

## ... * STAR

Ir's a good idea to take advice
once in a while, so as to have
someone to blame things
Praise For
Use Of
TEC Facility
$\begin{array}{ll}\text { ack } \\ \text { fackson pointed out. } & \\ \text { nounced this week' by prentice }\end{array}$ "We have had very good re-- $\begin{gathered}\text { Mills, office manager of the } \\ \text { counticultural Stabiliza- }\end{gathered}$ sponse from the people of Fri--
ona and the surrounding area, have been on for such, of the county's allotmento 268 . short time. We at the TEC
office want to send out our hear ty thanks, and invite those who
have not used our services to o so whenever they need
Jackson sald The Texas Employment Com. to sorghum, so that the feed mission office is located at the grain acreage planted for har-
cerner of Sixth and Euclid, in 1968 should not be but the front of the building formHishers.
Jackson is in charge of Jackson is in charge of agri-
cultural-related jobs, and Te swindle is in charge of the non-
agricultural portion,


WHAT'S-ZIT. . An unidentified Friona youngster is typical kite season." Standing behind her kitte, however, uirns the kite

DOW N SLIGHTLY

## Grain Farmers To Plant 170,000 Acres In 1968

 Jones vs AT \& SF Railway Co.,
Darrell Read vs Mr, and Mrs,
Fred OHair: Frank Edward,
Posey vs Beacon
 Thave on the jury list include:
Thid Robert White, J.B. Snea
Donald Wakins, C,W, Bra
shaw, Calvin Meissner, Buick䢒 Lester Dean and Mrs. E,L
Falirchild.
Atso, Andy Fuqua, Ree Black-
burno Edmund Kiten, Pat Ouin Surn, Edmund Kitten, Pat Quit
tana, Mrs. Helen Carche char, Mrs, Helen Carthel, Frye, Mrs. Frankil
Charles
Bauer, N.C. White and is

Anthony, Burke Hand, Dalto
Caffey, Mrs. Bill Brown, Loy Caffey, Mrs. Bill Brown, Lo
Chesher, Mrs, Lawrence Jam enesher, Mrs, Lawrence Jam--
erson, Mrs. Jimmy Duncan and
David Carson.
 Also John Armatrong, Paul
Winegeart, Don Mctoponald, Mrs.
Gene Hardage, Edward Iseac,
A,M, Wilson, Mrs. Raymond AM, Wilson, Mrs. Raymond
Miliner Mrs. Volley Hodges,
E, Chitwood, and Loy Wayne pears.
Also Bllly Ratic
e Fowler, C.E.E. Christian,

FOUND SHOT
Seaney Dies (Df Gunshot Wound


INVESTIGATES. . Friona Chief of Pollice Bill Morgan is shown nvestigating the shooting Monday in the back room of Pak-A.

Expanded Air Service Available To Vietnam $\begin{array}{lll}\text { An illustrated } & \text { pamphlet } & \text { Johnson we are now airliftung } \\ \text { Mail For Servicemen" outlin. } \\ \text { more than } 75 \text { per cent of all }\end{array}$ ing the expanded program for mail going to per military men arrifitung letters, packages and
other military mail overseas at low postalrates is now avealable
through Friona Postoffice win through Friona Post Office win-
dow clerks, Postnaster Wil laams announced today.
Postmaster Willams - As a result of new legislaWe home tuis guide will help
more American familles be to more Americican famillies be ta-
miliar with these services and Thomas, pastor, offfic cating, as-
sisted by Rev, Bill Foil of FriKesthaven Memorial Cardens,


Open House Slated At Parmer House

Open house for the new Parmer House Restaurant is set for Sunday from 2-5 p.m., it is announced by Bill Lewis, manager

Lewis also announced that beginning Sunday the restaurant will feature a noon buffet

We think we will be better able to accommodate our patrons with the buffet table," Lewis stated. Coffee or iced tea will be served during Sunday's open house.

The eight-page pamphlet il
Tustrates eight-page pamphlet Ll
arree services for airliftung parcels at rates the seeraty family can afford, The
spee for
able fows now avallspeedy service is now avall-
able for newspapers and maga
zines, to most overseas bases, the specilial rates for books and simmar educateonal mater-
ials, and how to mall cols, and how to mails sound-re-
cordings of personal messages. The equtce also provilides parcel
wrapping instructions wrapping instructions, infor-
mation on the time ittakes par-
cels to reach Viemat overseas bases from major $U . S$.
cities, and pointers on the correct way to address military
rect and A family sending a 10 -pound
package from Friona to Vietnam, for example, pays ond-
andy
2.75 on a package marked PAL he the air parcel rate for
the same package is $\$ 6.5 \%$,
Postmaster Postmaster willame is said.
On parcels weighing less Ive pounds it might be the than ate pounds it might be more
advantageous for at Nvantageous for a family to use he older (SAM) Space Avallable
Mail service, which provide Surface transportation to to the
port of embarkation and airlift port of embarkation and airlift
oversees. A four-pound SAM package to a European military
post from Friona cost only


PARMER HOUSE. . Open house has been set for tor. The new Friona eating establishment has been
the Parmer House Restaurant from $2-5 \mathrm{p} . \mathrm{m}$. Sunday, open for business for about two weeks, (Photo by it was announced this week by Bill Lewis, proprie- Tyler Vance)


AN EDITORIAL
Rules Listed For Advertising Guide

## Fairfax M. Cone, often called the senio

 statesman of American advertising, has set down a list of rules which provide a guide to both merchant and public in evaluating advertising.The head of one of the world's great advertising agencies, Mr. Cone said that newspaper advertising of clothing and food is the most productive advertising in the world:
"They tell What, Where, and How Much;
they say these things in the fewest possithey say these things in the fewest possi-
ble words, in the plainest of terms, and they illustrate them without invention, with remarkable fidelity

Mr. Cone proposed a code for good advertising which could be easily followed by any retailer:

1. Advertising should be clear as to proposition. It should select logical prospects -- no one else matters,
2. Advertising should be complete. It should leave no question unanswered Logical prospects should learn something important from it
. Advertising should be personal. should express the advertiser's person-
3. Advertising should produce an immediate decision to do something that the advertising calls for

Mr. Cone's code is so simple that it's importance can be misleading. He is saying that an advertisement should contain newspaper contains. He is saying that every advertisement should pro
ice to the potential consumer
ice to the potential consumer.
In effect, he is saying that any retailer In effect, he is saying that any retailer
however small, should prepare his advertisements in the same language he use when he talks to a favorite customer


RECEIVE STATE DEGREES, . . Ten mambers of Priomer, Puare Homematiers of Americ chapters were awarded state degrees at the Area I convention in Amarillo Saturday. They are
(left to righte) front row: Sharen Awrey, Patti Ragsdale, Joan Caill Brookfield, Karene Milner and Donna Patterson, Standing: Becky Coffey, Deloris Phipps, Debble Baxter, Kathy Bandy and Janice Clart

TODAY'S FHA MEMBERS...
The Homemarkers Of Tomorrow!
Best Wishes From


Serving A Great Irrigation And Beef Production Area.


## Revival

MARCH 31 - APRIL 5


Dr. H. DeWitt Seago Preacher


Rex L. Mauldin Song Leader

SERVICES: 9:30 A.M. 8:00 P.M.

You Are Invited To Attend
friona methoolst church


## Rete CLASSIFIED ADS

## BUSINESS DIRECTORY

## $\begin{array}{cc}24 \text { HOUR } & \begin{array}{c}\text { oxygen } \\ \text { AMBULANCE } \\ \text { SERVICE } \\ \text { CALL... } \\ \text { CIABORN }\end{array} \\ 24202: & 1\end{array}$

Pictures We Use May
Be Bought For 50 CAT . .
THE FRIONA



Chieftains Fifth In
Hereford Track Meet
 The $\begin{aligned} & \text { mile Rundo was fourth in the } \\ & \text { fourth in the dise Carthel was }\end{aligned}$ points, followed by with 178 yard dash fourth in the Rando was sixth 220 in the high fump. Tony Perea with 110, Abernathy with 81 and was also fiftu in the broad jump.
Thitleffeld with 58 .

Murphree In Double Win
 Friona min schrol rack star, Murphree won his specialty,
won two events and ran on two me 440 -yard a three-way meet last SaturMr. and Mrs. Don Martin entertained with a 84 party in their
home Saturday night. Present for the occasion were Mr. and Mrs. Je Don Gallman, Mr, and
Mrs. Keith Menefee Mr, and
Mrs. Ronnie Mrs. Ronnie Ellott, Mr, and
Mrs. Preston Caratit, Mr Mrs. Preston Cargile, Mr. and
Mrs. Marsh Mrs. Marshall Williams, Mr.
and Mrs. Freeman Davis, Mr. and Mrs. Forrest Green and
Mr. and Mrs. Howard Williams from Lorenzo. The Howard
williams were visiting their son and fanily, the Marshall williams over the weeken


Methódist Church Sets Revival, Starts Sunday


Preston Smith

High Yield Sorghum Special:
DT - George C. Taylor - Fir
Federal Sav, and Ln. $-20^{\circ}$ Federal Sav, and LL , $-20^{\text {of of }}$
lot 11 and lot $17,18,19$, and 20 ,
B1k, 76 , Bovina
WD


As Electrical Contractor, We Wish The Parmer House Restraunt A Successful Future.

Forensic Club Ranks
$\begin{gathered}\text { Forensic Club of Friona High } \\ \text { Scheol partuctpated in an area }\end{gathered}$
$\begin{gathered}\text { in the eop eight of } 50 \text { entries, } \\ \text { In boys informative speaking }\end{gathered}$
wide meet at Hardin-Simmons
Norman Mohr, who is a sopho-



Indivituals mating tee trinals trinals by only four


Twelve Attend
Women's Meeting
Frionans Initiated Into Phi Eta Sigma

 bock at the spring banquet Sat-
gible for membership in Phi
urday evening. These teo 1967
Eta Sigma, which is an honorary
graduates of Friona High chool
fraternity, graduates of Friona High School
were also recognized in the All
$\qquad$

Demostration Agent


Chitwood Home
hit regalur monily bustiness








## Son Born To

Jim Dixons
It's A Girl For Croziers

Mre. nad Mrs, Jim Duxan of

Presents Club Program


Floyd Schueler presented the ger and Elmo Dean,
Next meeting of the club will

## Roll call was answered with be in the home of Mrs. Elmo "What I Ikke Best About Farm Dean Monday, April 8.

## coffee and cold drinks were Date Set For

served by the hostess, Mrs. Date Set For
Leroy Widner.
TOTAL LOOK


WE MEET THE COMPETITION ON FERTILIZER PRICES - - PLUS YOU GET STAMPS ON ACCOUNTS PAID BY THE 10th



FRIONA consumers

##  <br> nisu



## 

## Cimiois





## BOLOENA <br> All Meat Pound 41


 THERVO HAND CLEANER 35¢
SHURFRESH
MILK
FOR
GOODNESS
SAKE


## $\triangle A F F I L A T E D]$ FOOD MARTET

Ph. 247-2265
6th and Euclid


FOR THOSE OF YOU WHO PREFER A PREMIUM TYPE STAMP -- THAT IS A TRADING STAMP REDEEMABLE AT A PARTICULAR STORE FOR MERCHANDISE -- THEN THE YES STAMP PROVIDES THE OPPORTUNITY TO PUR CHASE ANY GIFT OR ITEM WHICH MIGHT HAVE APPEALED TO YOU PERSONALLY. YOU ARE NO LONG ER LIMITED IN THE SELECTION OF THE GIFT BUT FIND THE WHOL TOWN A 'REDEMPTION STORE WHAT YES STAMPS DO FOR YOU IS BROADEN THE HORIZON IN EVERY ORDINARY TRADING STAMP.

SOME CUSTOMERS WISH WE WOULD JUST GIVE THEM A DISCOUNT OR LOWER THE PRICE OF OUR MERCHANDISE -- FOR THOSE OF YOU WHO HAVE DESIRED A CASH DISCOUNT -- THIS IS EXACTLY WHAT WE HAVE BEEN ABLE TO DOFOR $\sqrt{7}$ YOU THROUGH YES STAMPS. YES STAMPS ARE A CASH DISCOUNT (OR LOWER PRICE ON EVERY PURCHASE MADE IN OUR STORE. OUR LOW, LOW PRICES ARE FURTHER DISCOUNT ED IN THE FORM OF YES STAMPS. FILLED ALBUMS CAN BE CASHED AND THE MONEY USED TO STRETCH A HARD PRESSED BUDGET. YES STAMPS ARE YOUR ASSURANCE OF A TRUE DISCOUNT.

OTHER GOOD CUSTOMERS ARE SEEKING WAYS AND MEANS OF EFFECTING SAV INGS -- SAVINGS THAT CAN BE SET ASIDE FOR A RAINY DAY. THE YES STAMP PROGRAM AFFORDS US A METHOD TO BE OF HELP AND SERVICE TO THESE CUSTOMERS TOO! YES STAMPS CAN BE DEPOSITED INA PERSONAL SAVINGS ACCOUNT. PERSONAL SAVINGSA YOUR EVERAND TRULY BECOME YOUR EVERTOMER EXPRESSED IT "IMA GINE BEING ABLE TO DEPOSIT MY STAMPS IN A SAVINGS ACCOUNT. I CAN HARDLY BE LIEVE IT. IT'S THE MOST GRACIOUS WAYTO SAVE I HAVE EVER HEARD OF.

There is No Middle Man In The YES STAMP Program ... A Middle Man Such As The Redemption Store .-. No Cosily Overhead To Maintain The Redemption Store, Prinr The Catalogs and All Added Expense Connected With A Trading Stamp . . . THEREFORE WE Know That With YES STAMPS You, Our Customer, Receive The Full Benefit of Our Stamp Program.

## You are

# TO THE Grand Opening 

 OFThe Parmer House Restaurant

Sunday, March 31 2 to 5 P.M.

Serving Buffet-Style Lunch Beginning Sunday, March 31


Friona's Finest New Restaurant Facility!

Come On Out To The Opening. Bring Your Friends. See Our Two Banquet Rooms With Seating For Large or Small Groups, Available For Parties, Meetings, Etc. Phone 247-8811 For Information Regarding Rates, Menus, Efc. Serving The Finest In Western Cuisine. Specializing In Mexican Food And Featuring Steaks.

## THE PARMER HOUSE

BILL And IRMA LEWIS, Proprietors
R.L. And Marie Fleming, Contractor


FHS Receives Most State Degrees-10

| During the business session of the Area 1 Future Homemakers of Americanconvention Brenda Blackburn was elected third vice-president. Miss Blackburn is the daughter of Mr, and Mrs. John Blackburn and a junior in Friona High School. <br> State Future Homemakers of America degrees were received by ten local members of the organization. This is the highest honor a member of FHA can receive. Those honored were Sharen Awtrey, Kathy Bandy, Janice Clark, Debbie Baxter, Karene Milner, Becky Coffey, Patti Ragsdale, Donna Patterson, Joan Gail Brookfield and Deloris Phipps, <br> Voting delegates to the convention were Deloris Phipps, and Janice Clark, who have been of the Dawn and Dusk chapters during the school term 1968-69. Sharen Awtrey was outgoing She is a senior and the daughter of Mr, and Mrs. Deon Awtrey. <br> Local FHA girls who were mere Jan Wellaron Singers Cummings, alto, and Becky Coffey and Diana Wilson, soprano. Members of the Ina Dee Singers were Denise Buske, Gay | Welch, Karen Crofford and Janet Mingus. These two choruses appeared on the programat ditferent times during the two day convention. <br> Other Frionans attending the talent show on Friday evening in Municipal Auditorium were Mrs. Floyd Brookfield, Mrs. Louis Welch, Crista Evans, Ka- rene Milner, Patti Ragsdale, Jo Ann Jennings, Kathy Renner, Debble Jarecki, Joan Gail Brookfield and Gay Welch. <br> This group was accompanied by Mrs. Dalton Caffey and Mrs. Ernest Osborn, advisors. <br> Those attending the Saturday sessions, were Mrs. A.L. Reznik, Mrs, Ancel Renner, Mrs. Tom Shelton, Katie Waits and Beverly Smith. Miss Waits and Miss Smith are senior home economics majors at Texas Tech, who have been doing their student teaching in the local school system. <br> Also Pat Roberts, Donna Patterson, Jan Jameson, Leta Wyly, Myra Sue Day, Kay Rieth- mayer, Karla Patterson, Jane Rushing, Jenisu Fallwell, Sherrie Shelton, Sherry Walker, Sherry Woodruff, Kathy La- tham, and Amy Renner. diam, and Amy Renner. Also Sandy Reznik, Sharon ger Murphree, Debra Wyly, Jayn Massie, Beverly Anthony, | Debble Baxter and Donna Garner. <br> Also Mr, and Mrs. Deon Awtrey, Mrs, Billy Dean Baxter, Mrs, Raymond Milner, Mrs, Eugene Bandy, ,Mrs. E,G, Phipps, Mrs. Jack Clark, Mrs. Mack Ragsdale, Mrs. Bill Brandt, Mrs. Doyce Barnett and Porter Roberts. <br> Lazbuddie Sets <br> Trustee Election <br> The Lazbuddie trustee election has been set for Saturday, April 6, 1968, with Joe Moore as election judge and John McGehee and Bob Jones serving as clerks. Place of the election will be held in the Lazbuddie school auditorium. The terms of A.E. Redwine and W.G. Harlin are expiring. Candidates for the position are W.G. HarIin and Don McDonald. <br> Public School Week was well observed in the school last week. It was noted more visitors were present Thursday. Friday, school was dismissed due to the TSTA meeting in amarillo. <br> Mr. and Mrs. Finnis Jennings are at Marlin for several days |
| :---: | :---: | :---: |

NATIONAL FHA WEEK


BIG NAME FOR BIG YIELDS Cummings Farm Store

## fine foods ane not expensive Hereeil <br> m. $\underset{\substack{\text { APPLES } \\ \text { Delicios. } \\ \text { Lb }}}{25 \%}$ 23t GREENS


SHORTENING 69

25 Lb . Cotton
*2.49

Ranch Style BEANS
6/\$1



# WE SALUTE THE 

Future Homemakers Of America And Miss Kathy Bandy


March 31 to
April 6 Is
National
FHA Week.

Kathy Bandy, daughter of Mr. and Mrs. Bill Bandy, has just received her is the highest honor an is the highest honor an FhA girl can receive.
She is a Junior at FHS

Future Homemakers of America (e) better livinc for familyand cómmunity ROCKWELI BROS. 8 CO.



The Future Homemakers Of America And
To Brenda Blackburn


Miss Blackburn, who is a junior in Friona High School was elected as Area I Third Vice Presi-
dent. She is the daughter dent. She is the daughte Blackburn.

> REED's CIEANERS
> Charm Beauty Shop


Future Homemakers of America


The Week of March 31 to April 6 Is National FHA Week.
CONTINENTAL GRAIN CO.



