

Those Friona area residents who are concerned by the fact that the liquor by the drink amendment gained passage by a slight margin last Tuesday need not fear that it will be available in Friona in the near future.

For one thing, the question would still need to be settled by a local election, if in fact state legislation is passed on the matter.

According to an Associated Press political writer this week, liquor by the drink still faces a long road, before it can be available anywhere in the state.

The amendment did not enact liquor by the drink, but merely authorized the legislature to pass a local option "mixed beverage" law.

That means two things have to happen before mixed drinks can be sold in public places in Texas, according to the AP reporter:

...The legislature has to debate and pass a law authorizing liquor by the drink and setting forth details of how it can be sold.

...Local voters must hold elections to decide if they want public sale of cocktails in their communities.

Gov. Preston Smith said the day after the election that "any approach" to liquor by the drink "is going to be hard to pass."

But Lt. Gov. Ben Barnes, who presides over the Senate, told reporters the next day he believed a bill could be gotten through the legislature.

Dr. Jimmy Allen of San Antonio, president of the Baptist General Convention of Texas and a staunch opponent of liquor by the drink, agreed, saying there was "no question" a mixed drink law will be passed.

An analysis of county election returns on the amendment bears out Barnes' and Allen's prediction.

Assuming each legislator votes as his district voted, a liquor by the drink bill would have 91 votes in the 150-member house and at least 16 in the 31-member Senate.

Senate voting would be subject to some horse trading. Sen. Barbara Jordan, Houston, comes from a wet-voting area but is personally "dry."

Sens. Mike McKool and Oscar Mauzy, Dallas, came from a largely dry district, but both voted last year to submit the liquor by the drink amendment.

The leader of the statewide campaign for the amendment, Sen. Joe Christie of El Paso, said before the election that if it passed by only a slight margin there might be problems in writing a good, workable law.

Christie said in an interview after the election that the small margin of passage—64,000 votes out of nearly 2 million—"could conceivably" injure the chances of passing a sound bill.

He said the vote was a "mandate for change" which "statesmen" in the legislature would heed.

By the time the legislature meets Jan. 12, Christie said, a bill will be ready for introduction that combines the best features of other state's mixed drink laws. There is no bill ready now, he said.

Dr. Allen, who campaigned hard against the constitutional amendment said "dry" forces would seek "maximum controls" over liquor sales "to protect as many of the young and the weak as possible."

There is plenty room for debate over details of a mixed drink law.

Unless sponsors can muster the two-thirds majorities in the Senate and House necessary to put a liquor by the drink law into immediate effect, such an act would not take effect until September if passed in the regular 140-day session that begins Jan. 12.

It would take additional time for those wanting mixed drinks sold publicly in their communities to petition for local option elections and for the elections to be held. Local option elections can not be held until the law becomes effective.

SEASON WRAPUP GAME

Chiefs, Lockney Meet In Early Finale Here

The Friona Chieftains and the Lockney Longhorns will get the jump on most of the other 1,000 football teams in the state, when they close out their 1970 season Thursday evening at Chieftain Field.

The contest is slated at 7:30 p.m. Prior to the game, fathers of the varsity members of the Chieftain squad will be saluted.

The game was moved up by mutual agreement between the two schools. Friona students have a holiday on Friday, when

teachers attend the district teachers meeting.

Coach Bob Owen stated this week that he felt that because of the number of seniors on the team, facing their final football competition, that the team would not be hard to get "ready" for the game.

The team had no further injuries in its game at Morton last Friday, and will enter the game seeking to make its season record 6-4 for the final ledger. This would exactly

reverse last year's reading of 4-6, and would be about twice as many victories as many "experts" thought that Friona would score this season.

Coach Owen has lauded the "team effort" all season long, and the 1970 Chieftains definitely will be remembered for many years as a team which exhibited more of this vital ingredient than many others have. This is perhaps the reason for the team's 5-4 record after nine games.

Twelve members of the team will be hitting the gridiron for the final time for FHS. They are James Weatherly, Don Fortenberry, J.V. Finley, Gary Fallwell, David Carlton, Larry Johnston, Donny Lewellen, Dennis Anthony, Mike Taylor, Danny Vera and Wesley Clark. Mike Mills, out the past three games with an injury, will not be able to suit up.

Friona and Lockney have met 11 times in football, with the Chiefs holding a 7-4 edge. However, the Longhorns broke a five-year winning streak by Friona, but good, last year at Lockney, 39-6.

The series has produced some thrilling games. In fact, the last four Friona wins came by an average of two points per game. Friona won 12-7 in 1965; 13-12 in 1966; 14-12 in 1967 and 14-13 in 1968.

FEBRUARY DATE

Chamber Picks Date; Speaker For Banquet

The Friona Chamber of Commerce announced the date of its annual banquet for February 4, with Dr. Reagan Brown as its speaker.

The announcement came at the chamber's monthly meeting Tuesday morning at the Farmer House Restaurant.

In other business, Baker Duggins, who is a member of the Chamber's Community Action Committee on drug education, reported on plans to conduct a one-day drug abuse laboratory in the Friona school system.

Duggins told the directors that it was no longer a question of "whether" there were drug abusers in Friona, but just how many, and to what extent.

The Chamber board agreed to co-sponsor the program with the school. It will be held on January 20.

It was reported that Maize Days, 1970, cost the Chamber \$28,64. Income from the annual festivities came to \$3,593.92; while expenses were \$3,622.56. Thus, the annual celebration just about broke even, which is all the chamber ever expects for it to do.

President Steve Messenger appointed Dr. Jon M. Roden and Ralph Shirley to serve on a committee with chamber manager Billy Jones to formulate plans for a lighting contest to be sponsored by the Chamber.

The chamber also voted to write a letter to the Texas Highway Department, requesting a traffic light at Main and Highway 60 and/or at Cleveland and Highway 60.

Jones reported that Joan Mills is investigating the possibility of instigating a "Welcome Wagon" program through

the chamber. Such a program for newcomers was maintained some years ago.

Board member Clarence Martin, who also is a member of the West Texas Chamber of Commerce board, reported on the WTCC meeting he attended recently in Denton.

Jones stated that he would like for the chamber to come up with a suitable souvenir of Friona to give various visiting dignitaries the city hosts from time to time.

THREE FIRSTS

FFA Leadership Teams Do Their Thing At District

Friona's FFA leadership teams returned from the District FFA contests at Muleshoe Saturday with three first place awards, entering five teams.

Teams winning first place included the junior farm skills team, the senior farm skills team and the farm radio team. Placing third was the senior chapter conducting team, and the junior conducting team was fifth.

The farm skills teams from FHS have an outstanding record for many years, all the way from district through state competition.

The first-place teams will compete in the area contest this Saturday at Tulla.

Members of the junior farm skills team are Danny Simpson, Terry Thompson and James Stevick. Members of the senior farm skills team are Kevin Wiseman, Johnny Bandy, Mike Martin and Willie Bailey.

The farm radio team is made up of Jayson Grimsley, Dave Buske, Larry Sanders, and Randy Terry.

The senior conducting team was composed of Kim Parr, Terry Mabry, Jerry Mabry, Bill Bailey, Gerall Wylie, Dickie Garner and Rex Minshew. Joe Jones, Kent Patterson, Bob Lewellen, Ricky Johnson, Mickey Harrelson and Ricky London are on the junior conducting team.

School Out

Friday will be a school holiday for all Friona students, as it is the day for the District 16 teachers meeting in Amarillo.

Although it will be a holiday for the students, it is a "workday" for teachers, who attend day-long sessions.



SENIOR CHIEFTAINS. . . . Shown above are the 12 members of the Friona High School football team who will be playing their last game for the Red and White Thursday night. In the front row, left to right, are David Carlton, Donny Lewellen,

Dennis Anthony, Larry Johnston, Danny Vera and Wesley Clark. In the back are Mike Taylor, Mike Mills, James Weatherly, Don Fortenberry, J.V. Finley and Gary Fallwell.

NEW FACILITY

Friona Consumers Sets Open House

Friona Consumers will hold open house for its recently-completed building on Saturday, November 14.

Consumers will host the public from 9 a.m. to 4 p.m. that day and invites all of their friends and customers to come and see their new facilities at Ninth and Main.

The new building is 70 x 90 feet. It houses the company's offices, its retail floor for automotive and farm accessories and the tire department.

Lewellen and Matlock Construction were general contractors on the building.

Buddy Lloyd, manager of Friona Consumers, emphasizes that practically all of the work done on the new building was by local contractors.

He states that the new building is much better suited to serve the hundreds of company stockholders and customers. The interior of the building is attractively done in wood paneling. The manager and bookkeeper's offices are carpeted, and feature new desks and chairs.

These offices were completely outfitted by local businesses, including Fallwell Floor Covering and Walt's Quality Printing. Richard Perkins is the plumbing contractor and Buddy Fallwell the electrical.

As a drawing card for its open house, Consumers plans to give away several door prizes, including 10,000 S&H Green Stamps. First prize will be 5,000 Green Stamps. Second prize will be 3,000 stamps and third prize will be 2,000 stamps. Also, the company will sell gas at five cents per gallon

off the regular price all day Saturday.

Other merchandise will also be given away. The prizes will be drawn for at 4 p.m.

Friona Consumers first began operation in Friona in 1928. Sketches of its history, along with some scenes of its new building, can be seen in section

SCORES NOSEDIVE

Contestants Moan At Wave Of Grid Upsets

It was the kind of week that made contestants in the Friona Star's football contest think they had fallen plumb off the chart.

But the truth of the matter was, it was just a bad week for almost everyone.

Frank Truitt, the previous week's co-leader in the standings, was the main exception. Truitt won the weekly contest with a score of ten, and gained two points on the field.

It was the lowest winning score of the season. Five other contestants also correctly picked 10 games, although none of them were among the season leaders.

Truitt won the weekly prize of \$5 by missing the Friona-Morton game score by only two points. He guessed it at 24-12 and it actually came out 25-13.

Phillip Duggins won second place in the weekly contest and \$3.00, by missing the tie-breaker by only three points. Young Duggins guessed it at 28-13. Mal Manchee of Hereford, former Friona resident, took third place money of \$2.00, being five points off, at 20-13.

Also picking ten games right, but finishing out of the money, were Diana DeBord, F.G. Crofford and Hank Wheeler. Only eleven other contestants got as many as nine games right, and 30 scored eight. Scores ranged all the way down to two, as one contestant managed to pick two teams who came from behind to win.

Only six contestants have tabulated as many as 90 points for the season. They are Truitt 94; Jack Clark, 92; Benny Pryor, 91; Elaine Wardlaw, 91; Phillip Duggins, 90; and John W. Frazier, 90.

Contestants are reminded

that a full three weeks remain in the contest, with a potential of 42 points yet to be earned. The contest goes for two weeks beyond the end of the Chieftain schedule, winding up on Thanksgiving weekend.

An all new, and perhaps more predictable contest appears on Page 6 of this issue.

Permits Total \$63,800

Seven building permits were issued by the City of Friona during the month of October, for an estimated construction cost of \$63,800.

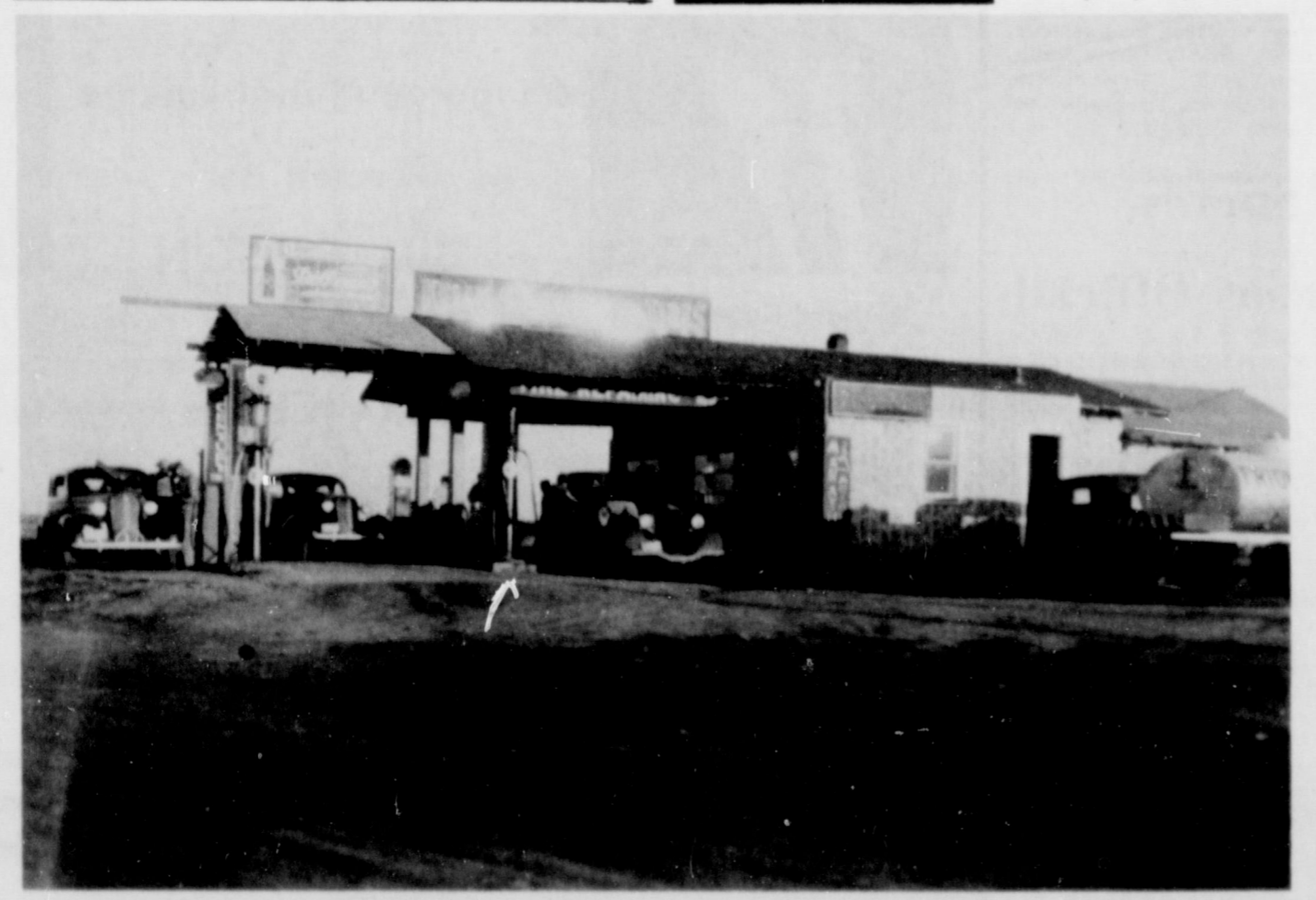
This brought the year's total permits to \$1,743,275 and leaves the calendar year still with a chance at establishing an all-time building record. However, in order to do so, new building during the last two months of the year would have to be started totalling at least \$234,765.

Of the seven permits issued during October, five were new residences at an estimated cost of \$62,900. Two were additions/alterations at \$900.

Star Issue Is Reprinted

The special section of the Friona Star which saluted Missouri Beef Packers on their award from the Governor's Conference on Industrial Expansion has been re-printed at the request of the packing plant.

Missouri Beef sent the special section as a mailer to each of its estimated 5,000 stockholders, along with a cover letter from MBP president, J. C. Walker.



HAS CHANGED SOME. . . . Friona Consumers, which will hold open house for its new building this Saturday, looked like this in its early days. This location was south of the Santa Fe tracks, where what is now Highway 60 used to be. Exact date

of the picture isn't known, but those familiar with automobile models can no doubt come close. For further pictures and information on the open house, see section two of this issue.



Pause and Reflect

By Nelson Lewis

GRIM FANTASY

Once upon a time there was a Giant. He was not born of Giants: his parents were small, weak people, who for generations had suffered through disasters, famines, epidemics and the pangs of internal disorder and unrest.

There were older brothers scattered throughout the world. A few of these had prospered, but for the most part their fresh starts toward healthy independence had become tainted by traditional malaise.

In his infancy this newborn son was not possessed of any outstanding characteristics.

Perhaps his first indication of future greatness was evidenced by a remarkable love of freedom and a resolve to remain aloof from family squabbles.

Until a very few years before his birth the Planet Earth was believed to be but a flat plain floating through space.

Adventurers driven by dreams of conquest and aided by imaginative navigators made the astounding discovery that the earth was a sphere.

Knowledge lent boldness to skill: principalities began to arise on far flung shores and remote islands.

Not content to be restrained by sea nor land this new offspring of decadent societies chose as his home a continent unknown to his ancestors.

An entire hemisphere was at his disposal. A new world lay before him. With the strength and vigor of youth he rebelled against the tyranny that had plagued his fore bears.

He ignored caution, vast uncharted seas, misty islands inhabited by savages, gave impetus to his stride, fed his in-born sense of adventure.

He felt himself trapped by his environment. His existence was not to be bound by the forces responsible for his parents poverty and servitude.

In the dawn of modern history he embarked upon the voyage which was to alter forever the course of mankind.

Despite physical hardship, mental anguish, and economic peril he landed on the new shore with only moral strength to sustain him.

Knowing that his path was beset by every evil he brought with him mortal arms and armor.

Soon he was to learn that these implements of steel were not sufficient for his conquest.

His survival, the fulfillment of his dreams, was not to be sustained by weapons alone.

Year after year he struggled against the wilderness. At long last his efforts began to bear fruit.

His first bold venture gave purpose and strength to those who came after.

The few coastal settlements became cities. The cities provided men and equipment for westward expansion.

A generation of Giants explored, conquered, and settled a land that to their fathers had existed only in dreams.

The Young Giant achieved his dream of a mighty land where all men were free.

His illusions of empire were fulfilled.

The petty sicknesses of his fathers were cured by the challenges of opportunity.

His wealth was deployed in the salvation of Freedom in foreign lands.

His strength and influence were made manifest in every corner of the globe.

Surely this land of the new Giant was the ultimate in human endeavor.

After almost two centuries of progress in government, industry, and science the Giant finds himself in trouble.

What of his future?

Will he yield to outside pressures or will dissent at home be his undoing?

Hopefully he will heed the lessons of history and live happily ever after.

"Talent in itself is not enough. Talent in the service of truth, or beauty or justice is one thing; talent in the service of greed or tyranny is quite another. In other words, neither intellect nor talent alone can be the key to a position of leadership in our society. The additional requirement is a commitment to the highest values of the society."--John W. Gardner.

T-E Liquid Feed Gets You Extra Profit in a

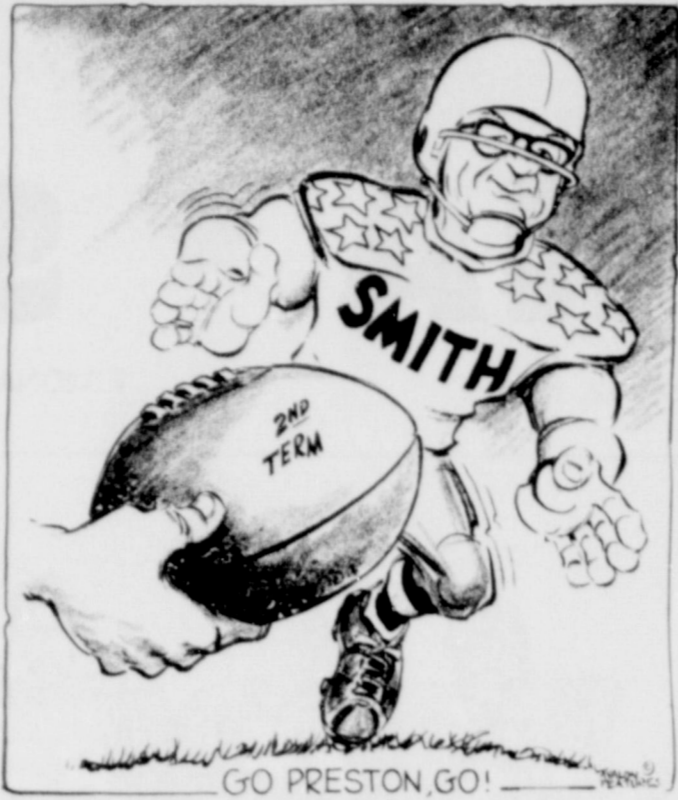
STALK FIELD!



With T-E Liquid Feed, cattle clean up stalks and get every bit of nutrition from them. In addition, T-E Liquid Feed gives cattle the supplement they need. It gives you extra gain and EXTRA PROFIT WITH LESS LABOR.

See Your T-E Liquid Feed Dealer today.

CUMMINGS FARM STORE



GO PRESTON, GO!

Postmaster Gives Tips On Christmas Mailing

Postmaster Wright Williams today listed six tips on how residents of Friona can help meet tight Christmas budgets this year by careful mailing of cards and parcels.

For the most efficient mailing, Williams suggested the following steps:

1. For servicemen overseas -- "SAM" (Space Available Mail) Christmas parcels can be sent until November 20 for only the small domestic parcel post charge involved from Friona to East or West Coast points of embarkation for military mail. Parcels up to 5 pounds and 60 inches in combined length and girth are accepted at this low rate.

2. Larger parcels (up to 30 pounds with the same length and girth limitations) can be sent as "PAL" (Parcel Airlift) mail, provided they are mailed by November 27. The charge is only \$1 per parcel, plus the regular domestic parcel post postage--much less than charges that would apply later if straight airmail service must be provided.

3. For all packaging, invest in good quality, sturdy wrapping materials. This small investment can help insure undamaged delivery of valuable gifts and prevent delays which might result if rewrapping were required in transit.

4. Insure parcels realistically to cover full value but do not overinsure. A \$10 gift, for example, can bring only \$10 compensation, if lost, even if "insured" for \$100.

5. Get plenty of stamps on your first trip to the post office to avoid the time and expense of additional trips.

6. Use ZIP Code as a tool for economy in mailing. When it is used consistently on parcels and cards, ZIP Code helps prevent errors in delivery and expedites handling. If only a few Christmas cards go astray, an investment of several dollars may be lost, for example.

"The key to efficient Christmas mailing," Williams commented, "is to mail early and carefully. Clear addressing, with the ZIP Codes, proper packaging and early depositing can prevent most problems and provide the greatest value for money spent for postage."

"I would like to stress the importance of mailing early in the day; this certainly does help us in getting your mail out the same day and we have more time in arranging our different make-up of mail to various places, so please mail as early in the day as you can and use ZIP CODES in all addresses," he concluded.

Hospital Notes

Admissions:
Bert Chitwood, Friona; Charles Ray, Hereford; Gonzalo Gonzales, Jr., Friona; Mary L. Reynolds, Friona; Mary Selman, Clovis; Emily Griffith, Bovina; Bonnie Healy, Amarillo; Jackie Walker, Friona; Marvin Ezell, Bovina; Bernice Massey, Friona; Patti Mills, Bovina; Arthur Bolton, Muleshoe; June Wallace, Friona; Lilia Rodriguez, Friona; Brenda M. Stanberry, Bovina; Nina Stowers, Bovina; Debbie Benge, Friona; Sylvia Montelongo, Friona; Iris Carter, Friona; Marsha Landrum, Texico; Mike W. Spears, Bovina; Eddie Cook, Liberal; Rene Padilla, Friona; Erasmo Montadvo, Jr., Friona; Atanacio Montoya, Friona; Frank Pesch, Bovina; Arthur Bolton, Muleshoe; Gloria Perez, Friona; and Mrs. Lowell Boozer, Bovina.

Dismissals:
Lola Garza, Andrew T. Kersey, Raymond Davies, Gonzalo Gonzales, Jr., Mrs. Herbert D. Reynolds and baby, Mrs. Ronald Yarnell and baby, Felix Perez, Marvin Ezell, Mary Selman, Bonnie Healy, Mrs. Jack Walker and baby, Arthur Bolton, Danny Parker, Patti Mills, Brenda Stanberry, Bernice Massey, Iris Carter, Mike Spears and Lilia Rodriguez.

Patients in Hospital:
Inez Rule, Mary Lou Reynolds, Mrs. Lowell Boozer and baby boy, Debbie Benge, Lasaro Baldaras, Buster Bryan, Bert Chitwood, Eddie Cook, Emily Griffith, Marsha L. Landrum, Atanacio Montoya, Mrs. Rene Montelongo and baby, Erasmo Montalva, Jr., Jessie Orr, Frank Pesch, Gloria Perez, Rene Padilla, Charles B. Ray, Nina Stowers, June Wallace and Lillian F. Wheeler.

Employment Survey Slated By Census Official

The Bureau of the Census will conduct a survey of employment and unemployment in this area during the week of November 15, Walter A. Freeman Jr., Director of the Bureau's regional office in Denver announced today.

Laura Hart is the interviewer who will visit local area households.

In addition to the regular questions on employment asked each month, the survey will again collect information about supplemental or part-time jobs and the number of hours devoted to them.

The Bureau will also ask whether each person included in the sample voted in the November election or had been registered to vote. Similar questions were asked in November 1968, 1966, and 1964.

The households to be inter-

viewed here are part of a scientifically designed sample that is representative of the entire U. S. population. The employment and unemployment statistics are collected monthly by the Bureau for the U.S. Department of Labor to provide a continuing measure of the economic health of the Nation as a whole and of its major regions.

Facts supplied by individuals participating in the survey are kept confidential and are used only to compile statistical results. The law safeguarding the privacy of the individual applies to all information collected by the Census Bureau.

Troubled with sea-sickness? Chewing on a lemon will help.

Your stomach contains more than 5,000,000 glands.

LETTERS TO EDITOR

We wish to express to the people of Friona our deepest gratitude for the sympathy and support we received from the community in the final hours and through the death and funeral of our son, Stanley.

Our deepest gratitude goes to Dr. Robert S. Alexander, Dr. Paul L. Spring and the staff of the Parmer County Community Hospital in the excellent services they rendered in Stanley's final hours. Our sincere appreciation goes to the staff of Claborn Funeral Home for the excellent service they rendered both in taking Stanley to the hospital and in carrying for his final rites.

The immediate concern and continued support of Rev. Albert F. Lindley is most comforting. Words cannot express

our appreciation to the membership of the Union Congregational Church for the multitude of support and sympathies they rendered in our hour of need. These made an otherwise unbearable situation possible and quickly ordered up in a most excellent way what might have otherwise been a complete chaos.

Finally we wish to express our deep gratitude to the multitude of people who supported us with calls, cards, flowers, food and in a multitude of other ways. That this all happened within a few hours of our arrival in Friona and that most of you were for all practical purposes complete strangers to us makes us even the more grateful for all this in our hour of need. Friona has already deeply endeared itself to our hearts--Again our sincere Thanks--

Rev. and Mrs. Paul R. Lee and daughters

Powder Puff Game

A group of women "football players," through the Bovina Chamber of Commerce, has challenged Friona to a "Powder Puff" game, and locals have accepted the challenge, it was reported this week.

Plans are for the Bovina "Babes" to meet the Friona "Furies" in a game at Bovina Saturday, November 21. The game will be a fund-raising project for the Bovina Chamber of Commerce.

HEY KIDS!



Coming To **Allsup's 7-11**

Tues., Nov. 24

Robin, Of TV's Batman and Robin.

See Him In Person And Get A FREE

Autographed Picture.



HE JUST KEEPS POINTING TO

WHITES AUTO

In Friona Where They're Offering Money-Saving Battery Specials

12 Volt Battery As Low As \$14.88 Exchange With Two Year Guarantee

THE MEMBERS OF THE SIXTH STREET CHURCH OF CHRIST

INVITE YOU TO HEAR

RICHARD ROGERS

Preach A Series Of Special Sermons

NOVEMBER 15 - 18

Congregational Singing

Directed By

BILL GIPSON



Richard Rogers



Bill Gipson

SERVICES

SUNDAY - 10:30 a.m. and 6:00 p.m.

MONDAY-TUESDAY-WEDNESDAY-7:30 p.m.

WELCOME



**At Home In
Parmer County**
By Janice Miller
County HD Agent

It's getting close to Christmas and many of you will be mailing packages. Here are some suggestions for mailing cookies.

The secret is in the packing: mailable kinds include soft drop cookies, filled cookies and chewy bar cookies.

Use a strong cardboard box or metal container for mailing cookies.

Cookies with honey and fruit improve flavor with age. Applesauce, molasses, oatmeal, and mincemeat cookies are good packers.

Why not bake bar cookies in foil pie pans and mail them in the pans.

Line the mailing container with aluminum foil and put a cushion of crumpled paper towels or wax paper on the bottom.

Wrap cookies in pairs, back to back, with foil or plastic wrapping to seal in flavor.

Pack snugly in rows with heavy cookies at the bottom. Cover each layer with a cushion of paper towels and top with a thick layer.

Wrap the filled box in foil and heavy brown paper and tie securely.

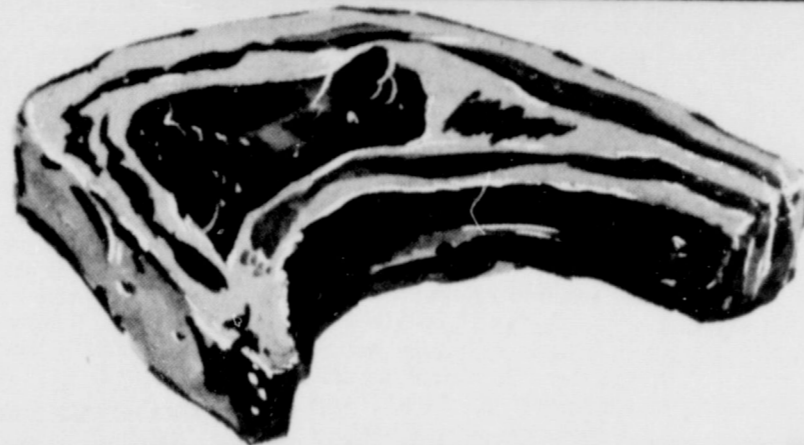
Food gifts are always good, so why not make some of your favorite baked goods for Christmas. It's not too early to start now.

FRUIT CAKE COOKIES
1/2 cup butter or margarine
2/3 cup brown sugar
1 egg, beaten
1 teaspoon soda
1-1/2 tablespoon milk
1-1/2 cups flour
1 teaspoon cinnamon
1 teaspoon nutmeg
1 teaspoon allspice
1 teaspoon cloves
1/4 teaspoon salt
1/4 cup fruit juice
1 pound candied pineapple
1/2 pound candied cherries
4 cups pecans

Cream butter or margarine and sugar. Beat in egg. Dissolve soda in the milk. Sift together flour, cinnamon, nutmeg, allspice, cloves and salt. Add dry ingredients, alternately with milk and fruit juice, to the fat and sugar mixture. Mix in fruit and nuts. Drop by spoonfuls on greased baking sheets. Bake at 300 degrees F for 20 to 30 minutes. Yield: 9 or 10 dozen cookies.

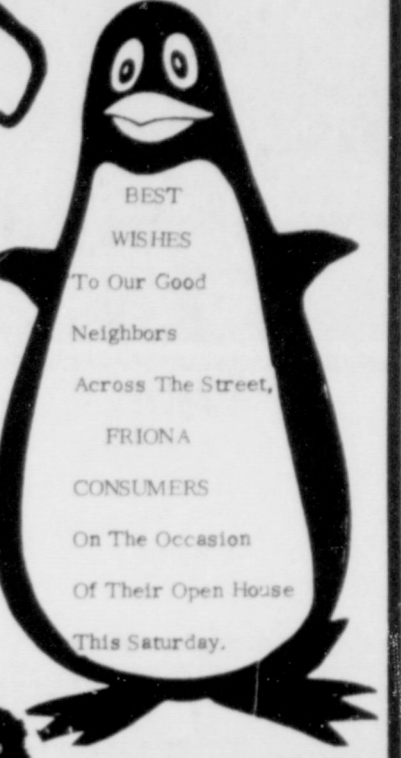
BETTER MEALS

at low, low prices!



PORK CHOPS Lb. **59¢**
BACON Sunray **\$1.29**
2 Lb. Pkg.

FROZEN FOOD SALE!
Welch's
GRAPE JUICE 12 Oz. Can **39¢**
Morton's
HONEY BUNS **3/79¢**



BEST WISHES
To Our Good Neighbors
Across The Street,
FRIONA CONSUMERS
On The Occasion
Of Their Open House
This Saturday.



Gold Medal
FLOUR **55¢**
5 Lb. Bag



Swift's Premium Proten
Round or Sirloin STEAK Lb. **98¢**



Campbell's
TOMATO SOUP
#1 Can
2/25¢

SPECIAL
Bananas
9¢ Lb.

Texas Red
Grapefruit
3/29¢

Fresh
Celery
Stalk
17¢

Cloverlake
BUTTERMILK
1/2 Gal. **49¢**

Shurfine **RED SALMON** 16 Oz. Can **98¢**

Cascade Automatic Dishwashing **DETERGENT** 35 Oz. **59¢**

Reynolds Wrap **FOIL** 12X25 **29¢**

Glade **AIR FRESHNER** 7 Oz. **49¢**

Tom Scott **MIXED NUTS** 13 Oz. **59¢**
COCA COLA Reg. or King Size **2** Carton For **89¢**



Lipton's Pure
Instant TEA
4 Oz. Jar
\$1.39



**On The Farm
In Parmer County**
MACK HEALD
County Agent

With the grain sorghum harvest completed and cotton harvest well under way, Jim Valentine, Area Soil Chemist, suggests giving some thought to next year's fertilizer use program.

Research conducted by Texas A&M University together with farmer experience strongly supports the practice of fall fertilization for next year's crops, points out Valentine. Fall application is especially advantageous on the heavier irrigated clay loam soils.

No appreciable loss of applied nitrogen in the form of ammonia or ammonium carrying fertilizers can occur through leaching after soil temperature drop to 50 degrees. Temperatures on November 3 were slightly below this level and will now decrease rapidly.

Phosphorus and potash can also be fall applied to advantage ahead of land preparation. This assures incorporation into the soil so that the relatively immobile phosphorus will be deep enough in the root zone to feed the crop throughout the growing season.

Weather conditions are generally better for fall application when the soil is dry

enough to support heavy equipment with less hazard of soil compaction. Also, the fertilizer dealer is not as rushed now as he will be just before the planting season. So he can give more personalized attention to your particular operation.

Having your fertilizer applied in the fall will save you time and bother next spring, particularly if the season is wet, contends Valentine. If the soil is dry, fall application will conserve moisture for planting.

Friona School Lunch Menu

Week of November 16-20
Monday--hot dogs and chili, pork and beans, cookies and milk.

Tuesday--meat loaf, corn, carrot sticks, hot rolls-butter, green beans, apple sauce cake and milk.

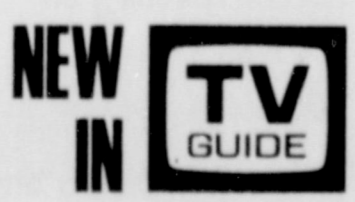
Wednesday--chalupes, potato salad, peaches, lettuce and tomato salad and milk.

Thursday--baked turkey and dressing, English peas, giblet gravy, hot rolls, cranberry sauce, fruit salad, butter and milk.

Friday--hamburgers, potato chips, banana pudding, lettuce, tomatoes and pickles and milk.

CABLE-TV GUIDE

Starting this week in TV Guide, special listings for cable viewers. Details of cable movies, sports and specials will be featured. Look for Chris George of "The Immortal" on the cover . . . look for the cable TV listings inside.



ON SALE EVERYWHERE!

DOUBLE
Gunn Bros Stamps
EVERY WEDNESDAY
With Purchase Of \$2.50 Or More

Houser

Big Enough To Accommodate. Small Enough To Appreciate.
Phone 247-3343

GROCERY & MARKET

GOOD CARTON BETTER QUALITY BEST FLAVOR
TRY SOME NOW

READ and USE

CLASSIFIED ADS ★

BUSINESS DIRECTORY

ADAMS DRILLING CO.

WATER WELL DRILLING

Layne Pump & Gear, Pumps, Inc. Head Repairs Sales & Service All Makes
Dial 247-3101 Friona. Nights 247-2513 Texas

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Specializing in Farm Sales

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LARRY POTTS Rt. 2, Friona, Texas Phone 295-6633

TELEX

CLOVIS HEARING AID CENTER
HEARING AIDS

*Batteries *Molds *Free Hearing Tests
SERVICE ALL MAKES
416 Mitchell Phone 763-6900 9-tfnc

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Great National Life
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*Life *Hospitalization

26 years of dependable service

GARDNER DEAD ANIMAL SERVICE

Free Removal of Dead Stock

Phone 247-3012 for 7 day service.
Night Phone 806-296-5909 Collect.

Plainview Rendering Service
5l-tfnc

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CLASSIFIED RATES

First insertion, per word-6¢
Second and additional insertions-4¢
Card of Thanks-\$1.00
Double rate for blind ads
Classified Display-\$1.00 per col. inch
Legal Rate 4¢. Minimum rate 60¢
on cash order. \$1 on account.

DEADLINE FOR INSERTION

Thursday's Friona Star-Tuesday, 4 p.m.

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.

Porta-Corral

Squeeze Chutes
L.W. Norvell
203 Elm
Hereford, Texas
806-364-4475 4-4p

FOR SALE... 1967 Suzuki motorcycle. Twin jet. \$300.00. Call Doyle Cummings, day 247-2781 or Night 247-2401. 2-tfnc

FOR SALE... 1968 Ford pickup: white, long wide bed; good condition, Cummings Farm Store; 247-2781 days; 247-2401 nights. 1-tfnc

YOU ARE INVITED

To See and Hear
T. TEXAS TYLER
FIRST ASSEMBLY OF GOD CHURCH
521 South First
7:30 p.m. Monday, November 16
Rev. H.D. Hunter Jr., pastor

CARDS OF THANKS

We, the family of Robert H. Schusler, wish to express our thanks and gratitude to our many relatives and friends for all the kindness and love shown toward us during these days of sorrow. We look to God for Spiritual comfort and give Him thanks for His gift of Salvation and Eternal Life.

Mrs. Robert H. Schueler
Robert Schueler, Jr.
Mrs. Arnold Schueler
Mr. and Mrs. Raymond Schueler and family
Mr. and Mrs. Norbert Schueler and family
Mr. and Mrs. Rueben Meissner and family
Mr. and Mrs. Eugene Graham and family
Mr. and Mrs. Floyd Schueler and family
7-1tp

FOR SALE... 2-Acre Tracts on Hwy. 2397. 3 miles from city limits--Phone 247-2228. 3-tfnc

FRIONA MOBILE ESTATES... Friona's newest and largest mobile home park. Located at 802 East 11th. 8 Blks. east of Main on Highway 60. Call 247-2745 or 247-3274 at night. 23-tfnc

FOR SALE... Three bedroom brick house, 1-3/4 baths. Low interest rate. Phone 295-3175. 6-tfnc

Mayflower



Call For Free Estimates
364-5391

DALBY MAYFLOWER
202 S. 25th Ave.
Hereford, Texas

BEEF LUGGERS NEEDED

We are in need of beef luggers at our Friona, Texas plant. We offer good working conditions, wages, and a fringe benefit program. If you are interested in full time, year around employment, please contact in person or by phone, Letha London, Missouri Beef Packers, Friona, 806-295-3201. 6-2tc

MISSOURI BEEF PACKERS, INC.

REAL ESTATE

FOR SALE... Brick, 2-BR, Den, 1-3/4 bath. Double Garage. Refr. Air. Central Heat. Fenced Yard. Phone Doyle Cummings, day 247-2781--Night 247-2401. Excellent Location. 48-tfnc

FOR SALE... Regulation size snooker table. Bill Wooley, Phone 247-3374. 7-2tc

FREE Dead Stock Pickup

Daily Service. Our trucks in Your Vicinity Daily From Clovis And Plainview.

Call Collect
Clovis 763-5513
Plainview 293-4432
TRI-STATE INDUSTRIES 1-TFNC

Hicks Plumbing & Heating

See us for installation and service on furnaces, disposals, dishwashers, refrigerators, and faucets.



"Your Service Man"

We Have a Good Supply of Plastic Pipe.
Phone 247-3052 Old Massey Bldg.

For Cash Sales

\$1500 Discount on 14 x 70

3-Bedroom Mobile Home Spanish Decor.

\$1200 Discount on

14 x 65 Three-Bedroom Mobile Home

\$700 Discount on any other

new mobile home on our lot
DISCOUNT MOBILE SALES CO.

1111 E-1st. St. Clovis, New Mexico
Phone 763-7353

WELCOME TO FRIONA



This week we welcome the Jerry Spradlin family to Friona. Spradlin has opened a second hand store at Main and Highway 60. Shown with Spradlin and his wife are their daughters, Tamra, 10, Ginger, 11, and Becky, seven. The Spradlins are Methodists and live at 910-A W. 9th. They moved here from Clovis, but are natives of West Texas.

ROCKWELL BROS. AND CO.

"LUMBERMEN"

Lumber, Paint & Tools

HOUSER GROCERY & MARKET

REEVE CHEVROLET

New and Used Cars
FRIGIDAIRE APPLIANCES

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REED'S CLEANERS

117 West Sixth
PICK UP AND DELIVER
Friona Phone 247-3170

FRIONA WHEAT GROWERS

Elevator Service
Field Seeds

Exciting new Christmas giftables arriving in our shop each day. Shop early while selections are good.
THE HUMMINGBIRD SHOP 7-tfnc

There will be a special Christmas showing of Sarah Coventry Jewelry at 603 Grand Thursday, November 12, from 2 to 4. Everyone is invited to attend. 7-ttc

GRANDMA'S DOLL HOUSE
New dolls. Barbie Clothes. Old dolls mended dressed. Trunks refinished and lined. Across tracks South Side Black Grain.
Mrs. T.J. Presley, Black, Texas, 265-3857. 7-3tc

ONE of the finer things of life --Blue Lustre carpet cleaner. Rent electric shampooer, \$1. Ben Franklin. 7-ttc

GARAGE SALE

*Adults and Children's Clothing
*Household Appliances
*Knick Knacks
*Odds & Ends
912 Washington Street
10:00 a.m.-5:00 p.m. Friday, November 13
Mrs. Leon Massey
Mrs. Larry Fairchild 7-ttc

GARAGE SALE: 603 Grand Thursday, Friday, Saturday November 12, 13, 14.
9:00 a.m. to 5:00 p.m. 7-ttc

GARAGE SALE

Everyday except Sundays. 9:00 a.m.-6:00 p.m.
Furniture, T.V.'s, Clothing, Tools, Miscellaneous. New merchandise daily. See at Jerry's, Corner of Main & Hwy. 60. 7-1tp

GARAGE SALE

Thursday, Friday, And Saturday November 12, 13 & 14
1501 Jackson 7-1tp

GARAGE SALE

Thursday, Friday, Saturday
Clothing for men, women and children. Odds and ends. Furniture.
703 Arrah 7-1tp

GARAGE SALE

905 Columbia
Fri.-Sat. 9-5
EVERYTHING! 1- Wigs, pictures, port. stereo, 22 pistol, dishes, table/chairs, luggage, good baby things, clothes, antique stoves. Lots more!
Pat Bass
Loree Myers
Pat Wright 7-1tp

FOR SALE

FOR SALE... 1970 Red Wing Hunter, 47 lb. Hunting Bow, 58" length, with bow quiver \$45.00. 247-2740. 50-tfnc

FOR SALE... New mattress, box springs, frame. Vickie Copley, Friona Star or see at McClothlin Trailer Park. 2-8tp

FOR SALE... Ironrite model 95 electric ironer. \$175.00. Can be seen at Hospital Maintenance Shop. Inquire of Nelson Lewis. 2-tfnc

FOR SALE... 1947 Jeep w/Top, Perfect Condition. Can be seen at Wheeler Ave. 66 Service Station, Texico, New Mexico. 5-3tc

For Sale: Good used Frigidaire washers. New refrigerator, \$229.00 up. Upright food freezer. demonstrator. Pet rabbit with each sell, for a while.
REEVE CHEVROLET CO.
Phone 247-2774
Friona, Texas 6-tfnc

FOR SALE... 1962 Oldsmobile, New starter, fuel pump and battery. \$150.00. 312 East 9th Street, 247-3445. 6-tfnc

JUST IN TIME FOR CHRISTMAS



COCKER SPANIEL PUPPIES

Rare parti-colored cockers, thoroughbred but not registered. The ideal family pet, gentle dispositions. All males. Call Bill Ellis, 247-3053 or 247-2211. 7-2tc

FOR SALE

FOR SALE... Baled cane. Phone 295-6757. Dale Westbrook. 7-3tc

FOR SALE

FOR SALE... 1968 Ford, 1/2 ton pickup. V-8, automatic, power steering, l.w., worth money. See at Jerry's, Corner of Main and Hwy. 60. 7-1tp

FOR SALE

FOR SALE... Full blood German Shepherd puppies. Wayne Wheeler, Phone 247-3520. 7-ttc

BIRDDOGS FOR SALE... English Setter Pups. Five months old. Ted White, Phone 247-2491. 7-2tc

FIREPLACE WOOD (DRY)

HICKORY, BLACKJACK, OAK
Jim Loving
Phone 364-2780
4 blocks east of K on 15th St. Hereford 7-1tp

FOR SALE... Brown Naugahide recliner. Phone 247-3398. Price reduced. 7-tfnc

Many Cars to Choose From

Low down payments. See at Jerry's, Corner of Main & Hwy. 60. 7-1tp

HELP WANTED

Could you spare 16 hours weekly if you received \$40 for it? If so, and you have a car, please write Box 1057, Friona, Texas. 5-3tc

HELP WANTED

Assistant mill foreman for feedlot near Hereford. Some experience necessary. Top wages. Other benefits. Call 806-276-5627. 7-2tc

LOST AND FOUND

LOST... Small brown peki-poodle. Vicinity of 1305 N. Main. Child's pet. Reward. 7-2tp

Use Classified Ads

Call 247-2211

FOR COMPLETE REAL ESTATE SERVICE

CONTACT
J.G. McFarland
Phone 247-3272 or
247-2766
Business, Farms
Ranches, Residences

FOR SALE... Three-bedroom house, fully draped. Small down payment. Take up small monthly payments. Farmers' Home Adm. Loan. Jimmy Stewart, 603 Watkins. 46-tfnc

APARTMENTS

NEW... Extra nice 2 BR Tri-Plexes, all electric kitchens, heating and ref. air Refrigerators, ranges, dish-washers, disposal, drapes, carpet, outside storage, near schools.

"CHATEAUX FRIONA" \$115.00 month. 900-9th St. Phone 247-2878. 34-tfnc

Mrs. Hamilton Elected President

During the business session of the Thursday afternoon meeting in the Community Room of Friona State Bank, Mrs. Glyn Hamilton was re-elected president of the Black Study Club.

Other officers elected to serve with Mrs. Hamilton were Mrs. Harry Lookingbill, vice-president; Mrs. Gene Welch, secretary-treasurer and Mrs. Rosco Ivie, reporter.

Plans were made for the annual Thanksgiving Day dinner at Black Community House. There will be an all day workday there Friday, November 19.

Those present included Mesdames Hamilton, Travis Stone, Johnny Mars, Dick Rockey, Ethel Bengler, Cliff Allmon, Helen Fangman, Welch, Lookingbill, Ivie and George Frye.



STORE VISITOR... Mrs. Allen Stewart, left, who opened her new store, Emma Lou's on Main Street last weekend, shows some of the items in the store's knitting department to Mrs. Bob Jones.

REAL ESTATE LOANS

NEED A FARM OR RANCH LOAN?

See Ed Hicks
Phone 247-3537 or 247-3189
23-tfnc

NOTICE

If you missed out on Ridgeview Addition, we are now developing Hicks Addition. Build a new home, nothing down and low interest rates. ED HICKS REAL ESTATE 247-3537 or 247-3189. 18-tfnc

MISCELLANEOUS SERVICES

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

WANTED

Babysitting in my home. \$12.50 per child, per week, any age. Inquire at 1009 W. 4th Street. 7-1tp

ON THE PLANET VENUS, THE DAYS ARE LONGER THAN THE YEARS! SEP 15



CAN'T STOP NOW I'M GOING TO
WHITES AUTO
In Friona For Their Tremendous Battery Specials
6 volt battery as Low As \$9.88 With Exchange

THE NUMBER 57,600 HAS 79 DIVISORS!

COURT HOUSE NOTES

Instrument Report Ending November 5, 1970, in County Clerk Office, Bonnie Warren, County Clerk

WD, Bessie D. Drake, Rockwell Lumber Co., lot 1 thru 6, Blk. 13, Drake Rev. Sub, Friona

WD, R.C. Anderson, Tip Top Oil Co. Inc., W 100 ft. lots 1 thru 5 Blk. 98, Farwell

WD, L.M. Crow, Est., Clifford S. Crow, 1.09 ac. out Sec. 6, T4S

WD, Clifford S. Crow, W.S. Crow, 1.09 ac. out Sec. 6, T4S.

"Building Of White House"

Is Club Meeting Theme

Mrs. Dan Ethridge, Mrs. John Gaede and Mrs. Nelson Lewis presented the Tuesday evening program of Modern Study Club in Federated Club House. Program theme was "We Build The White House."

"How It Was Built," was presented by Mrs. Ethridge. Mrs. John Gaede outlined methods used for its preservation and its furnishings were described by Mrs. Lewis. Color slides, which were made in the past few years, were shown by Mrs. Lewis.

Guest musicians were Kathy and Trip Horton, who presented two piano duets, "Here Comes The Parade," and "Taps-Military March."

The meeting was opened with repetition of the club collect in unison with Mrs. T.E. Lovett leading.

Refreshments were served by the hostesses, Mrs. Wesley Foster and Mrs. Frank Truitt.

Temperatures

Date	Hi	Low
November 4	44	21
November 5	51	23
November 6	63	31
November 7	77	43
November 8	76	42
November 9	62	30
November 10	66	32

Moisture: Trace on Nov. 4.

CLASS OF 1990!

Imagine what a college education will cost in 1990? Wise parents plan ahead with our College Assurance Plan. Full details just a phone call away. Special fraternal and social benefits are yours, too. Don't delay, tomorrow will soon be today.

Hop Lewis
803 W. 6th
Phone 247-2534
Friona, Texas



WOODMEN OF THE WORLD LIFE INSURANCE SOCIETY
HOME OFFICE OMAHA, NEBRASKA
"The FAMILY Fraternity"

Frionans Attend ACC Homecoming

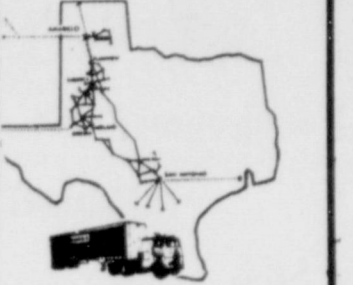
Several residents of Friona were in Abilene during the past week for Abilene Christian College's homecoming festivities. One of the highlights of the weekend was presentation of "The Sound of Music."

Those from Friona who attended were Mr. and Mrs. Eugene Boggess, Mr. and Mrs. Nelson Welch, Mrs. Lucy Welch, Mr. and Mrs. R.E. Sneed, Mr. and Mrs. Matt Brown, Mr. and Mrs. Howard Hayes and family and Mrs. James Procter.

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WE'VE GOT IT!
FAST EFFICIENT SERVICE



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MOTOR FREIGHT LINES, INC.
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NORTH DAKOTA certified SEED POTATOES
NOW ON THEIR WAY!
Growers everywhere prefer this hardy seed for its quality, vigor, and dependable yield.
Proven records of performance for 27 consecutive years.

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State Seed Department, University Station, Fargo, N. Dak.



WHITE'S SUPER MARKET

Our Aim Is To Please In Every Way

WE DELIVER

WE GIVE GUNN BROS STAMPS

Phone 247-2250

Double Stamps On Wednesdays With Purchase of \$2.50 Or More

WHITE SWAN PINEAPPLE #2 Can
3/\$1.00

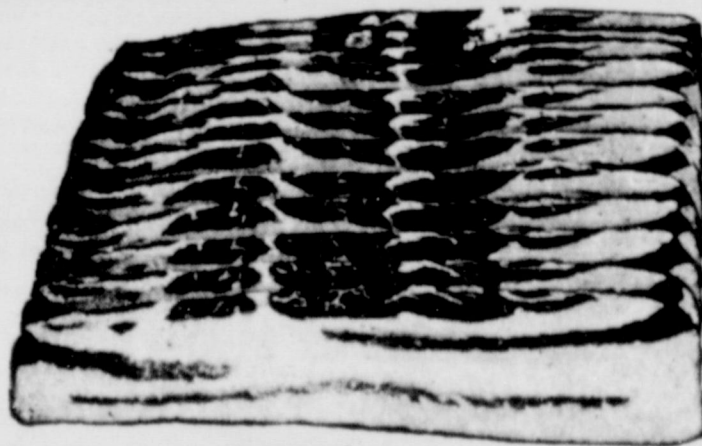
WHITE SWAN CORN #303 Can
Cream or Whole Style or Kernel
5/\$1.00

WHITE SWAN MILK Tall Can
6/\$1.00

BANANAS Lb. 11¢

POTATOES Lb. 15¢
Portales Sweet

OLEO Lb. 39¢
Parkay Soft



Cusahy's Nutwood
BACON \$1.25
2 Lb. Pack

Loin or T-Bone
STEAK Lb. \$1.05

Sweetheart
FLOUR 5 Lb. Bag 45¢

BREEZE Detergent King Size \$1.25

Ireland
CHILI #2 Can 79¢

Fireside
CRACKERS Lb. Box 25¢

NOW

Clover Lake
ICE CREAM 1/2 Gal Ctn. 79¢

Match Roping

Buttons Howard vs Junior Garrison
SUNDAY, NOV. 15

Farwell Roping Arena

ALSO

★ 3 HEAD \$75.00 ★

Jackpot Calf Roping

☆ CALCUTTA - 12:30 p.m. C.S.T. ☆

Farwell Arena Assn.


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Dan Ethridge
Frank A. Spring
Bill Stewart
Wendell Gresham
Lois Norwood



Phone 247-2766

LAZBUDDIE at AMHERST


2. CHEVROLET REEVE CHEVROLET

*CHEVROLET *OLDSMOBILE
*FRIGIDAIRE APPLIANCES

Sales Service

SUDAN at KRESS

3. PLAINVIEW PRODUCTION CREDIT ASSN.




Dale Cary
Office Mgr.

OLTON at DIMMITT

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DON HUCKABEE



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FLOYDADA at ABERNATHY

5. BI-WIZE DRUG

DRUGS SUNDRIES

Your Rexall Store

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CANYON at MULESHOE

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"It's Your Gin - Use It"

CHARLES WAGGONER, Mgr.

DUMAS at PERRYTON

7. FRIONA MOTORS

Parmer County Headquarters
For
Ford Cars, Trucks, Pickups
Tractors & Used Cars



Phone 247-2701

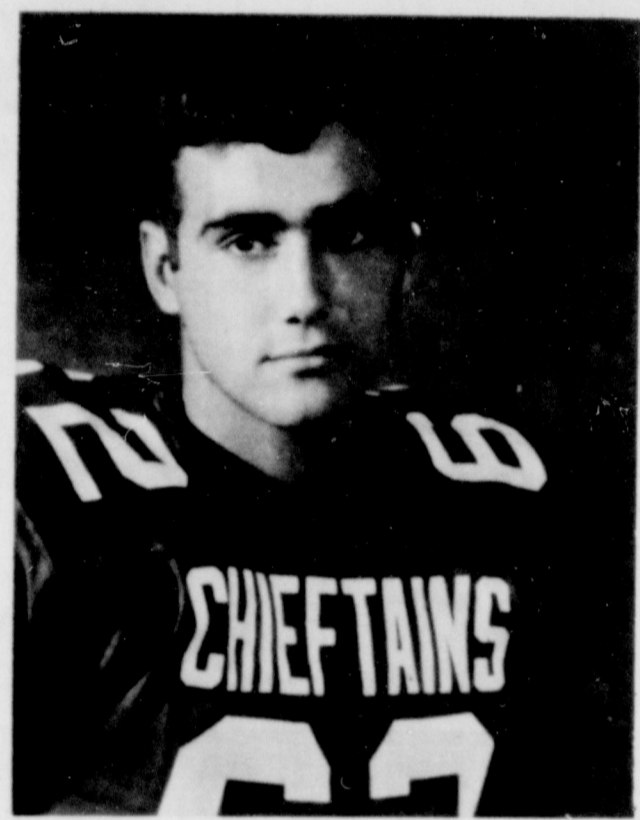
HEREFORD at LUBBOCK

COTTON BOWL

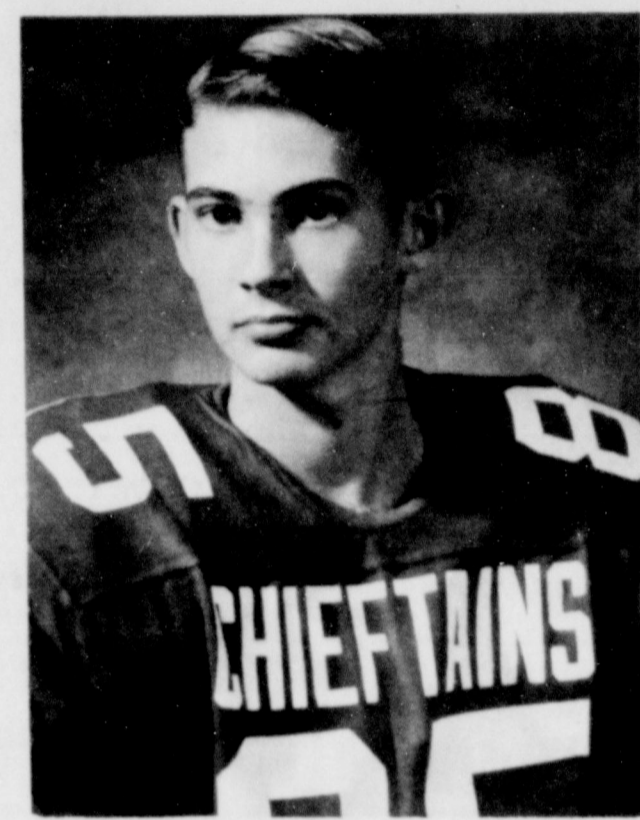
FOOTBALL CONTEST

MEET THE CHIEFS

Photos Courtesy
Bradly Studio, Hereford



James Weatherly is a Senior Tackle



Scott Lillard is a B-Team Quarterback

Contest Standings

Frank Truitt10	94 C.P. Fairchild7	83
Jack Clark8	92 Wayne Mills7	83
Benny Pryor8	91 Eddie Waggoner7	83
Elaine Wardlaw8	91 Winston Wilson8	83
Phillip Duggins10	90 Audvie Barnett6	82
John W. Frazier8	90 Frank Castillo8	82
Pilo Castillo7	89 Darrel Dirks9	82
Mrs. B.C. Hartwick7	89 Jan Fleming6	82
Randy Mabry7	89 Dale Gober7	82
Mal Manchee10	89 Larry Johnston9	82
Hank Wheeler10	89 John Seright7	82
Wright Williams9	89 Roy L. Smith6	82
Eugene Bandy7	88 Doris White7	82
F.G. Crofford10	88 Gene Ezell9	81
Diana DeBord10	88 Ray D. Fleming8	81
Trip Horton8	88 Fred Florez8	81
Clarence Monroe7	88 Sam Mears8	81
Elizabeth Peak8	88 Dean Broyles8	80
Ronald Dean Smiley8	88 Jack Crawford5	80
Melody Drake8	87 Jerry Mabry8	80
Andy Hurst7	87 Maurine Mabry7	80
Lee Roy Nuttall8	87 Peggy Monroe7	80
Melba Jean Smiley8	87 Lynda Nuttall8	80
Holly Welch8	87 Hank Outland, Jr.7	80
Patsy Bandy8	86 Mary Priest5	80
Owen W. Drake8	86 Danny Waggoner4	80
Rex Minshew8	86 Clay Bandy7	79
Alberto Solls, Jr.9	86 Ralph Broyles5	79
Edward White7	86 Casper Morales6	79
John Baca8	85 Sam Perez9	79
Bill Bailey8	85 Phillip Weatherly10	79
Jerri Benge8		
Eugene Ellis8		
Mrs. Fred Florez6		
Wendell Garner8		
Jerry Hinkle7		
Jim Johnston8		
Mrs. Sam Mears9		
Mary Pryor8		
Donn Tims9		
Shirley Waggoner7		
Kevin Wiseman9		
Debbie Benge8		
Ron Davenport8		
B.C. Hartwick9		
Albert Johnson10		
Mrs. A. Johnson9		
Laverne Mabry6		
W.R. Mabry8		
Charles Waggoner5		
Mitchell Wiseman7		
Houston Bartlett7		
Peggy Bryant6		

GAME RESULTS

(Editor's note: Following are scores of the games included on last week's contest slate):

White Deer 20, Canadian 12
Sudan 24, Farwell 19
Dimmitt 20, Abernathy 7
Phillips 24, Dalhart 21
Levelland 28, Muleshoe 6
Canyon 9, Perryton 7
Palo Duro 34, Pampa 2
Amarillo 17, Tascosa 0
Texas Tech 22, T.C.U. 14
S.M.U. 6, Texas A&M 3
Western Mich. 20, WTSU 0
Mississippi 24, Houston 13
N.Y. Giants 23, Dallas 20
Oakland 23, Cleveland 20
(Friona 25, Morton 13)

OFFICIAL ENTRY BLANK

Select Winners From Games Listed In Advertisements


1. _____	8. _____
2. _____	9. _____
3. _____	10. _____
4. _____	11. _____
5. _____	12. _____
6. _____	13. _____
7. _____	14. _____

TIE-BREAKER: (Pick Score) Dallas _____ St. Louis _____

NAME _____

ADDRESS _____

GRADY H. DODD
Consignee



Petroleum Products
Phone 247-3285

TEXAS TECH at BAYLOR

9. TRI-COUNTY ELEVATOR




Black

GEORGIA at AUBURN

10. CHESTER GIN

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DEPENDABLE
SERVICE



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S.M.U. at ARKANSAS

11. PARMER COUNTY IMPLEMENT CO.




Your IH Dealer

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WEST TEXAS at BOWLING GREEN

12. HI-PRO FEEDS, INC.



For Feed And Livestock Supplies--

Ron Davenport 247-2787 Box 1086 Friona, Texas 79035

OHIO ST. at PURDUE

13. HUB GRAIN FLEMING & SON GIN

Phone 265-3215 265-2405

OAKLAND at DENVER

14. HI-PLAINS FEED YARD



CUSTOM FEEDING at its modern best

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HI-PLAINS FEED YARDS, INC.
PAUL MORGAN, Manager

DETROIT at MINNESOTA

Bailey Sparkles In 25-13 Win At Morton

For a while there last Friday night at Morton, it appeared that there was going to be "too many Indians and not enough Chiefs," but the Friona brand of Redskins uncovered "Chief Running Bill Bailey," and he was head big medicine.

Before Bailey answered his theme song and "came home," he rang up a season record 142 yards rushing, and scored two touchdowns in the process. Bailey had a great night, with "second effort" helping him account for eight first downs, and the clinching touchdown with 1:30 to play in the Chiefs' 25-13 win over Morton.

It was a frustrating night for the hometown Indians, who moved the ball so well all during the game that they never once faced a punting situation. But fumbles and a pass interception caused Morton to stop their own drives time after time.

Morton seemed headed for a sure touchdown the second time they had the ball. Driving from their own four-yard line in a 95-yard drive that ate up over six minutes of the clock, the Indians had a first and goal situation at Friona's four, only to fumble on first down, and Friona alertly covered on the one-half yard line.

The Indians had given up the ball the first time they had it, after quickly driving to the Friona 25-yard line in only five plays, only to fumble.

The Chiefs, not able to move on their first two tries, got a drive going late in the half, but it seemed the clock would be their worst enemy.

Bailey got the drive going by fighting for a first down at the Chiefstain 35 on a third down play. He did it again on third and three from the Morton 33, but time was becoming a big factor, as only two minutes were left on the clock.

However, Wesley Clark picked up a big first down on a ten-yard sprint to the Morton 16 and the Chiefs began using their time out. Next, Don Fortenberry and Gary Fallwell combined on a nifty pass play that gave Friona first and goal at the five, with 37 seconds showing.

Two plays later Bailey charged through the Morton line, and Friona had a 6-0 lead. The kick was hurried and barely missed, but Friona fans were content with a halftime lead.

Friona took the second half kickoff, and drove on a 63-yard TD march when the only thing that could stop the fired-up Bailey was the penalty flag.

A motion penalty wiped out a beautiful 35-yard touchdown run by the 170-pound Junior. Two plays later a similar penalty called back his 10-yard run that would have been a first down. Finally, on fourth down, Bailey got a 17-yarder that counted. But the sad part was that he had run 62 yards on the four-play series to get a net of 17.

The Chiefs went on in for the touchdown, with Clark getting it from the two. The team went for a two-point conversion, but Clark's halfback pass went incomplete and Friona led 12-0. There was 5:48 to play in the third quarter.

Morton's first score came on one big play, a 49-yard pass and run shot to speedy Elton Patton. This cut the lead to 12-6.

The very next time they had the ball, Morton drove 60 yards in only seven plays to tie the score. The officials ruled that Larry Thompson's kick was just over the crossbar, and it gave

Morton a 13-12 edge with 10:25 left in the game.

The Chiefs, who have not been able to count on their passing game this season, came up with one out of sheer necessity on their next drive. Facing third and seven at their own 31, Fortenberry sent Johnny Bandy sprinting down the right sideline and heaved the ball. The Morton defender let up, and Bandy made the catch, a BIG 39-yard gain, Friona's longest pass play of the year.

On another third down play from the Morton 26, Mike Royal spun out of a would-be tackle, and finally was downed on the Morton three, where Friona had first and goal. Royal got the score on third down. Drake's kick sent Friona back in front, 19-13. The Chiefs had driven the 72 yards in just nine plays and less than four minutes. Six minutes remained to be played.

Morton came out charging, returning the kickoff to the 37. Hard-running Kevin Kuehler got a first down at the 48, but on the next play he fumbled as he was hit, and Friona had claimed their third Morton fumble, and like the other two, it was a big one.

Friona elected to punt back to Morton from the Indian 43, and only three plays later, Fortenberry intercepted a Morton pass

FIRST LOSS

Longhorns Feel Sting Of Upset Bug, 14-8

The Lazbuddie Longhorns, for the first time in three years, met defeat on their home field. They fell victim to the Matador Matadors, by a hair-breathing score of 14-8 and although they outgained their opponents in total yards gained and first downs, the thing that really counted as everyone knows is the scoreboard.

Seven fumbles and 2 long gains proved to be the 'Horns real downfall. Five of those seven fumbles came at very critical times for the 'Horns. Drives were continually being halted because of these miscues.

After a scoreless first half the 'Horns finally put together a successful drive and Charles Lee capped it off by plunging 1 yard and adding the two point conversion also. This action came in the third quarter.

But in the fourth quarter, the Matadors put together two big plays. One was a 60 yard run by quarterback Bill Barnhill, which led to his one yard plunge for a score two plays later. As the fourth quarter rolled on it appeared that the 'Horns had a safe 8-6 lead but again two more fumbles popped up and into the hands of Matadors. Bill Barnhill and Don Jackson got behind a Lazbuddie defender and snared a pass that went for about 68 yards down to the 16 yard line. Three plays later Dwayne Campbell snared a pass from Barnhill and the scoreboard read 14-8 in favor of Matador.

The statistics showed Lazbuddie gaining 13 first downs and 348 yards rushing as compared to six first downs and 135 yards on the ground for the Matadors.

to all but wrap it up.

Royal gave the team a first down at the Morton 30. Bailey then got loose again, on a 27-yard touchdown ramble. Drake kicked, but a holding penalty caused another try from the 27-yard line. The 37-yard kick was just wide to the right, but Friona had a safe 25-13 lead and only 1:30 was left to play.

The win gave Friona a 5-4 mark for the year, and increased their lead in the Morton series to 8-6. It was Friona's sixth straight win over Morton in football.

Morton Girl Dies Following Game

A Morton High School girl died in an automobile crash late last Friday, following the Friona-Morton football game.

Linda Sue Gandy, daughter of Mr. and Mrs. J.C. Gandy of Route 1, Morton, was killed in a one-car accident 1.3 miles east of Morton as she returned home shortly before midnight Friday.

The girl, a sophomore at Morton High School, was a member of the band that performed at the game.

She was dead on arrival at Cochran Memorial Hospital within minutes of the mishap.

Game Statistics

	FIS	MIS	INDIVIDUAL RUSHING			
			Player	TCB	Yds. Avg.	
First Downs	20	17	Bailey	22	142 6.5	
By Rushing	17	15	Clark	16	45 2.8	
By Passing	2	1	Lewellen	10	44 4.4	
By Penalty	1	1	Royal	5	37 7.4	
Net Yds. Rushing	275	244	Fortenberry	3	7 2.5	
Net Yds. Passing	50	49	Totals	56	275 4.9	
Total Net Yds.	325	293	Mort. Tot.	46	244 5.3	
Passes Att-Comp.	4-2	6-1	SCORING			
Had Intercepted	0	1	Friona	0	6 6 13-25	
Fumbles Lost	1	3	Morton	0	0 13 0-13	
Punts, Yds.	4-160	0-0	2Q--Bailey, 1-yd. run. (Kick wide).			
Punts, Avg.	40.0	0.0	3Q--Clark, 2-yd. run. (Pass fails).			
Penalties	8-70	4-26	4Q--Royal, 1-yd. run. (Drake kick). Bailey, 27-yd. run.			
INDIVIDUAL PASSING			INDIVIDUAL RECEIVING			
Fortenberry	3	2	50	Bandy	1	39
Clark	1	0	0	Fallwell	1	11

Eighth Grade Socks Morton For 6th Win

Friona's eighth grade Braves ran their season record to 6-1 with an easy 47-6 win over Morton in a game played here last Thursday.

Morton drove with the opening kickoff, for a touchdown and a 6-0 lead. This may have fired up the Friona lads, because they scored the next 47 points in the game.

Welch took the kickoff following the Morton TD, and ran it back 70 yards for the tying points. He also ran for two points, and Friona had taken a quick, 8-6 lead.

King intercepted a Morton pass and returned it to their 21, setting up the next score. Five plays later Eddie Waggoner and Jimmy Noland who was moved from guard to fullback due to an injury to Mark Barnes picked up 81 yards.

Lazbuddie's next game will be with Amherst next Friday at Amherst. Game time is 7:30 p.m.

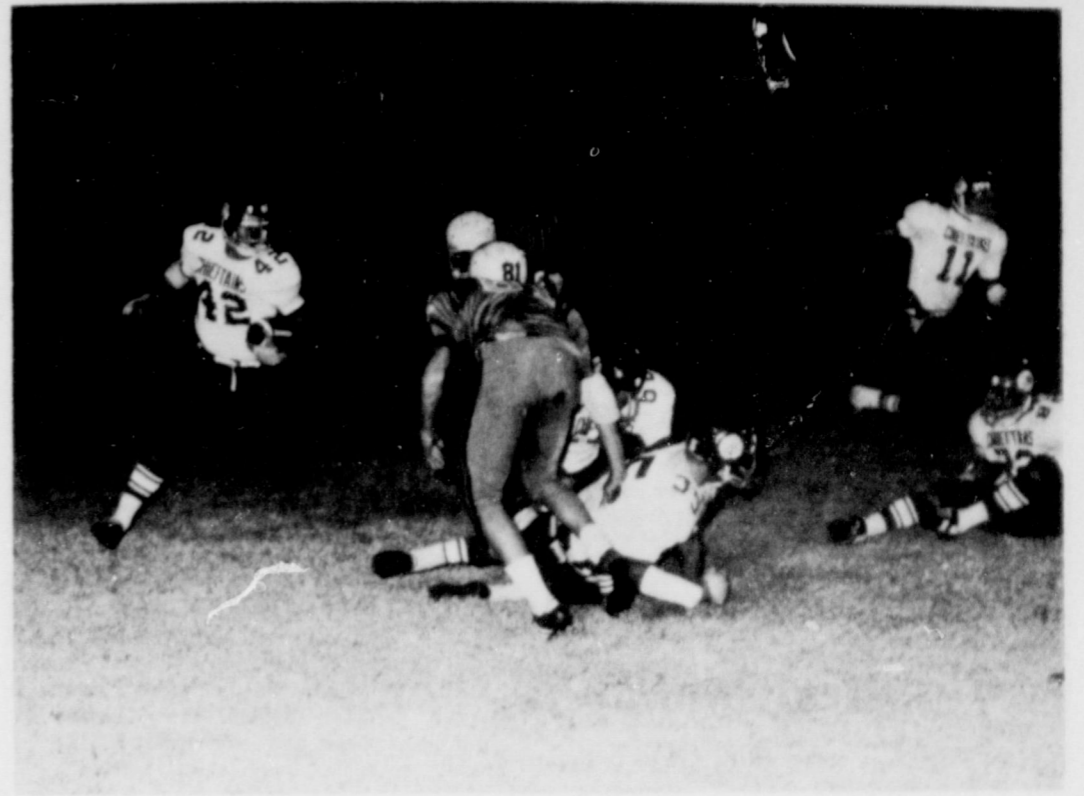
ter, and sent Friona to halftime with a 20-6 lead.

Early in the third quarter, Welch returned a Morton punt to their 14. It took the Braves just two plays to push the ball across. King went in on a double reverse, and it was 26-6.

Morton fumbled the kickoff, and Friona was back in business. On their second offensive play, Clay Bandy lateraled to Welch, and he went 34 yards to score. Bandy's extra point kick made the score 33-6.

Early in the final period, Friona took over on the Morton 47. Welch romped all the way to paydirt on the first play, and Bandy's kick made it 40-6.

With 3:52 left in the game, Friona tallied its final points, on a razzle-dazzle play. Facing fourth and six on the Morton 16, the Braves lined up for a field goal. However, it was a fake, and Bandy took the ball and passed to David Hutson for six points, and then kicked his third point for the final margin, 47-6.



ROYAL GAINS... Mike Royal, who had one of the touchdowns against Morton last week, is shown hitting the secondary on this play. Blocking for Royal is Bill Bailey, front foreground. Don Fortenberry is seen at right. Friona won the game, 25-13.

People who cook with pride cook with GAS. Mrs. Cecil Burke does.

Some of the world's best cooks are found in the kitchens of America, and they give themselves every cooking advantage, like gas range cooking. Good cooks like Mrs. Burke and nine out of 10 professional chefs agree that precise temperature control makes the difference in good cooking, and with gas you get exactly that. Gas also gives immediate response and constant temperature, so important in oven cooking.

So, give yourself every advantage and cook with gas. Remember, people who cook with pride cook with gas.

Here's one of Mrs. Burke's favorite recipes.



JEWELLED CHEESE PUFFS
Mrs. Cecil Burke, 2426 Walnut, Amarillo

2 cups sifted	1/4 teaspoon salt
all-purpose flour	1 cup butter
2 teaspoons	1 package (8-oz.) cream cheese
baking powder	2 eggs, beaten
2 tablespoons sugar	Preserves or jelly

Sift together dry ingredients. Beat butter and cream cheese until fluffy. Add beaten eggs and beat well. Blend into sifted dry ingredients. Chill dough one hour. On lightly floured board, roll dough 1/4 inch thick. Cut individual rounds with floured biscuit cutter. Make an impression in center of each round with thumb. Fill imprint with preserves or jelly (about 1 teaspoon). Bake on an ungreased baking sheet in moderate gas oven (375 degrees) for 15 minutes or until delicately browned. Serve warm. Makes about 24.



LONGHORN LEADERS... The captains for the 1970 Lazbuddie Longhorns are shown here with their coaches. Kneeling are Charles Lee, George Wilson, Jimmy Noland and Mike Casey. The coaches are Pat Casey, left and Tally Kelso.

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Local Lodges Host Thanksgiving Dinner

The Friona Rebekah Lodge #308 and Friona Oddfellows Lodge #203 were hosts at the annual Thanksgiving Dinner in Oddfellows Hall Sunday.

Readings were presented by three special guests, Kay Cochran, Carl Evans and Holly Stephenson.

Reports on Girls State and Boys State were presented by Ginger Murphree and Mike Taylor.

Group singing was directed by Harold Taylor with Gayla Self, pianist, accompanying.

Turkey, dressing, vegetables, salads, cake, pie, cold drinks and coffee were served. Those signing the guest re-

gister besides those on the program, were Mr. and Mrs. Glen Mingus, Otis Massey, Mrs. Bertie Doak, Mrs. Evelyn Wendt, Mrs. Jack Fulgham, Shannon and Sandy, Rev. and Mrs. Albert Lindley and children, Pam, Paul and Phyllis, Andreea Wilkins and Mrs. Ethel Adams.

Also, Mr. and Mrs. Charles Russell, Mr. and Mrs. Ray Murphree, Mr. and Mrs. Ralph Taylor, Mr. and Mrs. Carl Maurer, Debra Dorrell, Wana Brewer, Mrs. Lois Miller, Gaylord Maurer and daughters, Gwen and Jessica and Mrs. Socorro de Ojeda.



ED WHITES HONORED... Mr. and Mrs. E.S. White, Sr. are pictured here with a cake, which was baked for their 45th wedding anniversary and his 77th birthday. Hosts for a dinner honoring the couple were Mr. and Mrs. John R. Cannon and daughters, Dumas, in whose home the dinner was held. Others present included Mrs. Miriam Cannon, also of Dumas; Mr. and Mrs. Raymond White and son, Stratford; and Richard White, Friona.

Whites Host Family Dinner

Dinner guests in the home of Mr. and Mrs. Edward White Jr. and children Sunday were Staff Sgt. and Mrs. Verdell Carmichael and children, Marva, Duke and Rex, and Mr. and Mrs. Claude Bradley of Melrose, New Mexico.

Sgt. Carmichael is serving in the United States Air Force and his next assignment will be to Thailand. He is an uncle of

Mrs. White and the Bradleys, former Friona residents, are her parents.

Others present were Mr. and Mrs. Floyd Bradley and children, Brian and Gwyn, also of Melrose; Mr. and Mrs. Milton McPherson and daughters, Tonya and Terri, Clovis; and Mr. and Mrs. Donald Bradley and daughters, Ann and Donna, Friona.

Girl Scouts Report

Girl Scout Troop 266 met Thursday afternoon at Girl Scout House. The flag ceremony was presented by Diana Glover, Kathy Middleton and Sandra Ramos.

Minnie Aragon directed the Pledge of Allegiance to the American Flag. A poem was read by Norma Ramos and Sylvia Bermea directed a song.

Buddy burners were made. An investiture ceremony was conducted for seven new members, Paula Williams, Sandra Ramos, Norma Ramos, Patience Sanders, Debbie Wilson, Tina Milligan and Tera Simpson.

The leaders, Mrs. Tom Mason, Mrs. Kenneth McLellan and Mrs. Ira Parr were assisted by Mrs. Harrill Mays.

Girl Scout Troop 24 hosted a shower for a former member, Rosemary Aragon, who was married a few months ago.

Hostess duties were assigned to Teresa Bingham, who had not had her challenge of social dependability. She planned refreshments and entertainment. The honoree and her mother were special guests.

Girl Scouts present were

Barbara Bass, Juanita Leal, Nancy Martinez, Betty Sachs, Holly Stephenson and Teresa Bingham.

The troop leaders, Mrs. Ralph Wilson and Mrs. Estis Bass, were also present.

On Wednesday, November 4, the Fifth Grade Junior Girl Scout Troop elected new officers. President is Carla Polk. Vice president is Janie Delgado. Secretary is Irma Garcia. Reporter is Diane Caballero. Song leader is Irma Rodriguez.

Patrol leaders are Nellie Ortega, Estelle Montes, Elizabeth Rodriguez and Shirley Milloy.

Fifteen members were present. Leaders present were Mrs. M.W. Hicks and Mrs. Bobby Perkins.

Vocal Students Present Program

Mrs. Jo Witten and students of her singing class in Friona elementary school, presented a vocal program at the Thursday afternoon meeting of Friona Young Homemakers in the High School Cafeteria.

Nelson Lewis, who was a special guest, presented "Here Comes The Flag." He displayed an American Flag, which he had secured from the White House. The devotional was presented by Mrs. Larry Morgan. Mrs. Arlen May was a guest.

Refreshments of assorted nut breads and hot spiced tea were served by the hostesses, Mrs. Calvin Dozier and Mrs. John C. Miller.



WHITES AUTO

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Society

Arts Council Will Hold Dignitaries Visit Exhibition In Muleshoe

Residents of Bailey and Parmer Counties will have an opportunity to show their paintings and drawings November 14 and 15 when the Bailey-Parmer Fine Arts Council will stage its first art exhibit. The exhibit, which is to be in the old White's Auto Building at 303 Main Street in Muleshoe, will be open to the public Saturday, November 14, from 9:00 a.m. to 9:00 p.m., and Sunday, November 15, from 2:00 p.m. to 5:00 p.m. There will be no admission charge.

Judges for the art exhibit will be Chris Gikas of Portales, Associate Professor of Art at Eastern New Mexico University, and Don McAlay of Clovis, a member of the New Mexico Art Commission. Ribbons will be awarded in the following divisions and media: professional, amateur, and students; oil, water base, and drawing.

Entrants will be restricted to residents of Bailey and Parmer Counties with a \$1.00 entry fee charged for each painting or drawing to be shown. Entries in the student division will not be charged a fee. Any entry may be priced for sale at the discretion of the artist.

Also to be featured in the show is a craft exhibit. Again, any

entry may be priced for sale; however, the craft exhibit will not be judged.

Anyone who is interested in displaying his work is urged to do so. Entries should be delivered to the old White's Auto Building in Muleshoe between 1:00 p.m. and 5:00 p.m. on Friday, November 13 and picked up after the show on Sunday between 5:00 p.m. and 6:00 p.m. Paintings must be dry and in proper condition for hanging. If an entrant cannot go to Muleshoe, he should contact the Council representative for his area as listed below not later than noon, Friday, November 13.

Council representatives to contact for any additional information are as follows:

Peggy Snider or Margaret Aycock in Farwell; Billie Long or Narcia Messenger in Friona; Rheata White in Muleshoe; Roberta Majer or Billy Whitecotton in Bovina; and Kitty Gallman in Lazbuddie.



W.M.U. Meets In Dixon Home

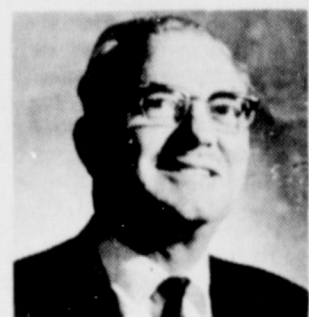
The Woman's Missionary Union of First Baptist Church met in the home of Mrs. C.W. Dixon Tuesday morning for Bible study.

Mrs. Charles Allen directed the study, which was taken from the 15th chapter of Luke.

Others present included Mrs. Annie Scott, Mrs. Charley Turner, Bill Stephens, Johnny Mears, Sam Mears, Jackie Hight, Joe S. Menefee, Spencer Hough, T.E. Wood, O.B. Moyer, Joe Talley, Bob Knight and Charles Broadhurst.

An extra good meal calls for an extra good word. Compliment Mom on her cooking.

Comments by Gib



The zip code that was supposed to speed up the mail must have gotten unzipped somewhere along the line.

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Also We Appreciated The Beautiful Flowers Sent. Congratulations to Mrs. Joe Talley and Mrs. Charlie Turner on Winning The Door Prizes.

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Swifts ICE CREAM 1/2 Gallon 79¢	Kimbells SHORTENING 3 Lb. Cart. 69¢	Glazed FRUITS 1 Lb. Mix 73¢
Del Monte GREEN LIMAS Seasoned No. 2 Can 29¢	Mountain Pass CHILI 303 Can 63¢	JOY Giant Size 55¢ 13¢ Off Label
Kimbell PORK'N BEANS 2 1/2 Can 25¢	Instant PET DRY MILK 25.6 Oz. Box 99¢	Kimbell Giant Size DETERGENT 59¢
Reynolds FOIL H.D. 18 Inch 73¢	C. A. BANANAS Lb. 10¢	Calif. CALIFLOWER Head 49¢

Meeting Slated For Physical Educators

The annual meeting for District XVI of the Texas Association for Health, Physical Education and Recreation will be held Friday, November 13, at Bonham Junior High School in Amarillo.

Friona physical education educators who are members of AAHPER are F.G. Crofford, Ray DeBord, Larry Dyess, William David Davis, Jackie Morgan, Mrs. Ione Wood, Bill Wood, Mrs. Mary Priest and Bob Owen.

The meeting will begin at 11:45 a.m. with a luncheon in the school cafeteria, to be followed by an afternoon clinic dealing with methods to test and measure the physical fitness of individuals.

Chris Sparks, head of the

men's Physical Education Department of Amarillo College, will be chairman of the clinic. Theme of the meeting will be "Physical Education Tests and Measurements for Program Planning and Pupil Progress."

The clinic will help physical educators learn to administer and standardize the following: physical fitness field events, physical fitness running events, aerobic endurance testing, heart rate monitoring, measuring flexibility and obesity fat pinch testing and methods of measuring.

There will be a panel of experts present for questions, discussion and review. Norms and charts will be provided for all tests.

Jota Eta Chapter

Meets In Cook Home

The regular monthly meeting of Jota Eta Chapter of Delta Kappa Gamma Society met in

Rhea HD Club

Hosts Luncheon

Plans were made for the annual Parmer County Texas Home Demonstration luncheon in the Rhea Parish Hall at noon Thursday, November 12, at the Monday afternoon meeting of the club.

Mrs. Ellis Tatum, Friona, who was a guest, presented a flower arranging program.

Mrs. Elmo Dean and Mrs. Walter Schueler, hostesses, served refreshments to one new member, Mrs. Andy Anderson, and the following: Mrs. Floyd Schlenker, Mrs. Norman Taylor, Mrs. Chris Drager, Mrs. John Drager, Mrs. Cordie Potts and Mrs. Herbert Schueler and daughters, Carrie and Jo.

The next meeting will be the Christmas party, which will be in the home of Mrs. Cordie Potts December 14.

the home of Mrs. Iona Cook, 1501 West Seventh Street, at 2:30 p.m. Saturday, November 7 with seventeen members present.

The program, "We Have A Charge To Keep," was presented by Mrs. Leola Williams and Mrs. Icy Leer, both of Bovina. They summarized results from a survey of 200 parents of school children in Parmer County.

"How the Community can use the teacher and how the Community views the teacher," was the theme of the discussion.

A constitution quickie was presented by Mrs. Martha Bates. Yearbooks were distributed by Mrs. Lauretta Pool, first vice-president.

Refreshments were served by the hostesses, Mrs. Cook, Mrs. Leola Hardgrove and Mrs. Wana Brewer.

Other Friona members present included Mrs. Carmaleet Truitt, Mrs. Ethel Bengler, Mrs. Marye Whitley, Mrs. Fay Reeve, Mrs. Jeanne Moseley, Mrs. Martha Bates, and Mrs. Valoris Osborn.



JANICE MILLER. . . . The engagement and approaching marriage of Miss Janice Miller of Farwell to Glenn Ray Fant have been announced by the bride-elect's parents, Mr. and Mrs. W.L. Miller, of Weatherford, Texas. Mr. and Mrs. Chester E. Fant of Quanah are parents of the future bridegroom. Miss Miller is presently serving as Parmer County Home Demonstration Agent. Fant is Patrolman with the Department of Public Safety in Farwell.

Girlstown Director

Presents Local Program

Marshall Cooper, executive director of Girlstown, U.S.A., was guest speaker at the Thursday evening meeting of New Horizons Junior Study Club at Federated Club House.

He outlined the history, purposes and goals of the home for homeless girls and conducted a question and answer session.

Several piano selections were presented by Jan Hammock with Mrs. Sherrille Hulsey accompanying.

The words of wisdom were presented by Mrs. Tommy Hammock, who also led the club collect.

One new member, Mrs. Kenneth Ferguson, and the following guests were present: Mrs. Sue Nazworth, Mrs. Bill Wood, Mrs. Dean Shipp, Mrs. Bob Johnson and Mrs. Floyd Reasoner.

Mrs. Jimmy Maynard was the hostess. She served pecan tarts, hot tea and coffee.

Methodists Schedule Lay Witness Mission

A Lay Witness Mission will be held at the Friona United Methodist Church on the weekend of November 20-22.

The coordinator and witnesses are laymen, men, women and youth, from all walks of life, who will take time to come and participate in this mission.

"Their reason for coming will be to share what they know to be true about God in Christ. They come to tell of their faith," says Albert Lindley, pastor.

Attends

Convention

Milton Evans, local Farm Bureau agency manager, is attending the State Farm Bureau Convention in Fort Worth this week. Sheraton-Fort Worth is convention headquarters.

The Queen's Contest, which is one of the highlights of the convention, will be held in Fort Worth's Convention Center.

Eleven Attend

FTA Convention

Mrs. Carmaleet Truitt, sponsor, and ten members of the Ethel Bengler Chapter of Future Teachers of America, attended the District 16 convention on the campus of West Texas State University, Canyon.

Others attending were Susan Floyd, Susie Spring, Gay Welch, John Bingham, Mike Buchanan, Sheila Struve, Jan Wallis, Carol Reeve, Kathy Schueler and Jill Riethmayer.

The Lonely Heart



Local Debaters Win Sweepstakes

Friona High School debaters were sweepstakes winners in the Muleshoe Debate Tournament Saturday.

A team composed of Bryan Elliott and John Bingham was the top boys team. They won over a team from Spearman by four speaker points and were presented the "Outstanding Boys" trophy. Final score was 143-139.

A team composed of Sheila Struve and Sally Kendrick won three and lost one.

Two teams were judged 3-1. They were Sheila Struve and Sally Kendrick; and Holly Stephenson and Beverly Bailey.

A team composed of Jay Messenger and Trip Horton, paced 2-2.

A freshman boys team, Bill Gipson and Mark Shackelford, placed 1-3.

Schools entered in the competition were Friona, Muleshoe, Hereford, Spearman, Clovis, Bovina, Denver City, Boys Ranch, Morton and Meadow.

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informality of an Antiqued Pine den, the quiet elegance of our Classic Manor bedrooms, the fun-filled excitement of our hand decorated accent furniture. You'll see "yourself" again and again, and by talking to our Home Planners you'll come to know that we can help you decorate to your tastes and that the final results will be you. Whatever your are ... so are we.

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McDaniel's invites you to visit our new Ethan Allen Gallery now and register for free prizes that will be drawn for November 16.



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Sincerely Yours

BY REV. ALBERT LINDLEY

I saw an advertisement the other day on T.V., that was promoting the service of one of the largest passenger planes now (the 747), and they finished by saying, "We make flying the largest plane in the world, just something ordinary." "-----Brother, if I'm on it I sure don't want it to be ordinary.--In fact, I want it to be the most important thing they have ever done. . . ."

It really changes the color of light when we get involved, doesn't it? I mean by that, that we can think it's humorous with their treatment of that thing, but I want to know that it will function properly in the air. . . .

This thought carries throughout the whole idea of life--every area.

I'm much more concerned about my community if I have a working concern in that community.

Boy, how true this becomes in one's relationship to the church. (You knew I would talk about this sometime. . . .) It is much easier to get one working in the program of the church if one is a real part of that church--like paying into the budget. . . .(You knew I would get here, too. . . .)

The other side of the coin is not as compact with reason. I should hope that if one pays into the financial program of the church, that person would also want to work in that program and assist in the direction of that church's effectiveness. Unfortunately, this is not always the case.

There are those who had rather try to "pay" their way along and not do much--and I sure hate to condemn this sort of thing . . . especially at this time of year. . . .hah . . . but one simply can't "pay" his way along and let all else go--that program needs willing workers, as well. Jesus mentioned something about, ". . . doing the will of my Father. . . ."-----I like that expression--"doing the will of God."

I want that mechanic of the 747 to "do"

that plane's operational manual--I don't want him to just read about it. . . and I'm sure he does "do" his job properly. . . but see how important it all becomes when we get tied into it all?

Well, I somehow have the feeling that our relationship with God is also all wrapped up in our "doing."

"Come," "see," "go," "get," "do," and many others, are all words of action. These are sprinkled liberally throughout the New Testament and seem to express some type of active religion. I don't think one can really be a "passive" Christian, any more than one can be a "selfish" Christian. For me, these two words contradict being Christian. . . .

No sir, I think a person must really be involved in his religion for it to have meaning for him and for Him, whom he seeks to serve.

I often get the feeling that God is dangling his feet off a cloud, (not really), watching me, (really), shaking his head and saying something like, "AL, AL! Don't you ever pay any attention? Can't you follow my will and really do my bidding? What in the world are you trying to do now?" (We get into some real conflicts with each other, you know.) And I continue to blunder along.

Or God might be trying to patiently wait for me to stop my "gimmee prayers" just long enough for him to get a word in, and I won't stop.

The whole idea is that we "do" and that it not be just any "ordinary" thing. I want it to be the greatest project with which I can work. I want it to be of worth. After all, God must have thought we all had some worth, to "give his only Son. . . ."

See how it goes?

Well now, Friend. Just how does it go with you?

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Friona Co-Op Gin	Rushing Insurance
Friona Motors	Friona Consumers
Bi-Wize Drug	Crow's Slaughter

ASSEMBLY OF GOD

10th and Ashland--Rev. D.W. Calcote, 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. R. C. Hester, 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: 7:30 p.m.

CALVARY BAPTIST MISSION

5th and Main--Rev. I.S. Ansley, pastor Sunday School: 9:45 a.m. Worship: 11:00 a.m. Evening Worship: 7:30 p.m. Wednesday Prayer Meeting 7:30 p.m.

FIRST BAPTIST

Sixth and Summit--Rev. Charles Broadhurst
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: 8:30 p.m.

MEXICAN BAPTIST CHURCH

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 Norman Boyd,
Mass: 10:30 a.m. Confession: Saturday 7 p.m.
Evening Mass: Wednesday, 7:30 p.m.

SIXTH ST. CHURCH OF CHRIST

502 W. Sixth--Bill Gipson, Preacher
Bible Study: 9:30 a.m. Worship: 10:30 a.m.
Evening: 6 p.m. Wednesday Evening: 7:30 p.m.

REDEEMER LUTHERAN CHURCH

13th and Virginia--Otto Kretzmann
Sunday School: 9:45 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

6th and Cleveland UCC Rev. Paul Lee
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.

FRIONA UNITED METHODIST CHURCH

8th and Pierce--Rev. Albert Lindley
Sunday School: 9:45 a.m. Worship: 11:00 a.m.
MYF: 6:00 p.m. Evening Worship: 7:00 p.m.

UNITED PENTECOSTAL CHURCH

15th and Ashland--Rev. O.G. Stanton, Pastor
Sunday School: 10:00 a.m. Worship: 11:00 a.m.
Wednesday Evening 7:30 p.m. Sunday Evening: 8:00 p.m. Friday Young People: 8:00 p.m.



Tuesday's mail brought one of the most clever birth announcements I have ever seen. It was mailed in Santa Ana, California, and was printed on a white card. Somebody once said, "One picture tells more than one thousand words." In this case, I whole heartedly agree with him, so here's the picture:

The Snead Digest

ITEMS OF LASTING INTEREST

Gary and Kay	Parents	1
Announce a Brand New	Life	2
Who First Saw the California	Sun	3
October 15th, 1970	11:50 A.M.	4
They Think It is The	Nation's Business	5
To State That I Weigh 8 lbs., 2 oz. At This ...	Time	6
Mother Is Doing Fine, Thank	Cue	7
Dad Heard the Good	News	8
With Excitement, My First	Look	9
At The Beautiful	World	10
Was In Santa Ana, California, I	Think	11
I Am At Personal	Liberty	12
To Mention That	Nature	13
Did Not Predict Whether My	Child Life	14
Would Be Lived As An	Esquire	15
Or As A Typical	Good Housekeeper	16
So For Names That	Click	17
Mother and Dad Decided To	Pic	18
One Name For A	Boy's Life	19
And One Name For a	Young Miss	20
Since I Am An	American Girl	21
They Selected Holly Caroline For My	Future	22
Come To My (California Edition)	American Home	23
At Santa Ana, And Take a	Peek	24
At Me And	Judge	25

My Picturesque Speech and Patter
1st Year of Production

At this time of year many of us are more gun safety conscious because of hunting seasons, and this is as it should be. However, we should also remember that not all gun accidents are "hunting connected."

There was a sad report in newspapers last week. A mother went in to awaken her son and in her attempt to arouse him a gun accidentally discharged and killed the young man.

The Texas Safety Association works constantly trying to teach everyone how to properly handle a gun. Yet last year it was reported that 24 persons died as the result of hunting accidents in this state. There probably are no figures on the number who died in non-hunting accidents.

George William Perry, an attorney from Dallas, who heads the statewide safety group recently urged Texas hunters to learn proper handling of weapons and parents to teach their youngsters safety rules.

According to the Texas Safety Association, there are twelve basic rules for safe gun handling.

They are as follows:

1. Treat every gun as if it was loaded, never take anyone's word that a gun is empty.
2. Always point the gun muzzle in a safe direction, never aim at anything you don't intend to shoot.
3. Be sure of your target, never shoot at unidentified noises, wait until the whole animal or bird is visible.
4. Know the correct way to carry your gun, under your arm, on your shoulder, cradled in your arms, and in both hands.
5. Keep the safety on or the chamber unloaded until ready to fire and keep your finger out of the trigger guard.
6. Check bore frequently-through the breech end-to be sure it is clear of foreign objects.
7. Agree beforehand on the area each hunter will cover.
8. Be sure the action is open when handing a gun to another person, or stopping to eat, talk, or rest.
9. Transport unloaded guns in cases for their protection and keep them out of sight to prevent theft.
10. When hunting in a group, no hunter should carry a gun so that it even points at another person.
11. Unload gun before crossing fences and pass the gun under first.
12. Correct unsafe gun handling whenever you see it by explaining and demonstrating the right way to handle a firearm.

A week or so ago Nancy Ezell of Canadian, who writes Petticoat Patter in the Record, wondered in print about whether boys' arc apples were used by Indians. A few days later she received the following reply from Mrs. Arthur Sumner of Route 1, Durham, Oklahoma.

"Yes, I do know what the Indians used the Bow Dark Apples for. My grandmother was seven-eighths Choctaw Indian and knew about it. Her father was head medicine man at Tallihini, Oklahoma many years."

"The apples can be mashed and stewed until soft and put on hair. Will restore original color, and cause some to grow back if gone. The head is wrapped with cloth and kept about 8 hours a day for six or seven days, to grow it out. It won't dye old hair or hurt it, but new hair comes in like it used to. Choctaws used it, had healthy black hair."

I'm thinking that the treatment wouldn't be too much trouble for anyone who was bald and wanted to grow hair. Then, on the other hand, wouldn't it be a disappointment if you had spent 48-56 hours with your head wrapped in "bow dark" apple sauce and hadn't grown any hair.

If anyone decides to try the Indian recipe, I'd like to hear about the results.

If you've lost a key, which was attached to a small leather boot, come by the Star Office and pick it up.

ELK Drive-In

Sat. Only Sun. Only

"THE LAST ESCAPE"
Stuart Whitman

THE LAST DAYS OF POMPEII
GIPSON

PORK ROAST

FRESH PICNIC

29¢

lb.

BACON

KORNLAND

2

Lb.

Pkg.

89¢

Oscar Mayer Boneless R.T.E. 1 to 2 Lbs.
JUBILEE HAM \$1.59 Lb.



Oscar Mayer
BOLOGNA
12 Oz. V.P. **59¢**

Oscar Mayer
LUNCH MEAT
Variety Pack 12 Oz. **79¢**

Oscar Mayer
CANADIAN BACON 8 Oz. V.P. **69¢**

PORK STEAK

Semi-boneless

Lb.

49¢

ROUND STEAK

USDA
GOOD
BEEF

Lb.

89¢

PORK CHOPS

Family Pack Lb. **39¢**

CENTER CUT

Lb. **59¢**

LOIN CHOP

Lb. **69¢**

MODESS SANITARY NAPKINS Box of 12 **33**

MIX or MATCH

PINTO BEANS	Ellis 300 Can
GREAT NORTHERN BEANS	Ellis 300 Can
BLACKEYES	Ellis 300 Can
CHILI BEANS	Ellis 300 Can
LARGE LIMA BEANS	Ellis 300 Can

8 1/2

\$1

BATHROOM TISSUE

Northern 4 Roll **29¢**

BABY FOOD Heinz Strained Fruit & Vegetables **10¢**

CRACKERS Fireside 1 Lb. Box **25¢**

ICE CREAM Festival 1/2 Gal. **49¢**

BANANA WAFERS 16 Oz. Cello **29¢**

COUPON

100 FREE

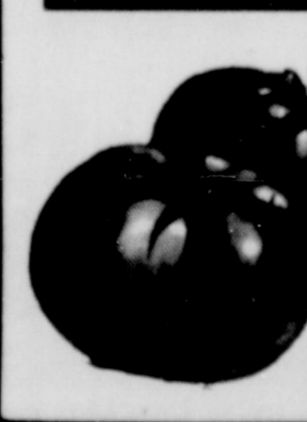
S&H GREEN STAMPS

With This Coupon & Purchase Of \$5.00 Or More

LIMIT 1 COUPON PER FAMILY

BANANAS

lb. **10¢**



Pic Of Morn
TOMATOES
Cello 1 Lb. **25¢**

Ruby Red
GRAPEFRUIT
Each **10¢**

Save TenderCrust Coupons

SHURFRESH COUPONS BRING YOU

- SPORTS EQUIPMENT
- LINENS
- TOYS
- GAMES

FREE

Nestles COCOA MIX 1 Lb. Box **49¢**

The Original SELF SERVICE



You're invited...

TO ATTEND

Open House

SATURDAY
NOVEMBER 14
9a.m. — 4p.m.

FEATURING --
5¢ Per Gallon
REDUCTION
On All Fillups Saturday Only
Regular - 25¢ Ethyl - 27¢
Per Gal.



Register For
Door Prizes
Including 10,000
S&H Green Stamps



5,000 - First Prize
3,000 - Second Prize
2,000 - Third Prize

Drawing At 4 p.m.

FREE!

SOFT DRINKS
CANDY AND BALOONS
FOR THE CHILDREN

Also -- Other Nice Door
Prizes To Be Awarded.

Buddy Lloyd, Mgr.
Sam Williams, Asst.

Board of Directors
Billy Dean Baxter, President
Gene Welch, Vice President
Roy V. Miller, Secretary
Johnny W. Hand
Melvin Southward

COOP FRIONA CONSUMERS COOP

HISTORY GIVEN

Friona Consumers Traces Origin To 1928

Friona Consumers, Inc., one of the oldest farm cooperatives in this area, came into being in 1928.

The company was first started as Friona Fuel Company, and then later was called Consumers Oil Company of Friona. It was incorporated as Friona Consumers, Inc. even later.

Original directors of the farm cooperative were F.W. Reeve, F.N. Welch, F.P. Brookfield, F.T. Schlenker and G.T. Wakefield. All of the original directors are deceased.

Another early-day member of the board of directors was Clyde Goodwine, who went on the board in the early 1930s. Goodwine supplied the Star with much of the factual information for this sketch.

Records show that on April 10, 1928, a contract was signed to lease with option to buy, the property owned by J.D. Porter, south of the Santa Fe tracks on Highway "33." This property is more accurately described as the east one-half of block 135 in the original town of Friona.

Later that year, on October 4, to be exact, a contract was signed by J.D. Porter and Consumers Oil Company of Friona for Consumers to buy the aforementioned property.

This was the beginning of Friona Consumers.

At the time the company was organized, there were 108 shares, or memberships sold.

At a meeting on February 8, 1930, ten additional shares were sold, bringing the number to 118 members. At this time it was also voted to raise the company's capital stock to \$12,500.

Today, there are 750 voting stockholders. A person has to be an agricultural producer in order to hold voting stock. There are hundreds of other members who hold preferred stock.

A glance at the company's audit for 1969 as compared to 1932 shows how Friona Consumers has grown. The 1932 records are the oldest ones available, and show the business on the company's fourth full year in operation.

Total assets at the close of business in 1932 stood at \$19,916. This figure had grown by almost ten times, to \$191,851 as of December 31, 1969.

Gross sales by Friona Consumers in 1932 totaled \$66,012. In 1969 this figure was \$483,599. Of the 1932 total, gas was the main item under sales, making up \$37,271 of the total. This had grown to \$237,116 in 1969.

The sales from oil and grease in 1932 amounted to \$11,357. This figure stood at \$30,055 the past year. Tire sales climbed from \$5,391 to \$35,193. Sales from accessories in 1969 totaled \$83,420. The corresponding total from 1932 was \$2,918.

Another figure which has increased nicely through the years is the payroll. This amounted to \$4,457 in 1932, and came to \$54,848 the past year.

The gas inventory at the beginning of the year 1932 stood at \$1217. Current manager Buddy Lloyd chuckles and says this is just about the cost of one load today.

One former manager defends the fact that gas sales were so low in the 1930s compared to today by pointing out that gas was retailing at that time for only 11 cents per gallon.



OLD STATION. . . The old original station which marked the birthplace of Friona Consumers is shown above, complete with the old hand-operated gas pumps, "Marathon" gas, etc. This was the home of the company from 1928 until 1941. The men shown in front

of the station are, to the best of our knowledge, Bill Kirk, A.A. Crow, manager at the time, Roy Williams, (unidentified) and Wright Williams, reading left to right. The picture was taken about 1932, and was provided by Mrs. A. A. Crow.

The Lonely Heart



of the station are, to the best of our knowledge, Bill Kirk, A.A. Crow, manager at the time, Roy Williams, (unidentified) and Wright Williams, reading left to right. The picture was taken about 1932, and was provided by Mrs. A. A. Crow.

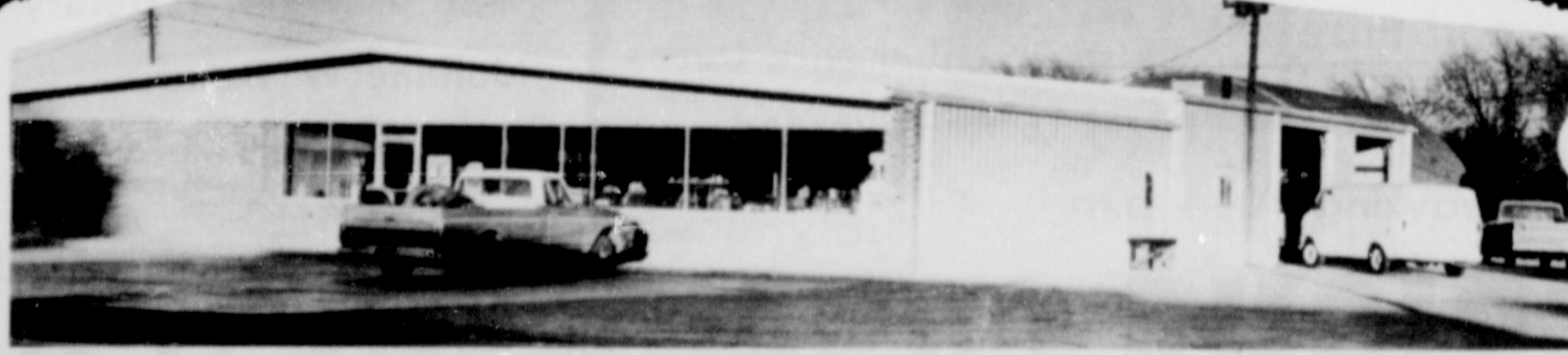


Wow!

We Congratulate FRIONA CONSUMERS
On Their Big OPEN HOUSE

SATURDAY
NOVEMBER 14

We are proud to have been chosen as contractors for this modern new plant. We invite you to enjoy the festivities at the open house and look around a bit. Then the next time you are in the market for a new building for commercial or farm use, . . . call on us.



LEWELLEN-MATLOCK CONSTRUCTION

Phone 247-3475

TENURE GIVEN

Eight Men Have Served As Consumers Manager



Friona Consumers has had a total of eight managers in its 42-year history. The present manager, Thomas L. (Buddy) Lloyd, has served in the capacity for almost 20 years, and as you might expect, this is far away the best tenure of any of the other managers.

Elroy Wilson, who currently is owner-manager of Plains Hardware, served in the capacity, and Henry Lewis and A.A. Crow each held the reins of the organization for five years.

J.D. Porter, who owned the filling station that the company purchased in 1928, ran the station for several months until the newly-formed cooperative could get someone.

J.M.W. Alexander also ran the operation, which at that time consisted of the service station only, for a few months. R.W. Parr managed the business for the fall of 1929 and the 1930 season.

A.A. Crow was the first manager of any tenure, holding the capacity just under five years, succeeding Parr. Crow, who was killed in a tragic car-train accident at the South Main Street crossing, is credited with picking out the lots where the company is presently located.

Wright Williams served as manager for four years, 1934 through 1937. He says he well remembers the dirt driveways at the station; the hand-operated pumps and other things which have changed drastically. "At that time we had no country delivery, but we did truck our own fuel," Williams says.

Elroy Wilson was manager for seven years, 1937-1944. It was during his tenure as manager that the company built a new station (the building which stood at the corner of Ninth and Main until being moved for the new building to be constructed.)

The big rains of 1941 caused Consumers' building to be flooded several times. Once, the water got up over desks in the office. This was before the "dike" was built by the Santa Fe Railroad, and the officers and directors decided, as did other businesses which were located in the area, to move north of the tracks.

Henry Lewis served a five-year stint as Friona Consumers manager. Lewis was followed by Marvin Lawson, who held the post for only a year.

During Lewis' tenure, the quonset building was built behind the main store, which is still used to house the company's oil.

Lloyd became manager in 1951, and naturally because of his long tenure which has also spanned the upswing in the area's agricultural economy, has seen many advancements in the company. Lloyd has been employed at Friona Consumers for 29 years, going to work for the company in 1941.

One of the early managers said that one trouble at first was that "everyone wanted to run the business." It was only natural, he said. The cooperative idea was new in this area, and everyone who had a part in the business was vitally interested in its success.

At left is a chronological list of the managers, along with their dates of service.



MANAGERS PAST AND PRESENT. . . The four men shown above, if you combine the number of years each served as manager of Friona Consumers, comes to 36, and they were associated with the company for 59 years. Wright Williams, left, was manager for four years; Henry Lewis served as manager for five years, and Elroy Wilson (inset) managed the company for seven years. Buddy Lloyd, seated, present manager, has held the position for the past 19 years.



Buddy Lloyd

Manager	Dates
J.M.W. Alexander	1929
R.W. Parr	1930
A.A. Crow	1931- 1934
Wright Williams	1934- 1937
Elroy Wilson	1937- 1944
Henry Lewis	1945- 1949
Marvin Lawson	1950
Buddy Lloyd	1951-present



CURRENT DIRECTORS. . . The present members of the board of directors for Friona Consumers are shown above. Seated are Roy V. Miller, secretary, Billy Dean Baxter, president, and Gene Welch, vice president. Standing are Johnny W. Hand and Melvin Southward.



R. W. PARR
Early Manager



MARVIN LAWSON
Manager in 1950

The Folks At
FRIONA WHEAT GROWERS
Say

BEST WISHES
To
FRIONA CONSUMERS

COOP

To On The Occasion Of Your
OPEN HOUSE
Saturday, November 14

The Co-op Way Is The
Best Way

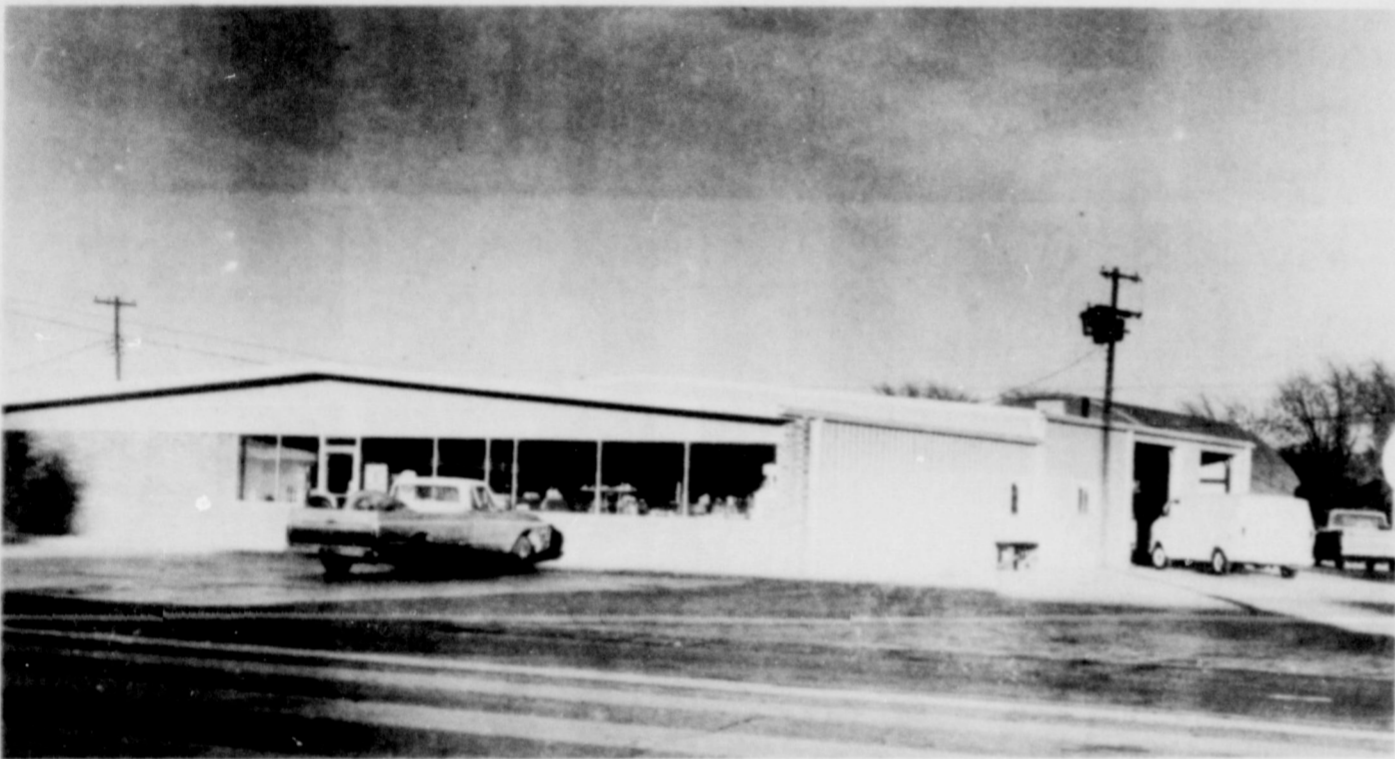
Congratulations
TO
FRIONA CONSUMERS

Walt's Quality Printing is proud to have furnished the office furniture for Friona Consumer's modern new building. Whether it's office furniture you need, business forms, or printing of any kind, call

WALT'S Quality Printing
Friona, Texas Walter Cunningham Phone 247-3208



FORMER BUILDING. . . One of the buildings built by Friona Consumers in 1941 is this building, which was formerly used for the service and tire department of the company. It was the last building moved following completion of the new store. The staff is shown posing for a Friona Star photographer prior to Maize Days in 1963.



Friona Consumers - - 1970

Congratulations

May We Extend Our Heartiest
Congratulations To

FRIONA CONSUMERS

COOP

On The Grand Opening Of Your
Beautiful New Building

Fallwell Floor Covering Is Happy To Have
Done The Office Carpeting, Tile And Counter
Tops In The New Building.

* * * * *

When You're in need of Flooring of
any kind, call

**FALLWELL
FLOOR COVERING**

Joe Fallwell

Friona, Texas Phone 247-3248

Congratulations

To Friona
Consumers On
Your
OPEN HOUSE

We Are Happy To Be Associated
With You In Business, And Wish
You Many Years Of Continued
success.



REEVE CHEVROLET-OLDS

"Your Transportation Counselor Since 1938"

FRIONA

CONGRATULATIONS
TO
FRIONA CONSUMERS

COOP

ON THE BIG
OPEN HOUSE

Of Your
NEW BUILDING
Saturday, November 4

FRIONA STATE BANK
Serving A Great Irrigation And Beef Production Area.
Member FDIC

Old Robbery, Floods Are Recalled

Former managers of Friona Consumers have recalled some of the things which stood out in their memories--things which were out of the ordinary routine.

Like the time the station was held up by an armed bandit in the mid-1930s, and another time when the manager thought he was about to be held up.

Henry Habbings, a brother to Dick Habbings, was the holdup victim, as a lone gunman stopped at the station and emptied the cash drawer of its contents.

Wright Williams, manager from 1934 to 1937, tells of another time, when he was on duty, when he thought he was about to be robbed.

"It was late one night. A motorist pulled up and said,

"Did you know you were about to be robbed?" I thought he meant that he was going to do it," Williams recalls.

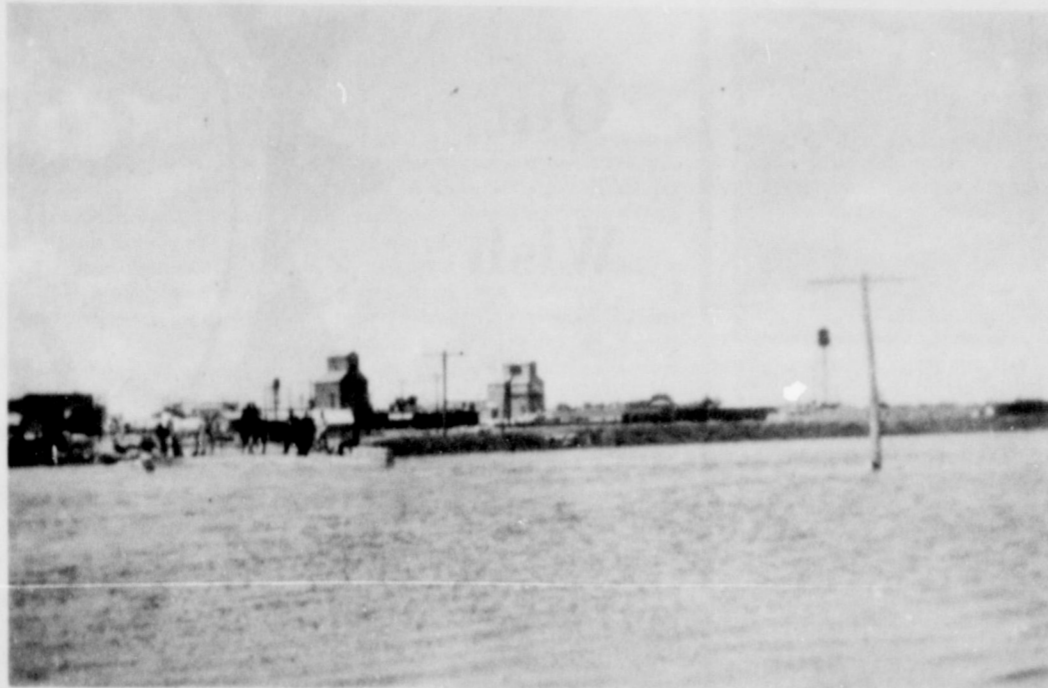
Then the motorist went on to tell Williams that as he came down the highway from the opposite direction, he spied a man hiding behind a utility pole across from the station. "If you look close, you can see him now," the man told Williams, who did, indeed, see the man in the shadows across from the station.

"What do you want me to do to help you?" the helpful motorist asked. While he was trying to figure out just what to do, the man staggered out from behind the pole. Williams then recognized him as someone who perhaps had had one too many

★★

★★

★★



HIGH TIDE. . . This photograph, taken during 1941 following one of the patented "gully washers" of that year, shows Frio Draw filled with water from bank to bank, and the water swift at that. The floods also covered the highway and got into businesses which were located south of the Santa Fe tracks. Some men and horses can be seen on the opposite side of the stream. The Old Friona Wheat Growers elevator is the one at the left, and the old Continental (Santa Fe) Elevator is the one at right.



LOAD OF HAY. . . Tom Jasper, the famed freight deliveryman who used the Holstein oxen, is shown in this picture made about 1941, with a load of hay. At the left of the picture is Sylvester's Garage, which was located just south of the old Friona Consumers location. Consumers is hidden by the load of hay, although one of the pumps can be seen at the back of the wagon. The pictures on this page were supplied by L. R. (Monk) Hand.

drinks and was just using the pole to lean against.

Then, there were the times that it came flash floods, such as in 1941, when the area south of the tracks, along Frio Draw, would get under water.

One time the water got so deep that a car or truck couldn't cross the draw. H.H. Weis, who owned a flatbed wagon and a team of horses, was summoned to help the Friona Consumers staff get to their building and remove the office records. The water was between knee and waist deep, it was recalled.

When a flood of this nature would hit, the tanks in which the company's gas was stored would be washed out of the ground. (They were on wooden

supports, and the supports were buried, but a big rain would wash them up.)

One time, it is recalled, the water came so swift and deep that a new tractor was washed over a half-mile down the draw.

At one time, there were several businesses located south of the Santa Fe tracks, but this constant flooding threat caused them all to seek other locations, as it did Friona Consumers.

There were two other service stations in the vicinity, along with a cafe, the Ford agency, a tourist court, a blacksmith shop and a flour mill. These were all affected by flooding such as happened several times in 1941, and eventually moved.

Many readers may recall that the area south of the Santa Fe tracks used to be affectionately referred to by city residents as "Little Juarez."

The Hicks Building, which sat across the street north of Consumers, housed a garage and cafe, and had a concrete roof, which was used on Saturday nights for skating and dancing.

And naturally, once in a while a misunderstanding might develop, possibly over who was whose date. One former manager said he witnessed many an interesting flatcuff from his vantage point across the street. "But after all, that was about all we had for entertainment," another said.

BEST WISHES TO FRIONA CONSUMERS



Rockwell Bros. Lumber is Happy To Salute Friona Consumers, Our Longtime Friends, On The Occasion Of Your Open House. Best Wishes For Many Years on Continued Success.

ROCKWELL BROS. & CO.

"Lumbermen"

O. F. Lange

Friona

Empty Ag Chemical Containers Can Kill

Misuse, mishandling, and improper storage of agricultural chemicals is causing the death of many farm animals. That's the word from Dr. John C. Reager, toxicologist for the Texas Veterinary Medical Diagnostic Laboratory. He reports that arsenic based chemicals have become the leading cause of death in cases he has investigated. His advice, don't take chances--use them, handle them, store them properly and then make sure the empty containers are properly disposed of.

Your stomach contains more than 5,000,000 glands.

Congratulations

Are In Order For

FRIONA CONSUMERS

On Their Open House This Saturday. We Are Happy To Do Business With This Fine Firm.

Suit's Auto Supply

Area Wholesale Automotive, Tractor Parts And Supplies

364-1500,

A Good Parts Number

Hereford, Texas

CONGRATULATIONS

TO

FRIONA CONSUMERS



ON THE

Grand **OPENING**

OF YOUR NEW BUILDING

We Are Happy To Be The Supplier Of Hardware To Your Fine Company.

BECKNELL WHOLESALE CO.

Lubbock, Texas

BEST WISHES TO

FRIONA CONSUMERS
On Your
GRAND OPENING

We Feature

*GT and Mayrath Grain Augers
*Schafer Bearcat Grinders & Mixers

SERVICE & SUPPLY

Amarillo, Texas

Phone 374-5304

Cooperative Movement Nearing 100th Anniversary In America

(From the Texas Co-Op Power)
The cooperative movement goes back practically 100 years in the United States. In order to reach their markets in Baltimore, Philadelphia and New York with their herds, farmers in the Carolinas and Virginia organized the first cooperative effort in the United States in 1874.

Today, approximately 20 million American families share ownership in one or more co-operatives, an investment greater than that in the nation's stock markets.

Cooperatives are not limited to rural areas or farm-based businesses, of course. Some 18 million persons have joined together in credit unions, for example, to obtain credit at lower cost.

On coastal shores, fishermen have united to buy large boats and to build processing plants. People in all walks of life—about 4.5 million of them—depend on group health plans to pay for their hospital and medical expenses.

Families and individuals who otherwise would have a hard time finding decent housing become members of cooperative housing projects, descendants of frontier times when members of a community joined together to build homes for newly-weds or replace a cabin destroyed by fire.

Farmers, of course, band together to provide themselves with a variety of services necessary to survive in a time when farming operations continue to get bigger. By cooperating, farmers market their crops, obtain necessary machinery, buy seed and insure against fire and weather hazards, among other things.

The value of cooperatives to the people who belong to them can be measured in terms of money:

- * A farmer who, by himself, could hardly afford some expensive piece of machinery, can get the use of that equipment by joining with other farmers in the same predicament.
- * A consumer who, on his own

would have to pay a high rate of interest for the money he borrows, can pay less for it by borrowing through his credit union.

* A rural homemaker saves time and energy for other tasks when her home is connected to a power line erected by her local electric cooperative.

* The cooperative themselves, operating as they do on a non-profit basis, credit members with savings from operating revenues, keep the money in the community instead of letting it be drained away to somebody's pocket hundreds of miles away.

What it means in a nutshell, is that a man or a woman or a family is not at the mercy of economic forces over which they have no control. By uniting with others like themselves, they in fact retain their independence. They become partners in an association devoted primarily to serving their needs.

In this century, no one was a greater believer in free enterprise than Herbert Hoover, who wrote:

"Those who either congratulate themselves or those who fear that cooperation is an advance toward socialism need neither rejoice nor worry. Cooperation in its current economic sense represents the initiative of self-interest blended with a sense of service, for nobody belongs to a cooperative who is not striving to sell his products or services for more

Helps Build Second Time

At least one of the contractors who worked on the new Friona Consumers building also had a hand in the work when Consumers built its previous building at the same location in 1941.

Joe Fallwell, who did the flooring in the new building, says he helped his father haul in sand and gravel for the dirt work when the former buildings were built.

or striving to make his income more secure.

"Their members are furnishing the capital for extension of their activities just as effectively as if they did it in corporate form and they are simply transferring the profit principle from joint return to individual return. Their only success lies where they eliminate waste either in production or distribution—and they can do neither if they destroy individual initiative.

"Indeed this phase of development of our individualism promises to become the dominant note of its 20th Century expansion. But it will thrive only in so far as it can construct leadership and a sense of service, and so long as it preserves the initiative and safeguards the individuality of its members."



DONITA MARTIN is the "Gal Friday" around Friona Consumers, having served as the company bookkeeper for the past five years. She's the one who posts the accounts, prepares and mails statements, takes your money, and the many other jobs around the office.

OUTDOOR SKETCHBOOK



TEXAS PARKS AND WILDLIFE DEPARTMENT OFFICIALS REMIND SPORTSMEN THAT TROTTLING IS MORE DANGEROUS THAN IT APPEARS, SINCE 15 PERSONS LOST THEIR LIVES LAST YEAR WHILE OPERATING THEM IN THE STATES WATERS. A LITTLE COMMON SENSE AND THE WEARING OF AN APPROVED LIFESAVING DEVICE COULD AVERT TRAGEDY!

TEXAS HUNTING GUIDE '70-'71 AND MIGRATORY GAME BIRDS HUNTING DIGEST ARE READY FOR STATEWIDE DISTRIBUTION. THE HUNTING GUIDE COVERS ALL SEASONS, BAG LIMITS AND SPECIAL PROVISIONS FOR ALL GAME BIRDS AND ANIMALS EXCEPT MIGRATORY GAME BIRDS AND QUAIL, WHICH ARE COVERED IN THE MIGRATORY GAME BIRDS DIGEST.

WHILE SOME OF TEXAS' FUR-BEARING ANIMALS SUCH AS RACCOONS, RINGTAILS AND MUSKRATS ARE BRINGING GOOD PRICES, TRAPPING IN TEXAS HAS BEEN, GENERALLY, ON THE DECLINE IN THE PAST 20 YEARS. YOU'RE THE SOLUTION TO POLLUTION!!!

Here's
Our
Wish
For



SUCCESS
TO
YOU

Our best wishes go to the fine folks at Friona Consumers as they celebrate their grand opening this Saturday. May you enjoy many years of further growth and prosperity

FRIONA ★ STAR

FRIONA
CONSUMERS

On Your Big

Best
Wishes



Grand
Opening

FARMLAND
INDUSTRIES

... is proud to be the main suppliers for this fine firm. We stock Friona Consumers with gas, oil, tires batteries and fertilizer. Remember ... you can always depend on the highest quality co-op products from Farmland Industries.

FARMLAND INDUSTRIES, INC.

AMARILLO DIVISION OFFICE

.... We
Congratulate
you

FRIONA
CONSUMERS



On Your Big
GRAND OPENING

This Saturday

November 14

9 a.m. To 4 p.m.

We Are Proud To Have Been Associated In Business With Friona Consumers For A Number Of Years.

JOHNNY'S BUTANE CO.

Kress, Texas

Cooperatives Help People Help Themselves

Cooperatives give people a chance to do things for themselves—a chance to be more to have more, to advance. So said a story in a recent issue of Texas Co-Op Power.

All kinds of people use all kinds of cooperatives, the writer points out—rural people with marketing, farm supply, electric, telephone, farm credit and irrigation associations; urban people with housing, consumer goods, and health associations.

Cooperatives are first of all businesses. Persons who use them own them and control them.

Cooperatives are a basic form of business in our free enterprise system. Through them, more than one-third of the families in this country have an individual, financial interest in enterprises handling billions of dollars worth of goods and services each year. Through them these families add to their incomes, secure needed services and have a voice in the conduct of American business.

Cooperatives offer the high adventure of business to ordinary citizens.

Farmers use marketing cooperatives to establish their right of way in the market

place where food and fiber they produce is sold, processed, packaged, and moved on to consumers. Each year they get millions of dollars more for their products through these cooperatives, both through better prices and by sharing each year's net business margins.

People have organized nearly 23,000 credit unions so they can borrow when they need to from savings they and others have accumulated.

Rural electric cooperatives, in addition to bringing light and power to rural Americans, have created a billion-dollar a year market for electrical appliances and equipment. Cooperative refunds ring cash registers up and down Main Street.

One Midwest farm supply cooperative recently exhibited the 23,000 items it handles for its farm members. Besides items it manufactures, these came from 300 different suppliers.

Thousands of cooperatives hire many thousands of workers—managers, bookkeepers, skilled agriculturists, marketing and purchasing experts, distribution and transportation specialists, architects and builders, economists and writers. They all add to the business drive of their communities.

Often the co-op is the leading business in town. One farmers' cooperative, for example, is the largest industrial corporation headquartered in a city of half a million people.

Cooperative businesses pay local, state and federal taxes of all kinds, push community campaigns and encourage members to shoulder their full responsibilities as citizens in a democracy.

Farmer Cooperative Service surveys show that marketing and farm supply cooperatives have invested \$306 million in major plants and facilities over the past 18 months. These mean jobs—jobs to build the plants, jobs to make the equipment, jobs to operate the plants, jobs to supply and main-

tain the plants, and jobs to serve the plant's employees.

Over and above their business and economic contributions, cooperatives give people a chance to grow, to develop, to learn and to use untapped talents.

Members learn to think, to speak, to analyze their business at regular meetings. They learn to merge their interests. They gain faith in themselves,

in their neighbors; they learn to conduct meetings, to convey ideas and to deal with others.

Many of those who accept greater leadership become directors of these cooperatives.

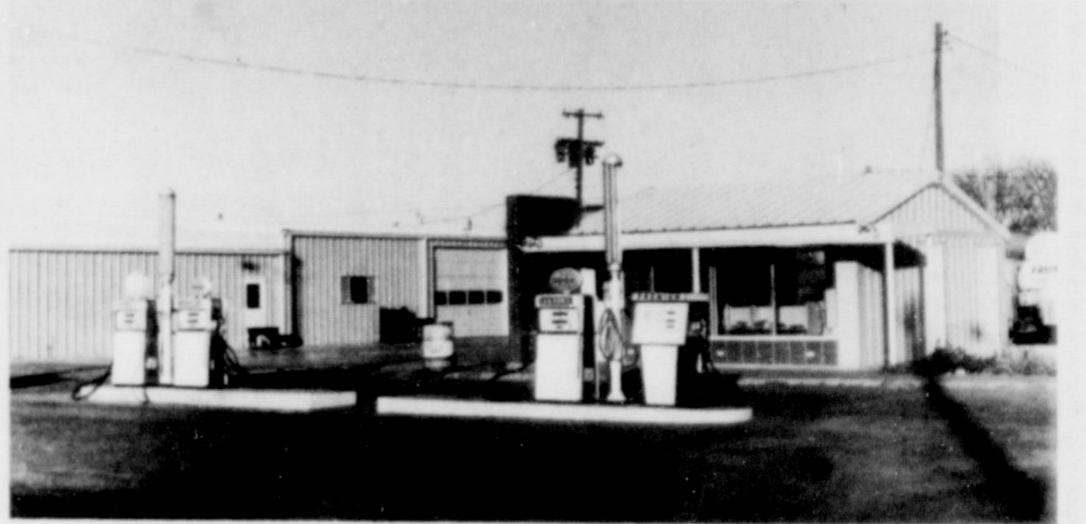
Visitors from overseas are often surprised to see people here use cooperatives and use them in such infinite variety. They tell us that cooperatives are a link in the chain of friendlier relations among peoples.



ADDITIONAL STORAGE. . . Manager Buddy Lloyd proudly inspects one of several filing cabinets which are stored in a special storage vault at the new office. All invoices for the past five years are stored in the cabinets. Also in the "vault room," which measures eight by 16, are kept the company safes and its records and ledger books.



ADJOINING OFFICES. . . The manager and bookkeeper at Friona Consumers' new building have adjoining offices, with a sliding glass window. Manager Buddy Lloyd is at the window. Donita Martin is working at her desk.



THE STATION. . . Here is the current gas station for Friona Consumers, at which a big portion of the company's business is done. Gas sales account for almost half of the company's revenue.

**IF IT'S CO-OP
IT'S GOT TO BE
GOOD**



A SALUTE TO

Our Neighbors And Fellow

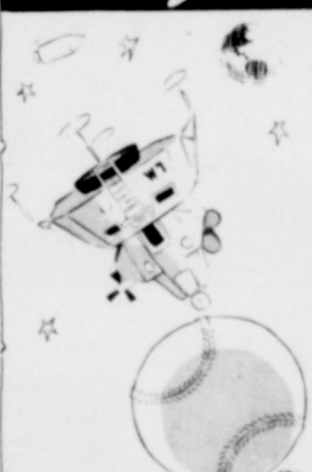
Cooperative, Friona Consumers,

**On The Occasion Of Your
Open House.**

Best Wishes For The Future

**WEST TEXAS
RURAL TELEPHONE
CO-OP, INC.**

Out of Orbit



"I'M TO COMMAND SHIP, I DON'T THINK YOU'RE GOING TO BELIEVE THIS!"

**WE SALUTE
FRIONA
CONSUMERS**

**On The Occasion Of Their
OPEN HOUSE**

Saturday, Nov. 14

* * * * *

**We Are Happy To Supply Friona
Consumers With Fire Extinguishers.
We Also Service Extinguishers.**

**PANHANDLE FIRE
EQUIPMENT CO.**

Amarillo

Sales & Service

Ph. 373-1391

**... FROM ONE
CO-OPERATIVE
TO ANOTHER**



**congratulations
FRIONA CONSUMERS**

**On The Grand Opening Of Your New
Building This Saturday, Nov. 14**

Deaf Smith County

**Electric Co-operative
Inc.**

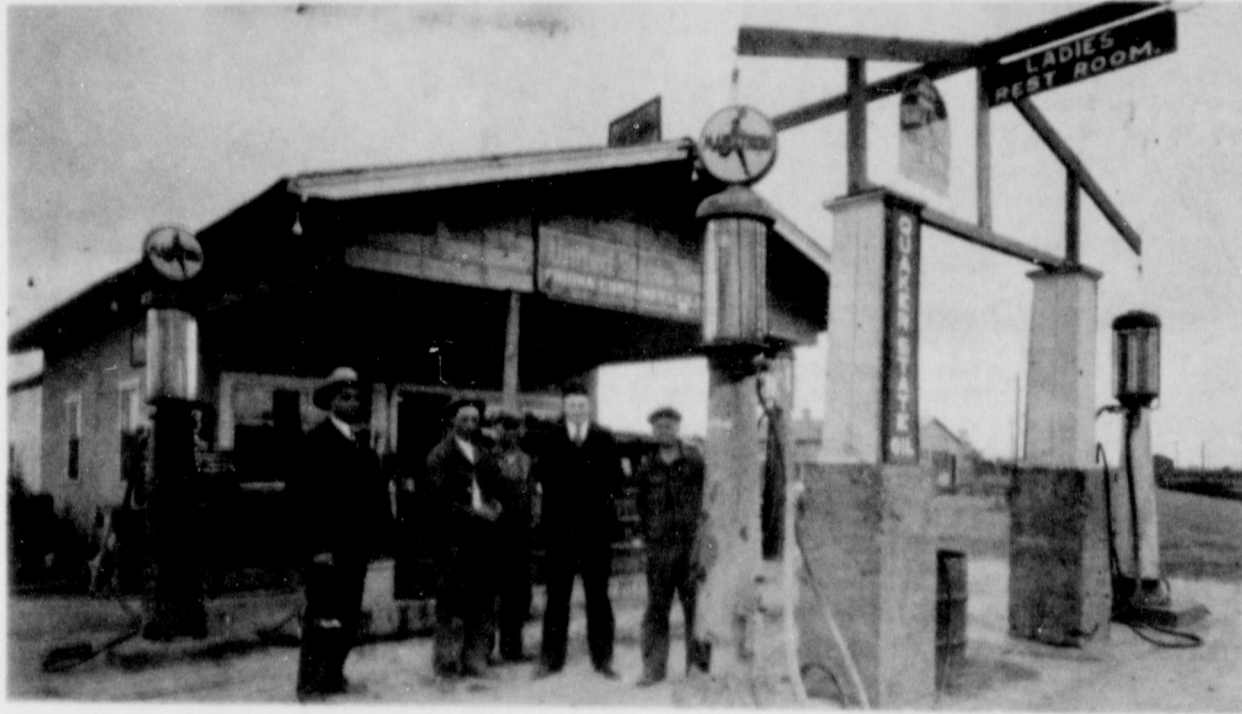
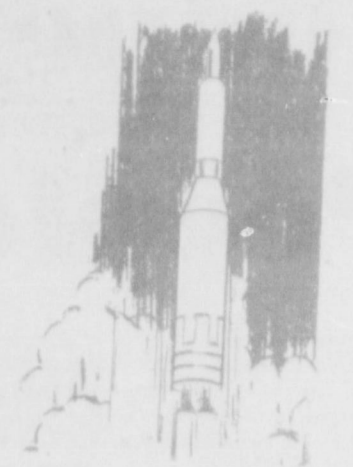


"Helping Texas Grow"

Hereford, Texas



WE'VE COME A LONG WAY



Friona Consumers Co-op, 1930



Friona Consumers Co-op, 1970

From A Small Beginning And A Small Staff We Have Grown To A Staff Of 13 To Serve The Growing Friona Area With All Your Farm And Automotive Needs.



MEET OUR OFFICE STAFF

ON LEFT, . . . Front office crew, Buddy Lloyd, Sam Williams and Raymond Auburg.
ON RIGHT, . . . Part-time bookkeeper Joyce Veazey and bookkeeper Donita Martin.



TRUCK DRIVERS Dennis Auburg and Sam Perez



STATION ATTENDANTS - - Winston Wilson, Wayne Mills, Relief Attendant Jackie Caswell, Not Shown



TIRE DEPT. - - Delmer Dement, Bill Collins, Jimmy Allen

IN OUR NEW BUILDING WE ARE MUCH BETTER EQUIPPED TO SERVE YOU. COME BY AND INSPECT OUR NEW FACILITIES ON SATURDAY.



FRIONA CONSUMERS

