Proctor, Randy Stubbs, Joy Patterson and Baby Boy.

Visitors in the home of Mr. and Mrs. E. D. Matlock this week are Mr. and Mrs. L. M. Bostick of Mineola, Texas. Mrs. Bostick is a daughter of the Matlocks and sister of Mrs. Tom Lewellen, Mrs. Forrest Osborn, Mrs. Henry White and Thomas and Frank Matlock.

Recent visitors in the home of Mr. and Mrs. Calvin Marttin have been Mr. and Mrs. Earl Lowder and Karen, Elk City, Okla., and Mr. and Mrs. Eugene Nidey, Brenda, Sandra and Lisa, Campo, Colo. Mrs. Lowder is a sister of Martin and Mrs. Nidey is the couple's daughter.

The first recorded State Fair of Texas was held in Dallas in 1859 and drew an attendance of 2,000.



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Monday And Tuesday Nov. 16-17  
8 a.m. - 9 p.m. Both Days

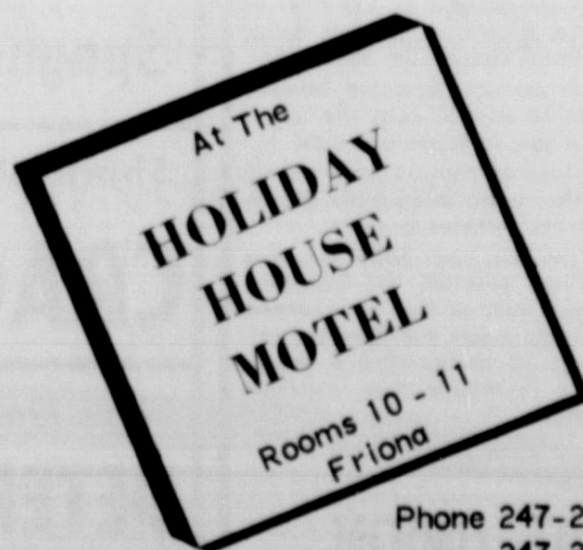
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November 16-17

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TEAM SHINES, 20-0

# Chiefs Teach Mustangs Good Defensive Lesson

The Friona Chiefs had studied defense rather extensively the week prior to their important district battle with Olton. The Chiefs proved that they had learned their lesson well, as their "examination paper" came out with the grade: Friona 20, Olton 0.

Olton was potentially one of the toughest teams the Chiefs have met this season, and yet it marked the first shutout of the season for Friona. So tough was the Chief defense that Olton never got a penetration (if that had been important). The closest to Friona's goal that the Mustangs came was the 31-yard line late in the game.

Olton never crossed the 50-yard line in the first half, during which it didn't have a first down under its own power, and went to the dressing room with just 11 total yards gained.

The Mustangs fared a little better during the second half, but the 104 total yards which were grudgingly given by the Chiefs in the game stands as the least for any team they have faced this year. The 71 yards rushing by Olton also stands

as a defensive best for the 1964 Chiefs.

And while the defense was coming of age, senior half-back Danny Murphree, who has done some progressing of his own the past few games, turned out to be the top offensive star for the second straight game.

Murphree, who hadn't scored a point going into district play, scored two touchdowns to run his total to six TDs in four games, and for the second consecutive week had his best yardage total of the year. This time he gained 124 yards on 20 carries.

Meanwhile, "old reliable" Doug Dodd got back into the swing of things with a touchdown scamper and two extra point kicks, and ran his season yardage total to a fabulous 1091 by picking up 117 yards in 14 carries (8.4 yards per carry).

Friona took the opening kickoff and with Murphree sparkling on power sweeps, seemed on the way to a touchdown. Murphree carried the ball seven of Friona's first nine plays, and advanced it to the Olton 24.

However, a clipping penalty put a crimp into things, and on a

third down play, quarterback Jim Snead couldn't find the handle on the pigskin. Olton recovered the ball at their 29.

A personal foul gave Olton a first down, but Friona held and forced the Mustangs to punt. The kick was killed at the Friona one-yard line, putting the Chiefs in a big hole.

The running of Snead, Dodd and Murphree advanced the ball out to the 40, and when Ray Braxton finally had to punt from that point, he at least had better field position.

A punt, or rather the return of same, turned out to be the turning point in the game. Olton's Joe Priest, who had some booming kicks, toed a 48-yarder midway of the second quarter.

Murphree, the 155-pound speedster, gathered the kick in at his own 10, took a step back, and then headed upfield. He got a couple of good blocks at about the 20, sidestepped other would-be tacklers, got a final clearing block at midfield and outraced the Mustang defenders the rest of the distance—a sparkling 91-yard punt return.

Dodd's kick was blocked, but with 5:08 left in the half, Friona had the lead at 6-0.

As the second half started, neither team could move in its first possession. However, Friona again used a punt to good advantage — this time one of its own. Braxton, kicking from midfield, bounced a 46-yarder that cut out of bounds at the

Olton four, and the Mustangs were in a hole.

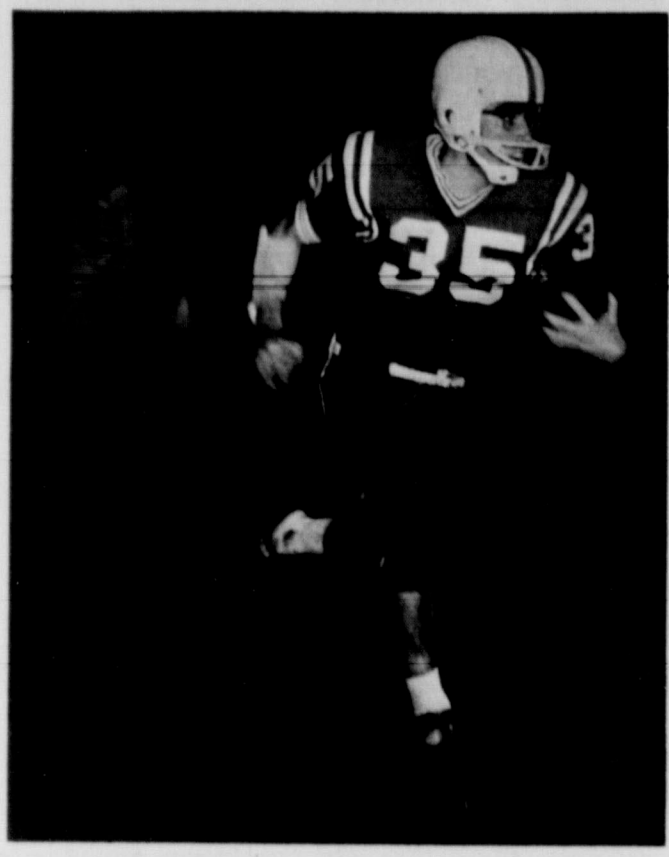
Two plays gained only two yards, and on third down, Olton elected to play it safe and kick. The hard-charging Friona line forced a high kick, though, and it went out at the Olton 36.

Friona took advantage of this break, and in three plays had another touchdown on the scoreboard. Dodd made four yards. Then Murphree broke loose for 23 yards to the nine. A penalty pushed Olton back to their five, and on the next play Murphree went over for his second TD of the game. Dodd then had his first chance at an unmolested kick in his past four tries, making it good for a 13-0 lead.

The point was Dodd's 100th of the season, after he seemed "stalled" at 99 for so long. (He had two chances against Abernathy. One snap was had and another kick blocked.)

Early in the fourth quarter the teams once again exchanged punts, and Friona came into possession of the ball at midfield.

Murphree darted through the line for 18 yards to the 32. Dodd then got the call. He bounced through the line, appeared to be stopped at about the 25, but shook free from several tackles and fought his way 32 yards for the score. He then methodically booted the



MURPHREE ON MOVE... Danny Murphree, Friona fullback, is shown making a fine gain against Olton last week. Murphree was the team's leading ground-gainer with 124 yards.

extra point and Friona led, 20-0. It was at this point that Olton seemed destined to make a score. The Mustangs put together three straight first downs, the only time during the game they were able to do so, and drove to the Friona 31. However, they were called for clipping and Friona was able to defend against Priest's desperation passes.

Speaking of passing, the Chiefs came up with possibly their best pass defense of the season. Olton's talented tosser, Priest, was able to hit only three of nine, and more important, was forced to eat the ball on several occasions by the charging "Big Red" line.

By the time the game was over, the Olton passer must have thought such players as Braxton, Larry Buckley and Gene Weatherly were playing in the backfield with him. At least, they spent a good deal of time giving him the Russian-type "bear hug."

Murphree's 91-yard touchdown run, which doesn't get to be counted on his "yards rushing" figure, is the longest scoring play for the Chiefs this year.

CHAMPS' FIRST ACTION

## Squaws See Action In Plainview Clinic

The Friona Squaws, whose last official outing was winning the state class AA championship last March, will have their first test of the 1964-65 season Saturday in the Flying Queens' cage clinic at Plainview.

Friona, which compiled a 33-game winning streak last year in winning the school's first state championship in a team sport, will get a chance right off the bat to see how they will stack up, as they meet the

defending class B state champions, Trent. The game begins at 7 p.m.

This is the game which caused some embarrassment for Friona last year, as Roosevelt took a four-point decision over the Squaws. Friona didn't count the game on its record, as Coach Baker Duggins always considered the game an exhibition, and played it as such.

Mel Williams, making his debut as coach of the Squaws, has announced his first policy change: "We're going down there with the intention of winning it this year," he says.

## Three Farmer Teams Shooting For Titles

Farmer County has three teams in three separate classifications with a shot at a district football championship.

Friona, leading District 3-AA with a 4-0 mark, could take its first district championship since 1957 by beating Floydada at Floydada Friday.

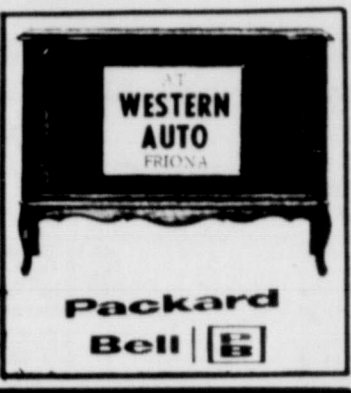
Farwell, 4-0 in District 3-A, goes to Springlake, which is also 4-0, for the district showdown Friday. The Steers are defending district champions, and lost out to state class A champ Petersburg, 20-14 last year.

Bovina is currently atop the District 1-B standings at 5-0. The Mustangs will meet their chief rival, Vega, after an open date this week. Vega hosts Lazzbuddie, another Farmer County team, this week.

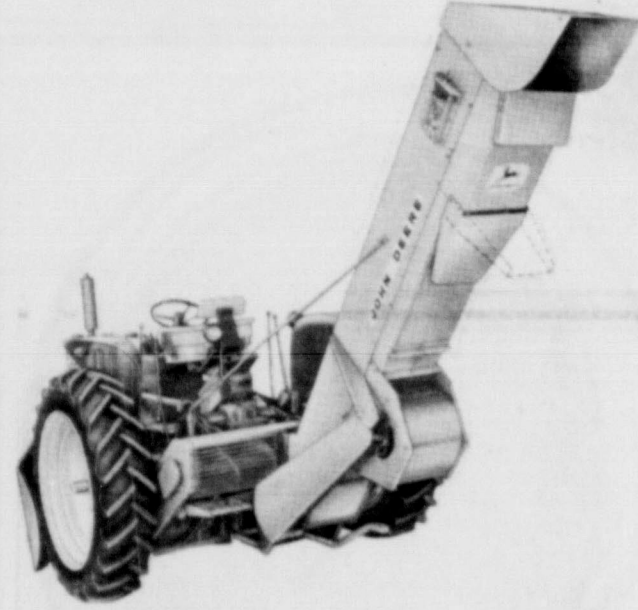
## Boosters Will Give Shotgun

The Friona Booster Club will award a Browning 12-gauge automatic shotgun at its meeting Monday at 8 p.m. in the Cafeteria.

Anyone interested in winning the gun should contact any member of the Booster Club for details.



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### Game At A Glance

	Friona	Olton
First Downs	16	8
By Rushing	15	4
By Passing	0	2
By Penalties	1	2
Yards Gained Rushing	277	71
Yards Gained Passing	4	33
Total Offense	281	104
Passes Attempted	2	9
Passes Completed	1	3
Passes Intercepted By	0	0
Fumbles Lost	1	0
Punts, Yards	5-193	7-259
Punting Average	38.6	37.0
Penalties, Yards	6-80	4-39

SCORE BY QUARTERS				
FRIONA	0	6	7	7-20
OLTON	0	0	0	0-0

INDIVIDUAL RUSHING			
PLAYER	TCB	YDS	AVG.
Danny Murphree	20	124	6.2
Doug Dodd	14	117	8.4
Jim Snead	8	20	2.5
Milton Hargus	6	16	2.7
<b>Totals</b>	<b>48</b>	<b>277</b>	<b>5.8</b>
<b>Opponent Totals</b>	<b>35</b>	<b>71</b>	<b>2.0</b>

PASS RECEIVING			
PLAYER	NO.	YDS	AVG.
Milton Hargus	1	1	1

PUNTING			
PLAYER	NO.	YDS	AVG.
Ray Braxton	5	193	38.6

PUNT RETURNS			
PLAYER	NO.	YDS.	RET.
Danny Murphree	1	91	
Jim Snead	2	9	

KICKOFF RETURNS			
PLAYER	NO.	YDS.	RET.
Milton Hargus	1	9	

### How Friona's Opponents Fared

(Editor's note: Following are the results of Friona's 1964 football opponents in their games last week. The teams are listed in the order in which Friona meets (meets) them on their schedule. Opponents are listed in ALL CAPITAL LETTERS.)

- FARWELL 28, SUDAN 0
- PLAINS 7, Wink 7
- DIALHART 18, Spearman 0
- HALE-CENTER 12, Kress 7
- DIMMITT 12, ABERNATHY 6
- LOCKNEY 14, FLOYDADA 13

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Park Lane Swifts	<b>ICE CREAM</b> 1/2 Gallon <b>59c</b>
Town And Country Whole	<b>Chicken</b> 3 Lb. 4 Oz. Can <b>85c</b>
Hi-C Drinks	<b>ORANGE OR PUNCH</b> 3 46 Oz. <b>\$1.00</b> For
Food King Solid	<b>OLEOMARGERINE</b> 2 Lb. For <b>25c</b>
Gladiola	<b>FLOUR</b> 25 Lb. Bag <b>\$2.29</b>
Chef Boy - Ar - Dee	<b>Spaghetti &amp; Meat Balls</b> <b>25c</b>
Shurfresh	<b>CRACKERS</b> 1 Lb. Box <b>25c</b>
New Energy	<b>DETERGENT</b> Giant Size <b>53c</b>

This Week Free Lunch Plate

Beautiful Gold Crown Dinnerware  
AT  
**Johnson's Food Mkt.**  
FRIONA, TEXAS  
With \$7.00 Purchase

## MEATS

Harvestime	<b>BACON</b> 2 Lb. <b>89c</b>
All Meat	<b>PORK CHOPS</b> Lb. <b>49c</b>
All Meat	<b>FRANKS</b> Lb. <b>49c</b>
York	<b>APPLES</b> Lb. <b>15c</b>
Florida Navel	<b>ORANGE</b> Lb. <b>19c</b>
Stewart	<b>PECANS</b> Lb. <b>53c</b>

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- 4 Every penny you save up to \$2,000 earns life insurance.

- 5 You get a dollar of LIFE SAVINGS insurance for each dollar you save before age 55.\*
- 6 Your savings deposited between ages 55 and 70 earn life insurance too, in lesser amounts.
- 7 As long as your savings remain in the credit union, your life insurance remains in force.
- 8 If you die, your heirs get your savings plus all the insurance money your savings have earned. In some states you have the privilege of designating a beneficiary to receive your insurance money.

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## FRIONA FEDERAL CREDIT UNION



### Longhorns Get Close, But Bovina Wins, 7-0

Lazbuddie's Longhorns, who played Bovina's league-leading Mustangs close before losing 7-0 last week, will continue to meet the "tough ones" in district, going to Vega for a game Friday.

Bovina and Vega are the two unbeaten teams in the district. Playing on a muddy field, the Longhorns actually had more first downs than Bovina, 10-7. However, Bovina had more total yards, 191-149.

However, the stout Bovina defense failed to allow Lazbuddie within its 20-yard line. Lazbuddie got to the 25 once, on a 20-yard run by quarterback Terry Parham, but lost the ball on the next play via a fumble. It was from that point that Bovina started its only touchdown drive.

got the TD for the winners, midway through the second quarter, and Al Shamblin kicked the point.

STATISTICS	
BOVINA	LAZBUDDIE
7	10
187	149
4	3
1	0
4	0
191	149
0	0
3	4
34	31
2	2
1	1
4	2
40	20

Quarterback David Anderson

### School Observes Education Week

American Education Week is being observed in the Elementary School this week. This activity is being sponsored by the Parent-Teachers Organization. All parents are invited to visit in grades one, two, three and four, Thursday of this week (Nov. 12).

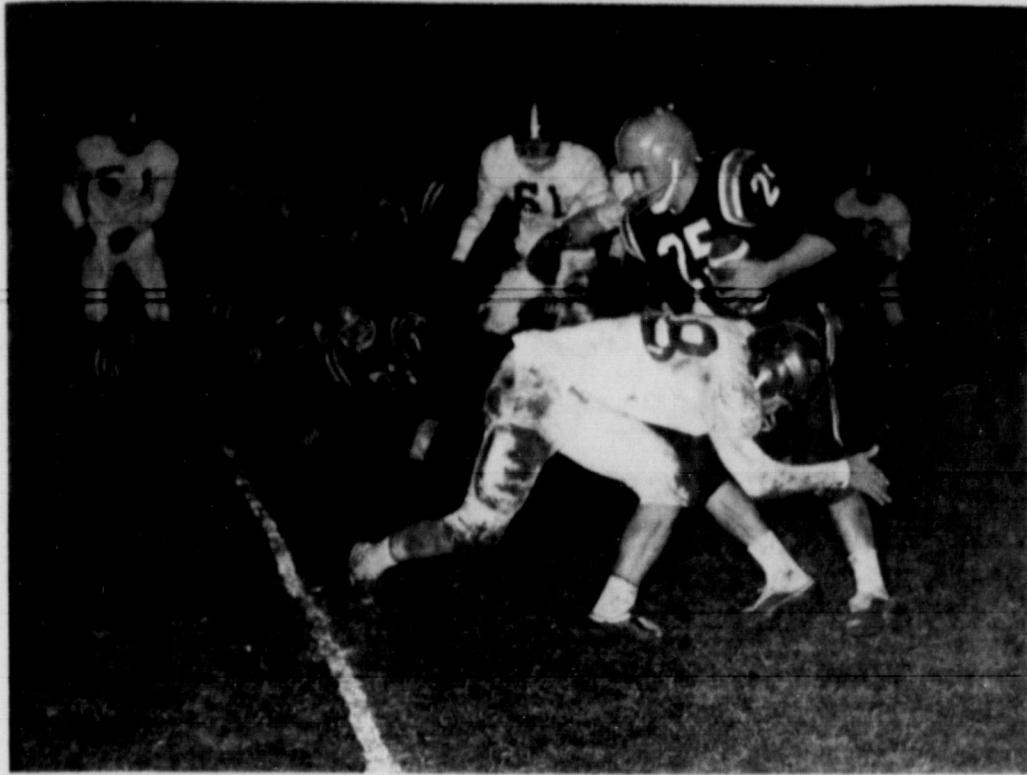
Due to crowded conditions, the school will not be able to let the parents eat at the cafeteria.

### Seventh Takes Muleshoe Loss

Friona's seventh grade team was beaten by Muleshoe, 20-8 in their final game of the season last Tuesday.

Muleshoe took the lead in the first quarter, climaxing a 70-yard drive with a 35-yard end run. Friona held the point try short of the goal.

Two fumbles allowed Muleshoe's other scores. The Mules scored on an eight-yard run after driving from Friona's 40-yard line in the second quarter. Their third-quarter TD came after Muleshoe recovered a fumble after Friona received the second half kickoff. Friona got on the scoreboard



MABRY STOPPED . . . Johnny Mabry, Lazbuddie fullback, is shown being stopped after a short gain against Bovina last week. Lazbuddie fought Bovina before losing, 7-0 to the district leaders.



### On The Farm In Parmer County

By JOE VAN ZANDT  
County Agent

During the past week we have had questions asked about the value of soybean straw as a livestock roughage. Since the soybean straw consists chiefly of course stems and pods with very few leaves it has a low feeding value.

Morrison's "Feeds and Feeding" book lists soybean straw as containing 1.1 per cent digestible protein and 34.1 per cent total digestible nutrients. Most good roughage feeds will contain around 50 per cent total digestible nutrients.

Since soybean straw is about 16 per cent below this standard of 50 per cent, it would be better to consider using another feed as roughage if one is available. As a comparison, Morrison lists milo stover, which is similar to our maize stubble or stalks, as containing 50.1 per cent digestible nutrients and 1.1 per cent digestible protein. So maize stalks are a better roughage than soybean straw.

#### CATTLE FEEDING

Dr. Dixon Hubbard, Area Extension Livestock Specialist, will discuss commercial cattle feeding Thursday night, November 21 in Canyon at the Jr. Livestock Building, corner of 1st and 17th streets, at 7:30 p.m. Persons interested in hearing what Dixon has to say on this subject are invited to attend.

#### MANAGEMENT-INCOME TAX

Mark your calendar for our meeting in Friona State Bank Community room on Monday, November 23 at 1:30 p.m. with Jim Murphrey, Extension Farm Management Specialist in charge.

Jim will discuss management and income tax reporting tips on completing this year's income tax report.

#### 4-H NEWS

Officers were recently elected for the Bovina 4-H Club. They are: president, Michael Beauchamp; vice-president, Gregory Bell; secretary-treasurer, Brenda Dyer; reporter, Raymond Hise; council delegate, Lisa Charles; alternate delegate, Christine Mast and organization leader, Mrs. Earl Hise.

Lazbuddie 4-H officers elected were: president, Bobby Redwine; vice-president, Katie Blackstone; secretary-treasurer, Judy Koelzer; reporter, Ann Blackstone; council delegate, Dale Blackstone and organizational leader, Mrs. Ralph Broyles.

#### TREES, SHRUBS FOR WINDBREAKS

Some 17 species of trees or shrubs will be available for planting by Texas landowners, early in 1965, from the Texas Forest Service at a delivered cost of \$1.50 per hundred plus the 2 per cent sales tax.

The trees and shrubs may be used for windbreaks, soil stabilization and Christmas tree plantings but cannot be used or resold for shade or ornamental purposes. All seedling orders will be packed in moss and moisture proof paper and shipped prepaid direct to the purchaser.

Orders for species shown on the application must be in multiples of 50.

This is a real bargain for those of you who need something to slow the wind down around your place. Application forms can be obtained thru the County Agent's office. Orders

must be received before February 12, 1965, to the Texas Forest Service.

### Finishes With Win Over Mules

Friona's eighth grade team closed out its 1964 season at home last Tuesday, gaining revenge over the Muleshoe eighth grade, 28-6. The team had earlier lost to the Mules, 16-8 at Muleshoe.

The loss was only the second of the year for Muleshoe's team, having lost earlier to an eighth grade eleven from Plainview.

Friona scored in the first, third and fourth quarters in running its final season record to 4-2.

Tony Perea ran 10 yards off tackle for the first touchdown in the first quarter, to give Friona a 6-0 lead. Point try was missed.

Later in the first quarter, Joe Perez ran 12 yards off tackle for another touchdown. Johnny Barker ran for two points to increase the margin to 14-0.

Muleshoe scored its only touchdown in the second quarter on a reverse play from 15 yards out. The point try failed, for a 14-6 halftime score.

Tony Perea scored his second touchdown on the last play of the third quarter. Friona's drive controlled the ball most of the third quarter. Perez ran the points for a 22-6 score.

Delvin Brookfield scored Friona's final touchdown on a pitchout from Barker. The play covered 20 yards.

Coach Tom Jarboe termed the victory "an outstanding effort by the entire team. The whole team is to be commended on a fine game," he said.

### Dodd Keeps Score Lead

Doug Dodd's eight points against Olton hiked his lead in the Class AA scoring race on the South Plains to 23 points over his nearest rival, and all but sewed up the AA scoring championship for the Friona fullback.

Dodd now has scored 107 points, which may be a Friona school record. His two nearest rivals, David Mitchell and Dennis Morgan of Denver City, have scored 84 and 76 points respectively, but both have finished their schedule while Dodd still has a game to play. Next on the chart of players with a game left is Morton's Dodson, with 68 points.

With one game remaining, Dodd is second-leading scorer considering all players of all classes, as compiled by the Lubbock Avalanche-Journal. Sammy Crowson of Wilson (class B) now leads with a total of 120 points. He and Dodd are the only players in the area to top 100 points.

### Standings

DISTRICT 3-AA				
Team	W	L	T	Pts. Opp.
Friona	4	1	0	301 82
Floydada	3	2	0	137 103
Lockney	4	1	1	127 103
Olton	4	5	0	244 153
Abernathy	2	7	0	198 181
Dummitt	1	6	2	58 174

District				
Team	W	L	T	Pts. Opp.
Friona	5	0	0	102 41
Floydada	3	2	0	69 40
Olton	2	3	0	46 44
Lockney	1	2	1	48 78
Dummitt	0	4	0	45 102
Abernathy	0	4	0	45 102

Last Week's Results				
Lockney 14, Floydada 23, Dummitt 12.				
Abernathy 6, Friona 26, Olton 6.				
This Week's Schedule				
Friona at Floydada, Olton at Dummitt, Lockney at Abernathy.				



### At Home In Parmer County

By CRICKET B. TAYLOR  
County HD Agent

### Floydada Group Will Feature Pancake Supper

The Floydada Baseball Association representatives will be in Friona Thursday morning to sell tickets to a Pancake Supper slated from 4 until 11 p. m. Friday in the Junior High Cafeteria in Floydada. The Cafeteria is located just north of the football field therefore one may eat and have only a few steps to go to watch the championship football game.

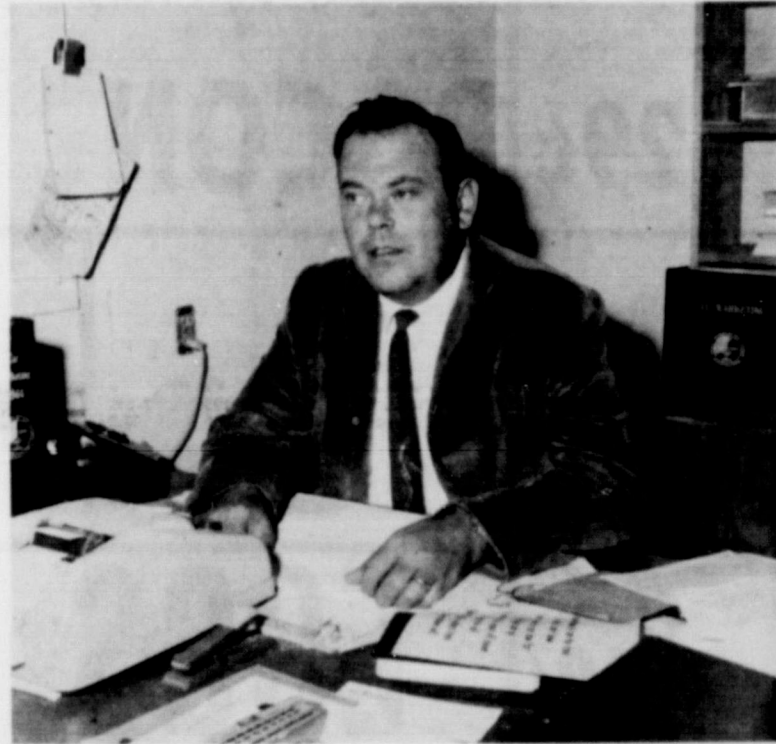
The representatives will announce the event in the Friona schools this morning and will be in the various cafes, coffee shops, and other businesses in Friona wearing the Aunt Jemima Breakfast Club badges, hats and perhaps even aprons. The purpose of the Pancake Supper is to help the Floydada Baseball Association raise funds for next summer's League Play.

You will need to eat when you get to Floydada, the Baseball Association says, "come by and eat with us".

You may eat before the game, or in case the game is a real thriller as it promises to be you may want to drop by and eat after the contest. Serving will continue until 11 p. m. or as long as is necessary.

Don McDonald and Dwain Menefee spent the weekend in Willcox, Ariz. They visited in the Harold Wilson home.

## FRIONA MOTORS NEW MANAGER



Jim Temple

*In Or In order to increase our service to Friona and Parmer county we have brought Jim Temple to manage our business.*

*Jim Temple has been in the automobile business for several years and fully understands the Ford fine line of cars and working trucks.*

*We invite you to come in and meet Jim at your earliest convenience.*

Oscar Baxter

## FRIONA MOTORS

Parmer County's Ford Dealer

W. Hiway 60

Friona



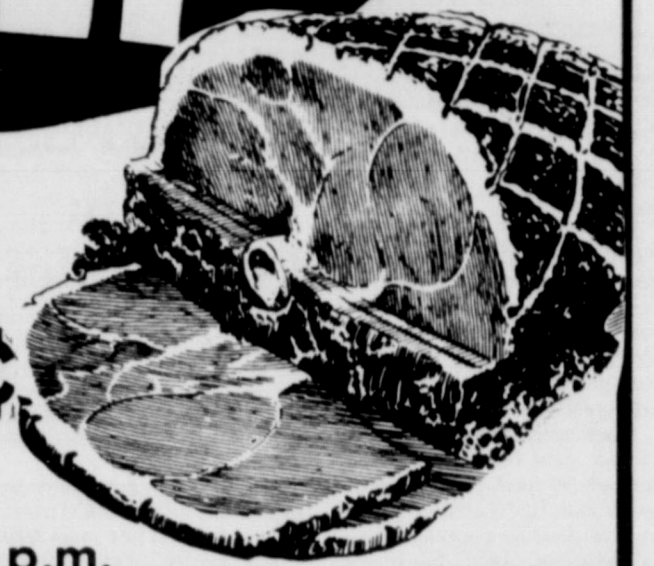
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Store Hours  
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Sunshine Krispy

CRACKERS

Lb. Pkg.

29¢

Pinkney Sun-Ray

BACON

Lb. 99¢

STEAK

Heavy Beef Sirloin Lb.

69¢

Mrs. Tucker's 3 Lb. Can

SHORTENING

79¢

PLAIN CHILI

Iron Kettle No. 2 Can

49¢

CHUNK TUNA

Breast Of Chicken In Corn Oil Flat Can

35¢

Aladdin TYPEWRITER PAPER

Reg. 98¢

69¢

Affiliated FILLER PAPER

400 Sheets Reg. 98¢

69¢

Big Chief

TABLETS

Reg. 25¢

19¢

EGGS

Grade A Medium

39¢

HOLLY SUGAR

10 Lb. \$1.00

JAM

Bama Red Plum 18 Oz. Jar

2 For 69¢

BABY FOOD

Gerber's Strained

6 For 65¢

OLEO

Food King Solid

Lb. 9¢

Get Free Tickets To Win A Car From Friona Merchants

Get 1 free ticket for every \$1.00 purchase now till Christmas

SHURFINE SALAD OIL	24 Oz.	2 FOR 59¢
SHURFINE STRAWBERRY PRESERVES	18 OZ.	2 FOR 79¢
SHURFINE MUSTARD	16 Oz.	19¢
SHURFINE INSTANT COFFEE	6 Oz.	89¢
SHURFINE POTTED MEAT	3 1/4 Oz.	5 FOR 49¢
SHURFINE Pork & Beans	No. 300	9 FOR \$1
SHURFINE GRAPE JAM or JELLY	18 OZ.	2 FOR 79¢
SHURFINE OLIVES	No. 12	2 FOR 89¢
SOFLIN FACIAL TISSUE		5 FOR \$1
SHURFINE DILL or CUCUMBER CHIPS	16 OZ.	4 FOR \$1
SHURFINE CORN MEAL	5 LB.	33¢
SHURFINE CAKE MIX		4 FOR \$1

FROZEN FOOD SPECIALS

Patio Beef Enchilada Dinners

49¢

Libby's STRAWBERRIES

10 Oz. Pkg.

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FRESH PRODUCE

AVOCADOS

Great For Salad

Ea. 10¢

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APPLES 15¢

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TURNIPS 9¢

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ONIONS 7¢

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