

The FRIONA * STAR

Volume 46, Number 18

Thursday, February 4, 1971

FRIONA, TEXAS, 79035

Two Sections

Parmer County's official 1970 population of 10,509 ranks the county 144th among the state's 254 counties.

Now, this may not sound like much to brag about at first blush, but when you check further, you find that in 1960, when the population was 9,583, the county's rank was 154th.

This means that the county overtook ten counties somewhere in the state in terms of population during the past ten years. And, with the growth potential as good, if not better than it was at census time, prospects for continued increase and more steps up the ladder, are very bright.

We've said it before, and we'll repeat it again -- We'd rather be living in Friona, Parmer County, Texas, than any other place we know about.

The official county census figures released by the census bureau revealed that there are 147 counties with a population of 10,000 or better.

Broken down further, there are now two counties (Harris and Dallas) whose population exceeds one million. There are 16 counties in excess of 100,000 and another 16 in the 50,000 to 100,000 bracket.

There are 24 counties whose population is between 30,000 and 50,000, and 23 which fall in the 20,000 to 30,000 category.

The largest division for the above 10,000 category is the 10,000 to 20,000--in which Parmer falls. There are 68 counties in this bracket alone. And this tells you that there are a lot of counties whose population figures are very close.

We know there are many cities and counties across the country who will wish they had canvassed a bit harder to find "fust a few more" people who were not counted, but the county of Burleson in Texas must be foremost among these.

The final, official count showed their total to be 9,999 people. And, how about neighboring Deaf Smith County? Its total was

in Human Relations" which we saw in one of the papers we read:

The "I admit I made a words: mistake."

The five most important words: "You did a good job." The four most important words: "What is your opinion?"

The three most important words: "If you please."

The two most important words: "Thank you."

The one most important

word: "We." least important word:

In the Intelligence Report section of Parade magazine, Mr. Lloyd Shearer reports on the efforts of the Soviet Union to develop U.S. - style supermarkets. He observes, "The Soviet Union is introducing Am-

"The first (of these markets) is in downtown Moscow is exclusively for the use of foreigners with hard currency. The Soviets, of course, do not reveal that the supermarket is an American development," But sident, it's no secret, according to Shearer, that most of the supermarket equipment now finding its way into Russia is manufactured under licenses from the Americans, because they "Are the ones with the original know-

how." It will probably be a long time before the average Soviet housewife will be able to enjoy the benefits of a genuine U.S .style supermarket, and perhaps she may never have that op-

Meanwhile, she must continue to wait in line interminably to buy the necessities of life at the local "gastronome." In contrast to the U.S. shopper, she cannot take her patronage to a competitor across the street. There is no free market in the Soviet Union.

The difference between a politician and an astrologer is that one promises the moon and the other promises the stars.



STALWART WINDMILL. . . . Vanishing sentry of the plains, was captured here by a Star photographer as the afternoon sun passed behind the wheel. This rugged old soldier still stands watch just North of Friona off Highway 214, though the farm home that it served in years gone by is reduced to a mere stone foundation.

HEATHINGTON

County Counts 10,509 Souls

The official census figures were released this week for Following is a "Short Course Parmer County, listing the county's population at 10,509. This is a gain of roughly 10 per cent from the 1960 census, which six most important tallied 9,583, and is 135 more than the preliminary total announced last May.

> Parmer County is one of only eight counties in the Panhandle area which showed gains during the last ten years.

At press time, no final totals were available for the city to come and visit the new store. of Friona. The preliminary (See list of specials in an adcount was 3,068.

ANNUAL MEETING

County Gas Users To Meet Monday

The annual meeting of the season to reduce leakage; more erican-Style supermarkets with Parmer County Gas Users assistance in locating gas leaks; shopping carts and checkout Association will be held on Monday, February 8, at the Hub on request of farmers and the Community Center, The meet-

ing will begin at 8 p.m. One director from each commissioner's precinct will be elected to the organization's board, as well as a vice pre-

Current officers are Jim Roy Daniels, president; D.L. Carmichael, vice president and Von Edelmon, secretary-treasurer. Directors are: precinctone-

-Gene Welch and Gene Anthony; precinct two--Herman Geries and Earl Stephenson; precinct three--Vernon Smycox and Melburn Jones: precinct four--J.W. Gammon and Gene An-

Terms of Welch, Stephenson, Symcox and Gallman are ex-

President Daniels reminds members of the association that doing its job properly, and there their yearly dues, \$2.00 per well, are now due, and should be mailed to Von Edelmon, 401

Representatives of the association met with five of the top the board is concerned about the officials of Pioneer Gas Co. in Plainview January 14, and discussed problems common to the consumer and distributor.

Items discussed included the possibility of reducing pressure in farmer-owned lines in the off

checking meters for accuracy possibility of negotiating a long-term contract with irrigation gas users.

A committee of five members was named by the Plains Gas Users board, to meet with Pioneer officials at regular intervals to discuss problems of

Clayton Pushes J. C. Action

Rep. Clayton reported this week that HB 103 he had introduced relating to activities of the coordinating board had been introduced because of misleading information about the board action,

Clayton stated: "I am now convinced that the board is is no need for the legislation,"

The concern had arisen over the need for an expanded junior college program. In checking the matter, inquiry showed that expansion of a junior college program and is doing what it can to promote it. Clayton stated that he believes there is a real need for two or three funior colleges in our immediste area,

Lumber-Hardware **Store Opens Monday**

Heathington Lumber Co. and Ace Hardware will open for business in Friona on Monday, February 8. The new business is located at 1002 Main. want, please ask and we will

Manager Ronnie Shafer has arranged a host of "opening ready on order." specials," as an added incentive for residents of the area vertisement inside this issue.)

order it -- or perhaps it is al-Besides stocking all the regular types of lumber and bu-

Shafer says "We don't have

quite all of our stock, but more

and more is arriving every day.

If you don't see the item you

ilding supplies, Heathington is affiliated with the Ace Hardware Corporation. Ace Hardware has been in

the hardware business for over 45 years, serving the needs of over 1700 stores in 44 states, including Alaska, Guam, Puerto Rico and the Bahamas.

"What this affiliation means to the people of Friona is greater savings on quality merchandise the year around," Shafer says. "It is now possible for us to keep our customers advised about new items as they appear on the market, and we will be able to keep them regularly informed about the favorable prices that tremendous buying power makes possible,' he continued

Shafer says he cordially invites every resident of Friona to come in and visit them at the new store, and give him an opportunity to meet them and serve them.

Among the items which the new business will stock are lumber and building supplies, quality paints (Pittsburgh and Ace), tools, plumbing supplies, guns and ammunition, sporting goods, lawn and garden supplies, housewares, small appliances, and electrical sup-

Shafer has been associated with Heathington in their Muleshoe store. He, his wife Pat and two children are in the pro-

Temperatures

rempe.		-
Date	Hi	Lov
January 27	68	2
January 28	58	2
January 29	65	2
January 30	71	3
January 31	74	2
February 1	48	10
February 2	38	10

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THURSDAY NIGHT

Chamber Banquet Fetes Top Citizens

scheduled for Thursday at the and Ray Murphree is secretary. Friona High School Cafeteria.

steak, processed at Missouri Beef Packers.

A highlight of the meeting year for 1970.) will be the naming of four persons for special honors, the be available at the door, and man and woman of the year, remain on sale from any of the teacher of the year and most board of directors. courteous employee.

pending Wednesday afternoon,

Reagan V. Brown will be the directors for 1971 will be infeatured speaker for the annual stalled. Ralph Shirley is the banquet of the Friona Chamber new president, Wendell Greshof Commerce and Agriculture, am is the new vice president,

Outgoing president is Steve The banquet will begin at 7:30 Messenger. Vice president has been Dale Smith, and secretary On the menu will be rib-eye for 1970 was Carl Schlenker. (See section two for a com-

Tickets, at \$4,00 each, will

Reagan V. Brown is one of

plete rundown on the Chamber's

Also, the new officers and Texas' most popular speakers.

Local Man Killed; Officers Investigate

Roy Beardain, 68, was found shot to death at his home at 1205 Washington in Friona Wednesday morning. Peace officers were holding Beardain's son, Rex, in connection with the shooting, and an arrangement was

Officers said the elder Beardain had been shot with a 22-calibre pistol. He was pronounced dead at the scene by Francis Euler, justice of the peace.

Friona To Receive **DDD In December**

expect to receive Direct Dis- directory also contains numtance Dialing (DDD) service bers for Bovina, Earth, Muleon December 5 of this year, shoe and Springlake on the Genaccording to Jerry Kehoe, district manager of General Telephone Company.

dial their own long-distance the Five Area Telephone Co- foreign countries. calls without having to dial an operative.

However, Kehoe said that another service which had been asked for locally, a mobile telephone base station, could not be installed until 1972, be-

cause of budget limitations. Early last year a group working through the Chamber of Commerce asked General Telephone for this service in Friona, which would enable patrons to have telephones in their cars.

A survey was taken by the company, which proved that the city could support a base sta-

However, Kehoe said that his request was stalled because the company said it could not budget funds for the new station and equipment before 1972.

Another project which has been of interest locally has been getting the Hub and Parmer exchange numbers listed along with the Friona portion of the

Kehoe said the matter had been cleared with West Texas Rural Telephone Cooperative, but the problem at present was that General Telephone Co. is taking a look at its directory set-up as a whole, with an eye toward changing or combining some of its directories.

Library Gets \$1,000 Grant Friona Public Library has

been awarded a grant of \$1,000 from this year's federal cess of moving to Frions and Library Services and Construcwill be at home at 1209 Pierce tion Act Title I funds administered by the Texas State Li-

Grants totaling \$1,245,033 were given to 152 Texas public libraries, Libraries qualified for grants on the basis of loca! per capita support. No grant was more than 20 percent of local support. The size of each grant was determined by the population that the library

Texas A&M University, and has studied at Cornell, Colorado State, and Utah State Universities. In addition, he has completed The American Association of Land Grant Colleges and State Universities Communication Training Program held at Michigan State University, Sales and Business Management Course conducted by International Harvester Company, and the National Education Association's Laboratory for Group Development, He is a professional sociologist with the Agricultural Extension Service, Texas A&M University, and is a recognized authority on community development and human

He is responsible for the Texas Community Improvement Program sponsored by the electric utility companies and conducted by the Texas Agricultural Extension Service, Working with local county agents and home demonstration agents, Brown has helped more than a thousand communities in programs designed to make the communities more beautiful, more prosperous, and a better place to live. He is often called "Mr. Community Improvement."

He has served as county agent in three Texas counties. He is past president of the Terrell Chamber of Commerce, Kaufman Lions Club, and the Lockhart Businessmen's Club. He is a veteran of the 69th Infantry Division, was wounded in the Battle of the Bulge, and

eral System, as well as Hub, uate faculty at Colorado State Parmer and Tharp from the University, and his summer West Texas Rural Telephone class, "Human Behavior" has On that date, Friona residents Co-op, and Lariat, Lazbuddie attracted students from every for the first time will be able to and Needmore exchanges from section of America and many

Brown's sparkling style and



REAGAN V. BROWN

down to earth philosophy has made him a favorite speaker

at numerous functions. Equally at home in academic circles or at rural community meetings, he has received standing ovations on college campuses, sales meetings, conventions, and hundreds of community get-togethers.

He was recently chosen by the Former Students Associa tion of Texas A&M University for the Faculty Distinguished Achievement Award, The award included \$1,000 and a gold watch. He is also recipient of the Superior Service Award by the University's Agricultural Extension Service. He is a member of the Board of Directors of The American Country Life Association, as well as many other state and national

organizations. Brown is a community builder, ambassador for Texas, Sunday School teacher, father, Ag. gie, and a champion for the development of a prosperous agriculture, and the acceleration of the industrialization of the

He was selected 1968 Man of the Year in agriculture by the Progressive Farmer Ma-



RECEIVES AWARDS..., Members of the Richard Fortenberry family are shown holding the medals which were presented posthumously to their son and brother, who was killed in Vietnam. A large crowd attended the ceremony at Friona State Bank's Community Room, Awards included the National Defense Service Medal, Vietnam Campaign Medal, Aircraft Crewman Badge, Sharpshooter Badge, Distinguished Flying Cross, Air Medal, Army Commendation Medal and the Good



Pause and Reflect

By Nelson Lewis

There is an adage that "a fool may ask questions that a wise man can not answer."

A junior high school student said, "Maybe that's why I failed my history examination."

It is within this realm of reasoning that we pose a few ques-

tions and offer a few suggestions for their solution. Why is Mr. Freeborn American Citizen, or his wife and children, afraid to take a walk, especially at night, on the

streets of their town? Because a politically motivated judge quaking in his boots for fear of reprisal from above has failed to throw the book

at punks brought in by a hardworking police department. Why have we permitted the molehill of drug use to grow

into the mountain of addiction? Because in the beginning we hid our heads in the sand and said, "it can't happen here" (that same old well-worn cliche

we have used toward communism.) Now that the use of drugs has blossomed into a full blown problem of major proportions we fall all over ourselves to

lock the stable door after the horse is stolen. Would it not have been better to crack down hard and fast on the sources, the distributors and pushers, in the very

beginning? And why didn't our Big Brother Government do just that

when they saw the black death approaching? Because our namby-pamby foreign policy won't let us offend those "good neighbors" who make millions from the production

and refinement of the basic vegetable. And would you believe that your over burdened weekly wages are squandered in the name of "foreign aid" to the very countries responsible for the problem?

Why do we, hat in hand, wait with bated breath and out-stretched palms, for the Federal Government to give us back a few

pennies from the dollars we have sent to Washington? The pat answer (invented in the vast chambers of the Playhouse on the Potomac) ---

"Well you see, Plebeian, we already have the machinery set up in the Internal Revenue System to collect all this money and it is only logical that we garner in the shekels and then reimburse you in proportion to your needs. We will determine your needs. There will be a slight charge for this service and, too, our vast network of I.R.S. employees will not suffer unemployment," (The national average of return is about 4% -- 96% for "handling and mailing")

Would it not be better to reduce the Federal Tax and let Friona take care of Friona? (No! you stupid nit-wit, that is too simple a solution!)

When are we going to wake up to the fact that the United States is being stolen away from the descendants of the Founding

When we eliminate the Black Panthers, the Communist Party of the United States, the Super Liberal New Left element, and all of those radicals who curse the "establishment" yet live to enjoy its blessings.

Perhaps someday we can concentrate on the musings of the Prairie Prowler as he views America the Beautiful. We hope so ---- some day.

Flashbacks

... from the files of the Friona Star

40 YEARS AGO -- FEBRUARY 6, 1931

A White Leghorn hen belonging to A. J. Stephenson of this city presented him with an egg as big as the average goose egg. This egg measured six inches around the short way and eight inches around the long way and is now in the incubator at the Wicks Hatchery.

. . . . 35 YEARS AGO -- FEBRUARY 7, 1936

The Friona Chiefs romped to a 19-16 victory over the Amarillo Sandies on Tuesday evening in the local gym. This is the second game they have taken from Amarillo. The Friona second string beat the Clovis second string, 16-14.

30 YEARS AGO -- FEBRUARY 7, 1941

The next annual meeting of the Parmer County Singing Convention will be held in Friona on February 16, according to Arlie Green, president, Good singers from all parts of the county are expected to be present, as well as quartets, trios and choruses from neighboring counties.

25 YEARS AGO--FEBRUARY 1, 1946

During the latter part of last week, F.L. Bandy of Clarendon purchased the "Helpy-Selfy Laundry" and took immediate charge of it. The laundry was purchased from a Mr. Lee, who several months earlier purchased the business from Rev. E.E. Houlette, who originated the business several years ago.

20 YEARS AGO -- FEBRUARY 1, 1951

Evidentally records were shattered in the Friona vacinity last night, with reports varying of low temperature readings of from 12 to 22 degrees below zero. From three to four inches of snow fell on Tuesday, but it was very dry, only adding to the treacherous conditions of the roads. Reports were given of water pipes freezing -- many for the first time in history.

10 YEARS AGO -- FEBRUARY 2, 1961

Friona Country Club's membership drive was kicked off Tuesday morning with several teams of men contacting prospective members in hopes of assuring early beginning of construction on the proposed clubhouse and the nine-hole golf course. Land has been purchased and engineering completed on the project.

5 YEARS AGU--FEBRUARY 3, 1966

A contested race developed for the Democratic primary May 8 in the local justice of the peace office. Filing for the position was Mrs. Ben McDonald. Office holder and incumbent is Walter Loveless, who had previously announced





AN EDITORIAL

Non-Advertiser Helps Pay Advertising Bills

merchant who does not advertise pays the advertising bill for the one who does.

Every merchant in business pays for advertising, whether he uses it or not. If a competitor's advertising takes any business away from him, the profit he would have made on the lost sale is what his competitor's advertising cost him.

You have, perhaps, wondered how some stores can afford to spend such large sums for advertising. Their competitors, who don't advertise, and whose business they take, pay for their

Say the Jones family is a customer of yours. They have \$60 to spend with you. They read the advertising of your competitor and are induced to spend their \$60 with him instead of spending it with you. The store makes 20 percent, or \$12, on the sale. They deduct, we will say, the \$1 advertising cost and have \$11 profit left. The advertising has cost them nothing. They get back its cost and have \$11 profit they would not have had except for their advertising.

Who paid for this advertising?

Did the advertiser pay? No. He paid only the regular price. THEN WHO DID PAY?

The merchant who did not advertise for this competitor's advertising. He not only paid for the other fellow's advertising but he paid out of his cash drawer on the profit his competitor made on the sale. The merchant who doesn't advertise pays the advertising bill for the one that does. He pays in loss of sale and loss of profits.

-- From the Floyd County Hesperian

Food as an incentive for development has been used by Catholic Relief Services in the past several years under a program known as "Food-for-Work". Wages are paid in the form of food rations to impoverished but able-bodied, volunteer laborers who participate in various community development

FEUTONIC MYTHOLOGY HAS IT THAT AN ELM TREE BECAME THE FIRST WOMAN

OU'LL REST LASIER...



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LETTERS TO EDITOR

Friona Star

Friona, Texas

We would like to express our sincere thanks and gratitude ona area for their prayers, considerations and help, in so many ways recently, especially in relation to the awards presentation in memory of Richard, and most especially to those who live on our street who displayed their flags last Friday in respect and memory of Richard on the day the awards were presented.

To all of you good people, our friends, and to the Friena State Bank, for the use of their community room, we humbly say thank you.

Paul, Movelda, Paula and Don Fortenberry



WEEK OF FEBRUARY 8 Monday--meat balls and spaghetti, buttered peas, hot rolls-butter, buttered beets, coconut pudding and milk.

Lunch Menu

Tuesday -- pork patties, green beans, cabbage slaw, corn, hot rolls-butter, peaches and

Wednesday -- enchiladas, pinto beans, corn bread-butter, mixed greens, cherry cobbler and milk.

Thursday -- fried chicken, mashed potatoes, hot rolls-butter, buttered carrots, chocolate cake and milk.

Friday -- hamburgers. lettuce, tomatoes, pickles, onions, potato chips, fruit jello and milk.



Sincerely Yours

BY REV. ALBERT LINDLEY

Do you live with deadlines ?. . No, I'm not talking about your spouse this time--even though -- but then, let us not persue that, What I'm really talking about is deadlines. D-E-A-D-L-I-N-E-S1

I do. In fact, some of my best work is done when a deadline is upon me and I am having to really hunch to get something done. This article is a forinstance!

That real good friend of mine -- the illustrious Editor of this tabloid--ole' what's his name -- well, we have an understanding which goes like this -- "Don't be late."

I live with another deadline, too. It is a weekly affair and believe you me, when 11:00 A.M. on Sunday rolls around I have to be standing there--with a fist full of ideas and smiling -- always smile. . . .

But then, you see, these are things I really like to do and I don't get so bothered by the deadlines. You can see I like to play around with this article and preaching is my first love. (One might wonder why! treat it like I do if I love it so much, but I really do like it.)

So you see, these deadlines don't bother me because they are a part of my life and like them. This is not true of all my deadlines. . , but what are some we can think

Well, it is time for car tags, car inspec tion sticker #2, (you have missed your deadline for city, school and county taxes. . .) Income Tax, school exams and reports, (sorry about that) and goodness, see how I could go on and on,

We also have deadlines in other things that may not be a stated time but still a time when something happens. . . like. . .. I have a pair of shoes on right now that is fast approaching their deadline -- or again, we parents have deadlines on what we want to teach or help our children in their preparation for whatever might be before them and we want to do something. . . see how it all works? We are people who live by deadlines. That's D-E-A-D-L-I-N-E-S! New you probably think I'm going to say

something like, "Friend, your physical life has an ending and you better be ready for that deadline," but that isn't what I'm going to say at all and I trust you will understand the spirit in which I say what it is I am about

Very frankly, I am more interested in what you do with your daily deadlines than I am about that final one. . . Oh, I know we need to be ready for that

one but how do you get ready for it?. . You get ready by what you do between now and then. . .. That's why your NOW is so important. That's why I want you to think about your daily deadlines. . . these many, many things that surround you daily. Here is the focal point of your needed concern, Proper attention in these areas will prepare you for the other one. See what I mean? I don't want us to spend so much time thinking about that final one and overlook the many opportunities that we have daily, to "do our thing" for "Ole' Number One," And I'm not talking about you. You may think of yourself as #1 but I'm here to tell you there is One who is greater. He is the "real" Number One. Much of our complexity comes in the notion that we think we are number one and try to live that

And that is my point! We overlook our daily deadlines to be the kind of person we were meant to be, . We miss our opportunities and our potential goes for naught, and we pass by one deadline after the other.

Wow! That sounds morbid and I don't mean for it to be -- I just want to pull in our attention for this brief moment and trust that as we return our attention to our daily moments, we will endeavor to have more meaning for the daily deadlines of life,

Boy, that sounds great enough to have come from some well-known philosopher -so until one does come along and say it, fust take it from me and hopefully you won't miss your deadline. . . . in fact, that's my

Friona State Bank
Chester Gin
Friona Clearview TV
Rushing Insurance
Friona Consumers
Crow's Meat Co.

ASSEMBLY OF GOD 10th and Ashland -- Rev. J.M. Ashley, 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

FIRST BAPTIST

Sixth and Summitt -- 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. Confessions: Sunday 10:00 a.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 --

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 s.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 Fifth 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.



FLAG PRESENTATION, . . . Mrs. Geneva Williams is shown presenting an American Flag to Delia Aragon of Brownie Troop 457. Mrs. Williams and Mrs. J.P. Sims gave the flag as representatives of the local American Legion Auxiliary.

Hospital Notes

Admissions:

Mary D. Crump, Friona; Thel- Scott, and A.G. Thorn. ma Shelton, Friona: Esperanza Trevino, Friona: A.G. Thorn, Patients In Hospital: Friona: Margarett Waggoner. Friona; Maria Leal, Friona; goner. and Kitty Gallman, Friona,

Dismissals:

Bobby McIntosh, Armandina Estrada, Ina Lacewell, Mamie Roberts, Barbara Barnes, Lillie Fuller, Thelma Shelton, Esperanza Trevino, Lester Roth,

Margarita Ramirez, Mary Cr-Barbara Barnes, Friona; ump, Curtis Miller, Lucy Annie

Leroy Collier, Grace Dane, Dimmitt: Lester Roth, Friona; Domingo Garza, Kitty Gallman, Leroy Collier, Friona; Lucy John W. Holt, Maria Leal, Maud Annie Scott, Friona: Curtis Mills, Celia Marquez, Mar-Miller, Bovina: Celia Marquez, garita Ramirez, Mrs. Joe Tre-Farwell: Margarita Ramirez, vino and Twins and Naomi Wag-

> Of those measured, the star with the greatest diameter is Epsilon Aurigae B at 2,500 million miles. So vast is this star that our own solar system of the sun and the six planets out as far as Saturn could be ac-

The FRIONA * STAR

Founded in 1925 by John W. White

Published Every Thursday at 916 Moin Street Friena, Taxas, 79035

SUBSCRIPTION RATES



Bill Ellis, Editor & Publisher Wahleah Beck, Bookkeeper June Floyd, Women's Nesos



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Johnston

Palmolive

Lb.



Sunkist Navel

Washington

Fancy Delicious

SAVE

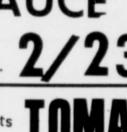
Hunts

SNACK-PACK PUDDING



Hunts TOMATO

SAUCE



Can

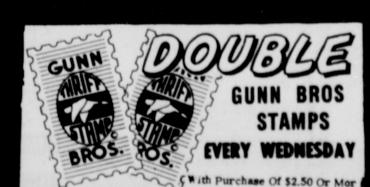
Fruit Cocktail



CATSUP

THRIFT TIPS Gladiola **FLOUR**





Houser

GROCERY MARKET

GOOD BETTER BEST TRY SOME NOW

Big Enough To Accommodate Small Enough To Appreciate Phone 247 3343

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Electric Contracting--Sales and Service of

New and Used Motors and Controls Magnetos -- Generators -- Starters

Loan Motors Available

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DEADLINE FOR INSERTION

The Star reserves the right to classify, revise or reject any classified ad.

heck advertisement and report any error immediately; he Star is not responsible for error after ad has already

ways.

Carlton--Real Estate

Friona, Texas

Would appreciate your list-

ings .- Farms or city property.

REMODELLING--

FENCING

'all Bob Clark, 247-3236,

For Sculptress bras call Mrs.

Helen McMurtrey, consultant,

Phone 247-3011, 1402 West Fifth

HEY, LOOK: 10 per cent dis-

count on all antiquing supplies.

Rockwell Bros. Lumber, Fri-

AUSAGE DINNER

Bovina, Texas

February 7

\$1.50 per plate

NOTICE -- Paul Morgan is no

longer associated with Hi-

-Piggly Wiggly. Homemade

FOR SALE

FOR SALE, . . . 15 ft, mobile

scout camper trailer. Dale

Houlette 247-3300 or 247-

17-tfnc

Ann's Parish Hall

- 2:00 p.m

ona. Phone 247-2212.

8.m.

Plains Feed Yard.

akes and pies.

idewalks, patios, drive-

All types fencing.

21-tfnc

NNOUNCEMENTS

Take over payments on 19 Singer Sewing Machine in walnut console. Will zigzag, blind hem, fancy patterns, etc. Assume 3 paynents at \$7.96. Write Creit Manager, 1114 19th St. bbock, Texas."

Well Drilling

For the Best in Know How Experience for Drilling ump & Gear Head Repair

Big T Pump

247-3311 or Bob Clark, 247. 236. Distributor for Worth-

SINGER

*BALES *PARTS *SERVICE Service on all makes. Authorized representative in Friona each week. 247-3516 or come by. S & R FABRICS

Portable Disc Rolling One Ways

Tandem Harrell Mays

Ph. 247-3477

shampooer, \$1, Ben Franklin. 18-1tc

FOR SALE. . . . 1962 Valiant, good condition, new tires: 1967 Suzuki 250 cc. Doyle Cummings, Days 247-2781; nights 247-2401. 18-2tc

FOR SALE ... Large Maytag upright commercial freezer. 575.00. Call 247-2482 or 247-18-1tc

NOTICE Custom Application of

TREFLAN

applicators: 6-row, 4-row D & D Farm

Services Red Barn Chemicals Ph. 247-2566

FOR SALE. . . . Clean Hot Point Electric Range. Very good condition, \$65,00. Phone 18-tfnc 247-3398.

FOR SALE.... 1966 Chevrolet pickup, Standardshift, Sterling Graham, 295-6888, 18-tfnc

FOR SALE: Good used aluminum pipe in sizes from 4" thru 8". Also good assortment of all kinds of used fittings .- New systems of all types. We will buy or trade for your used aluminum pipe. STATE LINE IRRIGATION-LITTLE FIELD and MULESHOE, 8-tfnc

FOR SALE: 1969 Dodge Charger. 20,000 miles. Fully equipped, Jack Walker, 247-

AREA'S BIGGEST FURNITURE & APPLIANCE CENTER Selling famous brand furniture. General Electric Appliances direct to you. Free delivery. We service. Taylor's Furn. & Appl. Center, 603 Park Ave., BAKE SALE: February 10th Hereford, Texas. Phone 364-26-tfnc

FIREPLACE WOOD (DRY)

Hickory, Blackjack, Oak, Jim Loving Phone 364-2780 4 blocks East of K on 15thSt. Hereford 11-10t

Good used washers. refrigerators, one of each color. Come and see our new washers and dryers. REEVE CHEVROLET Frigidaire

Ironrite Ironer, Good condition, \$40,00. Mrs. Rex Blackburn, 265-3318, 16-6tc FOR SALE. . . . pre-finished panelling, at only \$3,50 per sheet, Rockwell Bros, Lumber, Friona, Phone 247-2212.

wagon. Clean and low mileage, See Keith Brock or call 265-3839 after 7 p.m. 17-3tc

FOR SALE. . . . 1969 Volks-

Due To Shortage of Space --Must Sell--Ironrite Ironer. Call 247-3398. 15-tfnc

PETS

Female puppies, half cocker. 17-tfnc Phone 247-3228,



AND LOAM ASSOCIATION Clovis, New Mexico 801 PILE 762-4417

Mayflower



Call For Free Estimates

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

S terrific the way we're HOME WANTED FOR small selling Blue Lustre to clean brown female pup. Good pet rugs and upholstery. Rent for child. 247-3172. 18-ltp

KITTENS TO GIVE AWAY

18-1tc

TWO PUPPIES To Give Away. Call 247-2400.

Call 247-2251.

CARDS OF THANKS

I would like to express my most sincere appreciation to neighbors and friends for the many deeds of kindness which have been done for me recent-

Your cards, letters, visits, phone calls, flowers and other expressions of love and concern have made by stay in the hospital and during my convalescence at home easier to bear.

Sincerely, Mrs. J.W. Roberts 18-1tc

the beautiful cards, flowers and other expressions of sympathy during our time of bereavement. A you want an opportunity and May God bless each of you.

The family of Ola G. Smith
T. A. Smith family

The family of Ola G. Smith
T. A. Smith family

The family of Ola G. Smith
To a sportunity and opportunity and o Doyell Smith family The Box Box Box Box Box Box Box Box J.O. Smith family Shirley Smith family Ted Smith family 18-1tp

APARTMENTS

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 hone 247-2878.

FOR RENT: Two Bedroom Apartment, Stove and refrigerator furnished, carpeted. 18-tfnc

HOUSES FOR RENT

farm home; brick; 1-3/4 baths; refrigerated air: central heat: woodburning fireplace; under ground sprinkler: 9-1/2 miles from town: 1/2 mile off pavement. 265-3825. 18-1tc

Bingham Land Company

"Service Beyond A Contract" COMPLETE REAL ESTATE SERVICE

JOHN BINGHAM Home 247-3274 Office 247-2745

CARROL GATLIN Home 247-3641 Office 247-2745

IMMACULATE 4 BEDROOM HOME

Lovely 4 bedroom brick, 2 baths. This home has nearly everything, including electric kitchen, dishwasher, carpeted throughout, nice fenced back yard, huge double garage. Payments only \$171. Call Carroll Gatlin or John Bingham at Bingham Land Company, 247-2745,

HELP WANTED

Young company expanding nationally. Help needed in Frions, Men and women, Age no barrier. Management and public relations experience necessary. If

For a free button that says "try a little kindness," send your name and address to Corporate Services Dept., Clairol, 345 Park Avenue, New York,

N.Y. 10022.

Extra-Money Work can become full-income business for individual, couple. Show products, Service customers. Prestige manufacturer; repeat-use Products of type used daily in most homes. If interested please contact for interview --

Bernieta Boyter 1608 Goliad Amarillo, Texas 79106

Phone 352-2047

YEAR ROUND EMPLOYMENT lifter-fertilizer man. Must be top notch lifter. Charlie Lamb, Stratford Butane, Stratford, Texas, 806. 396-2309 or 806-396-2036

17-3t

FRIONA VETERINARY CLINIC

East Hi-Way 60

Gary Cash D.V.M. Residence-1410 Euclid

Phone 247-2470 Office Phone 247-3012

Hicks Plumbing & Heating

See us for Installation

and service on furnaces,

disposals, dishwashers,

refrigerators, and faucets.

Licensed & Bonded

We Have a Good Supply of Plastic Pipe.

Old Massey Bldg.

FARM SALE

hone 247-3052

Thursday, February 4, 1971 - - - Sale Time: 10:30 A.M. LOCATED: 16 miles North of Muleshoe, Texas on Highway 214, then 1 mile West - or 13 miles South of Friona on 214, then 1 mile West - or 41/2 miles N. of Clay's Corner and 1 mile West - or 5 miles South of Hub and 1 mile West. - LUNCH WILL BE SERVED

The following will be sold at Public Auction:

TRACTORS -1-1965 J. D. 4020, Butane, 1-1963 J. D. 4010, Butane,

1-1965 I.H.C. 806, Diesel, Cob Super Charger, real nice 1-1963 Ford 801, Power Master, Butane, real good 1-1957 J. D. 720, Butane, Single Front, It's good

1-J. D. 4010, Butane, Cab

FARM MACHINERY -1—Tye 6-Row double row Drill, 3 point 1—Massey 4-Row, 3 point Knite Planter 1—Clark 10-Row Sprayer, 50 gal. — real good

1—Eversman V Ditcher 1—A Row, 3 point Crustbuster 1—3-Shank Tripple Bar, 3 point Stubble Mulcher 1—J. D. 4-Row Planter, 3 point

1-12-Row Sandtighter, sealed 1—Krause 14 ft. Tandem

1-Big 12, 4-Row Rod Weed er, 3 point, double Tool 1-J. D. No. 727, 4-Row Shred-der, like new

2—J. D. 4-Sec. 3 point Flex Gang Hoe 1-J. D. 4-Row, 3 point Cultivator 1-J. D. 3 point H.d., 3 Chisel Plow 1—Eversman Camel Back Float

1-20-8 John Deere Grain Drill, has only sown 70

1—4 Row double Tool Bar, 3 p. Scratcher 1—1.H.C. 3-18" Spinner Mould-board, 3 p.

1-J. D. No. 77 Cotton Stripper 1-4-Row Bed Roller 1—Dearborn 3 point Blade 2—3-Section Harrow 1—4-Row Rod Weeder, P.T.O., Belly Mount —J. D. 20-8 Grain Drill, low, wheel on rubber, big box, real good I—J. D. 6 ft. V Ditcher

1—Lilliston 4-Row, 3 point round beam rolling Cul-tivator — good 1)—5-Row double Tool Bar, 3 point Lister with 5 J. D. Shanks and Bottoms 1)—Big Ox 7 Chisel Plow, Gauge Wheels

1—5-Row, 3 point double Tool Bar with Gauge Wheels and 5 Orchard Shanks

1-1.H.C. 10 ft. Tandem 1—Eversman 4-Row 3 point Bed Shaper 1-Hamby 4-Row, 3 point P.T.O. Rod Weeder

1—5-Row Tool Bar and Gauge, 3 point MOBILEHOME -TRUCKS - PICKUPS -

TRAILERS - MOTOR-CYCLE -1—VIIIa 10'x52', 2-bed room and bath mobile home, ref. and stove. Inquire of Sale Site where to see it.

1—1963 Ford Truck, Grain Bed and Hyd. Hoist, real clean
1—1963 Ford Truck, Grain
Bed. It's good
1—1964 Chev. 19-ton Pickup,
Aut. Trans., It's good

Wheel Base Pickup, V8, 4-speed, new overhoul on Motor J. D. 20 ft. Flat Bed

1—Hale Tandem Stock Trailer, covered top

LIVESTOCK EQUIPMENT -100—Cresote Post 5—Wooden Hog Panels -Allison Squeeze Chute -Wooden Feed Trough -Saddle Rack -Whirl Wind Mineral Feeder -Wooden Cattle Feeder -Lot of Elec. Fence Post
-P.T.O. Wire Roller
-Dehorning Saw
-Lot of Cow and Horse
Halters

1—Set of Hyd. Row Markers 1—1000 Gal. Propone Tank 3—S-Row Tool Bars 1—Schlob Cladbuster for 4-Bottom Plaw 1—J. D. Adl. Hitch 12—Tool Bar Spacers 2—3 Point A Frames —Several Hyd. Cylinders

MISCELLANEOUS -

I—Table and Vise

I—Excel Tractor Cab

I—Lot of H.d. Shanks

I—Lot of Sweeps

I—Lincolyn 225 Amp. Elec.

Welder 1—Centrifugal Pump, 11/4" Outlet 1—5 Gal. Butane Bottle 2—sets of Duals for J. D. 2—Railroad Irons 12—12" Row Bullets 5—16" Row Bullets 2—Sets of Adi. Gauge Wheels 1—6-Row That Bar 1—500 Gai. Butane Tank 3—Butane Hose 3—Butane Bottle 2—Butane Tanks for Pickup 1—Mayrath Grain Motor, 9 hp. Gas Mtr. 1—Set of Dual Gage Wheels 1—New Tent 1—Lot Log Chains

1-Come Along 1-Lot Chisels -Electric Lawn Mower -Turnbling Shaft -Large let Orchard Shanks

Set of Flores

Lorge lot New Bolts

Well Motor Cover

Lot 11/2" - 2" - 3" Tubes

Terms of Sale: Cash - All accounts to be settled day of sale.

- - ESTATE - - OWNERS

Raymond Akin - - - AUCTIONEERS - - - Gene Harris Ph. 293-4859, Plainview, Tex. Ph. 296-7692, Plainview, Tex. NOTE - PLEASE BRING YOUR OWN CHECK BOOK

WELCOME TO FRIONA



Mrs. Tommy Haralson, who are recent newcomers to Friona, Haralson teaches American History at Friona High School. His wife Deanie is a speech education major at West Texas State University, The couple are members of the First Baptist Church and moved here

from Quitaque. They live at

Friona Mobile Estates.

This week we salute Mr. and

ROCKWELL BROS. AND CO.

"LUMBERMEN" Lumber, Paint & Tools

HIGH PLAINS DEVELOPMENT CO.

NEED A HOME? CALL372-9233, Amarillo OR 247-2511, Friona

REED'S CLEANERS

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

HOUSER **GROCERY & MARKET**

REEVE CHEVROLET

New and Used Cars FRIGIDAIRE APPLIANCES

FRIONA WHEAT GROWERS

Elevator Service Field Seeds

TEXAS OIL COMPANY

needs good man over 40 for short trips surrounding Friona, Contact customers. We train. Air Mail. R.B. Dickerson, Pres., Southwestern Petroleum Corp., Ft. Worth, Texas. 18-1tc

REAL ESTATE

FOR SALE. . .. 3- bedroom house, close to grade school and well lived in. Contact Joy Lindeman at 411 West 10th or phone 247-3646.

FOR COMPLETE

247-2766

Business, Farms

Ranches, Residences

Clovis, New Mexico 88101 Dial: 763-4396 or 763-6455

\$150,00 per acre.

REAL ESTATE SERVICE CONTACT J.G. McFarland Phone 247-3272 or

See Ed Hicks

FOR SALE. . . . Brick, 2-BR, Den, 1-3/4 bath. Double Gar- Am interested in making loans age. Refr. Air. Central Heat. and buying first and second lien Fenced Yard. Phone Doyle notes secured with farm and Cummings, day 247-2781-- ranch lands. Night 247-2401. Excellent Location. 48-tfnc

FOR SALE....National mo-bile home; 12 x 48; wood paneled-2 bedrooms; one year old unfurnished. Phone 265-3543 or 265-3358. 18-2tp

FRIONA MOBILE ES-TATES. . . . 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. . . . 1967 New Moon Mobile Home. 12 x 57, 2 bedroom, washer. Phone 247-3168. 18-2tp

3 Bedroom Brick, 1-3/4 baths, Welch Acres Addition; White gravel front yard, call 247-

FOR SALE: 3 bedroom brick veneer. 1201 Walnut, Phone

Need a new home? Build one in HICKS ADDITION Now, Nothing down, Low interest rates.

Ed Hicks Real Estate X

House. 4700 CFM air condi-247-2561.

interest rates; excellent lo- will be the Farwell Local Show cation, Phone 295-3175. Il-tinc on February 13. This one is

REAL ESTATE LOANS

FOR SALE. . . . Three bed-

room brick: 1-3/4 baths: car-

peted throughout; double gar-

move you in. Bingham Land

FOR SALE: One section of

unimproved land in shallow-

water irrigation belt in northern

part of Roosevelt County, New

Mexico, owner has permit for

four irrigation wells. Price:

J. J. Steele

P.O. Box 835

Company. Phone 247-2745.

lots of storage space; \$1000 and approved credit will

NEED A FARM OR RANCH LOAN?

Phone 247-3537 or 247-3189

J. J. Steele Citizens Bank Building Clovis, New Mexico Dial: 763-4396 or 763-6455 15-4tc

MISCELLANEOUS SERVICES

RCA

Whirlpool Sales-Service

B.W. Turner

On The Farm In Parmer County MACK HEALD County Agent

their livestock in the South- well. Show in El Paso, Feb. 6-12. County 4-H members exhibited 247-3189 They are Carrie Haseloff, dau- their animals in the Hereford Il-tfnc ghter of Mr. and Mrs. A.H. junior Liveston Haseloff; Bruce Kaltwasser, Windham had the Champion Poghter of Mr. and Mrs. A.H. Junior Livestock Show. Mike FOR SALE: 3 Bedroom Brick son of Mr. and Mrs. Gilbert land China barrow and the Re-1-3/4 baths, carpeted. Phone Kaltwasser; Mark and Joe serve Champion Southdown is the Haseloff, sons of Mr. and Mrs. Henry Haseloff. showing steers in ElPaso. Mike tioner, C.L. Vestal, Phone Scottie Windham and Danny 17-tfnc Clark, son of Mr. and Mrs. Wayne Clark, will be showing brick house, 1-3/4 baths. Low Following the El Paso show

Six 4-H youngsters from open to all 4-H and FFA mem-Parmer County will exhibit bers attending school in Far-

western International Livestock This past week two Parmer

Mr. and Mrs. Raymond Schueler This show was the third in a ser-County 4-H youngsters will

When business was good, he said he didn't need advertising.

When business was bad, he said he couldn't afford advertising.

for the life of us, we can't remember his

HIGHA * STAR

PRESIDENT PRO TEM

Hightower Elected To 2nd Senate Officer

fairs:

tion and Youth Affairs. . . while

serving as vice-chairman for a

third. . . the Rules Committee.

The Memphis, Texas native also

serves on 10 other committees:

Agriculture and Livestock; Co-

unty, District and Urban Af-

Jurisprudence: Legislative,

Congressional and Judicial Dis-

tricts: Oil and Gas: Privile-

ges and Elections; State Af-

fairs and Water and Conserva-

Senator Jack Hightower was

nominated for President Pro

Tempore by the dean of Texas'

Senators, A.M. Aiken of Paris.

Following Aiken's nominating

speech, seven other Senators

delivered seconding speeches

praising the accomplishments

of the Baylor graduate, who ad-

ministered the just completed

Hightower whose background

trict Attorney for the 46th Jud-

icial District and stints on the

Law Enforcement Study Com-

mission and Board of Regents

of Midwestern University, was

accompanied at Tuesday's sw-

earing-in ceremonies by his

lovely wife Colleen and their

three daughters, Ann, Amy and

Education; Finance;

Veteran State Senator Jack two committees, .. Administra-Hightower of Vernon added another laurel to his already impressive set of credentials last Tuesday with his unanimous election to the post of President Pro Tempore of the Texas Se-

The 44-year-old Hightower, who was first elected as aState Representative in 1952, thus becomes the Senate's second highest official, presiding over the upper chamber in the absence of Lieutenant Governor Ben Barnes. In addition, Hightower becomes third in line for the Governorship behind Governor Preston Smith and the Lieutenant Governor, Senator Hightower will serve at least one day as acting Governor when both men are out of the state sometime later this year.

The six year Senate veteran, 2-point-one million dollar rewho was first elected from the modeling job of the Austin Cap-23rd District in 1964 and two itol complex. years later from the newly created 30th District, also chairs also includes six years as Dis-

NFO Slates Meeting

There will be an NFO breakfast, Thursday morning at 7:00 at the Parmer House Re-

All officers and committeemen are urged to attend this

Chairman, Wayne Magness, will be present to bring you up to date on the happenings of



SENATOR HONORED. . . . Senator Jack Hightower of the 30th Senatorial District, was honored by being named president pro-tem of the Senate when the legislature convened recently. The office is the third highest in state government. He is shown with lieutenant governor Ben Barnes.

> Classified Ads will always help you get rid of the things you don't need.

SKYWRITING WAS INITIALLY ACCOMPLISHED OVER NEW YORK CITY IN 1922 BY ROYAL AIR FORCE CAPTAIN CYRIL TURNER, WHO WROTE:



Paul Galyon Local Manager Phone 247-3559

WHITE'S SUPER MARKET

DELIVER

Our Aim Is To Please In Every Way

WE GIVE GUNN BROS STAMPS

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

Phone 247-2250

Later Harrison, belower Margar Paris



12 Oz. Pack 496



CRACKERS

Zesta Saltine

Box

39¢

Bilt-More

SANDWICH LOAF

35¢

12 Oz. Can

Sugar Sam 2 1/2 Can

SWEET POTATOES

Dixieland Hot

CHOW-CHOW

13 Oz,

Ellis Jumbo

TAMALES #2 1/2 Can



Giant Size

CHEER



TOMATO SAUCE

'S PRIDE MILK And AUNT MARTHA'S BREAD

Electric Company Forms 12-Man Technical Team

in their industrial development Manager, labor: E. J. Schoprograms has been announced field, Industrial Development Service Company's area development department,

A 12 man Technical Team has been formed, made up of elec- training: Roy J. Holmes, Satric company specialists in areas of interest to new industries. The services of the rector of Data Processing, team will be available to prospective industries or to communities in the company's ser- communications. vice area working with an in-

experience has been mailed to adership. all those firms making up the industries which a survey conducted earlier this year indicated were most suited to this

Larry Milner, manager of industrial development, is coordinator of the team and its plant location expert. Other team members and their specialties are: Roger K. Owen, Area Development Manager, engineering: Sam A. Thomas, Jr., Agricultural Development Manager, agriculture: M.M. Laing, Director of Taxes, taxes: S.L. Terry, Chief Chemist,

County NFO Names Leaders

Parmer County's National Farmers Organization held its regular monthly meeting, Tuesday, January 26. New officers and committeemen were elected for the coming year.

Wayne Magness of Bovina was named chairman. Durwood Bell of Bovins is vice-chairman and Jerry Don Glover of Lazbuddie is secretary and treasurer.

Contracts were discussed for the coming year. About 150 members were present.

It was announced that the NFO office in Friona will be open

A new approach to aiding water and environmental concommunities in its service area trol; J.D. Webster, Personnel by the Southwestern Public Consultant, research; Roy Thomas, Superintendent of Production, plant management; E. W. Love, Training Manager, fery-Claims Manager, industrial safety: Bert Ballengee, Dicomputer technology; and Ed Weber, Director of Advertising,

Each of Southwestern's three dustrial prospect. The forma- division managers, C.F. Miltion of the technical team is an nar, Panhandle Division, Amadvanced step in industrial de- arillo; R.H. Brummal, Southvelopment which appears to ern Division, Lubbock; and Joe have been initiated by South- F. Key, New Mexico Division, western Public Service Com- Roswell, will join the team when it is working in their di-A brochure picturing the team vision to assist in coordinating members and describing their its efforts with community le-

Bond Totals Are Given

December sales of United should remember these chal- "THANK YOU." States. Savings Bonds in Parmer County were \$2,758, according to County Bond Chairman, Frank A. Spring. Sales during 1970 totaled \$52,886 which represents 53 per cent of the county's goal, which had been set at \$100,000.

Texans purchased \$14,698, 804 in Series E and H Savings Bonds during the month. Total Bond and Freedom Share sales for 1970 were \$181,582,787 for 101 per cent of the state's goal of \$179.9 million. Seventy counties and seven districts in Texas have achieved their 1970 sales goal.

Nationwide, sales of E and H Bonds during December were \$384 million for an increase of 11,1 per cent over December 1969 sales. Total cash sales of E and H Bonds for 1970 amounted to \$4,665 million -- 6.2 per cent above 1969.





At Home In Parmer County

By Janice Fant County HD Agent

This past Saturday night Dale and Laura Hart of the Friona 4-H Clubs attended the District develop to their fullest extent, 1 4-H Adult Leaders Association meeting in Amarillo. There were close to 125 leaders, 4-H members and agents from the Panhandle Area who attended this meeting.

Leader, was one of many on the program. He spoke on with four challenges. The first is to remember that our pursecond challenge is to develop local 4-H programs to meet the needs of youth-physically, socially and psychologically. Third is to emphasize the process rather than the product -- the program. Our volunteer leadlearning experience rather than ers are the backbone of this the garment, calf or etc. Last youth development program, is individual instruction for 4-H They never receive enough reyouth to meet the needs of each

lenges. We need to work to help the youth of our county

Three 4-H leaders attended foods leader training. These leaders: Mrs. Hubert Gohlke, Mrs. Wayne Magness and Mrs. Dr. Don Stormer, State 4-H A.H. Haseloff; will work with youth in the Bovina and Oklahoma Lane 4-H Clubs, This "Our Challenge," and left us particular project is concluded each year with the County Food Show, But as Dr. Stormer said pose is youth development. His what the youth enrolled learnis more important than what they take to the food show.

These leaders are fust a few that help with the County 4-H cognition. To all of your 4-H leaders who spend your time Any of us working with youth and energy helping our youth,

Court House Notes

Instrument report ending January 21, 1971 in County Clerk Office, Bonnie Warren, County

WD, Laura May Deaton, Leslie L. Deaton, Tract out Cap. WD, Donald Ray Busby, et

al, C. L. Sisk, E 1/2 of Lots 7, 8, Blk. 71 OT Friona WD, Dorothy Watson, Pedro

Diaz, Lot 5, Blk. 19, Friona WD, Ethel May Mingus, Glen W. Mingus, Undiv. 1.5625% int. in N 1/2 Sec. 26, T3S; R3E & S 1/2 Sec. 23, T3S; R3E WD, Ethel May Mingus, Lloyd C. Mingus, 1,5625% int. in N 1/2, Sec. 26, & S 1/2 Sec. 23 T3S; R3E

WD, Ethel May Mingus, Elsie Ruth Mingus Allen, 1.5625% int. in N 1/2, Sec. 26, & S 1/2 Sec. 23, T3S; R3E

WD, Ethel May Mingus, Lester E. Mingus, 1.5625% int. in N 1/2, Sec. 26, & S 1/2 Sec. 23, T3S; R3E

WD, Ethel May Mingus, Mildred Mingus Agee, 1.5265% int. in N 1/2, Sec. 26, & S 1/2 Sec. 23, T3S; R3E

WD, M. Jean Crawford, et al, A. G. Rios, Lot 6, Blk. 19,

WD, H. O. Cole, Marston G. Mars, 1 St. Tract, E 1/2 Sec. 34, T2N; R4E

WD, A. G. Rolen, Joe A. & Charles E. Osborn, W 1/2 Sec. 3, Blk. C, Synd. WD, Bessie Rolen, Joe A. & Charles Osborn, W 1/2 Sec. 3, Blk. C, Synd.

OG., Howard Reagan Lo-oney, Texaco Inc., W 1/2 SW 1/4 Sec. 30, T6S; R3E OGL, Reagan Looney, Texaco, Inc., NW 1/4 & S 1/2 SW 1/4 Sec. 6, T11S R3E-N 1/2SE1/4 & E 1/2 SW 1/4 Sec.

30, T6S; R3E WD, Alton Morris, Ted Treider, Lot 3, Blk. 1, Daniel & Gammon Sub. #1 out SW 1/4 Sec. 71, Blk. H, Kelly.

YOU CAN'T AFFORD-TO-MISS IT.

McDANIEL'S AFTER INVENTORY SALE

We have moved our bedding and bedroom department to 1012-1014 MAIN. We now have our bedding down stairs and displayed for you to see and test for the firmness you need.

IN OUR NEW BEDDING DEPT. 1012-14 MAIN

CHIROPRACTIC

Famous Regal -- Springwall construction with no sag edges.

2-SETS - TWIN SIZE Reg. \$149.95 2-SETS - REG. SIZE Reg. \$149.95

2-SETS - APOLLO Twin Size \$119.95

1-QUEEN SET APOLLO 1-APOLLO KING SET Reg. \$199.95

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World's greatest sleeping pill. One of the finest brands of bedding with a non prorated warranty.

5 sets only twins. Sacropedic matt. & box sprg. - 10 yr. warranty - Reg. 139.90

4 Sets only twins. Sacropedic Imperial - 15 yr. warranty - Reg. 159.90

3 Sets only twin - Long Boys Sacropedic Imperial - All 6-footers 119⁹⁵ should have one of these 15 yr. warranty - Reg. 159.90

3 Sets only - Regular Sacropedics Imperial . 15 yr. warranty - Reg. 159.90

Reg. 159.95

1 Only Queen Set Bemco

3 Sets only - Top of the Line Quiltorama - Regular Size 139⁹⁵ Truly a matched set - 20 yr. warranty

1 Only Queen Set sacropedic Imperial 159^{95} 15 yr. warranty - Reg. 199.95

169° Quiltorama - 20 yr. warranty 1 Only Sacropedic King Set

19995 78x80 - Reg. 259.95

259°5

2 Only Bemco Quiltorama King Sets

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All of our mattresses and box springs are on sale during the opening of our new bedding dept. at 1012 MAIN.

Restonic Orthotonic

THE MATTRESS AND BOX SPRINGS HAVE EQUAL NUM-BERS OF TEMPERED STILL COMPRESSION COILS, EACH ONE IN THE MATTRESS RESTING IMMEDIATELY ABOVE ONE IN THE BOX - THIS MAKES THE BEST NIGHT SPOT IN TOWN.

3 sets only Restonic orthotonic 15995 Regular Size - 20 yr. warranty -Reg. 179.90

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2 sets only Sup-R-Posture

11990 Twins - 13 Yr. warranty - Reg. 159.95

16995

1 set only Queen Sup-R-Posture 60x80 with 13 yr. warranty Reg. 199.00

> Visit our new Bedding and Bedroom Department at 1012 & 1014 Main

Odds and Ends close outs.

2-only Coffey Twin Mattress 1-only One Piece Coffee Twin Bunkie - Reg. 49.95

1-only Lell Peeples - Twin Foam **\$99** Mattress & Box Spr. - Reg. 159.95 . . .

2-sets only - Bemco Royal Comfort Regular innerspring matt. & Box Spr. Sets - 10 yr. warranty Reg. 119.90

1-only Mismatched Foam **'99** Matt. & Box Spr. - Reg. 159.97

Matt. & Bex Spr. - Reg. 179.95

1-only 60x80 Royal Comfort

2-only Steel frame Trundle Bed with link springs & 2 foam mattresses Reg. 119.95

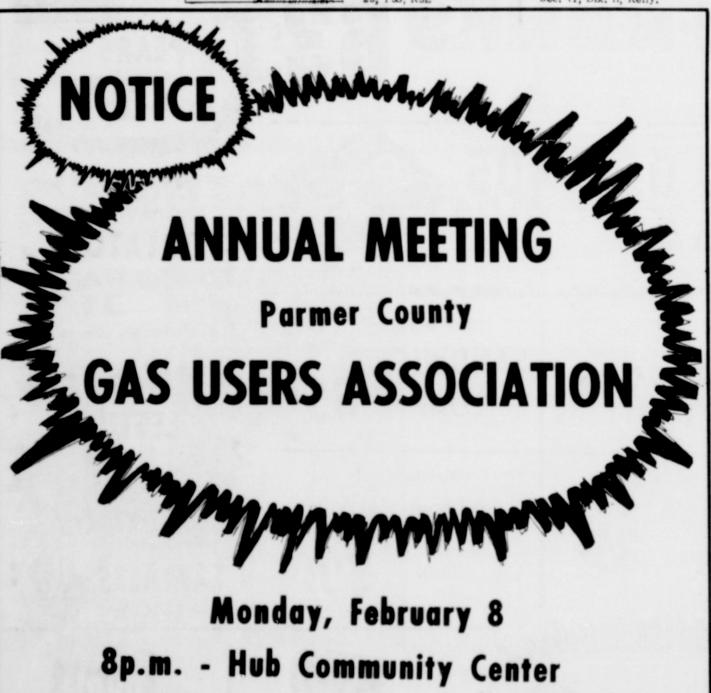
> 3-Bedroom groups at close out prices in our new Bedroom Dept. at 1012 Main.

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NEW STORE HOURS OPEN CLOSE 9 A.M. 6 P.M.

(M.S.T.)











IT IS VITALLY IMPORTANT THAT ALL MEMBERS ATTEND!

One Director From Each Precinct And New Officers Will Be Elected

TAKE PAIR OF WINS

Chiefs Impressive In **Second Half Action**

ieftains got off to a running ona's season record to 9-13. start in the second half of District 3-AA with a pair of im- CHIEFS 17 21 22 21--81 pressive wins.

Last Tuesday at Littlefield, field, 81-63, and the team returned home against Abernathy on Friday and claimed a 74-45 win. The games marked the 1-1-3; Bandy, 7-0-14. top scoring efforts of the season for the Chiefs.

shoot from outside -- and were hitting," said Coach Ray De Bord in summarizing the games. Friona used a zone fullcourt press in both of the games, and it paid off by causing several turnovers in each

The Chiefs pulled away from a 17-13 first quarter lead against Littlefield to take a 38-24 halftime edge and increased that to 60-42 entering the final quar-

Three players tied for high point honors with 14 points. They were Ronnie McPherson, Larry Fallwell and Johnny Bandy.

The Abernathy game started off close, with the Chiefs having to hit some late shots for an 11-8 lead at the end of the first quarter.

But Friona turned on the steam in the second quarter, as its press began to pay off big, and had a commanding

37-18 lead at the half. Sophomore Johnny Bandy led the scoring with 18 points. Mc-Pherson added 11

Littlefield 13 11 18 19--63 Finley, 1-0-2; Fortenberry, the Chiefs raced past Little- 4-1-9; McPherson, 6-2-14; Fallwell, 6-2-14; Royal, 3-0-6; Weatherly, 3-2-8; Clark, 1-3-Bailey, 3-0-6; Fallwell,

CHIEFS 11 26 13 24--74 "The boys finally began to Abernathy 8 10 13 14--45 Finley, 1-0-2; Fortenberry, 1-4-6; McPherson, 3-5-11; L. Fallwell, 4-1-9: Royal, 1-5-7; Weatherly, 1-0-2: Clark, 3-3-9: G. Fallwell, 3-2-8; Bandy, 8-2-18: Cook, 1-0-2.

Squaws Near Dist. Title

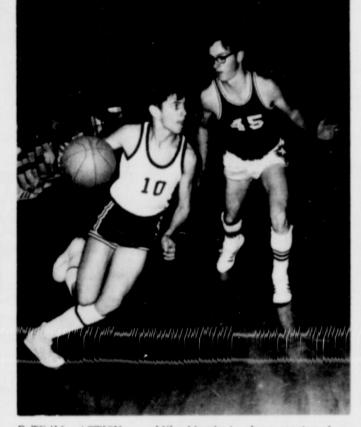
The Friona Squaws took a big step toward the District 3-AA championship Tuesday night by downing Floydada, 50-32 on the Whirlettes' home court.

The Squaws, first-half champs, are now 3-0 for the second half, with only Olton and Lockney left to play and both are home games. The win also put the team's season record at 23-3.



TOURNEY CHAMPS. . .. The Friona B-Team girls won the championship of the Canyon B-Team tournament recently. Team members are: back row, left to right: Pat Nichols, manager, Carol Reeve, Theresa Bingham, Barbara Bass, Denise Cudd, Patricia Phipps and Coach F.G. Crofford. Middle: Vickie Schueler, Sara Gammon, Susan Martin, Vandra Nichols and Donna Lewellen, manager, Front--Debbie Carter, Cindy Hutson, Katie Lewellen and Jeanie Thompson.

Out of #rbit THIS TIME I BROUGHT ALONG SOME COLORING BOOKS"



B-TEAM ACTION. . . . Mike Martin is shown staying close to the Abernathy player in action last Friday. Abernathy won the game over the Friona B-team, 47-35.

ALEN-IMELY VALUES

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GET ONE ROLL FREE

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SHIMMER'N SHADOW

\$3.75

For "Made To Order" Eyes

One Group Coty

IMPREVU & ELAN

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Colognes And Perfume

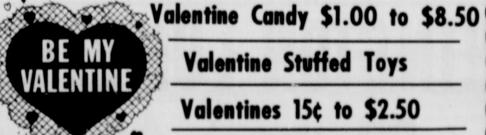
Anscomatic - Cadet FLASH OUTFIT

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Valentine Stuffed Toys

Valentines 15¢ to \$2.50

Boxed Valentines 29¢ to 79¢

ABERGE SPRAY COLOGNE Limited Time Only \$2.50

Bi-Wize (Rexall)

AFTER LOSS

Squaws Bounce Back Onto Winning Path

rolled to their 21st and 22nd a good all-around team perwins of the season last week, formance in winning their sedowning Muleshoe, 54-38 on cond district game in as many Tuesday, and then topping Ab- starts for the second half of ernathy in a District 3-AA game, 48-41 on Friday.

the Muleshoe team dating back. Day had 25 points to again lead

Diane Day on a one-on-one si- per cent of its field goal shots tuation, and she came up with (18 of 33), while holding Abher top scoring game of the ernathy to only 11 of 34 (32.3 year, with 38 points, hitting 15 per cent). field goals and eight of Il free throws. Her output equalled SQUAWS 10 16 10 18--54 Muleshoe's point total,

As a team the Squaws hit throws,

The team was bouncing back 13-game winning streak by Fridistrict play,

Squaw guards came up with The win over Muleshoe's key plays, causing turnovers Mulettes was the 26th conse- and accounting for several stcutive win by the Equaws over eals in sparking the win. Miss

The Mulettes tried to guard Friona hit a sizzling 54.5

Muleshoe 5 12 12 9--38 Diane Day, 15-8-38; S. Crof-18 of 42 field goal shots (43 ford, 1-0-2; J. Riethmayer, per cent) and 18 of 28 free 1-1-3; K. Crofford, 0-7-7; Smith, 1-2-4.

from its loss to the Tulia Hor- SQUAWS 12 16 11 9--48 nettes, which had snapped a Abernathy 6 12 7 16--41 Day, 10-5-25; S. Crofford, 2-0-4; K. Crofford, 5-7-17; Smith, 1-0-2.

Eighth Graders Take Thriller From Mules

Friona's eighth grade won the ball into Wiseman who shot uary 25, edging Muleshoe, 31- 35 seconds left. 29. This game was very close the whole game.

Gene Strickland, one of Fri-Eddie Waggoner took over for seconds left.

Gene and did a superb job. Friona held a seven point advantage midway of the second hit one free shot tying the third quarter.

times, 2-0 with 1:51 left in the in the third quarter, and 26-24 team all night, with 26 seconds left in the third

Muleshoe was leading 27-26 with 45 seconds left in the game when Kevin Welch fouled out and Bandy, 3-0-6; Dee King, 2-0-Mitchell Wiseman was sent in. 4: Eddie Waggoner, 1-1-3; Kev-Muleshoe missed their shot, in Welch, 1-0-1; Mitchell Wise-Friona got the rebound, worked man, 1-0-2.

their game here Monday, Jan- and put Friona ahead 28-27 with Muleshoe got the ball andsc-

ored with 12 seconds left putting them shead 29-28. Frions ona's leading scorers was out brought the ball in and Eddie with a badly sprained ankle. Waggoner was fouled with nine

Muleshoe also drew a technical foul at this time. Eddie quarter, but Muleshoe came game, 29-29, but also imporback and took the lead in the tant was that Friona got the ball out of bounds. Clay Bandy Muleshoe's longest lead was shot with four seconds on the two points, they held this three clock giving Friona a 31-29 win. Eddie's free shot was the first quarter, 24-22 with 1:53 only one made by the Friona

> 5 17 26 29 Dale Cleveland, 7-0-14; Clay

Frosh Drop 42-30 Tilt

The Freshmen boys lost their game here Monday, January 25 against Muleshoe, 42-30.

The game was close the first half with the game being tied twice and changed leads three

Muleshoe outscored Friona 18 to 7 in the third quarter taking a 10 point lead into the final eight minutes.

Muleshoe's longest lead was 16 points, 40-24 with 4:35 left in the game. Final score,

5 13 31 42 Muleshoe James Perea, 4-2-10; Ricky Carr, 4-0-8; Bill Fallwell, 2-2-6; Kent Patterson, 1-1-3; Jay Messenger, 1-1-3.

7th Graders Are Edged

Friona's seventh grade boys were defeated in another close game here Monday, January 25 as Muleshoe took a 25-22

The game changed leads eleven times and was tied three times. Friona's longest lead was four points and they held this twice during the game, 7-3 with 2:57 left in the first quarter and 19-15 with 1:21 left in the third quarter.

Muleshoe's longest lead was four points, 25-21 with 1:21 left Ronald Land, 0-1-1.



BASKETBALL ROYALTY, . . . Diane Day and Don Forten berry were honored as Basketball Queen and King of Friona High School last Friday in a presentation ceremony between games. The two players were chosen by a vote of their counterpart teams -- the boys choosing the queen and the girls picking the king.

Muleshoe

7 11 19 22 7 10 17 25 Davy Carthel, 4-3-11: Kent Miller, 2-1-5; David Barnett, 1-1-3: Troy Messenger, 1-0-2:

3335 ARE MAN'S MOST BENEFICIAL INSECTS!



We 'CARE' For Friona Farmers

.... And We Do A "Sweetheart" Of A Job On Saving Them Money The Year Round.

*GASOLINE

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Why Not Join The Many Friona Farmers Who

Enjoy Shopping And Saving With FRIONA CONSUMERS COOP

Buddy Lloyd, Mgr. Phone 247-271 or 247-2860

Thirteen Attend Club Meeting

Thirteen members of Home Arts Club were present for the Thursday meeting in the home of Mrs. H.R. Cocanougher. A covered dish luncheon was served following a brief business meeting.

A calendar making demonstration was presented by Mrs. Ray Landrum and Mrs. Estis Bass presented a demonstration of making Christmas card holders and flower baskets out of wire.

The next meeting of this organization will be held the third Thursday in February in the home of Mrs. Ray Landrum.

Club Members Plan Bank Tour

Friona Young Homemakers

The meeting, which will be held in Friona High School cafeteria, will be an open meeting and all women in the area are invited to attend. Following a brief business session, the women will go in a group to FrionaState Bank, where they

will be given a conducted tour. Members of the Dawn and Dusk chapters of Future Homemakers will provide baby sitting at no charge.

Eddie Barker Returns Home

Eddie Barker, who is attached to the First Cavalry, Mobile Division of the United States Army, arrived home January 26 from Bein Hoa, Viet Nam. persuasive speaking.

Barker, who had been in Viet Nam since March 5, 1970, will report to Fort Benning, Georgia, early in March for reassignment.

He is a graduate of Friona High School and is the son of Mr. and Mrs. Fred Barker Jr.



American Flag provided by Friona Woodmen Lodge #4503, is pictured here with members of the will have a regular meeting at troop. These girls are fifth grade students. Carla Polk is president of the troop. Leaders are 4:00 p.m. Thursday, February Mrs. Bobby Perkins and Mrs. Hop Lewis. Mrs. Ocie Boyd was a special guest at the presentation, which was made at Girl Scout House Wednesday afternoon.

Local Debaters Win First Place

debate at the Hereford Forensic TournamentSaturday. Steve ing second and third. Stone, another Friona High Sc-

vanced to the finals were Troy ryton, Tulia and Panhandle. White, poetry reading: Jill Riethmayer, prose reading: Sally Kendrick, persuasive speaking; Carl Evans, informative speaking; and Davey Hill,

Those who competed in the semi-finals were Joel Constancio and Denise Frazier, prose reading: Debbie Benge, informative speaking; and Jeannie Thompson, persuasive speak-

Friona High School was four-

JOHNSON'S

S & H Green Stamps

FOOD MARK

Two Friona High School de- th in overall points. First place baters, Bryan Elliott and John honors went to Lubbock High Bingham, place first in boys School with Dalhart High School and Muleshoe High School, plac-

Other participating schools hool student, placed second in were Lubbock Monterrey, Meadow, Spearman, Kermit, Dim-Other local students who ad- mitt, Amarillo Palo Duro, Per-



The January meeting of Friona Antique Club was held Monday evening in the home of Mr. and Mrs. Raymond Adams.

Following a brief business session was a supper. Baked ham, potato salad, cole slaw, salad, chips, pie, coffee and tea were served.

Adams Home

Antique Club

Meets In

Several members then showed button collections.

The next meeting of the club will be the third Monday evening in February in the home of Mr. and Mrs. Leo Bails.

Those present besides the host couple, were Mr. and Mrs. Dick Habbinga, Mr. and Mrs. Opal Jones, Mr. and Mrs. Tommie Jones, Marilyn, Joe and Johnny, Mr. and Mrs. Lee Bails and Mrs. Orms Flippin.

TenderCrust Coupons

Announcing Opening Date

Monday, February 8, 1971



Manager Ronnie Shafer Says ...

"We don't have everything in stock as yet, but can order almost any item for you. We'll also be increasing our stock as we go along. We invite you to come visit us during our opening week."



PAINT THINNER

\$1.35 Value Gallon

Price

\$1.14

LATEX WALLHIDE

Pittsburg

ACE gal. Price

"AUTOGRAF" NAIL HAMMERS

Diamond Ware ROMEX

Our Special

12/2 with Ground 10¢ Ft.

True Temper BLUE HERON ROD & REEL \$31.00 SPECIAL \$24.80



ACE Price Black & Decker 1/4 Inch DRILL DRILL

\$14.95 Value

SPECIAL \$12.63



\$3.39

CARRIAGE & MACHINE BOLTS ACE 45¢



Delta 100 \$21.95 Value **FAUCET**

ACE Price Similar to

One Shown

Model C-14

\$39.95 SPECIAL Value \$31.99



Circle F KEYLESS RECEPTACLE

1002 Main

52¢ Value ACE Price

45¢

COLEMAN FUEL

ACE Price \$1.80 gal. 95¢ gal. Value

Mirro 10" FRY PAN Avocado Harv. Gold

Schrode Walden OLD TIMER HUNTING KNIFE

\$15.00 Value Special Price

150T

\$99.95 Value

Dura Pak ACE Price LURES

\$2.98 Value SPECIAL \$2.25

Model 94 30-30 WINCHESTER RIFLE Price

\$67.88

\$10.79

75¢





Ronnie Shafer, Mgr Friona, Texas

Phone 247-2733

T-BONE Sun-Ray **PORK CHOPS** 59¢ FRUITS & VEGETABLES Texas CELERY LETTUCE **ORANGES HEARTS** 19¢ Head 39¢ 3 Pk. FIG NEWTONS Maxwell House 2 Lb. Can COFFEE \$ 87 **39**¢ 1 Lb. Mountain Pass TOMATO SAUCE Ellis 2 1/2 Can **TAMALES CUT BEETS** Del Monte 46 Oz. DelMonte PINEAPPLE 303 Can CANNED JUICE Diamond

Quarters

MARGARINE

Northern 60 Count

NAPKINS



MR. AND MRS. RONNIE ALTMAN

Sandy Reznik Becomes Bride Of Ronnie Altman Those installed were Donnie Renner, president; Glendel Jo-

In candlelight ceremony at 7:30 p.m. Friday, January 29, cousin of the groom, was the at Sixth Street Church of Christ, Sandy Reznik, daughter of Mike Reznik, Lubbock, brother Mr. and Mrs. A.L. Reznik, of the bride, and Walter Carl-Route 3, Friona, became the bride of Seaman Ronnie Altman,

The double ring ceremony was read by Bill Gipson before a double arch of white candles centered with pink mums, pink satin bows and white lemon leaves. Two seven branched candelabra holding white tapers and baskets of pink mums and white pom pom mums with white lemon leaves completed the decorations.

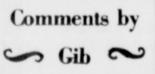
Homer Martin and a group of singers from Lubbock Christian College sang the processional, recessional, "The Wedding Prayer," and "How Great Thou

Annette Reznik was her sister's maid of honor. Gwyn Moore was the bridesmaid and Mrs. Mike Reznik, Lubbock, sister-in-law of the bride, was the bridesmatron. They wore identically designed formals of he empire bodices had brief sleeves and scoop necklines.

The attendants carried white Bibles topped with corsages of pink bridal roses.

Sharlene Parr was the flower girl. Dianne Westbrook, cousin of the groom and Pat Reznik, brother of the bride were candlelighters. Roger Lemmons, Oklahoma City, cousin of the bride was the ring bearer. Ky Graham was the train bearer.

Miss Parr and Miss Westbrook wore dresses designed Mickey Wilson and Donna Garidentically to the ones worn ner. by other feminine attendants. Miss Parr carried long stemmed pink roses and gypsophilia and Miss Westbrook wore a wristlet of pink bridal roses.





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622 Main

Wendell Westbrook, Lubbock, best man, Groomsmen were

Guests were seated by Mike son of Mrs. Lucy Lewis, Friona. Mills, Glenn Hill, Randy Lewis and Dale Westbrook, uncle of

> As the bride was escorted to the altar and presented in marriage by her father, she wore a formal wedding gown of white satin, it was designed with an empire waistline, which was outlined with a band of Venice lace. The long puffed sleeves were banded with wide cuffs trimmed with matching lace.

> The hem of the A line skirt was finished with appliques of Venice lace, which were repeated on the matching detachable chapel train. A coronet of Venice lace held her three tiered veil of imported silk illusion. She wore a string of pearls with matching ear

She carried a white lace covered Bible topped with a hogarth shocking pink velvet and satin. arrangement of bridal pink roses, and garlands of bridalpink roses with streamers of white satin ribbon and pearls, centered with a corsage of bridal pink roses and hyacinths.

States Navv.

brook, Lubbock.

Mrs. Raymond Beard, Am-

GRICULTURE IS

INDUSTRY OF ALL!

AS THE OLDEST

OFTEN DESCRIBED

Guests were registered by Debra Wyly and Glenda Deaton. The reception table was covered with a white lace cloth

tied with pink bows and centered with an arrangement of pink roses and gypsophilia in a silthey had discussed. ver candelabra compote.

Wedding cake, punch, nuts and mints were served by Mrs. For a wedding trip to Dallas Mrs. Altman wore a two piece gray double knit suit, black accessories and the corsage lifted from her bouquet. Seaman and Mrs. Altman are

both graduates of Friona High School, She attended Oklahoma Christian College, Oklahoma City, last semester. Heis currently serving in the United Young and Louise Whaley,

Special guests were Mr. and Mrs. Bee Westbrook, Friona, and Mr. and Mrs. Fred Lem- the Scout House. Those parmons, Duncan, Oklahoma, grandparents of the couple; Mrs. Joan Beard and son, Wade, Corpus Christi; Mr. and Mrs. Freddie Lemmons, Oklahoma led the pledge of allegiance. City and Mrs. Wendell West-Other out-of-town guests irty-two girls were present. were Mr. and Mrs. Elmer Pat- Three leaders: Mrs. Tom Materson, Mr. and Mrs. Jim Wood and Mr. and Mrs. Gene Guinn, all of Hereford; and Mr. and

> Monday, January 25, the Friona Girl Scout Council Leaders had their monthly meet-

The program committee for surprise house warming.

Dr. C. L. Kay Presents Illustrated Lecture

Highlight of the Thursday evening meeting of New Horizons Junior Study Club was presentation of an illustrated lecture by Dr. C.L. Kay, assistant vice-president of Lub-

bock Christian College. Dr. Kay, who was one of seventy persons chosen by Clark Clifford, Secretary of Defense, to participate in a Joint Civilian Orientation Conference conducted by the Department of Defense, presented highlights of a two week trip to the

This group, representing a cross-section of America business and professional leadership, was given a first hand view of our armed forces and

Army, Navy, Air Force and Marine field commands.

Prior to Dr. Kay's lecture, the Trebelaires, under the direction of Mrs. Roy V. Miller Sr. presented several patriotic songs. The group was led in the Pledge of Allegiance to the American flag by Carleen Sch-

Guests, in addition to those on the program, included Mrs. Lucy Welch, Mrs. Louis Welch, Mrs. Nelson Welch, Mrs. Ralph Wilson, Mr. and Mrs. Hugh Oden, Mr. and Mrs. Larry Morgan, Glenn Watters, H.H. Wheeler, Jerry Wikle, Mrs. Glenn Floyd and Mrs. Darrel

Friona Lodge No. 4503 Installs New Officers

Woodmen Friona Lodge No. 4503 had a log rollers meeting at Federated Club House Monday evening. Officers were installed by the Log Rollers, a group of Woodmen from Lubbock, Littlefield, Hale Center and Friona,

nes, vice-president; Hop Lewis, secretary: Mrs. Hop Lewis, treasurer: Dale Hart, escort;

sident; and Ruby Hassenpflug, trustee,

Five new members were initiated. They were Frances Davis, Eva Barker, Mary Knight, Mrs. Richard Vaughn and Manuel Ramirez.

Bob Kirk, Littlefield, was a

special guest. Refreshments were served by the lodge to about 50 members and guests.



Girl Scouts Report

Girl Scout Troop 166 met at Girl Scout House for refreshments and a short business meeting Monday afternoon, January 25.

It was decided that the troop would hold an overnight on Feb. 5, when they would practice singing some songs they plan to use at the Father-daughter banquet on March 8,

Then the troop discussed measures to be taken which would promote safety and comfort on

After this they hiked to the home of Mrs. Troy Young where she and Louise Whaley demonstrated several ways the girls could make a sick person more comfortable while convalescing with a sick person in it, how to bathe a sick person in bed and how to lift an unconscious per-

Mrs. Young also taught the girls the proper use and care of a heating-pad, hot water bottle and ice bags.

Then the troop hiked back to the scout house trying to observe all the safety rules

Girls and leaders present were: Linda Anthony, Vickie Florez, Janice Peak, Ann Bradley, Darla McClelland, Sami Rector, Karen Young, Sherri Grant, Judy Morgan, Dona Ruzicka, Maurice Royal, Melissa Patterson, Anna Castillo, Lupe Castillo, Oralia Ramirez, Ofilia Castillo, Elaine Dandridge and Jackie Rando.

Also two visitors and leaders, Mrs. A.W. Anthony, Jr. and Mrs. Watson Whaley and program consultants Mrs. Troy

Troop 266 met Thursday at ticipating in the flag ceremony were Evelyn Hart, Denna Mason, Tina Milligan, and Olga Zamora, and Marcella Estrada Paula Williams said a poem. Velma Florez led a song, Thson, Mrs. Kenneth McLellan and Mrs. Lee Britting were present. Girls churned butter. Then they served toast and jelly with home churned butter.

the Father-Daughter supper and program met at 9:30 to discuss the program. Other leaders joined them later and journeyed to Mrs. Ralph Wilson's for a

A tour of her new home was followed by a business meeting and a covered dish luncheon. Committee reports were given and the Father-Daughter Box Supper was discussed, It

is to be patriotic theme and to be held March 8. A report on the joint Neighborhood meeting that was held

in Farwell last week was given. Those present were: Mrs. Ralph Wilson, Mrs. Earl Hawkins, Mrs. Watson Whaley, Mrs. Louis Welch, Mrs. Loyd Chesher, Mrs. Billy Dean Baxter, Mrs. Russel O'Brian, Mrs. Merle Massie, Mrs. BobRiethmayer, Mrs. Ronald Smiley, Mrs. Grady Nelson, Mrs. Bill Bandy, Mrs. John C. Miller, at home. They showed the girls Mrs. Bob Owen, Mrs. Tom Mahow to properly make a bed, son and Mrs. Kenneth McLellan.

> Brownie Troop 266 met Thursday afternoon at Girl Scout House. Those participating in the flag ceremony were Sonya mos and Linda Ruzicka. The ceremony was presented in the form of a recipe.

Flag bearers were Diana Glover, Karen Patterson and Velma Flores.

Jamie Fulks led the Pledge of Allegiance to the American Flag and the Brownie promise was directed by Tina Milligan.

Refreshments were served by Sonya Gore, Evelyn Hart, Tera Simpson and Kimber Britting, hostesses, to 29 Brownies and four leaders, Mrs. Tom Mason, Mrs. Kenneth McLellan, Mrs. John C. Miller and Mrs. J.L. Britting.

Clarks Honored On Anniversary

Mr. and Mrs. Jackie Clark and Janice Clark, Lubbock, were hosts at a reception in the home of their parents, Mr and Mrs. Jack Clark, Sunday.

The Jack Clarks were observing their Silver Wedding About fifty persons attended.

Eastern Star Slates Meetings

The Friona chapter #990 Order of Eastern Star, will hold its regular meeting at Masonic Edgar Siber, Burkburnett, Tex-Hall at 7:30 p.m. Monday, Fe- as: Mrs. Vivian Talbot, Wheelbruary 8. Kay Hinton, worthy er, Texas; Mrs. Lillian Colmatron, requests that all officers wear formals.

A friendship salad supper sas. will be served at 6:30 p.m. Friday, February 12 at Masonic Hall.

The worthy matron invites all members to attend,





MR, AND MRS. FRANK GRIFFITH, 1971

Mrs. Charles Buske and Mrs.

Erma Oldham, Amarillo: Mrs.

Ned Trowbridge, Hereford; and

Mrs. Otis Huggins and Hugh

Moseley, both of Farwell.

Anniversary Reception Honors Frank Griffiths

who were observing their Golden Wedding Anniversary, were Gore, Minnie Aragon, Sylvia honored with a reception in the-Bermea, Norma and Sandra Ra- ir home, 608 Prospect, Sunday afternoon, Hosts were Mrs. Olive Rector, Mr. and Mrs. Raymond Adams, Mr. and Mrs. Floyd Brookfield and Mr. and Mrs. J.B. Buske.

> Goldie Currie and Frank Griffith were married February 1, 1921, in Arnett, Oklahoma, They moved to Friona a few years later and have lived here since that time.

The serving table, which was covered with a white lace cloth over gold, was centered with an arrangement of yellow long stemmed roses and yellow strawflowers in a gold colored candelabra compote.

Mrs, Kenneth Houlette, Dumas, presided at the registration table, which held a yellow rose in a gold vase.

The hostesses, Mrs. Rector, Mrs. Adams, Mrs. Brookfield, and Mrs. Buske, who are sisters of the honorees, were assisted by Mrs. Houlette and Mrs. Sam Rule, Friona,

The tiered cake was served with nuts, mints, coffee and punch.

Out-of-town guests signing the register were Mrs. Lydia Bradford and Mr. and Mrs. Larry Decker, all of Follett, Texas: Mr. and Mrs. lins, Portales, New Mexico; and Charley Griffith, Oakley, Kan-

Also Rev. and Mrs. E.E. Houlette and Mrs. Erma Stanford, Albuquerque, New Mexico; Mrs. Mark Nichols and daughter, Sharon, Happy: Mr. and



Sallie Howard, Larry Smith Are United In Marriage

In a double ring ceremony in the Cannon Air Force Base of blue satin. It was designed chapel on January 16, Sallie with an empire waistline, which Howard, daughter of Mr. and was marked with white lace, a Mrs. M. L. Howard, Friona, be- long oval neckline and elbow came the bride of Sergeant Lar- length sleeves. Her shoulder ry Smith, son of Mr. and Mrs. length veil of white imported W.P. Smith of Pensacola, Flo-

The vows were read by Ma- ers. jor Baggett, chaplain, at 8:00 p.m. The altar was decorated with baskets of white carna- satin streamers. tions and greenery and white tapers in silver candle holders.

Anndrea Wilkins was the maid Tangeman. Chuck Pahl was the

The bride wore a formal gown illusion was held in place with a headpiece of blue satin flow-

Her bouquet was of blue and white carnations tied with white

Miss Wilkins was hostess at the reception, which was held in her home.

Sgt. and Mrs. Smith are at of honor. Best man was Mark home at 1216 West Eighth Street,

Educational Program

Highlights Meeting

Highlight of the Tuesday evening meeting of Progressive Study Club was presentation of an educational program by two quest speakers.

Mrs. Frank Truitt, Friona High School English teacher, spoke on "Preparing for College." Don Reeve, who is the coordinator for the CVAE program in the seventh, eighth, and ninth grades of the local aims and purposes of the Coordinated Vocational Academic Education program,

The devotional was presented by Mrs. M.C. Osborn, Gigi Spring, who was also a guest, presented two piano selections.

Hostesses were Mrs. Hollis Horton and Mrs. Darrell Simp-

St. Ann's Society Will Serve Dinner

A sausage dinner will be served at St. Ann's Parish Hall in Bovins from 11:30 s.m. to school system, explained the 2:00 p.m. Sunday, February 7, Menu for the dinner will inkraut, pinto beans, pickles, onions, celery, French bread and

cherry cobbler Admission will be \$1.50 per person. Prizes will be given away during the dinner.

Check At Ruthie's For . . .



Ladies And Children's **SPORTSWEAR**

Ruthie's

Ladies And Children's Ready to Wear

Mrs. Marion Fite

Friona, Texas

HI-PLAINS

SAVINGS and LOAN ASSOCIATION 4th and Sampson

REFINANCE BUY or BUILD REMODEL

For Information, --- Call Eric Rushing, Phone 247-3370



A birthday dinner in the home of Mrs. Decimae Beene Saturday, December 9, honored two of the Golden Spread's finest "old timers." Many of our readers are acquainted with Unkie and Goose Ramey of Dimmitt. When these two were born, they were named Edgar and Edwin, but for many years they have been much better known by their nicknames.

The Ramey twins, who are 81 years old have been very closely associated all their lives and have been separated on only one of the anniversaries of their birth. During World War I Unkie was overseas on January 14.

These two have so many things in common and live within one block of one another. A day never passes that they don't get together for an exchange of ideas about current events, happenings in the past and plans for the future. They are active supporters of philantrophic projects as Boys Ranch and Girlstown.

For many years Edwin farmed east of Dimmitt and devoted much of his time and energy to wild geese and bees. His nickname came about as a result of his interest in geese. He and his wife, the former Lena Tate, had two children, Mrs. Beene and a son, Robert of Amarillo, who has long been known as "Bub."

Edgar and his wife, the former Edith Buchanan, lost one daughter in infancy. As Decimae and Bub were growing up, Unkie and Edith were more like another set of parents than an uncle and aunt.

Bub and his wife, Emily, have two sons and their names are Edgar and Edwin, so having the older Edgar and Edwin nicknamed eliminated much of the confusion that otherwise might have resulted from the duplicate names.

Although the twins are the sole survivors of a family of nine children, a representative from each family was present for the birthday get-together. At one o'clock fried chicken, rolled roast, vegetables and salads were served. Thendessert in the form of a birthday cake cleverly decorated and lettered "Happy Birthday Unk and Goose' was served.

Goose, Bub, Edwin and daughter, Ann Marie, who was one year old January 23, made four generations of Rameys who were present.

Who has lost a Hereford High School class ring? Tom Jarboe, principal of Friona Junior High, has one he would like to return to the rightful owner.

IT IS NOT EASY.....

- To apologize,
- To begin over,
- To take advice, To admit error,
- To keep trying,
- To be unselfish, To be charitable,
- To be considerate,
- To avoid mistakes,
- To endure success, To keep out of a rut,
- To forgive and forget,
- To think and then act,
- To profit by mistakes, To make the best of little,
- To subdue an unruly temper. To shoulder a deserved blame,

To recognize a silver lining, However, if we will keep working on doing these things, we will profit much from the experience and be bigger people from having done so.

Study Club Meeting

Has Patriotic Theme

The Tuesday evening meet-

Lisa Taylor, Vicki Pryor and National Anthem." Dorothy Johnston, presented "Freedom Isn't Free."

The program was "Symbols ing of Modern Study Club at of Our American Heritage," Federated Club House began Mrs, Dalton Caffey presented with the Pledge of Allegiance "The Grand Old Flag." Mrs. to the American Flag being Bill Stewart presented, "The directed by Mrs. John Gaede. Statue of Liberty," and Mrs. A vocal trio, composed of Tom Shelton presented "Our

Final number on the pro-"God Bless America," "Am- gram was group singing of erica Our Heritage," and "The Star Spangled Banner," which was led by the trio.

Party Honors Mrs. Euler

Mrs. H. A. Hyde was hostess for a birthday party for Mrs. Elmer Euler on Monday, February 1.

Seven persons were present, Mrs. Lura Bradley, Mrs. Mae Magness, Mrs. Paul Williams, Mrs. John Allen, Sr. and Mrs. C.D. Carter, along with the hostess and honoree.

Refreshments of cake, ice cream, coffee and punch were

served. Mesdames Hyde, Bradley, Magness and Allen are members of the Dorcas Sunday School Class at Calvary Baptist Church, of which Mrs. Euler is teacher,



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THIS COUPON IS

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DETERGENT

COUPON EXPIRES Feb. 18

INSTANT COCOA MIX 5 29¢

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DOUBLE

S&H GREEN

WEDNESDAY

\$1.19

STAMPS

ON



Quarters Lb. SAVE Armour

Star

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Strained

Food King

INSTANT POTATOES **BROWN GRAVY MIX**

Idahoan 16 Oz. Pkg.

BOTH FOR SAVE 26¢

Imperial

Or Holly

SUGAR

MPERIAL

With \$5.00 Or More Purchase. 50 Free S & H Green Stamps With This Coupon & \$5.00 Or More Purchase Void After Feb. 11

AAAAA COUPON AAAAAA

COUPON

100 Free S & H Green Stamps With This Coupon & Purchase 1 Can Shurfine Hair Soray Void After Feb. 11





The FRIONA * STAR

Volume 46, Number 18

Thursday, February 4, 1971

Section Two, 8 Pages

Chamber Had Big Year

YEAR IN REVIEW

1970 Feats Are Traced

The Friona Chamber of Commerce has just completed a big year. An idea of just how active the Chamber was during 1970 can be seen by the following summary of the year's activities, presented in chronological order.

Early in the year, the Chamber met with representatives of General Telephone Company in the interest of securing additional telephone service for Friona.

Among the items discussed were the possibility of connecting Friona and Bovina for dialing purposes, without having to dial a long distance operator.

Also discussed was the possibility of establishing a mobile telephone base station in Friona, for automobile telephones. The Chamber of Commerce requested that General Telephone Company look into the possibility of listing the numbers of the Hub and Parmer exchanges of the West Texas Telephone Co-operative as part of the Friona section of their

All of these projects were pending at the end of the year.

In March, the Chamber of Commerce came out in favor of the one per cent city sales tax, which was passed by local voters in the city election April 4.

The Chamber supported a fine arts movement, which led to a summer drama workshop. The fine arts council also sponsored an art show during Maize Days and an exhibition in conjunction with the Bailey County group, held at Muleshoe.

The Chamber of Commerce worked throughout the year for improved freight service. President Steve Messenger appointed Ron Dreckman of Missouri Beef Packers to head the freight committee. Other committee members were Kenneth Williams and Hollis Horton.

The committee met with Curry Motor Freight Lines concerning freight delivery irregularities and were able to seemingly better the situation.

In mid-March, Mrs. Dale (Tanya) Gober was employed as secretary by the Chamber, and began keeping the office open on an extended basis, from 9 a.m. to 12 noon and 1-4 p.m. The Chamber agreed to participate in the "Land of Coro-

The Chamber agreed to participate in the "Land of Coronado" program instigated by Southwestern Public Service Company. The local Chamber paid \$240 as their participation, which sponsored a billboard plugging things of interest to see in the Friona area.

In April, the board of directors agreed to be a co-sponsor for a new Parmer County Soil and Water Conservation "needs inventory," which was compiled and published by the Parmer County SWCD.

(Continued on Page 2)

Banquet Program

Invocation: Rev. Charles Broadhurst Welcome and Introductions:

Steve Messenger

Introduction of Retiring Directors:
Steve Messenger

Introduction of Incoming Directors:
Ralph Shirley

Awards Presentation:

Address:

Steve Messenger Dr. Reagan V. Brown Extension Sociologist Texas A&M University



CHAMBER ACTIVITY. . . . A sampling of events which the Friona Chamber of Commerce and Agriculture sponsored during 1970 is shown above. Starting at the top, and reading left to right, a Maize Days planning committee is shown at a Parmer House meeting; participants in the Chamber's July 4th observation are caught by the Star photographer; Chamber Manager Billy Jones presents Maize Queen Ann Hurst her trophy; a scene from the drama workshop; Jones and Chamber secretary Peggy Bryant; two of the winners from the Maize Days dog show; the three winners of the Chamber's lighting contest are presented their checks; and Mr. and Mrs. Bill Ellis were honored by the West Texas Chamber of Commerce with the "Community Service" award.

Chamber Activities For 1970 Reviewed

(Continued from Page 1)

The Friona Chamber helped the Opportunity Plan, Incorporated get started, with a \$100 donation. The OPI loans money to college or trade school students who need assistance in furthering their education.

In its May meeting, the possibility of opening up 14th Street through to the Cemetery Road was discussed, and chamber officials talked to County Commissioner Tom Lewellen concerning this matter, as the part of the street in question lies outside the city limits. Opening of the street could facilitate funeral processions from three churches located on the street, and avoid the necessity of the processions using Highway 60, it was pointed out,

The Chamber sponsored a "Were You Counted" drive in regard to the official government census. A fair response was received, with some 36 city residents and 19 rural residents filling out forms indicating they were missed.

In addition, it was found that two of the city's additions, which had been annexed prior to 1970, had been enumerated in the "rural category". A letter and official city map were forwarded to the Bureau of the Census, in hopes that these could be properly added to the city's preliminary figure of

The Chamber joined the Amarillo chapter of Better Business Bureau, allowing members to use its services.

Members of the Chamber were active in the West Texas Chamber of Commerce activities throughout the year. In May, Clarence Martin was elected to the organization's board

The Chamber's fine arts committee procured the services of Don (Del) Lewis, who directed a two-week drama workshop during June. The workshop was well-received and was concluded with a production for the public on June 18.

The second annual July 4th celebration was coordinated by the Chamber of Commerce, which featured a free pancase breakfast, swimming contests, a bell-ringing ceremony, a formal program at Chieftain Field and a fireworks display, Speaker for the program was Bob Mills of Amarillo. The event was well-attended, by an estimated 1,000 area residents.

Billy Jones was hired as Chamber manager in July, filling a void which had existed since Ted Weaver had left. Jones began his duties on August 1.

Starting August 31, the Chamber sponsored a series of three sales training seminar programs, conducted by Joel Combs of Pampa. They were designed to help employees, managers and owners be better sales people.

The local Chamber of Commerce's biggest event each year is the Maize Days celebration, and in many ways, the 1970 celebration August 31-September 5 was the best ever.

As a highlight of the annual celebration, Ann Hurst, 16year-old daughter of Mr. and Mrs. Andy Hurst, was crowned Maize Queen. New innovations for the 1970 fete included a staged bank robbery and shoot-out, a children's pet show and a fine arts display,

Coming on the heels of Maize Days was the announcement on September 10 that the Chamber of Commerce's entry in Governor Preston Smith's Industrial Expansion contest was one of six statewide winners,

The Chamber's entry was the expansion program at Missouri Beef Packers during 1969, during which the plant doubled its payroll and increased its investment by 50 per cent. Friona Chamber of Commerce organized a delegation and chartered a plane to Austin for the Governor's Conference on

Industrial Expansion, where the award was presented Bill Ellis, editor and publisher of the FrionaStar, brought an honor home to Friona from the West Texas Chamber of Commerce when he was presented the WT Chamber's "Community Service" award,

The award is presented annually to someone in the WTCC's 132-county membership area.

Taking the lead in the battle against drug abuse, the Chamber of Commerce, through its community action committee, sponsored a drug abuse laboratory in conjunction with Friona

Urging more safety precautions on local streets, the Chamber wrote a letter in November to the state Highway Department requesting a traffic light at Main and U.S. Highway 60 and/or Main and Cleveland Street.

In December, the Chamber gave its support to the "Write Hanoi" drive originated by the Friona Young Homemakers.

At Christmas-time, the Chamber of Commerce once again sponsored its Christmas Lighting Contest, and awarded \$125.00 in cash prizes to three Frions residents, O.T. Patterson, Charlie Wise and J.T. Gee.

As a result of being one of the winners in the industrial Expansion contest, the local Chamber was invited to have a float in the Governor's Inaugural Parade January 19.

The Chamber asked the Friona High School Junior class to re-construct its float, which was the winner in the Maize Days parade, and the Chamber defrayed expenses involved in getting the float transported to Austin where it was assembled for the

A delegation attended the parade, and a consensus of opinion was that Friona's float was the best of the lot,



INDUSTRIAL AWARD. . . . Missouri Beef Packers' president J.C. Walker is shown receiving a plaque from Governor Preston Smith at the Governor's Conference on Industrial Expansion in October. Friona's was one of six winning entries in the statewide contest,

FOR MBP EXPANSION

Highlight Of Year Was Austin Award

The highlight of the year for showing views of the Friona Outland, R.L. Fleming, Steve the Friona Chamber of Com- plant, Color slides and movies Messenger, Dale Smith, Marc merce during 1970 came on October 13 when the local ch- 1969, which was the basis of the Shirley and Clarence Martin, amber was honored in Austin at the Governor's Conference

on Industrial Expansion. Friona was one of six Texas cities which were singled out for awards by the conference on the basis of their entries. Friona's entry was the expansion program by Missouri Beef

The Friona Chamber of Commerce chartered a plane which carried a local delegation to Municipal Auditorium.

MBP Company president J.C. Walker accepted the plaque following an impressive presenta-

portrayed MBP's growth during Houser, Doyle Elliott, Ralph

smallest city represented am- L. Black and Steve Bavousett, ong the six winners. Other Clear Lake (Baytown), Lubbock, Kilgore and Laredo.

continuing to attract new industhe affair, held at the Austin tries to the state, and aid exist-

Also, Mr. and Mrs. Charles Allen, Mr. and Mrs. W.D. Bus-Virtually all of the industries ke, Hollis Horton, Billy Jones, honored were giants in their Mr. and Mrs. H.K. Kendrick, fields, and Friona was the Bill Ellis, Richard Collard, A.

Also, Mr. and Mrs. Dan Ethwinners were from San Antonio, ridge, Hugh Moseley, Dr. Paul Spring, Andy Hurst, Dr. Loyd Shackelford, Dick Montgomery, Governor Preston Smith was of Deaf Smith Co. Electric Cothe main speaker for the lunch- operative, and Virgil Marsh, eon. He pledged his support in president of the Deaf Smith County Chamber of Commerce.

Attending the conference ing industries in such fields as from MBP in addition to Walpre-employment or on-the-job ker were Melvin Rolf, Rock Port, Mo., chairman of the Those going on the special board, and board member Jay tion using three projectors and charter plane included A.L. Taylor of Amarillo.



JUNIOR FLOAT, . . . The Friona junior class won first prize in the Maize Days parade. The class re-constructed the float and transported it to Austin for the Governor's Inaugural parade on January

NEW PRESIDENT

Shirley Asks Ideas, Help Of All Members For 1971

came to Friona in 1951 as senior general plant operator, and was promoted in 1959 to manager. He has been with the gas company since 1949. Shirley came to Friona from Hereford.

Shirley says that he would like for the Chamber to recognize two outstanding students each year -- perhaps as an addition to the series of awards presented at the banquet.

"I would like for the Chamber to organize an auxiliary for the women, in order to create more interest in the Chamber," Shirley said. Such a program is currently carried on inother cities, and has provensuccess-

"Also, since we have a fulltime manager, I would like to have the citizens of our area come in or call the office and give us their ideas on how to improve Friona. We'd like to keep Friona on top," Shirley

president of the Friona Cham- Gary, a graduate of Friona High shalls Assn. He also has serwhat they want the Chamber to Shirleys attend the Catholic Ch-

town. He is manager of Pio- member of the Friona Volun-

The new Chamber president past president of the Panhan- ve.

ber of Commerce and Agricul- School, is a sophomore at Tex- ved as an instructor at the Texture, says he wants to hear as Tech. Richard is a junior as Fireman's & FireMarshalls from the citizens of Friona on at Friona High School. The school for the past 15 years. A member of the Friona Noon Lions' board of directors, Shir-Shirley has been a resident The new Chamber president ley is also currently serving

of Friona for the past 20 years, has been active in other civic as vice president of the board and considers Friona his home work. He has been an active for Friona Country Club, neer Natural Gas Company's teer Fire Department, and has can be of service to anyone at Friona office, a position he has served as Fire Chief for the any time" is the way Shirley held for the past 12 years, past 12 years. Shirley is a sums up his willingness to ser-

Ralph Shirley

"I would like to know if I



. . . a year of challenges accepted. . . opportuni ties welcomed. . . goals attained. This is a time of real personal progress for each of us, and a time of dynamic development for the entire community. The year of success for the individual and the

Friona Chamber of Commerce.

It Takes TWO... Your Chamber and YOU! MAURER

Invest In Your Community*

Your money deposited in this bank is used to assist in developing this area.

> It helps people help themselves . . . with farming, business, cattle raising, industry, personal, home and automobile financing.

* Your membership in the Chamber is used to promote a better Friona.

FRIONA STATE BANK

Serving A Great Irrigation And Beef Production Area

Friona

Member FDIC

Phone 247-2706

THE FUTURE OF FRIONA

and

Parmer County



Depends on You!

SUPPORT THE CHAMBER OF COMMERCE

And Their

New Officers, Directors And Committees

For 1971

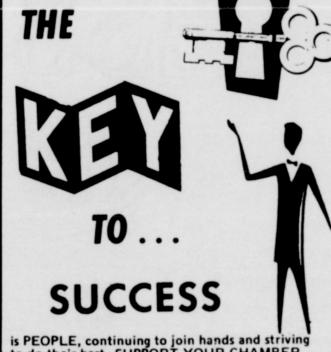
FRIONA NEEDS YOU



WE'RE PUSHING FOR FRIONA



CLABORN FUNERAL HOME



is PEOPLE, continuing to join hands and striving to do their best. SUPPORT YOUR CHAMBER.

ALLEN'S JEWELRY

FORWARD!

through the efforts of the Chamber of

Commerce and

Individual involvement

We firmly believe in our community and its future. To our friends and customers, we reaffirm our obective: To help in every way possible to promote ocal progress and prosperity.

WHITE AUTO

Leland Hutson, Owner

Messenger Presents Review Of 1970 Chamber Activities

1970 Chamber President

The Friona Chamber of Commerce and Agriculture has conness of our community during has represented the community and its interest has been shown ings, with six meetings of 100 per cent attendance and four

initiated and regular attendance by the mayor and city manager has resulted in better

Highly appreciated was the making of office space available to the chamber and TEC by the city in December. The cham ber had paid rent for the TEC office previously, and had furnished office space to the So. cial Security representative, resulting in a convenient place for people to meet without hav-

ognition of our committee activities for the year. Our freght committee, under the leadhas been very active and is resulting in added and better freight service for Friona.

the school on the drug problem

appointed in the spring and tha eir activities included an excellent drama workshop in June under the direction of Don Lewis, and a fine arts exhibit during Maize Days that was tremendous. Their activities culminated in the fall with the formation of the Friona Fine

oad based representation from tering a plane, a delegation of

port from various organizations

celebration, with the most appropriate slogan, "Maize --From Field to Filet," was un-

trial committee, the chamber highlights of committee action sponsored MBP's nomination this year, but presents a porto the Governor's Industrial tion of the activity of the com-Expansion award contest and

Arts Council, Inc. that has br- After having problems charcommunity clubs and other or- 28 members boarded a Texas International plane in Clovis and July 4th celebration this year winners in October along with

enter a float in the Governor's



Steve Messenger

TOWARD A BETTER LIFE ...

PROGRESS

.. thru Community Cooperation

The spirit of cooperation exists in every community . . . but it takes coordinated effort to focus it in the direction of growth and progress. Thats the job of your Chamber of Commerce . . . and you as a member.

PROGRESS TAKES 2... Your Chamber And You!

ROCKWELL BROS. & CO.

O.F. Lange, Mgr.

"LUMBERMEN"

Friona

Four C-C Directors **Retire From Board**

ber year, and another, Steve ture committee Messenger, remains on the bo- Messenger served

are completing two-year terms Narcia served on the cultural on the board include W.D. Bus- affairs committee. ke, farmer-cattleman; Wm. Doyle Elliott, attorney; Clarence Martin, farmer-cattleman and Dale Smith, banker.

Holdover directors include Ralph Shirley, who has been named president for 1971, Dr. Jon M. Roden, Marc Houser and Carl Schlenker.

The five new directors, who will be installed at the banquet, are Glenn E. Reeve, Jr., Ron Davenport, H. K. Kendrick, Ray. Murphree and Wendell Gresham Gresham is the new vicepresident and Murphree is sec-

Messenger, an accountant, and Martin have been active in the West Texas Chamber of

retary-treasurer.



BOOSTING FRIONA



Walt's Quality **Printing**

Chamber of Commerce board ed to the WTCC board of dirof directors had their terms ectors in May, and was placed expire at the end of the cham- on the organization's agricul-

ard in an ex-officio capacity. WTCC's state affairs and edu-Other board members who cation committees, and his wife







CLARENCE MARTIN



THE BEST INSURANCE

For A Growing Community

Is A Strong

CHAMBER of COMMERCE

RUSHING

INSURANCE AGENCY

Come by sometime and let's talk about the best insurance for you, personally



We are proud to be a part of Friona and Parmer County. . . whose active Chamber of Commerce is on the move toward greater progress. Our "wheels" are turning full speed ahead to keep on the move so that we may meet even bigger demands in 1971. Friona is a city on the move toward greater progress So are we!



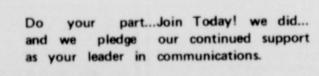




WE SALUTE

FRIONA

Chamber of Commerce





Gerald Kehoe, Manager



Don't YOU Be A Chamber "Drop Out"! Pay Your Dues And Be A Part Of What's Happening In 1971

Messenger Views Year

(Continued from Page 5) Billy Jones was selected for chamber manager in July, and has been a tremendous help to enlarge chamber activities and accept responsibilities that are not possible by the board with- calendar year 1970.

such as ours needs the efforts ing 1,609 telephones in service of a man such as Billy to as- at the end of the year, accordsist the chamber in expanding ing to Jerry Kehoe, district and coordinating their services. manager at Littlefield.

The board has also become This gain was better than

of the 1970 board of directors. calendar year. these with whom to serve. \$1,978,040.

Figures Show 1925 Project City's Growth

up this week by a report from General Telephone Company, which revealed that the city showed better than a ten per cent increase in the number of telephones in service during the

Friona gained a total of 155 A community having growth telephones during the year, hav-

more active in the West Texas two larger cities in the com-Chamber of Commerce this ye- pany's immediate area, Littlear, Clarence Martinwas elect- field and Muleshoe, it was ed to the board of directors and other members have had ed out, some towns in the disimportant committee assign- trict showed losses during the

be fortunate to have had the pr- nice gains by other city utilities, with the city. ivilege of serving with a group including water, gas and elecwith the interest and initiative trical meters, during the 1970 eight people and has a payroll

able when he has men such as 1970 also were a near-record, tant, it still gives the chamber

Was Beginning Of Friona Star

A project of the Friona Chamber of Commerce in 1925 was the for the city, and today the Friona Star is one of the city's oldest uous service.

John W. White was secretary for the Chamber in 1925, and agreed to serve as editor unti stint as editor that would last until 1950.

The Chamber, not wishing to be in the newspaper business, sold the newspaper to private owners within a year of its be-We feel any president would Previously announced were ginning, and it has grown along

The Star presently employs approaching \$40,000 per year. His job is so much more enjoy- Friona's building totals for And, perhaps more importhe "voice" it was seeking.

Friona Chamber's "Hall Of Honor"

"Man Of The Year"

George W. Jones
Steve Messenger
W.L. (Preach) Edelmon
Dr. Loyd Shackelford

"Woman Of The Year"

1958.																				N	rs. Roy (Eva) Miller
1959																!	VI	r	s,		Claude (Katy) Osborn
1960.																					Mrs. Ralph Wilson
1961.																				۸.	Ars. Os (Rose) Lange
1962.																					Mrs. Jay Sanders
1963.					,																Mrs. V. J. Zeman
1964.																					.Mrs. H. K. Kendrick
1965.																					Mrs. Dan Ethridge
1966.																					Mrs. Frank Spring
1967.						.N	11	re		E	'n	n	n	В	F	1	771	O	r	e	& Mrs. T. J. Presley
1968.																					Mrs. Bill Stewart
1969.	. ,			,					,			,	,	,	Ì,	,	Ĩ,	Ì,	N	11	rs. Robert Alexander

"Most Courteous Employee"

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"Teacher Of The Year"

1961.											,		. ,						,		Jo Phillips
1962.	,								,			١,									Mrs. O. I. Beene
1963.																					.Mrs. L.B. McLain
1964.							,					,									Mrs. R.L. Bates
1965.	,				,	,						,								. ,	Benny Pryor
1966.	,						,		. ,	. ,	 				,						Mal Manchee
1967.			. ,					 . ,	,		 										Mrs. Benny Pryor
1968.																				.1	Mrs. Ernest Osborn
1969.				. ,											N	۱r	٠.	8	k	N	irs, Wayne Hodgson

Banquet Speakers

1,00,	
	Supt. (subbed for Waggoner Carr)
1957.	Dr. Leon Hill, Amarillo humorist
1050	
1429' ' '	Jack Lacy, Amarillo C-C manager
1959	
1960	Jerry Kolander, Amarillo
1961	Don Peeples, Amarillo weatherman
1962	
1963	
1964	
1965	
1966	· · · · · · · · · · · · · · · · · · ·
1967	
	(subbed for Leonard Passmore)
1968	Leonard December 1
1000,	Leonard Passmore, Austin humorist
1909	
1970	Dr. Reagan Brown, Ext. Service

Former Presidents

Year	1956 Wright Williams
1926-28 J. J. Horton	1957 J.C. Claborn
1929-31 J. A. Blackwell	1958 H. H. Horton, Jr.
932_33O.F. Lange	1959 Bill Nichols
1934-35 Howard G. Morris	1960 Newman Jarrell, Jr.
1936-38 Den Ethridge	1961 Martell LeVeque
1939-41 J. A. Blackwell	1962 Frank A. Spring
1942-47 Inactive	1963 G.W. Fleming
1948 W. L. Edelmon	1964 John R. Cook
1950 O. J. Beene	1965
951 AL. Black	1966 George Taylor
1952 Wright Williams	1967 Richard Collard
953 J.G. McFarland	1968 Charles Allen
954 Dan Ethridge	1969 Wm. Doyle Elliott
955 Dille Kelley	1970 Steve Messenger

MEET YOUR 1971 OFFICERS AND DIRECTORS Of The Friona Chamber Of Commerce

And Agriculture



Wendell Gresham Vice President



Ray Murphree Sec. - Treasurer



Dr. Jon M. Roden



Marc Houser



Ralph Shirley 1971 President



Billy Jones Manager



Steve Messenger 1970 President



Glenn E. Reeve, Jr.



Carl Schlenker



Ron Davenport



H. K. Kendrick



We thought that Dr. Reagan V. Brown was about the most appropriate speaker that Friona has landed for its Chamber of Commerce banquet in quite some time.

Quite some time.

Dr. Brown, who was introduced as "Mr. Community Improvement" in Texas, has a list of degrees as long as your arm, but he's still just "plain folks."

As far as we have been able to determine, just about everyone who attended the banquet enjoyed this talk thoroughly.

Dr. Brown, who proudly admits to being an "Aggie," made it plain from the first that he wouldn't tell any Aggie jokes. However, as if in retaliation, he did get in a pretty good barb at the Longhorns.

Brown was able to get his audience's attention, and then when he did, he had some important things to say.

In relation to the generation or more that has existed on welfare, Brown said "I think if a man doesn't work he shouldn't eat, and there ought to be a law to this effect."

Brown's admonitions to the leadership in Friona to "brighten the corner where you are" should be heeded, lest Friona become the type of ghost town which he pictured among his color slides.

We need to be more concerned with the future of our city than the fellows whose only concern was "who had the double-six?"

Sharing the spotlight with Dr. Brown was the rib-eye steaks, products of Friona's premier industry, Missouri Beef Packers. They were cooked just right, and apparently made about an equal hit as the speaker.

We were proud to see the large number of out-of-town guests, particularly the out-of-town press coverage, which included reporters and photographers from Lubbock and Clovis newspapers, as well as Channel 4 television from Amarillo.

It was a fine banquet, and should kick off another big year for Friona and its Chamber of Commerce.

We found out this week that we have some readers we were not aware of, and we want to say "Hello" to the gang at the Pete Wright dormitory, Texas Ch-

ristian University.

Danny Kendrick, Friona High School grad, did the right thing when he went off to TCU, and took a subscription to the Star along with him.

We have been aware for years that many of our college youngsters follow the happenings in Friona through the Star, but perhaps we were not aware that many of their friends also "looked us over."

Seems Danny's roommate from St. Louis and other guys down the hall, who come from as far away as New Jersey, get a charge out of the Star.

Fellows, if you have any questions about newspapering, just ask Danny. He taught us all we know about the business.

The world would be better off if people would do absolutely nothing when they have



G.B. (Pete) Busk