## City Lowers Tax Rate

Frionn's City Commission Monday night voted
to lower the city tax rate for the coming year This unprecedent setion by the local city govern ment was due largely what was termed, "natural ineresses in property valuation,
According to the city tux roll valuation in the city limits will be up from $\$ 4,41,700$ last year to $\$ 4,812,130$ thls yean. This incressed valuation will produce almost as
much revenue at the $\$ 1.30$ rate as the $\$ 1.35$ rate did on the old valuation.
The commission took the action as they began discussing a budget for the coming tiscall yearn,
which will start, October 1. The commissioners will ge over the proposed expenditures on August 28, at which time they will set the budget for next year.
Based
cent on 55 per cent collections, the $\$ 1,30$
 The $\$ 1,35$ cent rate, on 97 per cent collections
this past year, produced $\$ 38,917$. this past year, produced $\$ 38,917$.
The etty wax rate was $\$ 1.25$ for
unfit me raba 10 catas in inss.
 councll is in hopes that it will be able to lower
the rate to the former $\$ 1.25$ senn rate next year.
Biggest reason for
 this year, Field says, is the number of new homes
constructed, in addition to other new buildings and constructed, in addition to other new buildings and
property improvements.
In other actuon Monday night, the commission discesiad
but postponed taking any action until they go over the proposed budget tor the year. The commission voted to pay the cost of send-
ing two of three men from the Friona Volunterer
Fire Department tion ing two of three men from the Friona Volunteer
Fire Department to the state firemen's school. Fire Deparument to the state efremen's school.
Three men attended the school a couple of
weeks ago and the cont weeks ago, and the cosst to the city was $\$ 359.40$.
There was some discussion on the value of the There was some discussion on the walue of the
school, but the consensus was that it was money well spent. Firemen learn various ffre-flighting
skills which help to improve the overall fflecency skills which help to improve the overall effliciency
of the department, it was pointed out. of the departument, it wrs pointed out.
ment attend the esho
fire ineurance rate.
The commisesion also peaseed an ordinance. and the hospitul and school, from tuxes. This it an ordinance passed each yoer, and the property
exempt this your was basically the same as xampt this yoar was basically the same as Other action by the Commission included the releases of thel one was the echool property in the esast part of
town and another wat on hoospital property which Thad been sold.
The liens had been establushed when a pevinge rosect wase proposed several years ago. Due to
change of plans, the roads along these two pioces of property were never paved, and therefore, it was not necessary to contunue the liens.
The commission discuased briefly plang tor The commission cascussed briefly plans for
suditing the books, but no decision was reached. Present for the meeting were Raymond Fieming, mayor; Bill Nichols, Glenn Reeve, Kenneth
Williams, councilmen; and Albert Field, clty Williams,
manager.
$\approx=$ star

## Chiefs Begin Grid Workouts Monday

## tough schedule . . . and a new outlook

That appears to be the situation on the eve of another foothall season, which offictally gets under way for the Friona Chets Som, 40 to 50 hopefuls are expected to be on hand at that
cariy-mornting hour for the first of 20 practice sessions pritor to the opening of school, August 28. The two daily sessions will be at 7 a.m. and 7 p.m.
At the helm for the Chiefs this season for the first time will At the helm for the Chiets this season for the first time wII
be Kenneth Miller, who mioves to Friona following two suc-
cessful seasons as head mentor at Groom, where his team otched two successive district utles and one bi-district crown.
Miller, who will naturally be unfamillar with the players
who will greet him Monday, had little to say prior to leaving for the annual coaches school at San Antonto late last week,
other than, 'We hope to tmprove on last year's $1-9$ record,", other than, "We hope to improve on last year's $1-9$ record,"
Miller, along with his two assistants. Vernoo Scott and
Bill Adams, will return from the coaching school this week And. Miller begins the task of rebullding Friona's football
As
ortunes, he has back in the fold from last year's squad fortunes, he has back in the fold from last year's squad
10 letrermen, six who have lettered for two years and four
one-year lettermen. one-year lettermen. Fioyd Reeve, 151 -pound sentor back;
The lettermen are Floy
Gary Snead, 159-pound senlor quarterback-end; Larry Drake, Gary Snead, 159 -pound senlor quarterback-end; Larry Drake
175-pound senlor center-tackle; James Perkins, 146 -pound senior back: Bobby Daniels, 154 --pound senior quarterback:
Reggie Hayes, 127 -pound senior quarterback: Reggie Hayes, 127 -pound senior quarterback;
And
Max Reve. 100 -pound junior center -guard; Dewaln
 pound juntor tack

will be elght lads from last year's B team, 20 fellows from Just what the upcoming season will bring is anybody's
guess at the moment, but one thing certain is that ting': should be better, desppte the fact that the Chiefs will have a
rougher schatule ahead of them than tey did a year rougher schatule ahesd of them than they did e y yar aso.
Improvement won't be easy, however, and one look at the
schedule polnts up the fact that the Chiefs have their work cutout for them from the opening whistle. They are scheduled to take on the Farwell Steers in the
season opener, September 1 . The Steers are ranked as one season opener, September i. The Steers are ranked as one
of the top Class A teams in the state and they have 14 letter-

## Swimming Meet

## Next Saturday

Friona's first annual ctity swimming meet, for both boys and
girls, is siated for next Saturday, August 19, at Friona's Dive-Inn suimming pool.
Baker Duggins, swimming instructor and lite guard, says
the meet will be open to all youngsters, from 7 tirough 18
the meet will be open to all youngsters, from 7 through 18
years of age, who live in the Friona School District.
Races, ranging from 25 feet to 100 feet, will be conducted
Races, ranging from 25 feet to 100 feet, will be conducted
for elght different age groups in both boys and girls divisions. for eight different age groups in both boys and giris divisions.
Entries must be turned in to the pool by Tuesday, August 15 , Enries must be curned in to che pool by Tuesdany, August 15 ,
The early deadine for entries was set so that a time schedule for the races could be postod pritior to the meet.
Entrance fee for each event will be 50 cents, and trophics mil be awarded to first and second place winners in all events. In all, there will be 31 events and 62 trophies. A person may enter one or all of the events in his age group.
Duggins says. Preliminarites are scheduled for $9 \mathrm{~A} . \mathrm{m}$. Saturday Duggins says. Preiliminaries are scheduled
and the finals will be from 7 to 10 Saturday night. Events scheduled for both gris and boys

| Holiows: | GIRLS |  | Boys |
| :---: | :---: | :---: | :---: |
| Age | Distance |  |  |
| 7 | 25 | Age | Distance |
| 8 | 25 |  |  |
| , | 25 | 8 | 25 |
| 10 | 25-50 | 10 |  |
| 11.12 | 25-50 |  | 25-50 |
| $13 \% 14$ | 25-50 | 11 \& 12 |  |
| 15 \& 16 | 25-50 | 15 1516 | ${ }^{25-50} 5$ |
| 17 \& over | 25-50.75 |  | 25-50.75- |

Tech Grad

## Is Named Star Editor

 ,atury
 $=$ In announcing the change, w.
H. Graham, publisher, says that
Harrell comes to the Star well Harrell was born in Dawson
Cunnty and he was ralsed tit County and he was raised tn
Andrews where be graduated Following his graduation,
Harrell worked as a roughneck Harrell worked as a rouyhneck
on a drilling rig in the oill fields
until he folned the Martec Corps until he join
In 1954.
During During his four-year hitch
with the Marines, Harrell spent with the Marines, Harrell spent
much His time as an
photographer at photographer at Camp Pendile-
ton Callfornia, and at Kaneone Bay, Hawall.
In Hawali, In Hawall, he was a brigade
staff photographer and he galnea expertience in inhotograpty as
sell as other phases of sell as other phases of the news-
paper protession.
His dutes while in the MaHis duties while in the
rines tincluded working for

## *

It's Good For
Other Things
The . Frome sar, beatses matary ot ditzens in tot Friona area, does
tical uses, too.
At least, members that's what staff morning when ats Htg Catiliac drove up in front of the Star builaing. A woman, attired in offlce, and asked
issue of the paper.
'Do ou ". you want the latest
issue?" the woman was asked.
"Heck, Idon't care what issue
.
$\qquad$ put over my head to protec me from the sun," came the
repply.
The woman, who was in tom for the Jaycee Quarter
Horse Show, pald for the paper and was on her way.
As far 85 anyone knows, the
newspaper did do the job. Anyway she didn't come back and
ask for a refund.


## Star Judged Best West Texas Paper


#### Abstract

In a newspaper contest sponsored by the West Texas Press Assoclation, the Frion Star Star was judged the best weekly newspaper in West Texas towns under 3,000 opopsuaton The first place general excellent ward a stiver punch bowi, was presented to The Ster at an awards bre, Kfins San Ster at an avards breiktast Saturtay morndny during the annual meetugy of the West Texas  It was the first tme that The Sar had been judged the best all-around newspaper in the judged the best all-around annual conspaper in the cest. The award was presented by Southwestern Bell Telephone Cormpany. In addrt In addifion to the general excellence award, The star aiso won fourth place in advertising composition. Newppapers judged in the contest wer Newspapers judged in the contest were those publisted in 1960 , and the fulges made spectal mention of the outstanding coverage of a tornado which lashed the community last summer. lssues of the paper udged in the contest were ones published whille Dave McReynolds was petitor of The On hand to accept the ouvid tor The Star was W H. Graham, pundisher. The Star's ssister publication, The State LIne Tribune at Farwell, was awarded third place in general excellence, and was also awarde second place in advertising composition, and fourth place in news pletures lourth place in news plctures. Besides Graham, also attending the press convention from Parmer County were Mrs Graham, and John Getz, Star advertu sing man


## Quarter Horse Show

Attracts Large Crowd

 owned by Jake Snipes, Clovis.


## Hereford Mayor Proposes 'Golden Triangle'



 our Individual chambers of
commerce," Cowserta
Cowserted Cowsert sald that he was
ready to help with some kind
of a move in that 4 隹 ready to help with some kind
of a move in that direction. "T Ve heard from both Friona and Bovina," Cowsert sald.
"The Frona Chamber of Come
merce sald that they'd already nere sand that they'd alrendy
pent money for a local brochure, but they thousht locel th
was a good tdea, and the Bo. visa a good idee, and the Bo
it was worth consididering." it was worth considering."
He had not heard from othe-
cowns th te trins.


Fund Raising Event Held In New Hall



TWO WORDS THAT MEAN A LOT TO FARMERS

When a femere heers the wwo words "John Deere" it means much move to him than iusta a green and yellow tractor. It means many tings:


| "Quality you can measure |  |
| :--- | :--- |
| by your car's performance." | $\begin{array}{l}\text { pairs of hose with runners, } 25 \\ \text { sagsing skrts and dresses, } 26 \\ \text { stringy heads of halr, } 23 \text { nairs }\end{array}$ |

"Like Mom, Ive such a busy day That I shall bank the drive - in way!"


$$
\begin{aligned}
& \text { DEPENDABILITY } \\
& \text { John Deere Equipment } \\
& \text { is built to last, it is built } \\
& \text { to do the toughest work, } \\
& \text { year after year. } \\
& \text { ECONOMY } \\
& \text { Because John Deere is } \\
& \text { built to last, it gives } \\
& \text { extra years of perform- } \\
& \text { a n c e. Replacement } \\
& \text { parts are economically } \\
& \text { priced when repairs are } \\
& \text { necessary. }
\end{aligned}
$$

## Herring

Implement
Co.

We're Happy To Celebrate
Our


We Are Proud Of Your Response To Our 1st Year In Business And Plan To Continue Serving You In The Years dhead. Thanks From All
The Gang At....

FRIONA BLACKSMITH



\＄ $3 \begin{array}{ll}35 & \text { FLAT LUX } \\ \text { Reg．} \$ 5.76 \mathrm{Ga}\end{array}$

| －$\$ 2 \begin{gathered}99 \\ \text { Gal．}\end{gathered}$ |  |
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| SAVE | SATIN |
| SAVE | ENAMEL |
|  | N ${ }_{\text {N }}^{\text {W }} \mathrm{C}$（ 69 |
| ROCKWELL BROS． AND COMPANY ＂LUMBERMEN＂ |  |
|  |  |
| O．F．LANGE，MGR， |  |
| Friona | Ph． 8891 |

## Of Interest To THE WOMEN

\section*{Beverly MeSwain Jo Shower Honoree <br> | smessu．t． |
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## 

Mrs Dav



Pete Buske
Family Returns
From Trip


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 kemon finior oron䢒

$\qquad$ thyentan citis somerer
$\qquad$



 Eat uveat peand suect



 About

## Dimat cursen sume moneme

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## come to church sunday



UNITED PENTECOSTAL

immanuel Lutheran



|  | FRIONA METHCOIST |
| :---: | :---: |
| Sundey Services |  |
|  | Sunday Services |
| Morning Worship ．．．．11：00 | Sundey School ．．．．． 10 |
| Young People＇s Meeting ．．6：30 | Church Service ．．．．． 11 |
| Evening Worship ．．．．．7：30 | MYF meetings |
| Wednesday Service ．．．．．8：00 | Evening Worship．．． |
| SIXTH STREET CHURCH OF CHRIST | practice |
| Sunday Services | CALVARY BAPTIST CHURCH 2 Blks．North Of Hospltal |
| Bible Classes ．．．．．．9：30 |  |
| Morning Worship ．．．．10：30 |  |
| Evining Worship ．．．．．6：00 | Sunday School |
| Ladies Bible Class Tues | Morning Worhsip |
| （Classes for chidren）．．．4p．m． | Training Unio |
|  |  |
|  | Evening Worship ．．．．．．7：00 |

This Message Sponsored By The Following Friona Businesses Continental Grain Co．

## Friona Motors

## Agency

Friona COf CAA
Kendrick Oil Co

## Bainum Butane

Phone 8221
Bi Wize Drug

## Friona Consumers

Co－Op Ous \＆Greases

Piggly Wigaly
CHURCH of ChRIST
 Friona Baftery 4．Electric

Crow＇s Slaughtering Wholesale \＆Rebul Meats The Friond Star


Scouts Recognized At Court Of Honor


For All Your Farm Power Needs butane - propane - gasoline - diesel

## Friona Consumers



Every one of us is a Builder. Some of us build bridges, some build houses; others build great fortunes or police records, electronic brains or lawn furniture . . . but each and every one of us is a Community Builder.
Because . . . every penny we spend to satisfy our daily needs helps to build the economy of the trade area in which it is spent ... making that community a happier, more prosperous place for its citizens to live, to work, and to shop.
Which makes it profitable and wise to do our trading... our Community Building... where we get the benefit of the inevitable results of it ... in the economic area where we have our own lives and talents invested ... and where our children are being trained for life.

Buy at liome
where your trade builds a better life for you There may be nobleness and unselfishness about using our money to help build bigger and better cities for the pleasure and profit of other people...but is it practical?

These Firms Are Genuinely Interested in the Future of Our Community and Your Welfare

Reeve Chevrolet Company Houser Grocery Johnson Corner Grocery Western Auto Store Maurer Machinery Co Jarrell's 5 \& 10

Friona State Bank
Friona Battery \& Electric
Parmer County Imp. Co. Cummings Farm Store Friona Consumers

Plains Hdw. And Furniture Roberts Furniture Co.

Whites' Super Market
Welch Auto Supply

Gib's Cleaners
Rockwell Bros \& Co.
Piggly Wiggly

Friona Star



## Friona's

 The pletures were taken recently by Winston-mmsored jointly by the photographer and the Sta


There's nothing like the radiant faces of youngsters to brighten
up a newspaper page or a home. In this picture panel, from
Ieft to right, are Alan Lee and Doyla Renau Monroe, children


ELK
Drive-In
Wednesday
\& Thursday
August 9, 10
Our Man In Havana
$\qquad$
$\qquad$

Friday \& Saturday August 11, 12
$\qquad$
$\qquad$

## Wild River

Sunday, Monday
\& Tuesday
August 13, 14, 15
GI Blues
Starring Elvis Presiey

## Future

Citizens
This is the 2nd in a series of pletures of Priona's Future Citizens, which will appear in the Star.

$\qquad$

Children in this group are Glenda Reeve, daughter of Mr, and
Mrs. Glenn Reeve Jr.: Joy and Judy Massev, daughter of Mr. Mrs. Wayne Massey, and Jacque Chesher, daughter of Mr.
and Mrs. Jimmy Chesher.

CARL McCASLINLUMBER CO.


Friona's Future Ctizens pictured here are Christy Gay and Houston; and Diana Dickey, daughter of Mr. and Mrs. Robert
Casthy Cunningham, daughters of Mr. and Mrs. Waiter Cun- Dickey. Cathy Cunningham, daughters of Mr. And Mrs. Waiter Cun-
ingham; Debra Kay Houston, daughter of Mr. and Mrs. H. G Dickey.

|  |  | TS |  |
| :---: | :---: | :---: | :---: |
| HAMS | 394 | Cheese |  |
| $\begin{gathered} \text { T-Bone } \\ \text { Steak } \end{gathered}$ | 794 | chuck ROAST |  |
| COFFEE |  |  |  |

Pork \& Beans ..... 156
BISQUICK ..... 49
$\mathrm{Hi}-\mathrm{C}$ Frinks Asson
Flavors ..... $\$ 1$
Pineapple ..... 214
Vienna ..... 196
Powdered Milk ..... 594
2 BEDROOM HOME

                SEMI - FINISHED
    
                    pays out in only 7 YEabs
                    \(\div 30^{38}\)
                    namm
                    COME IN FOR COMPLETE DETAILS and PRICES
    Carl McCaslin Lumber Inc.

## THE HIGH PLAINS FARM and HOME

## 42 Boys Return <br> From 4-H Camp

NEWS FROM THE
$\qquad$

Wheat Acreage Sliced, Feed Program Extended


Ask Oklahoma Lane Farm Supply About How To Win A FREE POLAROID CAMERA In The Exciting CASE Contest

Oklahoma Lane Farm Supply Is Your
Headquarters For
(2) AARM MACHINERY

Ask About That Camera Today!
Timberib Building Headquarters
Patrol Truck Available For Service Calls
OKLAHOMA LANE
FARM SUPPIY
HD Agent's Notes

WITH THE COUNTY AGENT JOE JONES


ESOLL CONSERVITIONE




| Ever wonder how much mee |  | so much each time they go shopReach you keach a complete under- | of soll bullding and could be seeded on lister ridges so you |
| :---: | :---: | :---: | :---: |
|  | shirts, trousers, strits, | standing with your chitd about what Items and activities the |  |
| gule. For boneless curs or | school chlldren ready. Yes, and dontt forket to have the tirst | aillownee will cover Thae into | Courthouse |
| pound per serving. |  | fanmly Income and the eatlity |  |
| bone in, such as |  | of the chlud to make good de- |  |
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bound to say something wise
occasionally a but the chances
are no one will be listening.
rom the atmosphere which comes rom the must pass through or
cita over the top layers of the earth and nearly everyhere this top
ayer is the soll. layer is the soll.
Some solls will
more easily yhan others. The
top layer of soll materis. ise top layer of soll material is like asieve. Some solls are
Hike siteves with huge openings and others sre ilike sieveril with
small openings. The abllity of a small openings. The abllity of a
soil to take in water is governed by three principal factors. The first is the type of rock
trom which the soll was \&o-
rived. The more sondy
the berter to soll rived. The more sandy the soll
the betrer tit will absorb water.
The second is the type and The second is the type and
amount of vegetation growing amount of vegetation growing
on the soll surface. Vegeuation
on the surface tends to break on the surface tends to break
the force of the falling rainthe force of the falling rain-
dropss and holds the soll pertudrops and holds the soll part--
cles together, thus tending to
prevent the soll fromer prevent the soil from washing
The third is the structure of
the soll, which depends in part on the amount of humus in-
corporated in the soll. The first factor we have no
control over, but the last two factors are governed by your the lion
farming operations. This can be arming operations. This can be done by using a conservation
crop rotation and working your
crop residues into the soll.

| REMEMBER HOW GREAT CIGARETTES USED TO TASTE? LUCKIES STILL DO <br> IUCKIES DON'T |
| :---: |
| They're so round, so firm, so fully packed-so tree and easy on the draw. They're tully packed with fine tobacco. They're tirmer than any other regular cigarette. And Luckies smoke longer. |
| Get Texas-size taste $\star$ Get Luckies today! |



