



FINAL TOTALS GIVEN

Friona Gains In Census Figures

The final figures are in on Friona's 1970 population, and once again, although they reflect healthy growth since 1960, they are a bit disappointing to local leaders, who rightfully feel they should be bigger.

Although the final count was increased by 47 over the preliminary figures, it appears that the census bureau did not add the totals from the two areas which had been annexed prior to 1970 but were counted along with the rural section.

Our reason for saying this is because there are around 50 names forwarded to the bureau which apparently had been missed by enumerators.

It was thought that probably another 100 persons were in the two areas which were wrongly designated on census maps. So, unless these estimates were grossly missed, the census folks apparently didn't get the proper changes made.

Of course, all that was involved was pride, and by the year 1980 these additions will have been a part of the city for 11 years, and perhaps will be on the maps which the census people come up with.

And, as we've said before, we're just getting into the growth business, with such things as our 60-unit apartment house just now ready for renters. We don't think there is any reason that the city can't grow to 5,000 population by 1980, if growth trends of recent years continue—and if local leaders continue to work at it as they have.

Monday night's bi-district loss was a hard one for Friona Squaw fans—as Albert Lindley says in his column this week, it's no fun to lose!

However, we'd like to congratulate the Squaws for having the best season in several years. Actually, the team's 26-4 final record is much better than some would have thought it would be when the season started.

Just like our football team proved last fall—if you hustle in every ball game, you'll win more games than the experts think you will—and maybe even some you're not supposed to win.

The team's 26-4 record is even more impressive in light of the fact that of the four teams which defeated the Squaws, three of them will be in Lubbock's regional tournament this weekend. They include two of the class AA semi-finalists, Slaton and Spearman, and class A power Claude.

Their other loss was to Tulla, a team that was edged out for their district title by Canyon, which incidentally is a regional finalist, and a team which the Squaws defeated.

We were all set to have a conflict, what with the junior livestock show starting on Friday, and the girls' regional tournament at Lubbock the same day.

However, Slaton's win the other night solved the conflict problem, although we'd have preferred to have had to work it out differently.

Jess Stiles, the freshman football coach at Texas Tech, impressed us with his talk at First Baptist Church's layman's day service last Sunday.

Stiles indicated that the Tech coaches are interested in developing more than just the physical side of an athlete—and hinted that if an athlete didn't at least show promise of being a moral person, that they didn't want to waste their time on them at Raiderland, regardless of their "press clippings."

Stiles said he was particularly pleased with Texas Tech's top freshmen players of last season—quarterbacks Jimmy Carmichael and Joe Barnes. The two are leaders in Tech's Fellowship of Christian Athletes Organization, and apparently are the type of players—aside from their athletic ability—which the Raider leadership, under Jim Carlen, prefer to have as team leaders.

Most fellows privately agree that women should get equal rights. They think the girls have had special privileges long enough.

The official 1970 census figures for the city of Friona was revealed to be 3,111 this week, showing an increase of 51.4 per cent over the 1960 population of 2,048.

The final figure is an increase of 47 from the preliminary total of 3,068 released last May. The additional numbers came from those who had been missed by enumerators.

At the same time, it was revealed that the population of the Friona census division was 4,906—an increase of 970 from the 1960 totals of 3,936. The Farwell-Bovina division, making up the rest of the county, totaled 5,603, down 44 from the 5,647 of ten years earlier.

Census figures indicate that the three towns within Farmer County showed increases, while the rural portion decreased.

The towns of Friona, Bovina and Farwell showed an aggregate increase of 1,638 while the rural section dropped by 712. This accounts for the decrease of 44 in the Farwell-Bovina division.

Bovina gained 38.8 per cent in official figures, from 1,029 to 1,428. Farwell climbed 10.5 per cent, from 1,009 to 1,185. The aggregate population of Friona, Bovina and Farwell, according to the 1970 census, came to 5724. For the first time, the "town" population exceeds the rural population, which is 4785.

Neighboring Dimmitt had an official population of 4,327, a gain of 1392 from 1960. Their percentage of gain, 47.4, was lower than Friona's 51.4. To the south, Muleshoe, with a 1970 population of 4,525, was out-gained both in numbers (654) and percentage (16.9) by Friona.

Hereford, which is the bright spot in the entire Panhandle-South Plains for population growth, showed a tremendous 75.3 per cent gain in population, from 7,652 to 13,414.

The official figures were given to the Star by the regional census office in Dallas. All figures for towns under 100,000 population have not been published as yet.

Official 1970 Census Figures

City	1970 Pop.	1960 Pop.	Inc.	% Inc.
Friona	3,111	2,048	1,063	51.4
Bovina	1,428	1,029	399	38.8
Farwell	1,185	1,009	176	10.5
Rural	4,785	5,497	-712	-14.9
County Totals	10,509	9,583	926	9.7
Friona Division	4,906	3,936	970	25.0
Farwell-Bovina Division	5,603	5,647	-44	-0.8
Hereford	13,414	7,652	5,762	75.3
Dimmitt	4,327	2,935	1,392	47.4
Muleshoe	4,525	3,871	654	16.9

Annual Stock Show Here This Weekend

The 15th Annual Farmer County Junior Livestock Show will be held this weekend in Friona, and officials expect a "bigger and better" show for 1971.

"It appears that we will have more entries this year, particularly in the steer and barrow divisions," stated Jim Johnston of the Friona Young Farmers, sponsors of the show.

Thursday is weigh-in day for barrows and sheep, with judging for these two divisions to be held on Friday. Judging the barrows and sheep will be Jim McManigal, of Texas Tech University's Department of Animal Science.

Weigh-in for these two divisions will be conducted between 2 and 6 p.m. Thursday. Judging of the barrows begins at 8 a.m. Friday and sheep will be judged beginning at 1:30 p.m. that day.

Steers will be weighed in from 7 to 8 a.m. Saturday. Dr. Dale Zinn, chairman of Texas Tech's Animal Science Department, will judge the steers beginning at 9 a.m.

An auction sale of top animals in each division will be held at the bus barn Saturday afternoon beginning at 1 p.m. "We urge everyone in the area to attend and participate in the sale," Johnston says. "We ap-

preciate those who support the sale, and who support the show in other ways as well," he said.

Dwain Menefee is general superintendent of the 1971 show. Bob Riethmayer and Leon Langford are in charge of the steer division. Butch Fairchild and Joe Tarter are handling barrows; and Johnny Miller and Darrell Mason are heading the sheep division.

Johnston and Jerry London are bookkeepers.

Trophies and ribbons will be awarded to the top animals. Showmanship trophies will be awarded in each division of the show.

Temperatures

Date	Hi	Low
February 10	51	18
February 11	68	25
February 12	62	26
February 13	56	27
February 14	70	34
February 15	60	35
February 16	74	37

No precipitation.

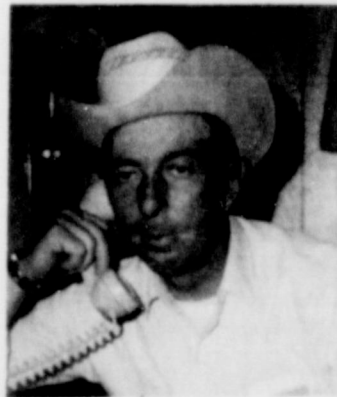
MOVES UP

Earl Elam Named Hi-Plains Manager

The board of directors of Hi-Plains Feed Yard announced this week that Earl Elam has been elevated to the position of manager of the yard. Elam replaces Paul Morgan, who was the yard's original manager.

A veteran of over 20 years in the cattle-feeding business, Elam has been with Hi-Plains ever since it opened in 1967. He has been the number two man in the company since its beginning.

"We are proud to have a man of Earl's ability to elevate to the manager's spot, and we hope that feeders will give him an opportunity to serve them in his new capacity," said a spokesman for the company. Hi-Plains opened in 1967 with a capacity approaching 50,000 head of cattle. It now has pen space for 60,000 cattle, making it one of the largest single operations on the High Plains.



Earl Elam

Dale Carnegie Course To Be Held In Friona

A Dale Carnegie Course is to be scheduled in Friona, and will be conducted by Pat E. Sasser & Associates of Amarillo.

A free preview meeting will be held next Tuesday, February 23, at the Friona Country Club, beginning at 7:27 p.m.

Included in the course will be sessions on effective speaking, human relations and memory training.

Instructing the course locally will be Neal Mager of Bovina, senior instructor and teacher for Dale Carnegie Courses since 1952. Mager went to the Northeast and taught on an every night basis (five nights per week) as a "showcase instructor" for five years.

"We feel we are highly fortunate to have a man of Mager's ability to instruct the local course," Sasser said.

Mager manages Gaines Hardware in Bovina. His wife's sister was Lady Gaines, longtime county resident and pioneer Bovina merchant.

Dale Carnegie Courses were begun in 1912. Carnegie taught the courses himself for 25 years. His world-famous book, "How to Win Friends and Influence People" was published in 1936, and his name became a household word overnight. The company has taught over 1.5 million people in the United



BONE DRY... Rosemary, one of Friona's canine residents, is getting about as concerned about the prolonged dry spell as some of her human counterparts. Farmers and ranchers in the area say the situation is critical, with only .12 inches of moisture measured locally since the first of November, and only 1.02 since October 1. Farmers are beginning to look as sad in the face as Rosemary does. Predictions were for showers this week, but as of Wednesday noon it was still bone dry.

MAN KILLED

Murder Charged In Lazbuddie Shooting

Farmer County had its second murder charge within a week's time last Wednesday, after Mrs. Ann Horta, 32, was charged with the pre-dawn shooting of her husband, Rudolph Horta, near Lazbuddie.

Mrs. Horta was charged before Justice of the Peace J.R. Thornton, who set bond of \$2,

500. She later was freed after posting bond.

Sheriff Charles Lovelace said the shooting occurred shortly before 6 a.m. last Wednesday in the Horta home, located on the Henry Ivy farm near Lazbuddie. Horta was employed by Ivy, having moved to Farmer County about five years ago.

Lovelace said Horta was shot once, in the heart area. Officers confiscated a .22 caliber rifle.

Rosary for Horta was recited last Thursday in the Wharton Funeral Home Chapel in Wharton. Mass was read Friday at Wharton's Mount Carmel Catholic Church.

Survivors other than his wife include four daughters, a stepdaughter, four sons, his parents, seven sisters and a brother.

Tribute Paid To Fortenberry By Senate

Tribute was paid, Thursday, February 4, 1971, to Friona's third casualty of the Vietnam conflict.

Senator Jack Hightower of Vernon introduced Senate Resolution number 203 honoring the memory of Specialist Fourth Class Richard Fortenberry who lost his life September 24, 1970 after a helicopter crash in Vietnam.

The resolution described Specialist Fortenberry as "a valiant young Texan who gave his life far from his home for the cause of liberty and freedom." It stated that his death was felt "not only by his immediate family and his grandmother... but also by every citizen of Texas grieving for the state's outstanding young men who face their duty daily even to the nearness of death."

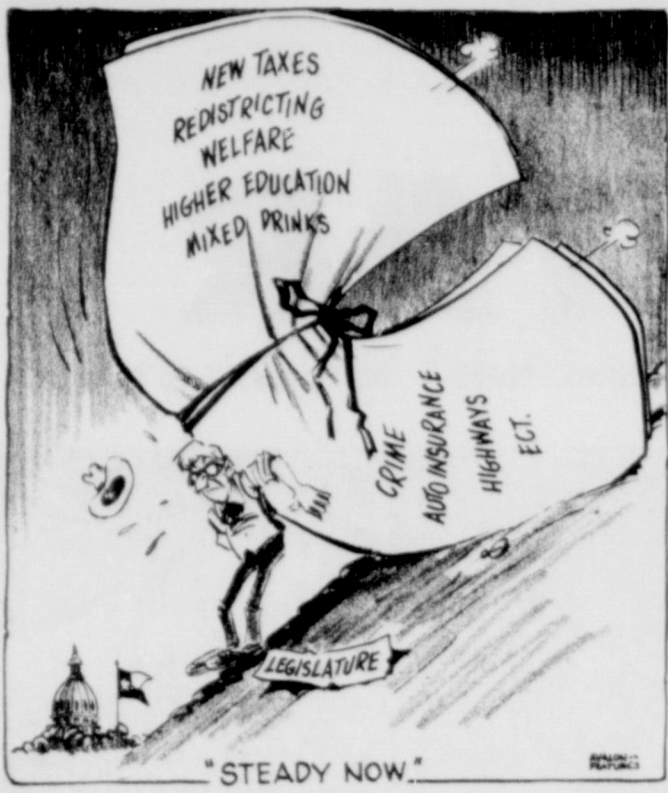
Copies of the resolution will be mailed to Specialist Fortenberry's family.



MAKING THE CHANGE... Florene Knight was one of the early birds in Friona to get her new 1971 auto license plates while the booth is set up in Friona this week. She reminds motorists that the tax assessor-collector will be here through Friday for the convenience of Friona residents in purchasing tags.



MARKER ERECTED... Highway Department employees are shown removing the forms at the new historical marker which was placed at Parmerton recently. Employees are Doyle Wasson and Dean Stovall. An official dedicatory program is scheduled for July 6 of this year.



Flashbacks

...from the files of the Friona Star

40 YEARS AGO--FEBRUARY 20, 1931

J. A. Conway, who has been superintendent of schools for the Friona Independent School District for the past four years, was re-elected to the same office by the school board this week. Jesse M. Osborn, who for the past seven years has been connected with the Friona State Bank, went to Muleshoe Tuesday where he expects to accept a situation with the Blackwater Valley State Bank.

35 YEARS AGO--FEBRUARY 21, 1936

A car crash at the eastern edge of Clovis last Saturday night involving three of Friona's splendid young men resulted in the death of one, J.D. Curry, and the severe injury to the arm of another, Alva (Fat) Pope, while the driver, J.B. Crow, escaped without injury. The three boys had attended the county basketball tournament at Farwell earlier. The pick-up in which they were riding crashed into the rear of a dump truck near the highway intersection on the eastern edge of Clovis.

30 YEARS AGO--FEBRUARY 21, 1941

"I had the pleasure of attending a deferred Lincoln Day Dinner that was scheduled to have happened on Wednesday of last week, but was 'dusted out' by the dirt storms that day. It was sponsored jointly by American Legion Post 206 and the Friona Chamber of Commerce. Mayor Floyd Reeve gave the welcome address, and a fine one in our estimation." --J. W. White.

25 YEARS AGO--FEBRUARY 22, 1946

The Friona girls basketball team captured the Farmer County championship for the sixth straight year, with 22 wins out of 24 games played this year. The girls won the Dimmitt and Sudan Invitational Tournament, placing Mildred Taylor and Lila Robason on the all-tournament teams. The Squaws will enter the district tournament at Hedley this weekend.

20 YEARS AGO--FEBRUARY 15, 1951

Announcement was made yesterday of the purchase of the Friona Locker and Cold Storage firm by S.T. Thornton, local produce merchant and civic worker owning the Friona Poultry and Egg Company. Former locker operator, Ray Landrum, is planning to move to Colorado where he has purchased a summer resort.

Fire at the G.B. (Pete) Buske residence last night resulted in an undetermined amount of damage, with estimates running as high as \$50,000 to the new residence.

10 YEARS AGO--FEBRUARY 16, 1961

Calvary Baptist Church will observe its formal dedication with services Sunday. Dr. Franklin Swanner, District Nine missions secretary will deliver the 11 o'clock message, while Robert Laceywell, former Frionan, will deliver the dedication message and Rev. Bill Burton will deliver the dedicatory prayer.

LETTERS TO EDITOR

The Friona Squaws would like to thank the people of Friona for supporting us throughout this year. We would especially like to thank Bill Ellis and The Friona Star for all the write-ups and pictures. We have had a great season and we are glad to be a part of this wonderful community.

Thanks again--
The Friona Squaws
Gloria Brown, Jayn Massie, Sharon Crofford, Karen Crofford, Ginger Murphree, Kathy Schueler, Diane Day, Janice Milner, Cindy Hudson, Jill Rietmayer, Kathy King, Vicki Ulen, Veva Welch, Sharon Smith, Dixie Wilkins, Gwyn Greeson and Coach F.G. Crofford.

Friona School Lunch Menu

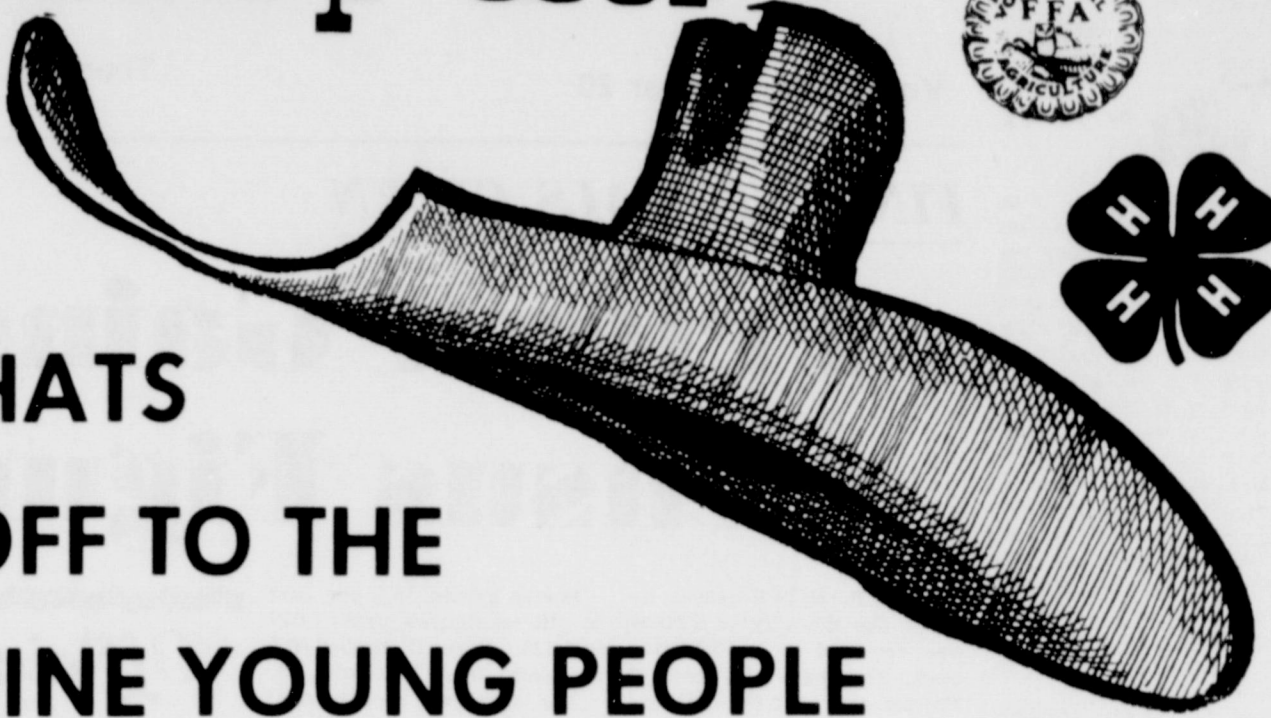
Monday--steak fingers, mashed potatoes, hot rolls-butter, green beans, cherry cobbler and milk.
Tuesday--frito pie, pinto beans, corn bread-butter, buttered mixed greens, pineapple cake and milk.
Wednesday--fish, French fries, tartar sauce, hot rolls-butter, pea salad, coconut pudding and milk.
Thursday--green enchilada casserole, buttered corn, lettuce and tomato salad, chocolate cake and chocolate milk.
Friday--barbeque-on-bun, French fries, catsup, pickles, onions, fruit cup, and milk.



HARLOWTON, MONT., TIMES: "The income tax law has 930 pages and is 'explained' in 17,000 pages of court cases and Internal Revenue regulations. Maybe in order to study brevity the taxers ought to consult the Ten Commandments and Gettysburg Address."

The Wisconsin Power and Light Company, in their publication for employees, notes that in 1970, U.S. population jumped to over 200 million, an increase of about 11 percent over the 180 million reported in 1960.

Whoop-eee!



HATS OFF TO THE FINE YOUNG PEOPLE WHO WILL BE PARTICIPATING IN THE JUNIOR STOCK SHOW IN FRIONA THIS WEEKEND!

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Pause and Reflect

By Nelson Lewis

Regardless of the occasion, whether it be a junior livestock show or a T.V. western: Texas and cattle are synonymous. Today's modern Cattle Empire has made the Golden Spread into a land of plenty.

Reviewing the recent history of our cattle business we are reminded of the early days when the expression "Texas Cattle" meant Longhorns.

These hardy critters that wore thousands of miles of trails into the hard packed earth were a breed unto themselves. Columbus on his second voyage brought cattle to the islands of the New World.

Gregorio de Villalobos brought cattle into Mexico from the Island of Santo Domingo "so that there might be cattle in New Spain."

Cortez brought horses into Mexico in 1519 and later imported cattle from his hacienda in Cuba into the new land.

By the time Coronado began his trip into what is now the United States he faced no difficulty in rounding up hundreds of cows and thousands of sheep.

On his way north, Coronado was forced to abandon many head of sick, injured or strayed cattle.

Twenty-five years later Ibarra visiting that same territory found wild cattle by the thousands.

Wherever the Spanish went they took along horses and cattle. As the tide of conquest moved eastward thru Texas droves of animals were left at early missions.

Arizona came in for a share in creating the herds of Longhorns.

In 1790 the Spanish were stocking ranges in southern Arizona along the Santa Cruz, San Pedro, and Sorota Rivers.

About 1822 the Apache Indians killed the Spanish settlers and their droves of livestock were left to run wild.

So fierce were these animals that even educated travellers considered them to be a native wild American beast as was the buffalo.

Longhorns and buffalo, although cousins of a sort, and sharing some of the same country, led different lives.

Bison habits called for enormous herds migrating as a body following the grass and the seasons in a north to south and back again movement.

Longhorns remained in family sized groups and except in extreme weather stayed close to home.

After generations of roaming the southwest these wild cattle had combined several European breeds into the legendary animal we call Texas Longhorns.

They numbered about five million at the close of the Civil War.

Poverty stricken Texans sought a way of turning this vast reservoir of four-footed devilry into cash.

Out of this necessity was born the invention of "trail-driving."

An expanding industrial empire was pushing westward and in the railroad camps, new towns, and on Indian reservations, the Texas cowboy and his herds were welcome.

For the approximately 15 years that trail driving flourished over 14 million head went north, bringing into Texas some three hundred million dollars.

The financial drought was broken and Texas was able to take its rightful place in the Union.

While we admire our fine Angus, Herefords and "crosses" let's not forget the slab-sided, flop-eared, ornery, long-legged, mournful-looking cow critter and her family of Texas Longhorns, because they too played a big role in achieving independence for our state.

The FRIONA STAR

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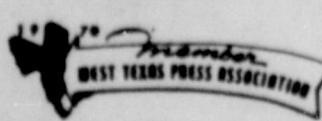
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SUBSCRIPTION RATES

Former County, adjoining counties: \$8 per year. Elsewhere: \$4 per year.



Bill Ellis, Editor & Publisher
Wahneah Beck, Bookkeeper
Jane Floyd, Women's News



Member, Panhandle Press Assn., 1970



Sincerely Yours

BY REV. ALBERT LINDLEY



Well, anyone can tell you, it is more fun to win than to lose and it doesn't help my anxiety to have someone say, "Well, someone has to lose." I just don't like to lose.

Our girls finished the year of basketball for themselves in a losing cause for Bi-District but I'm glad they made it as far as they did--still, it isn't fun to lose, as they will tell you. . . .

I suppose we could philosophically say, "Just wait until next year," which sounds great for next year but it doesn't do much for this year. It's just not fun to lose. . . .

But have you really ever thought it over? We don't always win. I mean--just look at your own situation. You don't always win, do you? I don't. I do think I have had my share of being on the winning side but I sure have tasted the dregs of defeat in some magnificent ways. Losing isn't fun. . . .

However, with our losing potential always at our side, we do need some understanding about the fine art of losing.

When we live in a "democratic-majority-decides" culture, we need to know how to react and function, even when we have failed to get our way.

It seems there are many situations today made extremely unbearable simply because someone fails to even attempt to get along after losing "his way" of wanting something.

I can even trace some of our cultural unrest to such reactions. One needs to know how best to persevere his cause even as it is defeated. It isn't funny, this losing.

I mentioned last week in our church paper--we're not in competition with this paper--we wouldn't even try--we don't have funnies--At any rate, I told about being second in district declamation when I was back in high school--which wasn't long ago. . . I won second because there were only two of us entered. . . .

What I failed to mention was that the person who beat me was a girl. . . (Horrors) But something was even worse. . . I had talked her into entering the declamation so we could make the trip together. How's them apples?

It isn't funny to lose like that, I'll tell you for sure.

Did you hear the one about the boy who came home with his report card--which was pretty good, but he related to his father that he was not the highest in the class? A girl held that honored position. His father chided him a little because he let a mere girl beat him. The young man retorted, "But Dad, girls are not as mere as they used to be."

And they're not--but still, it isn't fun to lose. . . .

I'm sure Ray Floyd didn't like the second spot in Bob Hope's Open Golf Tournament this past week end. Certainly not as much as the first spot that Arnold Palmer occupied--it's just hard to cut it up so that losing is fun. . . .

There is a time when we need to be extra concerned about the game--and I'm kinda turning this around so that we are now going to talk about this life we live.

Certain aspects of it will be registered in the win column and some in the other--but when we tally the thing up, just where will it all come out?

O, I know you have heard this in many different ways and from many different guys, much better than this, but I just had to get my shot in. . . .

I can't think of any loss that would be as tragic as the loss of a life that has potential to be a useful, purposeful, functional, Child of God, related to Him in an exciting way--really in a right relationship with Him--only to lose it all simply because we just let "self" move into the winner's circle in most situations.

That is tragic and besides, it sure won't be fun to lose there--

Is it really worth it all? That thing you think is so important, knowing that God doesn't?

For God's sake, and yours, don't lose. . . .

Presented As A Public Service By The Following:

Ethridge-Spring Agency	Friona State Bank
Continental Grain	Chester Gin
Hi-Plains Feed Yard	Friona Clearview TV
Friona Co-Op Gin	Rushing Insurance
Friona Motors	Friona Consumers
Bi-Wize Drug	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: 7:30 p.m.
FIRST BAPTIST Sixth and Summit--Rev. Charles Broadhurst Sunday School: 9:45 a.m. Worship: 11:00 a.m. Training Union: 6:00 p.m. Evening Worship: 7:00 p.m. Wednesday Prayer Meeting: 8:30 p.m.
MEXICAN BAPTIST CHURCH 4th and Woodland--Rev. Donnie Carrasco Sunday School: 9:45 a.m. Worship: 11:00 a.m. Training Union: 5:00 p.m. Evening Worship: 6:00 p.m. Wednesday Prayer Meeting: 8:00 p.m.
ST. THERESA'S CATHOLIC CHURCH 16th and Cleveland--Father Norman Boyd Mass: 10:30 a.m. 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 School: 10:30 a.m. Evening: 7:00 p.m. Wednesday Evening: 8:00 p.m.
SIXTH ST. IGLESIA de CRISTO 408 W. Sixth--M.R. Zamorano Bible Study: 9:30 a.m. Worship: 10:30 a.m. Evening: 8:00 p.m. Thursday Evening: 8:00 p.m.
FRIONA UNITED METHODIST CHURCH 8th and Pierce--Rev. Albert Lindley Sunday School: 9:45 a.m. Worship: 11:00 a.m. MYF: 6:00 p.m. Evening Worship: 7:00 p.m.
UNITED PENTECOSTAL CHURCH 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.

ROCKLAND, ME., COURIER-GAZETTE: "As the power companies struggle to keep pace with the ever increasing demand for electricity they have to cope with the clean air and water people, too. There are three sources of power with which to generate electricity, nuclear, hydro and fossil fuels. There are those who damn the dams that supply the hydro-electric plants. Nuclear plants are experiencing opposition. Coal and oil fired plants are under attack, too. If all of them are successful in their aims, we are going to be a bit on the dim side of things, let alone industrial power. We might turn to the old-fashioned kerosene lamp, but if memory serves us right they smoke, too. Oh well."

APPLE VALLEY, CALIF., NEWS: "Most of us have a certain degree of tolerance for restrictions, harrassments and persecution, but we all have a breaking point, depending on our temperament. We will go along, being annoyed and restrained until, some one thing, and it may be very small, constitutes the proverbial last straw. . . . We only hope the ultimate result will not be either a complete abandonment of our respect for the law or, worse yet, a police state."

Father Of Frionans Is Buried In Clovis

Funeral services for L.R. Talley, 92, who died Tuesday, February 8 at Clovis Memorial Hospital, were conducted from Charles V. Steed Memorial Chapel at 2:00 p.m., Wednesday, February 10.

Talley was a long time resident of the Pleasant Hill Community, north of Texico.

Survivors include three sons and one daughter who live here. They are R.F. Talley, Joe Talley, Calvin Talley and Mrs. Sallie Cole. Other daughters are Mrs. Rose Goodman, Denver; Mrs. Lillian Mayberry, Vernon, Texas; Mrs. May Ardisone, Santa Fe, New Mexico; and Mrs. Mark York, Anaheim, California. Harry Talley of the Pleasant Hill Community is the other surviving son.

Also surviving are seven grandchildren and eight great-grandchildren.

One son, Hubert, preceded his father in death.

Pallbearers were Joe Burford, Ralph Leonard, Howard Martin, Sam Aldridge, Roy Lovett and Troy Lovett.

Burial was in Lawn Haven Cemetery, Clovis.

New Director For Council

Pat Harris has been named Executive Director of the Caprock Girl Scout Council, replacing Mrs. Irene Beck who held the post for eleven years.

Miss Harris comes to Lubbock from Albuquerque, where she was Assistant Executive Director of the Chaparral Girl Scout Council for ten years. Prior to her post in New Mexico she was Executive Director of the Amarillo Girl Scout Council for five years. It was at Amarillo that she began her Professional Girl Scout Career as a Field Director.

An Executive Director of the Caprock Girl Scout Council, Miss Harris will have overall supervision of some 5,300 girl scouts and 1,100 leaders in an 18-County Area that includes Friona.

The Caprock Girl Scout Council Executive also served in Europe with Special Services, U.S. Army. She was a service club director for two years and an assistant sub-area director for one year in Germany.

The native Amarilloan served on the staffs of the National Girl Scout Roundup, Button Bay, Vermont in 1962; and at Faragut, Idaho in 1965 as a Camp Director.

She has also served on the Board of Directors of the Coronado Section, American Camping Association for five years and for nine years was an Official Camp Visitor for the American Camping Association.



Frozen foods should be transferred from soggy cardboard boxes to moisture-vapor-proof plastic containers to lock moisture in and keep air out.

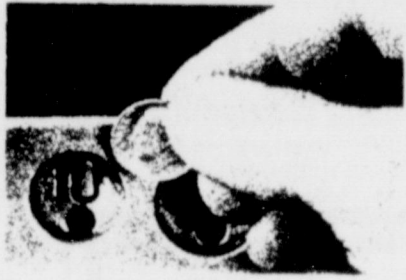
While it's considered wiser not to thaw frozen vegetables prior to cooking (to prevent possible loss of vitamin content and spoilage) . . . there are a few exceptions. For example, corn-on-the-cob, if not thawed before cooking, will be either overcooked or icy in the center. Leafy vegetables will be more uniform if thawed just enough to separate the leaves. If a commercially frozen vegetable is being used, directions on the package will be a good guide to follow.

Almost every cut of beef found in the meat section of



today's supermarket can be frozen without any problem. Use true freezer wrapping or airtight, moisture-proof Tupperware plastic containers for fresher, longer storage.

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

Check advertisement and report any error immediately. The Star is not responsible for error after ad has already run once.

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CARDS OF THANKS

We wish to express our most sincere appreciation to our many friends and neighbors for the beautiful flowers, cards, visits, food and other kindnesses shown us since the death of our father and grandfather. May God bless each of you, The family of L.R. Talley 20-1tc

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NOTICE

The Corporation Has Purchased the Shares of Ted Tucker in Friona Parts & Service, and Tucker is No Longer Associated With the Company. We Will Have a Further Announcement In This Regard In The Very Near Future.

FRIONA PARTS & SERVICE

WELCOME TO FRIONA



This week we welcome the Ronnie Shafer family to Friona. Shafer is the new manager of Heathington Lumber and Ace Hardware. He and his wife Pat, daughter Lynnette, 7, and Dwayne, 10, live at 1209 Pierce. They moved here from Muleshoe, and attend the Primitive Baptist Church.

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STATE REPRESENTATIVE

Clayton Attended Meet In Washington, D.C.

State Rep. Bill Clayton of Springlake just returned from a two-day meeting with other state legislators in Washington, D.C., on programs and problems requiring effective working relationships between state officials and the federal government.

Rep. Clayton serves with 65 other state legislators from 37 states on the National Legislative Conference's Intergovernmental Relations Committee which met on Friday and Saturday, January 8 and 9, with Congressional and Administrative officials.

As chairman of the Committee's Task Force on Natural Resources, Clayton spent considerable time working with federal and state officials on programs affecting conservation, resources management, air and water quality, and other aspects of environmental control of importance to the States. Give-and-take discussions were conducted between Task Force members and representatives of the Federal Council on Environmental Quality, and the Environmental Protection Agency.

The Intergovernmental Relations Committee is a vehicle by which state legislators actively contribute to federal decisions having a state impact. The Committee formulates legislators' views on significant federal-state issues, and then communicates them through testimony and informal contacts to congressional committees and federal agencies.

Upon returning, Rep. Clayton noted that "because of the complexity and nature of problems facing this Nation, all levels of government must take an active part in their solution." He called for a continued re-shaping of the governmental process, specifically the added perspective and increased involvement by representative groups of state legislators such as the Intergovernmental Relations Committee.

Priority issues considered by the full committee included urban affairs, government operations, human resources, public safety, natural resources, and commerce and transportation.

The speaker at a closed luncheon session was William D. Ruckelshaus who recently was appointed Administrator of the newly-created Environmental Protection Agency. He discussed his agency's efforts to enforce air and water quality control standards and related cooperation with state officials.

Policy positions developed by the Committee will be reported in August to the annual meeting of the National Legislative Conference. The National Legislative Conference is an association of all state legislators and legislative service personnel of the fifty States.

Laymen Have Church Spots

Layman's Day for Calvary Baptist Church will be held Friday, Saturday and Sunday, in evening services only.

Speakers for the series of meetings, slated at 8 p.m. each night, are Ira Holt, C.L. Vestal, Bud Ferguson, J.P. Sims, and Phil Phipps. Harold Taylor is in charge of music.

LEFTOVERS--Thin slices of day-old bread spread with softened butter, then sprinkled with Parmesan cheese and toasted until crisp make an excellent accompaniment for soups or salads.



BARROW CHAMP... Randy Bush of Lazbuddie exhibited the grand champion barrow in the 1970 Parmer County Junior Livestock Show. He is shown with his champion Poland China entry. Lazbuddie entrants have won the championship for the past 10 years in the barrow division.

CO-OP'S CONTEST

Washington Trip Is Oratorical Reward

Expense paid trips to the nation's capitol city will be awarded winners of an oratorical contest was announced this week by James Hull, manager of Deaf Smith County Electric Cooperative.

The contest is open to any boy or girl at least 16 years of age but not 18 years of age prior to September 1, 1971, Mr. Hull said. Winners will join winners of similar contests sponsored by other electric cooperatives across Texas on the sixth annual Texas Electric Cooperatives Government-in-Action Youth Tour to Washington, D.C. All expenses of the 12-day trip beginning June 12, will be paid by Deaf Smith County REC.

Each entrant will be required to give a 5 to 8 minute talk on the subject "Rural Electrification-Challenge of the 70's," and answer one or more of 50 questions asked by the judges.

The oratorical contest will be judged on the basis of (1) knowledge of subject-40%; (2) speaking ability-30%; (3) poise-10%; (4) personality-10%; and (5) appearance-10%.

Interested young people may obtain an official entry blank from their school or the offices of Deaf Smith County Electric Cooperative. The deadline for

submitting entries will be February 26, 1971.

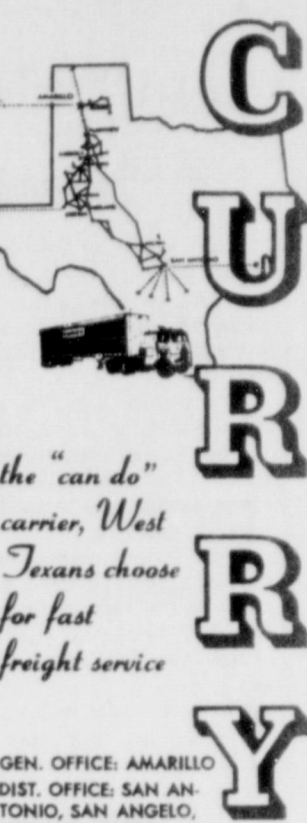
As participants in the Texas Electric Cooperatives Youth Tour, local contest winners will travel by chartered bus to Washington, D.C., where they will spend four days visiting places of historical interest and seeing the nation's government in action.

On Wednesday, June 16, the Texas group will meet more than 1,000 students from other states for a program sponsored by the National Rural Electric Cooperatives Association and the Rural Electrification Administration. The program will feature presentations by officials of these organizations and other Washington personalities and possibly the Presidential staff.

The eventful day will end with a chartered cruise down the Potomac River which will include entertainment and refreshments.

Also included on the 12 day agenda will be visits to the following: George Washington's Mount Vernon Home, Arlington National Cemetery, the U.S. House and Senate, the U.S. Department of Agriculture, the Smithsonian Institute, the Lincoln Memorial and other places of interest.

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- BE A BETTER CONVERSATIONALIST
- DISCOVER THEIR PERSONAL ABILITIES
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FREE Preview Meeting

Tues, Feb. 23rd

FRION COUNTRY CLUB -- 7:27 p.m.

FRIONA

DALE CARNEGIE COURSE

Slaton 41, Squaws 36 In Bi-District Game

Coldness At Line Hurts Friona Bid

Cold shooting at the free throw line and a tenacious Slaton defense caused the Friona Squaws to drop their bi-district playoff game at Levelland Monday night, 41-36.

The trouble was, the cagers from Lubbock County just didn't let Friona shoot very many times. And when Friona had the shots at the free throw line, it couldn't connect.

The Squaws missed the first half of a one-and-one shot four times in the fourth quarter, and had they converted all of these shots—plus the bonus, you can easily see that the eight points would have meant victory.

The Squaws were hot from the field in the first half, hitting nine of 13 shots, but cooled to only three of 18 in the second half. The team hit 12 of 21 free throws. Friona outscored the Tigerettes from the field, 24-22, but Slaton was hot at the free throw line and that was the difference.

However, for three quarters, the game was a thriller, and all you could want from a playoff contest. Slaton took advantage of a Friona cold spell to start the final quarter, and was able to put some breathing room onto the one-point lead it had as the quarter ended. And the Squaws could never recover.

The Tigerettes, in bi-district for the third time in nine years, jumped out to 2-0 and 3-1 leads before Diane Day gave Friona a 3-3 tie with a driving layup.

Two passing errors resulting in turnovers allowed Slaton to take a 7-3 lead after three minutes, but baskets by Sharon Crofford and Miss Day tied the count at 7-all, and Karen Crofford's free throw and set shot gave Friona its only leads at 8-7 and 10-7.

The Tigerettes came back to tie the score on a three-point play by Sue Brake, and led at the quarter's end, 14-12.

Slaton threatened to break the game open as the second quarter started, taking a 20-14 lead before Friona could get untracked.

However, sophomore Sharon Smith sparked a rally that brought the Squaws back within two points. It was 24-22, Slaton, after Karen Crofford's jump shot with two minutes left in the half.

Two free throws by Marilyn Meeks with four seconds left allowed Slaton to take a 26-22 edge to halftime.

Friona again started cold as the third quarter opened, and fell behind by seven, 31-24 after three minutes. For one period, the Squaws hit some free throws, and were able to pull back to within two, at 31-29. Sharon Smith's jumper with 48 seconds left in the quarter brought the Squaws to within one point, 32-31 and this was the quarter score.

The first two minutes of the final period spelled doom for Friona. The Squaws scored just two points, while Slaton was grabbing six, for a 38-33 lead that was to stand up.

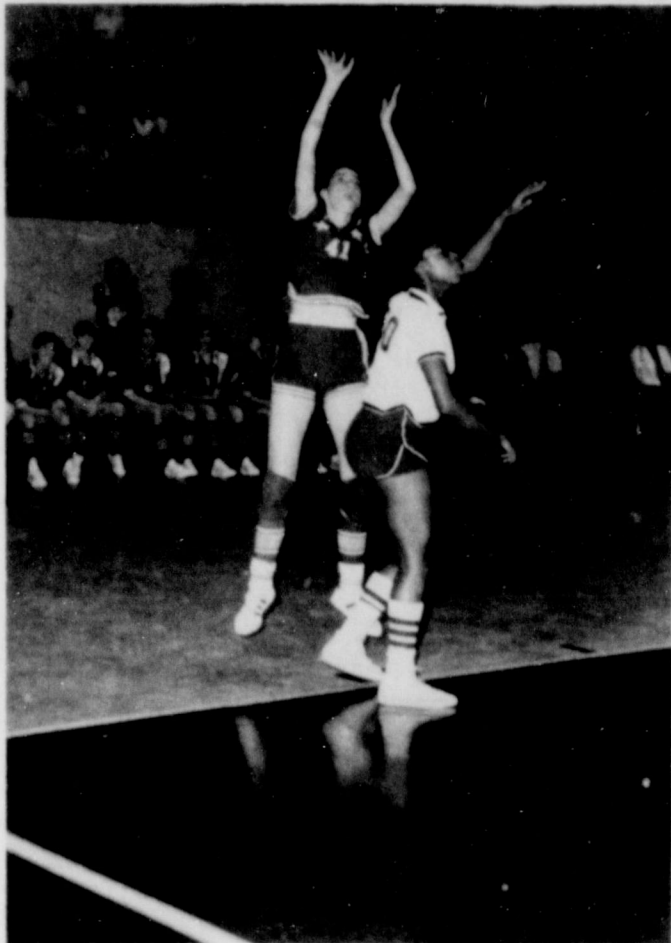
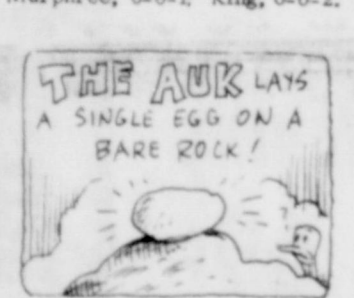
In fact, the Squaws were hung on 33 points for over four minutes of clock time, and this cost them dearly. Slaton meanwhile wasn't doing much better, but finally did score a basket with 2:04 left, to take a commanding 41-33 lead.

The Tigerettes went into a delay game during the final three or four minutes, and drew fouls which helped them clinch the win.

The loss broke a Friona streak of having won four consecutive bi-district games, and it was only the second loss for the Squaws in their last 11 playoff games, counting regional and state tournament games.

Slaton avenged a 55-34 loss to Friona in the 1965 bi-district contest, and also a 47-43 loss to the Squaws in the opening round of the Tullis tournament early in the season.

.....
SQUAWS 12 10 9 5-36
Slaton 14 12 6 9-41
Day, 4-7-15; S. Crofford, 2-2-6; K. Crofford, 3-1-7; Smith, 3-2-8; Ulen, 0-0-5; Massie, 0-0-5; Brown, 0-0-2; Murphree, 0-0-1; King, 0-0-2.



TWO FOR DIANE. . . Diane Day is shown sinking a jump shot in the second quarter of the bi-district game Monday night against Slaton. Shown watching is one of Slaton's fine guards, Elnora Moore. The Tigerettes defense was one of the toughest Friona faced all year.

END SEASON

Chiefs Stumble Twice To League-Leaders

The Friona Chieftains closed out their 1970-71 season against the powerhouse teams from Dimmitt and Morton, and fell to both teams.

Dimmitt scored a 77-44 win at Dimmitt last Friday, while Morton rolled up a 94-42 win for the largest score against the Chieftains this season.

The previous Tuesday, the Chieftains had fallen to a late Lockney rally, 65-59.

.....
CHIEFS 15 16 11 17-59
Lockney 16 7 17 25-65
McPherson, 9-2-20; L. Fallwell, 3-5-11; Bandy, 7-0-14; Fortenberry, 3-2-8; Bailey, 1-0-2.

.....
CHIEFS 12 8 12 12-44
Dimmitt 16 26 9 26-77
G. Fallwell, 3-3-9; McPherson, 3-1-7; Fortenberry, 2-0-4; Finley, 3-0-6; Weatherly, 3-0-6; Bandy, 0-4-4.

.....
CHIEFS 2 17 7 16-42
Morton 27 22 26 19-94
Fortenberry, 7-0-14; McPherson, 2-1-5; Finley, 3-0-6; Clark, 3-0-6; Bandy, 1-2-4; Royal, 1-1-3.

7th Grade Wins 35-23

The seventh grade boys defeated Dimmitt here Thursday night by the score of 35-23. Friona was led by Davy Carthel who made 18 points and stole the ball several times on key plays.

Dimmitt took the lead with ten seconds gone in the game but Troy Messenger tied it up with 22 seconds gone. Friona led the rest of the first half but Dimmitt went ahead on a field goal, 13-12, with 30 seconds gone in the third quarter. Davy Carthel put Friona ahead to stay 54 seconds later. Friona's longest lead was 14 points, 35-21, with 46 seconds left in the game.

.....
Friona 9 12 24 35
Dimmitt 4 11 19 23
Davy Carthel, 8 2-18; David Barnett, 3-0-6; Troy Messenger, 2-0-4; Kent Miller, 2-0-4; Ronald Land, 1-1-3.

TEAM LAUDED

Squaws Impressive In Win Over Meadow

The Friona High School Squaws scored a 45-41 win over Meadow, a tough class B district champion, last Thursday in a warm-up game at Levelland.

The game was about as close as a basketball game could ever be, with the largest lead being the final margin. Three points had been the biggest lead for either team until Diane Day broke under the basket with just seconds left to give the Squaws a final margin of 45-41.

The score was tied 15 times during the game. Friona held the lead 11 times, and Meadow had only five leads.

Meadow's high-scoring Bronchos with a scoring average of over 60 points per game, were held to their lowest point output of the season, and it was only the team's third loss of the year.

Friona, meanwhile, scored its 26th win against only three losses. One of the Meadow forwards had a 20-point scoring average, and was held to only four points by the Squaw guards.

Shira Caswell, the big Meadow forward, scored 25 points, and caused guard Gloria Brown to foul out after only 2:42 had expired in the third quarter.

Each team held the lead once during the first quarter. A

field goal and free shot by Diane Day gave Friona its first three-point lead at 7-4, but Meadow came back to tie the score at the quarter mark at 7-all.

Meadow took its longest lead at 10-7 as the second quarter opened, but the Squaws rallied to tie it up at 10-all, and they never trailed again in the quarter although the score was tied six times. Miss Day's jump shot gave Friona a 22-20 half-time lead.

The lead see-sawed during the third quarter, with shots by Sharon Crofford and Sharon Smith giving Friona its leads. The score was knotted again at 30-all entering the final eight minutes.

Meadow had its last lead at 34-32 early in the last quarter. Miss Smith hit a free throw, and Karen Crofford a basket to send Friona out front for the last time at 35-34, but the game was never "on ice."

Miss Day hit a field goal to give Friona a 40-36 lead with four minutes left, and soon after, the Squaws went into a delay game.

The lead was later cut to two points, but Friona still delayed. Miss Day again connected for a 43-39 lead with a minute left.

Miss Caswell hit with 12 seconds left to cut the margin to 43-41, but Miss Day broke under

the basket ahead of the buzzer to give the team an easier-than-it-sounds 45-41 win.

"It was a tremendous performance by our entire team. Meadow was a much larger team than we were, and by all appearances, should have beaten us. But our players fought them tooth and toenail all the way," said Coach F.G. Crofford.

Friona also won the B-game, 45-38, as Carol Reeve led the B-Squaws in scoring with 17 points.

.....
SQUAWS 7 15 8 15-45
Meadow 7 13 10 11-41
Day, 7-5-19; S. Crofford, 6-0-12; K. Crofford, 1-2-4; Smith, 2-6-10.

8th Grade Posts Win

The eighth grade boys won their game here Thursday night against Dimmitt. Dimmitt had handed these boys their second loss in two years earlier in the season at Dimmitt, their other loss was to Levelland.

Kevin Welch gave Friona the lead on a field goal, a lead that was never relinquished although Dimmitt did tie it up five times, 2-2 with 5:15 left in the first quarter, 8-8 with 42 seconds left in the first quarter, 9-9 with 4:09 left in the second quarter, 11-11 with 2:20 left in the second quarter, and 25-25 with 4:05 left in the game.

Friona's longest lead was eleven points, 23-12 with 3:57 left in the third quarter. The Friona team was led by the shooting and ball stealing of Gene Strickland and Kevin Welch.

.....
Friona 9 19 23 35
Dimmitt 8 11 21 28
Gene Strickland, 6-1-13; Kevin Welch, 3-4-10; Clay Bandy, 2-2-6; Dale Cleveland, 1-4-6.



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Little Dribblers Loop Sets Second Year Here

National Basketball champions in Friona?

Probably not too many of our area citizens would give much consideration to such a question. But a realistic assessment of Friona's new Little Dribblers Basketball program shows that a possibility for a National Championship does exist.

The Little Dribblers basketball league in Friona, which will operate for the second year under the sponsorship of the Friona Booster's Club, is an active part of the nation's most rapidly expanding youth activity, Little Dribblers, Inc. This season, Little Dribblers basketball leagues are operating in over 50 Texas communities, 12 other states, and people in 29 states are interested in organizing teams.

A few years ago in Levelland, Texas, local citizens decided they wanted to boost the city's sagging junior high basketball program. What they did is now on its way to becoming basketball's equivalent of Little League Baseball.

Helping Levelland was the original idea in creating basketball leagues for boys 9, 10, 11, and 12 years of age. The idea caught on so well that less than two years ago, Little Dribblers, Inc. received its Charter. Expansion followed and last year teams from Arizona, New Mexico and Texas participated in the First Annual National Little Dribblers Basketball Tournament.

All towns, regardless of size, have a chance to win a National Championship designation. Regional play-offs will determine the 16 teams-eight from each division-that will meet in this year's Second Annual National Tournament, scheduled for April 20-May 1.

LDB rules call for two divisions of play. The American Division for towns with less than 5,000 population and the National Division for cities over 5,000 population.

Friona is one of the Texas towns that will have an active

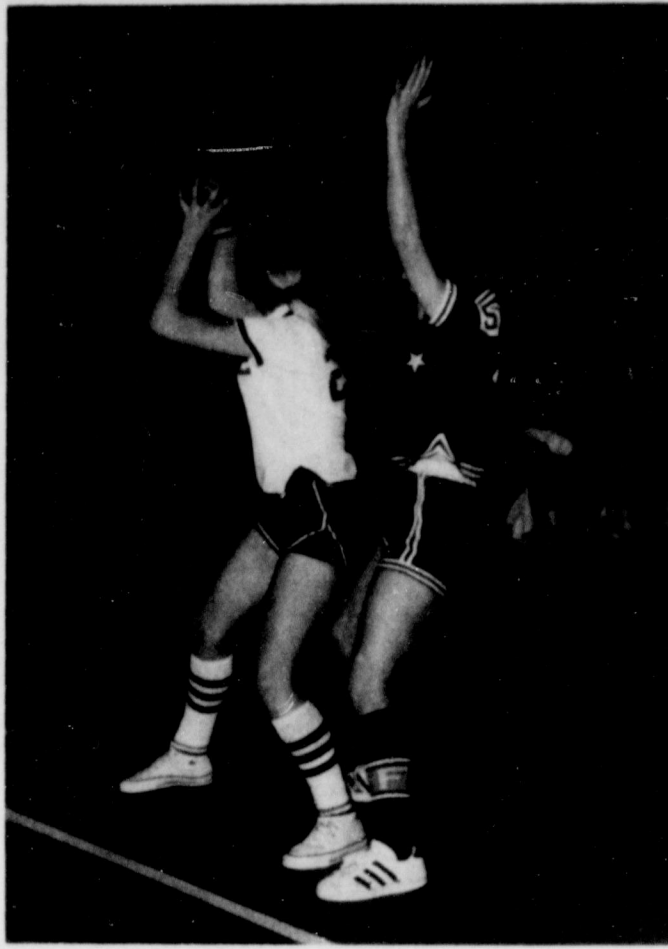
Little Dribblers league and local officials are shooting for a national title.

One of the best things about the program, supporters say, is that every team member must play at least one full quarter of each game. Every team member is a playing member. Besides teaching fundamental basketball skills, participation encourages leadership abilities, cooperation in team play and physical fitness.

Kenneth Neill was one of the first Friona citizens to express an interest in establishing the Little Dribblers program here. The local league will begin play the middle of February and continue through April.

The Board of Advisors for Little Dribblers, Inc. includes major college coaches Bob Bass of Texas Tech, Leon Black of Texas and Ted Owens of Kansas. And numerous high school coaches (who can see future results) also provide expert advice on program administration.

National Basketball Champion in Friona? Could be!



CORNERED. . . Sharon Smith of the Squaws puts a roadblock on Carol Greenfield of Slaton in the corner of the court in action from the bi-district game. Slaton won, 41-36, to advance to the regional playoffs in Lubbock.

Friona Squaws Are Playoff Veterans

Monday night's bi-district game for the Friona High School Squaws was the ninth for the team since the University Interscholastic League has used the bi-district concept in its playoff system.

Prior to Monday's game, the Squaws had won six and lost only two games in the bi-district, or first round regional, as the playoff game is sometimes called.

It was the second time for the team to meet Slaton in bi-district, having claimed a 55-34 win over the Tigerettes in 1965, their last time in the playoffs.

In 1963 and 1964, the Squaws met Post in consecutive years in bi-district, and claimed one thrilling 55-53 win, in 1963, and a runaway 73-40 win in 1964, the year the Squaws won the state title.

Abernathy and Hale Center also have been met twice in bi-district. The Squaws bowed to Abernathy, 63-56, in 1959, their first year in class AA. The following year, Friona zapped the Antelopes, 49-29.

Playing in class A, the Squaws dropped a 47-44 decision to Hale Center in 1957, but returned the following year to nip the Owlettes, 59-57.

In regional play, the Squaws own an 8-3 record. They have won their last eight regional tournament games in class AA. They dropped a 74-54 decision in 1958 to eventual class A state Champion White Deer in 1958, lost to Idalou in 1953 and to Flower Grove in the 1954 class B tournament.

In state tournament play, the Squaws have a 5-3 record, and have met eight different teams. Two of the losses were in the finals, 66-63 to Bowie in 1960 and 60-57 to Edna in 1965. Little Cypress downed the Squaws, 57-46 in the semi-finals of 1963.

Wins have been over Bowie, 60-54, Cotulla, 64-38, Mineral Wells, 63-49, Clear Creek, 50-45 and Rockdale, 60-44.

Prior to the UIL state tournaments, the Squaws went to state tournaments six times in the "McKamie League," five times in a row. In one three-year stretch, the Squaws compiled an amazing record of 107 wins and

only six losses, but second place was as high as the team could finish. The only team in the state with a better ledger during this time was Aquilla, which won 92 and lost only one and swept to three straight state titles.

Under the McKamie League set-up, teams played to county championships. Friona competed with Farwell, Bovina, Lazbuddie and Oklahoma Lane on a round-robin and tournament schedule.

The Squaws were county champions eight straight years from 1941 through 1948, and also were county champs five times during the 1930s, going to the state meet in 1932.

Thus, this season marks the 24th year since 1932 for the Squaws to be in the basketball playoffs.

Cleaning dirt from the crevices of a rubber tub mat is easy when you use your grime-dissolving cleaner and scrub it with a small brush. (An old nail brush works fine.) Rinse thoroughly with clear water. And you can use the same cleaner with a larger brush or a piece of rough textured cloth to remove the soap scum that accumulates on tile shower walls.



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1971 Little Dribblers

Friday-February 19 and Monday, March 15	5:30 6:30	Suns-Bucks Knicks-Bullets Lakers open
4:30 5:30 6:30		Celtics-Lakers Bucks-Hawks Knicks open
Monday-February 22 and Thursday-March 18	4:30 5:30 6:30	Lakers-Bucks Knicks-Suns Bullets-Celtics Hawks open
Thursday-February 25 and Monday-March 22	5:30 6:30	Knicks-Celtics Bullets-Lakers
4:30 5:30 6:30		Hawks-Suns Bucks open
Monday-March 1 and Thursday-March 25	5:30 6:30	Lakers-Hawks Knicks-Bucks Celtics-Bucks Suns open
4:30		Hawks-Celtics

Frosh Claim

Dimmitt Win

The Freshmen boys won their game here Thursday night against Dimmitt.

James Perea gave Friona the lead, 2-0 with 6:37 left in the first quarter. Friona never trailed in the game although it was tied four times, 2-2 with 6:23 left in the first quarter, 19-19 with 4:21 left in the third quarter, 23-23 with 2:30 left in the third quarter and 25-25 with 1:56 left in the third quarter.

Friona was led by James Perea with 13 points.

Friona	11	19	29	40
Dimmitt	6	11	25	30

James Perea, 5-3-13; Bill Fallwell, 4-0-8; Jesse Rando, 3-0-6; Ricky Carr, 2-1-5; Kent Patterson, 1-1-3; Jay Messenger, 1-1-3; Gary Land, 0-2-2.

BUILD OUR YOUTH TODAY ...FOR A GREATER TOMORROW

We want to congratulate the members of the FFA and 4-H Clubs on their participation in this fine show. We're proud of your accomplishments in raising fine quality livestock and we know that the experience you gain through the JUNIOR LIVESTOCK SHOW will help you in the years to come when you own your own farms and ranches.

Support The Annual
PARMER COUNTY JR.



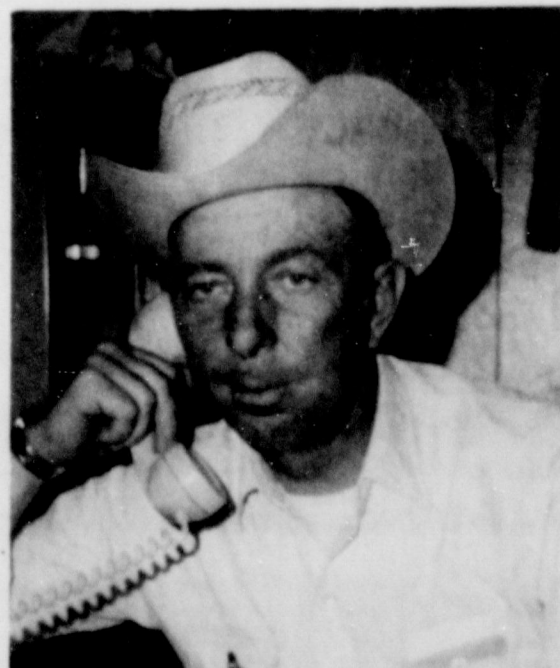
Friona Bus Barn.... Feb. 19 & 20

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From Around The Country

BRIDGEWATER, S.D., TRIBUNE: "We are constantly reminded of the drug problem in our nation. It is quite out-of-control. I think most of us tend to sit back and ignore the worldly problems such as this because we say it 'doesn't happen in our small community.' Well, I think the 'silent majority' better take action because those problems are here too."

WYTHEVILLE, VA., ENTERPRISE: "How come the IRS is giving tax exemptions to far left organizations bent on destroying our form of government and at the same time considering denying tax exemptions for private education academies bent on maintaining our form of government? We should not be forced to subsidize our own destruction with our own taxes."



ALL-STATE BANDSMAN, . . . Gary Mingus, Friona High School junior, returned this week from participating with the all-state band, having won the honor and being one of only 13 trombonists from across the state to participate from all sizes of schools.



B-CHEFS, . . . Members of the Friona High School b-team are shown above. Back row--Kevin Wiseman, John Rule, Willie Bailey, Darrell McMurtrey, and Terry Mabry. Second row--Travis Lee, Mike Martin, Dave Buske, Lewis Lee and James Bartlett. Front--Mario Perea, Rex Minshew and James Sims.

Auction!

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1:00 P.M. SATURDAY, FEBRUARY 20th, 1971

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| 1-Organ (needs repair) | 1-Old Trunk |
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| 1-Set Welding and Cutting Torches, Gauges and Hose | 1-Lot Bolts and Bolt Bins |
| | 1-Metal Saw |

MANY OTHER ITEMS TOO NUMEROUS TO MENTION

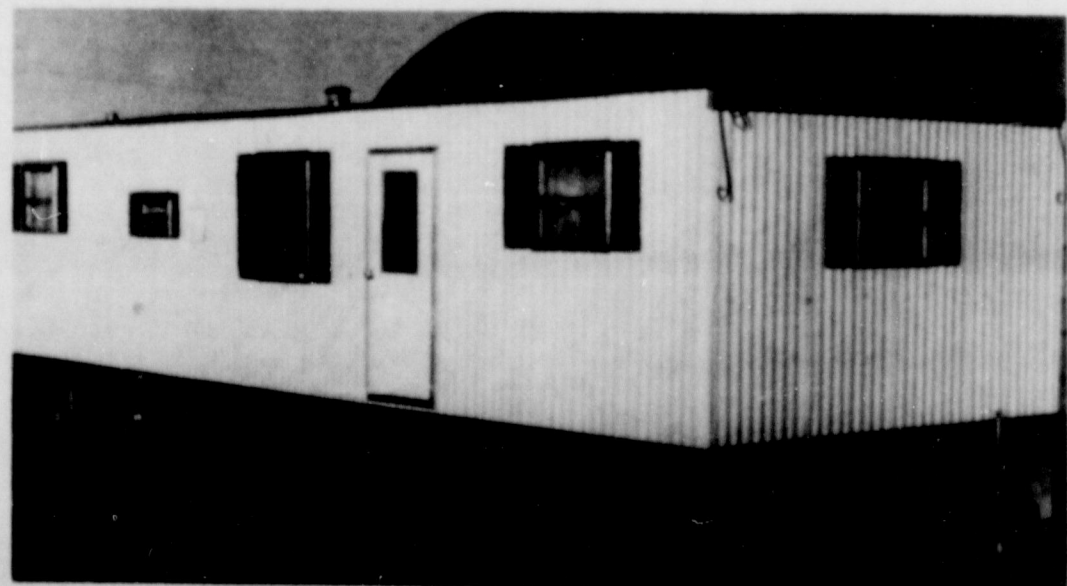
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The Bobcat Got Away

Not long ago, cowboys in a light airplane were chasing a bobcat running for cover on the Buckeye Ranch in Fort Sumner, New Mexico. As the plane swooped down for the kill, one of the airborne hunters became excited and fired without taking aim. He shot off a front wheel of the airplane. They landed safely but the bobcat got away.

Ranch owner Jeff Good is a state representative and spends a good deal of his time in Santa Fe. But he's still a rancher and has been all his life, as his father was before him. As he drives a new Jeep station wagon over the rugged mesa country, Mr. Good observes, "I don't worry about being away because Red Kyle, our ranch foreman, knows every cow on the place by her first name."

Mr. Good regrets there are so few of Red's caliber around these days, and he expresses concern over the growing problem of finding and keeping good ranch hands. They get along on the Buckeye Ranch by sharing the workload with neighboring cattlemen, especially at round-up and branding time.

"I'm strictly a cottonseed cake man and so was my Dad," Mr. Good says. "We feed our Herefords four or five pounds of cake per head every other day, sometimes for as long as six months." His is a successful, light-stocked operation on 42,000 acres. Mesquite, a spiny shrub or small tree with shadeless

foliage that has no grazing value, is becoming a problem and he'll soon have to spray or bulldoze. He'd like to get into extensive irrigated farming but hesitates because of the help situation.

The Goods live in a beautiful Spanish-style home with all modern conveniences and their lives form an integral part of today's cattle business, which is geared to the electronics age and the mass market.



BIG MOUND, . . . The largest of the four mounds near Quanah, Texas. From the summit, enormous herds of Longhorn cattle could be observed as they approached Doan's Crossing of the Red River on the Great Western Trail. See reference in this week's "Pause and Reflect" column, page 2. (Photo by Nelson Lewis)

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Kimbell GREEN BEANS & NEW POTATOES 20¢	Kimbell PINTO BEANS 2 Lb. 35¢	SOS. SOAP PADS 10 29¢
Mountain Pass CHILIES TALL Can 29¢	JALAPENOS	FORMICA FLOOR SHINE Qt. \$1.47
Yo-k APPLES 19¢ Lb.	BOILER ONIONS 2 Lb. 39¢	LETTUCE Lb. 19¢

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FENCED OUT—Hereford cattle seen over a corral fence at the Buckeye Ranch in Fort Sumner, N.M. Science and mechanization have geared the \$8 billion a year cattle industry to the electronics age and the mass market.

COTTON AND CATTLE

**GOAL: 100 Percent
Calf Production**

On the N. P. Powell Ranch in Meridian, Texas, herds of wild deer roam the rolling 28,000 acres and, occasionally, a riding horse gets bitten by a rattlesnake.

This is mesquite country . . . home of the spiny shrub or small tree which exudes a gummy, commercially worthless sap. Its lacy, shadeless foliage has no grazing value and its roots sometimes penetrate as deep as 70 feet.

Ranch manager Ray Jackson has learned to live with it. His is a light-stocked operation supporting 1,400 cows and 125 bulls, which include a registered herd of 150 cows producing 140 calves a year on the average. That's 93 percent and close to perfection.

Lean and cattle-wise, Mr. Jackson is strong in his preference for cottonseed cake as a supplemental feed. Good grass plus the P.E.P. (Protein, Energy, Phosphorous) content of the cake during the winter maintains strong, healthy cows and bulls and, therefore, big, growthy calves.

Aware of the many faddish feeds on the market today, Mr. Jackson insists, "I get better performance

using one pound of cottonseed cake, which contains 41 percent protein, than three pounds of 20 percent range cubes."

Young bulls from the pure-bred Angus herd get a special ration on the Powell Ranch. As calves, they are placed in a special feed lot at weaning time and given grain, cottonseed hulls, cottonseed meal and molasses. After a month or two, they are turned out to pasture, to self-feed on cottonseed hulls, meal and cake for a week or so to get used to eating the cake. Thereafter, the young bulls get two pounds of cake per head per day until they're old enough to join the bull herd or be sold.

Mr. Jackson gets \$450 or more for an 18-month-old breeding bull.

L/L 8 2/6 R 122 M



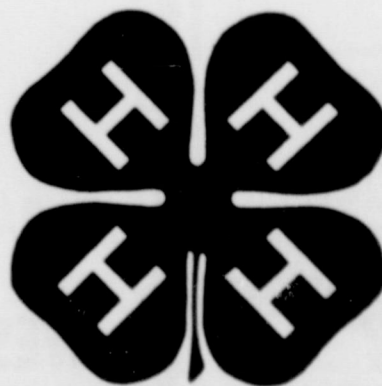
FFA OFFICERS, . . . Friona's FFA Chapter officers are presented here, on the eve of National FFA week. Standing are Bob Middleton, sponsor, Don Fortenberry, vice president; Mike Buchanan, sentinel; Dale Schueler, president and Benny Pryor, advisor. Seated are Dwayne Bauer, reporter, Bill Bailey, treasurer and Larry Johnston, secretary.

H T B I L D
I S
W T 6 A ? ∞



VETERAN CATTLEMAN—Ranch operator Ray Jackson poses with part of the pure-bred Angus herd on the 28,000-acre Powell spread in Meridian, Texas. He knows grass plus supplemental winter feeding of cottonseed cake maintains strong, healthy cows and bulls and produces big, growthy calves.

**We're Proud Of
Our Area Youth!**



**PARMER COUNTY
JUNIOR LIVESTOCK
SHOW**

Feb. 19 - 20

Friona School Bus Barn

To show our appreciation to the youngsters who work so hard getting ready for the Annual Parmer County Junior Livestock Show, The Friona Star each year presents showmanship awards to one showman in each of the show's three divisions. Good luck to each one of you!

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Society

Mrs. James Andrews Will Present Students

Mrs. James Andrews will present her voice students in recital at 7:30 p.m. Thursday, February 25, in the junior high band hall.

Performing from all vocal mediums will be Tammi Shelton, daughter of Mr. and Mrs. Ralph Shelton; Jeanine and Jay Jarboe, whose parents are Mr. and Mrs. Tom Jarboe; Iris and Holly Stephenson, daughters of Mr. and Mrs. Douglas Stephenson; and Fran Dodd, daughter of Mr. and Mrs. Grady Dodd.

Also Cinda Johnson, daughter of Mr. and Mrs. Leroy Jo-

hanson; Cris Beck, son of Mr. and Mrs. J.C. Beck; and Kim Langer, daughter of Mr. and Mrs. Fred Langer.

Janice Hayes, daughter of Mr. and Mrs. Howard Hayes, who will be a guest, will present flute selections.

Accompanists for the evening will be Fran Dodd; Carol Reeve, daughter of Mrs. Fay Reeve; and Gary Mingus, son of Mr. and Mrs. Lloyd Mingus.

Mrs. Andrews joins her pupils and their parents in inviting everyone in the area to attend.

Friona Woman's Club Has Americanism Meet

Theme of the Wednesday afternoon meeting of Friona Woman's Club at Federated Club House was "Americanism."

During the business session, which was presided over by Mrs. Ethel Bengler, roll call was answered with "One way I can show my loyalty to America is to..."

Mrs. Bengler then directed the Pledge of Allegiance to the American Flag.

This was followed by a presentation of "My Country 'Tis of Thee," by Mary Cousins by

Mrs. Ellis Tatum.

Mrs. T.E. Wood presented a resume of "I Was Shamed," by John Delizza.

"What Is An American?" was presented by Mrs. O.T. Patterson.

Mrs. E.S. White Sr. accompanied on the piano as the group sang, "My Country 'Tis of Thee," and "America The Beautiful."

Refreshments of pumpkin bread, Valentine candy, tea and coffee were served by the hostesses.

Club Members Honor Husbands

Special guests at the Tuesday evening meeting of Progressive Study Club at Federated Club House were husbands of the members.

Mrs. Wayne Wallace was accepted as a new member in the club.

Roll call was answered by husbands with a report on "My

wife's worst meal."

Mrs. Roy V. Miller Sr. accompanied Carolyn Murphree as she sang a solo, and a quartet composed of Sharon and Karen Crofford, Esther Smith and Ginger Murphree, as they sang several selections.

About 37 persons were present.

Tech Professor Will Speak Here

Announcement was made early this week of Teacher Appreciation Night, which will be sponsored by the local Parent-Teacher Organization. Guest speaker will be Professor W. Clark Ellzey of Texas Tech University, Lubbock.

A group of members of the sponsoring organization met in the elementary work room Thursday afternoon to finalize plans for the affair. Teacher Appreciation Night will begin with Professor Ellzey's talk, which will begin at 8:00 p.m. Friday, April 16 in the junior high auditorium.

This year's PTO officers include Mrs. Bill Brandt, president; Mrs. Grady Nelson, vice-president; Mrs. Ross Miller, secretary; Mrs. Howard Fleming, treasurer and Mrs. Lloyd Chesher, reporter.

Son Born To James Taylors

Mr. and Mrs. James Taylor of Lubbock became parents of a baby boy at a hospital there at 7:58 p.m. Saturday, January 30. He was named Jeffrey Scott and weighed 7 lbs. 15 ozs.

He is the first son for the couple, who has a daughter, Amy Beth, 1-1/2.

Grandparents are Mr. and Mrs. Guy Taylor, Lubbock, and Mr. and Mrs. Edgar Fletcher, Friona. The mother is the former Barbara Fletcher.

Mr. and Mrs. W.P. Hunt, Clarksville, Texas, are the maternal great-grandparents.

Mrs. David Moseley spent a few days visiting in the home of Mr. and Mrs. David Hester and children in Tulsa. Mrs. Hester is the former Tilla Rue Day.

Shirley Lynn Smith Weds Roy Dale Moore

In a candlelight ceremony at Friona United Methodist Church at 7:00 p.m. Friday, January 29, Shirley Lynn Smith became the bride of Roy Dale Moore. Parents of the couple are Mr. and Mrs. Shirley Smith, Route 2, Friona, and Mr. and Mrs. Thed Moore, Spur, Texas.

The double ring ceremony was read by Rev. Albert Lindley, pastor before a center bouquet of pink mums flanked by seven branched candelabra. Family pews were marked with garlands of orange blossoms. Pink roses in a silver compote decorated the registration table.

Mrs. Dean Watson, Hereford, Texas, was the matron of honor. Cindy Moreland, Skellytown, Texas, cousin of the bride, was the bridesmaid.

Feminine attendants wore pink crepe gowns designed with a high neck line and short puffed sleeves with pink velvet ribbon trim. Each attendant carried a pink rosebud. Their veils of illusion were held with pink velvet ribbon bows.

Hilton Moore, Littlefield, brother of the groom, was the best man. Jimmy Duke, Littlefield was the groomsman. Ushers were Kenneth Bass, Hereford and Johnny Eddings, Fritch, Texas.

Mrs. Bob Middleton, organizer, presented traditional wed-

ding selections and accompanied Mrs. Wayne Smith, soloist, as she sang, "More", and "The Wedding Prayer."

As the bride was escorted to the altar and presented in marriage by her father, she wore a formal wedding gown of white peau de sole styled with an Empire bodice of lace and sheer lace sleeves. The formal length train of lace was re-embroidered with seed pearls, which were repeated on the edge of the sleeves.

Her shoulder length veil of imported silk illusion was held in place with a tiara of flowers re-embroidered with seed pearls.

She carried a lace covered Bible topped with white orchids and centered with a Cateleya orchid corsage tied with satin streamers and pearls. The Bible was a gift from Jenisu Fallwell.

She wore an heirloom diamond tear drop pendant, which belonged to her maternal grandmother.

The serving table for the reception in Fellowship Hall was covered with a white lace cloth over pink centered with an arrangement of pink roses. The tiered wedding cake was decorated with pink rosebuds and white bells and topped with a miniature bride and groom.

Wedding cake, punch, nuts and mints were served by Pam Holly and Gail Litche, both of Littlefield.

For a wedding trip to Las Vegas, New Mexico, Mrs. Moore wore a purple crepe dress, white accessories and the corsage lifted from her bouquet.

Guests were registered by Vandra Nichols, Friona.

Out-of-town guests signing the register were Mr. and Mrs. W.G. Shair, maternal grandparents of the bride; Mr. and Mrs. Bill Moreland, Cindy, Terri and Ronda, Skellytown; Mr. and Mrs. Johnny Eddings and family, Fritch, Texas; Mr. and Mrs. Doyell Smith, Mr. and Mrs. Wayne Smith, Mr. and Mrs. J.O. Smith and Mr. and Mrs. Terrell Smith all of Portales, New Mexico; and Jerry Lee, Dickens, Texas.

Also Mr. and Mrs. Sheldon Parson, Lubbock; Mrs. Pat Basiden, Mr. and Mrs. Hilton Moore, Joe Gail McLauri, Mr. and Mrs. J.D. Duke and Angie; Stephanie and Desran Duke, Gail Litche and Pam Holly, Littlefield.

Also Mr. and Mrs. Dean Watson and Mr. and Mrs. Owen Semand, Hereford; Roxanne Hall, Dalhart; and Jan Wallis, American Field Service exchange student from Australia.

Mr. and Mrs. Moore are at home at 222 East Ninth Street, Littlefield. She is a 1970 graduate of Friona High School and a student at Jessie Lee's Hair Design Institute, Lubbock.

Moore, who is a graduate of Spur High School and former student of West Texas State University, Canyon, is employed by Lamb County REA, Littlefield.



MRS. ROY DALE MOORE

Betty Taylor Feted With Shower

A miscellaneous bridal shower in the home of Mrs. Christine Shirley, 1203 West Sixth Street, from 3:00 to 5:00 p.m. Saturday, February 6, was a courtesy for Betty Taylor, bride-elect of Joe Heffley, Lubbock.

Delton Lewellens Host Get Together

Mr. and Mrs. Delton Lewellen and daughters, Donna and Pam, were hosts at a family get together in their home, 1601 West Eleventh, Sunday. A covered dish luncheon was served at noon.

Out-of-town guests were Mr. and Mrs. Thomas Matlock, Munday, Texas; Kirk Matlock, and Jeanne Wooten, who are students at Wayland Baptist College, Plainview; and Mrs. Irving Mason, Clovis, New Mexico.

Others present were Mr. and Mrs. Tom Lewellen, E.D. Matlock, Mr. and Mrs. Forrest Osborn and Monique; Mr. and Mrs. Carl Osborn, Randy and Cassie; Ted Osborn and Becky; Mr. and Mrs. Joe Lewellen and family; Mr. and Mrs. Henry White and Donnie; Mr. and Mrs. T.A. Kelley and Tammie and Sally Wilkerson.

The afternoon was spent visiting and playing games.

Mr. and Mrs. Jerry London and children spent the weekend visiting in the home of Mr. and Mrs. Emmett Day and children in Dallas.

Black Study Club Meets In Frye Home

Mrs. George Frye was hostess at the Thursday afternoon meeting of Black Study Club, which was held in her home.

Theme of the meeting was "Physical Fitness." Roll call was answered with a hint for keeping fit and Mrs. Mary C. Ogan demonstrated an exercise device.

Mrs. Ethel Bengler presented the opening exercise. She read "Prayer For A Rainy Day."

Refreshments of tuna shells, cake, coffee, tea, peaches and whipped cream were served by the hostess.

Others present included Mrs. Harry Lookingbill, Mrs. Glyn Hamilton, Mrs. Gene Welch, Mrs. T.J. Presley, Mrs. Johnny Mars, Mrs. Ellis Tatum, Mrs. Clyde Hays, Mrs. Roscoe Ivey and Mrs. Travis Stone.

Girl Scouts Report

Thirty-one members of Girl Scout Troop #266 and their four leaders, Mrs. Lee Britting, Mrs. Kenneth McLellan, Mrs. John C. Miller and Mrs. Tom Mason, were present for the Thursday afternoon meeting at Girl Scout House.

The flag ceremony was presented by Karen Patterson, Maria Villanueva, Bobbit Blankenship, Shae Dodson, Tera Simpson and Maria Escalante, caller.

The Pledge of Allegiance to the American flag was directed by Janice Coffey. A song was led by Charity Mays and Becky McLellan read a prayer.

Following a study of table settings and practice on the program for the Father-Daughter banquet, refreshments were served by Minnie Aragon, Charla Duggins, Bobbit Blankenship, and Marcella Estrada.

try a little KINDNESS



Be kind to our fine feathered friends. Feed them in the winter—not the summer. Ornithologists say summer feeding robs birds of the training to hunt for their own food.

NOTICE OF ANNUAL MEETING

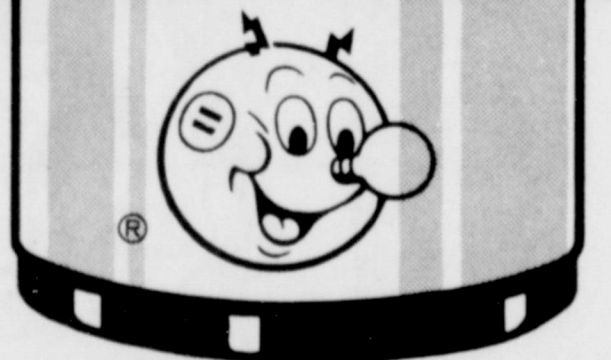
WEST TEXAS RURAL TELEPHONE COOPERATIVE, INC.

Thursday, February 18
7:30 p.m.

Hereford Community Center

Two Directors To Be Elected From The Westway And Tharp Exchanges

WE
• SELL
• SERVICE
• INSTALL
• FINANCE
• AND
• GUARANTEE



Hot Water Heaters
CALL US



Let's Give Our Support To The 4-H And FFA Youngster's This Weekend

Attend The
PARMER COUNTY JR. STOCK SHOW
Feb. 19 & 20 Friona Bus Barn

KENDRICK OIL CO.

PHILGAS



Mrs. Stephens Is New ESA Member

Mrs. Ginger Stephens was recently accepted for membership in the Sigma Upsilon chapter of Epsilon Sigma Alpha.

A formal installation ceremony was conducted by Mrs. Charles Faulkner, president of the local chapter, in the home of Mrs. Leon Massey.

In recent ceremonies, Jewel Pins, signifying full membership, were presented to Mrs. John Nail, Mrs. Charles Faulkner, Mrs. Paul Galyon, Mrs. Leon Massey, Mrs. Rodney Green and Mrs. Tex Barnes.

The chapter met Tuesday, February 9 in the Community Room of Friona State Bank.

Bryan Elliott gave a talk on drug abuse.

Hostesses were Mrs. Leon Massey and Mrs. Ernie Porter. They discussed the district meeting to be held here in April.

Other members present were Mesdames Charles Faulkner, Mike Stephens, Cliff Mowbray, Doug Stephenson, John Nail and James Andrews.



If any of us are planning to go outside our own country within the next six months or maybe within the next year, Betty Phipps could probably give us some good advice. Her first sentence might be something like "Get your shots well ahead of time."

Betty and her husband, E.G., have recently been to Melbourne, Australia, for the wedding of their "sixth" daughter, Brenda Hawker. As some of our readers will remember, Brenda attached herself to the Phipps family in the fall of 1964 as an American Field Service exchange student.

During the school term of 1964-65 E.G. and Betty had six daughters, instead of the usual five. Since that time they have become accustomed to thinking of Brenda as "one of our own."

When Brenda began to plan her wedding, she wanted nothing more than for E.G. and Betty to be present and for her American daddy to give her away. Her own father has died since she lived here.

She became the bride of Wayne Brian Baxter of Rotorua, New Zealand on January 2 and E.G. was there to escort her down the aisle.

Betty says the whole trip, wedding, people and everything was wonderful. Then she adds that the unpleasantness she experienced from shots she had to take to make the trip took away a lot of her pleasure.

We learned when Brenda was here that she was a very industrious and talented person. She sewed, knitted, did her school work well and was interested in everything about her.

Betty tells us she made her own wedding dress, veil, and wedding cake and took care of many of the details of the wedding and buffet luncheon which followed the ceremony.

Now, we will all be looking forward to the time when Brenda can return and let us get acquainted with Wayne.

If anyone who happened to pass by while Darrell Simpson was removing part of the foundation of the little house where Johnnie Walters teaches piano late last week wondered what was going on, you need wonder no longer.

The Simpson family cat "Whiskers" is lost. Earlier in the week he was at the Lee Spring home and an effort was made to find his owner. Then, he was seen in the area of the Mabry building but the Simpsons didn't find him.

Finally Johnny heard a cat under the building and called Faye, who enlisted the aid of her husband in reaching it. All Darrell received for his work and efforts was finding out that the cat was not Whiskers. He is still out of pocket.

There is some dissension over the titles "housewife" and "homemaker." If your son or daughter had written the following which was written by a young man in tribute to his mother, I doubt it would make any difference which way you referred to.

The purpose of the following article is to show my appreciation for the hard work my mother does.

Also to let her know that the things she has done have not all been forgotten. It also applies to all housewives and mothers.

In our lives we sometime or another come in contact with a person called a housewife.

Housewives come in different sizes, weights and colors. They have many interests, hobbies, religions and beliefs; but they all have one thing in common: To have patience in everything they do and to care for everyone under their roof.

A housewife is composed of numerous things. She must have the energy of a never ending wind, the efficiency of an adding machine, the memory of an elephant, the understanding of a counselor, the patience of a teacher helping a slow learning student, but most of all a kindhearted and that is something which cannot be defined. She must remember that her actions and habits are always used as examples, good or bad.

A housewife may possess beauty or grace, but always she must possess love—a deep glowing love of and respect for children and a husband. She will have the same love for her girl or her boy, whether they be normal or not. She will, as she vowed in her wedding ceremony, love her husband until death do them part.

A housewife sets examples in over a million ways. She does not work six hours a day, but 24, and gets paid very little if any at all.

The most amazing thing is that the everyday housewife does not complain about her work. You see she is loved very much for the things she does and this is the best reward anyone can give. To be loved and know you are loved makes living really worthwhile.

Sec. 2. The foregoing constitutional amendment shall be submitted to a vote of the qualified electors of this State at an election to be held on the 18th day of May, 1971, at which election the ballots shall be printed to provide for voting for or against the proposition: "The constitutional amendment to create a State Ethics Commission empowered to set rules of ethics for members of the Legislature, State officers and legislative officers, to investigate violations thereof, and to recommend compensation for members of the Legislature and the Lieutenant Governor and recommend improvements and economy in the legislative process."

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HOLIDAY-BRIGHT—Spring-like in feeling are holiday dresses for the young. Here, the peasant girl look is interpreted in woven cotton checks of red and white. The dirndl suspender skirt tops a peek-a-boo ruffled petti-blouse of white dotted cotton swiss. By Cinderella.



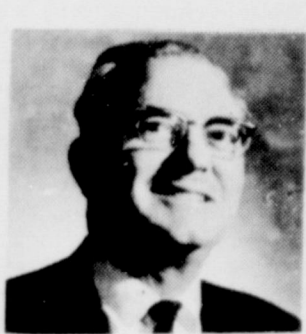
CASTILLIAN-CUT—Vibrant, colored cotton challis, bonded for extra body, is the choice for a Spanish-inspired bolero and gaucho pants. By Eddy George of California.



SPANGLED COTTON—For after five frivolity, the gaucho costume comes into favor. Designed by Strega in plushy black cotton velvet, the short coin-spangled jacket meets wide-legged trousers slit up the side. A white pleated cotton shirt completes the ensemble.



Comments by
Gib



Today's teenagers want to be liberated from everything except their allowances.

Sanitone
Certified Master Drycleaner
GIB'S
DRIVE-IN CLEANERS
Professional &
Coin Op. Dry Cleaning
622 Main Phone #47-3150

Homemakers

Tour Local Bank

Highlight of the Thursday afternoon meeting of Friona Young Homemakers was a tour of the new facilities of Friona State Bank, which was conducted by Mrs. Wright Williams.

A brief business session in the conference room followed the tour. Refreshments were served as a courtesy of the bank.

Mrs. Wayne Wallace was a special guest. Plans were completed for sale of cold drinks, coffee and home baked products at the local livestock show this weekend.

Jay Potts Named To Honor Roll

Jay Potts, son of Mr. and Mrs. Cordie Potts, and a junior agriculture major at Oklahoma State University, is, among 4,683 students named to the Deans Honor Roll for the fall semester, Registrar Raymond Girod has announced.

This honor is achieved by students making a 3.0 grade average or better (4.0 is perfect) while carrying at least 12 credit hours and receiving no grade lower than C.

Shower Is Courtesy For Mrs. Rex Bracken

A lullaby shower in the home of Mrs. L.D. Pope, 1302 West Fifth Street, from 2:30 to 4:30 p.m. Wednesday, February 3 was a courtesy for Mrs. Rex Bracken.

Special guests were Mrs. Gene Bracken and Mrs. C.W. Perkins, mother-in-law and mother of the honoree, and Mrs. C.L. Bracken, paternal grandmother of the honoree's husband.

The gift table was centered with a stork arrangement under a blue umbrella. Following a game session and gift opening, in which Mrs. Bracken was assisted by her mother, decorated individual cakes, pink punch and nuts were served. The hostess gift was a diaper bag. The honoree was also presented with a corsage of pink carnations centered with a baby rattle.

Hostesses with Mrs. Pope were Mrs. Leo Bails, Mrs. Bill Carthel and Mrs. Donn Tims. Those attending and sending gifts were Mesdames Oscar Baxter, Russell Patterson, Clarence Martin, Boyd Pipes,

Troy Young, Richard Perkins, E.M. Jack, T.E. Blackburn, Calvin Dozier and Brett, W.H. Evans, Alta Wylly, John Gaede, Bobby Perkins, David Durr and Jan and Ronald Smiley, Vickie and Cindy.

Also Mesdames Lee Gibson, Jim Baxter, Thomas Shoemaker, Bert Hadley, C.H. Horner, Bill Stewart, B.E. Sanders, George W. Jones, Leland Hutson, Calvin Martin, Cecil Floyd, Floyd Wilkins, Bill Southward and Ann.

Guests were registered by Mrs. Ronald Smiley.

David Moseleys Return Home

Mr. and Mrs. David Moseley returned home early last week after spending several days visiting in Central Texas.

They were guests in the home of Mr. and Mrs. Emmett Day and children in Dallas. Then went to Mineola, where they visited the families of Guy Moseley, Morris Moseley and Homer Hughes.

PUBLIC NOTICE

Proposed CONSTITUTIONAL AMENDMENT NUMBER ONE ON THE BALLOT (SJR 15) Special Election May 18, 1971

BE IT RESOLVED BY THE LEGISLATURE OF THE STATE OF TEXAS: Section 1. That Article III, Section 24, of the Texas Constitution, be amended to read as follows:

"Section 24. (1) The State Ethics Commission is created as an agency of the State. The commission consists of nine members. Three members shall be appointed by the Chief Justice of the Supreme Court of Texas with the advice and consent of the Associate Justices serving on the Court, three members shall be appointed by the Presiding Judge of the Court of Criminal Appeals of Texas with the advice and consent of the other Judges serving on the Court, and three members shall be appointed by the Chairman of the State Judicial Qualifications Commission with the advice and consent of the other members of the commission, of each group of three appointees no more than two shall be attorneys engaged in the active practice of law. In addition thereto there shall be two ex officio members, one from the House of Representatives and one from the Senate to be elected on the first day of each Regular Session of the Legislature by a majority of the membership of each House for a term ending on the first day of the next Regular Session.

"(2) With the exception of the initial appointees, each member shall hold office for a term of six (6) years and until his successor is appointed and has qualified. In making the initial appointments, each appointing officer shall designate one (1) appointee to serve a term of two (2) years, one (1) appointee to serve a term of four (4) years, and one (1) appointee to serve a term of six (6) years. Interim vacancies shall be filled in the same manner as vacancies due to expiration of a full term, but only for the unexpired portion of the term in question. The membership shall designate one of its members to serve as chairman for a period of two (2) years.

"(3) The members of the commission shall be reimbursed for actual and necessary expenses incurred in the performance of their duties.

"(4) The commission shall recommend the compensation, per diem, and mileage allowance of members of the Legislature, and may recommend the salary of the Speaker of the House of Representatives and the Lieutenant Governor

at an amount higher than that of other members notwithstanding any provisions to the contrary of Article IV, Section 17, of the Texas Constitution.

"(5) The commission shall promulgate rules of ethics to govern the conduct of all legislators, legislative officers and all officeholders, appointive or elective, of any office, department, district agency, commission, board or any governmental unit or branch established by or under the authority of the constitution and laws of the State of Texas and all persons who shall use any privilege of the floor in either House of the Legislature. The Texas State Ethics Commission shall further promulgate rules providing that each member of the Legislature and each of the hereinabove named officeholders upon election and any appointee to any of these offices shall file with the State Ethics Commission a statement under oath setting out a complete financial statement in detail within 10 days after being elected or receiving an appointment. This information shall be privileged information to the State Ethics Commission to be used only by them to determine if there exists a conflict of interests or if there is or has been a violation of any of the rules of ethics promulgated by the Texas State Ethics Commission or any laws of the State of Texas. The Legislature shall enact statutes dealing with unauthorized disclosure or misuse of said privileged information.

"(6) The commission may hold its meetings, hearings and other proceedings at such times and places as it shall determine but shall meet in Austin at least once each year to review existing rules of ethics, Legislative compensation rates, mileage allowances and per diem rates, and to make any changes deemed necessary.

"(7) All rules of ethics, compensation rates, mileage allowances or per diem rates currently in force, as well as all changes and recommendations by the State Ethics Commission shall be promulgated before the convening of any session of the Legislature by filing a certified copy of the proclamation with the Secretary of State.

(a) Each rule of ethics or change thereof made by the commission shall take effect on the 15th day of the legislative session following the proclamation unless disap-

proved before that day by resolution of either House of the Legislature.

(b) All rates of compensation, mileage allowances or per diem rates and all changes and recommendations made by the commission thereof shall not take effect until approved section by section by resolution of both Houses of the Legislature.

"All votes on these resolutions or parts thereof shall show the individual votes in the respective journals of both Houses.

"(8) The commission shall investigate any alleged violation of any rule of ethics promulgated by it and report its findings to the appropriate State agency, official, legislative body, grand jury or district attorney.

"(9) Until otherwise provided by the commission, each member of the Legislature shall receive from the public treasury an annual salary of Four Thousand, Eight Hundred Dollars (\$4,800) per year and per diem not exceeding Twelve Dollars (\$12) per day for the first 120 days only of each Regular Session and for 30 days of each Special Session of the Legislature. No Regular Session shall be of longer duration than 140 days. In addition to the per diem, the members of each House shall be entitled to mileage in going to and returning from the seat of government, which mileage shall not exceed Two Dollars and fifty cents (\$2.50) for every twenty-five (25) miles, the distance to be computed by the nearest and most direct route of travel, from a table of distances prepared by the Comptroller to each county seat now or hereafter established; no member to be entitled to mileage for any extra session that may be called within one day after adjournment of the Regular or Called session.

"(10) The commission is further authorized to recommend to each Legislature changes which will update, improve, and effect economy in the legislative process."

THE PANTS CAGE

Pants-Tops-Pant Suits

LASSO WESTERN WEAR

The Pants Cage thanks Friona for their past patronage and wishes them all success in another big Junior Livestock Show.

Phone 364-4680

Sugarland Mall Hereford

RESOLUTION

WHEREAS, the Board of Trustees of the Friona Independent School District and the City Council of Friona, Parmer County, Texas, desire to take advantage of the provisions of Article 978 (b) of the Revised Civil Statutes of the State of Texas and have agreed to do so:

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FRIONA, PARMER COUNTY, TEXAS:

THAT the election of the members of the Board of School Trustees of the Friona Independent School District of Parmer County, Texas, be held jointly with the election of City Officers of the City of Friona, Parmer County, Texas, on 3rd of April, 1971.

That the polling place for this joint election shall be the City Hall, 802 Main St. of the City of Friona, Parmer County, Texas.

That one set of election officers is hereby appointed to conduct the joint election all of which are residents of either the City of Friona, Parmer County, Texas, or the Friona Independent School District of Parmer County, Texas; each to serve in the capacity shown opposite his or her name:

- Mrs. Ira Holt, Presiding Judge
 - Mr. Roy Daniel, Judge
 - Mrs. O.J. Beene, Clerk
 - Mrs. Joyce Veazey, Clerk
 - Mrs. R.L. Bates, Clerk
 - Mrs. Maurine Dunn, Clerk
 - Mrs. Ronald Smiley, Clerk
- BE IT FURTHER RESOLVED:

That the officers and officials of the City Council of the City of Friona, Parmer County, Texas, are hereby authorized and directed to do all that is necessary to accomplish the holding of this joint election with the Friona Independent School District of Parmer County, Texas, on 3rd April, 1971.

ADOPTED: 8th February 1971

R.L. Fleming, Mayor

ATTEST:
Arley L. Outland, City Secretary

SEE

HI-PLAINS

SAVINGS and LOAN ASSOCIATION FOR

4th and Sampson

HOME LOANS

REFINANCE TO BUY or BUILD REMODEL

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

Hospital Notes

Admissions:
 Gloria Hutchins, Farwell;
 Mrs. Thomas Scaff, Lariat;
 Mrs. Jimmy Redden, Canyon;
 Tonya Webster, Friona; Mrs.
 Cleofas Reyna, Hereford; Mar-
 garet Powell, Grady, N.M.;
 Curtis Miller, Bovina; Elva
 Matlock, Friona; Ava Wood-
 son, Farwell; Ruby Dixon,
 Farwell; Johnny Alvarez, Fri-
 ona; Jackie Claborn, Friona;
 Christina Garza, Friona; Mrs.
 Fred Goldsmith, Farwell; Mar-
 garita Ramirez, Friona; Janet
 Walker, Friona; Grace Dane,
 Bovina; Mrs. Teddy Osborn,
 Friona;

Dismissals:
 Owen Patton, Ofelia Madri-
 gal, Mrs. Thomas Scaff and baby
 boy, Mrs. Harold Stanberry and
 baby girl, Mrs. Norvin Preston
 and baby girl, Mrs. Ted Gra-
 ham and baby girl, Mrs. Joe
 Luis Trevino and baby boy, Ber-
 ty Potts, Elmore Hendrix, Tina
 Baimum, Gloria Hutchins, Mrs.
 Cleofas Reyna and baby boy,
 Mrs. Jimmy Redden and baby
 boy, Mrs. Teddy Osborn and
 baby boy, Elizabeth Carlton,
 Tonya Webster, Annie Scott,
 Harley Sherrick, Christina
 Garza, Johnny Alvarez and Jac-
 kie Claborn.

Patients in Hospital:
 Nettie Charles, Grace Dane,
 Pete Foster, Mrs. Fred Gold-
 smith and baby girl, Elva Mat-
 lock, Curtis Miller, Brian Ke-
 ith Osborn, Margaret Powell,
 Margarita Ramirez, Ava Wood-
 son, Janet Walker and baby girl,
 and Ruby Dixon.



READY FOR SHOW. . . Maron Finley is one of the many Friona FFA youngsters who are enter-
 ing animals in this weekend's shows. Finley will have two steers in the show, a Hereford and a
 Charlois.

**TSTI To Graduate Six
 Livestock Caretakers**

A class of 11 students will
 graduate on Friday, February
 17, after completing a six-week
 course at Texas State Techni-
 cal Institute to become Live-
 stock Caretakers.

been taught to take care of and
 prevent illness and disease in
 livestock that is being trans-
 ported from one area to another,
 says Gene Southall of 4112 Win-
 chester, TSTI instructor.

In addition to learning to be-
 come Livestock Caretakers,
 members of the class have also
 received instruction in basic
 English, basic math and human
 relations. The instructor for
 this phase of their training has
 been Mrs. Frances Howard of
 1918 S. Fannin.

The class was sponsored as
 part of the Manpower Develop-
 ment Training Act programs
 under the auspices of the Office
 of Health, Education and Wel-
 fare and the Texas Employment
 Commission.

Members of the graduating
 class are: Seymour Baldwin,
 1016 N. Washington; Earnest
 Carey, 913 N. Jefferson; Ce-
 george Deanda, 1535 E. 16th Street;
 Harold Huggins, 1325 N. Cleve-
 land; Billy Jones, 1441 N.W.
 10th Street; and John Jones,
 1401 N. Jefferson. Also Travis
 Mallory, 2041 N.W. 17th Street;
 Bernie Morgan, 2305 W. 5th St-
 reet; Guillermo Regalado, 1535
 E. 16th Street; Ramon Romero,
 3803 E. 12th Street; and George
 Washington, 303 N. Adams all
 of Amarillo.

**try a little
 KINDNESS**



If you are scouting around
 for a project, why not work
 with your local Boy Scout or
 Girl Scout groups?

Call a muscular dystrophy or
 multiple sclerosis society and
 offer to help children do their
 therapeutic exercises.

Volunteer to read for an
 hour or more a week at a home
 for the elderly or in a hospital
 children's ward.

Devote some of your spare
 time to entertaining people suf-
 fering from multiple sclerosis.
 Approximately 500,000 per-
 sons are afflicted with this con-
 dition, according to the Na-
 tional Multiple Sclerosis So-
 ciety, 257 Fourth Avenue,
 New York, N.Y. 10010.

The Allergy Foundation of
 America, 801 Second Avenue,
 New York, N.Y. 10017, esti-
 mates that one out of every ten
 persons in the United States
 has some sort of allergic dis-
 ease. Help them breathe easier
 by contributing time and mon-
 ey to the foundation's pro-
 grams.

Court House Notes

Instrument Report Ending
 February 4, 1971, in County
 Clerk Office, Bonnie Warren,
 County Clerk

WD, Jimmy F. Stewart, H.
 Arlen May, N 40 ft. lot 3 &
 S 20 ft. lot 2, Blk. 6, Staley
 Add, Friona

WD, Bobby L. Green, R.F.
 Lloyd, W. 30 ft. lot 13, & E
 25 ft. lot 14, Blk. 1, Ridgeview
 Add., Friona

WD, Dan Ethridge, Glenn E.
 Reeve, Sr., lots 5, 6, 23, 24,
 Blk. 77, OT Friona

WD, Ronnie Eaton, Richard
 M. Deel, lot 16, Blk. 4, Mimo
 Add, Farwell

ED, Effie Jennings, James
 H. Jennings, Und. 3/10 int. in
 SE1/4 Sec. 36, D&K

WD, Effie Jennings, Helen
 Carthel, Undiv. 3/10 int. in S
 224.2 ac. Sec. 101, Blk.
 H, Kelly

WD, Effie Jennings, Nerine
 Malone, Undiv. 3/10 int. in S1/2
 Sec. 33, D&K

WD, Effie Jennings, Elvie T.
 Jennings, Undiv. 3/10 int. in E
 210 ac. S1/2 Sec. 100, Blk. H,
 Kelly

WD, Mike Allen, Carl Bru-
 egel, Sec. 19, T5-1/2S;R5E--
 2 ac. across S/side W1/2 Sec. 18
 T5-1/2S;R5E

WD, Raymond Jones, Thomas
 Loyd Shelton, lot 16, 17, 18,
 Blk. 2, Jones Add. Friona

WD, Carrol Gene Redwine,
 Carrol Keith Gatlin, lot 2, Blk.
 10, Staley, Friona.

**Hightower To
 Be Governor
 For One Day**

State Senator Jack Hightower
 of Vernon will serve as Gov-
 ernor of Texas for a day on Sat-
 urday, April 3, 1971.

Under provisions of the con-
 stitution, the President Pro
 Tempore of the Senate becomes
 Governor when the Governor
 and Lieutenant Governor leave
 the state. The honor is tradi-
 tionally reserved for the Pre-
 sident Pro Tempore because
 under constitutional law, he is
 third in line for the Govern-
 orship.

It is customary for the Pre-
 sident Pro Tempore to be sworn
 in early in the morning of the
 designated day to carry out
 gubernatorial duties as he deems
 suitable and to greet his consti-
 tuents and other friends at de-
 signated times throughout the
 day.

All persons of the 30th Sen-
 atorial District are invited to
 the day's festivities which cul-
 minate in a dinner honoring Jack
 Hightower at the Austin Civic
 Auditorium that evening. Tick-
 ets will soon be made available
 in each county in the District.



SPORTY — Pastel colorings
 are a new trend in men's
 sportswear. This rugby-
 striped blazer by Stanley
 Blacker is in powder blue
 and white cotton homespun.
 It's worn with pale yellow
 slacks of summer-weight
 pinwale corduroy by Moyer.

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Penny Pinchin' SALE

FRYERS USDA INSP. Lb. **28¢**

BEEF ROAST USDA GOOD BEEF Blade Cut Lb. **59¢**

GROUND BEEF 100% Pure In 3 Lb. Pkgs. or More **49¢**

PORK LIVER Fresh Lb. **19¢**

BOLOGNA Glover's All Meat 1 Lb. Cello **49¢**

FLOUR Gladiola 25 Lb. Sack **\$1.99**

SEGO Assorted Flavors 4 For **88¢**

COFFEE Blenders Pride 1 Lb. Can **69¢**

COKES 6 Bottle Carton King Size 2 FOR **89¢**

PIE SHELLS Dutch Ann Pkg. of 2 **25¢**
CREAM PIES Morton's Each **25¢**

MELLORINE Shrufine 1/2 Gal. **29¢**

AIR FRESHNER Wizard **59¢**

PINEAPPLE-GRAPEFRUIT Del Monte 46 Oz. Can 3 FOR **\$1**

BAKERITE 3 Lb. Can **49¢**
 With \$5.00 or More Purchase

PIGGLY WIGGLY FRESH PRODUCE

LETTUCE Large Head 17¢	PEARS Wash. Lb. 29¢
SQUASH Acorn Lb. 19¢	CELERY Calif. Lb. 12 1/2¢
GREEN ONIONS Bunch 10¢	ONION SETS Lb. 33¢



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 M.S.T.

50 BULLS - TWO'S & COMING TWO'S
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FRIONA'S MAN OF YEAR

Buske -- Driving Force In Cattle Development



FRIONA CATTLEMAN... G.B. (Pete) Buske, Friona's "Man of the Year," eyes some choice fat steers in a pen at Friona Feed Yards. Buske's knowledge of cattle spans a 40-year career, and is respected by many cattle authorities in several states.

When you consider the life and career of G.B. (Pete) Buske, you decide that he is the one for whom the title "Cattlemaster" was invented.

Buske, singled out by the Friona Chamber of Commerce and Agriculture as "Man of the Year," is really a cattlemaster in every sense of the word. "The cattle business has been my life. I got started working with cattle at the early age of nine when my father hoisted me onto a cow pony, and I've been at it ever since," Buske says. Buske probably comes closest to being the one person you could single out as being the driving force behind the rapid development and diversification of cattle-feeding and its related industries in this area.

The Friona residents suggested cattle-feeding on a large scale as early as 1958 to his partners in Black Grain Company. The elevators were faced with the loss of their Commodity Credit Corp. (CCC) storage, which had been the elevator's life-blood for a number of years.

"I told D.C. McWhirter one day that if we didn't get into feeding as a tie-in for our elevator, that the big concrete structure would someday be just a monument to a dead business," Buske says.

Buske was familiar with the feeding industry in other areas, and believed it would work here. At first, however, he had trouble convincing his business partners it would work.

McWhirter and another partner, Owen Seamands, live in Hereford, and eventually told such men as banker Henry Sears about Buske's idea. Finally, a small group began having

meetings on the subject, and over a two-year period the backbone of Hereford Feed Yards was formed.

The feed yard, which was the first major feeding installation in this general area, opened in 1961 and now feeds 125,000 cattle per year.

Hereford Feed Yards was formed by a group of ten stockholders. Buske insisted that the group hire a cowman who knew the "ins and outs" of the business for their manager. They found such a man in Paul Engler, a Nebraska native, who was the yard's first manager.

By the time Hereford Feed Yard opened Buske's partners at Black Grain were convinced of the advisability of going into the feeding business, and in 1962 Friona Feed Yard was organized, feeding its first cattle in 1963.

The rest is practically history, as far as the development of the feedlot industry, with other groups soon forming feeding companies, as the "pilot" industries were proving profitable.

Easley Feed Yard was one of the pioneers. In the Friona area, Hi-Plains Feed Yard opened in 1967 with 50,000 capacity--largest in the immediate area--and the rapidly-expanding cattle figures were largely responsible for the decision in 1967 by Missouri Beef Packers to locate a packing plant in Friona. Wilson & Company later made its decision to build its Hereford plant.

Buske's group expanded their feeding operations in 1968 with the construction of PACO Feed Yards south of Hub, and the same year began Hi-Pro Feeds, a fast-rising business which

mixes feeding supplements for feed yards.

Buske's first love has always been buying cattle, an avocation he's followed since 1929. In July of 1969, he was instrumental in establishing Pioneer Cattle Order Buyers in Friona, a business which provided a service to all factions of cattle buying and procurement.

In its first year, Pioneer Buyers handled orders for over 100,000 cattle. The company has key men located in various cattle-raising areas such as Alabama, Mississippi, Florida, Georgia, Texas and New Mexico.

Another business which has evolved indirectly through Buske is Friona Veterinary Clinic, which has given the city a full-time veterinarian for the first time.

"Nothing has been more exciting to me than seeing all of this develop as it has," says Buske, who admits that it has outdistanced even his wildest dreams. "I was past 50 when I got into this movement, and I thought I was too old to be starting something completely new," he says.

Buske first came to Friona in 1929 as an independent cattle buyer. He shipped most of the cattle he bought to market in Kansas City, and most of the time he rode the trains to the market. "I would leave Friona with the cattle on Friday, and come back on a passenger train, arriving the following Tuesday afternoon," he recalls.

He did this up until about 1943, when livestock auction companies began to spring up in the area, making inroads into the service Buske had been providing to Midwest markets.

Buske operated a feed and produce store for six years, was an auto dealer and a trucker for a time.

He's also had farming and ranching interests, at one time having some 4,000 acres in the Tam-Ann area. Most of his farming was done in dryland days, and Buske says "I like to say that I never missed a crop. Sometimes I was seven years in making a particular crop, however."

While farming, Buske usually had about half his land in grass and the other half in cultivation. The crop was usually wheat, and if it didn't make a crop, he would graze it out.

Among his other business interests, Buske helped get the Friona area into the cotton business by helping start a gin company in 1950-51 which at present is owned by Earl Chester.

He also has served as a partner in Clovis Cattle Commission Company and Ranchers & Farmers Livestock Auction Co.

All of Buske's career has not been business, however. A large portion of his time has been given over to church and civic work.

Buske was among the leaders in the movement to establish a hospital in Friona, resulting in Parmer County Community Hospital, one of the finest small-town hospitals to be found. He served on the board of directors for 22 years.

He is on the board of directors of High Plains Baptist Hospital, Amarillo; a member of the board of development of Southwestern Baptist Theolo-

gical Seminary, Fort Worth; and on the boards of Hardin-Simmons University, Abilene, and the King's Manor Retirement Center, Hereford.


Buske is a deacon in Friona's First Baptist Church; serves as a Sunday School teacher and has been Sunday School superintendent. He has served as "Boss Lion" of the Friona Lions, and has been active in the Chamber of Commerce.

He is one of the few individuals other than agriculture instructors to be given the honorary Lone Star Farmer Degree, for his service to the Friona FFA Chapter.

Buske is married to the former Myrl Crow, and they have four children and eight grandchildren.

"When I landed in Friona in 1929, I said this was the closest to the 'land of milk and honey' that I'd ever seen. Because of all the dust storms, my folks thought I was crazy, but I believe it more than ever today," Buske says.






**Willie
Wiredhand
Says. . . .**

**MAY WE.....
CONGRATULATE
.....YOU**

PETE BUSKE



We Congratulate Pete On His Many Fine Accomplishments In Achieving Great Agricultural Growth For This Area Of Texas. We Are Also Proud Of His Most Recent Award As Friona Chamber Of Commerce's "MAN OF THE YEAR"

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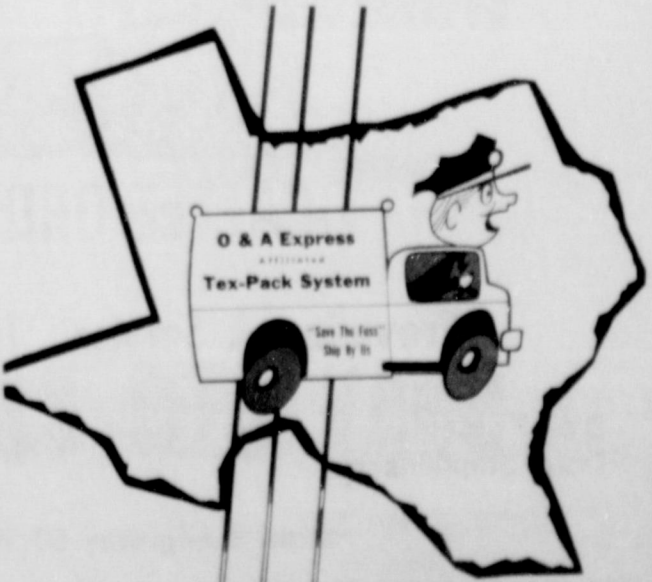
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FORMER SHOW RESULTS

Lazbuddie's Barrows, Friona Steers Prevail

Champions Since 1948

Steer Champions

The Parmer County Junior Livestock Show has been dominated by steers from Friona, and barrows and lambs from Lazbuddie, according to a tabulation of winners during the past 23 years of the show.

A tabulation of the records also shows that Hereford steers have dominated the grand championship of the steer division, with Hampshires and Poland China barrows leading in the swine show.

Lazbuddie youngsters, who have had a reputation for excellence in showing animals for a number of years, have carried off 41 of the 81 championship trophies awarded in the steer, swine and sheep divisions since 1948.

The young showmen from the southeastern part of Parmer County have exhibited the grand champion in the barrow show 13 times in the last 17 years, including the last ten years in a row.

In lamb judging, which hasn't been carried to a grand champion since 1959, Lazbuddie showmen have claimed 24 breed champion trophies out of 40 awarded in the last 12 years.

In the steer division, Friona showmen have exhibited 14 grand champions in the last 23 years. Farwell youngsters have won five of the awards in this

division, standing second to Friona. Friona showmen had won the steer banner six years in a row (1961 through 1966) before young Jacquelyn Langford of Farwell 4-H Club claimed the title in 1967.

Hereford steers have by and large dominated the show, winning titles nine of the last 11 years. The other two county steer titles were won by Angus calves, and were shown in successive years, by Rex Wells of Friona in 1964 and Mike Riethmayer of Friona in 1965.

No particular breed of hog has dominated the barrow show in the past 23 years, but the Hampshires have the most titles, six, thanks to winning four times in the last 10 years. Next comes Poland China, with six titles, and all other breeds have claimed the championship at least twice.

Chester White entries have won three times, as have Durocs and cross breeds. Berkshires have claimed the championship banner twice.

Friona is second to Lazbuddie in grand championships in the barrow division with five.

Rick Seaton of Lazbuddie, made show history by exhibiting the grand champion barrow three times in a row between 1966 and 1968, all with cross breed animals.

Stock Show Scoreboard

(Champion Trophies Won Since 1948)

School	Steers	Sheep	Barrows	Totals
Lazbuddie	4	24	13	41
Friona	14	8	5	27
Farwell	5	2	3	10
Bovina	0	7	2	9

Barrow Champions

1948--Clyde Hays, Friona (Hampshire); 1949--Roy Miller, Friona FFA, (Duroc); 1950--Frankie Allen, Friona FFA, (Spotted Poland China); 1951--

"Friona FFA" (Chester White); 1952--Bob Geries, Farwell, (Berkshire); 1953--Truman McKillip, Farwell (Chester White); 1954--Jerry Gleason, Lazbuddie, (Chester White); 1955--Robert Ivy, Lazbuddie, Poland China; 1956--Don Bandy, Bovina (Duroc); 1957--Kent Glasscock, Bovina, Hampshire; 1958--Calvin Mason, Lazbuddie (Duroc); 1959--Dickie Geries, Farwell, Berkshire; 1960--E.C. Wilson, Friona (Poland China); 1961--Jimmie Dale Seaton, Lazbuddie (Hampshire); 1962--Theresa Seaton, Lazbuddie, (Hampshire); 1963--Bobby Gleason, Lazbuddie (Poland China); 1964--Theresa Seaton, Lazbuddie (Hampshire); 1965--Bobby Gleason, Lazbuddie (Poland China); 1966--Rickie Seaton, Lazbuddie (Cross); 1967--Rick Seaton, Lazbuddie (Cross); 1968--Rick Seaton, Lazbuddie, (Cross); 1969--Stan Treider, Lazbuddie (Hampshire); 1970--Randy Bush, Lazbuddie (Poland China);

Sheep Champions

1954--Gerald Hardage, Farwell FFA; 1955--Jackie Sheek, Friona; 1956--Jackie Sheek, Friona; 1958--Jim Greeson, Friona; 1959--Pat O'Brian, Bovina; 1960--Fine Wool--James Brown, Lazbuddie; medium wool--James Brown, Lazbuddie; Southdown--Pat O'Brian, Bovina; 1961--medium--David Koelzer, Lazbuddie; fine wool,

Terry Parham, Lazbuddie; Southdown--Jim Roy Wells, Friona; 1962--medium--Steve Young, Lazbuddie; fine wool--John Ward, Lazbuddie; Southdown--Steve Foster, Lazbuddie; 1963--medium wool--Marrianna Gammon, Lazbuddie; fine wool--Dwain Phipps, Friona; Southdown--Darrell Mason, Lazbuddie; 1964; medium wool--Marrianna Gammon, Lazbuddie; fine wool--Terry Parham, Lazbuddie; Southdown--Darrell Mason, Lazbuddie; 1965--fine wool--Terry Parham, Lazbuddie; medium wool--Royce Barnes, Lazbuddie; Southdown--Jerry Roach, Bovina;

1966--fine wool--David Nelson, Farwell; medium wool--Daryl Kirkpatrick, Bovina; Southdown--Royce Barnes, Lazbuddie; 1967--fine wool--David Nelson, Lazbuddie; medium wool--Wesley Barnes, Jr., Lazbuddie; Southdown--Carroll Foster, Bovina;

1968--Medium wool--Monte Barnes, Lazbuddie; fine wool--Pablo Mendoza, Lazbuddie; Southdown--Monte Barnes, Lazbuddie; 1969--fine wool cross--Randy Waggoner, Friona; fine wool--Jesse Mendoza, Lazbuddie; Dorset--Charles Bentley, Friona; Hampshire--Stephen Sherrill, Bovina;

1970--fine wool--Pablo Mendoza, Lazbuddie; fine wool cross--Mendoza; Southdown & Shropshire--Mark Barnes, Lazbuddie; medium wool--Karene Hart, Friona; other breeds--Mike Windham, Lazbuddie.



GRAND CHAMPION. . . Gail Morris, Lazbuddie FFA student, exhibited the grand champion steer at the 1970 Parmer County Junior Livestock Show. He is shown with longtime Lazbuddie vocation instructor Scotty Windham, whose proteges have compiled an enviable record in the field of livestock showing.



SHEEP CHAMPIONS. . . The five winners in the sheep division of the Parmer County Junior Livestock Show in 1970 are shown above. In the back are Mark Barnes, Pablo Mendoza and Loy Dale Clark. In front are Mike Windham and Karene Hart. Miss Hart is a member of Friona 4-H Club. The other winners are all from Lazbuddie.

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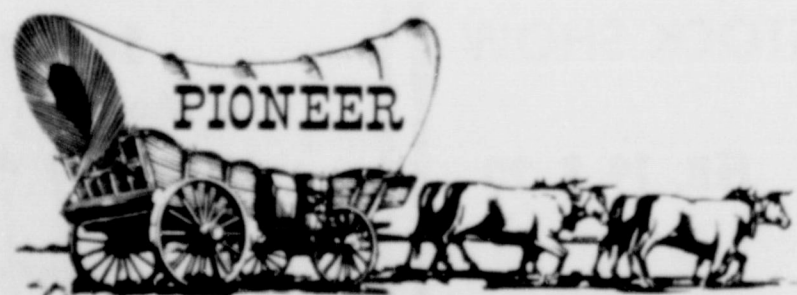
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PARMER COUNTY

JUNIOR LIVESTOCK SHOW

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FEB. 19 & 20
1971



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Cotton Still Vital To The Cattle Industry

Cotton and cattle are still going together.

Gone is the legendary cowboy who, with swirling rope and hissing branding iron, tamed the wild long-horn. Except for actual "working of cattle," the man on his mount has long since been motorized.

Gone, too, is the adventurous ranch life that was "hell on horses and women." Derringer-do has faded away and the automobile, airplane, telephone and technology have banished solitude and drudgery. Home on the range has become sophisticated.

However, cottonseed meal, that valuable by-product of the cotton plant, has not disappeared from the cattle-raising scene. Far from it. Over a million tons of cottonseed meal are consumed annually by beef cattle. Dairy cattle eat up another half million tons.

What's in the meal that creates such demand? P.E.P. That stands for Protein, Energy, Phosphorous. Cattle need all three year-round for steady weight gains, good calf production, abundant milk and early weaning. Whenever grazing grasses fail to provide the right amounts of P.E.P., supplemental feeding with cottonseed meal is the safest, most economical way to get the job done, according to the National Cotton Council.

Take the well-known Swenson ranches at Stamford, Texas, which embrace 258,000 acres surrounded by barbed wire strung around for 650 miles. The fencing divides the four big spreads into smaller pastures to facilitate round-ups, control grazing and conserve grass.

The famous SMS brand (derived from the initials of Svante Magnus Swenson, who came from Sweden to settle in Texas in 1836) identifies 23,000 head of Hereford cattle. For over 50 years, the SMS ranches have produced top quality feeder calves and yearlings for commercial feed lots.

In normal years, despite the pesky mesquite, SMS pastures are covered with nourishing grasses but in wintertime the Swensons use cottonseed meal (in the form of pellets commonly called cake) as a regular supplemental feed.

As a matter of fact, ranch manager A. M. "Swede" Swenson, a former University of Texas football star, points out that in 1902 "our family started a cottonseed oil mill to make sure we had a regular supply of cottonseed cake for our cattle. We've been using it ever since."

Regarding mesquite, its present range far into the Southwest is believed to have resulted from seeds scattered during the thundering cattle drives of yesteryear. Mesquite is a spiny shrub or small tree with roots sometimes penetrating as deep as 70 feet. Its lacy, shadeless foliage has no grazing value. It exudes a gummy sap which is commercially worthless. So is the wood, though it was once used to make railroad ties.

The rapid sprouting of mesquite and the way it takes over pasture lands poses a constant threat to cattlemen. Early in the century, the Swenson ranches were overrun by prairie dogs which ate much of the grass and also mesquite seedlings. The prairie dogs were finally eliminated by poison but then the mesquite took over. Today, under a six-year rotating eradication program, the Swensons use treedozers, root cutters and anchor chains to keep the mesquite under control.

It's all part of modern ranching designed to insure properly managed nutrition. That, coupled with scientific breeding policies, means constant improvement in cattle quality which, in turn, provides the best in beef for the dining room table.



WIND AND WATER—The picturesque windmill pumping water for cattle is still a familiar sight on many ranches. By placing wells and windmills at strategic locations, the herds are spread out and thus graze over wider areas.

USDA Now Inspecting All State Meat Plants

(Editor's note: The Wholesome Meat Act is the law which caused Crow's Meat Company to complete its expansion and modernization by the past Jan. 1, otherwise the plant was to face closure.)

The United States Department of Agriculture announced recently that it would take over all meat inspection in the state.

The action came after Texas failed to comply with the Wholesome Meat Act of 1967 that said state inspection procedures must be "at least equal to" federal regulations. The deadline for compliance was in December. When the USDA began inspecting packing plants in Texas, it was found that several had not met federal sanitation standards.

Many people have not been aware that up to now, part of the meat marketed in Texas was not inspected at all. Federal law required certification only if meat was moved across state lines; and local packers

with local markets were not subject to any kind of inspection they did not request.

Federal inspection has an interesting sidelight. Many of the small community slaughter houses and locker plants will have to either remodel their facilities or face closure. Dr. Uvacek estimates that many small meat packers are not even aware of the law and will continue to operate until they are inspected by federal employees and given the choice of improving their plants or going out of business. Oftentimes, these small plants do not have enough business to make remodeling possible; and will probably be closed permanently. This will probably end the community locker service that many small-town families depend on for meat storage.

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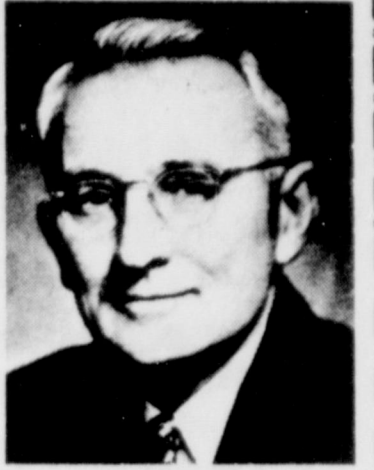
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DPS Reports

Four Wrecks

The Texas Highway Patrol investigated four accidents on rural highways in Parmer County during the month of January, according to Sergeant W. E. Wells, Highway Patrol Supervisor of this area.

These crashes resulted in two persons injured.

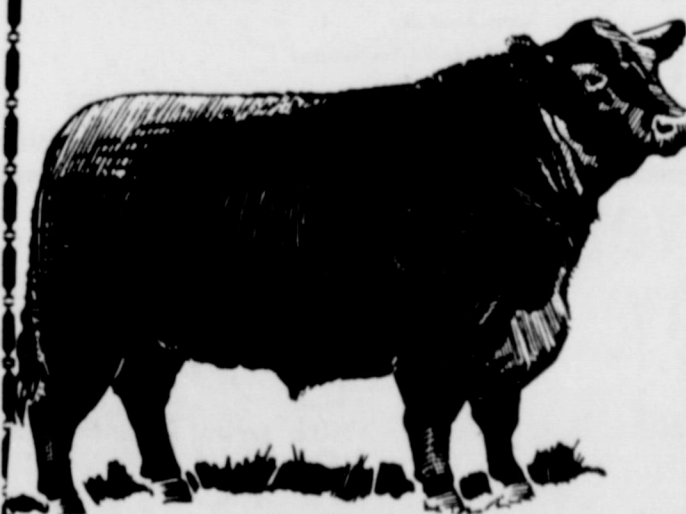
The rural traffic accident summary for the 60 counties of the Lubbock DPS Region for January, 1971 shows a total of 467 accidents resulting in 17 persons killed and 235 persons injured as compared to January, 1970 with 460 accidents resulting in 15 persons killed and 188 persons injured.

During the year 1970, Lubbock County had 485 traffic accidents, ranking second to Parker County's 567 traffic accidents.

MEAT LEFTOVERS—An easy way to use up leftover bits of meat, fish or chicken is to combine with a thin cream sauce and cooked noodles or rice in a casserole dish.

STORING MILK—Nutrients in milk are destroyed by heat and light, so keep the container out of the refrigerator just long enough to pour the amount you plan to use. Milk removed from the original container should not be returned to it.

The 17 traffic deaths for the month of January, 1971, occurred in the following counties: Lubbock, 4; Wise, 3; Hutchinson, 2; and Clay, Palo Pinto, Parker, Terry, Wichita, Childress, Potter and Sherman with one each.



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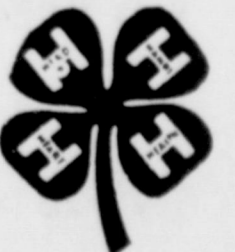
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On The Farm
In Parmer County
MACK HEALD
County Agent

A substantially increased production of beef cows, yielding a larger calf crop, more feeding, and a greater cattle slaughter is part of the outlook for 1971, according to Dr. Ed Uvacek, Extension livestock marketing specialist.

Dr. Uvacek indicated that he feels slaughter cattle prices will move up slightly through the first half of the year and level off for the remainder. He predicted that feeder and stocker calf prices will move up sharply into the spring months, with a pattern similar to last year.

The manufacturing meat market has had a fantastic growth which isn't being met by domestic production, and this is one reason slaughter cows will again demand premium prices, especially in the spring, Dr. Uvacek predicted.

Another of his forecasts is that beef heifers, that could possibly go back into breeding herds, may be demanded more than usual, causing the price differential between steer and heifer calves to be narrow-

er. Dr. Uvacek also predicts high pork production throughout the next six months, keeping pork prices low. He says no improvement in hog prices is expected until after mid-year.

He also includes in his outlook a slight drop in sheep and lamb numbers with little price change from the previous year, and top prices for spring lambs little different from 1970.

The livestock outlook will undoubtedly depend a great deal on general business conditions. In this area Dr. Uvacek predicts that the economy will swing up and be well on its way by mid-year; that inflation will remain with us, but that it should continue at about only half the rate of recent years and that emphasis on cleaning up pollution and reducing the use of potential hazardous drugs and growth stimulants will become evident.

He added that projections in our economy are closely tied together, and any forecasts are related in some respect and depend upon each other.

HARTE-MANSFIELD

Ranch Near Vega
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He was caught rustling cattle and he was hung . . . A simple statement of harsh frontier justice.

Cattle stealing is now a rare occurrence, although sometimes "a calf will come up missing," says veteran rancher Jack Mansfield, co-owner and operator of the 60,000 acre Harte-Mansfield Ranch up in the Texas Panhandle, at Vega.

"When a calf stays lost, we figure someone just plain got hungry for prime beef," Mr. Mansfield concludes, and he certainly knows about beefy calves. Some of his pure-bred Hereford heifers run as heavy as 825 pounds.

A Progeny Program for testing bull performance is a key factor in producing heifers of such size and quality. Carefully selected bulls go into their own feed lot and grow out on a diet rich in cottonseed hulls and meal. The highest gainers with desired conformation are subsequently used to replace old bulls and poor performing bulls.

Mr. Mansfield credits this testing program with adding at least 50 pounds per head to the weaning weight and eventual sale weight of his calves.

In winter months, supplemental protein feeding involves a schedule of six pounds of cottonseed cake per head every three days. Mr. Mansfield says this saves on labor required for feeding. Moreover, the cattle can graze over a wider area of the ranch, thus better utilizing the grass.



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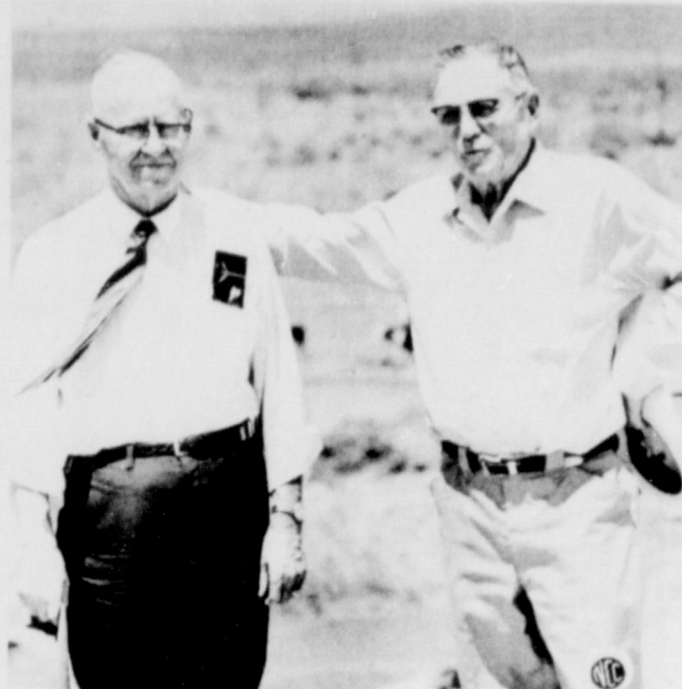
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COTTON AND CATTLE—National Cotton Council Board Chairman Roy B. Davis, at left, and owner-operator Jack Mansfield of Harte-Mansfield Ranch at Vega, Texas, represent close ties between cotton and cattle industries.

Experts Say Increased Cotton Crop Is "Must"

A supply shortage could endanger the best outlook for expanding cotton markets in a decade was a commonly heard statement at the recently held National Cotton Council meeting in Dallas.

Fred C. Elliott, Extension cotton specialist, said the need for more cotton production was pointed out by several conference speakers, including Assistant Secretary of Agriculture Clarence D. Palmby and Dr. M.K. Horne, Jr., consulting economist for the Council.

Horne noted that domestic mill usage in 1970 was 8 million bales and that exports for the crop year ending next August 1 are projected to rise to 3.5 million bales, up 700,000 from 1969. There is some feeling that actual exports will go to 4 million bales or more, Horne said. Domestic use of 8 million bales and exports of 3.5 million would reduce the carryover stock of cotton to the lowest level since 1952 and bring us to the brink of a supply crisis, the economist said.

Elliott said Dr. Horne emphasized that cotton could not survive such a situation when we are competing with synthetic fibers which are produced

on dependable schedules every day of the year. Therefore, a larger crop in 1971 is a must. Palmby also emphasized the need for more cotton production in 1971 and outlined how the Agricultural Act of 1970 could give a new direction for cotton. The new program offers the cotton industry the opportunity to be more competitive in terms of production costs and to produce what the market will take—the quantities and varieties needed, he said.

In order to expand our market opportunities, we must have larger supplies along with a greater variety of staple lengths and other quality factors. We must have cotton available if we hope to regain cotton's rightful share of market growth here and around the world, the assistant secretary said.

Elliott advises Texas cotton producers to take a realistic view of the current situation and take advantage of the opportunities offered.

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At Home In Parmer County

By Janice Fant
County HD Agent

Want to stretch your budget, yet feed your family nutritionally? Consider these marketing tips from Mrs. Gwendolyn Clyatt, Extension consumer marketing specialist, as you plan your menus.

Pork prices are most attractive again this week. Loin and butt roasts and chops are featured along with scattered specials on smoked hams and some brands of bacon. The average retail price on these pork chops is down as much as 10 to 15 cents a pound over the same period last year.

Look for best beef values on ground beef, liver, round steaks and roasts, and arm and blade pot roasts and steaks.

Fryers remain the number one bargain in most retail meat departments, and chicken hens are also a good choice. Egg prices are a bit lower this week, with Grade A Large eggs offering the best combination of quality and economy.

Of special significance to some menu planners, with Lent beginning February 24th, is the fact that fish is still one of the better protein buys. Fresh ocean varieties, such as haddock, cod, perch and sole, are in good supply. In addition to good buys on frozen packs, look for special prices on halibut steaks.

Dairy foods are invaluable in planning an adequate diet for the family. They are not only highly nourishing, but also appealing in taste. Outstanding buys include milk, sour cream and dairy-case biscuits, as well as a variety of cheeses.

Fresh vegetable items in good supply include broccoli, cabbage, carrots, celery, potatoes, lettuce, sweet potatoes, turnips, rutabagas and yellow onions.

Make your selection of fruits from apples, bananas, oranges, tangerines, grapefruit, pears and avocados.

Back-to-nature, earthy—that describes the trend to denim fabrics this spring, according to Miss Joanne Thurber, Extension consumer education specialist in textiles and clothing. Miss Thurber adds that this trend is making denim perhaps the hottest fabric on the market.

Denim has many substitutes and imitations, along with tremendous varieties of the real thing, she explains. You can choose from textured dobby stripes, argyles, heathers, plaids and solids in stretch and non-stretch fabrics. The rugged yet beautiful denim is available in both all cotton and cotton/polyester blends, and even polyester knit.

Everybody is wearing denim practically everywhere, Miss Thurber says, making it the chief raw material for the "fancy pants revolution."

Some folks think that a shopping list is "old hat." Maybe so, but it is a way to cut down on food bills, reminds Gwendolyn Clyatt, Extension consumer marketing specialist.

One of the major ways a shopping list can help is by cutting down on impulse buying, Mrs. Clyatt said. Without a list, most shoppers wander through the store looking for inspiration, and they usually find it at the end of the aisles or in special displays—right where the store manager planned. Sometimes these displays mean bargains, but often the price may be the same as the usual shelf price. Occasionally, the price may be even higher than usual.

Another kind of "inspiration" that can mislead the consumer shopping without a list is offering six items for a dollar, or four for 99 cents. You usually wind up with items you don't really need, and perhaps with some you don't even want, the specialist added.

Shopping lists can also cut down on extra trips to the store, Mrs. Clyatt said. One of the most costly items in the food budget is travel. Making extra trips in the car for forgotten items can cost twelve cents a mile. And the trips cost your time, too.

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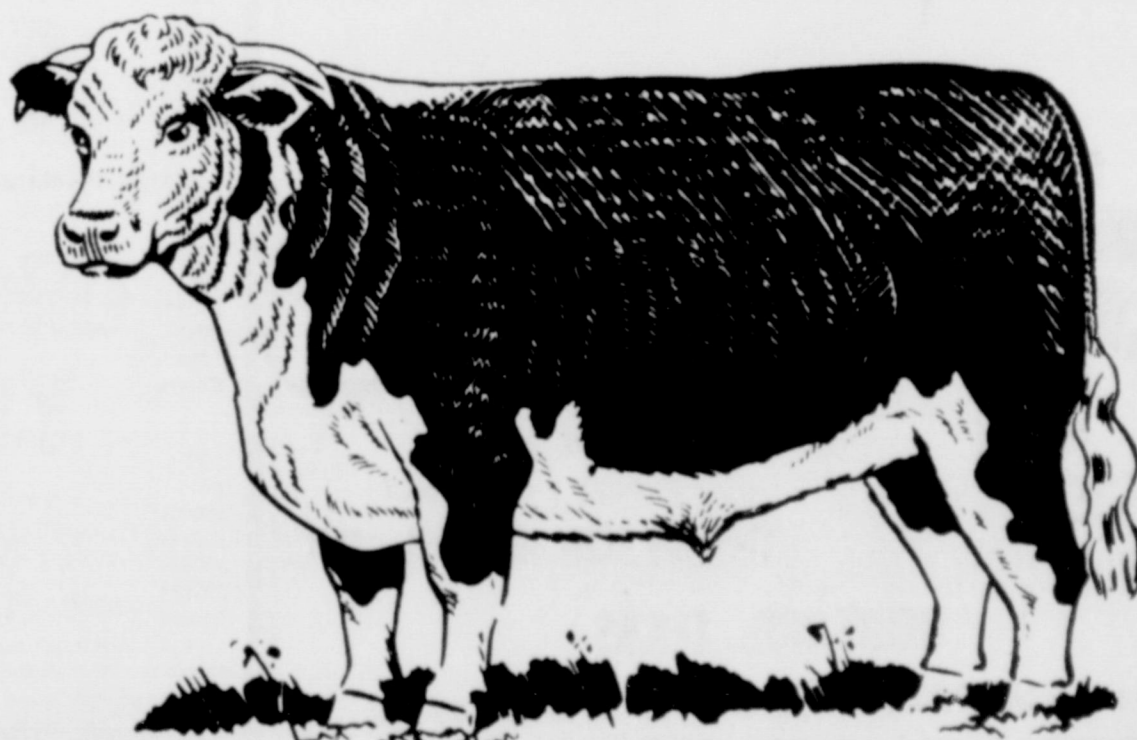
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GENE MAYFIELD

New WTSU Head Coach Has Great Credentials

Gene Mayfield, who went from outstanding quarterback at West Texas University to greater distinction as a Texas high school coach, was named director of athletics and head football coach at his alma mater last week.

Dr. James P. Cornette, university president, made the announcement at a news conference.

"His period of initial employment extends through Dec. 31, 1975 at an annual salary of \$25,000," Dr. Cornette said.

Mayfield, 43, succeeds Joe Kerbel, 49, who along with his six assistant coaches, resigned Monday after the university's Board of Regents decided their contracts would not be renewed after the present contractual period.

The president said the new coach would appoint his own assistants.

Mayfield, coach at Odessa Permian the last six years, "accepted our invitation extended yesterday (Tuesday) to become the director of athletics and head football coach as soon as convenient with him and the

Odessa school system," Dr. Cornette said.

"Both personally and officially I am very happy that Gene and his family are 'coming home' to West Texas State. He is one of the finest men I know and his coaching ability shows from the record," the president added.

Mayfield was graduated by West Texas State with a Bachelor of Science Degree in 1951 and received a Master of Education Degree from the university seven years later.

His wife, the former Mary Jean Hoover, also is a graduate of West Texas State.

Mayfield becomes the 16th head coach since the university hired its first football mentor in 1910 shortly after opening its doors as West Texas State Normal College.

His 17-year head coaching career at three high schools began in 1954 in Littlefield. In four seasons, his teams won 32 and lost 12, with five of the defeats coming in 1955, his second year in coaching.

He moved to Class AAAA Borger High in 1958 and in seven years his teams posted a 62-13 record and never lost more than two games a season.

The Bulldogs had a 13-1 mark in 1962 with the lone setback coming in the state championship game with San Antonio Brackenridge. The 1958, 1960 and 1961 teams lost in bi-district play and finished with 9-2 records.

After an 8-2 mark in his final season at Borger, he took his first Odessa Permian team to the state Class AAAA title in 1965. Permian won 13 of 14 games.

In 1968 and again this past season, Permian advanced to the state championship game only to lose to Austin Reagan on both occasions. Last fall Permian was 14-1 and was 11-4 in 1968.

Odessa won 72 of 82 games in six years under Mayfield and his 17-year record is 166 victories and 35 defeats.

Mayfield enrolled at West Texas State in 1945 and was an end on Coach W.A. (Gus) Miller's wartime team that won two and lost six.

He went into military service the next September and served in Korea and Japan until March 15, 1948.

He returned to West Texas State that fall and was a forward passing understudy to Cl-oyce Box, who later became a great pass receiver for the Detroit Lions of the National Football League and now is chairman of the university's Board of Regents.

During his sophomore year under Coach Frank Kimbrough, who died of a heart attack only last week, the Buffaloes were 6-5.

In 1949, when the Buffs were 5-4, Mayfield passed for 755 yards and 10 touchdowns. His 54 per cent completion average, coming on 54 receptions in 100 attempts, is one of the highest of records at West Texas State. That year he threw only three interceptions and it is the lowest total of any Buffalo passer attempting 100 or more passes a season.

Mayfield also was the fourth leading rusher in 1949, gaining 174 yards on 70 carries.

His senior year found him setting passing records that stood until the late Hank Washington started breaking them in 1965.

In 1950, Mayfield passed 153 times, completed 78 for 1,359 yards and 11 touchdowns. He had nine interceptions. He also rushed for 207 yards, giving him a total offense of 1,566 yards.

The Buffaloes climaxed a 9-1 season in 1950 by defeating Cincinnati 14-13 in the Sun Bowl at El Paso. It was West Texas State's first post-season bowl appearance and Mayfield threw a 69-yard pass to Bill Cross for the winning touchdown.

Although the records are incomplete, Mayfield is listed as the fourth best passer in West Texas State history with 2,114 yards on 132 completions.

After graduation, Mayfield stayed at the university as a graduate assistant coach in 1951 and the next year he was named backfield coach by Kimbrough. Mayfield went to Littlefield as an assistant coach in 1953.

Mayfield's All-Time Record

LITTLEFIELD HIGH SCHOOL		
Year	Won	Lost
1954	10	3
1955	5	5
1956	10	1
1957	7	3
Totals	32	12

BORGER HIGH SCHOOL		
1958	9	2
1959	7	2
1960	9	2
1961	9	2
1962**	13	1
1963	7	2
1964	8	2
Totals	62	13

ODESSA PERMIAN HS.		
1965*	13	1
1966	7	2
1967	9	1
1968**	11	4
1969	8	1
1970**	14	1
Totals	72	10

In 17 years of high school coaching his teams won 166 games and lost 35.
* State Champions
** State Finalist



Gene Mayfield
... Buffs' New Head Coach

Gene--born Clurel Eugene Mayfield at Quitaque on Jan. 31, 1928--is the son of Mr. and Mrs. J.A. Mayfield. His parents still live at Quitaque.

He and his wife have three children, Rhonne Elaine, 19, Steven Gene, 15, and Stan Lane, 10.

Mayfield is not the first coach to jump from a high school position directly to a major college head coaching job. Notably among those making a successful transition were Paul Brown and the late Blair Cherry.

Contribute generously to the American Heart Association, 44 East 23rd Street, New York, N.Y. 10010, which reports that, in one recent year, 18,000,000 Americans had heart conditions of one kind or another. These include 350,000 persons under the age of twenty.

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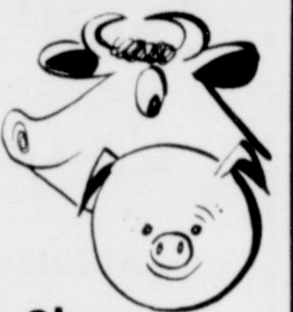
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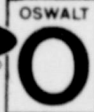


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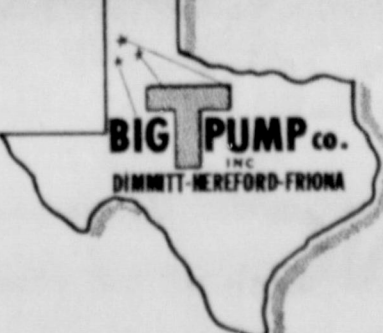
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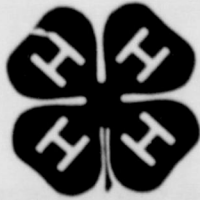


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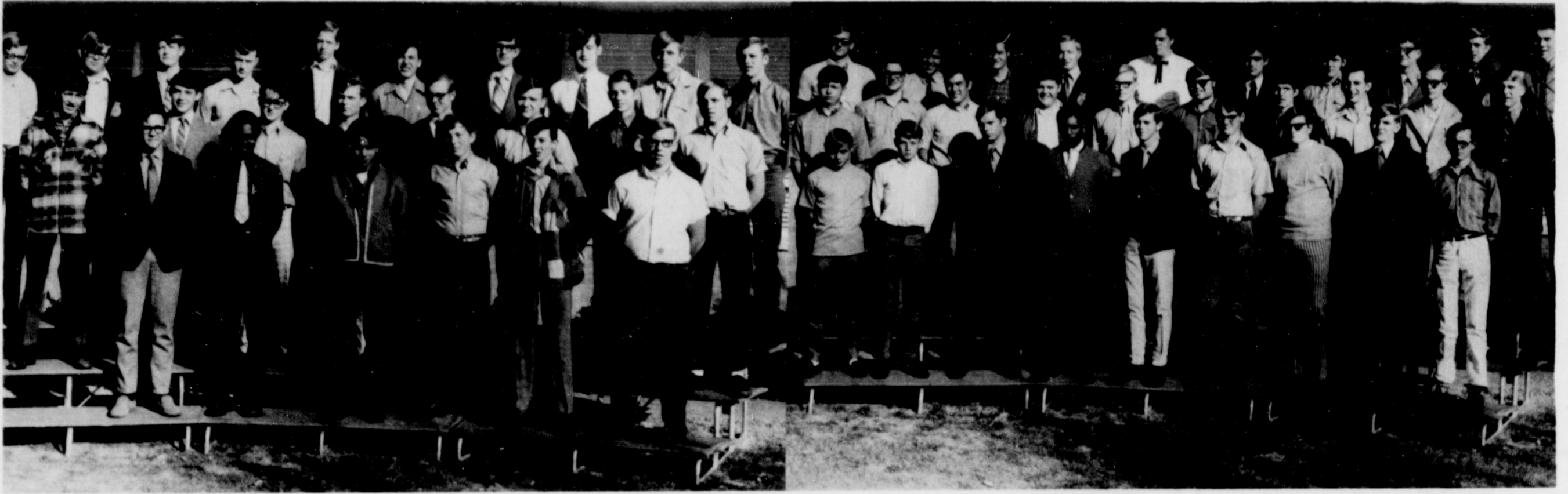
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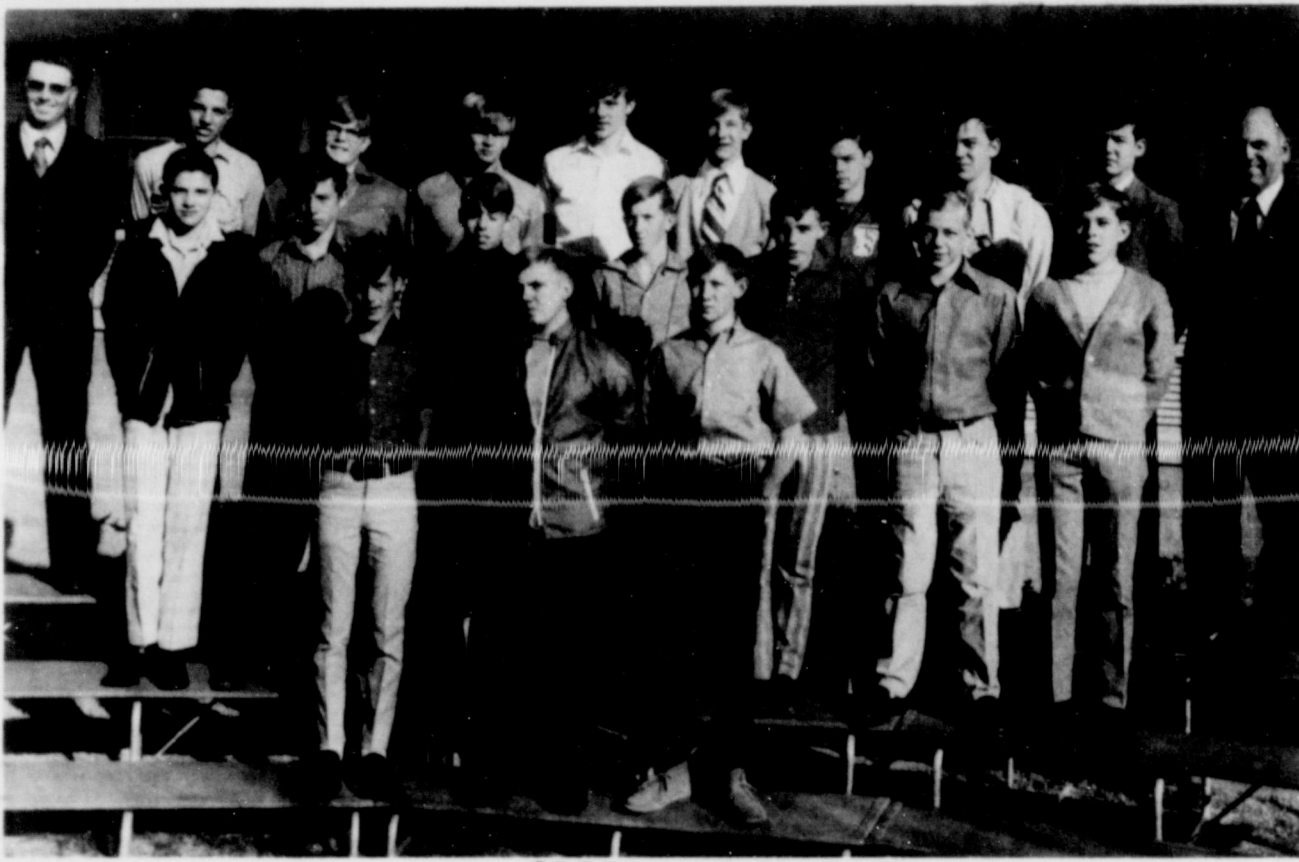
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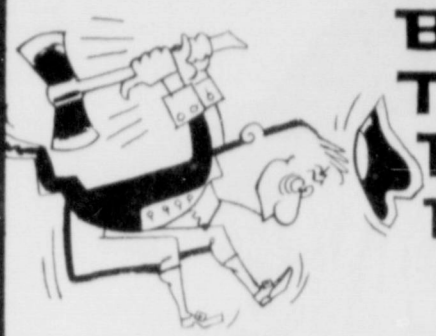
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FEBRUARY 19th & 20th

(Photos courtesy Angel's Studio, Hereford, Texas)

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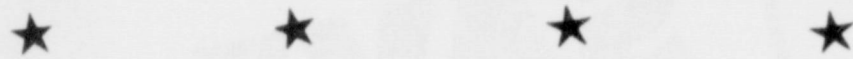
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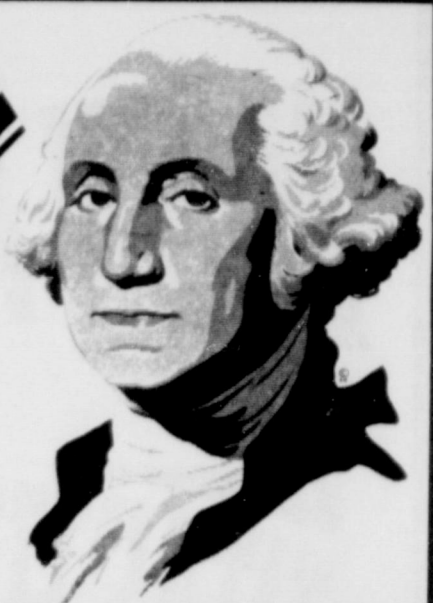
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775-14	2.20	4 for 81.80
775-15	2.36	4 for 85.80
825-14	2.21	4 for 85.80
815-15	2.38	4 for 93.80
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650-13	1.79	4 for 81.80
700-13	1.94	4 for 85.80
735-14	2.07	4 for 89.80
775-14	2.20	4 for 97.80
825-14	2.36	4 for 105.80
855-14	2.57	4 for 113.80
885-14	2.86	4 for 121.80
775-15	2.21	4 for 97.80
815-15	2.38	4 for 105.80
845-15	2.57	4 for 113.80
900-15	2.83	4 for 121.80

TRIPLE WRITTEN GUARANTEE

- FREE 30-DAY REPLACEMENT GUARANTEE if tire fails due to road hazards or faulty workmanship and materials.
- MILEAGE SERVICE GUARANTEE against all types of road hazards. Adjustments pro-rated on months or mileage used and based on White's regular outright price at the time of purchase plus Federal Excise Tax.
- LIFETIME GUARANTEE against defects in workmanship and materials pro-rated on tread wear.

YOUR DOLLAR GOES FARTHER

WHITE'S 'Magic 50' WIDE TREAD 'SAFETY-GLAS'

Guaranteed 44,000 MILES!

4 PLUS 2 - Four plies of "steel strong" polyester plus two tough fiberglass belts gives six plies on the road surface for the absolute ultimate in safety. GREATER MILEAGE - The fiberglass belts prevent the tread face from contracting and expanding, thus eliminating tread wearing squirm. GREATER STABILITY - The wide 78 series low profile combined with the fiberglass belts gives a more stable tire, easier handling and greater high speed capabilities. REVERSE MOLDED TREAD - Uninflated tread curves inward--inflated comes out flat. Specialized shaping adapted from race tire building technique.

TIRE SIZE	REG. PRICE	EX. TAX	SALE PRICE
E 78-14	35.95	2.41	29.95
F 78-14	37.95	2.54	31.95
G 78-14	40.95	2.66	33.95
H 78-14	42.95	2.89	35.95
J 78-14	44.95	3.00	37.95
F 78-15	37.95	2.45	31.95
G 78-15	40.95	2.62	33.95
H 78-15	42.95	2.85	35.95
J 78-15	44.95	3.02	37.95



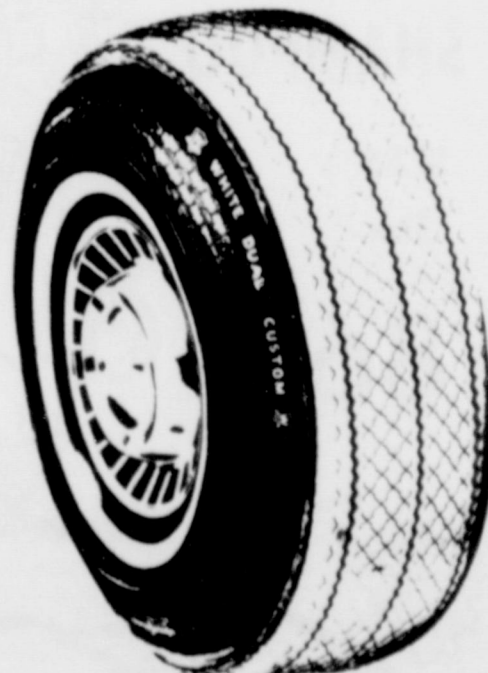
E78-14 TUBELESS WHITEWALL PRICED AT ONLY **\$29.95**

Won't Be Sold At This Price Again This Year.



DUAL CUSTOM...Guaranteed 25,000 miles

Low Profile Design--maximum high speed endurance
 4-Full Plies Nylon for Blowout Protection
 New Jet-Flo Tread--softest, smoothest riding



TIRE SIZE	EXC TAX	BLACKWALL	WHITWALL
600-13	1.59	11.95	14.95
650-13	1.79	13.95	16.95
695-14	1.94	14.95	17.95
700-13	1.96	14.95	17.95
735-14	2.07	15.95	18.95
775-14	2.20	16.95	19.95
825-14	2.36	18.95	21.95
855-14	2.57	20.95	23.95
885-14	2.86	22.95	25.95
775-15	2.21	16.95	19.95
815-15	2.38	18.95	21.95
845-15	2.57	20.95	23.95
900-15	2.79	22.95	25.95

DON'T MISS OUT ON THIS ONCE-A-YEAR OFFER!



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HIGH PRICES GET THE AX!

At White's Big WASHINGTON'S BIRTHDAY SALE

Big Clearance Of Winter Items! Drastic Reductions!
It's The Truth!
 Sale Prices Start Thursday, February 18, And Runs Through February 27.



ARRID ANTI-PERSPIRANT SPRAY
 \$1.29 Size **58¢**

ALL FURNITURE AND APPLIANCES 10% OFF

ANTI-FREEZE
 Regular \$1.69 Gallon **\$1.39** Gallon

STOP LEAK Regular \$1.89 Gallon **\$1.49** Gallon

GAS HEATERS 1/4 OFF
 Reg. \$23.95 Now \$17.95
 32.95 24.75
 39.95 29.95

BAYER ASPIRIN
 100's \$1.07 Size **59¢**

Family Size COLGATE Dental Cream
 6.75 Oz. Tube **58¢**

BATHROOM HEATERS
 Regular \$6.98 **\$4.98**

Dual Control ELECTRIC BLANKETS Reg. \$19.95 **\$14.95**
Wool Winter BLANKETS Reg. \$3.98 Full Size **\$1.98**

BAYER ASPIRIN
 FAST PAIN RELIEF
 "BAYER WORKS WONDERS"

Gillette FOAMY Shave Cream
 \$1.19 Size With Two **FREE** Platinum Plus Blades **68¢**

LIQUID PRELL SHAMPOO
 \$1.55 Size **86¢**

Family Style LISTERINE ANTISEPTIC
 \$1.59 Size **86¢**

TOYS 40% OFF
 On Purchase Of \$10.00 Or More

Gillette PLATINUM PLUS BLADES
 6 Blades \$1.00 Size Plus One **58¢**
 Extra Blade FREE

STYLE HAIR SPRAY
 *Super Hold
 *Regular
 *Unscented **39¢**

WORLD'S LARGEST SELLING HAIRDRESSING
 \$1.09 Size **58¢**

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