

Festivities Set At Mo. Beef

STAR
★
Lites
by Bill Ellis

Frona's "Day of Destiny" has arrived, and the city has rolled out its red carpet for national executives and members of the communications world this weekend, as Missouri Beef Packers throws open the doors of its fabulous new plant for dedication and open house.

The Missouri Beef officials have constructed a plant of which Fronians can be proud. Even if the plant didn't produce the economic impact (which it will do, however,) the plant would just in itself be a modernistic and worthwhile addition to the city.

We think that you'll find when you go to the open house on Sunday that besides being designed for maximum efficiency, the plant also is beautiful and modernistically constructed.

We in Frona have been referring to our new packing plant as the "world's largest," ever since an article in the Amarillo Daily News called it such when the plant was announced last year.

We had already researched enough to know at the time that it would be the largest in the state, and possibly the nation. Thus, the "world's largest" tag was accepted as an even better adjective, and has stuck.

Recent articles have shown, however, that perhaps we all were precocious in this assumption, or that our description ought to at least be qualified.

Comes to light that a plant in Argentina is actually larger. However, this plant does mostly canning (corned beef), and uses cows as well as steers. There may even be other plants with larger floor space and slightly larger capacity.

HOWEVER, so that Frona may cling to the title it has been cultivating for the past year, it can be stated with authority that the newly-completed plant is the largest "single-line" plant in the world, giving it the biggest production capability for a single shift of any plant known.

In some of our ads in this week's edition, we have refined the claim one step further, and termed the plant the largest "of its kind" in the world. So we're back on top.

Being Texans, we're not content, like Avis Rent-A-Car, with being number two. As someone pointed out recently - Texas is still the largest non-frozen state in the union.

Those of us who live on Fifth Street have been conscious for the better part of a year of a tremendous number of cement trucks carrying cement from Frona Redi-Mix to the Missouri Beef Plant.

This week I asked manager Bill Nazworth to figure up how much cement had been hauled, and he came up with some astounding figures.

Frona Redi-Mix he said, had supplied a total of 10,399 yards of cement for the new plant. This amounted to some 2,000 truck trips to the construction site.

For those of you who might be like ourselves, and need to know what comprises a "yard" of cement, consider the following: each yard contains 1,700 pounds of rock, 1,500 pounds of sand and 425 pounds of cement.

Southwestern Public Service Company has completed its cattle survey for 1967, and allowed us to "scoop" their own report somewhat this week.

The company's independent survey will show when published that Parmer County had a one-time feedlot capacity of 82,600 head of cattle as of January 1. This was second only to Deaf Smith County's 143,000 capacity among the 34 Texas counties included in the survey.

The three-state area had a total capacity of 1,043,110 as of the first of the year, with an annual capacity of 2,408,675 head. This should partly answer the question of "where all the cattle are going to come from."



FRONA, TEXAS 79035

THURSDAY, APRIL 18, 1968

TEN CENTS

THE FRONA ★ STAR

VOLUME 41 NUMBER 28

42 PAGES

Aerial view of Missouri Beef Packers' new Friona plant, taken by staff photographer Tyler Vance

Lions Are Pushing Trash Can Lid Drive

The Friona Lions Club, as their contribution to the city's clean-up campaign have made available trash can lids, is announced by Gary Brown, Friona Boss Lion.

The lids, which are cone-shaped in design, are available to fit either 50 or 30-gallon drums, and are completely dog-proof and fly-proof.

Anyone needing a trash lid can pick them up at \$3.75 each at Panciera Tire Co. or the City Office. Residents may also contact any member of the Friona Lions Club to order a lid.

The trash covers have been endorsed by the Friona City Council.

Jr. Rodeo Begins On Friday

The grand entry at 8 p.m. Friday will open the eighth annual Friona Rodeo, which is sponsored by Friona Jaycees. This will be followed by bare back bronc riding, tie down roping, bull riding, girls goat tying, barrel racing, ribbon roping, boys goat tying and pole bending.

There will be three performances. The second will begin at 8 p.m. Saturday and the third and final will start at 2:30 p.m. Sunday. One of the featured attractions will be a parade at 5 p.m. Saturday.

Festivities will be concluded with a dance at 8th & Jackson Saturday night with music by Tommy Haney and His Rainbo Ramblers.

Eune Martin, president of Friona Jaycees, urges everyone in the area to attend as many performances as possible.

Dedication Saturday Open House Sunday

By Bill Ellis
Editor, The Friona Star

Dedication and open house for Missouri Beef Packers' new \$3.5 million beef packing plant will be held here Saturday and Sunday.

The dedication for the ultra-modern plant will be held in front of the building at 2:30 p.m. Saturday. Cattleman Jay Taylor of Amarillo will deliver the address.

On Sunday, the public open house will be held, with tours of the building between the hours of 1 and 5 p.m.

A special Santa Fe train, carrying 255 residents of Missouri and John S. Reed, president of the Santa Fe system, will arrive in Friona at 9 a.m. Saturday. This group will be joined by area dignitaries, along with U.S. Representative Bob Price, for a special tour of the plant at 10 a.m.

Largest Plant, Largest Paper

We're printing the largest issue in history of the Friona Star this week, in order to give a Texas-sized welcome to Missouri Beef Packers.

Since Mo. Beef has the largest single-shift packing plant in the world, we couldn't stop without producing our thickest paper ever -- 42 pages.

Our thanks to the suppliers, contractors and friends of the new plant for their response and cooperation.

The new Friona plant, which is slated to make its test kill of some 50 head of cattle on Thursday, is the largest single-chain operation in the world. Its production floor is set up to turn out the greatest amount of beef on a single shift of any plant known.

A production force of 220 employees is expected for the plant as it reaches its capacity. This number will probably be increased up to 300 when the plant gets into further "breaking" operations, and will go up to 400 as demands change in the meat industry, according to Missouri Beef president Eugene Frye.

Frye says the new plant represents the latest in technical know-how as well as being a model from a sanitation angle.

"The tile collects no bacteria, so the consumer can have complete confidence in our products," he says.

Following the test kill on Thursday, the plant will require a week to 10 days to get government approval of its facilities. Missouri Beef Packers expects to be in production by May 1. Company officials say they hope to be slaughtering 50 per cent capacity (1,000 head per day) within 30 days of its starting operations, and to 100 per cent production within 60 days.

Eight government inspectors will be employed at the plant in addition to the MBP employees. The new plant will have an annual sales volume of \$100 to \$125 million, and its payroll

will be almost \$2 million per year.

Since a dollar "turns" 20 times before it finally leaves an area, the new plant is expected to have a \$20 million impact on the High Plains area.

The plant is being dedicated less than a year after the announcement of the plant's construction was made. This was done at a press conference in Friona on April 28, 1967.

Principal markets for the Friona - slaughtered meat will be the West Coast, with the Dallas - Fort Worth and Houston metropolitan centers as secondary markets. Officials say the Friona beef will go into Eastern markets "when the market is favorable."

Absentee Vote Underway; New Residents May Vote

Absentee voting for the May 4 Democratic and Republican primaries began on Monday morning.

Absentee ballots are available through the County Clerk's office in Farwell, and may be requested from that office.

Voters in the May primary who moved into the county on or after November 4, 1967, must vote between April 15 and April 30 in the office of the county clerk in the county of their present residence, according to information supplied by Bonnie Warren, County Clerk of Parmer County.

A new law enacted last year permits registered voters with less than six month's residence in the county to vote on all statewide offices and issues if they have lived in the state longer than one year, but they must vote in the county clerk's office under procedures simi-

lar to absentee voting. The new law puts into effect a constitutional amendment adopted in November, 1966.

Good Service

Outstanding service was rendered by the City of Friona last week when two girls' Easter dresses, presents from their grandmother, were accidentally put in the trash can and picked up by the city garbage department.

A frantic call to City Hall enabled employees to ferret through a certain section of the trash as the truck in question was unloaded.

Not only were the dresses found, but City Manager Jake Outland delivered them in person to the appreciative caller.



INDUSTRIAL LEADERS... Three men who played a vital role in landing Missouri Beef Packers for Friona are shown above. From the left are A.L. Black, Andy Hurst, and Dr. Loyd Shackelford. Other individuals also played key roles, but these three were most active as the industrial committee. During the past 10 years, all three of the men have been honored as Frona's "Man of the Year" at various times, Dr. Shackelford receiving his at this past Chamber of Commerce banquet.

THE FRIONA STAR

"Founded in 1925 by John W. White"

Published every Thursday at 109 Sixth Street
Friona, Texas - 79035

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

Prize-winning newspaper, Panhandle Press Association, 1907, 1908, 1909, 1910, 1911, 1912, West Texas Press Association, 1909, 1910, 1911, 1912, Texas Press Association, 1909, 1910, 1911, 1912, First Place General Knowledge Winner, West Texas Press Association, 1911, 1912.

Entered as second class matter July 31, 1925, at the post office in Friona, Texas, under the Act of March 3, 1879.

SUBSCRIPTION RATES

Farmer County, Adjoining counties, \$4 per yr. Elsewhere \$6 per year.

Joe Osborn, Publisher
Bill Ellis, Editor & Manager
June Floyd, Women's News
Wahleah Beck, Bookkeeper



COW POKES

By Ace Reid



But Ma, I got on my new boots!"

Seed Headquarters

In Friona For

• DEKALB • TAYLOR - EVANS • ASGROW

CUMMINGS FARM STORE

Pause And Reflect

By Nelson Lewis

Another stone has been blasted from the foundation of our society. The supreme court has pulled the teeth of the Lindbergh Act.

This Federal law, enacted in 1932 following the kidnaping and murder of the Lindbergh's first child, placed extreme penalties on the person or persons convicted of kidnaping or conspiring to kidnap.

We old timers well remember when the horrible news was given out. After several days of agonizing headlines and radio broadcasts the child's body was found in a shallow grave. The nation, even the world, mourned with the parents. Charles Augustus (the famous Lone Eagle) and Ann Morrow Lindbergh, broken heartedly moved to Europe for four years.

Bruno Hauptmann, a carpenter, was convicted and executed in 1935, but the tall aviator with the tousled hair had lost his boyish grin.

It was unfortunate that we heard of this latest move by the court just at Easter time.

Sunday morning the little girls were never prettier nor the little boys more gallant.

We almost get a chill thinking that one of these might be stolen away just because a criminal need no longer fear a death sentence or life imprisonment.

This writer makes no claim to a full understanding of the procedures followed in courts of law.

However it does not require a legal education to realize that something is wrong somewhere when the way of the criminal is made easy.

Most of us have a hard enough job of it trying to bring up our children under today's conditions without having road-blocks placed in our way.

A parent whose child has been kidnapped or led to become a dope addict is not in the least concerned with the finer points of the law.

He is much more inclined toward the Old Testament rule of "an eye for an eye".

If the Constitution of the United States is to remain the bulwark of our life and liberty it will have to be handled with a great deal more respect than it has received during the last few years.

THINGS WORTH WHILE ---

- The hope of another day,
- The softness of the azure sky,
- The sweet song of birds,
- The good brown earth and rocks,
- The broad sweep of the valley,
- The majesty of the mountains,
- The babble of the brook,
- The roar of the restless ocean,
- The ozone air and the sparking beach,
- The brightness of the noonday sun,
- The murmur of the breeze,
- The shadow of clouds that pass,
- The fragrance of flowers after rain,
- The shimmer on the lake,
- The shelter of the forest,
- The lure of the long winding trail
- To new scenes, adventures, and opportunities,
- The comradeship of harmless wild life,
- That creeps, runs, flies, and swims,
- The radiant glory of the sunset,
- The silence of the hills,
- The sapphire light of the evening skies,
- The warmth of the dancing campfire,
- And best of all, friendship and fellowship,
- And loyalty and helpfulness;
- And the will to know and to do
- That which is right; and reverence
- To God for life and health.



GOV. JOHN CONNALLY presents citation to John S. Reed, president of the Santa Fe Railway, in recognition of the 100th anniversary of the major railway system. The document was presented by the Texas Governor in ceremonies at the Capitol which were attended by transportation leaders of Texas and elsewhere.

AN EDITORIAL

Friona Makes History With Plant Opening

The most important day in the history of Friona -- certainly since it was chartered as a city -- will take place on Saturday with the dedication of the tremendous new Missouri Beef Packers' facility.

Regardless of the future for the fledgling industry, the city reaches a high point with tomorrow's dedication toward which it has been building ever since the announcement of the huge plant was made almost a year ago.

Missouri Beef has brought the City of Friona untold publicity by way of newspaper accounts, television coverage and many other ways -- even word of mouth, during the past year.

It has been a good year -- one during which you were proud to be a resident of Friona. We're sure that this will continue to be the case, and even more so, as eventual potentials are realized from the industry locating in Friona.

Saturday's dedication and Sunday's open house will stand as living testimonial as to what can be done in a relatively small community. It is Americanism at its best -- a prime example of making the best of one's opportunities.

Once again our hats are off to those who had a part in securing this new industry for Friona.

The full impact of the plant being located in Friona may not be felt for years, although business people already are reaping benefits from the new plant.

Besides getting many new residents to the city, the plant should be responsible for other allied businesses or additions to downtown area.

Residents of Friona have a ringside seat to watch this development, and the festivities this weekend are only the beginning.

Hospital Notes

ADMISSIONS as of April 9, through 15, 1968.

Weldon Crim, Muleshoe, David Gibson, Friona; Mardos Madrid, Jr., Friona; Patricia Lynn Farson, Friona; Mrs. C. C. Naegle, Farwell; Kandy Meeks, Farwell; Celia Brito, Bovina; Mrs. Alfred Moody, Bovina; Rosa Blalock, Clovis, Andrew Bagot, Amarillo; Tina Kay Milligan, Friona; Nellie McReynolds, Farwell; Joy Kanaga, Friona; Ella Fae Davis, Friona; Joe Salcedo, Hereford; Mrs. Edward White, Jr, Friona; Grace Hart, Friona; Roy Dean Lovelady, Farwell; Velva Wood, Friona; David Dean Wines, Bovina; Dale Smith, Friona; Pablo Valero, Bovina.

DISMISSALS:

J.W. Robards, Weldon Crim, Mrs. Howard Fleming and Baby Boy, Mrs. Jerry Bruns and Baby Boy, Ila Koprian, David Gibson, Celia Brito, Kandy Meeks, P.D. Barron, Cecelia Valero, Ella Fae Davis, Joy Kanaga, Tina Kay Milligan, Andrew Bagot, Mrs. C.C. Naegle and Baby Boy, Marcus Madrid, Jr., Mrs. Alfred Moody, and Baby Boy.



FACTS ABOUT TERRAZZO

Terrazzo is a type of durable flooring made by setting chips of marble into concrete, then planing the surface to a high gloss. Terrazzo is not a copyrighted name; it is sold under many trade names. Here are some facts about this widely-used flooring that may interest you.

Growing trees to a height of 17 feet in six months is no Texas tall tale. Texas Forest Service researchers have obtained this growth from cottonwood cuttings selected for outstanding growth characteristics. The trees are located in the Brazos River bottomland in Robertson County, on land owned by Texas A&M University. The planting is part of the tree improvement research program of the Service, aimed at producing the maximum yield of wood per acre for the production of paper.

8th Annual Friona JUNIOR RODEO

SPONSORED BY FRIONA JAYCEES

APRIL 19-20, 8:00 p.m.

APRIL 21, 2:30 p.m.

PARADE—Saturday, April 20, 1968—5:00 p.m.— Everyone Invited

Dance -- Sat. Night
Tommy Haney and His Rainbo Ramblers
8th & Jackson

BEST WISHES

We At Ethridge-Spring Are Happy To Welcome

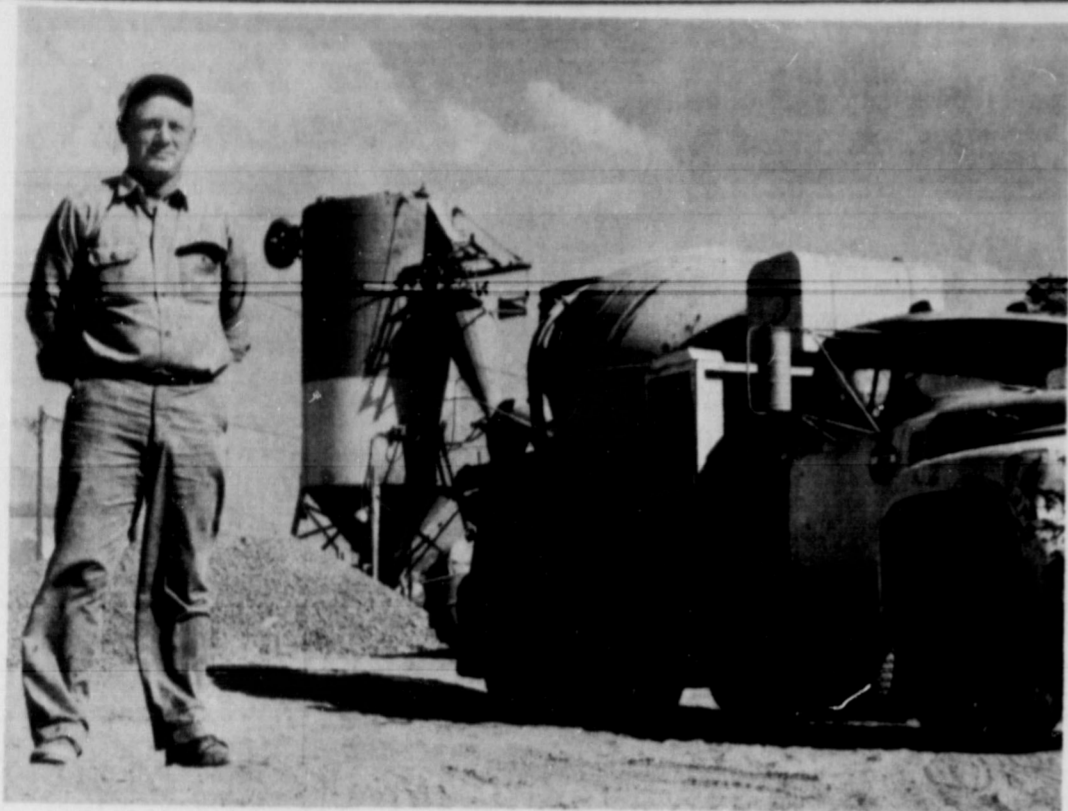
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Bill Stewart Dan Ethridge
Flake Barber Frank A. Sprina

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602 Main



BUSY MANAGER. . . . Bill Nazworth, manager of Friona Red-Mix Concrete, reported this week that the company's trucks had made over 2,000 trips to the Missouri Beef plant during the past year, pouring 10,399 yards of cement in the process, or enough for foundations and driveways for 260 new homes.



JAYCEES VISIT. . . . Two candidates for state JC president visited in Friona last week. They are Vince Creshall, Brownsville, standing second from right, and Bob Buck, San Antonio, seated in center. Others in the above picture are (standing) Johnny Tannahill, Ted Weaver, Dale Cary, Creshall and Ted Lamora. Seated are Gerald Shavor, Buck and Herman Jesko.

Noon Lions Club Is Being Chartered Here

Friona Evening Lions Club is sponsoring the charter of a Noon Lions Club, and the state secretary will be in Friona the week of April 22, to preside over the charter ceremonies and help get the local club organized and underway.

The reasons the evening Lions Club decided to sponsor the organization of the new club included the expected growth of Friona and the need for more opportunities for people coming to Friona to serve through a service organization.

The members of the present Lions Club who are helping es-

tablish or recruit new members for the Noon Lions Club should either mail their pledge cards to Baker Duggins Monday, April 22, or notify him as to what progress is being made. The club needs 20 members to start with; and the present club may have only seven (10 pct. of membership) transfer during the first year.

Baker Duggins is chairman of the committee on chartering the new club.

Mrs. Treva Reece, Canyon, was a weekend guest in the home of her mother, Mrs. A.O. Drake.

Temperatures

| DATE | HIGH | LOW |
|----------|------|-----|
| April 10 | 60 | 33 |
| April 11 | 70 | 40 |
| April 12 | 68 | 47 |
| April 13 | 78 | 51 |
| April 14 | 77 | 38 |
| April 15 | 70 | 42 |
| April 16 | 81 | 50 |

No Precipitation:

Students To Have Play

Junior High speech students of Darla Hodgson will present "Daddy Longlegs" Tuesday, April 23 at 7:30 p.m. at the Junior High School Auditorium. The play is a classical story of Judy Abbott's escape from an orphan home, and involves the process of growing up after leaving the home.

Tickets for the production are 75¢ for adults and 50¢ for students.

PEACHY SAUCE

Drain and reserve the liquid from 1 can (1 pound) sliced cling peaches. Add enough water to liquid to make ¾ cup. In saucepan, combine ¼ cup RealLemon bottled lemon juice, and 2 teaspoons cornstarch. Add 2 tablespoons brown sugar and peach liquid. Cook, stirring constantly, until thickened and clear. Add peaches and raisins and heat through. Serve warm over sliced baked ham, a broiled ham slice or Canadian-style bacon.

WOW

MISSOURI BEEF PACKERS

Will Hold Their
Big Grand Opening
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All Go Welcome
Them.

Foster's

Friona

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SAVINGS

Bar-S

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1 Lb. Pkg. **65¢**

Gladiola

FLOUR

5 Lb. Bag **49¢**

Pinkney

FRANKS

2 Lb. Pkg. **69¢**

Fresh

STRAWBERRIES

3 Pints **89¢**

Bar-S

FRANKS

One Lb. Pkg. **49¢**

Shurfine #303 Can

SOURKRAUT

17¢

Duncan Hines

BROWNIE MIX

23 Oz. **49¢**

Shurfresh

OLEO

6/\$1

KRAFT

Bar-B-Q Sauce

18 Oz. Bottle **39¢**

Pioneer

DO-NUT MIX

2 Lb. Pkg. **69¢**

Gerber Strained

BABY FOODS

Veg. And Fruit **10¢**

Vermont Maid

SYRUP

24 Oz. **59¢**

Del Monte

TOMATO JUICE

46 Oz. **3/\$1**

Shurfine Frozen

Orange Juice

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THE FRIONA STAR

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WANT ADS PH. 247-2211
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 Card of Thanks - \$1.00
 Double rate for blind ads
 Classified Display - \$1.00 per col. inch
 Legal Rate 4¢. Minimum 50¢ on cash order, \$1 on account.
DEADLINE FOR INSERTION
 Thursday's Friona Star - 4 p.m. Tuesday.
 The Star reserves the right to classify, revise or reject any classified ad.
 Check advertisement and report any error immediately: The Star is Not responsible for error after ad has already run once.

ANNOUNCEMENTS **FARM EQUIPMENT**

We need to trade for a bunch of good used refrigerators. We also have new washer and dryers for sale.
 Reeve Chevrolet & Frigidaire.
 Excellent facilities. Licensed Nurses on duty at all hours, Dumas Convalescent Center, Dumas Texas - Tel. 935-3242 9-tfnc

NOTICE
 Effective June 29th, 1968, we will discontinue the giving of A,B,C, (Pink) Stamps. We will continue to redeem full books for the balance of 68, Allen's Jewelry. 28-1tc

TIME MEANS MONEY! Put spare hours to work and watch the dollars grow and grow. Write Mrs. Dorothy Spencer - Rt. 4, Box 30, Dimmitt, Texas. 28-2tc

CARD OF THANKS
 The Friona Rebekah Lodge 308 wishes to thank everyone for their wonderful response on our recent bake sale, and we wish to announce another one scheduled for May 11. Call 247-3192 or 247-3264 or any Rebekah for orders in advance. 28-1tc

FOR SALE - 1966 Mustang. Good Mileage. Air conditioner, 3-Speed stick. Ph. 247-3323. 28-2tc

For Complete Real Estate Service
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 We represent the major insurance Companies, come by and visit us. We offer prompt confidential service.
 Douglas Land Co. 901 Main Ph. 247-3001 or nights
 Ed Hicks Joe Douglas Ph. 247-3189 Ph. 265-3519 23-tfnc

House and Building For Sale -- To Be Moved --
 The Best in House Moving -- J.V. Privett, Rt. 2, Box 114, call 356-6425, Collect. Portales, New Mexico. 28-4tc

FOR SALE... Contrex machine used about three months, Phone 247-3156. 25-tfnc

Need a Good Watch Dog? Get a Purebred 9 Week Old Doberman Pincher. Phone 295-3620. 28-1tc

FOR SALE... Three bedroom house, one and 3/4 baths, carpeted throughout, den-kitchen combination, carpet, 1305 W. 6th. 28-1tc

FOR SALE... Three bedroom house, den and kitchen combination. 1-3/4 baths. FHA loan at 5-3/4 per cent interest to be assumed. Shown by appointment.
 Douglas Land Co. 901 Main Ph. 247-3001 or nights
 Ed Hicks Joe Douglas Ph. 247-3189 Ph. 265-3519 23-tfnc

FOR SALE... Spinet piano. Dealer has NEW spinet (walnut) piano in your vicinity. Will sacrifice to reliable party able to assume \$26.50 monthly. Write H.J. Hanson, Box 112, Atwood, Colo. 27-1tp

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 Half section dryland farm. \$125 an acre. Ideal for four Texas veterans.
 Also, country estate home building sites. Within three miles of Bovina. Up to five acres available in each tract.
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WELCOME TO FRIONA



This week we welcome Mr. and Mrs. Olin Ruff. Ruff is the new agriculturist for Holly Sugar in the Friona area. He and his wife Jackie along with daughter Crystal reside at 603 Springfield. They moved to Friona from Hardin, Montana.

| | |
|---|--|
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WELCOME
 And
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Annual Visual Clinic Slated For April 27

Final plans have been made for the second annual vision screening tests for pre-school age children of Friona and the surrounding area. This clinic will be held in the grade school gymnasium from 9 to 12 and from 2 to 5 Saturday, April 27, according to an announcement made by Mrs. Jimmy Maynard, chairman of the screening project.

Volunteers trained by the Texas Society for the Prevention of Blindness will screen youngsters for signs of visual problems during these hours. The volunteer screeners are members of New Horizons Junior Study Club.

"Some childhood eye defects, if not corrected before the age of six, can lead to permanent loss of vision in the affected eye," Mrs. Maynard pointed out in urging all parents to bring their youngsters to the free screening program.

Purpose of the vision screening is to detect signs of possible vision defects in children at an age when they still can be corrected with best results. Volunteer teams will check the child's visual acuity by means of a Snellen "E" chart. If the youngster's performance gives evidence of a vision difficulty, he will be "referred".

This means the parents will be notified in writing of the child's need for a complete, professional eye examination. Subsequently, each referral is followed-up to insure that the child has undergone the necessary examination.

Mrs. Maynard urges everyone in the community to bring their pre-school children to the clinic.

Club Meeting Features Easter Legends, Songs

An Easter program was the highlight of the Wednesday afternoon meeting of Friona Woman's Club at Federated Club House. The devotional was presented by Mrs. C.W. Dixon. Mrs. A.H. Boatman presented, "One Single Event," "The Legend of the Dogwood" was presented by Mrs. E.C. Adams.

Mrs. Carl Maurer presented "The Easter Story", and accompanied Mrs. Chuck Everett, vocalist, as she sang, "In to The Woods The Master Went", and "The Lord's Prayer."

Refreshments of rhubarb cake and punch were served by the hostesses. Mrs. Floyd Schlenker and Mrs. Mabelle Hartwell, to seventeen members and Mrs. Everett, who was a guest. The Easter theme was carried out in decorations and refreshments.

WHITTENBURG UNDERSTANDS... ELECT HIM GOVERNOR

Robert Malone, Jr.

Political Announcements

The Friona Star is authorized to make the following political announcements, subject to the Democratic Primary May 4, 1968.

- FOR COUNTY COMMISSIONER Precinct 1 Tom Lewellen (re-election)
 - FOR SHERIFF Charles Lovelace (re-election)
 - FOR COUNTY ATTORNEY Hurshel Harding (re-election)
 - FOR TAX ASSESSOR COLLECTOR Hugh Moseley (re-election)
 - FOR COUNTY JUDGE Archie Turner
 - FOR DISTRICT ATTORNEY Jack Young
 - FOR STATE REPRESENTATIVE Bill Clayton
- Subject to the Republican Primary May 4, 1968:
- FOR STATE REPRESENTATIVE J. Frank Ford

Area Feedlots Top 1,000,000 Capacity

Feedlots in the area served by Southwestern Public Service Company had a one-time capacity of 1,043,110 head as of the first of this year, it has been revealed by an independent survey by the company.

This is the first time in history that the tri-state area reached a capacity of over a million head of cattle. This puts the annual capacity at 2,408,675 head on the basis of a two-and one half "turn" of cattle per year.

Number of cattle fed during 1967 was reported at 1,549,376 head. Reports were received from 271 lots, 172 of which had a capacity of over 1,000 cattle.

Farmer County ranked second in the total capacity among the 34 Texas counties, and fourth altogether in the tri-state area, with a one-time capacity of 82,600. This gave the county an annual capacity as the year started of 159,500 head, with two new lots in the "building" stage.



CENTENNIAL CANOE PAGEANT

To commemorate Canada's Centennial this summer, 12 Voyageur canoes - manned by men dressed in the garb of the original Voyageurs - are covering over 3500 miles from the Rocky Mountains to Montreal, retracing the original routes of early explorers and fur traders.



NEW MEXICO Savings & LOAN ASSOCIATION

Accounts of \$10,000.00 for a FULL 1 Year Period Earn **6%**

COMPOUNDED QUARTERLY

DEPOSITS

By The 15th Earn From The 1st

Specialize In FHA & VA Home Loans

518 Pile - 763-3470 - Clovis, N.M.

Year's lowest prices on Ford XL's... Mustang Sprints... Fairlane hardtops!

Ford's See-the-light Sale!



Mustang Sprint (above, right)
Fairlane 2-Door Hardtop (above)

Ford XL Fastback

Save on Ford XL's with air conditioning! Talk about cool deals! You won't see the likes of this one again if you wait all year. Our top-of-the-line XL Fastback is now on sale with • Factory-installed air conditioning • Tinted windshield and windows • 302-cu. in. V-8 • High-performance axle • Disappearing headlamps • Die-cast grille • GT stripes • Quiet ride of a great road car. The supply of these XL's is limited. So hurry!

Save on Mustang Sprints! Here's your chance to get the best selling sporty car in the world... loaded with special equipment you never could get at this price before • GT stripes • Pop-open gas cap • Wheel covers • Sporty trim. Go V-8 and also save on • Wide-oval tires • Styled steel wheels • GT fog lamps • Buckets, floor-mounted stick, carpeting come at no extra cost! But hurry! These Mustang Sprints are going fast!

Save on Fairlane Hardtops! Special savings, too, on America's most popular intermediate. Specially equipped hardtops with • Vinyl roof • Sporty wheel covers • White side-wall tires • Smart accent side moldings • Pleated vinyl upholstery



FRIONA MOTORS

Friona

Box 957

Hwy. 60

MISSOURI BEEF PACKERS

Friona Plant

It's a Winner

We are proud to have been chosen as the supplier of welding needs for the new Missouri Beef Plant. Congratulations on your formal opening!

PLAINS WELDING SUPPLY, INC.

(Serving This Area Since 1946)

401 E. 6th

Plainview, Texas

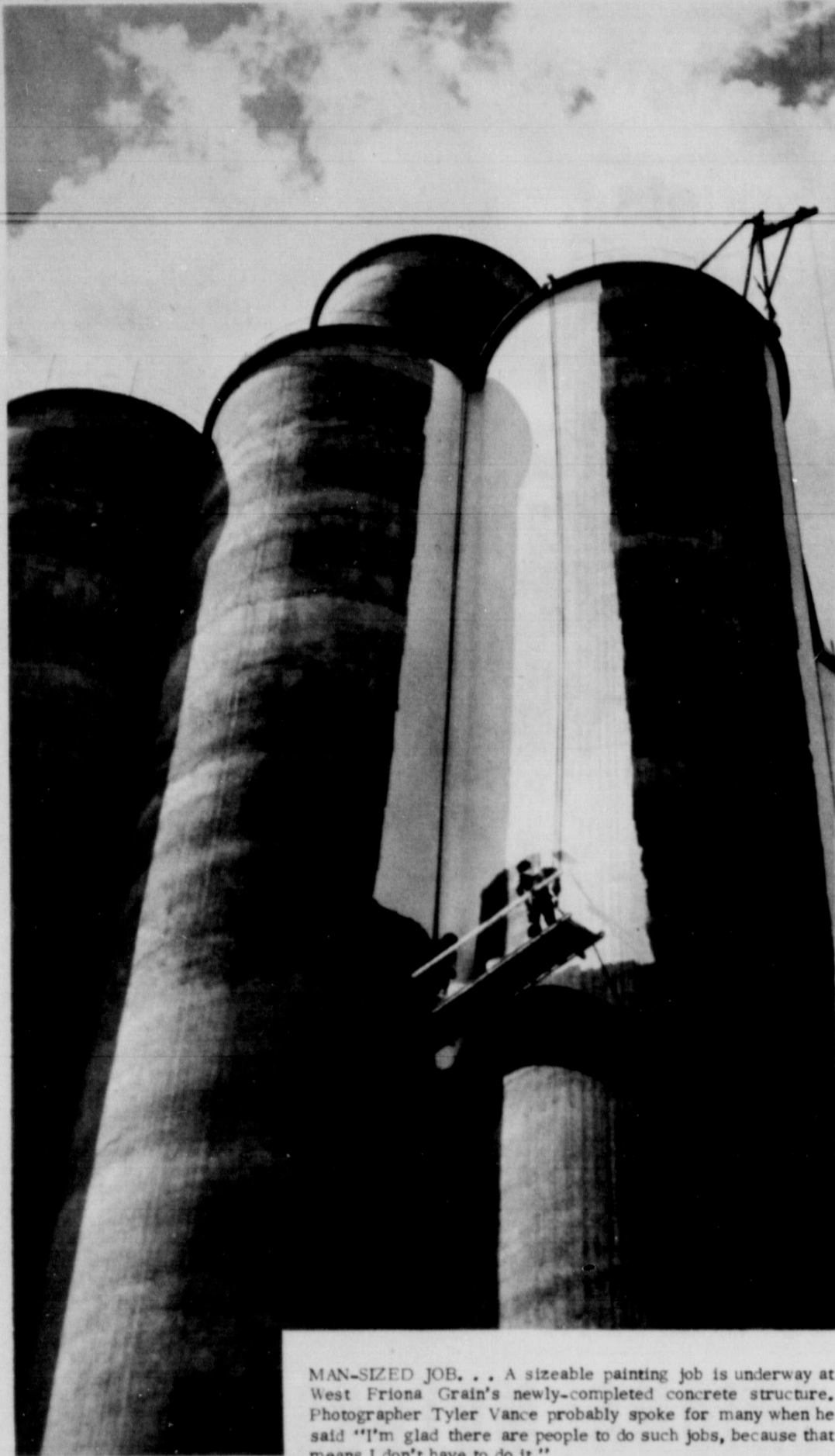
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CONGRATULATIONS

To
Missouri Beef Packers
And To
Friona
On The Opening
Of Your New Plant!

WEST TEXAS RURAL TELEPHONE COOPERATIVE, INC.

Hereford, Texas



MAN-SIZED JOB. . . A sizeable painting job is underway at West Friona Grain's newly-completed concrete structure. Photographer Tyler Vance probably spoke for many when he said "I'm glad there are people to do such jobs, because that means I don't have to do it."

Green Thumb Tips

The common marigold may be useful in ridding soil and crops of nematodes, those tiny parasitic worms that often are the bane of the farmer's or gardener's existence. The United States Department of Agriculture found marigolds the best potential resistor of seven plants tested.

The idea, of course, is to starve out the nematodes. If marigolds are grown and resist the pests, then the next year the nematode population will have decreased and better crops can be grown.

The use of marigolds in this manner benefits the home gardener as much as or more than it does the farmer.

Do not handle vegetables any more than is necessary after harvesting them. Dropping may cause bruising which does not improve their quality. If it is necessary to put your produce into the refrigerator (and, of course, all vegetables will taste better if cooked or used raw immediately after picking), store them at temperatures slightly under 40 degrees F. and at a high humidity.

Such storage reduces shrinking by reducing the amount of moisture given off by the vegetables.

Planting a new lawn? Mid-August to mid-September is the best time in the entire year to do so. But be sure you don't plant seeds too thickly. There are over 2 million seeds to a pound of bluegrass and, if this much seed is distributed evenly over one thousand square feet of well-prepared ground, it will produce an excellent stand of grass.

Should you be exhibiting vegetables at a fair or flower show, remember that condition, uniformity, freedom from signs of pests and strict adherence to the show schedule all count.

Select the precise number of pieces called for in the schedule, as nearly the same size, shape and color as possible, with no signs of pest injury and in as perfect condition as your garden allows. Then arrange them on the plate provided so that each piece looks its best.

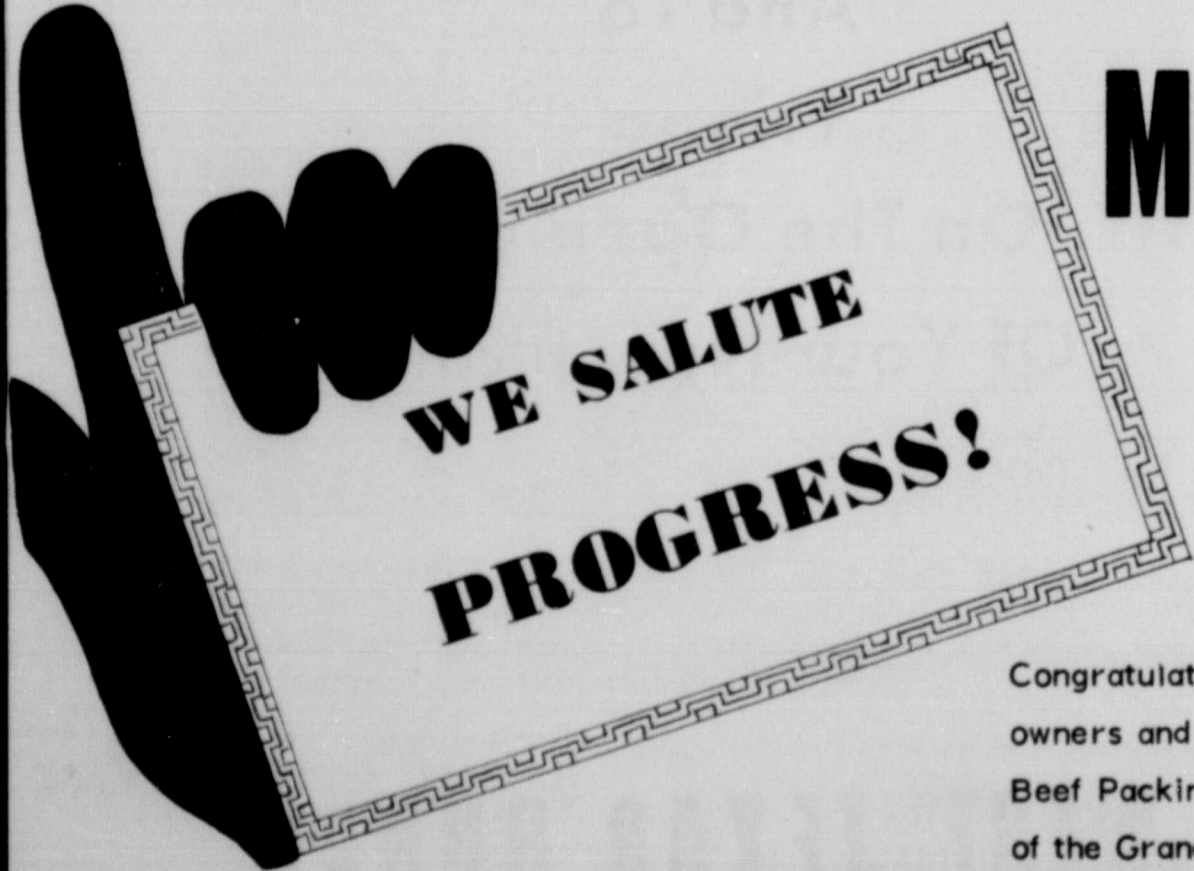
Cut strawflowers for drying when fully opened and fully colored. For more interesting arrangements cut also a few half-opened blooms and buds.

CONGRATULATIONS
TO
FRIONA
AND TO
MISSOURI BEEF PACKERS
FOR HELPING
"BEEF UP"
THE LOCAL ECONOMY

FIRST FEDERAL

SAVINGS & LOAN ASSOCIATION of CLOVIS
HOME OFFICE: 801 Pile St. CLOVIS, N. MEX.
BRANCH OFFICE: 2nd and Abilene St. PORTALES, N. MEX.

GRAND OPENING



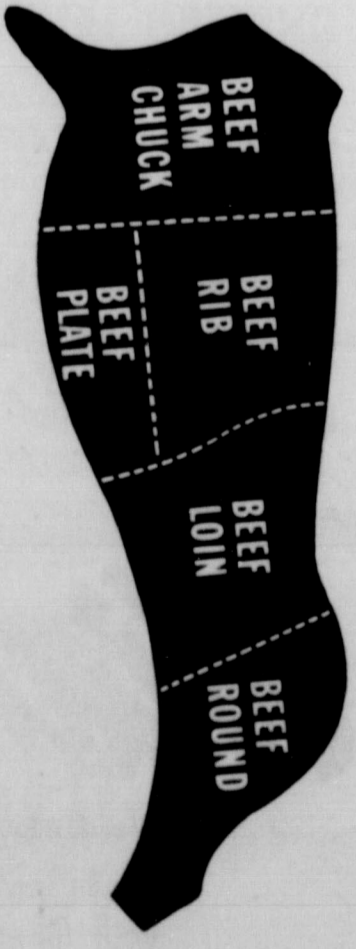
MISSOURI BEEF PACKERS

SATURDAY, APRIL 20

* You'll Want To Drive Out And See This Fabulous New Plant

Congratulations to the stockholders, owners and managers of Missouri Beef Packing, Inc. on the occasion of the Grand Opening of the great new Friona Plant. WE are happy to welcome this new industry to the Friona area.

Your faith in cattle-orientated industries in the Texas Panhandle is greatly shared by the owners of Hi-Plains Feed Yard. We are proud to be associated with you in the Friona area beef industries.



HI-PLAINS FEED YARD Inc.

Friona, Texas

Hereford's Revisit Center Will Move To Amarillo

The Hereford Revisit Center of the Institutes For the Achievement of Human Potential of Texas Inc. will move to Amarillo in April, according to Donald Zeman, director of the center.

Zeman said that April 26 is the tentative date for the last day of appointments in his Hereford offices at 321 N. Sampson. "We plan to move over the weekend and hope to have appointments beginning in Amarillo on April 29."

The Revisit Center, the only one of its kind in the United States, was officially opened here on March 20, 1967. Its home offices are in San Antonio. The institute is often noted for a therapy known as "patterning" in helping brain-injured children and adults.

During the past year, Zeman

pointed out, the center in Hereford has served to aid many brain-damaged individuals in a radius of 500 miles. "Every one of the kids we have had have shown improvement," Zeman said. "A few probably not as much as we would like, but greater successes possibly could have been obtained had we had various specialized equipment here at our disposal."

Zeman made a special point in offering the institutes' appreciation in the people in Hereford "in helping to establish the Revisit Center—the only one of its kind in the country—which was made possible through the contributions of people in Hereford and the surrounding communities of Friona, Dimmitt, Happy, Amarillo and others." But the Hereford location was

beset with problems of another nature, almost from the beginning. Dr. Bruce G. Beene of Hereford, who had agreed to serve as the Revisit Center's medical director, died on April 16, 1967, after the center had been officially opened on March 20.

During the past year, Zeman explained, other doctors in Hereford had been approached as medical directors, but "they actually felt that they were too busy with their own practices to accept it." After almost a year without a medical director, they located one in Canyon, Dr. Dudley Moore, who agreed to make a study of the treatments involved. Shortly thereafter, Dr. Moore consented to become their medical director, with some provisions.

Dr. Moore felt that he need-

ed the help of three specialists, a psychiatrist, a pediatrician, and a neurosurgeon. He made contacts in his own location and throughout the state, but finally decided to contact the Potter-Randall Counties Medical Society -- where he received their approval to initiate such a plan. Therefore, the decision was left with no other alternative but to consider a move to Amarillo.

Dr. Moore met with Zeman and the board here on two occasions and discussed the situation. The board members -- who are all the parents of brain-damaged children -- agreed to support the doctor and the move to Amarillo, as they explained, "for the best interests of all the children" involved in the program.

At the first meeting, there was a total of 110 brain-damaged individuals going through the program.

Zeman said that "due to the articles of affiliation of the mother institute in Philadelphia, a medical director is necessary." If no medical director had been located, the Hereford Revisit Center would have faced the eventual danger of closing altogether. "We did not want this to happen."

Dr. Moore pointed out that this program for the brain-damaged children was new to the medical profession and would require a lot of study. Like the late Dr. Beene, he intends to cover the program thoroughly at his earliest opportunity. Dr. Moore has eight

children and "took an interest" in the program for the welfare of those who are less fortunate than his own, he said.

It was also noted that such patients need special equipment, which is not available at Hereford or Canyon, whereas Amarillo does have such equipment and is fast becoming the medical center of the Western Plains. This was also an important factor in the decision to move.

The address of the new location in Amarillo is 807-A Lamar, just off Line Ave. Zeman described the building as larger than their present quarters here, with room for future expansion. It may be reached from Interstate 40 at the Georgia Street exit (north) or west on Eighth Street from downtown business district. It is near the Northwest Texas Hospital, at the Line-Eighth "Y".

"It may be possible that some of the donors for the Revisit Center in Hereford," Zeman said, "gave because they felt this was a local community project. However, it serviced not only Hereford but families from distances of 500 miles away. The move to Amarillo will present the institute an opportunity to not only offer better services to the children of this area but many others in the future."

He pointed out that the move to Amarillo was not removing the Revisit Center from the Hereford area. "If there are

those who feel they were misled in the use of their contributions," Zeman said, "they may make their request known at the Revisit Center in Hereford prior to April 30."

Zeman said he is in hopes that all donors will feel as the board members have -- that the move was their only alternative toward the benefit of the children involved and backed Dr. Moore unanimously. The contributions are still needed.

"We not only wish to thank the people of Hereford for their cooperation and understanding," Zeman said, "but the officers and members of the Deaf Smith Chamber of Commerce. This kindness makes it difficult to make the necessary move."

Friona Families Attend Six Flags

Mr. and Mrs. Wesley Barnett and children, Mr. and Mrs. Philip Weatherly and children, Mr. and Mrs. George Frye and children spent the Easter weekend in the Dallas-Fort Worth area.

A group tour of Six Flags Over Texas was the highlight of the weekend. B.K. Buske, a student at University of Texas, Austin, and brother of Mrs. Philip Weatherly, met the group in Dallas Friday.

The Weatherlys visited relatives at Greenville

Girl Scouts See Film

Members of Girl Scout Troop 268 met at Girl Scout House Tuesday afternoon. Mrs. C.L. Vestal Jr., troop leader, showed a film on "Our Cabana."

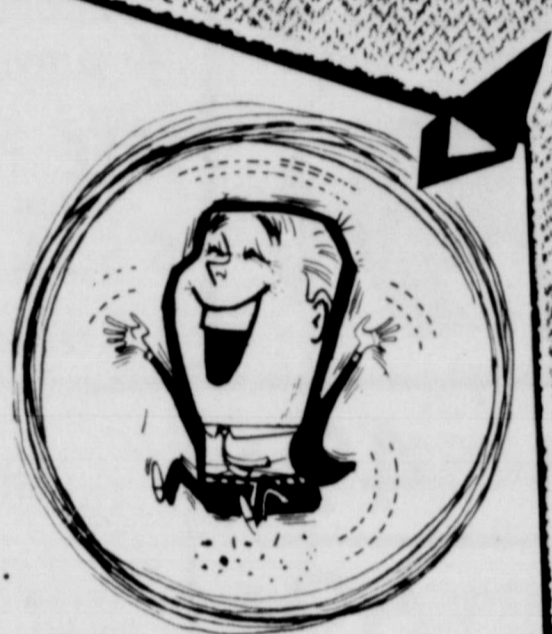
Following showing of the film Gloria Brown, hostess, served cake, ice cream and punch to Mrs. Vestal, Cindy Campbell, Ann Spears, Jonnye and Denise Cudd, Jayn Massie, Amy Sue Renner, Dorothy Miller, Nancy Scales, Susan Floyd and Gay Welch.



ATTENTION

We salute the new MISSOURI BEEF PACKERS on their formal opening this weekend and we say thanks for the business you have already given us.

DALE HOULETTE MOBIL OIL



We are proud and happy to be a part of the ever-growing cattle industry in this area and to say...

CONGRATULATIONS

... to Missouri Beef Packers on the opening of their new plant in Friona, and to the City of Friona for securing this fine new cattle industry.

RANCHERS & FARMERS LIVESTOCK AUCTION CO.

Growing With The Beef Industry In This area

*Cattle sales every Wed. and Fri.
*Horse sale every other Monday

P.O. Box 668 Phone 762-4422
Clovis, New Mexico



Announcing

MISSOURI BEEF PACKERS, Inc.

FRIONA PLANT

Is Now Completed And Ready For Open House, Sunday Afternoon, April 21.



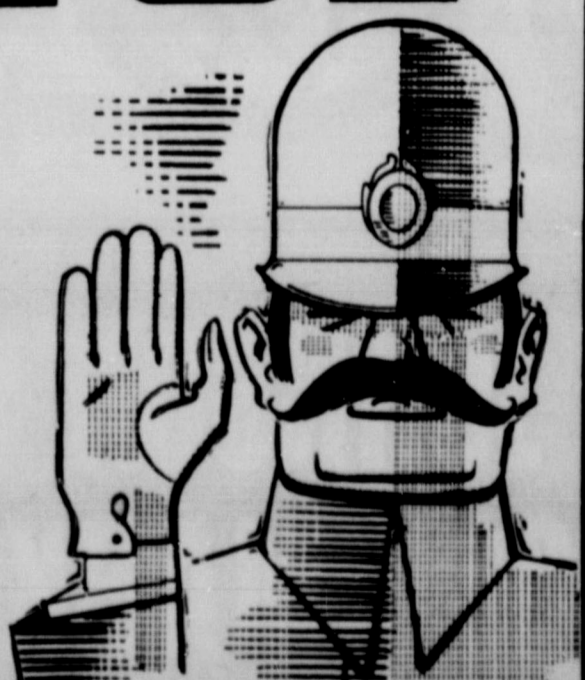
The folks at Chester Gin are proud to extend a hearty welcome to this new industry. We sincerely feel that Missouri Beef will in the future contribute much to the growth and progress of this entire farming area. Our congratulations to the men who had the foresight to see the possibilities in locating this giant beef industry in Friona.

STOP

Don't Miss The Formal Opening of

MISSOURI BEEF PACKERS

Sunday Afternoon



HOME-OWNED AND OPERATED BY

LELAND HUTSON

Main Ph 247-3270 Friona

AUTHORIZED DEALER

WHITE'S

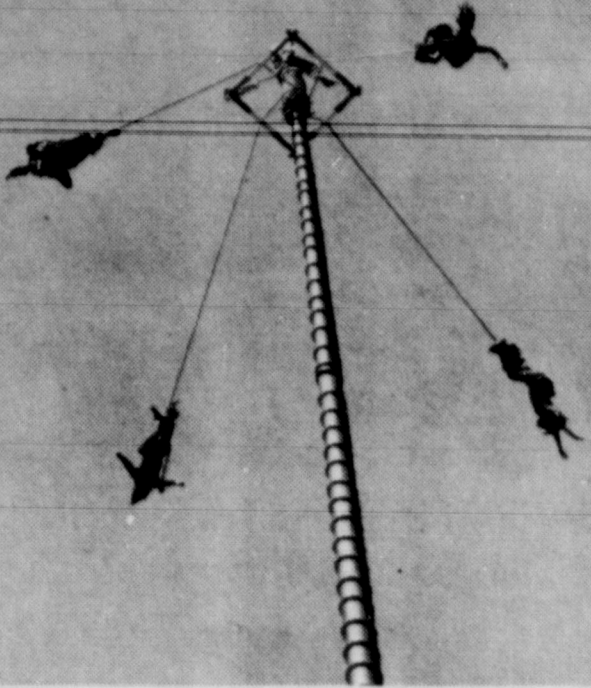
Auto Store

THE HOME OF GREATER VALUES

CHESTER GIN

Earl Chester, Owner Friona, Texas Phone 247-3185

Swinging At The Fair



When Hemisfair '68 opens April 6, in San Antonio, Texas, visitors will note one point: this is a fair in motion. Fairgoers will be able to enjoy a stately gondola glide down the San Antonio river—where Victorian houses along the banks—some 100 years old—have been restored and will be used as restaurants for various nations.

For a little faster-paced action, the Swiss Skyride will fill the bill. In cars suspended overhead from wires, riders will see a bird's-eye view of the Fair—and be able to get to any far point almost instantly.

Movers who like their action sitting down can go to the revolving restaurant atop the Tower of the Americas—a staggering 622 feet above the ground—for a view of the South Texas landscape as well as the Fair, itself. This highest revolving restaurant in the Western Hemisphere will make one complete turn every hour.

But, perhaps the most swinging event at the Fair will be at the Frito-Lay/Pepsi-Cola pavilion. There, Los Voladores, the Flying Indians of Papantla will perform their spectacular feat of climbing a 114-foot pole and "flying" to the bottom. Secured only by ropes around their waists, Los Voladores will turn in a series of 32 dizzying revolutions until they reach the ground. This flying dance has been a tradition of the Totonacan Indians for centuries and will be performed exactly as it has been done in the past—with one important exception. Originally, some provision had been

Mrs. Frances Howard, Abernathy, was a weekend visitor in the home of her mother, Mrs. A.O. Drake.

Auxiliary Members Host Salad Supper

Members of Friona's American Legion Auxiliary were hostesses at a salad supper in American Legion Hall Thursday, April 4.

The program was presented by Mr. and Mrs. Jack Flynt, Dimmitt.

Other honored guests were Mr. and Mrs. Roy Beard and Mr. and Mrs. Rhea Smith, Amarillo; Mr. and Mrs. Henry Teubel, Tulla; Mr. and Mrs. Grant Hanna and Mrs. Ira Ott, Hereford; Mrs. Neva Raybon, Mrs. Ralph Wilson and Mrs. Scott Weir.

Mr. and Mrs. Flynt are past commander and president of the Legion-Auxiliary in the Castro County Capital, Roy Beard in the Eighteenth District commander. Mrs. Ott is the vet-

eran's hospital representative, Mrs. Raybon represented Radio Station KNNN, Mrs. Wilson was a Girl Scout representative and Mrs. Weir is a charter member of the auxiliary.

DUANE REED GRADUATES
Pvt. Duane Reed graduated from basic training at the U.S. Army Air Corps station at Fort Bliss, Texas, Friday evening.

His parents, Mr. and Mrs. Leo Reed, and brothers, Harold and Jerald, attended the graduation ceremonies. Reed has been assigned to a helicopter maintenance school at Fort Rucker, Alabama, for further training.

He is a 1966 graduate of Friona High School and former employee of Reeve Chevrolet.

YIELD POWER!



SPECIAL OFFER ON FUNK'S-G

Be sure you don't miss out on the special introductory offer on FUNK'S-G this year.

BUY THREE AND GET ONE FREE on

788A, 755, 92F and 115F. Be sure to contact your local Funk's-G dealer now while the supply lasts.

Farmers the world over know that they can look to Funk's-G for Quality. **AT FUNK'S-G QUALITY** is first - Quality you can depend on.

For dependability, top yield and top quality sorghums see your FUNK'S-G dealers today.

Your Funk's - G Dealers In This Area Are

- *Clifton Harper
- *Western Ammonia
- *Tuloma Gas Products
- *Bruegel Bros. Gin & Elevator

made for the flyers' security. But, at the Frito-Lay/Pepsi-Cola presentation, Los Voladores will be on their own. Lovers of perpetual motion will find what they want at the Fair. For all ages, Hemisfair '68 will be a swinging event.



THE BELT RETURNS—New for spring: the short-sleeved cotton suit, interpreted here in orange and white prism checks. The jacket, pertly double-buttoned and belted in white, tops an easy skirt with a slight flare. By Adele of California.

SHOP AND SAVE DURING **JOHNSONS' 14th Anniversary**



FRYERS
Lb. **29¢**

Event
Don't Miss It!
All Day Saturday

- * Serving Hot Dogs All Day . . . 10¢ each
- * *Big Drawing 4 p.m. Saturday
- FREE** To Some Lucky Person (Must be present to win) 5 Sacks Of Groceries 1 Radio Clock

CHUCK ROAST Lb. **49¢**
USDA
CLUB STEAK Lb. **69¢**
Jumbo Pac
FRANKS 3 Lb. **97¢**

SHURFRESH MILK FOR GOODNESS SAKE

| | |
|---|--|
| Lanes MELLORINE 3 Half Gal. Asst. Flavors \$1 | Shurfine CAKE MIXES 4 For \$1 |
| Micro Mesh HOSE 3 Pair 99¢ | Shurfine SAUER KRAUT 303 Can 19¢ |
| Shurfine FLOUR 25 Lb. \$2.09 | MIRACLE WHIP Qt. 65¢ |
| Wishbone Creamy ONION SAUCE 8 Oz. 35¢ | Cold Box FOAM CHEST \$1.29 |
| Food King OLEO Solid 2 Lb. 25¢ | Shurfine GRAPE JAM 18 Oz. Glass 35¢ |
| Shurfine SHORTENING 3 Lb. 69¢ | Cut-Rite WAX PAPER 29¢ |
| Shurfine COFFEE 1 Lb. 65¢ | King-Size CHEER 25c off Label \$1.10 |

LEMONS 19¢ Lb.

LETTUCE Head 19¢

CARROTS 1 Lb. Pkg. 10¢

MEMBER AFFILIATED FOOD STORE

JOHNSON'S FOOD MARKET

We Are Now Giving YES Stamps

Ph. 247-2265 6th and Euclid

Here's Maurer Machinery Company's Salute To....

PROGRESS'S

The Opening Of The New **MISSOURI BEEF PLANT**

Certainly Means Progress To The Friona Area And To The Entire Texas Panhandle.

MAURER

MAURER MACHINERY CO

"Serving Packer County In The Same Location For 38 Years."

Phone 247-3250 Friona



Aerial View of Missouri Beef Packers' Rock Port plant

OUR READERS Write

Mr. William Ellis
Editor of The Friona Star

My colleagues had suggested that I enter into correspondence with you concerning a recent statement published in the periodical of which you have the honor to be editor.

The statement referred to above may be the opening wedge into one of the darkest realms of animal biology.

It makes mention of your city having recently obtained the services of a "part time dog" catcher.

The Society for the Discovery and propagation of Mammilian Freaks of which I am director is in complete sympathy with the counsel of the city of Friona. If there exists a creature such as you describe, the brute should be caught.

Please let us know the outcome of your endeavor so that we may send our writers and photographers to your city.

Yours Truly,
Nelson Louis
B.A., M.A., Ph.D.,
P.D.Q.

**Who Said
Newsmen Didn't
Have A Prayer**

"Pat Munroe, Washington, sends a clipping that debunks the myth. A Church of England clergyman wrote a ' quaint and unconventional prayer addressed to St. Francis de Sales, the patron saint of the newspapermen.' The prayer:

"Dear Patron of a harrowed tribe, grant us Thy protection. Bestow on us a little more of Thy critical spirit and a little less on our readers. Confer on our subscribers the grace of condescension in overlooking our faults, the grace of light in acknowledging our merits; and the grace of promptitude in meeting our bills. Make them less partial to complaints, more callous to rebuke, less critical to misprints. Give us beautiful thoughts, brave thoughts, so that we may have the courage to write as we think, and our readers the docility to think as we write."

LOOK!

The Big New
**MISSOURI
BEEF PLANT**
Is Ready For
OPEN HOUSE

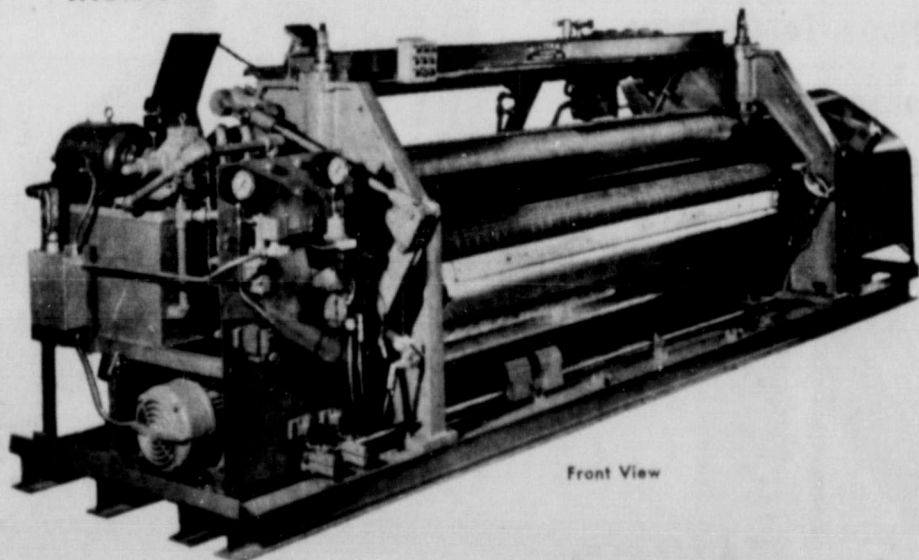
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Walt's Quality Printing

Phone 247-3208
Friona

**-THE CHARLES H. STEHLING COMPANY
IS PROUD TO HAVE FURNISHED THE
MACHINES SHOWN ON THIS PAGE FOR
THE BIG NEW PROCESSING PLANT AT
MISSOURI BEEF IN FRIONA.**

**STEHLING DE-MANURING AND
FLESHING MACHINE (Whole Hide 10½ ft.)**
HYDRAULIC



COMPLETELY REMOVES BOTH
MANURE AND FLESH
IN ONE OPERATION.

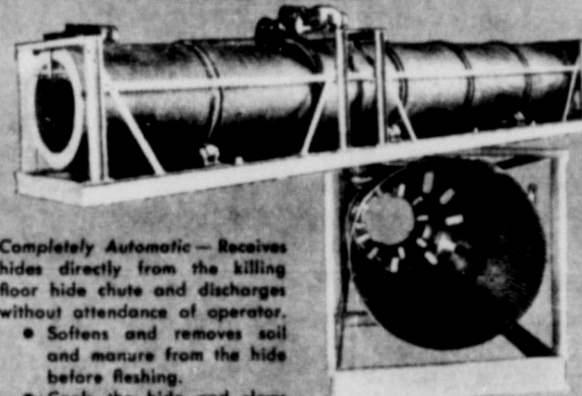
Handles the WHOLE HIDE. This is the first machine that completely removes both manure and flesh from hides in one speedy operation. Packers can now ship clean, cured hides that retain workable softness at tremendous savings in freight and handling costs.

Heavy duty design and construction throughout,

plus safe, simple, trouble-free operation.

- Saves hide fleshings for rendering.
- Permits curing of hides within 48 hours, thus reducing hide cellar space and inventory requirements.
- Simplifies grading. All hide impairments show up plainly.

STEHLING HIDE WASHER
SOFTENS AND COOLS THE HIDE BEFORE
DE-MANURING AND FLESHING.
REMOVES GRIT AND BLOOD.



Completely Automatic—Receives hides directly from the killing floor hide chute and discharges without attendance of operator.

- Softens and removes soil and manure from the hide before fleshing.
- Cools the hide and slows bacteria action.

As the washer revolves, stationary wooden pins gently agitate and advance the hides. Cold water sprays perform the washing and cooling action. Uses 2400 gallons of recirculated water and 1200 gallons of fresh water per hour.

Made of heavy gauge steel with a minimum of moving parts. Requires little maintenance.

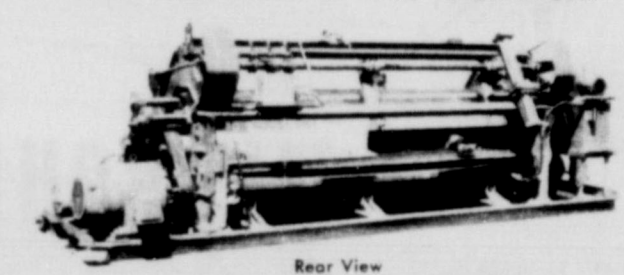
Designed to be used with the STEHLING De-Manuring machine.

20 ft. long, 4 ft. diameter. Requires 7½ H.P. W.P. motor.

30 ft. long, 4 ft. diameter. Requires 10 H.P. W.P. motor.

**STEHLING DE-MANURING AND
FLESHING MACHINE (Whole Hide 10½ ft.)**
HYDRAULIC

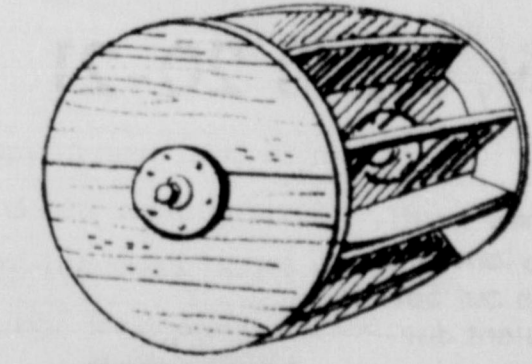
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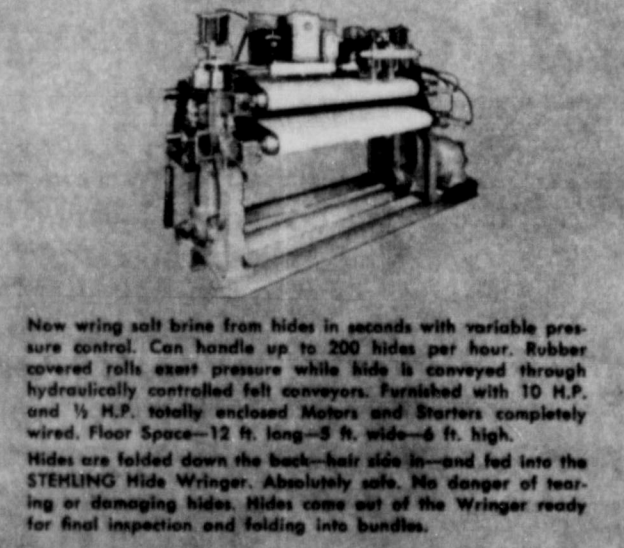
- Saves hide fleshings for rendering.
- Permits curing of hides within 48 hours, thus reducing hide cellar space and inventory requirements.
- Simplifies grading. All hide impairments show up plainly.



**STEHLING
PADDLE WHEELS
AND DRIVES**

SPECIALLY DESIGNED—ANY SIZE
FOR BRINE CURING OF HIDES.

**STEHLING
PORTABLE HYDRAULIC
HIDE WRINGER**



Now wring salt brine from hides in seconds with variable pressure control. Can handle up to 200 hides per hour. Rubber covered rolls exert pressure while hide is conveyed through hydraulically controlled full conveyors. Furnished with 10 H.P. and ½ H.P. totally enclosed Motors and Starters completely wired. Floor Space—12 ft. long—8 ft. wide—4 ft. high. Hides are folded down the back—hair side in—and fed into the STEHLING Hide Wringer. Absolutely safe. No danger of tearing or damaging hides. Hides come out of the Wringer ready for final inspection and folding into bundles.

WRITE FOR FURTHER INFORMATION TO

CHAS. H. STEHLING CO.
1303 North Fourth Street Milwaukee 12, Wis., U. S. A.
CABLE—STEHLING MILWAUKEE, U. S. A.

USED BY LEADING PACKERS AND HIDE DEALERS • WRITE FOR INFORMATION AND LIST OF USERS



WEDDING PLANS ANNOUNCED -- Mr. and Mrs. Harvey Blackstone of Route 2, Muleshoe, announce the engagement and approaching marriage of their daughter, Katie Nell to James Lee McDonald, son of Mr. and Mrs. Horace McDonald of Quitaque, Texas. Miss Blackstone is a 1965 graduate of Lazbuddie High School and will be a senior home economics education major at Texas Tech next fall. Lee is a 1962 graduate of Quitaque High School, a 1967 graduate of Texas Tech with a major in agriculture education. He is presently teaching in the Flower Grove Independent School System. The couple will exchange vows June 7 at 7:00 p.m. in the Muleshoe Church of Christ. All friends and relatives of the couple are invited to attend.

Local Bowlers Attend National Tournament

Four local women's bowling teams participated in the National Women's Bowling Tournament at San Antonio last week. Sponsors, captains and team members were:

Claborn Funeral Home and Flora, Sondra Nichols, captain, Joy Beaten, Bonnie Jones, Faye Southward and Lillian Clark. Sherley Grain, Bovina, Jo Ann King, captain, Clara Prof-fer, Elizabeth McLellan, Blanch Osborn and Lillian McLellan. Sherley Grain, Lazbuddie, Chris Ivy, captain, Betty Lou-

ise Rector, Billie Southward, Marian Parks and Patsy Blair. Fleming and Son Gin, Betty Renner, captain, Lillie Mae Baxter, Cherry Mingus, Carrie Shirley and Gertrude Renner. Results of the tournament will not be announced until a later date.

Requests for hotel reservations at HemisFair'68 should be addressed to Visitor Services, Inc., P.O. Drawer H, San Antonio, Texas 78206.

Society

Next Year's Brownies Special Guests

Guests at the Monday afternoon meeting of Brownie Troop 22 were next year's Brownies and their mothers. The meeting, which was held at Girl Scout House, began with a play entitled, "The Brownie Story."

Characters were Robin Zetsche, grandmother; Linda Nelson, grandfather; Kathy Martin, Mary; Linda Saiz, Betty; Diane Westbrook, The Owl; Lisa Buchanan, Bonnie Fallwell, Reva Kelly, Joy Massey, Lynn Miller, Mary Walker and Jamey Clough, The Forest.

The Brownie B's were presented by Holly White, Diana Clark and Randa Allen. Angela Horton and Juanita Miller presided at the guest book. Those assisting at the serving table were Barbara Rhodes, Sharla Benge, Connie Martinez, Karen Stevick and Paige Osborn.

Those leading songs and games were Faith Mays, Diane Light, Cindy Smiley and Gigi Springs. Torey Myers and Debbie Fallwell were unable to attend because of illness.

Refreshments of punch, cookies and Easter eggs were served to the troop leaders, Mrs. Grady Nelson, Mrs. Ronald Smiley and Mrs. Hendrix Wheeler, the Brownies and guests.

Guests signing the register were Mrs. Russel O'Brian; Mrs. Earl Hawkins; Mrs. Dale Westbrook; Mrs. C.L. Vestal and Burk; Mrs. Andy Wilson and Debbie; Mrs. Ronald Smiley and Vickie; Mrs. L.L. Deaton and Gay; Mrs. Marvin Welty and Geni; Mrs. Clarence Monrie and Renae.

Also Mrs. Dwain Menefee and Debbie; Mrs. Charles Snyder and Delia; Mrs. Eune Mar-

tin and Robin; Mrs. Gerald Shavor and Sherrie; Mrs. Bob Owen and Julie; Mrs. Ed Clark and Teresa; Mrs. Leroy Lundy and Christi; Mrs. L.A. Milligan and Tina; Mrs. Bill Ellis and Laura and Mrs. Jim Roy Clements and Joan.

Also Mrs. Tom Pruett and Priscilla; Mrs. Floyd Rector and Donna; Mrs. Carl Dandridge and Dianna; Mrs. Adriana Garza and Rosa; Mrs. Thomas Mason and Jan; Mrs. Larry Fairchild and Tammy; Mrs. Loyd Chesher and Cindy; Mrs. James V. Edelman and Karen; Mrs. Walter Cunningham and Christi; Mrs. H.H. Horton and Tracy and Mrs. Ronnie Webster and Tonya.

Also Leanne Crozier, Alicia Spring, Shari Jones, Gay Clark, Eugenia and Tommie Nelson.

It's A Girl For Whites

Samí Renae is the newest member of the family of Mr. and Mrs. Edward S. White Jr. She was born at 7:54 p.m., Saturday, April 13, at Parmer County Community Hospital and weighed 7 lbs. 12 ozs.

Samí has two brothers, John, Claude, 11, and Larry Gene, 7. Her grandparents are Mr. and Mrs. E.S. White Sr., Friona, and Mr. and Mrs. C.W. Bradley, Melrose, New Mexico.

Mrs. White and Samí were dismissed from the hospital Tuesday afternoon.

Fiesta Island, the HemisFair funland located around the base of the Tower of the Americas, includes two dozen assorted rides.

Rummage Sale Begins Friday

A series of rummage sales, which were planned at the Tuesday afternoon meeting of Girl Scout Troop 268 at Girl Scout House, will begin Friday of this week in the building formerly occupied by Houser Grocery and Market at the corner of Seventh and Main. Then sales will be held each Friday and Saturday through May 3.

Anyone desiring to contribute used clothing, household articles, books or "white elephants" is invited to call Mrs. C.L. Vestal Jr. or Mrs. Louis Welch to have them picked up or to bring them by the sales location.

A report was made on Saturday's Bake Sale and another one was discussed. Plans were also made for a slumber party at Girl Scout House, Friday, April 26.

Refreshments were served by Cindy Campbell to Sandy Reznik, Jayn Mastele, Gay Welch, Jonnye Cudd, Denise Cudd, Dorothy Miller, Ann Spears, Amy Sue Renner, Nancy Scales and Mrs. Vestal and Mrs. Welch, leaders.

Dinner Meeting Slated Tonight

Eugene Bandy, president of Friona Young Farmers, has announced a dinner meeting at Parmer House Restaurant beginning at 7:30 p.m. to-day (Thursday).

Clark Dobbs, a representative of Lindsey Seed Company, will present the program. Bandy urges all members to be present for dinner and the program.

P.S.
Preston Smith

(Pd. Pol. Adv.)

Announcing Chevrolet's new Torque-Drive.

Nobody else offers anything like it at the price.

Torque-Drive does away with the clutch pedal. Most of the shifting, too. And for the most economy, it's available exclusively on all Camaro sixes and Chevy II

Nova 4- and 6-cylinder models.

Look how simple it is. You accelerate in 1st, then shift to Hi for cruising. That's all. If you like, you can even start in Hi. And accelerate from standstill to cruising speed. It's just a little slower that way.

The shift lever is conveniently located on the steering column, and there's a selector quadrant with easy-to-read indications: Park-R-N-Hi-1st. Only your Chevrolet dealer has it—clutchless driving at only \$68.65.

The first no clutch one shift

\$68.65*

transmission

Only Chevrolet has it.



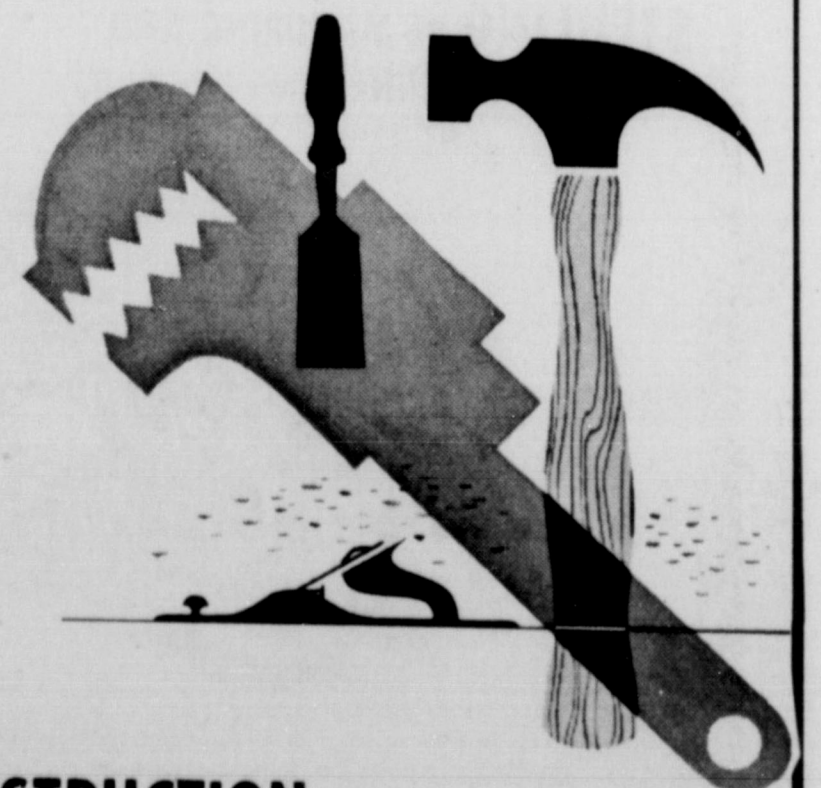
*Manufacturer's suggested retail price including Federal Excise Tax. State and local taxes additional.

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*Is Your Present Home Cramped For Space?

We've Been Helping Friona Grow For Many Years, And Hope To Continue To Do So For Many More Years!



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HI-PLAINS SAVINGS & LOAN ASSOC.

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Hereford, Texas

Phone 364-3535

Connie Beth Vaughn Weds Sgt. Ted Gragg

Wedding vows were exchanged between Connie Beth Vaughn, daughter of Mr. and Mrs. Richard Vaughn, Route 2, Friona, and Sgt. Ted Gragg, Amarillo, Air Force Base, at 7 p.m., Saturday, March 30, in First Baptist Church Chapel, Bovina. The double ring military ceremony was read by Rev. Ken Moore, pastor, before an altar arrangement of tiered candelabra holding white tapers and baskets of white glads and greenery.

Parents of the groom are Mr. and Mrs. Lemuel Wallace Gragg, Conway, South Carolina. Ann Clearman, organist, presented traditional wedding selections and accompanied Mark Langley, soloist, Plainview, as he sang, "More", "Always", and "The Wedding Prayer."

Maid of honor was Karon Estes, a Texas Tech student. She wore a mint green dress of dacron polyester crepe and carried a colonial bouquet of blue mums with blue streamers. Her headpiece was a bow made of matching material.

Bridesmaids were Vicki and Shelley Vaughn, sisters of the bride, and Laressa Clayton, Amarillo. They wore dresses identically designed to the one worn by Miss Estes in blue dacron and polyester with matching head bows and carried colonial bouquets of green mums with green streamers.

Lemuel W. Gragg served as his son's best man. Groomsmen were Rodney Oakley Gragg, Conway, South Carolina, brother of the groom; Donald P. Moore, Kenuche, Wisconsin and David Kelly Hovellhan, Houston. Ronald Frank, Memphis Tennessee, and Charles Sidney Lungsford, Oklahoma City were ushers and candlelighters.

The bride was escorted to the altar and presented in marriage by her father. She wore a formal wedding gown of white linen designed with an Empress waistline edged with white lace. The long fitted sleeves were also edged in white lace. A detachable wattleau train edged in matching lace fell from the back of the waistline.

Her chapel length veil of illusion was edged in white lace matching the trim on her wedding gown. For something old



SGT. AND MRS. TED GRAGG

she wore a penny in her shoes, which was minted in the year of her birth and that of the bridegroom. Her only jewelry was a string of pearls, which was a gift from the groom. She borrowed a white handkerchief from her maid of honor and wore a blue garter trimmed with pearl hearts, which was made by her aunt, Mrs. Glen Pulliam.

She carried a cascade arrangement of white orchids entwined with pearl ivy and tied

with satin streamers atop a white Bible.

Mrs. Vaughn chose a beige imported linen suit with matching lace and accessories for her daughter's wedding. The groom's mother wore a pink dacron polyester crepe dress-maker suit with matching accessories. Their identical corsages were of orchids.

Sgt. and Mrs. Gragg greeted guests at a reception in Fellowship Hall of the church following the ceremony.

The bride's table was covered with a white linen cloth with matching lace edge and centered with two silver candelabra holding six white tapers. Silver and crystal appointments completed the table setting. Guests were served by Lynn Looney, a student at West Texas State University, and Janet Bishop, Lubbock.

Mrs. Gragg is a graduate of Bovina High School and a junior at West Texas State University. Her husband, a graduate of Conway High School, attended Clemson University, Clemson, South Carolina, before enlisting in the United States Air Force. He is currently stationed in Amarillo.

Ceremony Unites Kay McKee, Don Davis

Union Congregational Church Friona, was the scene of the wedding of Kay McKee, daughter of Mr. and Mrs. R.B. McKee, Friona, and Donald Ray Davis, son of Mr. and Mrs. R.V. Davis, Hereford, at 4 p.m., Saturday, April 13.

The double ring vows were read by Rev. Eugene Brink, pastor of First Christian Church, Hereford, and Rev. Paul Mohr, pastor of Union Congregational Church, before an altar arrangement of yellow candelabra holding white tapers with baskets of white stock and fern.

Escorted to the altar and presented in marriage by her father, the bride wore a cathedral wedding gown of antique satin designed with an A line skirt enhanced with inset panels of Belgian lace. Her veil was a mantilla of bridal illusion bordered with white lace. She carried a cascade arrangement of white shasta daisies atop a white Bible.

Mrs. Joe D. Tongate, Denver City, was her sister's matron of honor. She wore a street length dress of yellow Irish linen and matching accessories. She carried an arrangement of white mums. Sydonia Tongate, Denver City, niece of the bride, was the flower girl. She wore an orange linen dress and carried a basket of shasta daisies.

Bill Nazworth, brother-in-law of the bride, was best man. Ushering duties were performed

by Wendall Webb, Hereford, nephew of the groom.

Traditional wedding selections were provided by Mrs. R.S. Alexander, organist, Mrs. Alexander also accompanied Mrs. Paul A. Mohr and Mrs. John F. White, vocalists.

The couple greeted guests at a reception in the church Fellowship Hall following the ceremony. Guests were registered by Mrs. James A. McKee, San Antonio, sister-in-law of the bride. Cake and punch were served by Mrs. Bill Nazworth, Friona, sister of the bride, and Mrs. Archie Webb, Hereford, sister of the groom.

Following a wedding trip Mr. and Mrs. Davis will be at home in Dallas, where he is attending school. He is a graduate of Hereford High School and has completed a tour of duty in the United States Army. Mrs. Davis, a 1961 graduate of Friona High School, has been an employee of Rockwell Brothers Lumber Company in Hereford several years.

Out-of-town guests signing the register were W.E. Knox, Cheryl and Valerie, El Paso, Cromer Knox, Post; Mr. and Mrs. J.H. Knox, Denver City, Mr. and Mrs. Jim Paulson, Blair, Nebraska; Mr. and Mrs. Mike McKee, Denver City; Mr. and Mrs. D.R. Vandiver, Mr. and Mrs. Archie Webb, Mr. and Mrs. R.V. Davis, Mr. and Mrs. Bruce Coleman, Mrs. Logan and Rev. and Mrs. Eugene Brink, Hereford.



MRS. DONALD RAY DAVIS

Rules For Keeping Spring Flowers

Beautiful Spring flowers in an arrangement will last longer by following a few simple rules:

1. Select flowers — tulips, daffodils or iris — that are still tightly in bud. Allow them to open in your arrangement.
2. Assemble the materials you'll need: vase or bowl, sharp knife, pin holder or block of floral foam, floral clay or cellophane tape.

3. Cut each flower stem on a slant with sharp knife. This makes it easier for flowers to absorb water. If flowers are not to be arranged immediately, place them in a pail of water wrapped in florist or wax paper.
4. Anchor pin holder in dry container with floral clay. If floral foam is used, keep it in place by taping with cellophane tape to the side of the container.

5. When arranging, keep taller flowers in the rear; in centerpieces they should be in the middle of the arrangement. Use sprays of heather, forsythia or pussywillow to complement the bulb flowers.
6. Keep tulips, daffodils and iris in at least 3 inches of water. Fresh, lukewarm water should be added every two or three days.

7. Keep arrangement away from hot radiators and out of direct sunlight. Heat and sun speed up life cycle of flowers. They last longer in cool, unless spots in the room.



EG

Daughter Born To Bill Boatrights

Mr. and Mrs. Bill Boatright, Rochester, Washington, became parents of a baby girl at 10 p.m., Sunday, April 14. She was named Belinda Sue and weighed 7 lbs, 5 ozs.

Mrs. Boatright is the former Linda Rector. Belinda Sue's grandparents are Mr. and Mrs.

Milton Boatright, Clayton, Oklahoma. Her great-grandparents are Mr. and Mrs. Foister Rector.

Mrs. Boatright is a graduate of Friona High School. She made her home with her paternal grandparents, Mr. and Mrs. Foister Rector.

Frionans Attend Mobeetie Funeral

Odin Vernon, long time resident of the Mobeetie area of Wheeler County, died March 31, following a brief illness. He was the brother of Mrs. Joe B. Douglas Sr., and son of the late Mrs. Sarah Vernon, who

resided here several years.

Mr. and Mrs. Joe B. Douglas Sr., Mr. and Mrs. Mike Ellis, Mr. and Mrs. Ed Hicks and Mr. and Mrs. Gene Welch attended the funeral services there.

Welcome

To The Big New
MISSOURI BEEF
FRIONA PLANT

We at Claborn's are happy to welcome this fine new industry to Friona. It is most fitting that this big processing plant be located here in the heart of the nation's grain producing area, thus creating more jobs and more outlets for our local crops.

Claborn's

Funeral Home — Floral
Friona, Texas

WELCOME TO MISSOURI BEEF PACKERS

We are happy to have been chosen to supply the new packing plant with torginol seamless floors and wall surfacing. Best wishes to the new plant, and all success in the future

BIG-T PRODUCTS, INC.

Jim Calder
Eldon Calder
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SEE **HI-PLAINS** SAVINGS and LOAN ASSOCIATION 4th and Sampson FOR **HOME LOANS** TO **REFINANCE** BUY or BUILD REMODEL

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Class Meets In Clyde Hays Home

Seven members of Gleaners Sunday School class of First Baptist Church met at the home of Mrs. Clyde Hays Tuesday evening for the regular monthly business and social meeting. The devotional was presented by Mrs. Spencer Hough. Following a brief business session, refreshments were served by the hostess to Mrs. Hough, Ed Hicks, John Wright, Joe B. Douglas Sr., Grover Goggans, and J.T. Carroll.

HOME PROTECTION

A phone by the bed and Yale pin tumbler cylinder locks on windows give extra protection from thieves. Going away? Don't let a dark house—and newspapers and milk bottles on the doorstep—give away your absence.



Our town must have been just about deserted during the Easter holidays. Of course, those who stayed at home probably had company to make things come out even. Think the Wesley Fosters were a jump ahead of the rest of us. They flew out to California to visit Pat and Dee early last week and made it back in time to open the store Monday.

The John Bingham, John and Terry; Eddie Barker, Tommy Mars, and Randy Ellis; the Ray Murphrees and family and Lana and Phyllis Remer; the Jay Claborns and Marion Fites and probably others spent a long holiday at Brownwood. If anyone needed an excuse to go to San Antonio and the HemisFair, the National Women's Bowling Tournament made a good one. Lloyd and Betty Rector, Junior and Betty Renner, Lillian Clark, Faye Southward, Billie Southward, Elizabeth McLellan, Lillian McLellan, Lillie Mae Baxter, Cherry Mingus and Carrie Shirley were some of the bowling enthusiasts who took in the tournament. The Loyd Mingus family, Louis and Mamie Lou Welch and family and the Ed Clarks were also seen taking in HemisFair.

Frionans were also seen at Conchas Lake, Ute Lake and other vacation spots. A lot of our college students were home for Easter and spring vacations.

Even though our town isn't really a convention city, we are going to have lots of visitors this weekend. Missouri Beef Packers is having open house and will have guests from far and near. A special train will be brought in on the Santa Fe, people will be flying in from every direction and people will be driving from every where.

Plans have been made by local Chamber of Commerce officials and many of our residents will be volunteer hosts during the two day affair.

Then Friona Jaycees are sponsoring the eighth annual Friona Junior Rodeo, so we will have cowboys, cowgirls, horses and trailers from all over the Panhandle in our midst, too. Maybe it would be a good idea if all of us stayed home this weekend and helped make our many many visitors feel welcome.

Howard and Pat Fleming chose a unique birth announcement for their fourth son, who was born recently. Cotton cards in blue were printed in black ink. Just under the hole, through which small copper wires are inserted for tying the tags onto the bales of cotton, the name "Bruce Howard Fleming", was printed.

Then under the U.S. Department of Agriculture heading was the following classification memorandum: Gin Bale No: 4; Producer's Name: Pat and Howard Fleming; Whse. No.: 1205 W. 6th St.; Date: April 7, 1968; Time: 4:15 a.m.; Grade: Boy; Staple: 19 inches; Bale Weight: 6 lbs. 13 ozs; Gin: Fleming and Son Gin, Friona, Texas; Classification Office: Parmer County Community Hospital; and Chairman, Board of Classification: Dr. Robert Alexander.

The Floyd family spent the weekend in Albuquerque. One of Parmer County Community Hospital's first doctors has been there several years and visiting briefly with him was a pleasure. If you haven't been here more than 18 1/2 years, you probably do not remember him. However, at least one of our present hospital staff members will remember Dr. Elmo D. Anderson.

One of the nicest compliments he paid Friona was "My collection percentage while I was in Friona was the highest I've had anywhere and far above the national average." From Friona he went to Clovis, where he stayed about five years. Then he was with the Veteran's Hospital in Albuquerque several years before going into private practice.

Apparently there has been some misunderstanding about the project members of the local American Legion Auxiliary are working on for Poppy Day and Memorial Day. They are interested in pictures and information concerning every local man who is currently serving in the United States Armed Forces.

Some reports have been going around that only men who are presently in Viet Nam are to be featured in the project. This is an error and families of all servicemen are being invited by Mrs. Roy Wilson, auxiliary president, to cooperate with the organization.

In this enlightened age when all of us are stressing the importance of excellency in every area of living, maybe we should stop occasionally and think of the many things which have been accomplished by mediocre men.

It was the mediocre men who were the horse and buggy doctors who drove miles through the snow and sleet to the isolated farms and sat up all night to save the lives of little children, when they knew they would never be paid.

It is the ordinary men who have saved and scraped to build and own all the little white homes with green shutters which dot the landscape of this continent, where the roses peep in the windows and the babies peep out.

It is the mediocre men of this continent who drop everything that is important to them, and don uniforms and sail half way 'round the world to fight and die that liberty may live.

It is men like these who form the boards which finance the hospitals, direct the community chests, the summer camps, and other welfare movements of the continent.

Such men built our schools and have taught and inspired the youth of our nation throughout our history, in spite of lack of appreciation, low salaries and equipment inadequate to do the job as they know it should be done.

Yes, ordinary, mediocre men have made this country what it is today.

The hand that lifts the cup that cheers should not be used to shift the gears.

PFC Williams Honored With Family Dinners Attend Funeral

Freddy Williams, who has been on leave from Germany, was honored with a family dinner at the home of his parents, Mr. and Mrs. T.A. Williams, Sunday of last week.

Others present included his maternal grandparents, Mr. and Mrs. E.E. Taylor; Harold Taylor; Mr. and Mrs. Clayton Taylor, Tress, Kirk, Trent and Brent; Mr. and Mrs. Ralph Taylor and Mike and Mr. and Mrs. Glen Taylor of Dimmitt.

Professional Meet Planned

A get-acquainted meeting has been planned for all registered nurses in Friona and the surrounding area. The meeting will begin at 7 p.m. Thursday, April 18 at Parmer House Restaurant.

Mrs. Gladys Wilson, co-ordinator, cordially invites any registered nurse in Parmer County to attend.

Later Freddy was honored with another family dinner at the home of his grandparents, Mr. and Mrs. E.E. Taylor, which was followed by ice cream and cake at the home of Mr. and Mrs. Clayton Taylor. Those present, besides Friona relatives, were Mrs. Friona relatives, Mrs. Ed, Mrs. Glen Taylor and Edwin, Dimmitt, and Mollie Seright.

PFC Williams left last week for overseas duty with the armed forces in Viet Nam.

Mr. and Mrs. O.T. Patterson returned from Nevada, Texas, late Sunday after attending funeral services for Mrs. Mae Puckett, who had resided in Amarillo a number of years.

Mrs. Puckett, the mother of Dr. Howard Puckett, died at a convalescent home in Amarillo Friday and was buried at Royce City Saturday.

Mr. and Mrs. David May were recent visitors in the homes of his grandparents, Mr. and Mrs. Foster Rector and other Friona relatives. Mrs. May was Cheri Buckner of Newport, Virginia, before her marriage to May March 30, May, who is serving in the United States Navy, is the son of Mrs. Clara Trowbridge, Hereford.

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Something NEW! Is Coming SUNDAY! MISSOURI BEEF PACKERS OPEN HOUSE

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You'll save money this spring, and make money this fall! Take advantage of this special introductory offer—one bag free with every three. Plant your entire sorghum acreage with uniform, high-yielding Lindsey/Funk's-G sorghum. This is 10,000-pound-an-acre sorghum. The hybrid: 788A. The location: West Texas. This is the yield power you must have to realize your highest possible profit per acre. Choose from the highest-yielding grain hybrids 788A and 755. Or top-tonnage silage hybrids 92F and 115F. Funk's-G means quality all over the world. For top quality year after year, plant 100-percent Funk's-G Hybrid. See your Funk's-G dealer for these money-saving, money-making sorghums. And take advantage of this introductory offer of quality: get one bag free with every three!

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Friona People Come To Family's Rescue

By Mrs. John F. White

We frequently hear remarks to the effect that "all you see in the papers is the violence and misery in the world." The good seems to be less interesting. However, Friona people have been known to join together to help a family who has lost everything they had in a fire or to gather their equipment and plow the land of some farmer who has been sick or had an accident.

This past week five Friona families have had an opportunity to be good neighbors in still another way. Rev. Paul Mohr, minister of the Congregational Church, learned of a local family where the mother was sick and in need of major surgery. She has seven children, ages six months to thirteen years.

These children needed to stay with another family for at least one month. Rev. Mohr contacted two other local ministers.

Rev. Donnie Carasco of the Mexican Baptist Mission and Rev. James Price, minister of the Methodist Church.

In only two days families were located who wanted to help with the children. Two of these families were able to keep children for only one half the time but two other families will take the children at the end of the first two week period.

The mother, Mrs. T. Bejerano, is now a patient in an Amarillo hospital and has had one operation. She is still to have another one next week.

The families who are keeping children, or who will be keeping them, are the families of James Price, Otho Whitefield, Donnie Carrasco, Domingo Redandox, Eric Rushings, W.M. Massie and one family who did not wish to be named.

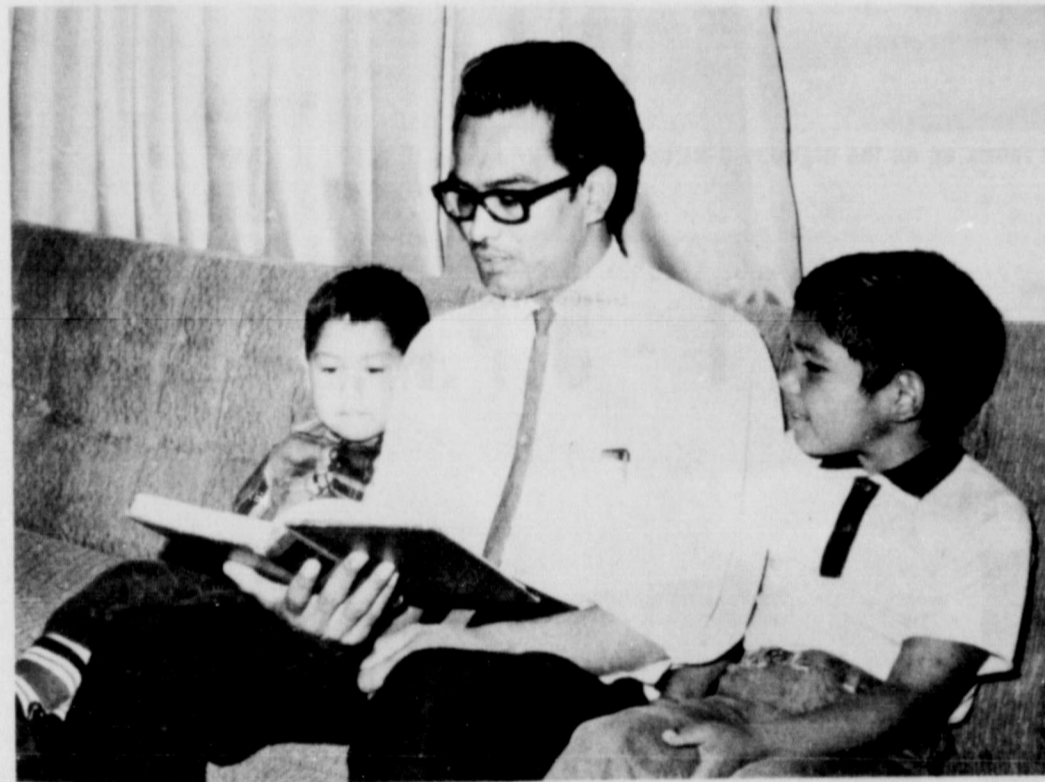
Some other families may be called upon later to help.



"FOSTER" CHILDREN. . . Several families in Friona are helping the Mary Bejerano family during her hospitalization and operations. Above, Rev. James Price, Methodist minister, poses with Juan and Castulo, who spent some time in the Price household. Below, Rev. Donnie Carasco reads a story to his son, Ruben, right, and one of the younger Bejerano children, Joe, on the left.

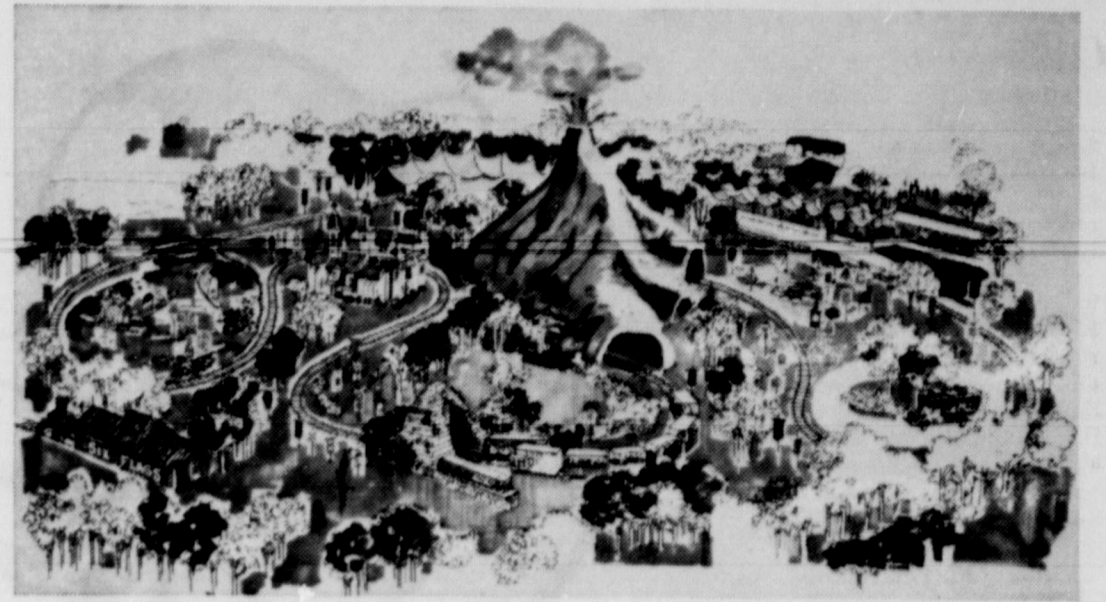


COACH ARRIVES. . . Fred Dawson, new assistant football coach at Friona High School, has arrived in Friona and begun his duties. Dawson will assist Coach Bob Owen, who was elevated to the head coaching position upon the resignation in January of Coach Don Light. Coaches Dawson and Owen are shown going through a copy of the "Chieftain" yearbook.



GARDEN LOOK

Daisies tell the latest news in home decor. For the bath, new Cheinco metal wastebaskets in daisy patterns now match soft, two-ply Delsey bath tissue. Blue and green daisies on a white background, pink and orange on white and orange and gold on yellow, add new dimension to interesting bath decor. Baskets are available at supermarkets and department, chain, variety and hardware stores.



SIX FLAGS Over Texas, the state's most popular tourist attraction located midway between Dallas and Fort Worth, will introduce a new Mexican section, as seen in this artist's conception, when it opens its 1968 season on April 13. Part of a \$2,000,000 expansion program, the ride includes a 60-foot volcano which explodes and erupts, pouring lava down the mountainside towards the passenger-filled trains below.

Best of Luck

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Panciera Tire & Supply

WELCOME

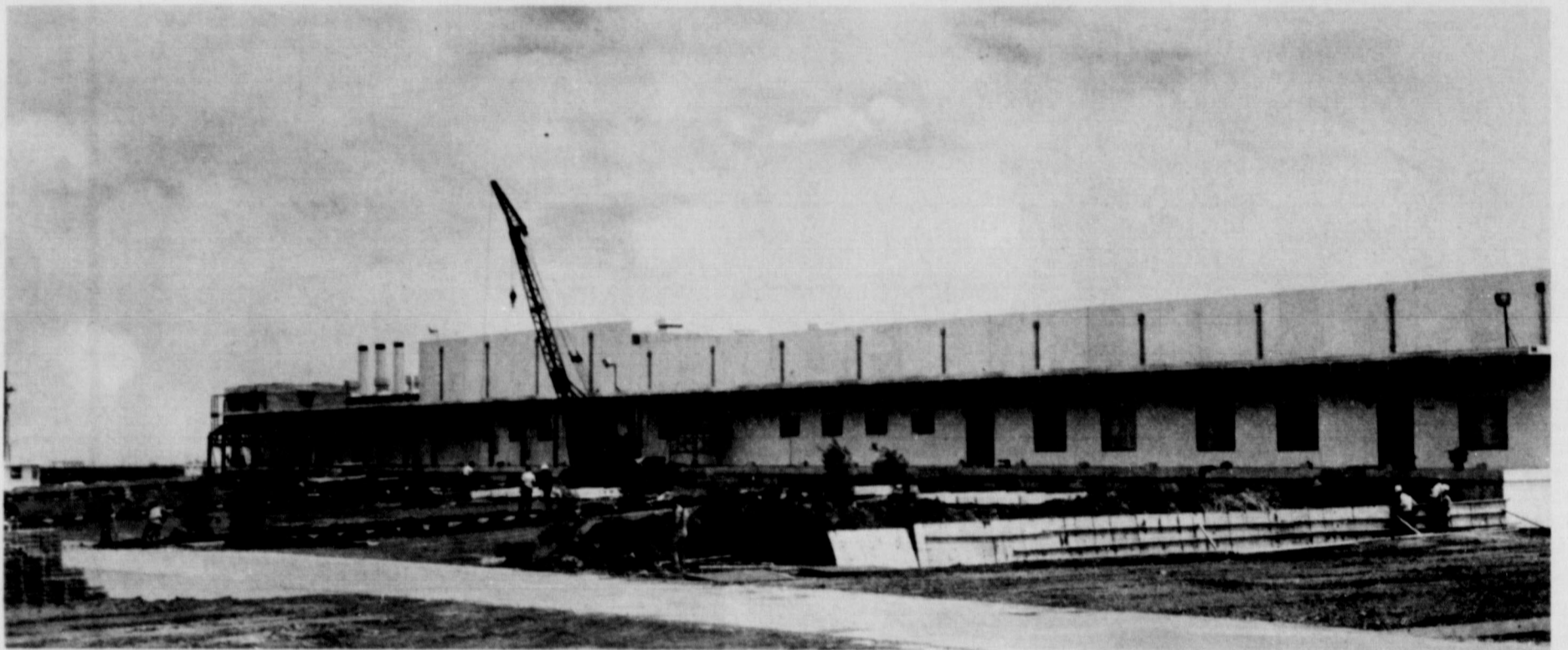
MISSOURI BEEF PACKERS

ATTEND OPEN HOUSE SUNDAY APRIL 21 1-5 P.M.

KENDRICK OIL COMPANY
PHILGAS

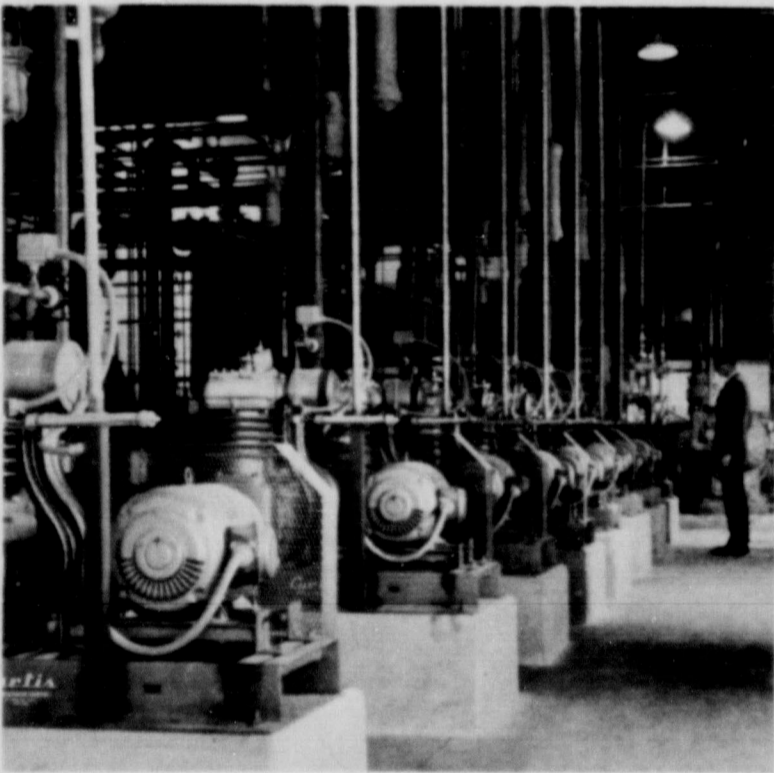


REDDY WELCOMES MISSOURI BEEF PACKERS, INC.

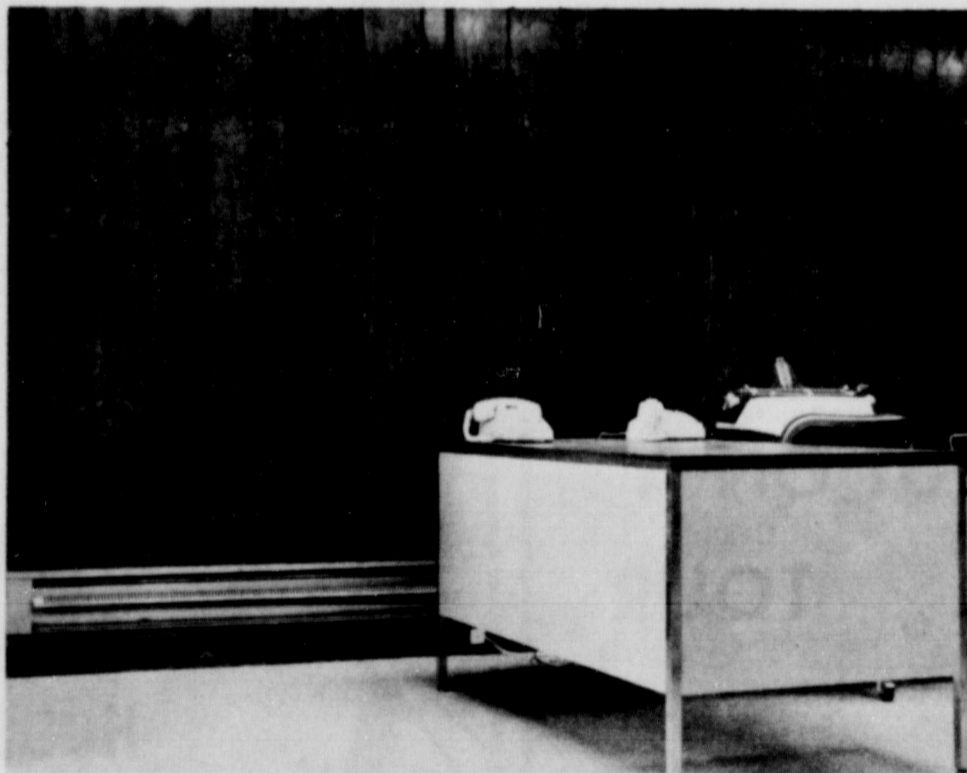


In final stages of completion, the huge Missouri Beef Packers plant looms up on the highway 3 miles west of Friona on U.S. 60. It is the largest in the United States.

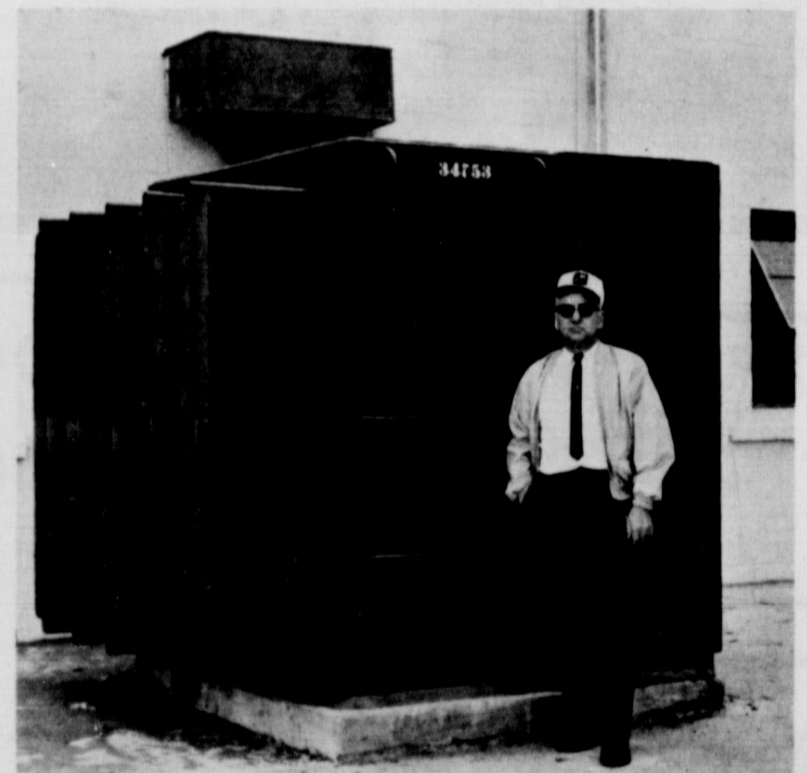
Plan now to attend **OPEN HOUSE** this Sunday 1 - 5 P.M.



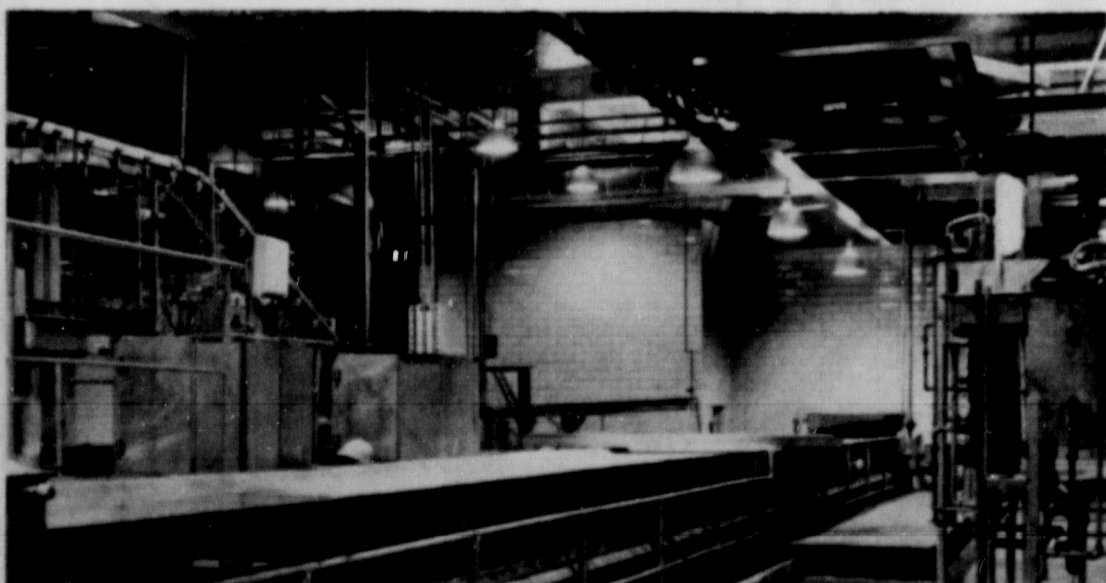
Reddy supplies the electric power to drive these 8 giant 20 horse-power electric motors which, in turn, drive the air compressing equipment for plant use.



Missouri Beef Packers chose efficient electric heating for wintertime comfort for its personnel. Executive and general offices all feature electric heating.



Hank Outland, Public Service manager dramatizes size of huge "pad mount" transformer, largest on the Public Service system. It reduces 23,000 volts to 480 volts for in-plant use.



Excellent industrial lighting contributes to the efficiency of this modern packing plant which is licensed to handle 250 head of cattle per hour.

Reddy is glad that he can supply the electric power so necessary to the growth of the area he serves. Reddy is truly ready and power-full to serve industry, businesses and residences with dependable, low-cost electric power.



The
ELECTRIC
Company

Shackelford Traces Events Leading To MBP Plant

How did Missouri Beef Packers come to locate in Friona? This is a question thrown out quite often by area members of the press, and it's a question which can't be answered "in 25 words or less," but one which can be traced definitely by certain Friona personalities.

For, while a packing plant for Friona was just a fond dream for a major portion of the population, there were some who were doing more than dreaming -- in order to make the rest of the people's dream come true.

Back in August of 1966, a personal friend of Dr. Loyd Shackelford, Dr. J. Howard Morrison of Tyler, visited in Friona with Dr. Shackelford.

Dr. Morrison had grown up on ranches, so Dr. Shackelford was anxious to show him the modern trend in cattle feeding, and gave him a tour at Friona Feed Yard. The Tyler doctor was impressed -- in fact, shocked, at the huge number of cattle which were fed in one concentration.

Sometime later, Dr. Morrison was lecturing at a dental meeting in St. Louis, and he became acquainted with a Dr. Suggert, who had just invested some money in a young, vigorous beef packing company -- Missouri Beef Packers of Rock Port, Mo.

During the course of their conversations, Dr. Morrison told Dr. Suggert about his acquaintance in Friona, and about the area's feedlots, where as many as 27,000 head of cattle were fed in one installation.

Hearing this figure, Dr. Suggert told his friend that he was surely mistaken -- this sounded too high. "Well, I might have misunderstood, but sometime when it's convenient, I'll arrange for you to meet Loyd and he can tell you for sure how it is," Dr. Morrison said.

Later, at a Dallas dental meeting, Dr. Morrison arranged an "accidental" meeting between Dr. Suggert and Dr. Shackelford. Dr. Suggert was a close

friend of George Knepper, a major stockholder of Missouri Beef Packers, and knew of the young company's plans to expand, and mentioned it to Loyd.

He gave Dr. Shackelford the names of Knepper, Harry Nelson, and Gene Frye and how to get in touch with them.

Upon returning home, Dr. Shackelford did a lot of telephoning -- visiting with the Missouri Beef officials quite a lot by telephone, confirming their expansion plans and planting the seed for an interest in Friona.

In early December 1966, Loyd arranged a meeting in Rock Port involving local business leaders. Dr. Shackelford, A.L. Black, Frank Spring and Jack Carrothers went to Missouri and met with most of the members of the board of directors of MBP.

"The Missouri Beef people showed an interest in coming to Friona, practically from that first meeting. It seemed to be just a question of working out a program which would best suit both parties," says Dr. Shackelford, who was the eternal optimist throughout the quest for the new industry.

Just before Christmas, 1966, three of the Missouri Beef officials were guests of the Frionans, and during the trip were able to meet various civic leaders in a meeting at Friona State Bank, the first "public" exposure to local people of the possibility of a packing plant for Friona.

After that the meetings and telephone conversations were oftener and more serious between the Friona and Rock Port residents.

"Harry Nelson told me early in our dealings that one of the biggest deterrents to swinging such a deal was a 'breakdown' in communications. We decided to talk with each other every working day, to guard against this happening," Shackelford relates.

"Sometimes we'd just talk about going fishing, or the

weather, but we hardly ever missed a day talking with each other. Missouri Beef had a Watts line, so this helped some on the telephone bill. "One day my office secretary timed me, and I was on the telephone a total of five and one-half hours," he added.

In March of 1967, the negotiations were bearing fruit, and in early April A.L. Black and MBP officials went to Austin, where a big hurdle was passed as the Securities Exchange Commission approved the Missouri company's stock merger proposal, should it expand to Texas.

"A.L. was the key man in this drive. We'd never have sacked up the deal without his cool business head," Dr. Shackelford said.

Things were really at the "sweating stage" by now, especially with other cities find-

ing out about MBP's expansion plans, including Hereford and Plainview.

Finally, the Missouri officials made the statement that if Friona would provide the location, the company would locate here. That was all it took.

"This had been mentioned casually before, but now we had an offer. Within ten days of this agreement, we had the deal in the bag," Shackelford recalls.

The land fund drive itself was the high point of the entire project, as far as Dr. Shackelford is concerned. "It was really something. We had the \$100,000 practically raised in three days' time. This is something else which my friends in the dental profession find hard to believe," he says.

Dr. Shackelford says the Missouri Beef project was a real delight -- a lesson, indeed an education to industrial ex-

panion. "It was the cooperation of the people which made it work, and nothing any individual or small group of individuals did which made it come to pass," he states.

The Friona dentist heaps praise upon the other industrial committee members. "They would drop everything at any time, regardless, to do what was needed at the time," he points out.

How did he keep optimistic about Friona's chances for the plant, when things appeared to be flickering and dying to others locally?

"Well, I had visited more with Harry Nelson than anyone else. I knew more of their desire to have another plant. And, knowing that we had the ideal product for them, I just felt we couldn't miss," Shackelford says.

Black Believes In Going After "Best"

"When you go after something, you might as well go after the best," says A.L. Black, successful farmer-stockman and member of the Friona industrial committee which helped land Missouri Beef Packers for the city.

And Black's record seems to bear out this motto.

He currently is serving as president of the Texas Association of Soil and Water Conservation Districts, and is a director of the National Association. He is a member of more boards than you can shake a stick at, and associated with several top-flight businesses, such as Friona Feed Yards, Hi-Pro Feeds and Paco Feeds, Inc.

Black has the reputation of getting a job done when he's appointed to one, and this is probably one reason the Friona Chamber of Commerce ap-

pointed him to its industrial committee during his tenure as director. Black didn't disappoint the chamber.

"It was about a year ago last summer that I first met representatives of Missouri Beef Packers. We met with four of their officials out at Friona Feed Yards, and showed them around," Black recalls.

Thus, Black had had this earlier encounter with the MBP officials when Dr. Loyd Shackelford arranged a meeting with the MBP board in Rock Port in December of 1966.

Black was in on several meetings with the Missouri people, including trips to Kansas City as well as Rock Port.

However, it was a trip he made to Austin in early April of 1967 which helped turn the tide. The local people had been meeting with MBP officials of-

ten and late, concerning proposed stock merger plans.

"We had been offered about five different trades, and had accepted every offer. But there was always a hitch," Black recalls. "Finally, after the meeting with the Securities Exchange Commission, we reached the decision that we'd either have to form our own corporation, or Missouri Beef would have to."

"We then proposed the land deal, and we were in business," Black says.

Black says the dealings with Missouri Beef Packers provided an opportunity of dealing with some shrewd, honest businessmen, "and that's always a privilege and an education."

He says he thinks the \$100,000 investment by Frionans for the land for the MBP plant was a good investment.



KEY MEN . . . A.L. Black, left, and Dr. Loyd Shackelford, right, were two members of Friona's Industrial Committee who were instrumental in securing the plant for Friona. Black and Shackelford were among the first to make contact with the MBP officials. They trace the story of the Friona industry in accompanying stories.



INSPECT PANEL . . . Charles Allen, chamber of commerce president, and Andy Hurst, a member of the industrial committee, are shown inspecting a control panel at Missouri Beef Packers. Allen has been instrumental in setting up the dedication and open house programs for this weekend.

A-nticipation

Missouri Beef Packers, Inc. Will Hold Grand Opening At The New Friona Plant Sunday, April 21. Plan To Attend!



We take pride in welcoming this fine new cattle-industry to Friona and Parmer County. You will want to tour the modern new multi-million dollar plant during their grand opening.



AREA FARMERS...

We're interested in serving the cattle raisers and feed lots in the area and are anxious to help make the Friona area the Nation's leader in cattle feeding. We have an interest in the progress of the community and we take a personal interest in our customers.

PRODUCTION CREDIT ASSOCIATION

Robert Neelley, Manager

612 Euclid St.

Friona, Texas

Phone 247-3065

Conference In Amarillo April 27

Cowmen from throughout the Southwest are scheduled to gather in Amarillo Saturday, April 27, for a Panhandle Beef Cattle Improvement Conference which will be held in the W.M. Gouldy Sale Arena at the Amarillo Tri-State Fairgrounds.

F. Jake Hess of McLean, president of the Panhandle Hereford Breeders Association, said his organization and the Texas Hereford Association are co-sponsoring the one-day event, and the conference is open to all commercial and registered beef breeders of the Southwest.

The theme of the conference is "A Look Into the Future of the Beef Cattle Industry." Coordinator of the speaking sessions will be Gaines Franks of Amarillo, secretary of the Panhandle group. Lee Campbell of Dublin, president of the Texas Hereford Association, will be master of ceremonies.

The speaking sessions will begin at 9 a.m. with a speech by Henry Mattiessen, Jr., president of the American Hereford Association, who will talk on "Beef Breeders Role of Tomorrow."

Mattiessen's talk will be followed with a lecture by Dr. W. T. Berry, executive secretary of the American Hereford Association, on "The Role of the American Hereford Association in Helping the Cowman."

A discussion on "Judging Class of Steers on Hoof" will be headed by Dr. Bruce Taylor, head of the animal science department of the University of Arizona, and Dr. Charles Smallwood, head of the agricultural department of West Texas State University.

Alfred Meeks of Taylor, Neb., co-owner of the Upstream Ranch and former Dallam County rancher, and James Grote of Llano, manager of the Granite Hills Hereford Ranch, will present a demonstration on "Judging of Breeding Cattle."

A noon luncheon will be sponsored by the Panhandle Breeders Association.



AT PRESS CONFERENCE. . . Several members of the press and area industrial leaders attended a special press conference and tour of Missouri Beef Packers on Monday, April 15. Some of the people identified in the picture are (left to right) Charles Allen, Chamber of Commerce president, Royce Bodiford, KGNC radio, Amarillo, Bob Huddleston, Channel 10 newsman, Amarillo, Jim Taylor, Channel 7 newsman, Amarillo.

Cattle Raisers Oppose Program Change

A resolution reaffirming the Texas and Southwestern Cattle Raisers Association's opposition to proposed changes in the Federal Brucellosis program climaxed extended discussions on hardships which enactment

Afternoon sessions will open with a talk on "Vitamins and Mineral Requirements and Imbalances in Breeding Cow Herds" by Dr. Charles Deyhle of Clarendon.

Other afternoon speakers and topics will be Gene Wiese of Manning, Iowa, rancher and director of American Hereford Association, "Name of the Game"; Jay Taylor of Amarillo, commercial rancher and livestock financier, "What I Raise"; Melvin Cordray of Hereford, head cattle buyer for Holly Sugar Corp., "An Interview with a Feedlot Buyer"; and open discussion on carcasses headed by Dr. Taylor and Dr. Smallwood.

Hess said the conference would close late Saturday afternoon with a question-and-answer period from the audience.

would cause to Texas cattlemen.

Previously the four practicing veterinarians appearing on a symposium during the TSCRA Convention criticized the program and outlined some of the hardships which it is causing at present.

Dr. Marshall Pickard of Raymondville pointed out that the test for Brucellosis at present is not based on the disease but on the animal's immunity to the disease. Brucellosis is commonly referred to as Bangs disease and Dr. Pickard contended that control of the program through vaccination is a much more feasible approach to curbing the disease than attempting eradication through the present test and slaughter procedures.

The proposed changes in the present program deal with movement of cattle from non-certified areas. In essence they would prohibit the interstate movement of cattle including steer and heifer calves, also including official vaccinates from herds of unknown status

except those cattle going to immediate slaughter.

Many counties in Texas, particularly in eastern and southern sections of the state, have not completed requirements for the modified - certified status and cattlemen from these counties say immediate enactment of the proposed regulations would result in confusion and loss of money to both individual cattlemen and the Southwestern cattle industry as a whole.

Dr. W.H. Cardwell of Elgin, Texas said that present testing procedures can be particularly burdensome to purebred breeders and that the loss to any breeder having cattle which the tests indicate have the disease can quickly run into hundreds of dollars.

Dr. Andrew Crawford of Rolling Fork, Mississippi said that administration of the program in his area sometimes results in cattle being sent to market at a time when they are in poor condition and this creates a hardship because the cattle sell for less.

OUR COMPLIMENTS TO Missouri Beef Packers

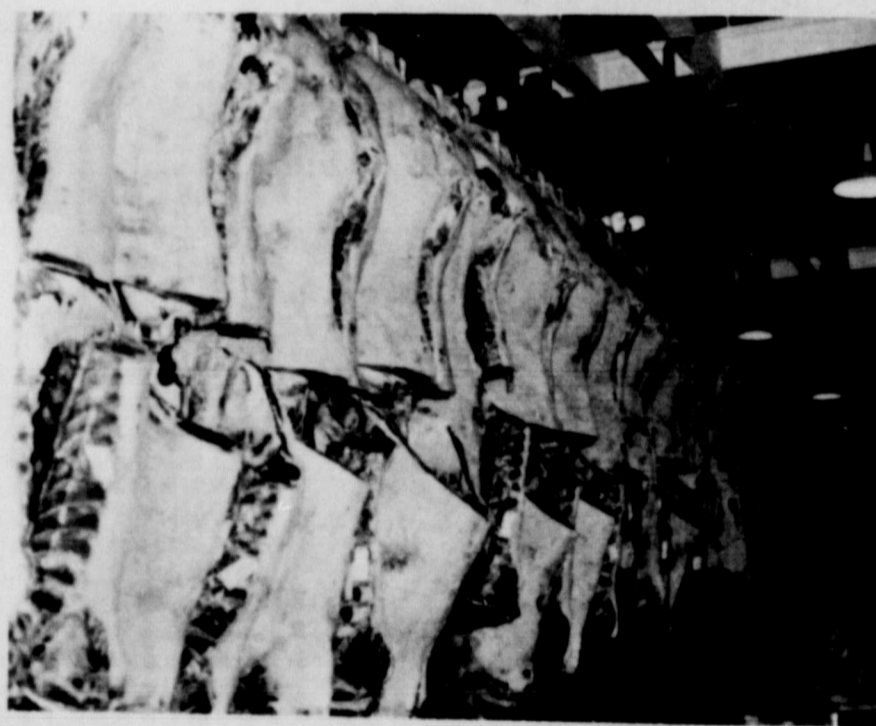
On The Occasion
Of Your

OPEN HOUSE

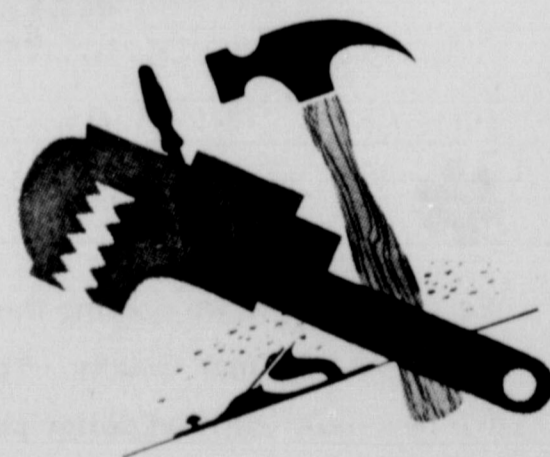
SUNDAY, APRIL 21

1-5P.M.

Located 3½ Miles Southwest
On Highway 60



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Been Chosen To Supply
A Part Of The Building
Materials For This New
Beef Industry. Please
Accept Our Best Wishes
For The Future.



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Friona "Complete Building Service" Ph. 247-2727

May We Extend Our
BEST WISHES
TO
MISSOURI BEEF

Friona, Texas

On The Occasion Of Your

OPEN HOUSE

We are happy to welcome another new beef cattle-associated industry to the Panhandle Area, providing more jobs, more business and another outlet for our own crops and cattle. We salute the directors, stockholders and managers of this fine new business on their foresight in locating such a plant in the Friona area.



First to serve
the farmer

PARMER
COUNTY
IMPLEMENT
COMPANY

Treasure Existed, But Spanish Overlooked It

By Nelson Lewis
Staff Writer

Captain de Alvarado was probably the first European to visit the Golden Spread. He and a group of Spanish soldiers started from Tiguex, the present Bernalillo just north of Albuquerque, New Mexico.

Following their Indian guides they entered the "eastern cattle plains" in the fall of 1540.

Reports of this fabulous land had reached their general, Francisco Vasquez De Coronado, whose army had left Compostello in Mexico a few months earlier.

Captain Alvarado returned with glowing descriptions of a high, wide and handsome country where tall grass waved and the sun shone brilliantly day after day.

The cattle for which the plains were named were our old friend the American Bison, buffalo to you and me. Among the explorers there was an artist of sorts and he made sketches of these "cows" to be sent to the king of Spain. They resembled a cross between a French poodle with horns and a camel with a misplaced hump.

However the Viceroy of Mexico and the king of Spain were not too interested in the flora and fauna of this wild new land.

The primary reason for the trip was to obtain gold to refill the coffers of the respective royal treasuries.

New lands were claimed for his royal highness Charles 1st and each party of adventurers was accompanied by two or more priests who erected huge wooden crosses and attempted to Christianize the Indians.

Six hundred pack mules, laden with supplies for the army, plodded wearily northward toward the mythical Seven Golden Cities.

The General dreamed of a triumphant return to Mexico City when all these mules would be burdened with the precious yellow metal.

Coronado dreamed in vain; one mule could have carried all the gold found in two years of searching.

The treasure existed but the Spaniards failed to recognize it. The treasure was in the millions of acres of fertile land which make up the Staked Plains. Our Golden Spread is a part of this area.

There are several reasons given for applying the name Staked Plains to the Panhandle.

There was a distinct possibility that the small group of explorers would become lost in the vastness of the plains, therefore it was decided that they would erect crosses of wood or posts, or stakes, as they traveled east, using them to facilitate their return to camp.

There was only one drawback to this plain, the land was devoid of any material from which stakes could be fashioned.

Another theory is that piles of buffalo bones would be left along the way to serve as markers.

The buffalo failed to cooperate by not dying in one place, so that idea, too, was abandoned.

Neither were rocks or stones to be had as signposts.

Someone thought of erecting large piles of buffalo "chips" as beacons but the winds of the area, not to mention prairie fires, rendered that plan useless.

The most logical assumption is that the "stakes" were not direction markers at all, but rather a fanciful reference to the stalks of the Yucca when first seen by the Spaniards.

Whatever the origin of the name of it has come down to us in another of the beautiful Spanish phrases for which the southwest is famous: "Llano Estacado, a land of sun, soil, unpolluted air and water, a land where the weak grows strong and the strong grow great."

What yardstick can be used to measure the real worth of a land?

If we use only the gold standard we are in the same boat with Coronado and Alvarado.

The fallacy of relating the value of an acre of land to dollars is best understood by reviewing the prices of Panhandle farms and ranches as quoted a few years ago.

Bailey County, our neighbors to the south, could have been bought during 1898 for one dollar per acre.

In 1902 the XIT ranch reported they had sold, or had contracted to sell, 1,290,000 acres at an average price of two dollars per acre.

All over the Panhandle the going rate for land was \$1.83 per acre in 1902.

In 1904 land could be had in Dallam, Hartley, Oldham, Deaf Smith, Lipscomb, Roberts, Hutchenson, Armstrong, and Hale counties for prices ranging from one dollar per acre to eight dollars, depending on whether you wanted to buy first class farm land or pasture land along the breaks.

Moving up to 1905 we find a Nebraska newspaper advertisement stating that if a northern farmer would move to the Texas Panhandle and work as hard as he did in Nebraska, he would pay for his land, all improvements thereon, and have money left over after just one year. (That's the kind of place yours truly has been seeking for years!)

The prospective land buyer coming to Llano Estacado in 1907 would pay about \$6.80 per acre.

If he delayed his purchase until 1910 the price would have sky rocketed to \$11.61 an acre.

The most reckless investors the wild speculators, those with more money than brains went all out and in 1908 paid an astounding fifteen to twenty five dollars per acre for land near the town of Farwell.

The disbursements of the XIT land was not all a bed of roses; sometimes a native cactus was to be found in the bedroll. They, the XIT, found it necessary to take back 5000 acres in 1910, in 1911 the figure jumped to 20,680 acres.

The year of 1912 was a little better for the outfit, they had only 2,356 acres to take back; but 1913 was a real headache, no less than 57,867 acres were recalled.

In all fairness to the XIT and to sincere purchasers it must be stated that most of the repossessed land was taken back from speculators and other non resident buyers.

The real pioneers, those who loved the land and the big sky over it, stuck it out. Their numbers increased from a 30 county population of 102,029 in 1910 to a whopping 136,111 in 1920.

It is to this very special breed of stubborn, hard handed, American dreamers that we owe our concrete highways, our grain elevators, feedlots, packing plants, and all the blessings which a younger, softer generation are likely to take for granted.



AUTOMATION. . . An example of the automation to be used in Missouri Beef Packers' Friona plant is seen in the above photo, taken at the Rock Port plant. Movable chain assembly carries the meat in an assembly-line fashion.

Let there be no misunderstanding of their motives. It was not for financial gain alone that they fought their way up from dugout to carpeted, air conditioned homes, or from ox-cart to Cadillac.

Their's was the American Dream and they would remind us to heed Emerson when he asks: --

For what avail the plow or sail,
Or land or life, if freedom fall?

Fire Prevention Week—proclaimed each year by the President of the United States—will be observed this year October 8-14, to remind everyone to be careful with fire.

Last year there were 12,100 fire fatalities in the United States, and property losses by fire totaled nearly \$1.5 billion.

It is to help reduce this tragic toll in lives and loss of property that communities across the nation will mark the week with programs designed to stress the importance of fire prevention. According to the American Insurance Association, three out of every four fires are the result of carelessness.

Soybean Association Aids In Promoting Oil Markets

The second year of an intensive multimedia market promotion for vegetable oil margarine in Japan has been launched through the teamwork of the USDA's Foreign Agricultural Service, the Japanese margarine industry, and the American Soybean Association.

The campaign will include free distribution of 70,000 1/4 pound margarine samples, cooking schools and seminars, 400 simultaneous in-store cooking demonstrations, 100 billboards for 2 1/2 months in three major cities, posters on trains and buses, magazine ads, plus daily national TV coverage. Even the chief chef of Tokyo's famed International Hotel will be interviewed on TV for the benefit of margarine.

Japan's traditional use of whale and fish oil in the production of margarine has, unsurprisingly, given the spread an unsavory image. But a nation of 100 million increasingly affluent citizens is a highly attractive potential market and the impetus for the current 26 million yen (\$72,000) vegetable oil margarine promotional effort.

The message is primarily directed to the young urban housewife. Market surveys emphasize that the younger generation is the most receptive to trying new food items. In addition to cooking magazines, fan-ale-oriented weekly publi-

cations such as "Young Lady" "Josei Jishin" (roughly translated "women's self-confidence") will feature both color and black/white ads for margarine. The text emphasizes a new "fine taste" and "light touch" plus describing the nutritional benefits.

The American Soybean Association through its operating agency, the Japanese American Soybean Institute, started actively promoting use of vegetable oil for margarine in 1964. Margarine production jumped 41% from 1964 to 1966, use of vegetable oil in margarine increased by 31% and use of soybean oil swelled by over 1,000% during the same period. After the 1967 promotion, 53 stores in Osaka reported margarine sales of 14 cartons daily before the promotion, 62 cartons/day during the event, and 22 cartons/day 1 month later. The budget for 1967 was \$40,000.

Any town in Texas can be struck by tornadoes. Advance action can save lives and reduce public alarm. You can learn about tornadoes and what to do when tornadoes threaten by reading a free circular prepared by the Texas Department of Public Safety. Learn the seven basic rules for tornado safety now. For more information, contact your local city or county civil defense director.

THIS WAY TO..... Better Meals

MEATS

CHUCK ROAST

Pound **53¢**

| | | |
|--|--|---|
|  | Lane's Mellorine 1/2 Gal. Carton 3 For \$1 | All Meat BOLOGNA Pound 49¢ |
| White Swan COFFEE | Pound Can 59¢ | Chef's Delight CHEESE SPREAD 2 Pound Box 79¢ |
| Mrs. Tucker's SHORTENING | 3 Pound Can 59¢ | Armour 5 1/2 Oz. Can POTTED MEAT 2 / 39¢ |
| CATSUP | White Swan 14 Oz. Bottle 4 FOR \$1 | Gerber Strained BABY FOOD 3 For 31¢ |
| APPLES | Lotus Pie Sliced 303 Can 25¢ | Wapco Sour Pitted CHERRIES 303 Can 45¢ |
|  | Red POTATOES 20 Pound Bag 69¢ | Del Monte Sliced PINEAPPLE 14 1/2 Oz. Can 27¢ |
| | Produce |  |
| | CARROTS Lb. Bag 10¢ | STRAWBERRIES 3 Pint Box \$1 |

BEST WISHES

To

MISSOURI BEEF

On Their Beautiful New Packing Plant And To The City Of Friona For Landing This Fine New Industry.

We at Lang Transit Company are proud to salute you on the occasion of your dedication and formal opening.

LANG TRANSIT COMPANY

905 Woodland Ave. Friona, Texas

White Swan
Mustard or Turnip Greens
303 Can **4/49¢**

WHITE'S SUPERMARKET

We Give Double Gunn Bros. Stamps Wednesday With \$2.50 Purchase Or More

Our Aim Is To Please In Every Way

We Deliver Ph. 247-2250

Armour
Vienna Sausage
4 Oz. Can **4/\$1**

Chamber Notes

BY TED WEAVER
Chamber of Commerce Manager

What will Friona gain by the Packing Plant being located here? We will gain a payroll, a local industry that will be an aid in securing future industries, and widespread publicity and recognition for Friona. More important than any of these reasons will be the people involved.

In securing housing for the newcomers that are working at the plant, your chamber personnel has had the opportunity to meet and know many of them personally. These are top notch people, the kind that make good neighbors and friends.

We are thinking at the moment of Bill Gilbert, Assistant plant manager, who with his wife Mary and their five children will be with us permanently after school is out. Also big Keith Staples, who is the cooler foreman. He and his wife Yvonne have three children. He is assistant cooler foreman.

Jerry Lindstrom is the of-fal foreman. He and his wife Shirley have two children. The rendering foreman is Walter Karnes. He and Donna have two girls and have bought a home here in Friona. Jim Bergenguast and wife Donna have three children and have also bought a home in Friona. Jim is the kill floor foreman.

These newcomers plus the men that have been here during construction are top notch people that will be an asset to Friona, the kind that will make good neighbors and friends.

Whatever else we gain will be in the "bonus" category.

A tornado watch is used to alert the public to the possibility that tornadoes may develop over a certain area. A tornado warning means that a tornado has actually been sighted in the area or its presence has been detected by radar. When the weather threatens, the department of public safety urges you to keep tuned to your radio or television for information. Do not call police, civil defense, or the weather bureau except to report a tornado.

"O Ye Jigs & Juleps!" Mixes Philosophy, Humor

"O Ye Jigs and Juleps!" by Virginia Cary Hudson, is a refreshing 50 page book guaranteed to give the reader a lift and a chuckle. Supposedly written by a ten year old in 1904, the pithy essays include bits of philosophy in with the delightful humor.

Topics covered are school, the sacraments, church etiquette, everlasting life, spring, personal appearance, the religions of "Mr. Tao, Mr. Buddha, Mr. Confucius", and the library. From these headings she expresses her naively, trouncing concepts of friends, parents, herself, and life in general.

"The book is a child's collection of impressions, it is an adult's hilarious come-uppance. It is a spicy slice of small-town Americana in the early 1900's. As Virginia would say, "... Hallelujah! Glory three times, also, and Amen twice," is one comment made.

Of her church's sacrament infant baptism she says, "When you are little and ugly somebody carries you in church on a pillow, and you come out a child of God and inheritor of the Kingdom of Heaven. They pour water on your head and that's a sacrament.

Then when you are married, you go back to church dressed up like you never were before in all your days. Somebody sings "Oh Promise Me" and your sweetheart is waiting up by the preacher, if he doesn't forget to come, and you get a new shiny gold band on your finger and leave town. And that's a sacrament."

Her version of Miss Molly's being jilted is hilarious, as is her recital of events the day Virginia and her friends played "Baptizing" in the rain barrel. "Etiquette", the child writes, "is what you are doing and saying when people are looking and listening. What you are thinking is your own business. Thinking is not etiquette. Hallelujah, thine the glory. Revive us again." Her instructions for good church behavior include, "Never punch people in church, or gidge or cross your legs. Crossing your legs is as bad as

scratching or walking in front of people or chewing gum or saying damn."

"The Baptist Church is next door to our church. They sing as loud as they can all the time we are trying to pray. I bet the Lord can't hear one word we say."

Mrs. Harris, her favorite friend, takes her fishing often. When the buckboard gets to the creek she has Virginia climb over the shafts and let the horse's check rein down.

"Mrs. Harris says letting down the check rein is just like getting home and taking off your Sunday corset. But I am not a horse and I don't have a horse so I wouldn't know.

When I had the measles, Mrs. Harris brought me the most darling June bug with a red thread on his leg and tied him to my bed post."

Her description of gardening concludes with "... you pray for the rain to come and if too much comes, you pray for it to stop. It keeps you busy all summer praying and hoeing."

The Corinthian julls Virginia concocts for Miss Fanny and again, for the Bishop are quite potent. The philosophy of tending to another's business is delicately injected in this bit of humor.

Of education's giving one satisfaction, Virginia commented, "I had rather be ignorant and have fun than be educated and have satisfaction." And now Hallelujah and God forbid, Amen."

Concerning "Everlasting Life" she writes, "When you are dead as a doornail, God gives it to you, and you can't get rid of it. You can't buy it, or sell it, or trade it. You have to keep it whether it suits you or not." Of the prospect of going to Hell, she says, "If I have to go to Hell, I sure hope I go to the one for Episcopalians, and don't by mistake, get pushed in that horn punching, and tail wagging, red hot blazing one the Baptists are going to have.

The Lord have mercy, Christ have mercy, Lord have mercy, God bless my mission box, and Jesus be my friend and help me



COUNCIL WINNERS. . . Robert Neelley, left, and Rene Snead, are shown receiving their oaths of office from Mayor W.L. Edelman following their election to the Friona City Council. Snead was re-elected, and it was Neelley's first time to seek the office.

Scouts Study Animal 1st Aid

if you can, please. Amen, and Be It So."

In the chapter on spring one reads, "Spring is when the sap comes up and the flowers start blooming and the young men start up their courting. I can't find out one thing from people except about geography, and arithmetic, and etiquette, and religion. I can't find out a thing about courting."

The prayers with which each chapter is concluded are full of the wisdom of a 10 year old. Examples are: "... O Ye Sun and Moon, oh ye beans and roses, o ye jigs and juleps, Bless Ye the Lord, Praise Him and Magnify Him Forever, Amen."

And now Hallelujah and God forbid, Amen.

Praise God from whom all blessings flow, Selah, Oh lamb of God that takest away, the sins of the world, grant me peace and not zero. Amen"

When she and her friend came to blows over the proper attire one should wear to church she writes, I slapped her for the whole state of Christ's Church universal and I pinched her for myself, That slapping was righteous indignation, but that pinch was my own and the devil's idea." For punishment her mother made her read a

Girl Scout troop 238 have finished their preps for emergency preparedness and first aid badge and are now working on first aid to animals.

Last week the troop visited Dr. Gene Cope, DVM of Hereford. Dr. Cope showed the group how to make emergency muzzles, lassos, and how to approach a dog safely. He discussed the Humane society.

On Tuesday, the girls went to see Dr. E.O. Russell, DVM of Clovis. He showed the girls about giving vaccinations, and other items.

Prior to visiting E.O. Russell, the girls went by the Retirement Ranch and sang to

lengthy passage in the Bible.

All in all, it is not difficult to see why the book, O Ye Jigs and Juleps, was a best seller.

GACHMAN
GS
STEEL

FAST SERVICE FOR ...

COILS
Hot Rolled - Cold Rolled - Galvanized - Stainless
PICKLED AND OILED
ALL ITEMS LISTED IN STOCK

| | |
|-----------|------------------|
| • ANGLES | • STRIPS |
| • I BEAMS | • FLATS |
| • CHANNEL | • PIPE |
| • PLATES | • TUBING |
| • SHEETS | • GRATING |
| • ROUNDS | • EXPANDED METAL |
| • SQUARES | • RE-BAR |

Shapes • Bars • Plates

PO 3-0475

LUBBOCK OFFICE & WAREHOUSE
P.O. Box 215 - 423 N Av K
Other Warehouses & Offices In
FT WORTH • HOUSTON • DALLAS

We Extend Our
BEST WISHES
To The New
MISSOURI BEEF PLANT
In Friona
NUNN ELECTRIC SUPPLY CORP.

105 Polk Amarillo DR6-4581

BEST WISHES TO MISSOURI BEEF ON THEIR

GRAND OPENING

Saturday And
Sunday
April 20-21

IN THE HEART OF THE NATION'S TOP GRAIN PRODUCING AREA

WE SALUTE...

The Farmers, Cattlemen And Feedlots For Making The Plant Possible!

Another nail has been driven in the progress of our little town. Rockwell Brothers, builders of Friona for over 60 years, are proud to welcome this new \$3.5 million dollar industry to our area. Missouri Beef Packers promises to offer more jobs, bring in new people, increase the size of our community and in many other ways further the progress of Friona and the surrounding area. We extend our heartiest best wishes for the success of this fine beef industry.

ROCKWELL BROS. AND COMPANY

"LUMBERMEN"

BEST WISHES TO MISSOURI BEEF ON THEIR

Grand Opening

This gigantic new beef processing plant is the largest of its kind in the world. It cost 3.5 million dollars in construction and it promises to provide an entirely new source of economy for the Panhandle of Texas. Let us extend the hand of friendship to this new industry and attend the open house Sunday afternoon.

VETERINARY SUPPLIES

WE ARE HAPPY TO WELCOME THIS NEW FIRM TO THE EVER-INCREASING NUMBER OF CATTLE-ORIENTATED BUSINESSES IN THE PANHANDLE AREA. WE HOPE WE MAY SERVE YOU IN THE NEAR FUTURE!

HI-PRO FEEDS

Located Just East Of Friona On Highway 60
Ron Davenport, Manager



Congratulations

MISSOURI BEEF PACKERS

ON THE OPENING OF THEIR
NEW FRIONA PLANT

* * *

Don't Forget To Attend The Big.....

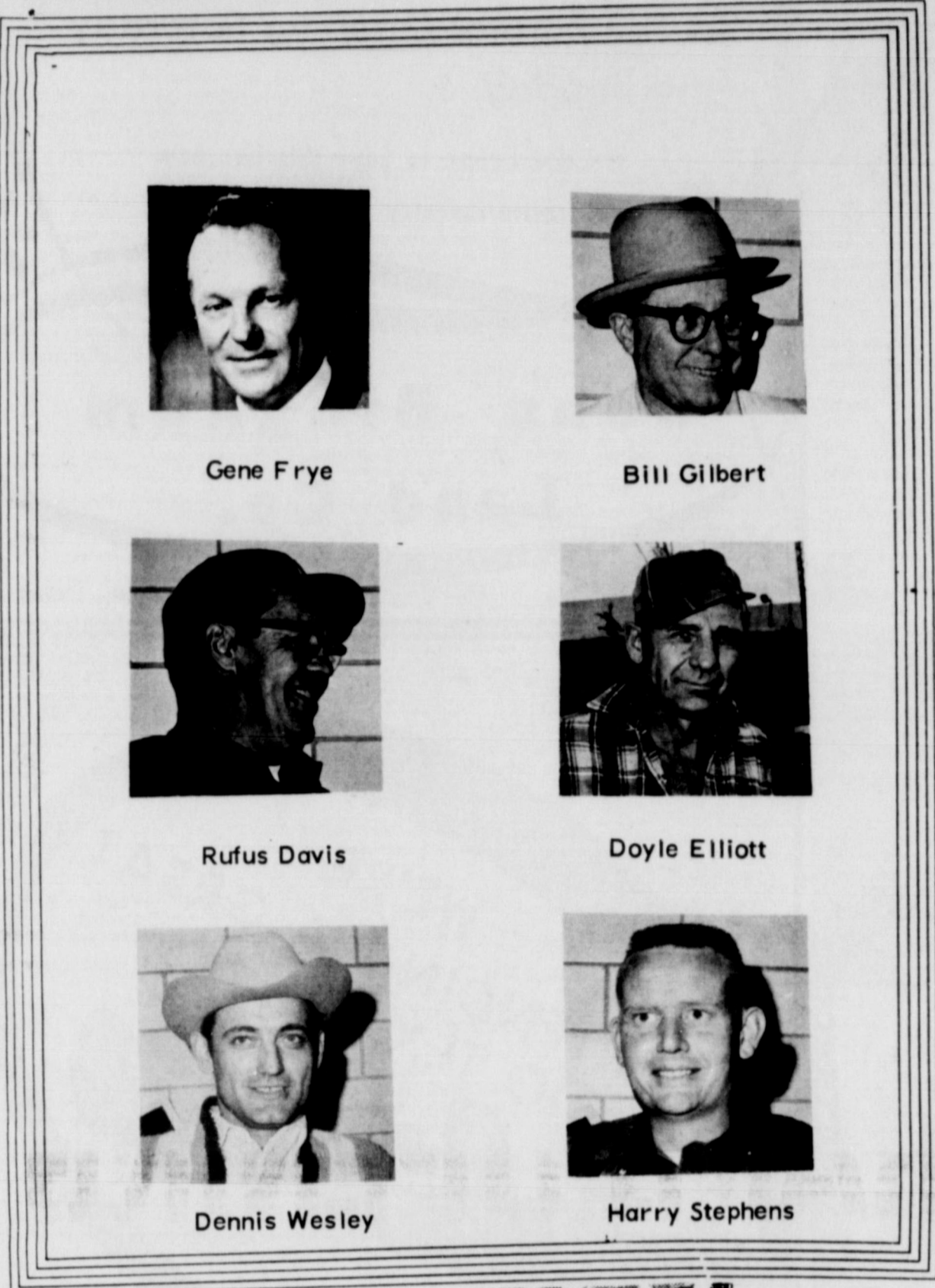
DEDICATION CEREMONY
SATURDAY, 2.30 P.M.

PUBLIC OPEN HOUSE
SUNDAY, 1-5 P.M.

* * *

WELCOME TO FRIONA, MISSOURI BEEF!

It is with great pride that we at Friona State Bank extend the hand of welcome to this great industrial firm. Friona is honored to have been chosen as the site for this new multi-million dollar business, a related industry to our agriculture and beef production.



Gene Frye

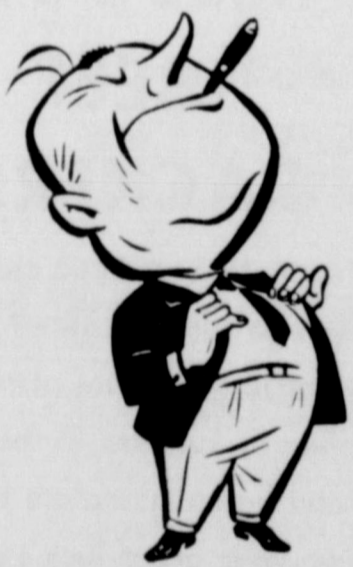
Bill Gilbert

Rufus Davis

Doyle Elliott

Dennis Wesley

Harry Stephens



FRIONA STATE BANK

Serving A Great Irrigation And Beef Production Area.

Friona

Member FDIC

Phone 247-2736



ENJOYING THE HUNT. . . Shown are some of the youngsters who turned out for the annual egg hunt last Sunday, sponsored by the Friona Jaycees. Some 150 children took part in the hunt, termed the best turnout in the event's history. A nice sunny day added to the enjoyment of the event.

Tips Given On How To Recognize A Tornado Cloud

Here's a tip on tornado recognition from your Texas Department of Public Safety. Tornadoes are usually seen as a dark funnel-shaped cloud, spinning rapidly and extending toward the earth from the base of a thundercloud. When near by, a tornado sounds like the roar from hundreds of airplanes. Learn more about tornadoes by obtaining a copy of the free circular on tornado precautions from your local city or county civil defense director.

Smith Announces Local Campaign Committee Men

Lt. Gov. Preston Smith announced today the appointment of a Smith For Governor Steering Committee for Friona. "It is with great pleasure that I announce this Steering Committee in behalf of my candidacy for governor. My campaign is based on the help and participation of fine people all over this state, and this group exemplifies the interest in my campaign and in our state government," said Gov. Smith in

making the announcement. The Smith For Governor Steering Committee includes: Herschel Johnson, Harold Joe Wells, Paul Fortenberry, H.K. Kendrick, Wes Long, Richard Collard, J.C. Claborn and Ross Ayers.

A spokesman for the Steering Committee issued the following statement: "We are pledging ourselves to help Lt. Gov. Preston Smith in his race for governor because seldom, if ever, has our state had such a qualified man run for that office. In his 18 years in public service, Preston Smith has shown judgment in dealing with the affairs of Texas, leadership as lieutenant governor and as acting governor when the governor was unable to perform his duties, and fairness in dealing with all sides. Lt. Gov. Smith has a concern for applying our basic values to modern and future needs of our state."



The oldest slash pine plantation in Texas is located on the E. O. Sisco State Forest near Kirbyville, in Newton County. Slash pine a native of the South, east of the Mississippi River, is today widely planted in East Texas for reforestation purposes.

Library Week Essay Winners

My Favorite Book and Why
by John Seright
My favorite book is "Treasure Island" by Robert Louis Stevenson.

I like it because it is about treasures and adventure. I personally think it is the best book I have read.

It is written by a famous author, Robert Louis Stevenson. I like his writings very well.

Treasure Island is exciting, especially when they go on the treasure hunt. It gets more exciting as it continues.

My favorite chapter is "The Treasure Hunt." It tells about the pirates finding a dead man on the island. This scares them and they keep together to search the island. The chapter ends with this sentence, "The terror of the dead buccaneer had fallen on their spirits."

The most colorful character is one-legged Long John Silver, cook of the treasure ship Hispaniola.

I would like to go on a treasure hunt, but it is too late to do that, since so many people have already hunted them.

Why Read
by Iris Stephenson
Reading is a very educational subject. It helps your mind. I think reading is fun!

A person must read in order to do well in school and also in order to spend many happy hours in the world of Reading for pure enjoyment.

I hope there will always be a good library to go to like our Public Library here in Friona. I hope to keep reading on through all my years.

More people should read, they would find it very interesting, fun, and educational.

When I grow up I hope to be a book writer and reader.

At the first of the year of my fourth grade, I did not like to read and was a poor reader. But when I ordered some paper back books, I started to enjoy reading. I worked my way up from the lowest reading class to the highest reading class which I am now in.

I am now reading Little House On The Prairie. It is a story of pioneers and the whole family enjoys hearing me read aloud.

What Is A Library

by Jimmy Murpree
A library is a place where people go to get books to read. A library is a very interesting place to visit. It has many books to suit everyone. Most every town has a library and many books are checked out every week.

Books are checked out for fun and sometimes for information. Books of many many kinds are checked out. A library I guess, could be called a building of books. Because that's all a library is. Some schools have libraries for children to read.

There are many, many shelves of books about people, mysteries, and fiction books. Friona has good library that everybody should be proud of.

LOOK It's Time To Say **WELCOME To MISSOURI BEEF**

At The Formal Opening Saturday And Sunday.

We are happy to have this fine new cattle industry in our area.

John Bingham Land Co.

Hiway 60 & Main Friona, Texas

WE'RE EXTENDING A GREAT BIG TEXAS. . . .

Welcome

TO . . .

ALL THE FOLKS AT MISSOURI BEEF PACKERS

We were happy to have been chosen to drill wells to supply water for this great new cattle industrial plant. We wish them every success in their new endeavor and we congratulate the City of Friona on your great luck in having such an industry locate here.

BROOKFIELD DRILLING

Treasurer's Report

REPORT of Mabel Reynolds County Treasurer of Farmer County, Texas, of Receipts and Expenditures from January 1, 1968, to March 31, 1968, inclusive:

| | |
|---|-------------------|
| JURY FUND, 1st Class | |
| Balance last Report, Filed Dec. 31, 1967 | \$3,731.89 |
| To Amount received since last Report, | 536.48 |
| By Amount paid out since last Report, Ex. "A" | 860.00 |
| BALANCE | \$3,408.37 |

| | |
|---|-------------------|
| ROAD AND BRIDGE FUND, 2d Class | |
| Balance last Report, Filed Dec. 31, 1967 | \$6,058.54 |
| To Amount received since last Report, | 532.48 |
| By Amount paid out since last Report, Ex. "B" | 150.00 |
| BALANCE | \$6,441.02 |

| | |
|---|---------------------|
| GENERAL COUNTY FUND, 3d Class | |
| Balance last Report, Filed Dec. 31, 1967 | \$148,407.76 |
| To Amount received since last Report, | 56,381.62 |
| By Amount paid out since last Report, Ex. "C" | 49,719.33 |
| BALANCE | \$155,070.05 |

| | |
|---|-------------------|
| PERMANENT IMPROVEMENT FUND 4th Class | |
| Balance last Report, Filed Dec. 31, 1967 | \$2,579.98 |
| To Amount received since last Report, | 532.48 |
| By Amount paid out since last Report, Ex. | 000.00 |
| BALANCE | \$3,112.46 |

| | |
|---|---------------------|
| RIGHT OF WAY FUND, 5th Class | |
| Balance last Report, Filed Dec. 31, 1967 | \$112,601.62 |
| To Amount received since last Report, | 7,599.91 |
| By Amount paid out since last Report, Ex. | 000.00 |
| BALANCE | \$120,201.53 |

| | |
|---|--------------------|
| LATERAL FUND, 6th Class | |
| Balance last Report, Filed Dec. 31, 1967 | \$17,300.14 |
| To Amount received since last Report, | 000.00 |
| By Amount paid out since last Report, Ex. | 9,288.69 |
| BALANCE | \$ 8,011.45 |

| | |
|---|--------------------|
| SOCIAL SECURITY FUND, 7th Class | |
| Balance last Report, Filed Dec. 31, 1967 | \$ 78.52 |
| To Amount received since last Report, | 10,051.06 |
| By Amount paid out since last Report, Ex. | 000.00 |
| BALANCE | \$10,129.58 |

| | |
|---|---------------------|
| FARM TO MARKET R. & B. FUND, 8th Class | |
| Balance last Report, Filed Dec. 31, 1967 | \$111,214.66 |
| To Amount received since last Report, | 78,811.62 |
| By Amount paid out since last Report, Ex. | 39,728.55 |
| BALANCE | \$150,297.73 |

| | |
|-------------------------------------|---------------------|
| RECAPITULATION | |
| JURY FUND, Balance | \$ 3,408.37 |
| ROAD AND BRIDGE FUND, Balance | 6,441.02 |
| GENERAL COUNTY FUND, Balance | 155,070.05 |
| PERMANENT IMPROVEMENT FUND, Balance | 3,112.46 |
| RIGHT OF WAY FUND, Balance | 120,201.53 |
| LATERAL FUND, Balance | 8,011.45 |
| SOCIAL SECURITY FUND, Balance | 10,129.58 |
| FARM TO MARKET FUND, Balance | 150,297.73 |
| TOTAL | \$456,672.19 |

| | |
|---|--------------|
| LIST OF BONDS AND OTHER SECURITIES ON HAND | |
| U. S. Government Bonds | \$483,500.00 |

| | |
|-----------------------------|-------------|
| COUNTY INDEBTEDNESS: | |
| Machinery Time Warrants | \$38,920.00 |

THE STATE OF TEXAS
COUNTY OF FARMER

Before me, the undersigned authority, on this day personally appeared Mabel Reynolds, County Treasurer of Farmer County, who being by me duly sworn, upon oath, says that the within and foregoing report is true and correct.

Mabel Reynolds County Treasurer

Sworn to and subscribed before me, this 8 day of April, 1968

Bonnie Warren Glerk,
County Court Farmer County, Texas

Howdy

And A Big Texas-Size

WELCOME

To The New

MISSOURI BEEF PLANT

Opening This Weekend

Galloway Implement

Friona

We At WEST FRIONA GRAIN Say BEST WISHES AND ALL SUCCESS To The New MISSOURI BEEF PACKERS



WEST FRIONA GRAIN

Jack Tomlin, Mgr.
W. Highway 60
Phone 247-2439

The Library Corner
BY MRS. JOHN FRED WHITE

National Library Week begins next Monday, April 21. It was decided, however, that most of the newspapers publicity should be printed this week since the Friona Star is not delivered until Thursday. This is "jumping the gun" a little but we do hope you enjoy all the special photographs and features that have been assembled to publicize National Library Week.

We do want to thank each child who participated in the poster contest that we sponsored in the third grade and the essay contest which we sponsored in the fourth grade. Our special thanks go to the teachers in these grades. They supervised the work of the children and were very cooperative. The winner of the poster contest was Elaine Dandridge, a student of Mrs. Wana Brewer. The winner of the essay contest was Carla Bauer, a student of Mrs. Lois Miller. The posters are on display in several stores around town and also in the library. Several of the essays are appearing in this edition of the "Star." The homeroom of each of these two students will receive a book as a prize. The library board is buying the books.

A special book review is being printed this week. "O Ye Jigs and Juleps" by Virginia Cary Hudson has been written by Mrs. J.T. Gee. Mrs. Gee has given book reviews on several occasions for clubs and church groups. This is her first "printed" review. Our personal thanks to her!

Several Friona families welcomed us into their homes for some special photographs of their home library. We feel sure that we have overlooked others and we would like to know if you have a library in your home. Please call the library.

The Bookmobile of course, plays a large part in the usage of books in Friona. We are by far the largest user in Parmer County. Do continue to use it. Your county commissioners do need to know that you appreciate having it come to Friona and want it to continue. Make

a special effort to write or call them.

Story hour will be held this morning at 10:00 (Thursday). Pre-school children ages 3-6 years are welcome. Last week 50 children attended.

Most of our 250 new books are now processed and are on the shelves of the library. In addition approximately 350 new books from the state library are now available. These are the books we received in exchange for old ones that returned. Many of these new books are for our summer reading program.



BOOKMOBILE. . . The High Plains Bookmobile, which has been a service to Friona readers for the past five years has been a tremendous stimulant to local reading.

LAZBUDDIE NEWS
by Mrs. C. A. Watson

Mr. and Mrs. Jimmie Eriggs and children were in Adrian Thursday evening attending a birthday party honoring his mother, Mrs. W.G. Briggs.

Mr. and Mrs. Don McDonald and children visited the Dwain Menefee family in Friona Sunday.

Congratulations to the Lazbuddie track team on their winning highest scores Saturday at Dexter N.M. They came home with 67 1/2 points. Tatum was next with 52 points and New Mexico Military was 3rd with 51 1/2 points.

Lazbuddie was 3rd place winner in overall in the library contest held here Friday and Saturday.

Mr. and Mrs. Orville Burnett visited in Hale Center Sunday with her parents Mr. and Mrs. Bill Short.

Benny Watson is in El Paso this week visiting his sister and family, the O.R. Chandlers.

Don McDonald and W.D. Harlin were elected on the school

board Saturday. Harlin's term had expired but he was re-elected. McDonald was the new candidate to take the place of A.E. Redwine. Redwine did not seek re-election.

Keep Ashtrays Around House

Want to keep your home safe from fire?

One way, says the American Insurance Association, is to keep plenty of ashtrays around — at least one in every room.

It's a good plan, the Association adds, to keep a stack of spare ashtrays in a cupboard so that they can be brought out quickly if friends drop in. Plenty of ash trays help prevent fires; also they may keep careless guests from burning marks on your furniture and floors.

And don't overlook emptying them often. It's a good practice to do this nightly before going to bed. But be sure to use a covered metal can for this purpose.

Do's and Don'ts for Plant Safety

Fires in industrial plants are caused by people not doing what should be done or doing what should not be done, says the American Insurance Association.

DO . . . obey "No Smoking" signs.

DON'T . . . toss a lighted match or cigarette away carelessly.

DO . . . use electricity safely.

DON'T . . . take chances with electrical cords or appliances in poor condition.

DO . . . store oily or paint-soaked rags in covered metal cans.

DON'T . . . overlook the possibility of spontaneous ignition.

DO . . . have a fire watcher on hand when welding or cutting.

DON'T . . . start to cut or weld until the area is cleared of combustibles.

DO . . . practice good "house-keeping."

Electric Co-op To Hold Annual Meet

Deaf Smith County Electric Cooperative Announced plans this week to hold its 30th annual meeting in Hereford on April 25. The meeting will mark the climax of one of the most successful years in the co-op's 31 years of operation. Plans call for the meeting to begin at 10 a.m. on Thursday morning in the Deaf Smith County Bull Barn. Capital credit checks for patronage in the years 1956 and 1967 will be given to co-op members registering from 10:00 A.M. until 12:00 noon. Also, during the two hour period before lunch, local appliance dealers will be on hand to display the latest models in modern electric household equipment.

Co-op members and their families will again be treated to a barbecue lunch catered by the Hereford Rotary Club. Surprise entertainment is on tap for those attending the business meeting as well as a large number of valuable and useful door prizes.

Featured speaker for the meeting will be R.C. Dick Godwin of the Deaf Smith County Water Association who will update activities in water development in High Plains and Golden Spread area of Texas. In recapping the 1967 operating report, the Cooperative's

board president Sloan Osborn and manager Leo Forrest will tell of a very successful year. The record breaking year showed large net gains in new meters added, miles of line constructed, kilowatt hours purchased and kilowatt hours sold. Also of major importance, was the announcement earlier in the year of rate reductions in several categories of services and special provisions for returning a substantial portion of the patronage refunds for the year 1967. In addition to the regular schedule of repayment (\$145,599.57 for the year 1956) over \$101,000.00 for the year 1967 will be returned to members of the cooperative. This will mean that nearly \$247,000.00 in capital credit checks will be distributed to the membership at the meeting on Thursday. In all, this will bring the total cash repayment to co-op members to \$1,148,667.46.

Although the purpose of the annual meeting is to report to the membership the record of business for the year just ending and to elect directors for ensuing terms, the meeting is designed to appeal to all members of the family. Cartoon movies will be shown for small children in attendance with their parents. Entertainment

and door prize drawings are enjoyed by all. Leo Forrest, Manager of the Cooperative is urging all the members to attend their annual meeting and take an active part in the business each one owns and interest in. There will be an election of two directors, one place from Parmer County and one place from Deaf Smith County.

Morgan Attends Police Meeting

Bill Morgan, Friona Chief of Police, attended a meeting Wednesday of the Texas South Plains and Eastern New Mexico Peace Officers Association, held in Amarillo.

County Sheriff Charles Lovelace, Tom Atkins, and Garland Freeman also attended. The meeting was held at the Villa Inn.

Mr. and Mrs. Lloyd Rector returned Saturday evening after spending a week touring points of interest in Central and South Texas. They attended the National Women's Bowling Tournament at San Antonio and also attended HemisFair '68.

Plan To Attend

Open House

At The New
MISSOURI BEEF PACKERS, INC.

3 1/2 Miles Southwest On Highway 60

Dedication Ceremonies - Saturday, 2:30 p.m.

Tours & Open House - Sunday, 1 to 5 p.m.

It is most fitting that Missouri Beef, the largest packing plant of its kind in the world, be located in Friona, the grain sorghum capital of the world. We wish to congratulate the men of Missouri Beef on their foresight in establishing this great new cattle industry here. Friona Consumers is, as always, interested in the growth and prosperity of this farming area. Best wishes, Missouri Beef, on your future success.

FRIONA CONSUMERS

Buddy Lloyd, Mgr
Phone 247-2771
Friona

OUR

Congratulations

To The New
MISSOURI BEEF PACKERS
Friona Plant

We are happy to be able to do business with this fine new industry. We at Burke Inman know we speak for all the Panhandle Area when we say a hearty **BEST WISHES** to the new packing plant.

BURKE INMAN TRUCKING COMPANY

"We Move More Cattle Than The Chisholm Trail"

Burke Inman, Hereford 364-2490
Dale Williams, Friona 247-3117

Confidence Voiced In Cattle Raising Future

One of Texas' best known cattlemen said recently that he believes bankers can finance livestock operations with confidence now and in the future.

Dolph Briscoe, Jr., of Uvalde based his views on what he called the overall sound economy of the nation and the solid demand for beef and other livestock products.

Briscoe, a former Texas legislator and past president of the Texas and Southwestern Cattle Raisers Association, made the remarks at the second day of the 16th annual Farm and Ranch Credit School for Commercial Bankers at A&M University.

He said he felt the bankers can finance ranchers with greater security than ever before. There will be short terms ups and downs, but the long range outlook is bright.

The cattlemen said beef feeder supplies are about the same as they have been for several years, and cow numbers are stabilizing. Grass capacity of ranges is being approached so that the cattle population should remain fairly even.

These developments, he pointed out, indicate that there should not be a big increase in beef production in the near future and consequent lower prices as there were in the 1950's.

Possibly the major problem of Texas ranchers, Briscoe said, is an old one -- brush control.

"This needs our full attention," he explained. "We are going to have to control brush if we are to maintain the cattle numbers that we now have."

The speaker told the bankers that special range improvement financing of a long term nature is needed. Short term loans can't do it.

Summing up, Briscoe said there is big opportunity ahead for the cattle industry, especially in Texas.

"If there isn't, I for one am in trouble, since I'm in that business," he said.

Herrell DeGraff of Chicago, president of the American Meat Institute, also conjured up a bright outlook for meat products.

Beef consumption per capita in the U.S., for example, has zoomed from a low of about 55 pounds in the 1950's to the 105 pounds in 1967, he said.

DeGraff predicted a plateau in beef production within the next several years and improvement in prices. This year should be better than 1967. But the better prices will eventually encourage more cow numbers and production will climb.

He said the swine industry is on the edge of a great leap forward, and established producers should be the chief beneficiaries. The pork production business today is like poultry was 20 years ago.

The major threat to meat products, DeGraff said, is vegetable protein. Such proteins are cheap and can be manipulated and isolated. A future possibility is food spiked with vegetable proteins and vitamins, with animal protein left out.

Almost 200 bankers, economists and guests attended the annual credit school. Sponsors were the Texas Agricultural Extension Service, Texas Agricultural Experiment Station, and the Texas Bankers Association.

It was conducted by the A&M Department of Agricultural Economics and Sociology.

Political Rally Stated Saturday

Plans have been completed for an area wide political rally at Wolcott Public School beginning at 7:30 p.m. Saturday, April 20. All candidates, both Republican and Democrat, on a state, district and county level have been invited.

This rally is being sponsored by Messenger Home Demonstration Club and all residents of Deaf Smith, Parmer, Oldham and surrounding counties are being invited to attend.

Free coffee and doughnuts will be served by members of the club. Anyone interested in becoming better informed about platforms of the various candidates is urged by Mrs. S.N. Thweatt, spokesman for the club, to be present.



Characters from SIX FLAGS' new \$350,000 Krofft Puppet Circus production. All sorts of wild and spectacular things happen during the show, which will be presented frequently each day in a 1,200-seat, air-conditioned theatre located in the Modern U. S. A. section of the popular theme park.

Electric Co-op Names

Washington Trip Winners

Names of winners of an oratorical contest sponsored by Deaf Smith County Electric Cooperative were announced this week by Mr. Leo Forrest, manager of the cooperative.

Winners whose category qualified them for all-expense-paid trips to Washington, D.C., are Judy Hollingsworth of Deaf Smith County and Ronnie Burks of Castro County.

Judy is a student at Hereford High School and is the daughter of Mr. and Mrs. A.L. Hollingsworth of Rt. 2, Hereford. She is an active church member and enjoys participating in the music and choir programs at school.

Ronnie is the son of Mr. and Mrs. Charles Burks of Castro County. He is a student at Dimmitt High School. Ronnie

was the 1965 Castro County 4-H Club Gold Star Boy. He is active in the speech department at school and has won several speaking awards.

The Washington trip winners were among high school students from the six high schools in the co-ops service area.

They will be among 100 young people from all over the State participating in the fourth annual Texas Electric Cooperative Government - In Action Youth Tour to the nation's capital city, June 8 to June 20.

Expenses of the Youth Tour are shared by other electric cooperatives in Texas which sponsor oratorical contests similar to the one sponsored by Deaf Smith County Electric Cooperative.

PARMER COUNTY PUMP Has Been Able To Offer Their Fine Machine Facilities For Special Order Work For The MISSOURI BEEF PLANT



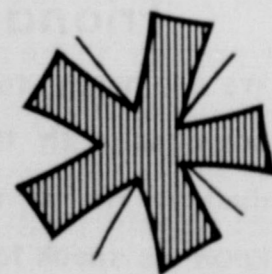
And so it is with great pride that we say Welcome to this fine new industry on the occasion of their dedication and formal opening.

PARMER COUNTY PUMP COMPANY



EXTRAORDINARY!

... the only way to describe the big new Missouri Beef Packing Plant opening in Friona this weekend.



Western Clark Lift, Inc. is happy to have furnished three lift trucks to Missouri Beef Packers.

We congratulate you on your opening, and hope to serve you again.

WESTERN CLARK LIFT

LUBBOCK, TEXAS

PHONE SH 7-4201

LET'S

GO GO

Yes, Let's All Go On Out To The Big

OPEN HOUSE

OF

MISSOURI BEEF

Let's Give This Great New Industry A Real Friendly Friona Welcome This Saturday And Sunday.

Ford

FRIONA MOTORS

Your Ford Dealer For Parmer County

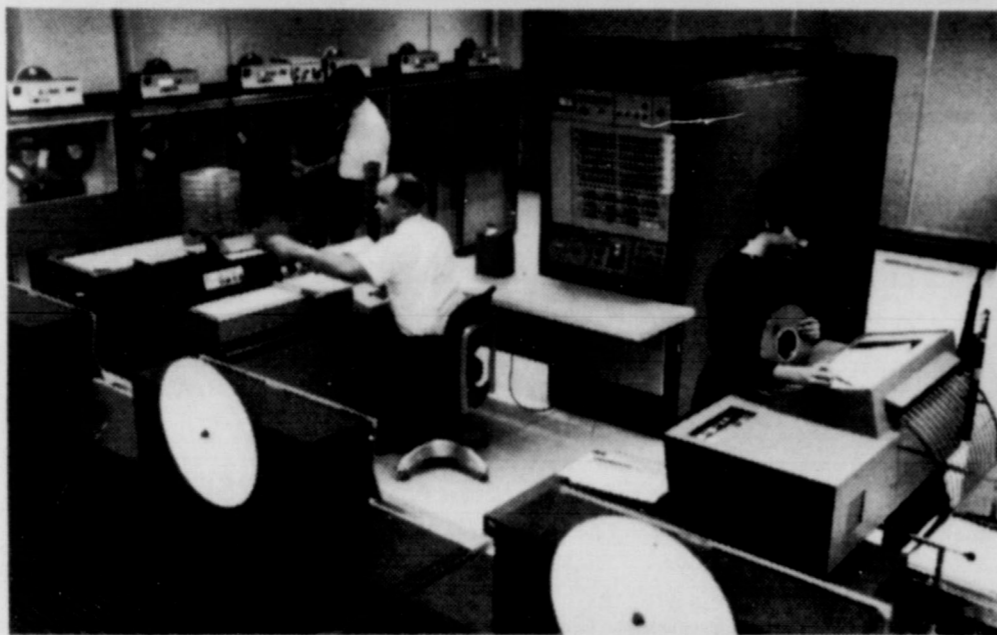
Super Shock Control cars are a Santa Fe development to move freight damage-free direct to assembly lines or warehouses. Santa Fe's R&D teams fit our fleet of 85,000 freight cars to your cargo requirements.



New Industrial Districts are being developed along the Santa Fe. Here is the plan for our Argonne Industrial District of 1,550 acres of fine plant sites—now being tailored to fit manufacturers expanding their market in the Chicagoland area.



Santa Fe's Data Systems Center with its third generation computers linked to our vast communications network (including 2,450 miles of microwave), helps pinpoint the location of shipments and provides facts to coordinate our operations with your distribution plans.

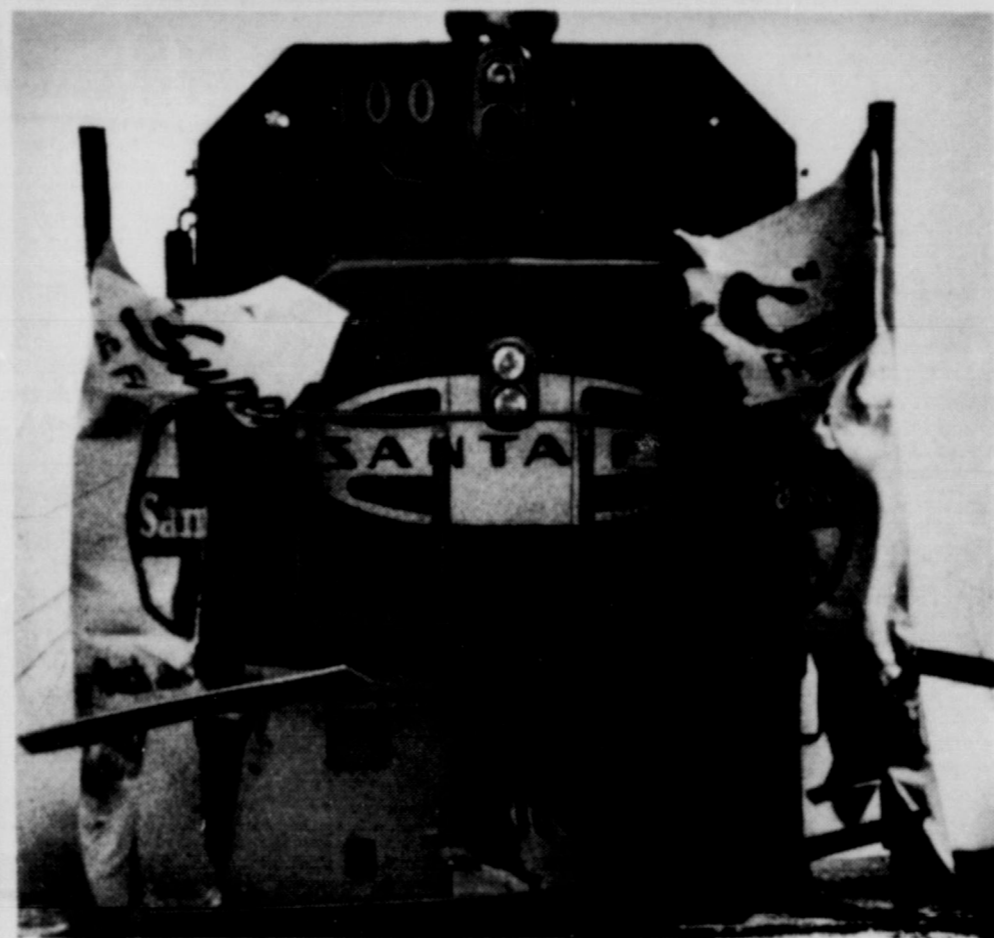


Please don't think of us as just another railroad...



Santa Fe has more than 8,750 huge 100-ton covered hopper cars (left photo). Each one can be loaded or unloaded in minutes, providing a fast, economical way to move mountains of bulk commodities such as grain, potash, cement, to market or manufacturing plant.

(Right photo) Containers now move from Santa Fe flat cars to and from ships to speed import and export traffic. You can reach Hawaii and the Orient faster through California ports because of more frequent sailings connecting with our fleet of fast freight trains.



Santa Fe's newest market opener is "Super C," the world's fastest freight train. Cutting 20 hours from Chicago-Los Angeles schedules for Piggy-Back and container cargoes, it's faster than truck and costs less than air freight.

Santa Fe is the moving part of your marketing arm.

Santa Fe is moving:
 ... with new ideas, new equipment, new schedules and new transportation methods to make distribution and marketing easier.
 ... with new ways to help your planning staff gear Santa Fe facilities to your manufacturing and assembly line systems.
 ... we're opening-up new areas for plant sites, to make market expansion more profitable for you.
 ... we're moving faster to help you reach world markets more easily, by linking your plant with frequent sailings from busy California and Texas ports.
 Santa Fe moves your freight by railway, highway, Piggy-Back, container or pipeline. So don't think of us as just another railroad.
 We're the moving part of your marketing arm.



For Santa Fe information call J.C. Beck, Agent, Santa Fe Railway, Santa Fe Station, Friona, Texas, 79035 Telephone: 247-3330

Santa Fe Congratulates

MISSOURI BEEF PACKERS, INC.

On Their New Beef Processing Plant Located In

Friona, Texas



TRANSFORMER INSTALLED. . . Friona's Southwestern Public Service Company manager, H. L. (Hank) Outland, is shown in the foreground, watching as workmen lower the huge transformer for Missouri Beef Packers into place. The piece of equipment was installed a couple of weeks ago, winding up a whirlwind schedule by the service company to provide electrical service to the new industry.

Company Lives Up To "Service" Part Of Name

The "service" part of Southwestern Public Service Company's name got a bit of a test in connection with providing electric power for the Missouri Beef Packers plant and Hank Outland is pretty happy about the way the test was passed.

The plant asked that the power be available in two weeks from the time that an agreement on the service was reached.

In just 12 working days, the electric company obtained the right-of-way, gathered all of the materials necessary for the construction and built a three mile line from the Friona Interchange Station, which is 1 1/2 miles south of town. "There were a few times the man buying the right-of-way wasn't very far ahead of the man running the hole digger to set the poles for the line," Outland recalls. He also recalls, with pleasure, the cooperation of the landowners in getting the right-of-way for the line.

The new line to serve the packing plant is tied into Southwestern's interconnected system so that two primary power sources are available. A 115,000 volt transmission line which runs from Amarillo to Clovis can feed power into the Friona Interchange Station from two directions. Then the new line is fed from the interchange.

The transformer which serves the plant is the pad-mount type. It is set on a concrete pad, thus the name, and the power is brought from the line to the transformer by underground cable. This cable runs for a distance of 220 feet.

The pad-mount transformer and the underground cable requires less space for the installations necessary to provide the plant's electric service. In addition, there is no exposed wiring, all of it is inside a cabinet, and this provides an added safety feature as well as improved appearance. The transformer is, incidentally, the largest of the pad-mount type on Southwestern's system.

Four crews worked on the line construction and the installation of the transformer. The overhead work on the line was done by an Amarillo crew of which David Moore is foreman. Two Hereford crews, with Bill Davis and Dale Gibson as foreman, worked on the underground cable and setting the transformer and another Amarillo crew, with Clay Hillin as foreman, made up the cable terminals and worked at setting the transformer.

The normal time for the job? Six weeks was Hank Outland's best guess. But you don't provide service for the second largest meat packing plant in the world every day -- so it wasn't a normal job.



At Home In Parmer County

By CRICKET TAYLOR
County HD Agent

The Oklahoma Lane 4-H Money Management group has just completed their project according to their project leader, Mrs. Norma Head. Six 4-H members were enrolled in the project.

Another group of 4-H members has started the Money Management project with Mrs. Earl Jameson of Friona as their project leader.

This project is gaining in popularity since it has become a project activity. It is designed to encourage 4-H members to develop skill in "decision making" in the use of money in order to reach goals for maximum satisfaction. Also, it aids in developing a wholesome relationship with parents in regard to use of individual and family income.

This is important since money matters are and can be a source of contention between parent and child. The learning

experience is worthwhile. The early years are the most impressive and mean much in the way money is handled as an adult.

READ THAT LABEL -- this can mean wiser selection of fashion through the choice of more durable fabric and less expensive maintenance.

If all you buy is fashion, taste, satisfactory fit, you're out of step, out of date. You can expect much more.

The following checkpoints will help you:

Brand of label, fiber content, fabric or garment finish, care instruction.

Manufacturers often use a hangtag to call attention to certain things. Reading that label can save you money and worry.

For instance, some fibers are not to be drycleaned--only washable. You can be in trouble when this information is disregarded.



EASTER WINNERS. . . The three top prize winners in the Friona Jaycees' annual Easter egg hunt are shown with Ted Lamora, chairman of the event, holding their respective prizes. Left to right, are Becky McLellan, five, Penny Alexander, two, and Jimmy Maltos, 11.

How could there be a more appropriate gift for her day.

Mother's Day May 12



The Name is Registered The Design is Patented

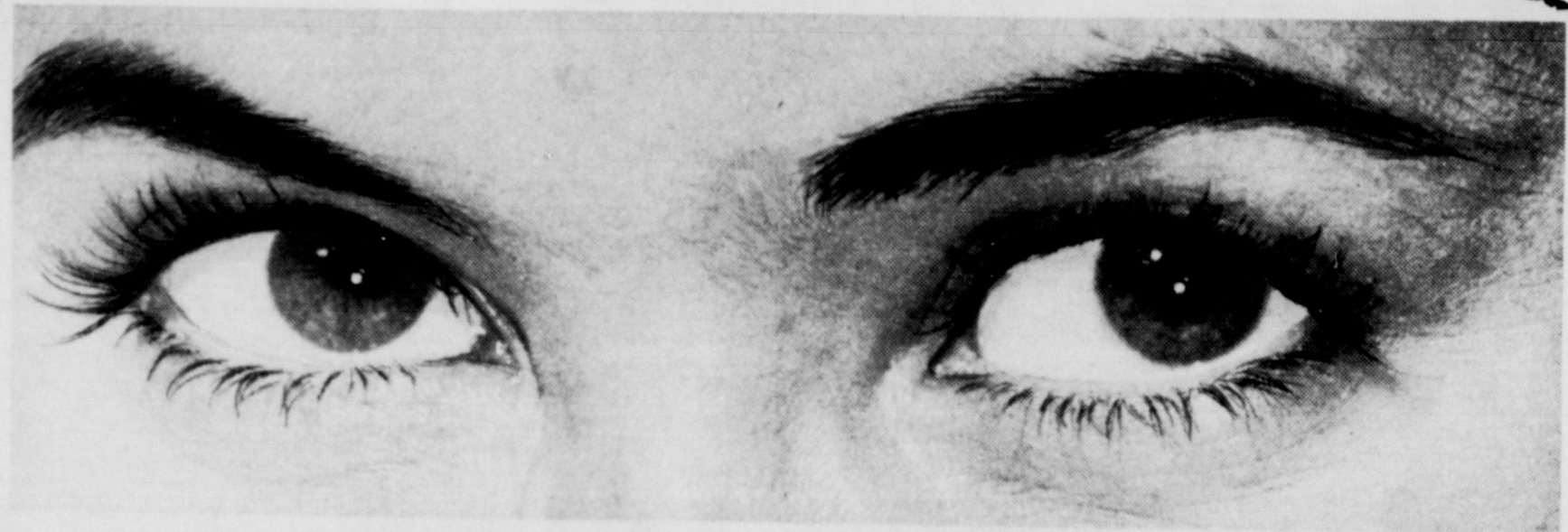
Than the "Mother's Ring"

A Registered trademark of Guelstin Bros. Mfg. Corp. The gift of a million happy memories

Twin bands of 14 Karat gold, which symbolize Mother and Father, are joined by lustrous synthetic birthstones, one for each child in the family.

THERE IS ONLY ONE "MOTHER'S RING". IT IS so distinctive, so unique, that it has been awarded U. S. Patent #186,183. Ask for it by name, confirm it by its identifying tag.

Allen's Jewelry



LOOK

It's Time For . . .

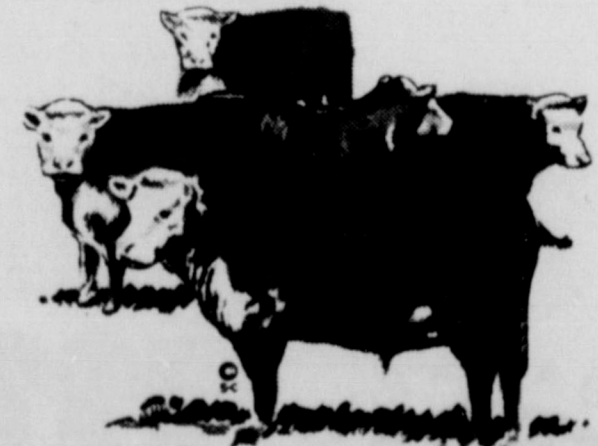
MISSOURI BEEF PACKERS

To Have Their . . .

FORMAL OPENING

Sunday, April 21, 1 To 5 p.m.

We are proud to welcome another new beef industry to the Panhandle of Texas, providing more jobs and outlets for our crops and cattle. We wish the new Packing Plant every success as they enter into this active business and we hope we may be able to serve you in the future!



FRIONA FEED YARDS, INC.

Lustrom Carpet Sales

is proud to have been the supplier of carpeting and floor tile for the new Missouri Beef Packing Plant.

QUALITY CARPETS AND FLOOR COVERINGS

- Free Estimates
- Financing
- *Monarch
- *Burlington Mills
- *Morrow Thomas
- *Brinkman Carpets
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- *Azrock Tile
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"We Aim To Please - Our Aim Is Good"

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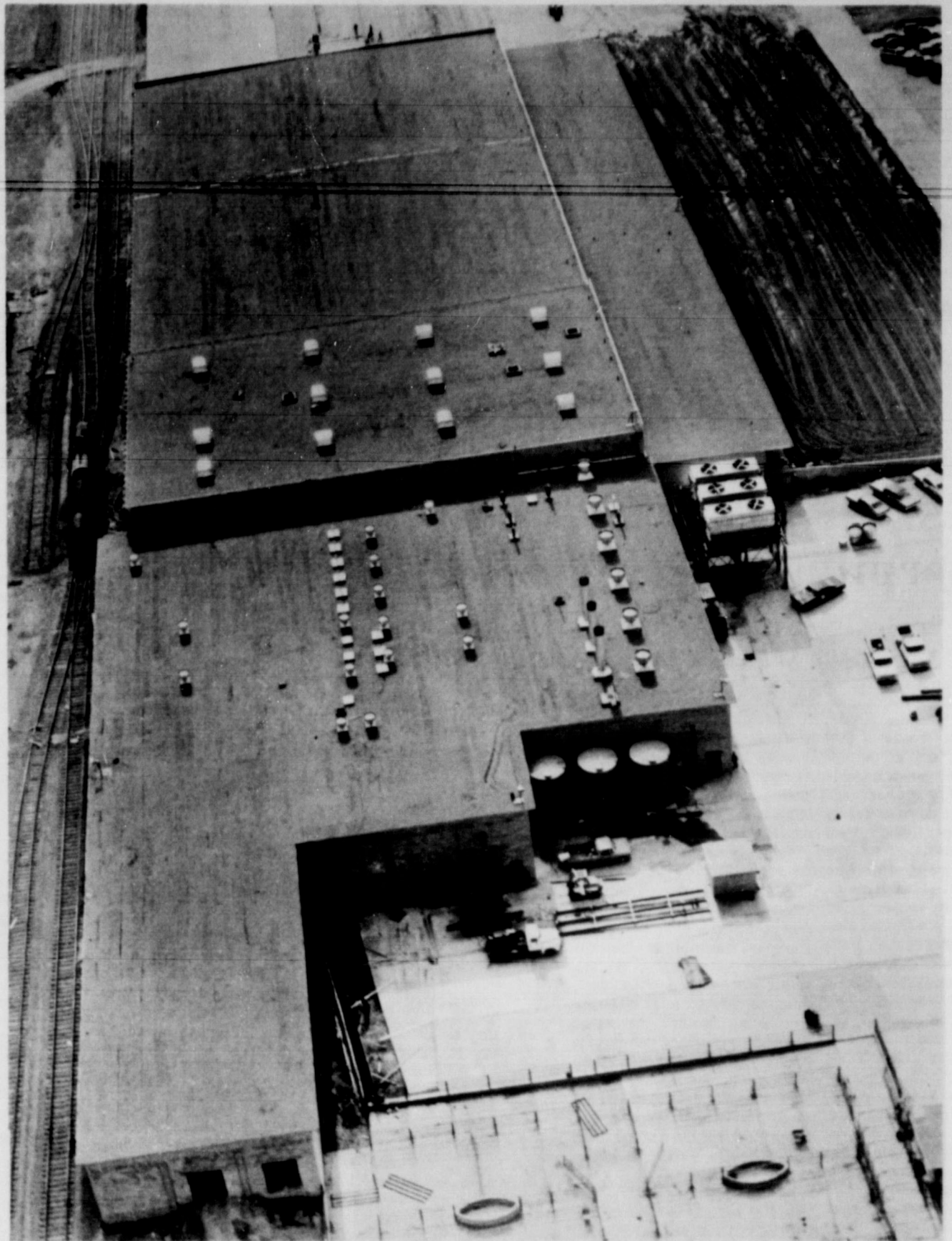


ELECT

Ben Barnes Lt. Governor

(Pol. Adv. - Paid for by the Committee To Elect Ben Barnes Lt. Gov. Ralph Wayne, Chm.)

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MISSOURI BEEF PACKERS

.... TRULY A GIANT IN THIS PACKING INDUSTRY

LEAWAY ROOFING, a giant in the roofing industry, is proud to announce that we did all the extensive roofing and sheet metal work on this fabulous new three and one-half million dollar packing plant. Thus, it is with great pride that we say a hearty congratulations to the stockholders and directors of this firm on the occasion of their formal opening.

We invite you to check with us first when you need any type of roofing or repairs. Our firm has been doing business with the fine folks in the Friona area for many years and we have built up a reputation for fine workmanship.

BUILT UP ROOFS — SHINGLES — SIDING — NAVACO AWNING

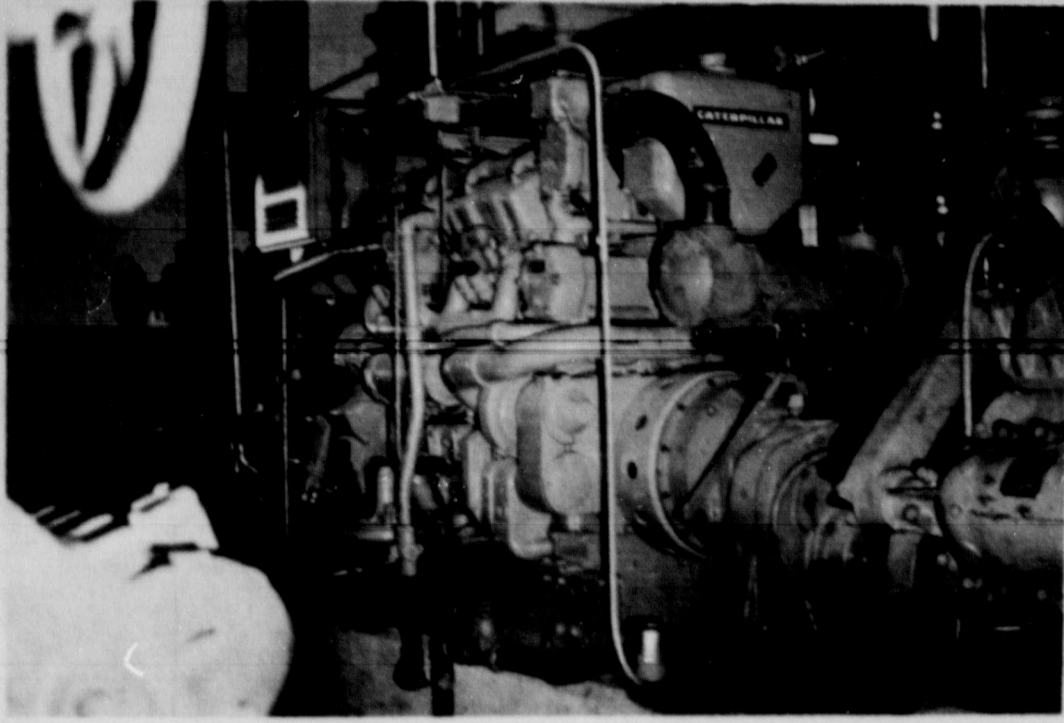
'Let Us Worry About Your Overhead'

LEAWAY ROOFING

Hereford, Texas

Lewis Lea

Phone 364-1280



CAT ENGINES. . . Six powerful Caterpillar engines, running on natural gas, drive ammonia compressors used in chilling the refrigeration rooms at the new Missouri Beef plant. Four of the engines are V-8s, each of which weighs more than two automobiles.

Caterpillar Gas Engines Used For Low Cost Service

If you have ever waited impatiently for your household refrigerator to freeze a tray of ice cubes, try to picture a refrigeration system capable of quickly chilling 200 beef carcasses per hour down to nearly freezing temperature. Then imagine the same machines producing hundreds of gallons of hot water every hour to maintain the highest standards of cleanliness and you have an idea of the capabilities of the refrigeration equipment in Missouri Beef Packers' new Friona plant.

Six powerful Caterpillar engines, running on natural gas, drive ammonia compressors to chill the water circulating through cooling coils. Four of the engines are V-8's, each of which weighs more than two large automobiles. Each of these engines does double duty, driving a 300-ton York compressor from each end.

Two smaller six-cylinder engines drive a pair of 75-ton Fuller compressors. Total capacity of the six engines is 2,550 tons. Honeywell automatic speed controls assure precise temperature regulation.

Rapid chilling is important because it keeps the beef carcasses in better condition, reducing shrinkage and enabling them to be moved out more quickly to refrigerated trucks or railway "reefers" for shipment. Carcasses are chilled to approximately 32 degrees.

In addition to the cooling provided by the Caterpillar engines in the Friona plant, there's a bonus of hot water for clean-up purposes. As the engines run, they produce heat, which is carried away by water circulating through the water jackets surrounding the cylinders. Normally, this heat would be wasted, but the Missouri Beef Packers installation employs Perflex heat exchangers, which capture the excess heat and use it to warm the water supply to a temperature of 140 degrees. In principal, it's just like the heater in your automobile, which uses heat thrown off by the car's engine to warm the passenger compartment.

Dependability and efficiency were the principal reasons for the choice of Caterpillar engines to power the refrigeration system. The plant will operate 24 hours per day, seven days a week, 52 weeks a year. Each engine is expected to run about 7,000 hours per year.

The high efficiency of gas engine drive with heat recovery pays off in lower operating costs. Based on anticipated operating hours and load factor, Missouri Beef Packers expects to save approximately \$62,000 annually.

The engines, controls and heat recovery equipment were supplied by Missouri Valley Machinery Co., the Caterpillar dealer in Omaha, Nebraska. Fuel is furnished by Pioneer Natural Gas Co.

"A candle loses none of its light by another candle being lighted from it. The same is true with our life. When we try to bring the sunshine to someone else, our own day grows brighter." - Carl C. Wood.



On The Farm In Parmer County

RONNIE McNUTT
County Agent

Cotton seedling disease can affect total yield from your acreage. Organisms associated with cotton seedling diseases are fungi, bacteria, and nematodes. They are most damaging during the periods that favor their development but unfavorable for plant development.

Preventing disease from affecting seedlings can be accomplished only by following the proper combination and use of control practices.

It is important to bury all surface trash below the planting level and plant the seed on beds to allow proper drainage. Shaped beds and precision planting can greatly aid in the control of seedling disease.

Seeds should be treated with a chemical fungicide to control seed surface-borne seedlings at 65 degrees in seven days. Lower quality seeds require higher temperatures and longer to germinate.

To test the seed quality before planting the construction of an incubator from an old refrigerator that will cool to 65 degrees is suggested. An electric light bulb controlled by a thermostat may be used to raise temperatures to 65 degrees.

After seven days at the 65 degrees temperature, high quality seed will germinate and have a straight root about 1-1/2 inches long. Low quality seed will have poor germination and roots which are curled or nubbed. Any mold growth on the seeds will indicate deterioration.

To assure a satisfactory stand it may be necessary to apply an in-covering fungicide when seedling disease has consistently been a problem. Sprays, dusts, or granules may be used and they should be thoroughly mixed with the soil used to cover the seed in the furrows.

Specially selected farmers in Parmer County will find a very important document in their mailboxes in the next few days.

It's the annual spring Acreage Survey of the Texas Crop and Livestock Reporting Service, a cooperative effort of USDA's Statistical Reporting Service and the Texas State Department of Agriculture.

Carey D. Palmer, agricultural statistician in charge, said that forms will be mailed to Parmer County from Austin on May 29.

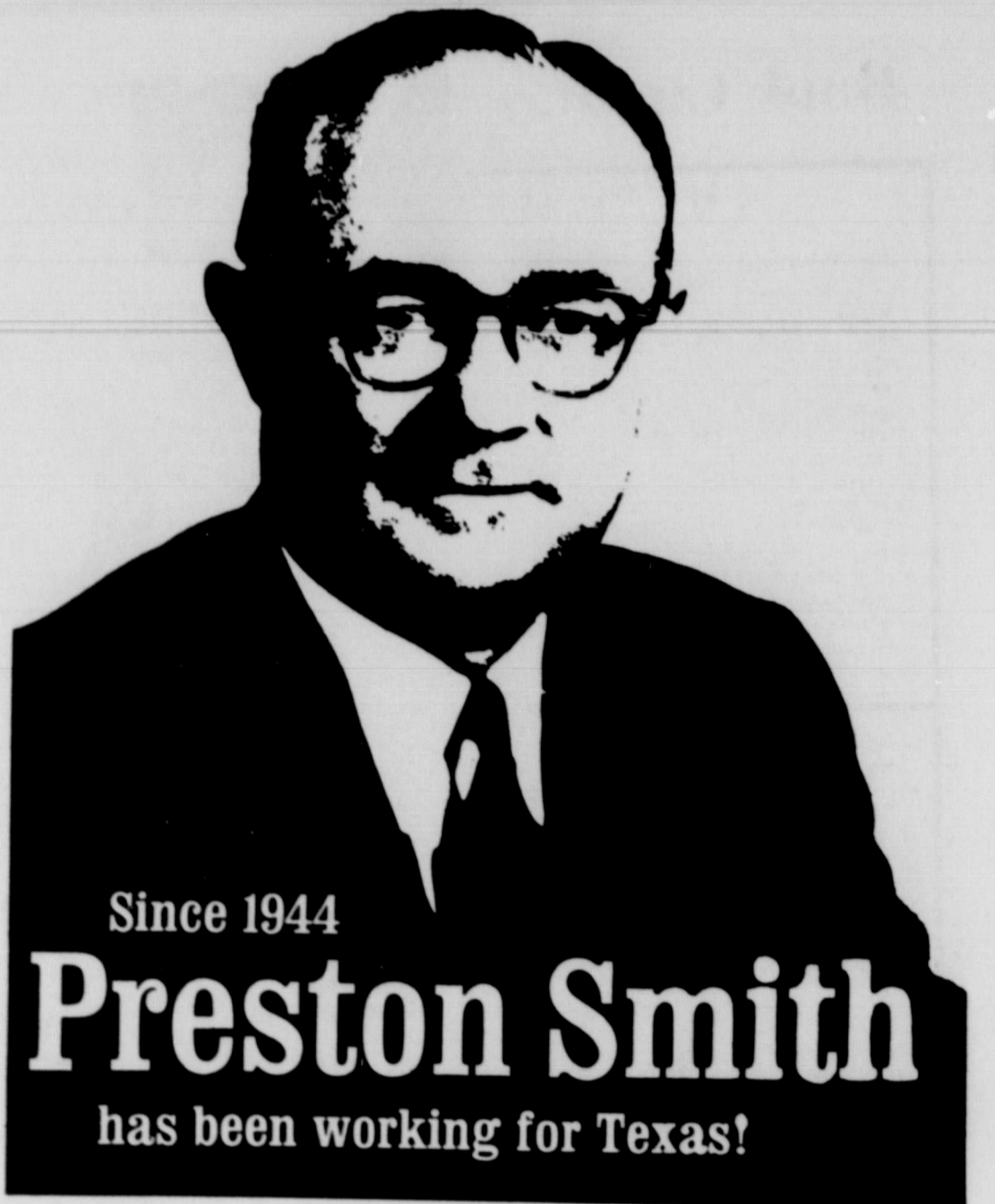
Crop reports for more than 100 years have been important aids to farmers in planning their production and marketing activities. By responding promptly to the questionnaire, farmers can increase the accuracy of our next crop report and make it even more valuable to them, he added.

Statewide, data are collected primarily from voluntary reporters, including 40,000 farmers and ranchmen, 6,000 agricultural businesses and 250 county agricultural agents.

Up to 25 per cent of the producers in each county, generally the larger operators, will receive the Acreage Survey form.

Safety Tip

Whenever you go into a school, church, theatre, store, or other place of assembly where there's a crowd of people, always look around and see which exit is nearest you. says the American Insurance Association.



Since 1944
Preston Smith
has been working for Texas!

6 years in the Texas House

6 years in the Texas Senate

6 years as Lt. Gov. of Texas

Vote for the man with experience in every elective legislative office.

Vote for Preston Smith for Governor of Texas.

(Paid for by Frionans for Smith Committee--Herschel Johnson, chmn.)



HERE IT IS...!

The Big New

MISSOURI BEEF PACKERS

Friona, Plant

Welcome To This Brand New Neighbor And Associate In The Ever-Growing Beef Cattle Industry.



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E. B. Johnson — Jay Taylor — Jay R. Taylor



OUR

Congratulations

TO THE NEW MISSOURI BEEF PACKERS



ATTEND THE BIG GRAND OPENING OF THE NEW INDUSTRY SATURDAY AND SUNDAY! DON'T MISS IT!

We Are Happy To Welcome This Fine New Industry To The Friona Area And We Take This Means Of Extending To You Our Warmest Wishes For Many Years Of Success In The Packing Business.

REEVE CHEVROLET



Book Chapter Reminds Of "Hello Central" Days

By Carol Ellis

While reading along in Louisa Grace Erdman's collection of early Americana entitled "Life Was Simpler Then," I was intrigued by her chapter called "Hello, Central." It got me to thinking about Rosie Lange who was Friona's own and very first "Central" back in 1922.

This was before the telephone came into very widespread usage in this part of the country, so Rosie, now Mrs. O.F. Lange, didn't have as many varied experiences as did the Central in Miss Erdman's book. If Mrs. Lange had put in her telephone office about six years later she could have been the duplicate of the Central described in the novel.

Friona was quite a progressive little town for its size (about 350 people) in 1922 when Rose Lange came to the area from the thriving metropolis of Chicago. Very few towns of that size could boast a telephone office. Mrs. Lange says she wasn't particularly over-run with calls to plug-in in those days, as there were only four or five phones and those were used mostly for emergency messages.

"Some days I wouldn't have but about six calls," Mrs. Lange recalls, "and there was lots of static on the lines so people couldn't hear very well."

There was no long distance in those days when Rose Lange set up her little telephone office in her home where the Friona State Bank is now located.

Miss Erdman's Central, however, was quite modern. She could and would place a long distance call for you and would then intercede with the other long distance operators to get you a good connection and make sure you could hear real well. A far cry from today's direct distance dialing and recorded voices telling you

you haven't dialed correct, eh? "We turned to Central as automatically as a flower turns to the sun and with the same expectation that our needs would be fulfilled," writes Miss Erdman.

Central was the Doctor's own private answering service. He would not think of leaving on a call without first telling Central where he could be reached in case of an emergency. She was also the town's information center. Sometime in the course of a day she would be sure of being asked, "Central, what's burning?" I see a fire in the West?" or "Central, what's on at the show tonight?" or "Central, what time is it? My clock's stopped," or "Central, would you know how long to cook apple jelly?" or "Central, how is Grandpa Williams doing this morning?"

"Central would give bulletins on the sick, quoting such details as temperature, appetite, (or lack of it), and the way the patient had (or hadn't) rested last night. She knew if the doctor was going to call, and if any out-of-town kin had either arrived or planned to do so."

Thus, when there was an illness in the family of a friend or neighbor and one did not want to disturb the family, one had only to take the telephone receiver off the hook and talk to Central. At such times as she was asked to do so, she would tell the callers that "the home was not receiving calls just now but that she, Central, would be glad to take the message and pass it on."

Central also had a system of making general announcements to all her flock. She would ring eight longs, the signal for all of the community to listen, and then she would wait for the sound of receivers coming off the hook. When she judged she had enough people listening in, she would proceed with her an-

ouncement. It might be an advertisement for specials on groceries, a free picture show sponsored by the local merchants, the ice cream social given by the Church, a circus coming to town, the community picnic, or even some emergency which bespoke the help of the neighborhood.

Central was also an authority on train and bus schedules, on who was or wasn't in town that day (as seen from her vantage-point office on main street), and on which girls had or hadn't already gotten a date for Saturday night.

Louisa Grace Erdman says the dating service angle was unique with her own Central and probably not in widespread practice. There was no excuse for a young man to tie up the phone asking a date from a girl who already had one. On the other hand, there was no excuse for a girl to sit home all evening when there was a young fellow wanting to take someone out. So the boys and young

men were seen slipping into Central Office on a Saturday afternoon. Needless to say, these were the days before "going steady." Central was happy to pass the necessary information to the young blades and this arrangement was one approved by everyone in the community.

Today's giant telephone industries can talk all they want to about the "service" they give, but the kind of telephone service we've been talking about here went out with the crank-style telephone.

Note to Mom

Be sure to scour the oven next Sunday before putting the turkey — or whatever meat you're planning — in it to roast, says the American Insurance Association.

Grease allowed to collect in an oven could cause a fire — and maybe also singe the bird. Faulty or neglected cooking equipment is among the principal causes of fire, the Association pointed out.

When there is an income tax, the just man will pay more and the unjust less, on the same amount of income. — Plato (427-347 B.C.)

the cool, new world of the "youth snap"



ARTSY-CRAFTY FASHION ... Tattersall pant-suit takes in some other works of art. Four Corners flies the red, white and blue in Celanese Fortrel. (Glimpsed in the Sculpture Garden, New York's Museum of Modern Art.)



THE BROLLY DOLLY BOUTIQUE ... Go-go T-shirts with a long reach. Mini-dresses now! In McGregor's Celanese Arnel, sashed with dash. (Making the scene at New York's Serendipity.)

Something known as "The Youth Snap" was born. A kind of cool, very sure-of-itself rallying to a world of their own that only the young and "with-it" understand.

If you're a girl in the "Youth Snap" whirl, what do you wear? How do you look? First, your hair. Washed and Ironed. Long and silky-shining—how it at the sides like a wide-eyed toddler — or tie it in back in a chic, George Washington peruke. Your make-up? The no-lipstick, no-make-up look.

This takes plenty of time. And your clothes? The most contemporary cool. The giant Celanese fibers people ("fashion-watching" all over the world) says that the British pant-suit is the very rightest of now gear. Crisp, neat and anything but heat. And, as dresses go, there's the T-shirt that just never stopped 'til it reached mini-skirt lengths. And comes in the most Turned-On Colors.

Look for military buttons and brass — dashing, devil-may-care, trench-coat tailoring.

And those fashion watchers in all the international fashion capitals of the world tell us that even the greats of the expensive Paris couture houses can't help looking over at America's Youth Snap kids. They watch and they salute the chic unstudied, underplayed nonchalance. A look that never looks as if it's trying too hard. But makes its own smashing, dashing fashion point clearly.

Seems as if the new Youth Snap could have a Crackle. Pop heard round the world.

BEST WISHES TO MISSOURI BEEF PACKERS

Open House
Sunday Afternoon

We congratulate Missouri Beef and the City of Friona on the opening of the big new packing plant this weekend.

COMMERCIAL AUTO RESIDENTIAL

Westbrook Glass Inc.
201 EAST 2ND STREET / CLOVIS, NEW MEXICO
C. P. "Jeff" Jefferson
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Serving The Southwest Since 1931

A SALUTE TO....

PROGRESS

On The Occasion Of The Formal Opening Of MISSOURI BEEF PACKERS, Friona Plant

WE WELCOME YOU TO FRIONA
Grain Sorghum Capital Of The World

Dedication Ceremonies
Saturday, 2:30 p.m.
Open House, Sunday, 1 to 5 p.m.
PLAN TO ATTEND

Congratulations And Good Luck To The Packing Plant. We Are Happy To Welcome Another New Beef Industry To The Area. We Wish You Continued Growth And Success.

Closely Linked With The Progress Of Friona Is

FRIONA WHEAT GROWERS INC.

Serving Area Farmers Since 1934

Library Week

Essay Winners

WINNING ESSAYS IN "NATIONAL LIBRARY WEEK" ESSAY CONTEST, SPONSORED BY LIBRARY BOARD.

A VISIT TO THE LIBRARY
By Carla Bauer, 4-A

A library is an exciting place to visit.

You can learn about many lands, people, and animals by reading a book.

It is very easy to check out a book and the librarian will help you check them out.

These are the steps for checking out books: first you bring the book to the librarian and she will ask you to put your name on a card in your book. Then she will stamp it. When you want to find the author of a book ask her and she will find it in her files. Try to be courteous too.

When you are courteous they will want you to come back. Some other things to remember are, don't push and wait your turn to check out a book and say thank-you to the librarian.

When You Visit The Library
by Tamela Hassenpflug

When you visit the library you must be quiet. When you look for a book and you take it out and you don't want it, put it in the right place. And if you can't find a book that you want ask the librarian.

The librarian is a person who helps you in the library. And if you like mysteries, or strange happenings, or secret codes and others the librarian will tell you where to find them.

When you check a book out they will put the month and date you return the book and if you don't return the book they will make you pay a fine each

day its out. A fine is a way of punishment.

And when you read a book be sure to have clean hands. And don't let a little child mark on a book.

.....

What Is A Library
A Library is where there are many kinds of books. Many people like to read books. They go to a library then they can look at the books. If they want to read the book, they check it out. The card tell you what month and date to take the book back. If you aren't finished then take the book to the lady and she will check the book out again. When you are finished take it back. Children like to read books to. They check books out and take good care of the books.

Children read books about important people. I enjoy reading books. Because sometimes I have nothing to do at home or school. So I read my library books. I have it in my desk. I am very glad we have a library.

(Stella Arvedondo)

My Favorite Author and Why
by Eud Barber

My favorite author is Dr. Suess. Dr. Suess writes books like no one else can. He puts real meaning into what he writes. He wrote the book the King's Stilts which I like and many more. He makes names that rhyme. I think that Dr. Suess likes children. I read a book named Scrambled Eggs Supper. It was a dilly. He is about the best author I know of. He hardly ever makes mistakes. I know Dr. Suess's probably spends millions of dollars just making kids happy.



Mayor W.L. Edelman signs Library Week Proclamation as Mrs. John Gaede, Librarian, looks on.

A Visit To The Library
by Peggy Martinez

When you go into a library what do you smell? Fresh books, of course.

You go into a library and you cannot only get books to read but books to help you in a report. Books in a library are in alphabetical order. In a library you must be quiet. Many people go to the library to study. You may not like it if people were talking loudly while you are trying to read. Usually you can check out two books and you can keep them for a week or two.

If you don't bring them back on the date marked inside the book, you pay a fine of so much money. If you tear or damage a book you pay for the whole book to be repaired.

A Visit To The Library
by Margie Clough

Saturday is the day I go to the library. It's got all kinds of books to read like mystery of fiction and other kinds of books. The library is clean. It's books are put neatly on the shelves. When you check out a book you have to give your name, your father's name, and your address. Then you get to keep the book for a week. If you don't bring it back the next week you have to pay a certain amount of money. When you take the book or books home be sure to keep it away from your little brother or sister if you have one. One day my brother got a hold of my book and I had to pay for it. I am going to the library this Saturday.

We At Clowe & Cowan
Want To Join With
Folks All Over The
Panhandle In Saying

WELCOME
To
MISSOURI BEEF
Friona Plant

We are happy to have been a supplier for the building of the new beef-processing plant. Congratulations to Missouri Beef on their huge new plant and best wishes for success in the future.

CLOWE & COWAN, INC.

Stocks Carried At
Amarillo - Lubbock - Roswell
P. O. Box 551
Amarillo

Welcome
TO

MISSOURI BEEF PACKERS

We are happy to welcome this fine new beef industry to the Friona area. We proudly salute the business men of Missouri Beef Packers who had the foresight to locate such a plant in this, the heart of the nation's biggest grain producing area.

Attend
OPEN HOUSE
Sunday, April 21
1-5 p.m.

CONTINENTAL GRAIN COMPANY

414 Main
HANK WHEELER, Mgr. Phone 247-3151

Join The Crowd..
And Head On Out Toward
MISSOURI BEEF PACKERS, Inc.
FRIONA PLANT

Won't you join with us in saying a hearty welcome to this fine new cattle industry. We are proud to have had Friona selected as the site of this big 3.5 million dollar plant. Let's all plan to attend their open house Sunday afternoon.

Monsanto

"Science Serving Agriculture"

Friona 247-2703
Hub 265-3299

Tam-Anne 647-5537
Rhea 295-3696

National Library Week In Friona



TOP ESSAYIST. . . Carla Bauer, left, fourth-grade student at Friona elementary school, was the winner of the essay contest sponsored by Friona Public Library. She is shown with her teacher, Mrs. Lois Miller.



LIBRARY USERS. . . Trip and Tracy Horton, children of Mr. and Mrs. Hollis Horton, are shown at their home library. The Horton children use the library just about every week and not just during National Library Week.



SELECTS BOOKS. . . Pattijon Talley, daughter of Mr. and Mrs. Calvin Talley, uses the library in the Talley home quite often. The week of April 21-27 has been designated National Library Week.

CITY OF
FRIONA, TEXAS
Office of the Mayor
PROCLAMATION

WHEREAS, the consideration of the citizens of this country is being directed toward the rewards of reading during National Library Week, April 21 to April 27, 1968, and

WHEREAS, this drive is a united effort by all media-newspapers, magazines and radio and television - to dramatize the role of libraries as an important "touchstone of excellence" in education; and

WHEREAS, newspapers and magazines are essential for well-informed citizens;

WHEREAS, books are the conservers, transmitters and disseminators of the world's wisdom and knowledge; and

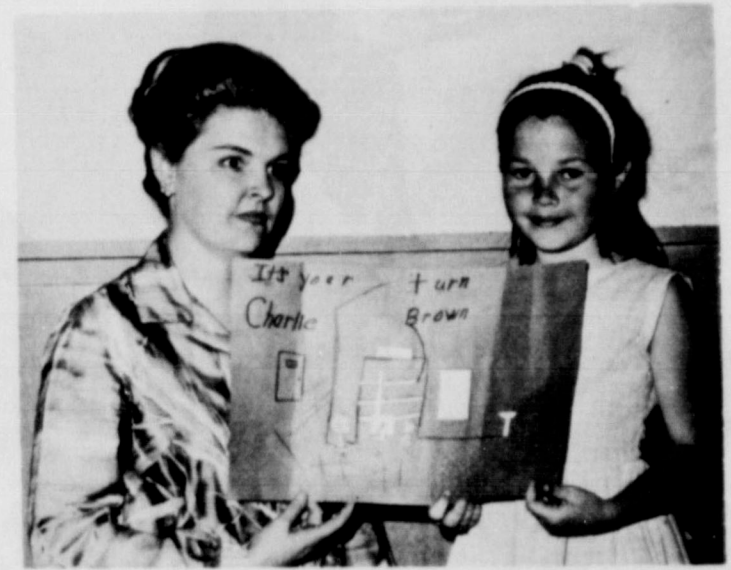
WHEREAS, the freedom to "read and grow" is one of the democracy's most cherished liberties; and

WHEREAS, the development of lifetime reading habits is vital to the continuation of our society;

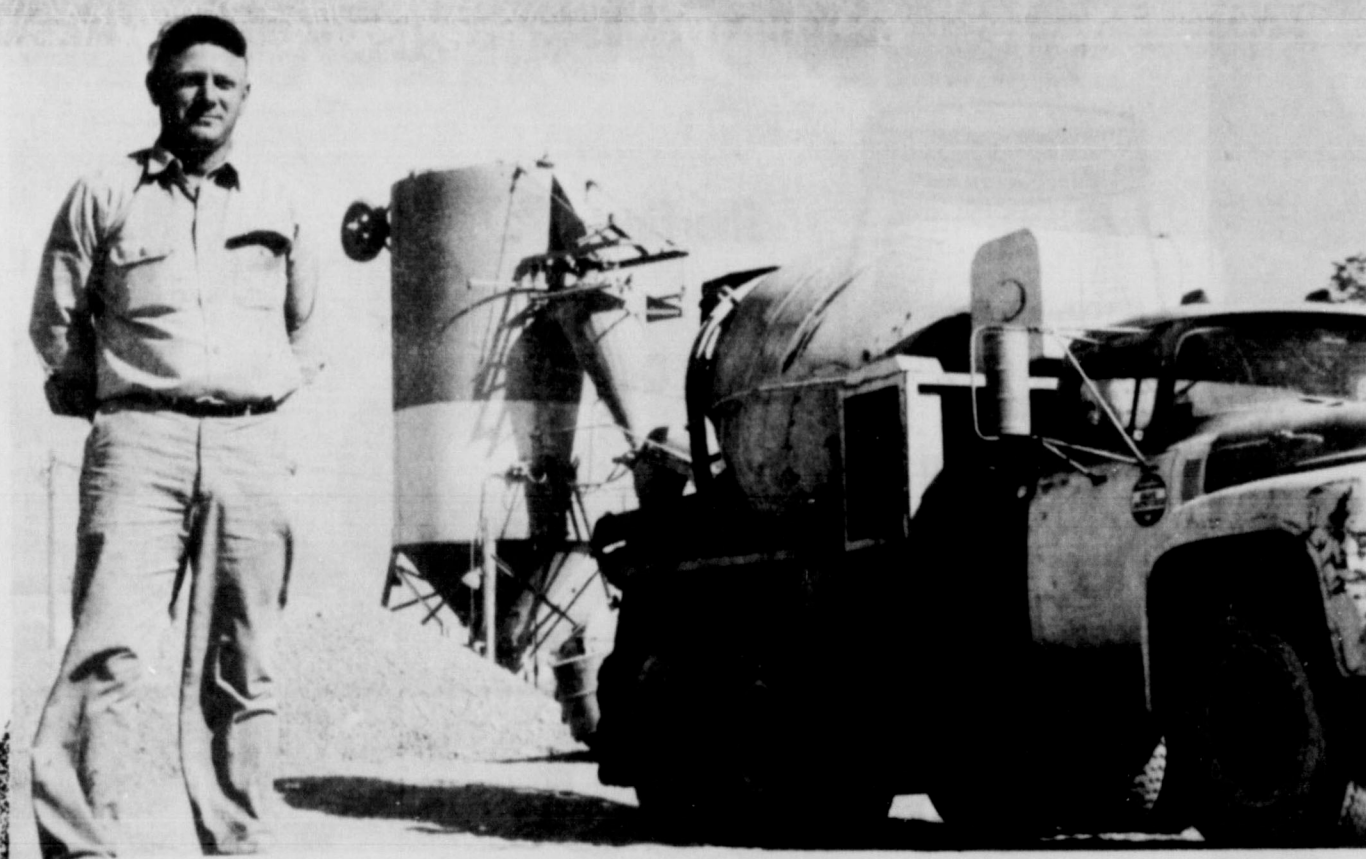
NOW, THEREFORE, I, W.L. Edelman, Mayor of the City of Friona, call upon the citizens of this city to have a part in this significant week by helping to inform their neighbors and friends of the pleasures and rewards of reading. For a better-read, better-informed America,

"READ, READ -- AND KEEP GROWING"
SIGNED At Friona, Texas, this the 8th day of April, A.D. 1968.

W.L. Edelman
Mayor



WINNING POSTER. . . Elaine Dandridge, third grade student was the winner in a poster contest sponsored by Friona Public Library. Mrs. John F. White, chairman, poses with the winner.



Manager Bill Nazworth With One of Trucks

Since The Start Of Construction,
We Have Poured 10,399 Yards Of
Concrete, Or Enough To Pour Foundations
And Drives For 260 Homes. Our Trucks
Have Made Over 2,000 Trips To The Plant.

We would like to take this opportunity to say THANK YOU to the citizens of Friona for your fine co-operation while we were busy with the construction work at the new MISSOURI BEEF PLANT. We wish to apologize for any inconvenience we may have caused and extend our invitation for your considerate patronage in the future.

FRIONA REDI-MIX

207 W. 5th

Friona

Phone 247-2215

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STEAKS

USDA CHOICE

Pound **49¢**



USDA

Chuck
ROAST 7-Bone Lb **53¢**
ROAST USDA Choice Arm Lb **88¢**
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Wilson's All Meat
BOLOGNA Pound **59¢**



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MELLORINE
Half Gal. **39¢**

Morton's Frozen
TV DINNERS Steak Chicken **39¢**
Beef
CORN Shurfine Frozen Cream Style **5 for \$1**

LETTUCE

Airzona Firm Head
Each **15¢**

TOMATOES Lb. **25¢**

GREEN ONIONS 2 for **19¢**
APPLES Fancy Winesap Lb. **19¢**

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LUNCHEON MEAT Shurfine 12 Oz. Can **49¢**
WHIPPING CREAM Clardy Campbell 1/2 Pt. **29¢**
COTTAGE CHEESE Clardy Campbell 16 Oz. **29¢**
GREEN BEANS Kounty Kist Cut 303 Can **15¢**

SUGAR

Imperial or Holly

5 Lb. Sack **49¢**

SALAD DRESSING



Shurfine

Quart

39¢

DOG FOOD Roxey 5 Lb. **59¢**

CRACKERS Shurfine Saltines 1 Lb. Box **21¢**

OLEO Shurfresh 100% Pure Corn Oil Lb. **29¢**

CAKE MIX Shurfine White Devil Food Yellow Box **29¢**

Aqua Net
HAIR SPRAY **50¢**

SHURFRESH MILK FOR GOODNESS SAKE





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IS THE LARGEST OF ITS KIND IN AMERICA.....

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SATURDAY and SUNDAY

3 1/2 Miles Southwest Of Friona
On Highway 60



AERIAL VIEW OF MISSOURI BEEF PACKERS' NEW \$3.5 MILLION FRIONA PLANT



**DEDICATION
CEREMONY**

SATURDAY, 2:30 P.M.

**OPEN
HOUSE**

SUNDAY, 1-5 P.M.

MISSOURI BEEF PACKERS, INC.
FRIONA PLANT

Farmers Aren't Close To Consumers Today

Every day is voting day in America's food stores. While farmers are busy producing new raw products, consumers are busy accepting or rejecting the foods made from them, says W.E. Black, Extension marketing economist at Texas A&M University, U.

Consumers have the power to accept or reject a commodity or a service, taking into accounts its cost and value. Farmers should become more interested in the outcome of their voting, advises Black.

Years ago when one farmer fed his own and one other family, the farmer tallied the consumer's votes. There was a quick response if the butter was rancid, or the milk had turned sour or the sweet corn was not sweet. These responses came from the cash-paying customer as well as members of the farmer's family. The farmer then had a personal involvement in how consumers voted.

Today, because one farmer produces enough food to feed 38 others, he no longer takes a close personal interest in how consumers vote. Though the farmers is giving less interest to how consumer vote than formerly, should not mean their votes are less meaningful, emphasizes the economist. The counting goes on continuously. Someone is keeping the record. Someone is keeping the vote. Someone is getting the rewards for responding to vote.

Who is this someone? He is the one supplying the products you see in the retail stores or restaurants. He is a processor or marketer. Because these people are sensitive to how consumers vote, farmers feel they need not be.

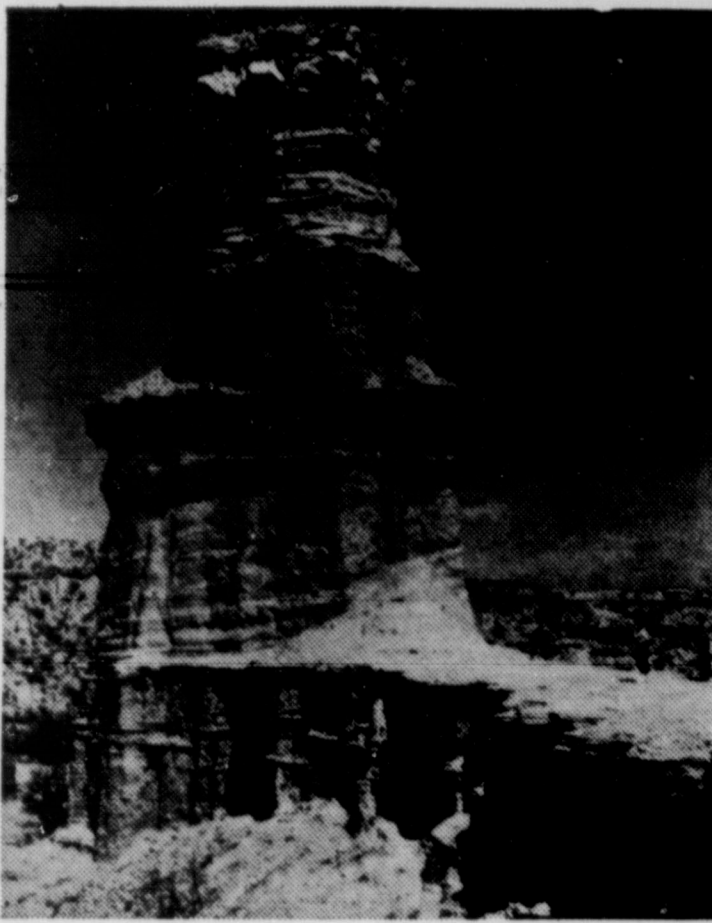
How do we know that processors and marketers are responding to the consumers vote, asks Black? For one thing we see more and more items on the grocer's shelves. There are now about 8,000 in an average supermarket. A large number of these items are new. For example, consumers used to buy potatoes in pne form -- fresh, by the bag. Today there are at least 50 different potato pro-

ducts that require no paring knife for preparation in the kitchen. Consumers have a choice -- either frozen, dehydrated, canned or combined with other foods. Consumers are more and more concerned with taste and convenience than price. This includes more eating out. The eating out business is increasing faster than the retail food business, says Black. Today about 20 cents of the average American's dollar goes for food eaten away from the home, he notes.

These changes are responses to consumers' votes and spells opportunities for farmers just as for the marketers. Farmers can become the innovators of new convenience foods. But, even when they are not the innovators, efforts by others to put more convenience foods on the market puts new demands on the farmer.

These include the need to produce new varieties, new flavors, new colors, greater uniformity, and a lot of other product features that get the vote of modern consumers.

No matter how you look at it, farmers cannot afford to ignore how consumers vote, concludes Black.



LIGHTHOUSE ROCK — Sculptured by wind and water, this natural stone tower keeps its vigil near Palo Duro Canyon State Park, 35 miles southeast of Amarillo. Palo Duro Canyon cuts a spectacular 120-mile gash through the Texas Panhandle. Six miles wide and more than 700 feet deep, the canyon is considered one of the truly geological wonders of the State.

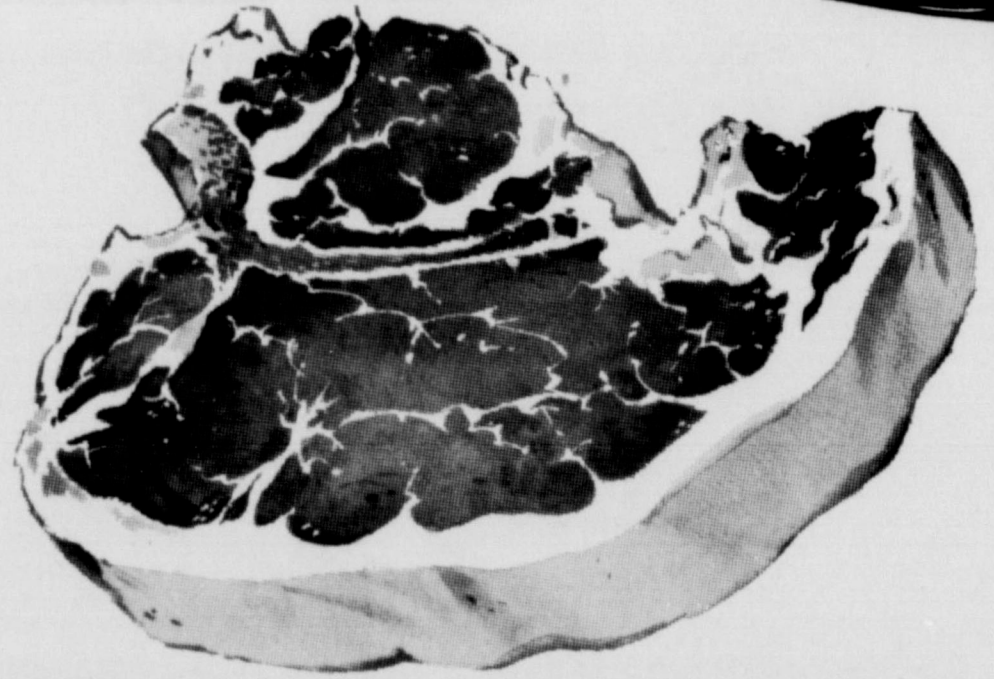


SALES PERSONNEL... George A. McGlumphy, vice president in charge of buying, is shown with James Lawless in the Missouri office, recording purchases from buyers.

HATS OFF TO PROGRESS

* * * *

OUR CONGRATULATIONS TO MISSOURI BEEF PACKERS AND TO THE CITY OF FRIONA ON THE NEW PACKING PLANT.



We Are Happy To Be A Supplier To Missouri Beef Packers, And We Look Forward To Many Years Of Serving This Fine New Packing Industry.

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*For All Kinds Of Earth Moving Call. . . .

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ANOTHER HONOR

Carrothers Is Named Director In TSCRA

Jack Carrothers, manager of Friona Feed Yard, has been named to the board of directors by the Texas and Southwestern Cattle Raisers Association at its recent annual convention in San Antonio.

Carrothers was one of eight new directors elected by the association at its meeting.

T. L. Roach, Jr., of Amarillo was elected president of the organization. Roach, 45, operates ranches in Donley and Potter counties in Texas and in Colfax County, N.M.

Frank Lewis, Bay City, advanced to first vice-president and William C. Donnell, Marathon, was named second vice-president and treasurer.

Other newly elected directors are Eugene B. Smith, Jr. of Dallas, James Whittenburg, III of Amarillo, E. C. Mullendore, III of Pawhuska, Oklahoma, Jim McAllen of Linn, Jim Humphreys of Guthrie, LeRoy Williams of Carrizo Springs, Wray Finney of Fort Cobb, Oklahoma, Worth Durham of Sterling City, W. O. Culberson of Las Vegas, New Mexico, and David Perkins of Hamburg, La. Dallas was selected as the convention site in 1969 and Corpus Christi in 1970. Cattlemen went on record as being opposed to including agriculture under the National Labor Relations Board Act. They applauded the action of the House Agriculture Committee in its resolution advocating the exemption of agriculture from this legislation.

Another resolution voiced strong reservations regarding current proposed legislation such as the National Agricultural Bargaining Act and other similar legislative and administrative proposals and the cattlemen authorized a study of the entire area of beef marketing in order to develop valid information to support decisions on marketing proposals.

The Association requested support for legislation providing for the evaluation of farms and ranches for estate and gift tax purposes to be made on the basis of their value for agricultural production rather than values which may reflect inflated and speculative sales

prices.

The cattlemen asked for modification of existing import laws to include establishing the triggering level at 100 per cent, includes canned, cooked and cured meat products and establish a quota on a more uniform basis throughout the year.

Other resolutions gave recognition to the Texas legislature for the support given to research into water losses from undesirable brushy species and praised legislature and governor for creating the Diagnostic Laboratory and urgently requested an appropriation by the 60th legislature to construct the facility. The Association's position on proposed changes restricting movement of cattle from non-accredited areas in the Federal Brucellosis program was reiterated. In his address to the convention, outgoing TSCRA President Ben H. Carpenter of Dallas reviewed conditions in the cattle industry and the nation and received a standing ovation at the close of his address.

Don C. King, TSCRA Secretary-General Manager, reported that field inspectors assisted in solving theft cases that recovered \$206,460 worth of livestock, saddles, horses, horse trailers, guns, etc., during the year.

Cattlemen were encouraged by comments of speakers appearing on a marketing symposium. Dr. Herrell DeGraff, president of the American Meat Institute, said the next three years would be much better than the past three had been, and Robert Reiferson of the Western Livestock Marketing Project, estimated that feeder prices would go up two dollars per hundredweight through the fall. However, the ranchmen were cautioned by Governor John Connally not to view themselves as being in good shape because of the slight improvement.

"Beef cattle prices should be 15 cents a pound higher," he said. "Efforts must continue to get income from agriculture on a par with other segments of the economy."

Colorado rancher Farrington Carpenter also chided cattlemen



Jack Carrothers

men for their tendency to overlook their economic plight.

In outlining the economic stress in the cattle industry he told the cattlemen, "You are flat on your back, four feet in the air, and sucking wind right now. If you don't do something to get more for your product you will soon expire." He said that a primary need in the industry is a way to identify superior animals and for cattlemen to be rewarded in the market place for this improved product, the superior beef animal from the standpoint of cutability, palatability and gradeability.

Dr. Lowell Walters of Oklahoma State University said that cattlemen are going to have to make up their minds to produce animals that produce more meat and less fat. Walters also predicted that packers are going to start shipping more beef as primal cuts and cuts prepared for immediate sale.

Lyle Tom, Jr., of Campbellton, told the convention visitors that there is a place in today's beef industry for artificial insemination and that this can be a practical way to make fast improvement in the beef herd. He also said that drylotting his

cows during part of the year had proved to be a paying proposition, pointing out that both practices require extra attention from the cattle owner.

Ben Sims of Paint Rock said there is much room for range management and range improvement to increase the cattle industry income in Texas. "The screwworm program saves us millions of dollars a year and we solved it," he said. "We are not doing enough to solve the range problem."

Dr. Don Williams of Ada, Oklahoma also hit hard on practices which would make cattlemen money and predicted that better management could result in the saving of hundreds of dollars a year for many cattlemen.

Jim Hughes of Vernon and William C. Donnell of Marathon brought convention visitors up to date on agricultural labor problems.

Donnell reminded the cattlemen that at this time there is a proposal in Congress to extend the coverage of the minimum wage to every American worker and to increase the basic rate to two dollars per hour as well as state efforts to establish minimum wage laws.

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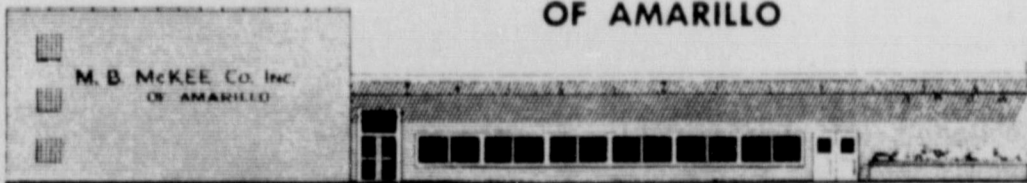
Wow!

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Names Are Important, Specialist Advises CENSUS TOTAL GIVEN

What's in a name? Plenty says Jennie Kitching, Extension specialist in family life education. A Percival or an Alfreda by any other name may have an easier time in life.

Names are more significant than most people realize, according to a recent study by Barbara Buchanan of PennState and James Erving of Ohio University. The Texas A&M University specialist says a child tends to identify with his name and may react according to whether his companions approve or disapprove.

Michael, James and Wendy were found to be relatively high

in approval value, while Alfreda, Percival and Horace rated low.

Researchers have found that children with peculiar names are more likely to suffer emotional disturbances than children having ordinary names. Boys show a higher rate of disturbance than girls, according to the specialists.

A boy with what used to be called a sissy name may have to overcome a name which is disliked by both sexes, a name which connotes low masculinity or a name whose owner is expected to be passive, Miss Kitching says.

A child with a name which rates high in approval by both men and women, such as Michael, starts out with a name considered masculine and one which connotes activity.

Men like such girls' names as Susanne, Linda, Dawn, Annette, Sherry, and Patty. Women like Yvette, Tammy, Kim, Karen, Lisa, Yvonne and Katherine.

For girls, flower names, such as Pansy, Lilly or Rose, were popular once but now are considered old fashioned by both sexes. Other feminine names not too popular currently include Hildegarde, Beulah, Mathilde and Alfreda.

Corn Was Early-Day Crop In Plains Area

By Nelson Lewis
Staff Writer

Today broad ribbons of concrete sweep across the land where not too many years ago a faint wagon track was the only guide to any form of civilization.

The limitless grass met the vault of heaven on a far horizon and hardy indeed were the men and women who dared to cross this vast unchartered sea. Their motives were legion and their story is part of the great western migration that brought about the advancement and the advantages that today we take for granted.

Of major importance to our part of the Panhandle is U.S. highway 60.

Coming from the west, "sixty" enters the Texas Panhandle at Farwell, county seat of Parmer County.

Straight as an arrow from a Comanche bow, it cuts a path across the southwestern plains country. Today's traveler, speeding northeastward on Highway 60 passes monument after monument dedicated to Panhandle agriculture. He may not think of them as monuments, and understandably so, for to the casual observer these structures are merely grain elevators.

Beginning at Farwell one can not cover too many miles without seeing a group of elevators. There is something akin to awe in viewing these white towers. They are lone sentinels standing guard over the economy of a wide land.

Against the blue of the sky their white concrete walls are symbols of agricultural strength.

But what of the days before grain sorghum and giant elevators?

In the census of 1880, corn was the only crop mentioned in relation to the Texas Panhandle. Of the thirty counties comprising the greater part of the area, only two were listed as growing corn, Donley with 128 acres and Gray with 46.

The mighty XIT ranch planted some corn at Buffalo Springs

in 1885 but it failed as a grain crop.

Farther south at the Yellow House division, the XIT tried again in 1886. Realizing that due to a lack of moisture the crop would never mature, they cut it for fodder two and one half months after it was planted.

The figures for 1890 show 17 counties growing a total of 3632 acres, and by 1896 farmers became aware that corn was more profitable when grown for fodder rather than for grain. Hope springs eternal and so in 1900 fifteen counties reported 15,590 acres planted to corn, and by 1910 all thirty counties were growing a total of 179,424 acres.

The latter increase in acreage was caused by a great influx at corn belt farmers migrating to Texas during the decade of 1900-1910. These people had the tools and the know how to raise corn and finding the Panhandle land to be free of trees, stumps and rocks, they naturally expected their experience and hard work to pay off.

Nobody had told them that the land was also "free" of water!

It was during 1910 that the State Dept. of Agriculture gave out words of wisdom which must rate as the greatest understatement of the times: "although corn is an important crop there are probably other grains more suited to the semi arid conditions existing in the Texas Panhandle."



MISSOURI PLANT. . . Here is a ground view of Missouri Beef Packers' Rock Port, Mo. plant, which has been in business about two years.

For years American farmers had been aware of the value of African derived sorghums. Before the turn of the century the XIT had tried sorghum as a forage crop and were reasonably well pleased with the results.

In 1909 three counties, Parmer, Carson, and Collingsworth, were raising sorghum to be used for the production of molasses and sugar. Some thought was given to the creation of commercial sugarmills as an outlet for the sorghum and sugar cane produced.

The sorghum grains, these camels of the plant world, proved their worth and by 1914 were as important to Texas as was corn to Kansas.

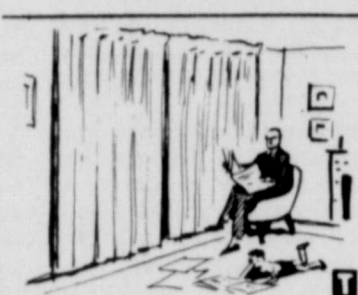
Since 1919 serious study has been carried on in relation to

improving the original varieties of the sorghum family. Sorghum maize is undoubtedly the king of crops, but he has in his court such nobles as wheat, corn, sugar beets, cotton, and a host of vegetables.

Pasture lands and hay crops also make a valuable contribution to the area's economy. The first hay grown in the Panhandle was at Old Tascosa, where a Spaniard by the name of Casimero Romero raised a field of alfalfa which he irrigated from a large spring.

The combination of scientific research and hard work is clearly demonstrated during good years when the multi-million bushel storage facilities cannot contain the grain produced.

Surely our crop runneth over.



Fiber glass draperies, which are made to look like many different kinds of materials, do more than add easy-care elegance to your window. PPG fiber glass draperies have excellent insulating properties; you can save on winter heating bills because they keep expensive fuel heat in. Summer air-conditioning bills may be lower, too, because fiber glass keeps sun glare out!

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Plenty. At least, where the Missouri Beef Packers' Plant is concerned. Large natural gas engines for cooling and freezing meat. And heat is recovered from the jacket water of these engines to supply domestic hot water needs. There is also a huge natural gas boiler that provides steam for cooking and cleaning.

But why did they choose natural gas? For one thing, it's the most dependable fuel. In an operation of this size, they can't afford to discontinue operation because of power

failure. Another important factor to consider was cost. Natural gas came out on top in that category, too. They figure that the savings realized by using natural gas engines for refrigeration will pay out that part of the plant in less than two years. These are two of the best reasons anyone can have for using natural gas.

Natural gas is a big part of the fuel supply at the Missouri Beef Packers' Plant. That's what natural gas had to do with meat packing.

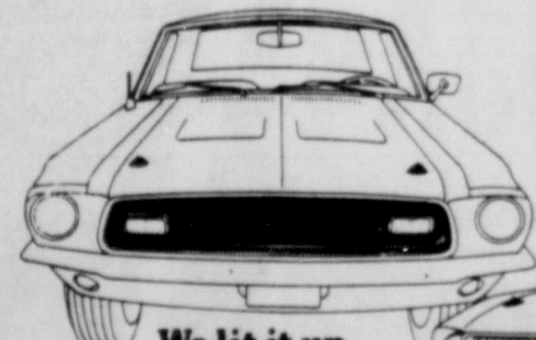


Pioneer Natural Gas Company

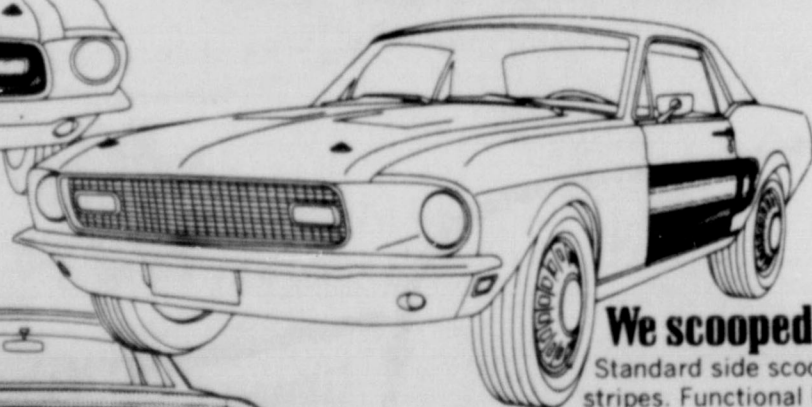
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FRIONA MOTORS

Friona

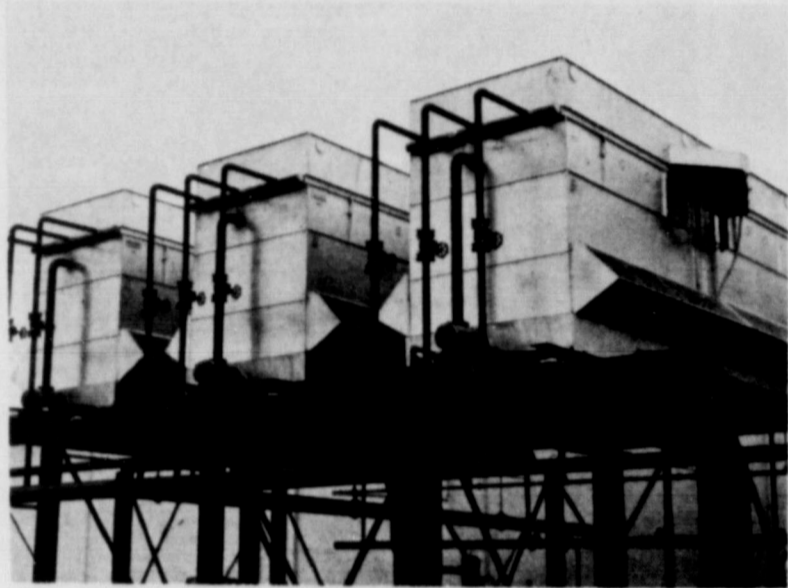
Box 957

Grand & Highway 60

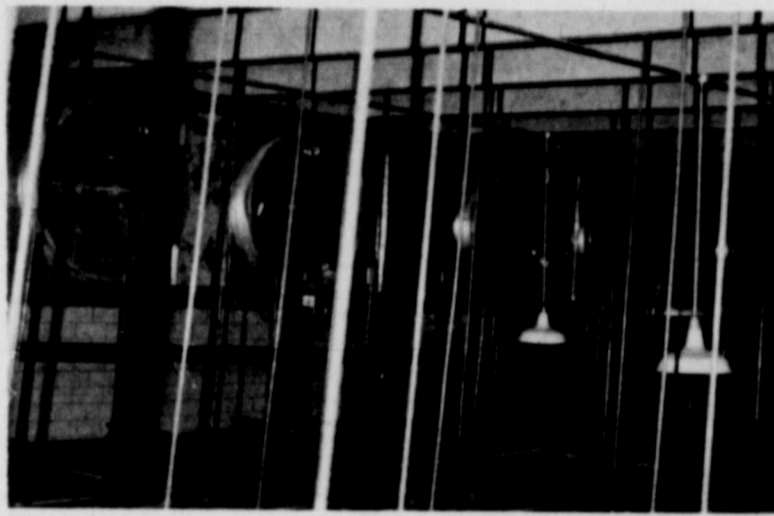
Congratulations

MISSOURI BEEF PACKERS, INC. FRIONA PLANT

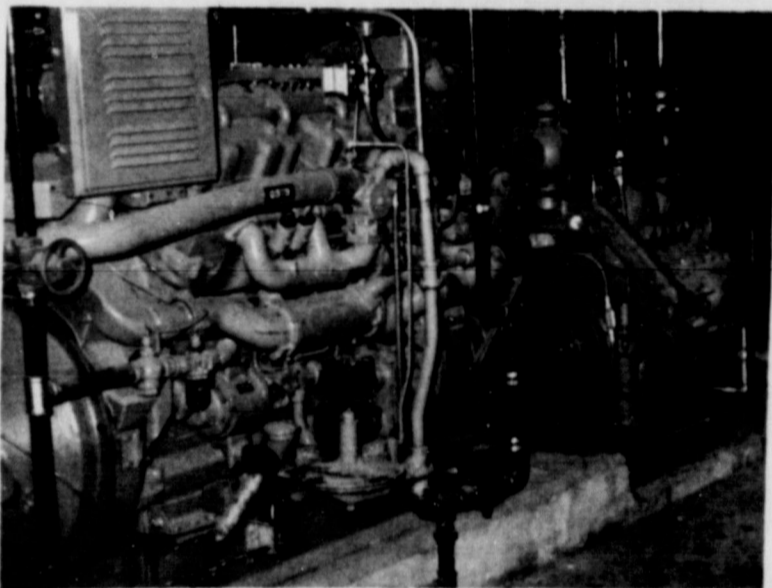
On The Opening Of The Newest And Largest Single-Line Packing Plant In The World!



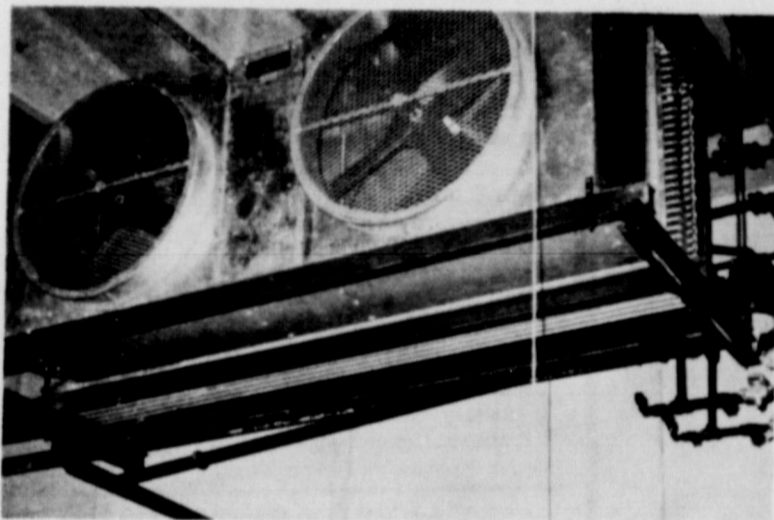
THREE GIANT CONDENSERS (PPS-46) PRODUCE 500 TONS PER UNIT.



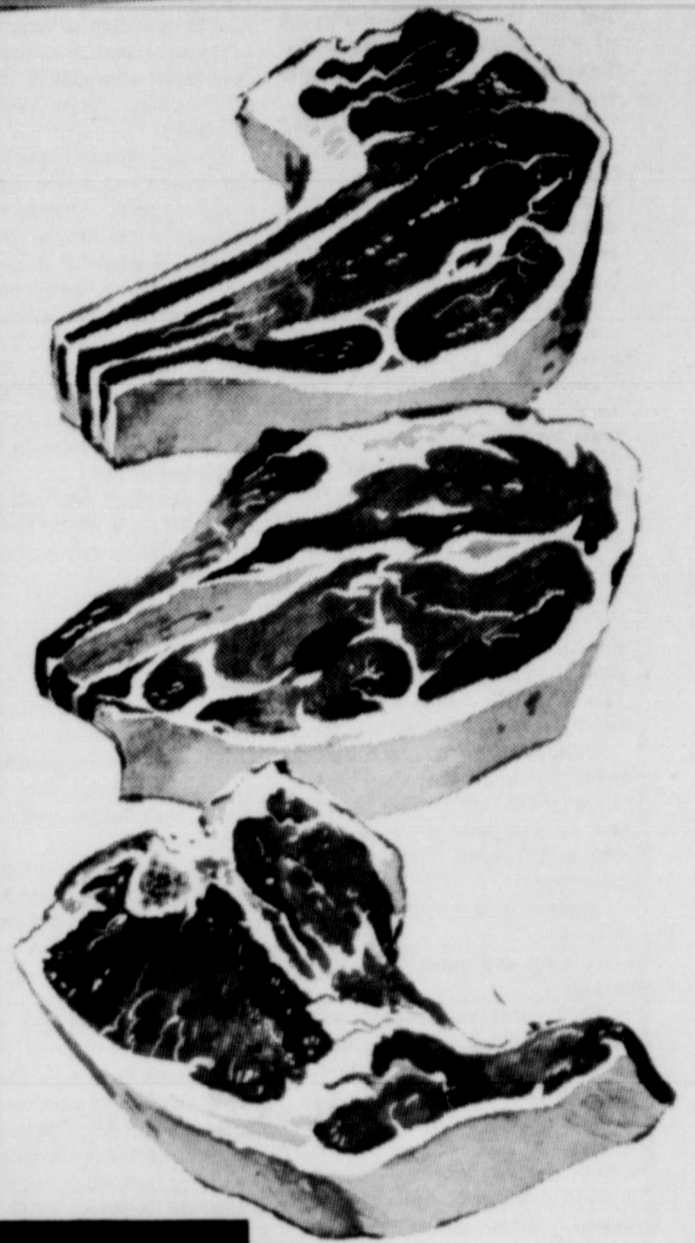
PERSONALLY ENGINEERED for the Friona Plant by the Recold Corp. were 24 units (PH 400RG104A-W) Units are located in the "hot boxes."



Six powerful Caterpillar engines, running on natural gas, drive York ammonia compressors.



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Gene Frye, President



Bill Gilbert, Plant Manager



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- * CAT ENGINES--By Missouri Valley Machinery Co. (To represent a prime power saving of \$62,000 annually)
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CRESTON, IOWA



Rufus Davis
Plant Engineer

Harry Stevens
Head Mechanic

Dennis Wesley
Purchasing Agt.

Doyle Elliott
Building Supt.

BY D.P.S.

Safety Rules Given For Tornado Season

C.O. Layne, State Coordinator of Defense and Disaster Relief for the Texas Department of Public Safety, is reminding Texans that the peak tornado season is approaching.

"Statistics from the United States Weather Bureau's State Climatologist indicate that Texas again led the nation in total tornadoes last year, with an all time record of 232," Layne said. The 1967 figure compares with the 77 twisters confirmed in the State during 1966.

Only two months in 1967, January and November, were free from tornadoes. September accounted for more than half with a total of 124. Of the September tornadoes, 115 occurred in connection with Hurricane Beulah.

There were two twisters in February, 11 in March, 17 in April, 34 in May, and 22 in June. Other totals included July with 10; August, five; October, two; and December, five.

A circular of tornado safety rules has been prepared by the Department of Public Safety, and is available through local city and county Civil Defense directors.

General safety rules are as follows:

I--If you are near a tornado cellar:

When time permits, go to a tornado cellar, cave or underground excavation which should have an air outlet to help equalize the air pressure. It should be kept fit for use free from water, gas or debris; and preferable equipped with pick and shovel. There is no universal protection against tornadoes except underground excavations.

II--If you are in the open country:

(1) Move at right angles to the tornado's path. Tornadoes usually move ahead at about 25 to 40 miles per hour.

(2) If there is no time to escape, lie flat in the nearest

depression such as a ditch or ravine.

III--If in a city or town:

(1) seek inside shelter, preferable in a strongly reinforced building. Stay Away From Windows!

(2) In homes: The corner of the basement toward the tornado usually offers greatest safety, particularly in frame houses. People in houses without basements can sometimes be protected by taking cover under heavy furniture against inside walls. Doors and windows on the sides of the house away from the tornado may be opened to help reduce damage to the building.

(3) Standing against the inside wall on a lower floor of an office building offers some protection.

IV--If in schools:

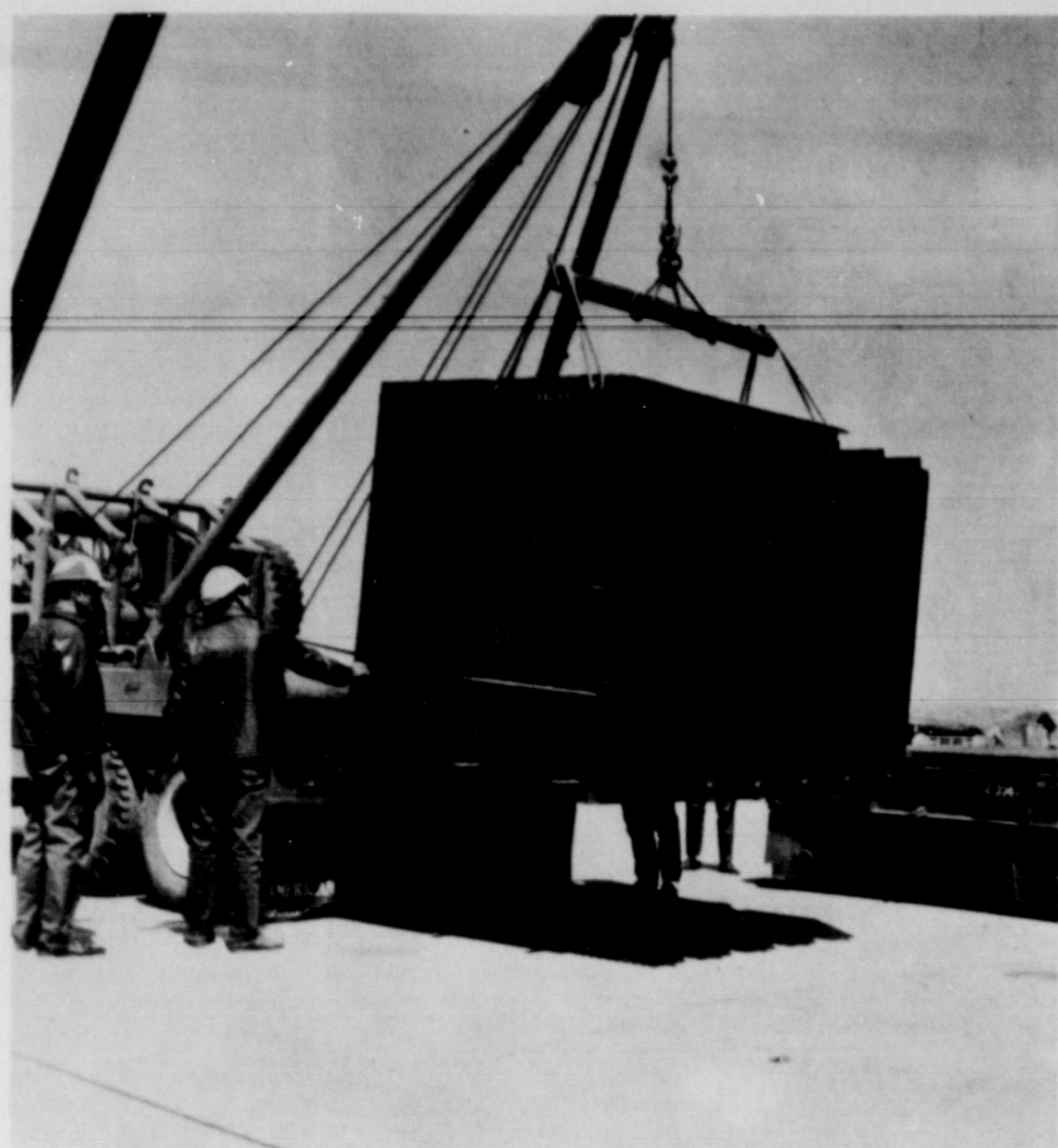
(1) In city areas: If school building is of strongly reinforced construction, stay inside, away from windows, remain near an inside wall on the lower floors when possible. Avoid auditoriums and gymnasiums with large, poorly-supported roofs!

(2) In rural schools that do not have strongly reinforced construction, remove children and teachers to a ravine or ditch if storm shelter is not available.

V--If in factories and industrial plants:

On receiving a tornado warning, a lookout should be posted to keep safety officials advised of the tornado's approach. Advance preparation should be made for moving workers to sections of the plant offering the greatest protection.

VI--Keep calm. It will not help to get excited. People have been killed by running out into the streets and by turning back into the path of a tornado. Even though a warning is issued, chances of a tornado striking one's home or location are very slight. Tornadoes



TRANSFORMER UNLOADED. . . Workmen are shown unloading the huge transformer for Southwestern Public Service Company at Missouri Beef Packers. The huge transformer was lowered onto a pre-set concrete base.

Smiley Will Be Honored During Ford Banquet

Ronald Smiley of Friona Motors, Friona, Tex., will be honored for his outstanding sales performance in 1967 at a Ford 300-500 Club banquet, Saturday (April 20) at the El Paso Club, El Paso, Tex.

He is among 70 New Mexico and West Texas Ford retail salesmen who will be honored at the annual Ford banquet. W.J. Stroud, Ford Division's Phoenix district sales manager said the salesmen qualified

for 300-500 Club membership. The 300-500 Club is for salesmen who achieved excellent sales performance based on the size of their dealership. The average 300-500 Club member sold nearly \$500,000 worth of automotive merchandise in 1967 to qualify for the national honor.

The 3--500 Club was founded in 1950 to recognize outstanding Ford salesmen throughout the country.

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Come on out and see our houses under construction.

Ask to see our collection of floor plans.

CHARLES BATES, Builder

Interior Decorating by Don Reid of Amarillo



You know how it is when you're a child, you are sure you are going to "live happily ever after" somewhere, sometime.

As you grow older, the story may change a little. The fairy tale princess turns out to be the girl next door; your castle in the air, a white house on Orchard Street. But the goal remains the same, the happy ending on the far side of the rainbow.

But life doesn't always happen like that. Sometimes storybook marriages end in divorce, a promising job becomes a dead end, or a sure-fire investment turns out to be a total loss. Misfortune or your own weaknesses make your days seem futile and empty. What then of childhood expectations? Where do you look for joy and hope and bright tomorrows?

God's love is the only way to find real and lasting happiness. Comfort, strength, and purpose are yours for the asking. Why not attend your church today and find new inspiration for your life?

THE CHURCH FOR ALL ALL FOR THE CHURCH

The Church is the greatest factor on earth for the building of character and good citizenship. It is a storehouse of spiritual values. Without a strong Church, neither democracy nor civilization can survive. There are four sound reasons why every person should attend services regularly and support the Church. They are: (1) For his own sake. (2) For his children's sake. (3) For the sake of his community and nation. (4) For the sake of the Church itself, which needs his moral and material support. Plan to go to church regularly and read your Bible daily.

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- ASSEMBLY OF GOD**
10th and Ashland - Rev. Ott Robertson, pastor
Sunday School: 9:45 A.M. Worship: 11:00 A.M.
Young People 6:45 P.M. Evening Worship 7:30 P.M.
Wednesday Worship: 8:15 P.M. Sunday Men's Fellowship: 7:00 P.M.
- CALVARY BAPTIST**
14th and Cleveland - Rev. Jake Armstrong
Sunday School: 9:45 A.M. Worship: 11:00 A.M.
Training Union: 6:00 P.M. Evening Worship: 7:00 P.M. Wednesday Prayer Meeting: 7:30 P.M.
- CALVARY BAPTIST MISSION**
5th and Main - Rev. I. S. Ansley, pastor
Sunday School: 10:00 A.M. Worship: 11:00 A.M. Evening Worship: 7:30 P.M. Wednesday Prayer Meeting: 7:30 P.M.
- FIRST BAPTIST**
Sixth and Summitt - Rev. Bill Foil, pastor
Sunday School: 9:45 A.M. Worship: 11:00 A.M.
Training Union: 6:00 P.M. Evening Worship: 7:00 P.M. Wednesday Prayer Meeting: 8:00 P.M. * (30 mins. earlier, Oct. 1 - April 1)
- MEXICAN BAPTIST MISSION**
4th and Woodland - Rev. Donnie Carrasco
Sunday School: 9:45 A.M. Worship: 11:00 A.M.
Training Union: 5:00 P.M. Evening Worship: 6:00 P.M. Wednesday Prayer Meeting: 8:00 P.M.
- ST. THERESA'S CATHOLIC CHURCH**
16th and Cleveland - Father Giblin Claver
Mass: 12:30 P.M. Confession before Mass: Evening Mass: Thursday, 8:00 P.M.
- SIXTH ST. CHURCH OF CHRIST**
502 W. Sixth - C.J. Horton
Bible study: 9:30 a.m. Worship: 10:30 a.m. Evening: 6 p.m. Wednesday evening: 8 p.m.
- REDEEMER LUTHERAN CHURCH**
13th and Virginia - Otto Kretzman
Sunday School: 10:00 A.M. Worship: 11:00 a.m.
Rhea Immanuel Lutheran Church--Worship: 9:30 A.M. - Sunday School 10:30 A.M.
- UNION CONGREGATIONAL CHURCH UCC**
6th and Cleveland - Rev. Paul Mohr
Sunday School: 9:45 A.M. Worship: 11:00 A.M.
- TENTH ST. CHURCH OF CHRIST**
10th and Euclid
Sunday Worship: 10:30 A.M. Evening: 7:00 P.M.
Wednesday Evening: 8:00 p.m.
- SIXTH ST. IGLESIA de CRISTO**
408 W. Sixth, M.R. Zamorano
Bible Study- 9:30 a.m. Worship 10:30 a.m.
Evening 8:00 p.m. Thursday Evening 8:00 p.m.
- FIRST METHODIST**
8th and Pierce - Rev. James Price
Sunday School: 9:45 A.M. Worship: 11:00 A.M.
MYP: 6:00 P.M. Evening Worship: 7:00 P.M.
- UNITED PENTECOSTAL CHURCH**
Fifth and Ashland - Rev. W. H. Dean, pastor
Sunday School: 10:00 A.M. Worship: 11:00 A.M.
Wednesday Evening: 8:00 P.M. Sunday Evening: 8 P.M. Friday Young People: 8:00 P.M.



NEW! For clean Sorghum... spray weeds when you see them! with BANVEL

Velsicol announces Banvel herbicide for control of all hard-to-kill weeds of major importance in grain sorghum. This includes carelessness (pigweed), sunflower, lambs-quarter, purslane, morning glory and other annual broadleaf weeds. Banvel herbicide is applied post-emergence, so there are no wasted sprays in years when rain is scarce and weeds are not a problem. With Banvel you see your weed problem and then spray—all in plenty of time to give young sorghum plants plenty of opportunity to grow.

Banvel is sprayed onto weed leaves and translocates to the roots... for new, total control of weeds. Just apply Banvel between the 10th and 25th day after emergence of grain sorghum (approximately 4 to 12 inches tall).

Banvel is not dependent on soil moisture for its effectiveness, so its results are dependable. And it's a liquid that won't clog your sprayers; nor does Banvel need constant agitation.

Banvel increases yields. It's excellent for use on grain sorghum, wheat, barley, oats and field corn. Order Banvel herbicide to get full potential from your valuable, high-yielding sorghum seed.

See your dealer today. You'll be glad you did!

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Tales Of Range Days Said All Too Rare

by Dan Tarpley

"Pure folk tales of the range cattle industry are distressingly rare," Texas Tech archivist Jimmy M. Skaggs says, "but they do exist."

"They have been caught, crystallized and forever captured in the suspended animation of the printed page. The drover, the ranch hand and the cattleman recorded their own experiences, thereby converting potential folklore into documented history."

So says Skaggs, assistant archivist for the Southwest Collection at Tech, and that is what he will tell the Texas Folklore Society at Alpine Friday (April 12).

Stories which were told and re-told around flickering campfires later were scribbled down, mostly by aging cattlemen, once the "trailing era" had ended. They realized, Skaggs said, that their experiences had been unique and they felt something akin to a social obligation to record their stories.

When drovers were not writing about famous people, the Tech historian noted, their favorite topic seems to have been the Longhorns they herded to market. These peculiarly Texas bees have inspired more nostalgic literature than any other mammal, save man himself.

Not all the legends agree. A cowboy describing the Longhorns might contend they were readily adapted to trailing. One wrote they were "as tame as house pets by the time a drive had ended."

Another might recall they were "wild even after long drives from Texas to Kansas." One unidentified author wrote that "stone fences often had to be constructed at Dodge City to hold the bees awaiting sale."

Cowboys liked to tease, and anecdote with a note of levity abound. A manuscript in the collection by Jack Potter tells about the time he was prevailed upon by some of his friends to introduce a group of political speakers. When he arrived, he found three of his cohorts seated directly before the podium.

"Ladies and gentlemen," Potter began, whereupon one of the trio interrupted with a loud, "Listen to Bill Jennings Bryan." The nervous Potter stopped, downed a glass of water, and poured another. The second biter loudly remarked "He ain't goin' to percolate!"

Potter gulped another glass of water to settle his frayed nerves. The third cowpuncher then audibly inquired of the other two, "Why in hell didn't we think to take him down to the river and water him?"

The laughter forced the shaken Potter to retire, his prepared speech undelivered.

In Skaggs' opinion, literature has not suffered from the interweaving of folklores with precise history, and it is often difficult to determine which is which. Because of this, the history of the period has gained far more color than it might otherwise have acquired.

Sociologists have found in these reminiscences much valuable information on the last half of the nineteenth century.

Cowboys have written voluminously of their experiences and of the tales they heard, and have provided historians and folklorists with a wealth of materials, a treasure of it in the Southwest Collection of Texas Tech.



PART OF PIPELINE... Shown is part of the pipe and the excavation for the pipe, snapped near Friona recently, as Santa Fe Pipeline was in the midst of a 100-mile pipeline between Amarillo and Cannon Air Force Base, near Clovis.

Santa Fe Is Constructing Amarillo-Clovis Pipeline

NEW STORY FOR OLD GLORY

Forty-two feet by thirty, and a weight of about 100 pounds... that's the amazing size and bulk of the only exact replica of the original Star-Spangled Banner in existence today.

In fact, there has never been but one exact replica. The flag that flew over Fort McHenry, Baltimore, on the terrible night of September 12, 1814, was unique—and for 150 years was never copied.

Then a group of patriotic Baltimore ladies embarked upon the task of re-creating the original, stitch for stitch.

Now picture-taking visitors may snap the results of their labors at Baltimore's Flag House.

Santa Fe Railway is in the midst of the construction of a pipeline between Amarillo and Clovis.

The pipeline, according to John S. Reed, president of Santa Fe Railway, will cost in excess of \$2 million, and will be built and managed by a wholly-owned subsidiary, Santa Fe Pipeline Company, and will operate as a common carrier.

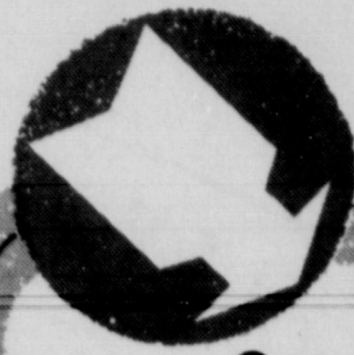
The pipe will carry jet fuel from Amarillo to Cannon Air Force Base as its principal product, but the line will also handle other petroleum products. Construction began in February, and completion of the line is expected to be about the middle of the year.

The pipeline starts at the Diamond Shamrock Oil and Gas Co. terminal just north of Amarillo, and thence south to a point on the Santa Fe line near Umbarger, then basically follows the line to Clovis.

The construction crew has been working in Farmer County about a month. The pipe came through Friona about a week ago, and was nearing Black at the time of this writing.

Prime contractor is Brodie Construction Company of Amarillo, who is building the pipeline. Terminals are constructed by the Milliron Engineering Company of Pampa. Consulting engineers were Purvin & Getz of Dallas.

A pipe-coated yard is slated for Hereford. General supervisor of the construction is John C. Major, who among other duties, is vice president of Santa Fe Pipeline Co.

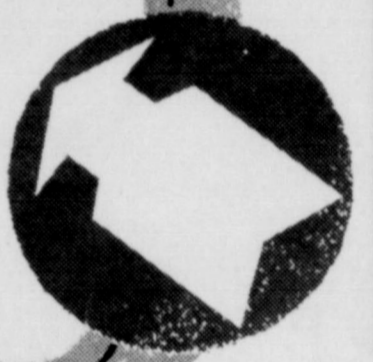


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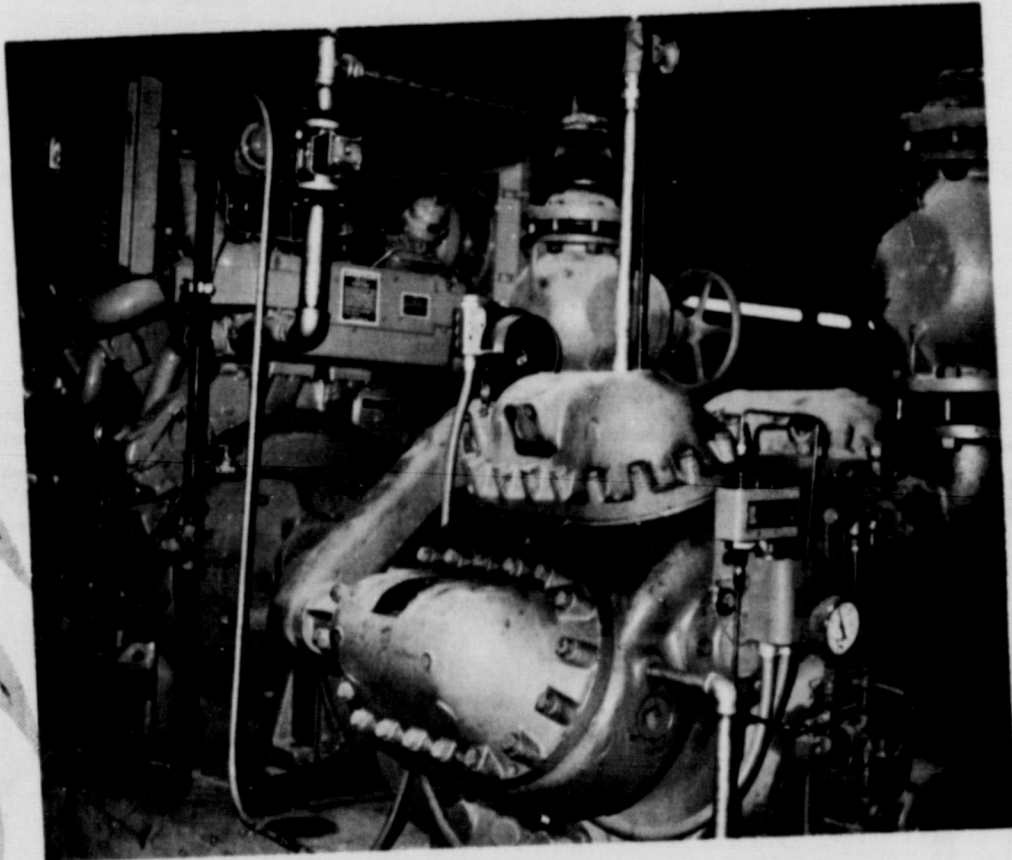
To Missouri Beef Packers Company and the R.E. Lewis Refrigeration Company on Building and equipping the biggest, most modern and most efficient meat packing plant in the world!

The YORK/RECOLD refrigeration machinery provides the cooling ability for the processing of 250 head of cattle PER HOUR, 2,000 PER DAY, and 10,000 PER WEEK!

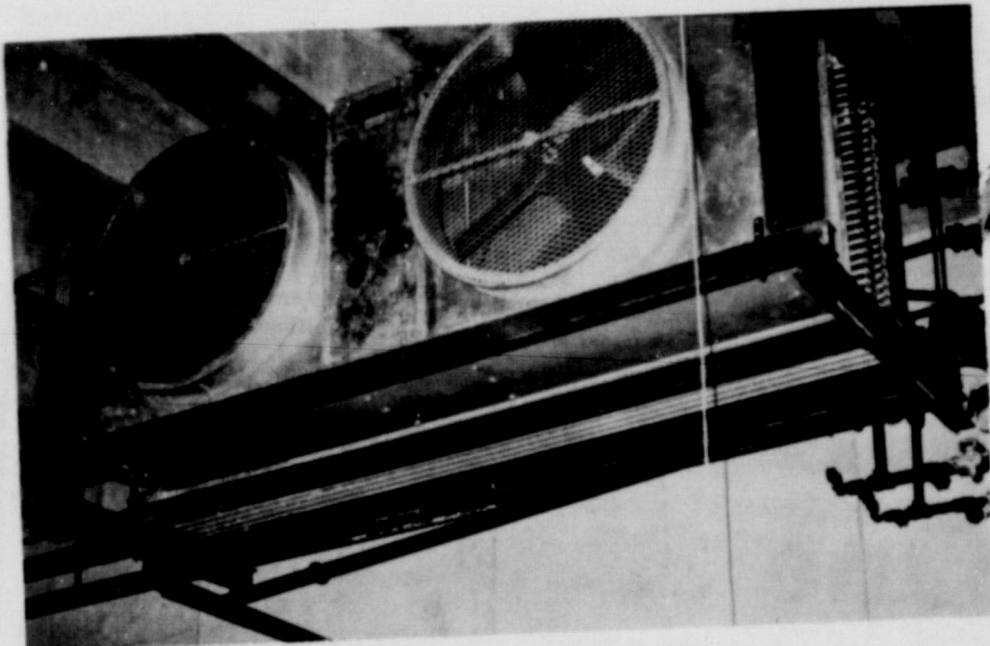
Congratulations

To Friona, Texas, the jewel of the Texas Panhandle irrigated sorghum grain belt, for its ability to raise the kind of cattle to be processed in the new Missouri Beef Packers Plant!

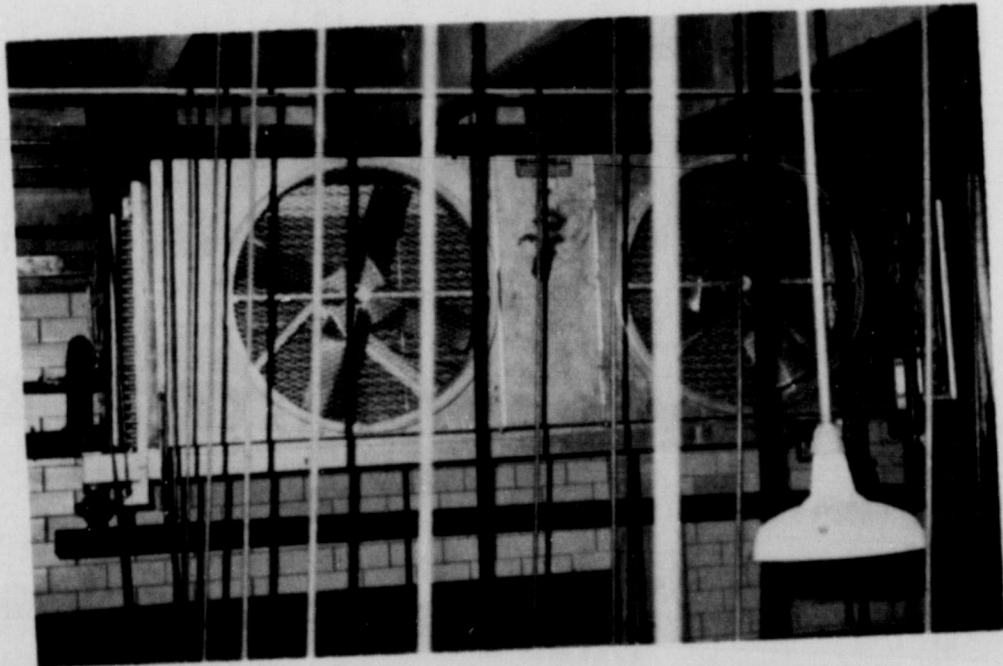
Shown are only a few of the many units which our companies were able to furnish for the new packing plant.



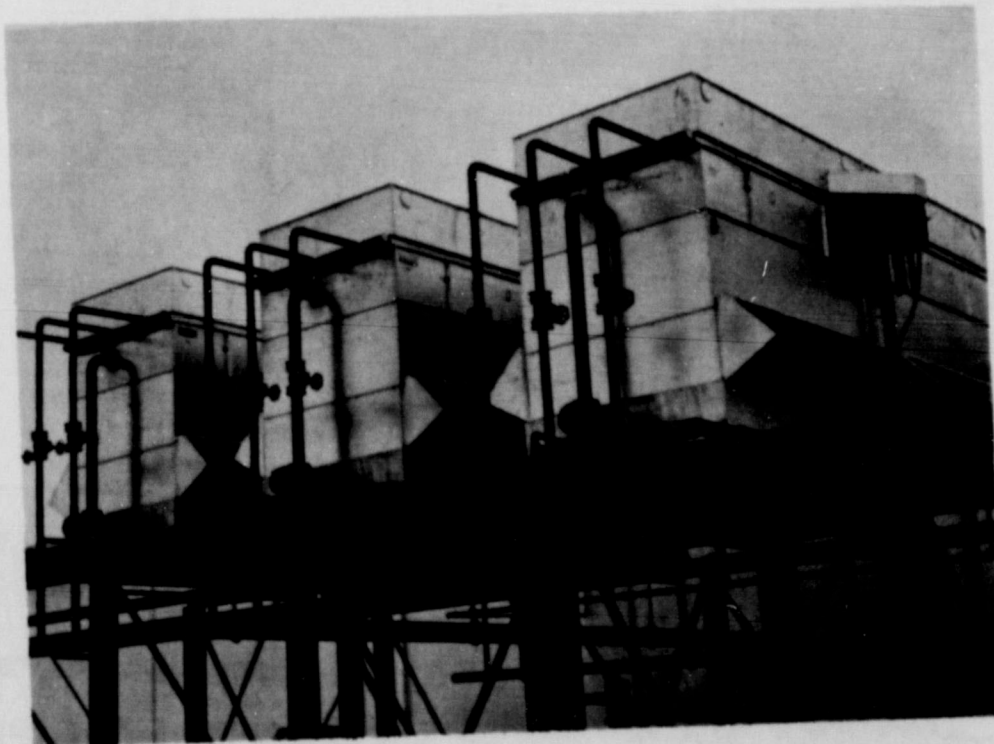
Eight York Compressors, such as the one shown in the foreground, are utilized in the plant's engine room. The machines compress ammonia



The Recold Corp. supplied five units # PH400RG10-4A for the Freezer Room.



Shown is one of the 24 units (PH 400RG104-W) which the Recold Co., division of Borg-Warner, supplied for the three "hot box" rooms at Missouri Beef Packers. The units were personally designed for the Friona plant.



THREE GIANT CONDENSERS (PFS-46) PRODUCE 500 TONS PER UNIT.

YORK/RECOLD

Divisions Of Borg-Warner Corporation
Los Angeles, California

Grain Sorghum Is Now A World Food Ingredient

Sorghum is an extremely important crop to Texas, the United States and the world. Texas sorghum acreage is at the 6 million acre level while the total acreage in the United States exceeds 20 million acres. Although world statistics are very difficult to obtain, it is estimated that more than 80 million acres of sorghum are seeded each year. As a world food crop, sorghum is exceeded only by rice, and wheat, and as a grain crop in the U.S., sorghum ranks third behind wheat and corn.

USED AS HUMAN FOOD

Sorghum is the chief food grain in parts of Africa, India, Manchuria and China. Sorghum is eaten as a mush, bread, hominy and is a source of alcoholic beverage in many countries.

In the U.S., sorghum serves as human food only in limited areas, but an increasing amount of research is underway in Texas and other states to develop food products from sorghum grain. At present, sorghum provides syrup, dextrose, starch, oil, adhesives and a tapioca replacement in the U.S. MAKES GOOD BREAD

Current research in the Department of Soil and Crop Sciences indicates that sorghum has potential in bread baking; pastry products such as cakes, pies and cookies; cracked grain products similar to crisp waffles or corn chips and confectioneries.

At the Adriance Food Technology Laboratory, Graduate Student Oliver H. Miller, under the direction of Dr. E.E. Burns, has made bread with the meal-like grain sorghum flour in combination with some wheat flour. He used various grain sorghum varieties to compare qualities in flavor, texture and overall acceptance. In general, all of the white types were similar in color, texture and crust. The Shallow-type bread appeared to have a slight astringent taste.

"Protein seems to be the main nutrient need in the world

today," points out Miller. "While grain sorghums are not the best source known, their wide range of adaptability and low cost of production should encourage their use for human foods."

TEXANS CONTRIBUTED TO RESEARCH

Sorghum is an important grain crop in nearly all areas of Texas except the extreme eastern portion and is produced on dryland as well as under irrigation. The Texas Agricultural Experiment Station has made notable contributions to the grain sorghum industry. J. Roy Quinby, formerly with the Texas Agricultural Experiment Station, and the late J.C. Stephens, with the U.S. Department of Agriculture, were important leaders in the improvement of sorghum varieties and in the development of grain sorghum hybrids. Other contributions to sorghum research were made by the late R.E. Karper, Texas Agricultural Experiment Station.

OPENED DOOR TO HYBRIDS

The untiring search for sterility by Mr. Stephens eventually led to the discovery of a sterility system which made practical the production of hybrids -- the key which opened the door to commercial hybrid sorghum production. Prior to 1950, Experiment Station and federal workers conducted nearly all of the sorghum needed.

With the finding of this efficient way to produce hybrids, the evaluation of thousands of hybrid combinations and characteristics needed for the increased yield levels was necessary. The outcome was many superior hybrids for farmers of Texas and the world.

Since the development of sorghum hybrids, many commercial seed companies, well equipped and staffed by competent breeders, are supplying new hybrids each year to farmers. The primary responsibility in sorghum breeding work by the Experiment Station, therefore, has shifted to the de-

velopment of basic knowledge and providing germplasm and seedstocks in a usable form to commercial sorghum breeders. better product sought

Development of the most efficient practices for grain production of short-statured hybrids, methods of decreasing cost of seed production with four dwarf seed rows, determination of the most desirable height genotype from an agronomic standpoint and through a breeding program finding the utility of the height stability and height modification complexes -- these objectives form the basis of a cooperative grant from the USDA.

Answers to these questions will provide better hybrids at a lower price to farmers who can produce more grain on fewer acres of land.

CHARACTERISTICS HIDDEN

Desirable characteristics available to the sorghum breeder must be accumulated and put into a form that can be used by other breeders. Many characteristics are hidden in varieties that are of little agronomic value and these must be extracted and studied.

Work is underway to study and develop source material for characteristics such as ability to stand with a heavy yield under severe conditions, heavy test weight and good-quality grain which is highly digestible and nutritious.

The resistance to weathering, grain color, pericarp type, amount and kind of corneous endosperm, nature of the starch size of the seed, yellow endosperm types and seed dormancy are under critical study. Research on these characteristics should give needed information for the sorghum business.

SEED QUALITY IMPROVING

Preliminary data indicate that seed quality is confusing but progress is being made. It appears that a hard layer of corneous endosperm under a non-brown pericarp and seed coat contributes to good-quality seed in the field.

Yellow endosperm types have not lived up to expectations because of the loss of carotene by an oxidation process of the sun striking unprotected seed. No practical morphological character has been found to cover the seed and protect it from the oxidizing rays of the sun; however, the search for a pericarp which will reduce oxidation is being continued.

Improvements have been made which provide better sources of amylopectin (waxy-endosperm types) that are free of the pigments which detract from the finished products of starch and sizing. This development will provide a better source of amylopectin for the starch industry. Seed which are twice the size of normal-sized sorghum seed have been distributed upon the request. New hybrids utilizing this character will be on the market soon. DISEASE THREATS CONTINUE

Disease problems continue to worry plant breeders. Sources of resistance to old and new diseases must be found, studied transferred and again evaluated in the new hybrid. An example of success in this area is that of the transfer of resistance to head smut, caused by *Sphaerotheca reiliana*, from an undesirable source to desirable materials for use in hybrids.

The widespread development of this disease came as a result of growing highly susceptible varieties and hybrids. Fields with 10 to 40 per cent of the plants infected were not uncommon. Screening tests were initiated in 1959 and a desirable source of resistance was found.

In the winter of 1963, hybrids RS 626 and RS 625, were released to the public as resistance to head smut. These hybrids were selected and released as replacements for the smut susceptible RS 610 and RS 608 hybrids, respectively. Damage by this disease is being reduced because of the efforts of dedicated sorghum breeders



KING MAIZE. . . Grain Sorghum, which has been the Friona area's chief crop for many years, and has been a good money-maker for farmers, has been the chief factor for the feedlot expansion in the area, which led to the location of Missouri Beef Packers near Friona. Meal-like flour from grain sorghum, used in combination with wheat flour, makes tasty bread, pancakes and waffles. (Extension Service Photo)

in both the TAES and invarious commercial seed companies, receiving much study

Other disease problems such as downy mildew, *Sclerospora sorghi*, anthracnose, *Colletotrichum graminicola*, and charcoal rot, *Macrophomina phaseoli*, are receiving great amount of research time and evaluation to determine the best method to control these diseases. At present, breeders are screening sorghum lines to find desirable sources of resistance which then will be transferred to usable types. Downy mildew has become a very costly disease in South Central Texas areas on forage and sudan sorghums because of damage to the foliage.

Anthracnose and charcoal rot are disease that are chronic when conditions are optimum for their development. Both resistance or tolerance and other mechanical characteristics are being used to prevent or reduce the amount of damage done by these diseases.

Sorghum varieties grown in the United States represent only a small fraction of those known in the world. As a result, there is a correspondingly small fraction of the total genetic diversity within the species available for utilization in hybrid combinations.

A large number of the alien varieties are too tall, fall to mature or are otherwise unadapted to Texas environment.

Texas Leads

Texas is the nation's leader in total number of tornadoes per year. In 1967, there were 232 tornadoes in our state. Knowing what to do when a tornado approaches may mean the difference between life and death for you and your family. A free circular outlining the seven basic tornado safety rules has been prepared by the Texas Department of Public Safety. For more information, contact your local city or county civil defense director.

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Gene Welch Winner In DeKalb Contest

Royce Gene Welch of Friona, was recently awarded a plaque in recognition of his participation in the 1967 DeKalb Sorghum Masters Club.

His yield of 10,285.6 pounds per acre with DeKalb Brand F-65 earned him the honor. He was among 238 sorghum growers from throughout the sorghum belt who were involved in the Sorghum Masters program.

Other participants from the Friona area were Richard and Jerry London, DeKalb F-65, yielding 10,272.90 pounds per acre, and L.H. Lookingbill, Jr., DeKalb F-65 with 9,382.30 pounds per acre.

The Sorghum Masters Club was initiated in 1963 to promote friendly competition as well as discussion and idea exchange among the nation's outstanding sorghum growers.

Excellent yields were registered all across sorghum country in 1967 as the potent combination of constantly improving cultural practices and favorable weather boosted production to the highest levels in history.

Many yield records were shattered as thirteen entries in the Sorghum Masters Club went over the 10,000-pound per acre mark and three of the thirteen climbed into the 11,000-pound range. All thirteen were on irrigated land.

These were the highest individual and highest over-all yields posted since the inception of the Sorghum Masters Club.

Top individual producer among the 1967 entries was Hal Keeler of Deming, New Mexico, who harvested 11,489 pounds from a measured acreage. This was a record yield for the Sorghum Masters Club and probably the highest yield ever made under practical farm conditions.

Keeler had a sixty-acre average of 10,414 pounds. Running a close second to Keeler was Charles Rickard of Hereford, Texas, with a harvest of 11,114 pounds per acre.

Another Texan, Ralph Wheeler of Edmondson, chalked up the third highest yield with 11,098 pounds per acre. Rickard had nearly a 9,000-pound average over his entire 370 acres while

Wheeler came up with a 9,826-pound average on 173 acres.

What were the cultural practices of these high producers?

Keeler planted at a 12-pound rate in 25.3-inch rows and applied 200 pounds of nitrogen plus 92 pounds of phosphate. He cultivated twice and irrigated five times, including one pre-irrigation.

In his Texas panhandle area, Rickard used 8-inch rows with a fertilizer program of 144.5 pounds actual nitrogen, 34.5 pounds phosphate and 16.5 lbs. potash. He supplemented this with 16.5 pounds of sulfur and 16.5 pounds magnesium. He controlled weeds with propazine and used no mechanical cultivation. He irrigated once before the season and six times during the season.

Planting in 27-inch rows, Wheeler used 397 pounds of actual nitrogen and 40 pounds of phosphate. He controlled weeds chemically with atrazine and irrigated four times with one application coming before planting.

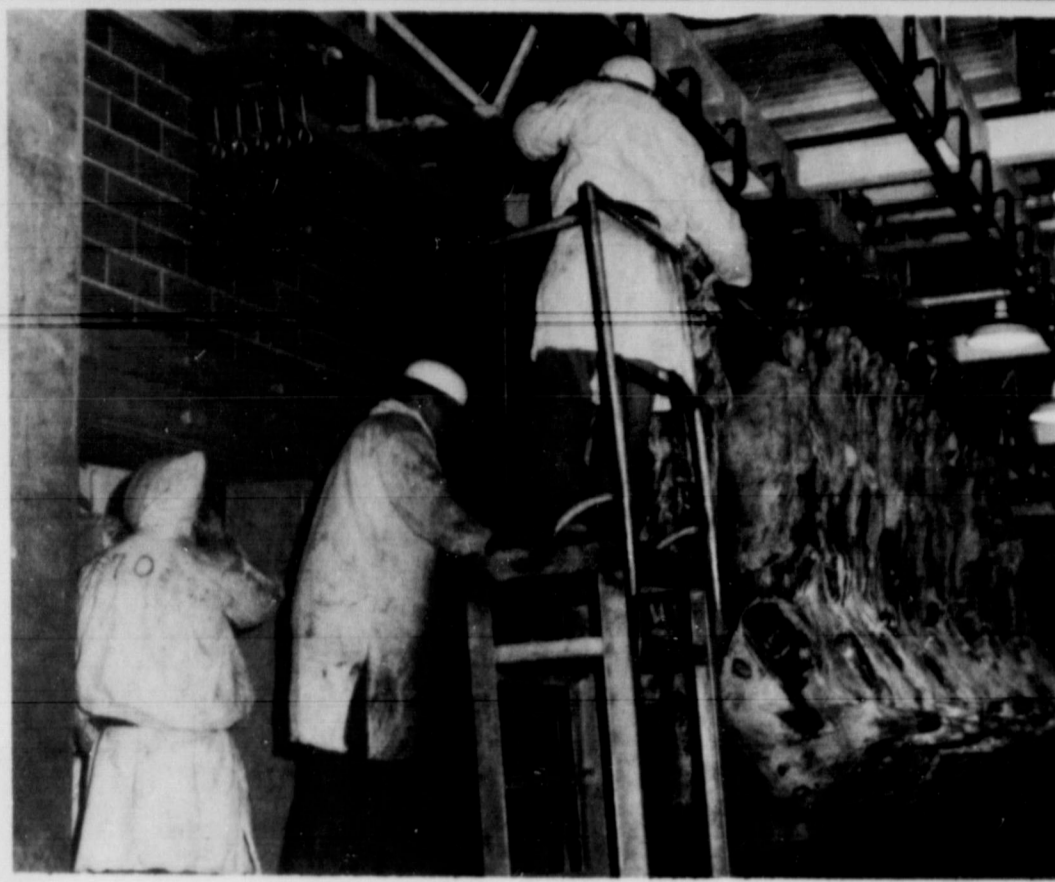
Each of these three producers planted DeKalb Brand F-65 grain sorghum and all had test weights of 56 pounds or above. Keeler's high yield weighed 60 pounds.

There were a total of 238 farmers from eleven states in the 1967 Sorghum Masters Club and this included 173 utilizing irrigation and 65 dryland operators. The irrigation yields averaged 8,483 pounds and the dryland acreages produced 6,131 pounds on the average.

The leading dryland farmers were Blumberg Bros. of Denison, Kansas, who brought in a 8,775-pound yield of DeKalb F-61.

A common characteristic of all these sorghum masters is their ardent desire to smash existing records and produce even higher yields. For 1968, they are out to crack the 12,000 pound barrier.

Last year, Texas led the nation in tornadoes with an all time record of 232. The tornado season is here, and knowledge of what to do if a tornado approaches may mean the difference between life and death for you and your family.



ASSEMBLY-LINE . . . Shown is the assembly-line technique which will be used in the new Friona packing plant. The carcass passes on to workmen by way of conveyor, eliminating steps and carrying the meat. The above scene is from Missouri Beef's Rock Port plant.

Stock Owners Should Plan To Make High-Quality Hay

Livestock owners should start planning now to make high-quality hay this year, says Neal Pratt, Extension agronomist at Texas A&M University.

With adequate soil moisture in most areas of the state, opportunities for efficiently using fertilizer are extremely good, he says.

Fertilizer helps improve hay quality and at the same time it increases production. More important in some areas of the state, however, is the improved water efficiency of adequately fertilized hay crops, says the agronomist.



IMAGE BUILDER

Did you know that you can improve the image you present to others by smoking cigars? Many people consider the cigar smoker elegant and mature, and offering a man a cigar has even been known to avert an argument.

When tornadoes are possible in an area, the weather bureau issues a tornado watch. Once a tornado has formed and its existence is known to the weather bureau, a public tornado warning is issued. A free circular or tornado safety rules has been prepared by the Texas Department of Public Safety and is available in your area. For more information, contact your local city or county civil defense director.

ing conditions. Topdressing immediately after harvest is another way to improve hay quality and yield, advises Pratt.

Harvesting before the plant matures is one of the most important factors in making good-quality hay, reminds the specialist. Rainfall is less harmful to forage which has been cut at an early stage than forage which is over-mature. Small stems and leaves can withstand rainfall easier and will dry faster than large stems and coarse leaves.

The two secrets for making good-quality hay are 1) fertilize for rapid growth, and 2) harvest before it reaches the mature stage, emphasizes Pratt.

Ten Accidents Reported For County In March

The Texas Highway Patrol investigated 10 accidents on rural highways in Parmer County during the month of March, according to Sergeant W.E. Wells, Highway Patrol Supervisor of this area.

These crashes resulted in nine persons injured, and an estimated property damage of \$7,790.00.

The rural traffic accident summary for this county during the first three months of 1968 shows a total of 31 accidents resulting in two persons killed, 25 persons injured, and an estimated property damage of \$19,745.00.

The final entry in the 1967 Texas traffic records has been entered and closed. There were 3,367 persons killed, 205,308 persons injured and an estimated property loss of \$793,094.00. This compares to the 1966 record of 3,406 persons killed, 208,310 persons injured, and an estimated property damage of \$557,414,000.00. 1967 marks the first decline in traffic deaths and injuries since 1960.



BEST OF LUCK TO The New Packing Industry

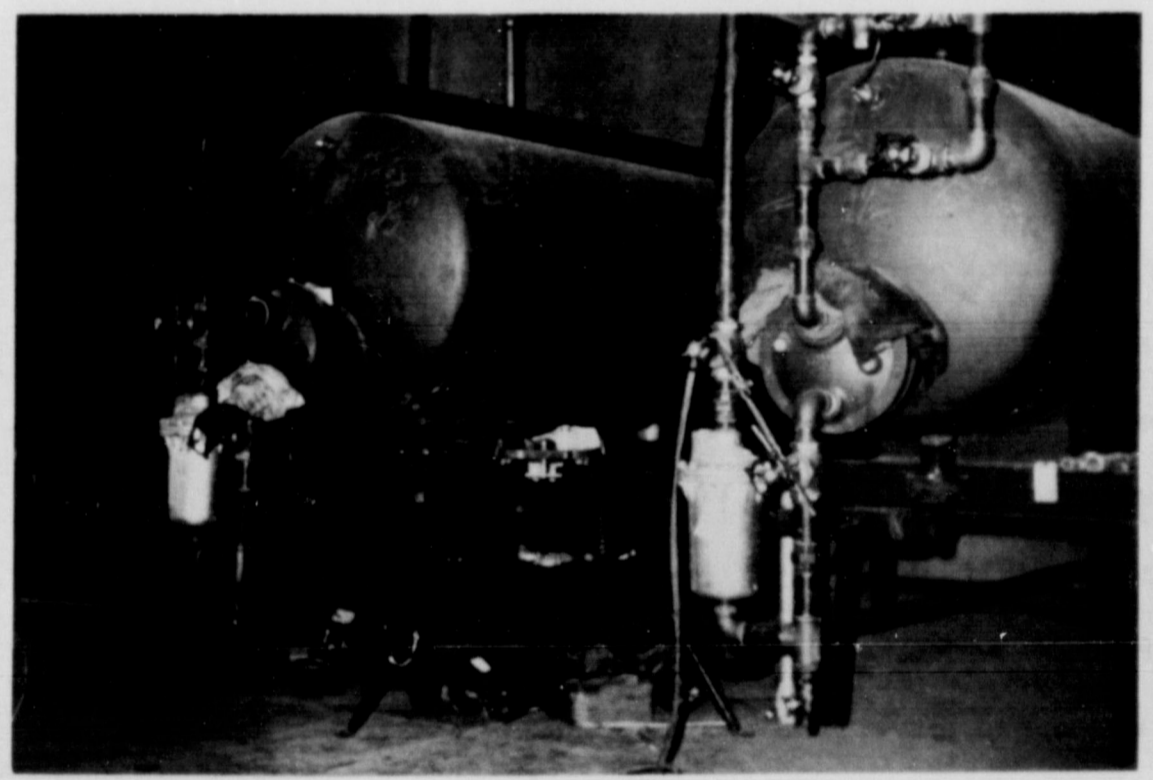
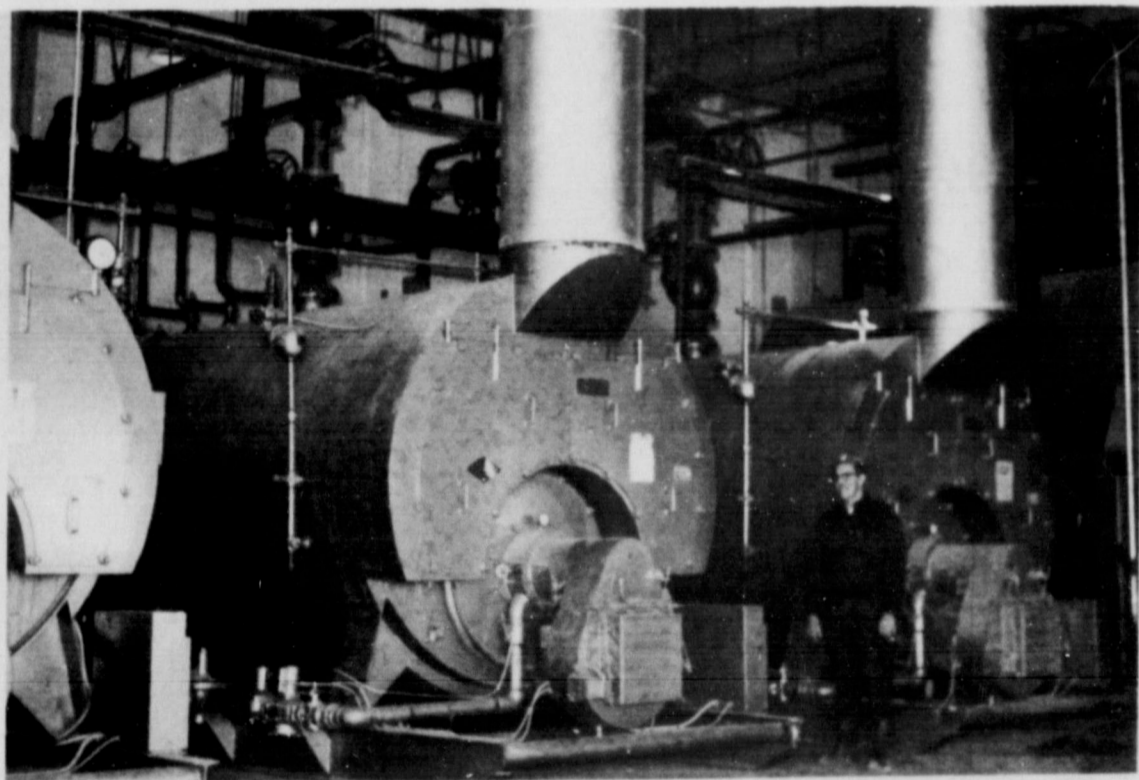
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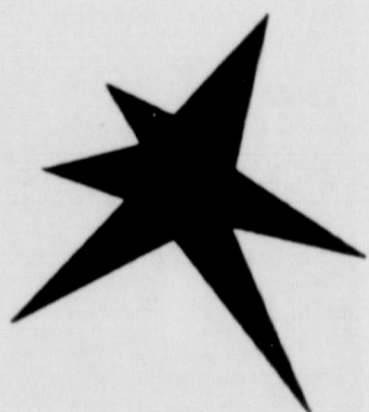
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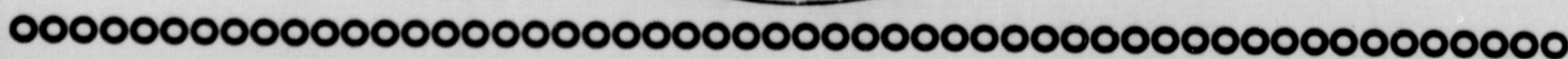
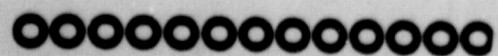


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