



Friona School Lunch Menu

Week of October 2-October 6
 Monday--enchilada casserole, buttered corn, carrot sticks, lettuce and tomato salad, chocolate cake and milk.
 Tuesday--steak, mashed potatoes, hot rolls-butter, green beans, coconut cake and milk.
 Wednesday--frito pie, pinto beans, corn bread-butter, turnip greens, apple crisp and chocolate milk.
 Thursday--turkey and dressing, buttered carrots, cranberry sauce, hot rolls-butter, giblet gravy, strawberry short cake and milk.
 Friday--hamburgers, French fries, onions, chocolate pudding, lettuce, tomatoes, pickles, catsup and milk.

Local Woman Returns Home

Mrs. Howard Ford, who has been a surgical patient at Hi-Plains Baptist Hospital in Amarillo for several weeks, spent the weekend at home.
 Mrs. Ford came home Friday and returned to Amarillo for medical treatment Tuesday morning.
 She expects to be in Amarillo several more weeks.



WELCOME TO FRIONA



Mr. and Mrs. Max Harkrider and family are recent newcomers to Friona. The family lives southeast of town. Max is self-employed, in the manure-spreading business. Larry, Hank and Mickey are 11, 9 and seven, same ages as Kelly, Ken and Kathy Bonner. The family attends the Methodist Church.



Pause and Reflect

By Nelson Lewis

Every Maize Days Frionans have an opportunity to engage in one of the most pleasant pastimes known to man: Community Fun!

No, that's "Fun," not "Fund"---that comes later. Friona reminds me of the little village I hail from. It was too small to have a village idiot; all us boys had to take turns.

And it was a pretty decent town, although some likker drinking did go on.

I remember one time we didn't know the city waterworks had broken down until a house caught fire.

And we had our share of "characters," the barber's wife fell down one day and she was so fat she rocked herself to sleep trying to get up.

Billy Sunday came to town to do a spell of preaching and he brought in a young man so handsome that all the girls and ladies decided protracted meetings were the "in" thing.

One of these girls (the prettiest single teacher in town) marched into the tabernacle one night and here is the pretty boy acting as usher.

They look at each other and both turned red as a spanked baby. She says, "Is this pew occupied?" He says, "Yes, Mam, but I can sew you to another sheet." But it wasn't all fun and games.

We had our share of troubles.

I remember the day the Mayor was driving down Main Street and got stuck in the mud and the whole rear end dropped out of his automobile (they weren't called "cars").

The City Manager came to his rescue; but his mule drowned in the mud hole.

And we had weather just like anybody else.

One day an agriculturist (he's a man who makes his money in town and spends it in the country; a farmer is a man who makes his money in the country and spends it in town) well, he sent this old boy out to plow a field of popcorn.

About eleven o'clock the sun got so hot the corn started popping.

It looked so much like snow falling that the old boy caught pneumonia and both mules froze to death.

A corset drummer came flying down Main Street one day and anybody could tell right off that he was lost.

He pushed the pedals on his Model T until he had it about still and hollered at one of the town boys, "Hey, son, can you direct me to the center of town?"

The boy blinked his eyes a time or two and when the dust had settled he looked north and then south, and said, "Mister, don't move a darn inch!"

One thing we were always proud of was our school.

Our best teacher was a cross-eyed fellow who preached on Sundays and shod horses at night.

He had the three cross-eyed Smith brothers in his history class and one morning he looked at one of them and asked, "What is the capital of Texas?"

The second one says "Austin."

Teach looked at him and said, "I wasn't talking to you!"

And the third one says, "I didn't say anything!"

Kinda reminds me of the time I asked "Who freed the Hebrew children?" and from the back of the room one kid piped up, "It wasn't me, we just moved here from Bovinal!"

Something like the time my wife had twin girls in one of her first grade classes. What I mean is that one time twin girls attended my wife's first grade class.

Well, anyway, one of these twins was up front raising Holy Ned while the other one was in the back of the room trying to figure out "Run, Spot, run!"

About that time another little girl came up to the desk and said, "Better be careful, there's another one of her in the back!"

Yap, it's nice to forget the world's ills if only for a week. Let's all enjoy Maize Days. "Big Saturday"--it's a part of Americana that is fast disappearing!



PRIZED POSSESSION . . . J.R. Williams proudly shows off the set of Presidential Memorial Gold Coins which he acquired from the Philadelphia Mint on a recent trip to Philadelphia. Mr. and Mrs. Williams toured many interesting historical sites on the trip as well as visiting with son Randy Williams. They saw Independence Hall, Valley Forge and the battlefield at Moorestown, New Jersey. The coins have a special seal for each of the Presidents from George Washington to Richard Nixon.



Sincerely Yours

By Rev. Albert L. Lindley

Have you heard this one? I heard it twice this past week so I guess it must have some meaning. . . .

"The Minister entered a Church-School class while the lesson was in progress and interrupted to ask one boy, 'Who broke the Walls of Jericho?' 'Not me, Sir,' piped the lad.

The Minister turned to the teacher. 'Is this the usual behavior in this class?' The teacher answered, 'This boy is honest and I believe him. I really don't think he did it.'

Distressed, the Minister sought out the Chairman of the Work Area on Education and explained what had happened. 'Why I've known both the teacher and the boy for years,' the chairman said, 'And neither would do such a thing.'

By this time the Minister was heartsick and reported his experiences to the Administrative Board. 'We see no point in being so distressed,' they replied. 'Let's just pay for the damage and charge it to upkeep.'

Well now, this kind of illiterate (you did know the problem there, didn't you?) thinking about some of the areas of religious life and history are often common in our day and time.

For the advancements of technology and "know how" to be as far reaching as they are, we still sure have some messed up ideas about alot of things.

Of course, the easy way out is to say that "If your idea isn't the same as mine--you are wrong."

Another popular approach is to say that "I know it all and what I have is truth". . .often this person also possessed the philosophy of "Don't confuse my decision with facts, I'm not going to change."

I have a little sign in my study which I seek to use for purposes of being able to get out of my own corners that I often get myself into and it states--"It's too late to agree with me, 'I've changed my mind.'"

I think I told you about that once before but it still works. True, I don't gain much in popularity when I pull it on someone but it does often relieve my present problem--for a while. . . .

I have always felt (here come the "friendly philosopher side of me) that if a person was really and truly after the truth--if he really would not be satisfied with anything else, then his searching would never cease and he would be open minded to anything that came along.

Now I said open minded--not accepted. There is a difference and if you will admit that, then there is still a chance for you. . . .

So, if you really want to know, I just might be able. . . .

GREEN FOREST, ARK., TRIBUNE: "While work can be bothersome and a great nuisance at times, it would be a mistake to consider it an evil custom of mankind. In fact, the opportunity of an individual to work for his own advancement is one of the prized liberties of modern civilization. The satisfaction that comes from work well performed is likewise one of the basic motivations and pleasures of human conduct."

ROCKWELL BROS. AND CO.
 'LUMBERMEN'
 Lumber, Paint & Tools

HOUSER
 GROCERY & MARKET

HIGH PLAINS DEVELOPMENT CO.
 NEED A HOME?
 CALL 372-9233, Amarillo OR 247-2511, Friona

REEVE CHEVROLET
 New and Used Cars
FRIGIDAIRE APPLIANCES

REED'S CLEANERS
 117 West Sixth
 PICK UP AND DELIVER
 Friona Phone 247-3170

FRIONA WHEAT GROWERS
 Elevator Service
 Field Seeds

Welcome

To Friona's 66th Anniversary Celebration. You'll Have An Old-Fashioned Good Time At. . .

MAIZE DAYS

Our Thanks And Best Wishes Go To Vandra Nichols Who Is Our Representative In The Maize Queen Contest Tonight.



Vandra Nichols

PARMER COUNTY PUMP CO.

CARROL'S
 *Office Supplies
 *Printing *Gifts
 601 Main Phone 247-3731
 Opening Oct.6



FFA OFFICERS. . . The Friona FFA officers for 1972-73 are shown above. Seated, left to right are Kevin Wiseman, president, Vicki Pryor, plowgirl, Sarah Gammon, sweetheart and Johnny Bandy, vice president. Standing are Terry Mabry, secretary, Danny Newton, reporter, Howard Denney, sentinel and Mitchell Wiseman, treasurer.

We Welcome You To Hunter Safety Course
MAIZE DAYS Warmup Set Thursday

CARROL'S
*Office Supplies
*Printing *Gifts
601 Main Phone 247-3731
Opening Oct. 6

The orientation meeting for a firearms and hunter safety course, which is being sponsored by Spring, Spring, Alexander and Associates, will begin at 6:30 p.m. Thursday, September 28, in the meeting room of Farmer County Community Hospital.

This course, which will be open to persons from 12 through 21 years of age, will be a four hour course with the final hour being on the firing line.

Dr. Bob Alexander will teach "Firearms and Hunter Safety Training Course," a program of the National Rifle Association and Texas Parks and Wildlife Department.

Each person completing the course will receive a certificate. In New Mexico it is necessary for a non resident to have a certificate to obtain a license if he is 16 years of age or under.

Persons born after January 1, 1949 are required to have a certificate to obtain a non-resident's license in Colorado.

It is likely that Texas residents will soon be required to have a certificate to qualify for a license.

Parents of all persons interested in taking the course are being invited by Dr. Alexander to attend the orientation meeting.

An instruction book, which will cost approximately \$1.50 per student, will be the only cost of the course.

The FRIONA STAR
Founded in 1925 by John W. White
Published Every Thursday at 916 Main Street
Friona, Texas, 79035
Member, Texas Press Association; Member, Panhandle Press Association; Member, West Texas Press Association.
Prize-winning newspaper, Panhandle Press Association, 1957, 1958, 1959, 1960, 1961, 1962, 1964, 1965, 1966, 1967, 1968, 1969. Prize-winner in Texas Press Association, 1959, 1960, 1962, 1963, 1964, 1965, 1966, 1968, 1969. Prize-winner in West Texas Press Association, 1959, 1960, 1962, 1963, 1964, 1965, 1966, 1968, 1969. First place General Excellence winner, West Texas Press Association, 1961, 1963, 1965, 1968.
Suppl. class postage paid at Friona, Texas, 79035.
SUBSCRIPTION RATES
Furmer County, adjoining counties: \$5 per year. Elsewhere: \$6 per year.

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



OLD FASHIONED

GROCERY BARGAINS
For MAIZE DAYS

Wilson's Certified
BACON 1 Lb. Pkg. **98¢**

Longhorn **CHEESE** Lb. **89¢**

Lean Center Cut
PORK CHOPS Lb. **98¢**

Shasta **DIET DRINKS** 12 Oz. Can **10¢**

Dream Whip **TOPPING MIX** 4 Oz. Pkg. **43**

Charmin **BATHROOM TISSUE** 4 Roll Pkg. **39¢**

Cold Power **DETERGENT** Giant Size **59¢**

Del Monte **PINEAPPLE JUICE** 46 Oz. Can **3/\$100**

BARREL of BARGAINS
Del Monte **TUNA** 1/2 Flat Can **2 79¢**
Del Monte **WHOLE KERNEL CORN** #303 Can **5/\$100**



Betty Crocker **CAKE MIX** 19 Oz. Pkg. **2/69¢**



JELLO Asst. Flavors **10¢** 3 Oz. Pkg.

Extra Fancy Washington New Crop Golden Delicious **APPLES** Lb. **29¢**
Texas Bell **PEPPERS** Lb. **19¢**

YELLOW ONIONS Lb. **10¢**

FROZEN FOOD
Chopped **BROCCOLI** 10 Oz. Pkg. **2/45¢**
Ole South **COBBLER** **79¢**

Join The Fun! Attend **MAIZE DAYS**

Bartlett & Potts
Auction Service
Houston Bartlett Route 1 Bovina, Texas Phone 225-6699
Larry Potts Route 2 Friona, Texas Phone 295-6633

Free Appraisal By Big Nick
Phone 238-4861

Let Us Handle **YOUR Farm Sale**

* Dependable * Experienced



HOUSER

GROCERY & MARKET



WE GIVE GUNN BROS STAMPS

DOUBLE IN WEDNESDAY WITH \$2.50 PURCHASE OR MORE

Friona Cyclists Win Three Of Six Classes

A total of 72 entrants took part in the Friona Chamber of Commerce's annual motorcycle races, which officially kicked off the Maize Days activities last Sunday afternoon northwest of Friona.

A large crowd attended the event, which proved to be a profitable one for both the Chamber of Commerce and the local motorcycle club.

Friona riders won three of the six classes--the wins being turned in by the Adkins brothers, Dan and Glenn. Dan, riding a Honda, won the first-place trophy in the micro-mini class. Glenn won first place riding a Hodaka in both the mini-man and the 100 cc divisions.

Other class winners were Ted Stallings of Bovina, riding a Penton, in the 125 cc class; Bob Maxwell of Amarillo, riding a Malco, in the 250 cc class and Gary Bailey of Clovis, riding a Kawasaki, in the open class.

The 125 cc class was the largest event, having to conduct heats for a qualifying round.

Another local cyclist, Blayne Baxter, had just taken the lead in the 250 cc event when he fell, and missed out on the placing.

Doug Norwood was fourth in the 100 cc event, and Darcy Renner was fourth in the mini-man class.

Other trophy winners were: Micro-mini man: 2. Stevie Hughes (Yamaha), Clovis; 3. Kevin Cook (Yamaha) Clovis.

Mini-man: 2. Doug Norwood (Suzuki), Friona; 3. Jeff Grisom (Hodaka), Bovina.

100 cc: 2. Mike Benson (Penton), Adrian; 3. John Birdsong (Kawasaki), Hereford.

125 cc: 2. Dale Fisher (DKW), Vega; 3. Curtis Gable (Penton), Muleshoe.

250 cc: 2. Kenny Christy (Malco), Amarillo; 3. Keith Ingraham (Yamaha), Clovis.

Open: 2. Larry Davis (BSA), Clovis; 3. Keith Ingraham, (Yamaha), Clovis.



UP AND OVER... This unidentified participant in the Chamber of Commerce's motorcycle race is shown making a jump during Sunday's competition. A large number of people turned out for the event, a first for Friona.

Club Drawings Popular Event During Festival

One feature of Friona's annual Maize Days Celebration that traditionally draws a big crowd is the drawing for prizes at four p.m.

Members of various civic groups who have been busy selling tickets for the past month gather around the loud speaker at the Lions Club bingo stand. There the lucky winners names are drawn out of a hopper.

Among the many items to be

given in drawings this year are a riding tractor lawn mower by the Fire Department, a mini-bike by the Noon Lions Club, a hand-tooled roping saddle by the Friona Riding Club, a doll dressed in 25 one dollar bills by the Progressive Study Club and the ESA is giving away a 25 pound Freezer Pac donated by Crow's Meat Company.

Following the drawings this year there will be an auction

held by the local Boy Scouts. In addition there may be other clubs sponsoring drawings that have not been listed with the Chamber of Commerce.

Your Chamber urges the public to participate wholeheartedly in these events, as the money made from these drawings are used for the betterment of the community by the sponsoring clubs and organizations.

FARM DISCOUNT LUMBER & SUPPLY OF HEREFORD

Can Save You Money!

BULL FENCE
50" V-MESH
165' \$65.75 ROLL

PANELING BONANZA

\$288

Per 4 X 8 SHEET

Rust or Almond

T-LOCK 245 ROOFING SHINGLES
Double Coverage
\$10.92 PER SQUARE

S
A
V
E
S

FARM DISCOUNT LUMBER & SUPPLY
Ph. 364-6002
Hlway 385 South Hereford, Texas

Antique Display Set Saturday-Sun

The Grade School Cafeteria will be the scene of the second annual Antique Show sponsored by Progressive Study Club of Friona.

The show will begin at 10:00 a.m. Saturday, September 30, and run until 9:00 p.m.

The following day, Sunday, October 1, the showing is scheduled from 1:00 p.m. to 6:00 p.m.

The show will feature several reputable antique dealers, and they will be showing authentic antiques.

Mrs. Von Edelman, president of Progressive Study Club stated, "We would like to make this annual affair because we feel it will add much to the Maize Days celebration. Since the dealers feature such high quality merchandise, the show will be a great drawing card and bring many area people into Friona."

Mrs. Edelman further stated, "We urge everyone to come by and view the spectacular displays and see for themselves what a nice antique show we are bringing to Friona." Mrs. Edelman also reminds the public that proceeds from the ticket sales and booth rentals will be used to further worthwhile com-

munity projects. Tickets to the show are priced at \$1.00 each and may be purchased at the door or from study club members.

Temperatures

Day	Hi	Low
Thursday	82	49
Friday	70	37
Saturday	74	37
Sunday	84	55
Monday	86	55
Tuesday	82	51
Wednesday	77	52

Light frost recorded morning of Friday, September 22.

WHITE'S SUPER MARKET

Our Aim Is To Please In Every Way

WE DELIVER

WE GIVE GUNN BROS STAMPS

Phone 247-2250

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

All Meat

BOLOGNA

lb. 73¢

PORK ROAST

lb. 79¢

Were 66 Years Young

In Friona This Week As We Celebrate Our Good Old-Fashioned

MAIZE DAYS

We've Been In Business In Friona For The Past 44 Years, And We Look Forward To Serving Our Customers In This Area

Maurer Machinery Co.

Morton's

BEAN DIP

10 1/2 Oz. Can **29¢**

Keablers Zesta

CRACKERS

Lb. Box **39¢**

White Swan

SALT

26 Oz. Box **10¢**

White Swan

CHERRIES

303 Can **3/\$1.00**

Comstock Strawberry

PIE-FILLING

21 Oz. Can **69¢**

Russet

POTATOES

10 Lb. Bag **69¢**

Sunkist

ORANGES

Lb. **17**

Portales

SWEET POTATOES

Lb. **17¢**

FROZEN FOOD

Cloverlake 1/2 Gal. ICE CREAM **79¢**

Patio BEEF ENCHILADA DINNERS 13 Oz. **59¢**

White Swan

SHORTENING

3 Lb. Can **79¢**

Folgers

COFFEE

Lb. Can **89¢** First Lb. After **93¢**

MINUTE RICE

14 Oz. Box **53¢**

Instant Quaker

OAT MEAL

10 Oz. Box **49¢**

White Swan

PORK & BEANS

300 Can **15¢**

Try SAMMY'S PRIDE MILK And AUNT MARTHA'S BREAD



VIEW CHEVIES. . . The Don McManaman family is shown looking at the 1973 Chevrolet during show date last Thursday. Glenn E. Reeve, Jr. of Reeve Chevrolet-Olds, shows the McManamans the finer points of the new models.

Deadline Nears To Enter PPK Contest

There are just a few days remaining for boys in the Friona area to register for the local Punt, Pass and Kick Competition.

Troy Young, manager of Friona Motors, Ford Dealer sponsoring the popular youth activity in this area, said that registrations would be taken through Saturday, September 30. The Friona PPK Competition is scheduled for Sunday, October 1 at Chieftain Field.

"Although time is growing short, any boy 8-13 years of age can still compete," said Young. "All he needs to do is come into our showroom, accompanied by a parent or guardian, and fill out the PPK registration form. There's no entry fee or charge of any kind, and that goes for all six levels of competition, up to and including the National Finals."

The Ford Dealer pointed out that 1st, 2nd and 3rd place trophies will be awarded in the local competition in each of the six age groups. Increasing the boys' chances of winning one of the 18 trophies is the fact that each boy competes against other boys his own age. And since there is no body contact, a boy's size is not as important as his ability to punt, pass and place kick for distance with accuracy.

"Winners can keep right on going up through the Zone, District, Area and Division contests to the National Finals," the Ford Dealer said. It's possible that one or more of our local winners could wind up in the Finals, which this year will be held at the Pro Bowl Game in Dallas on January 21. That means an all-expense-paid trip for the contestant and his parents, a special tour of fabulous Dallas, Texas, a Banquet of Champions celebration, and the chance to meet some of the top professional players and coaches.

"Registering for PPK right now in our dealership could mean all that for some youngster or youngsters here in Friona, but they should register right now," the dealer concluded.

Mrs. Guinn Will Do

Pastel Portraits

Again this year your popular Hereford portrait artist, Mildred Guinn, will be on hand for the Matze Days Celebration and will be doing portraits of local people.

She will be located in the Bi-Wize Drug Store on Thursday, Friday and Saturday of the celebration and will do charcoal or pastel portraits on request.

Mrs. Guinn has recently completed a course of study with Ben Konis, well known artist-teacher

SCS News

Ensilage harvest is about complete. This has been an unusual year for ensilage harvest. A good portion of the early harvest was done with the ground too wet and in some cases tractors were used to pull trucks through the fields.

The Farmer County SWCD is concerned because the compaction caused by these trucks and tractors on the wet soil causes special conservation and pollution problems.

Each farmer who had to harvest his ensilage while the soil was too wet is encouraged to treat this area with special concern. Adding large amounts of organic matter is one type of treatment and another is to grow a close growing fibrous rooted crop.

If there are any problems or questions on a particular farm we suggest you contact the SCS in Friona.

When he registers, each boy gets a free PPK Tips Book. It contains helpful pointers from the pros on punting, passing and kicking. In the '72 edition are suggestions for NFL stars Dave Lewis, Roger Staubach and Garo Yepremian, plus Coaches of the Year Don Shula and Tom Landry. Complete PPK rules and suggested conditioning exercises for contestants are also included.

This is the 12th anniversary year for PPK. From its inception, the youth activity has been sponsored by the Ford Dealers of America and the National Football League. In that time more than 8,000,000 boys have taken part in PPK, making it the largest and fastest growing activity of its kind in America.



FORD FANS. . . Mr. and Mrs. W.P. Hutson were among the many area residents who came by Friona Motors last weekend for the gala showing of the new Fords. Mr. and Mrs. Troy Young of Friona Motors are proudly showing off the new Ford to the Hutsons.



HELP WANTED. . . Service station attendant. Experience not necessary. Apply Murphree Texaco, 309 W. 11th (Hwy. 60) 51-11nc

AUCTION SALE

Saturday Sept. 30, 1972 - 2:00 p.m.
Location - 509 Main Street
Friona, Texas

Due to the tremendous response to our sale of Tuesday, September 26, we will have a Final Sale Saturday, Sept. 30.

Vinyl Recliners
Sleeper Sofas
Commode
End Tables
Oak End Tables
Maple Commode & End Tables
Love Seats
Maple Dining Room Suits
Spanish Oak Dining Suits
Maple Hutches
3 pc. Sp. King Size Bed Room Suits

3pc. Bed Room Suits
Sp. Chests
Maple Chests
King, Queen, Reg. & Twin Bedding
4/6 & 5/0 Headboards & Frames
Velvet Living Room Suits
All Colors

Approx 1800 Yds. of Carpet

CARPET:
Green Deep Pile Shag
Red W/Design Commercial W/Rubber Back
Green Hi Low
Gold Hi Low
Gold Shag
Avocado Shag
Avocado Hi Low
Blue Deep Pile Shag

● BRING YOUR OWN CHECKBOOKS ● TERMS: CASH OR CHECK
NOT RESPONSIBLE FOR ACCIDENTS ACCOUNTS TO BE SETTLED DAY OF SALE

HANDLED BY

Knowles Auction Service

604 YUCCA LANE - BROWNFIELD, TEXAS - PHONE 637-2888 or 637-6224 (mobile)

Farm Sales - Liquidation Sales

JIMMY KNOWLES
BROWNFIELD, TEXAS

JACK KNOWLES
BROWNFIELD, TEXAS

MILVIS KNOWLES
HEREFORD, TEXAS



Saturday-September 30 - 5:00 p.m.
In The City Park

DON'T MISS IT!

Back The Friona Boy Scouts Fund Drive

Call The Chamber Of Commerce Office,
247-3491 If You Have Items To Donate
And The Scouts Will Pick Them Up.



Louis Lee

Chiefs Hope. . .

(Continued from Page 5)

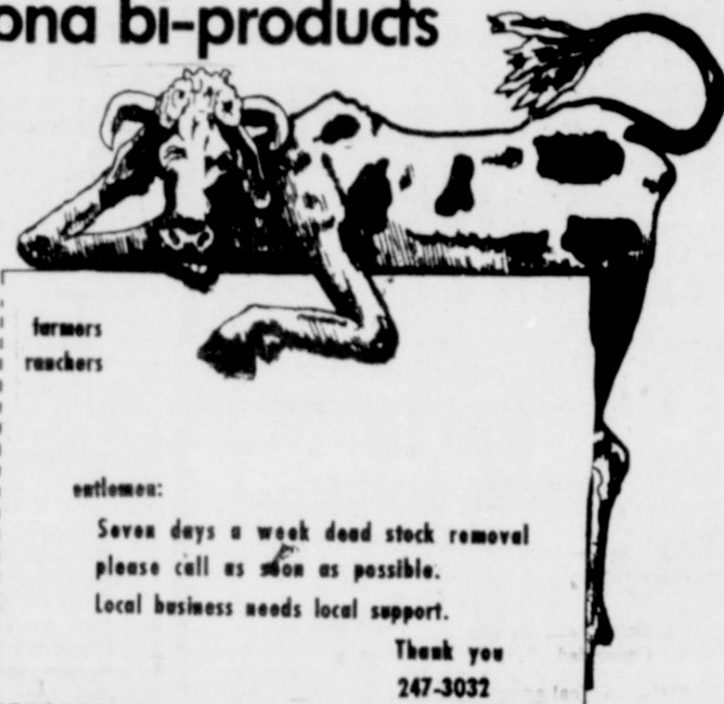
ning five games in a row from 1952 through 1956. The two schools had met in football for ten consecutive years before the series was interrupted.

Springlake finally broke into the win column last Friday, edging Friona's district-mate Dimmitt, 14-13. The Wolverines' mainstays are Hoyt Glasscock, 195-pound running back, Mike Cleavinger, 170-pound back, Eddie Adair, Carl Sulser and Chris Brock, all-seniors.

Although both Glasscock and Cleavinger are noted as power runners, neither has a lot of speed to burn. This may be good, since Friona will be deprived of some of its speed.

Springlake is in District 3-A, same as Bovina and Farwell, already played by the Chieftains this year.

Your local used cow dealer is
friona bi-products



farmers ranchers

gentlemen:

Seven days a week dead stock removal please call us soon as possible. Local business needs local support.

Thank you
247-3032



Howdy, Folks

It's Time To Say

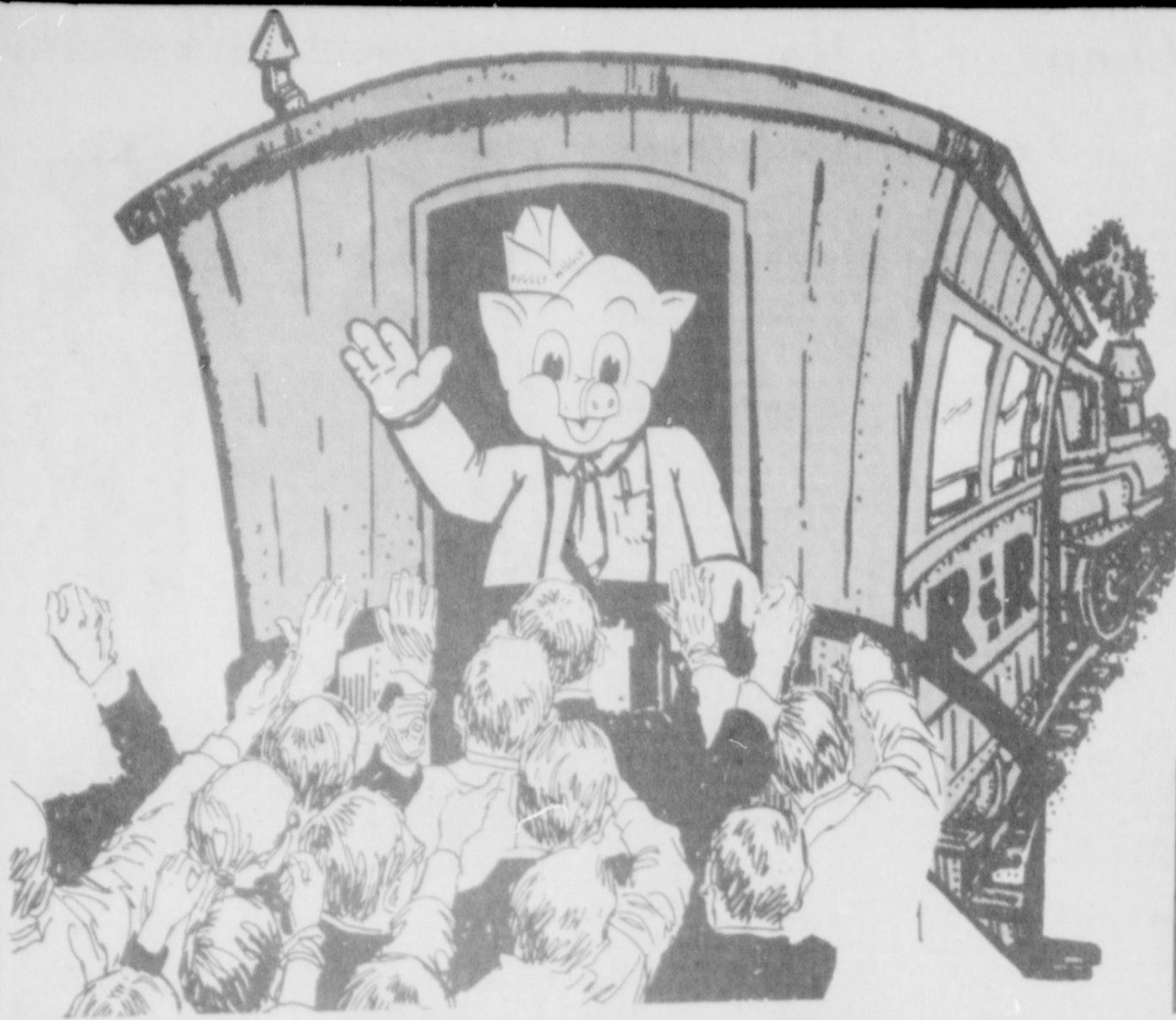


To Another

Maize Days

And To Congratulate The Citizens Of Friona On The City's Outstanding Progress Through The Last 66 Years.

FRIONA FEED YARDS PACO FEED YARDS



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

USDA GOOD 7-Bone
BEEF ROAST Lb. **69¢**

USDA GOOD BEEF Armbone Round
SWISS STEAK Lb. **88¢**

USDA GOOD
FAMILY STEAK Lb. **79¢**

**Piggly Wiggly's Platform:
 Quality and Economy!**

USDA GOOD BEEF
ARM ROAST Lb. **85¢**

FRESH FRYER PARTS			
SPLIT BREASTS	THIGHS	DRUMSTICKS	BACKS
Lb. 79¢	Lb. 59¢	Lb. 59¢	Lb. 19¢

BONELESS STEWMEAT
 Lb. 89¢



GROUND BEEF
 100% Pure Family Pack
58¢ Lb.
 Extra Savings With S&H Green Stamps Double On Wed.

FRESH PIGGLY WIGGLY PRODUCE
 CENTRAL AMERICAN
BANANAS . . LB. **10¢**

AVOCADOS Large Size **39¢**

BUTTERMILK ICE CREAM
 Cloverlake 1/2 Gallon **49¢**
 Cloverlake Round Carton Asst. Flavors **79¢**
CHOCOLATE CHIPS Nestles 12 Oz. Pkg. **49¢**

Clardys **DIP 'N CHIP** Quart **CHOCOLATE MILK**
 Mix Or Match **3 For \$1.00**

IN THE DELICATESSEN
 1 Whole **FRIED CHICKEN** \$1.59
 1 Pint COLE SLAW
 1 Pint PINTO BEANS
ROAST BEEF By The Piece Lb. \$1.39

HAIR SPRAY
 Aqua Net Or Cinderella Tall Can **48¢**

Betty Crocker
CAKE MIX **38¢**

New Gillette **HOSIERY GUARD** 8 Oz. Bottle **69¢**
 Garden Club **CORN SYRUP** Quart Bottle **39¢**
 Aluminum Foil Heavy Duty **REYNOLDS WRAP** 18 X 25 **49¢**

FRUIT COCKTAIL Milo High 2 1/2 Can 3 For \$1
VANILLA WAFERS Nabisco Box 12 oz. **35¢**
BOOTIE SOCKS One Size Fits All Pr. **69¢**

COKES King Size **2 98¢**
 6 Bottle Cartons

Garden Club **SALAD DRESSING** qt. **39¢**
 Pfeiffer Asst. **SALAD DRESSING** 2 For **79¢**
 Food King **BISCUITS** BM or SM 10 Ct. Can 2 For **25¢**
 MC 2 14 Oz. **DISINFECTANT** Spray Can **69¢**

ENFAMIL Reg. or With Iron 13 Oz. Can **32¢**
DISHWASHER MC 2 Automatic 33 Oz. Box **49¢**

Shorline **TOOTH PASTE** Foaming Action Or Stannous Flouride Family Size **49¢**





FRIONA STATE BANK

...The Bank With The Modern Look And The Old Fashioned Friendly Service Says ...

WELCOME
To
MAIZE DAYS

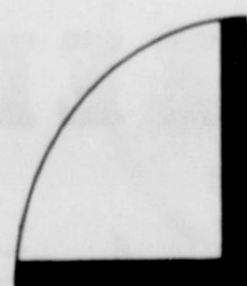


We Are Happy To Be Able
To Serve The World's Best Maize Farmers - - Right
Here In Parmer County.

We Salute Them This Week



Meet Miss Terri Williams
Who Will Be Representing The
Bank In The Queen Contest
This Evening.



FRIONA STATE BANK



CAROL REEVE--is the 17 year old daughter of Mrs. Fay Reeve and is a Senior at FHS this year. She is being sponsored in the Maize Queen Contest by White's Auto. Miss Reeve is best known around Friona as the head cheerleader for the Friona Chieftains.

Concert Tickets Available

Tickets are on sale this week in Panhandle grade schools for the annual Young People's Concert sponsored by the Amarillo Symphony Guild. The Amarillo Symphony Orchestra will perform in a concert entitled "Das Musicfest" September 30 at 3:00 p.m. in the Concert Hall of the Amarillo Civic Center. Children from 6 to 12 years of age and their chaperones are invited to the concert.

Dr. Thomas Hobstadt will conduct the Amarillo Symphony Orchestra in a musical tribute to the German-speaking people of the Panhandle. The opening selection "Thunder and Lightning Polka" will feature special sound effects. The young people will have the opportunity of singing, with or-

chestral accompaniment, the familiar "Do, Re, Mi" from SOUND OF MUSIC and "Die Music!" (Music Alone Shall Live) a well known selection from their music education material. Other numbers on the program include a portion of the "Rosenkavalier Suite" and "The Blue Danube Waltz."

Students from the Panhandle counties and the city of Amarillo are expected to attend the concert. Tickets may be obtained through teachers in the public school system. Price of admission is 70¢.




SARAH GAMMON--is the 17 year old daughter of Mr. and Mrs. J.W. Gammon. She is a Senior this year at FHS and is entering the Maize Queen Contest for Ethridge-Spring Agency. Miss Gammon is the currently reigning FFA Sweetheart.



Ready-Set-Go

For A Real Big
Old Fashioned

Maize Days



Support Your City
Wide Celebration This
Weekend In Friona



Milton
Evans
Manager

PARMER COUNTY FARM BUREAU

W 0 3 RS Z O WB JP C V II J E S

60

W

9

H

5

B

H

4/L

U/6

I

U

2 00



welcome

TO MAIZE DAYS



4

DT

M

B

V

^

X

H

^

S

W

J

E

In FRIONA, TEXAS

"MAGIC OF MAIZE"

Let The Folks With The Proven Record Feed
Out Your Next Pen Of Cattle

HI-PLAINS FEED YARD

Inc.



FRIONA TEXAS

PRESERVES ITS FIND

Highway Dept. Shows Interest In History

Everyone knows the Texas Highway Department provides important transportation links between modern cities and towns. Not so well known is the Department's role in providing links to the past, too.

Texas Highway Department crews have been responsible for finding more than 800 archaeological sites since the Department was organized in 1917.

They combine with the more than 4,500 sites currently cataloged at the University of Texas Archaeological Research Laboratories in Austin to give archaeologists a more complete picture of the State's colorful history.

Discoveries made by Highway Department crews include the remains of an Indian burial mound now on display in the Witte Memorial Museum in San Antonio, Inner Space Caverns on Interstate Highway 35 near Georgetown, and an 80-million-year-old fish fossil in West Texas.

Earlier, discoveries were made more or less by accident. Construction was stopped while the site was excavated. Today pinpointing archaeological sites and locating and restoring artifacts is an important part of highway building.

The Department has its own special archaeological section to find and explore archaeological sites before construction begins.

It was established in July, 1970, shortly after the Texas legislature passed the Antiquities Code in 1969. The code establishes strict rules for control of all historical and archaeological treasures in the State and makes it unlawful for the Department to build or improve a roadway at an archaeological site.

"We want to find all the sites, excavate them before a new highway is built, and at the same time, recover artifacts under existing highways," said Frank Weir.

Weir, who organized the Department's archaeological operations, and a small staff of trained archaeologists assisted by several Department employees have surveyed more

than 400 miles of right of way and excavated nine sites since the section was formed.

Recent discoveries include an Indian campsite near a highway being constructed around Austin, Indian campsites and burial sites in West Texas and a Civil War powder mill near Marshall.

Probably the most significant discovery has been the original architectural plans and specifications for the temporary Capitol which burned in 1899.

The plans, considered lost, were found by Weir while doing

research in the archives branch of the Texas State Library.

"Through archaeology we are able to learn of achievements and failures of those who lived in this land before us," Weir said.

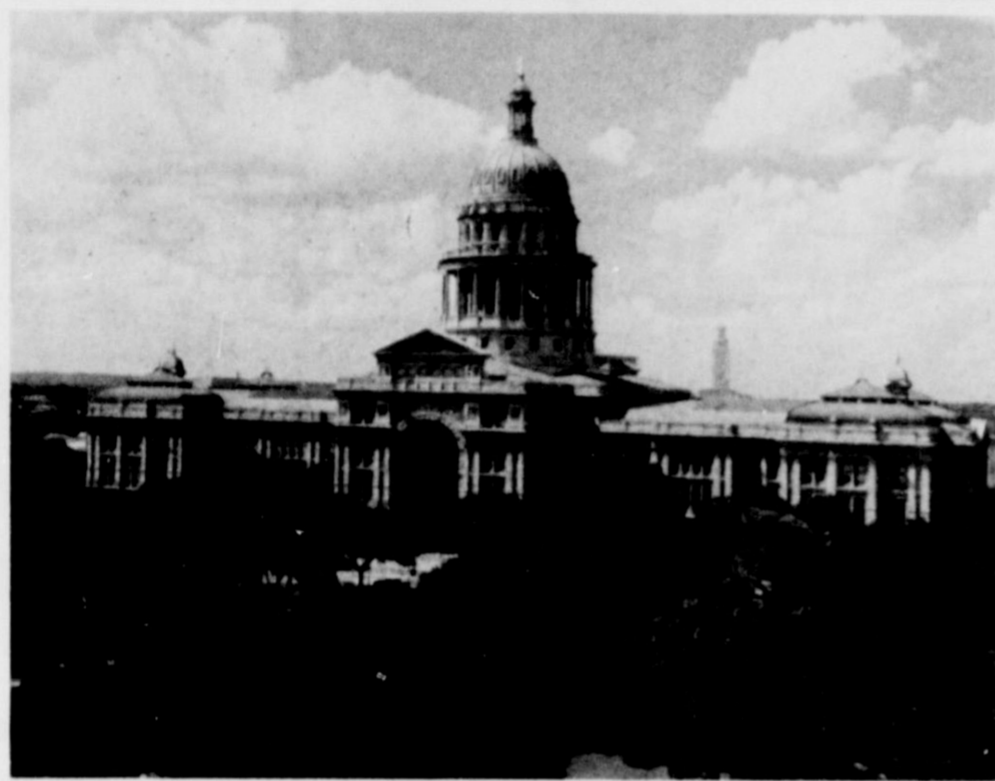
"Knowledge of the past is essential to understanding the present and interpreting the future," he said. "Our findings give us a deeper understanding of how we came to be what we are today and what the possibilities are for tomorrow."

Department employees ac-

ross the State have provided substantial support for the program.

"They are familiar with their area and well-versed on its history," said Weir. "There hasn't been a week pass yet that someone didn't write or call with new information about a suspected archaeological site."

Artifacts recovered from archaeological sites are studied by State archaeologists and often donated to a museum near the area where they were found.



STATE CAPITOL AT AUSTIN. . . The Texas pink granite exterior, the terrazzo floor depicting the history of Texas under six flags, and the enduring reminders of Texas men and events preserved in stone, pictures and documents make the State Capitol and its grounds one of the most beautiful in the United States. Construction was started in 1882 on the massive structure, which was paid for by three million acres of land from the Texas public domain. This Central Texas landmark is the nation's largest Statehouse, ranking next in size to the United States Capitol that it resembles.



WELCOME, FRIENDS

To Our Gala

MAIZE DAYS CELEBRATION

And

66th Anniversary Of The Town



WEST TEXAS RURAL TELEPHONE CO-OP, Inc.

HEREFORD

2 Mi. South On Dimmitt Hwy.



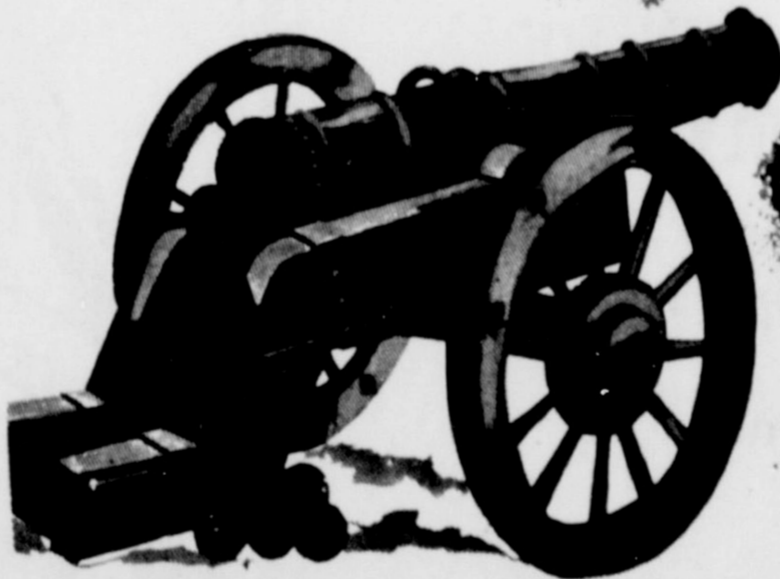
Good Old Fashioned Fun For All In The City Park.

Not satisfied with his invention of the world's first horse-drawn refrigerator car, fish merchant William Davis of Detroit built the world's first railroad refrigerator car a year later, in 1869.



WE'RE HAVING A REAL "BANG - UP" CELEBRATION!

MAIZE DAYS 1972



We Are Proud To Support Friona And Its Many Varied Civic Projects.



Sarah Gammon Is "Miss Ethridge-Spring"

ETHRIDGE - SPRING AGENCY, INC.

Serving Friona Since 1934

Phone 247-2766 602 Main

*Bill Stewart *Lois Norwood *Wendell Gresham *Dan Ethridge *Frank Spring



* OUR

It's Time To Celebrate Another Fine Maize Crop In Parmer County

CONGRATULATIONS

To Friona On Your

16th Annual

MAIZE

DAYS



It is a pleasure for us to be of service to some of the many Fine Farmers of this growing area. We salute you on your growth and progress over the past years.

Western Ammonia Corporation

- Friona -

Mike Chaney, Local Owner

WELCOME To MAIZE DAYS



Let's All Make Tracks
For Downtown Friona
And Finest Celebration
Ever.



PLAINS HARDWARE



CINDA JOHNSON--will be representing Sondra's Beauty Shop this evening when the Maize Queen competition gets underway at the High School Auditorium. She is the 16 year old daughter of Mr. and Mrs. Leroy Johnson and is a Junior at FHS this year.

THE INTELSTAT III
SATELLITE'S COMMUNICATIONS PAYLOAD, DESIGNED AND MANUFACTURED BY ITT'S DEFENSE COMMUNICATIONS DIVISION, IS BUILT TO OPERATE FOR A MINIMUM OF 6 YEARS--OR 52,560 HOURS--IN SPACE!

ALMOST DUPLICATING
THE SUN, ITT ELECTRON TUBE DIVISION'S XENON SHORT-ARC LAMPS EMIT A SPECTRUM OF LIGHT WHICH IS VERY CLOSE TO DAYLIGHT. ATTACHED TO A HELICOPTER, JUST ONE SUCH 20 KILOWATT LAMP--CAN LIGHT UP ALL OF CENTRAL PARK!

Council Announces Maize Days Exhibition

The Friona Fine Arts Council has announced this week that it will again be holding an arts and crafts show in the City Hall Building during Maize Days. Items will be accepted for exhibit beginning at 9 a.m. Friday, September 29 and may be picked up on Saturday. Any media will be accepted but there will be a limit of three entries per person. Paintings should be framed and ready to hang. The art show is adding a new classification this year according to Chairman Carrie Tatum. This will be the Junior Division for children ages 12 and under. There will, of course, be the usual categories of amateur and professional for adults and the Youth Division for ages 13 through High School. The Home Arts Club will again be in charge of the crafts division of the exhibit. Chairman Helen Potts and Deke Kendrick are asking for all types of handwork and craft items to be displayed. The Club announced last week that there would be no judging of items this year except in the children's division. There will also be no sale of items by the organization but individuals will be allowed to set up their own displays and sell from these if they have an attendant on duty at all times.



GLENDA REEVE--is the daughter of Mr. and Mrs. Glenn Reeve, Jr. She will be representing Pioneer Natural Gas Company this evening in the annual Maize Queen competition. She is 16 years old and a Junior at FHS. She is interested in all types of outdoor activities.



Come Join The Fun



Attend Friona's

Annual MAIZE DAYS - 1972

Celebrating 66 Years Of Progress

See You

There
**JOHNSON
ABSTRACT CO.**

Phone 481-3878

Farwell, Texas

TIMES HAVE CHANGED

Since Friona Became A Town In 1907.

Help Us Celebrate Friona's Anniversary At

MAIZE DAYS

GOOD OLD-FASHIONED FUN FOR
THE ENTIRE FAMILY

We Are Proud To Have Played A Small
Part In The Progress Of This Great
Agricultural Area.



BOVINA WHEAT GROWERS

Rhea



HURRY! HURRY! HURRY!

Don't Miss Friona's
Annual Fun-Time . . .

MAIZE DAYS

Good Old Fashioned
Fun And Entertainment
For The Whole Family.

ADAMS DRILLING

601 E. 11th

Phone 247-3101

Disney Characters Will Come Alive In Amarillo October 3



CAROLYN MURPHREE--is the 17 year old daughter of Mr. and Mrs. Curtis Murphree. She is a Senior at FHS this year and is going to represent Tri-Frye Farms in the annual Maize Queen Contest at the High School this evening. She is a member of the Trebelaires vocal group.

Hormones Are Valuable For Controlling Pests

"Hit 'em where they're weakest" is the philosophy of researchers involved in the never-ending fight against pests which endanger crops, animals, and humans.

The National Cotton Council, which has spearheaded efforts to control pests that cost cotton producers millions of dollars annually, notes a number of new possibilities.

Researchers have found that minute amounts of hormones perhaps hold the best promise for insect control or eradication without chemicals. The hormones act by stopping or accelerating the change from one stage to another.

Exploiting weaknesses in the

life cycle has produced monster but sterile hornworms.

Also produced was a mealworm with the front part in the adult stage and the rear still in the pupal or immature stage. Sterile mosquitoes and screw-worm flies and cockroaches with locked digestive systems were other results.

Entomologists visualize the day when insect populations will be reduced to low levels by regular insecticides. Then through sex attractants, sterile insects, and hormone materials, the remaining population will be destroyed.

The process is being field tested for boll weevil control and eradication, the National Cotton Council notes.

Mickey Mouse returns again as star of the all-new and different second edition of the 2-1/2-hour live stage musical extravaganza, "Disney On Parade" opening Tuesday, Oct. 3 at the Amarillo Coliseum, for 8 performances.

"Disney On Parade" is presented by Nawal Productions, a partnership of NBC Enterprises and Walt Disney Productions.

Seen and enjoyed by millions around the world, Mickey steps from the cartoon film to the arena floor live to lead over 100 Disney costumed characters through major production numbers.

True to his star status, Mickey is the first of the many acts in "Disney On Parade." He turns conductor to lead his own band.

Naturally, this isn't just any band, but a Disney band. Seven costumed instruments, each over 12-feet tall march on stage to play themselves and set the pace for a performance of fantasy and fun.

Mickey's old pal, Donald Duck, never did like to be second and attempts to take away the spotlight himself. The squawking duck goes to some length in his attempt to prove he is the world's greatest xylophone player.

Utilizing new techniques in traveling show production, "Disney On Parade" encompasses the elements of live choreography, motion pictures, sound effects, music, unique lighting methods, a specially designed mobile staging area and the classic art of the magician. The result is a parade of Disney stars and stories never seen before in any medium of entertainment.

It's a fitting tribute to Mickey Mouse to be named the star of the show for it was his popularity which helped launch the vast Disney world of entertainment.

Fame-international fame came to Mickey at a very early age. In 1930, just two years after his creation, a Mickey Mouse cartoon was selected by a German jury as one of the 10 best pictures of the year. In 1931, Louella Parsons declared, "Mickey Mouse has a bigger screen following than ninety-ninths of the stars in Hollywood"; the London Reporter disclosed that Queen Mary listed Mickey as one of her favorites; Madam Tussaud included him in her famous wax museum

and a headline proclaimed, "Outstanding Personality in Germany Today, Mickey Mouse, Dominates Leipzig Toy Fair."

In the year 1932, Disney was awarded his first Oscar for the creation of Mickey Mouse. The following year several publications honored him: so did the Motion Picture Academy; Cuba and Argentina national art academies honored him; the citizens of the Isle of Man sent Walt Disney a Manx cat for creating Mickey; Mahomet Zahir Kahn, potentate of Hyderabad, declared Mickey Mouse to be the most popular of all American film stars among his people and

Walt Disney was selected to appear in Britain's "Who's Who" as the creator of Mickey Mouse.

The latest testimony to his sustaining public acceptance is the current fashion of wearing a Mickey Mouse watch, especially one of the vintage models. U.S. Time Corporation has renewed the marketing of the watch and has found it difficult to keep the stores stocked with enough to answer the demand.

Almost too numerous to count: awards, gifts, plaques, scrolls, honors, and tributes have continued to pour in over the years and there seemingly is no end in sight.



VANDRA NICHOLS--is best known around Friona as the head twirler for the Friona Chieftain Band. She is the lovely blonde daughter of Mr. and Mrs. V.E. Nichols. She is 17 years old, a Senior at FHS and is entering the Maize Queen Contest under the sponsorship of Farmer County Pump.



Do You Remember When?

Whether You Do Or Don't You'll Enjoy The Good Old Fashioned Celebrating Going On In Friona This Weekend At Our Annual . . .

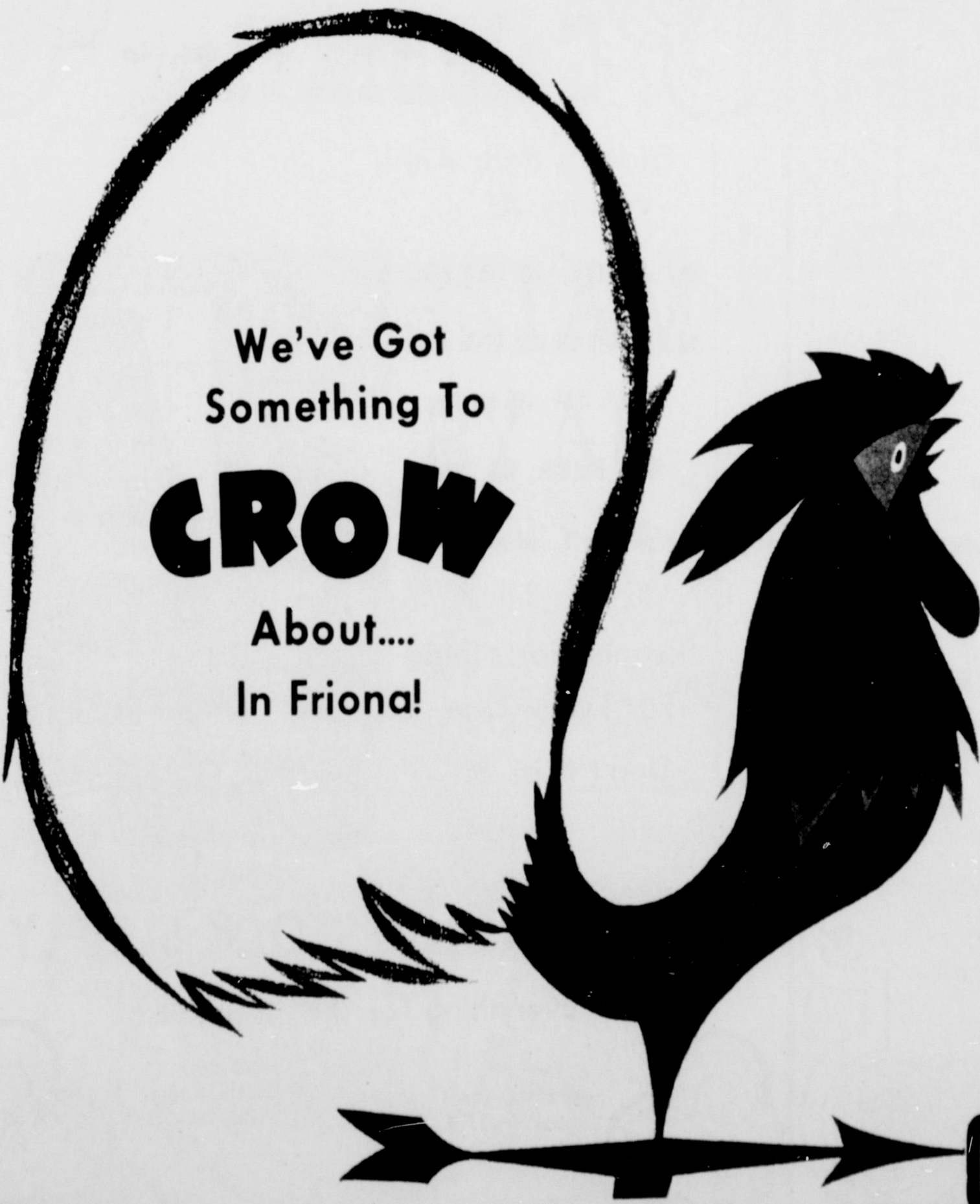
MAIZE DAYS

DALE HOULETTE MOBIL
and
WILLIAMS MOBIL STATION

We've Got
Something To

CROW

About....
In Friona!



It's Time For . . .

Friona's Sixteenth Annual

MAIZE DAYS CELEBRATION

Honoring Friona's 66th
Birthday

"You've Come A Long
Way, Friona!"

ATTEND MAIZE DAYS!

CROW'S MEAT CO.



DEBBIE BENGÉ--is the tiniest young lady to be entered in the Maize Queen Contest this evening. She will be representing Bingham Land Company. Debbie is the daughter of Mr. and Mrs. W.S. Bengé. She is 17 years old and a Senior at FHS. She is a member of the Trebelaires.

MBP Has Color Film Available To Show

Missouri Beef Packers, Inc. of Amarillo, Texas has released two versions of a sound and color 16 mm. movie film about the production and processing of grain-fed cattle in the Southwestern and Midwestern United States. One film, 15 minutes in length, is for civic groups and persons interested in modern beef production and processing. The second version, 19 minutes long, is for security analysts, brokers and investors interested in Missouri Beef Packers, Inc.

Entitled "Modern Beef Production and Processing," the films begin with the background of cattle on irrigated pasture prior to being fed a prepared mixture of irrigated grains, ensilage, supplements and roughage.

Vast panoramas of irrigated feed crops, thousands of cattle in feedyards and closeups of computerized feedyard grain mills provide a comprehensive view of the world's most efficient conversion of feed crops to top grade beef for the nation's dinner table.

Using Missouri Beef's award-winning slaughtering and fabricating facility at Plainview, Texas to illustrate modern beef processing, the films clearly point out the economies of locating modern beef processing plants close to the supply of fat cattle.

Following the arrival of the live cattle from the feed yards in Missouri Beef's own fleet of cattle trucks, the cattle are humanely slaughtered and automatically carried into the plant via overhead rails to be eviscerated, split, chilled and inspected prior to being cut into wholesale quarters or smaller, fabricated cuts. The final product is vacuum sealed and automatically boxed for delivery in Missouri Beef's own fleet of refrigerated trucks.

Extensive use of helicopters was made in the filming of the five Missouri Beef packing facilities and of the various irrigated feed crops, feedyards and the trucking scenes to provide the viewer with a more comprehensive view of the immense scope of the burgeoning beef industry in the United States.

The MBP films were produced by Jim Thomas, an Amarillo-based agribusiness mar-

keting specialist. Photography was by Rhew Picture Service, Inc., and script by Jerry Sinsie. Both are noted Amarillo agribusiness photojournalists.

The MBP films are available free to civic, financial, educational and agribusiness groups worldwide by contacting MBP on the group letterhead. The address is: Modern Beef Production And Processing, Missouri Beef Packers, Inc., P.O. Box 70, Downtown Station Amarillo, Texas 79105 Phone (806) 373-6621



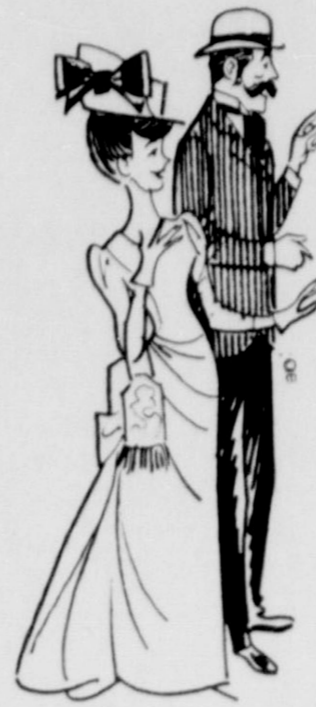
PAMELA LEWELLEN--is the daughter of Mr. and Mrs. Delton Lewellen. She is 16 years old and a junior at FHS. She will be representing Pioneer Cattle Order Buyers in the Maize Queen competition this evening at the High School Auditorium.

Big Job Provider

A new plant to process farm and ranch products will provide 525 additional jobs for every person employed, according to a study by the Oklahoma Agricultural Experiment Station. To create 100 new jobs, an investment of only \$205,000 is needed. An investment of \$2.5 million is needed to create 100 jobs in transportation, communications or public utilities.

Soil Custodians

American farmers and ranchers spend millions of dollars every year to protect our soil and water supplies and to stop pollution. As members of 3,000 local soil and water conservation districts, farmers have improved more than 375 million acres of private land, according to the U.S. Department of Agriculture.



Lots Of Good Old Fashioned Fun For All.

WELCOME TO MAIZE DAYS!



Kathy Horton

Reigning Maize Queen

Attend All The Festivities This Weekend
City Body Shop

Leonard & Leon Coffey

IF YOU CAN RECOGNIZE POISON IVY ON YOUR PROPERTY, DON'T TRY WEEDING IT OUT BY HAND, FOR YOU ARE LIKELY TO LEAVE THE ROOTS BEHIND. INSTEAD, BUY A GOOD COMMERCIAL PLANT KILLER WHICH WILL DESTROY ROOTS AS WELL AS FOLIAGE.

IF YOU HAVE CONTRACTED A CASE OF POISON IVY, TREAT IT WITH RHULIHIST, WHICH IS ALSO EFFECTIVE AGAINST NON-POISONOUS INSECT BITES. THE STANDARD, NON-PRESCRIPTION REMEDY FOR POISON IVY, IT IS AVAILABLE AT MOST DRUG STORES.

If you're farsighted

you'll switch to electric heat

An electric heating system has staying power and maintenance is practically unheard of. It's the modern way to heat, now and in the future. Operating cost? Why not find out? Get the whole story. Call us this week for your free operating estimate. It's a real eye-opener.

electric heating estimate



ELECTRICITY-IT DOES SO MUCH GOOD



Total **ELECTRIC** Heating

FOR SO MANY PEOPLE



Welcome to Friona

and the "Maize Days" celebration!

Pet Show Is Slated

The Annual Maize Days Pet Show will be held this year on Friday afternoon, September 29 at 4:30 across the street from the Library in the City Park. Chairman Mrs. Bill Ellis has announced that the show will be cancelled this year in case of rain.

Local veterinarian Dr. Gary Cash will judge the show. All types of pets except farm animals are acceptable to be entered. A pet does not have to be pedigreed, talented or trained to be a possible ribbon winner.

"This show is just for fun and to give the youngsters some feeling of actual participation in Maize Days," Mrs. Ellis

notes. "So encourage your children to get their pets cleaned up, dressed up, decorated or whatever for the big show after school Friday."

COTTON BALE BASE

A lighthouse in England, built on cotton bales, has stood for more than 200 years. When an American ship loaded with cotton from India was wrecked by a storm, the salvaged bales were piled ashore and settled in the soft sand. The combination of seawater, sand, and cotton turned the bales into a mass as solid as granite. Previously, no lighthouse could be built on this shore because of the soft sand.



TERRI BINGHAM--has the distinction of being the tallest young lady entered in the Maize Queen Contest this year, and is the only girl with red hair. She is 17 years old, the daughter of Mr. and Mrs. John Bingham and is entered in the Queen Competition for Lewellen Construction. She is Editor of the 1973 Chieftain Yearbook.



COLLEEN ROYAL--is the blonde 17 year old daughter of Mr. and Mrs. Winston Wilson. She is entering the Maize Queen Contest under the sponsorship of West Friona Grain. Colleen is a Senior at FHS this year and is active in the DE program.

Insect Resistant Cottons Tested

The National Cotton Council points out that extensive research is being directed toward methods of controlling insects without insecticides.

An example is the possible development of strains of cotton that resist bollworms, tobacco budworms, and fleahoppers.

The Department of Agriculture's Entomology Research Center at Brownsville, Texas, is evaluating these resistant strains and Dr. M. J. Lukefahr is testing their yielding ability. He is satisfied that their fiber quality is acceptable.

The work is concentrated on: (1) eliminating nectarities that are a source of food for insect moths; (2) smooth rather than hairy leaves in order to eliminate places for pests to deposit

their eggs; (3) increased gossypol content for leaves and terminals but not the seed. Gossypol is highly toxic to cotton insects but its presence in seed restricts its use as feed for non-ruminant animals.

"These three characteristics," reports Dr. Lukefahr, "have produced a 77 per cent reduction in bollworms and budworms in the first generation. With each succeeding generation, control is greatly magnified. Furthermore, in our tests, beneficial insects were excluded."

Whitney invented the cotton gin in 1793.

There are 18 states in the Cotton Belt.

MAIZE DAYS

Join In The Old Fashioned Fun
In Friona This Weekend.

We Are Happy
To Announce
That Debbie
Benge Will
Be Representing
Us In The Big
Queen Contest
This Evening.



BINGHAM LAND CO.

John Bingham

Carrol Gatlin

WELCOME

To Friona's 66th
Anniversary And Annual

Maize Days

You Won't Want To Miss A
Single Fun-Filled Event!



Meet
Miss Friona Star
1972



Vicki Pryor

Best Wishes In The
Maize Queen Contest

The FRIONA ★ STAR



VICKI PRYOR--is the petite 16 year old daughter of Mr. and Mrs. Benny Pryor. She is a Junior this year at FHS and is entering the Maize Queen Contest under the sponsorship of the Friona Star. She is the currently reigning FFA Plowgirl and is a member of the Trebelaires vocal group.



DOROTHY JOHNSTON--will be entering the annual Maize Queen competition this evening for Hi-Pro Feeds, Inc. She is 16 years old and a Junior at FHS. She is the daughter of Mr. and Mrs. Jim Johnston and lists all types of musical activities for her hobbies.

El Paso Has Oldest Mission

The oldest mission in Texas, originally named Corpus Christi de la Ysleta del Sur when founded in 1682, has been damaged by both fire and flood, but has always been restored and maintained in the original style.

Franciscan missionaries founded the mission to Christianize and civilize the Tiguex Indians. Originally located on the south (Mexican) side of the Rio Grande, the mission was left on the Texas side following changes in the main channel of the river.

The village called Ysleta, still the residence of descendants of the Tiguex tribe, is now an incorporated part of the city of El Paso. Several acres of mission land have been in constant cultivation longer than any other land in the United States. . . . more than 285 years! Two other missions, Socorro and San Elizario, are located in the El Paso area. Carmen (Ysleta) Mission is located in Southeastern El Paso beside U.S. 80.



Oldest Mission In The State Of Texas. . . . At El Paso

Landscaping Plans Are Important

Planning a new home? If so, have you given as much attention to planning the landscape as you have to arranging the home's interior?

"The landscape of a new home should be planned carefully since landscaping is a major investment," points out Everett Janne, landscape horticulturist for the Texas Agricultural Extension Service.

He notes that to adequately landscape a new home requires between 10 and 20 percent of the combined cost of the house and lot.

What does this cost include?

Major items are grading, drives, patios, retaining walls, fences, plantings and professional services.

"Ideally, the house and grounds should be planned as a unit before actual construction starts," contends the Texas A&M University specialist. "With such advance planning, the house can be designed so that maximum use is made from existing features. Also, good planning will minimize the need for grading, cutting or filling with soil."

In planning the landscape, consider existing vegetation,

lay of the land, prevailing seasonal winds, views, shade and building setback lines. Also, consider the type of outdoor activities that you and your family enjoy, advises Janne.

"If your home site already has features that are pleasing to you, don't change them unless necessary," cautions the specialist. "Take advantage of existing features that are desirable to you."

"A landscape that accents a new home just doesn't happen," adds Janne. "There is no substitute for adequate prior planning."

BATHROOMS THROUGH THE AGES

By Joyce Hartwell, Pres., Lady Carpenter Enterprises, Inc.



THE SHAPE'S THE SAME
The shape of the bathtub has changed very little since Cleopatra had her last soak in perfumed mare's milk. But Cleo would be quite impressed by modern materials and plumbing skills!



Take The Laundry To E-Z Way This Week And Have Time To Enjoy All The Good Old Fashioned Fun Of MAIZE DAYS

E-Z WAY LAUNDRY

We're Celebrating Friona's 66th Anniversary



MAIZE DAYS '72

... And We're Proud To Have **ANNETTE REZNIK** Representing Us In The Queen Contest Tonight.




Tri-County Elevator
Black

Won't You Help Us Celebrate Our OLD FASHIONED Maize Days

Best Wishes To Holley Stephenson Who Is Our Candidate In The Queen Contest



Holley Stephenson

Join In All The Old Fashioned Fun As Friona Celebrates 66 Years Of Growth And Progress.



KENDRICK OIL CO.



LISA TAYLOR--is the lovely blonde daughter of Mr. and Mrs. George Taylor. She is 16 years old and a Junior this year at FHS. She is the Maize Queen Contest entry for Progressive Study Club. She is interested in music and is a member of the Trebelaires vocal group.

Home Economics Majors Offered \$4,200 in Scholarships

SPECIAL — Scholarships totaling \$4,200 are offered six coeds majoring in home economics, the National 4-H Service Committee has announced.

The scholarships are available to present or former 4-H members who are entering their junior year with a major in home economics or clothing-textiles-merchandising.

The S&H Foundation, Inc., New York and The West Bend Company, West Bend, Wis., each provide two \$800 scholarships. The Boye Needle Company, Chicago,

Ill., is making available funds for two scholarships of \$500 each.

This is the first year that the latter company has sponsored 4-H scholarship awards. Labeled 4-H knitting-crocheting scholarships, the awards are named for Florence Flannery Wollverton and Mary Elizabeth Hendry.

Special applications for the scholarships and deadline dates in submitting credentials are available from the state 4-H office or the county extension agent.



HOLLEY STEPHENSON--is the lovely blonde daughter of Mr. and Mrs. D.H. Stephenson. She will be entering the Maize Queen competition this evening for Kendrick Oil Co. She is 17 years old and a Senior at FHS.

Farmer Needed By All Of Us

The Chicago housewife is just as dependent on agriculture as the farmer is dependent on the machinery the woman's husband manufactures.

This is pointed out by Sen. Herman Talmadge (D-GA), chairman of the Senate Agriculture and Forestry Committee, who says the committee is calling for an economic and social balance between rural and urban America.

"But first," says the Senator, "we need a balance in our attitudes about one another."

He says the biggest technical revolution that has occurred in this country in recent years has not been in computers or space but in food and fiber production.

That's why food prices have been so little affected by inflation over the past 20 years. Yet there are no medals nor any live television coverage given this.

The adverse effect on the cities as a result of bigger and fewer farms has been the migration of the rural people to the cities, adding to the population burdens in the Chicagos and Detroits.

Cotton growers have an investment of more than \$13 billion in land and equipment.

Cotton is the leading raw material of the textile and apparel industries.

Help Us Celebrate Friona's 66th

ANNIVERSARY

At

MAIZE DAYS



Carol Reeve

We Are Happy To Announce That Carol Reeve Is Our Candidate In The Annual Queen Contest!



Don't Miss All The Fun-Filled Events Of Maize Days. Good Old Fashioned Fun For All.

Home Owned & Operated by Leland Hutson

IT'S

MAIZE DAYS

TIME IN FRIONA



Time To Celebrate 66 Years Of Progress In This Agricultural Community



Colleen Royal

We are happy to be sponsoring Miss Colleen Royal in the Queen's Contest Thursday night. We wish her the best of luck in the contest.

Plan To Attend The Celebration In Friona This Weekend

Good Old Fashioned Fun For The Whole Family



When Your Grain Is Ready, We're Prepared To Handle It To Your Best Advantage!

WEST FRIONA GRAIN

DON HUCKABEE, Mgr.

Bovina Highway

Phone 247-2439

AT HUNTSVILLE

**Sam Houston Shrine Attracts
Over 50,000 Visitors Annually**

General Sam Houston, who more than any other man gave Texas its independence, is enshrined here on the grounds in Huntsville where he lived his last years.

The shrine is set among tall, old trees on the hills Houston loved.

Here he found his happiest days at the height of a tumultuous career: in war and politics.

And it was to these hills and woods, he came to find a final quiet before death.

A spring of cool, silver water breaks from beneath the trees near where Houston used to meet with visiting Indian friends and etches its course across the red earth to feed a small pond before it winds under a footbridge and loses itself in the folds of a hill.

The scene is a tranquil one, contrasting with the familiar image of Houston as a bold figure who carved a legend in war and politics.

But out of the shadows cast by the oaks and the sycamores and from the timeless music made by the tiny spring emerges Sam Houston, the gentle husband and father as well as the sturdy frontiersman.

Down one of the grassy slopes is the main building of the shrine, the redbrick Sam Houston Museum with four magnificent white columns in front.

Two of Houston's homes are nearby.

Across a footbridge and surrounded by a white picket fence, just as it was when Houston lived, is the house he built in 1847.

The white, story-and-a-half structure has six rooms divided by an open breezeway, or "dog run," and furnished with pieces from the Houston era.

Two of the eight Houston children were born here. And Houston worked in the log law office nearby.

Writing to a friend about the home, Houston described it as a "bang up place."

Beyond this house is another Houston home, the one in which 117 years ago he died.

The house, built in 1858 to resemble a steamboat, was brought from across town to the site of the shrine.

Houston retired to the steam-

boat house in 1861, after a secession-bent legislature removed him from the governor's office when he refused to swear allegiance to the Confederacy.

"... I love Texas too well to bring strife and bloodshed upon her," declared the old general.

Brokenhearted, the man who had led Texas' fight for independence and defeated Mexican Dictator-General Santa Anna at San Jacinto took his wife, Margaret, back to Huntsville. He died two years later when a cold turned into pneumonia.

In his long and often stormy career Houston was representative and governor of Tennessee, commander of the tiny Army of the Republic of Texas, president of the republic, senator from Texas and twice governor of the young state.

Once he had dreamed of becoming president of the United States, as was his friend and mentor, Andrew Jackson.

All of these colorful episodes

in Houston's life are depicted at the shrine.

The story begins in the museum with a mosaic of the Houston family coat of arms set in the floor of the central room.

Towering over the room is the commanding figure of General Houston. He is pictured standing in the halls of Congress and lying beneath an oak after he was wounded in the leg at the Battle of San Jacinto.

In a case hangs the leopard skin vest he wore to Congress in 1846, shocking some of the more proper residents of Washington.

Other displays speak of the days he spent with the Cherokee Indians who took the giant man from Tennessee into their tribe.

Houston the tender husband is revealed in the letters he sent his young wife, who wrote poetry to him.

"My dear Margaret," began the tough, old campaigner in one letter, "I have little news but

my love. I am so unhappy while separated from you that I feel myself most happy when writing to you."

Visitors to the shrine may be shown the museum and introduced to General Houston by a woman who has come to know him well.

Mrs. Grace Longino has been its director since 1953 when annual attendance was only about 18,000. Under her enthusiastic direction the shrine today attracts 50,000 visitors a year.

Mrs. Longino, her staff, and the citizens of Huntsville each year celebrate the birthday of Margaret Houston. They dress in costumes of the Houston period and host thousands of visitors to the shrine.

This year, the eleventh of these "birthday parties" is scheduled for April 5 at the Huntsville shrine, situated on Interstate Highway 45, 69 miles north of Houston.

Visitors are escorted over the grounds and told about Houston: they are shown the home where the two children were born, and they are shown the steamboat house where he died with two final words: "Margaret... Texas."



HUNTSVILLE HOME... Sam Houston built this story-and-a-half house at Huntsville in 1847 while he served in the U.S. Senate. The kitchen is housed in the log building on the right. And Houston built another log building in front of the house to serve as his law office.

**HELP US CELEBRATE
Friona's 66th Anniversary
at
MAIZE DAYS**



Servis
Schafer
TANDEM DISC HARROWS

Buy - Sell - Trade

"IF WE DON'T HAVE IT - WE'LL GET IT"

BIG NICK FARM MACHINERY

Highway 60 - Bovina - Phone 238-4861
ALSO OFFERING COMPLETE AUCTION SERVICE

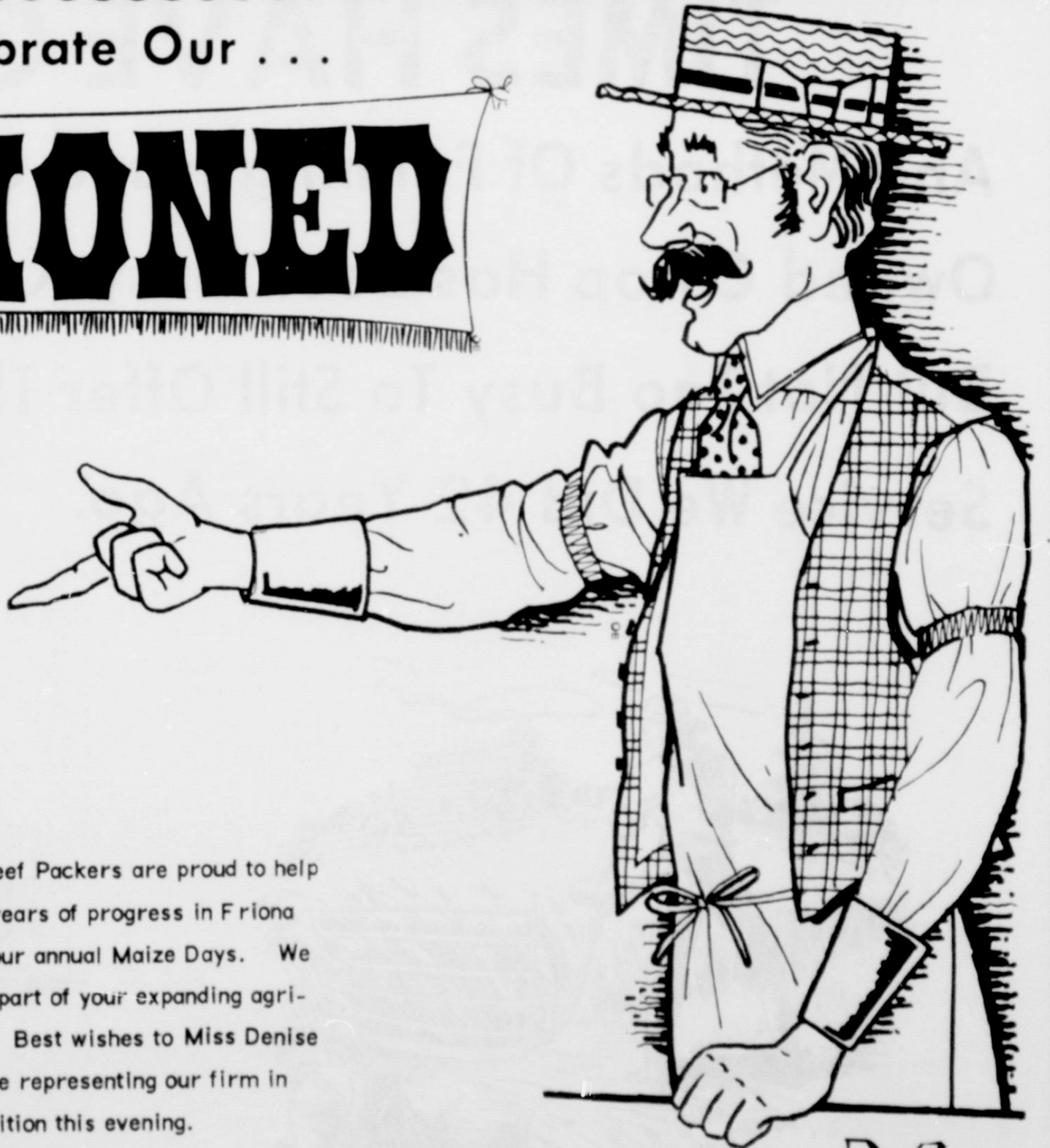
It's Time Once Again To Celebrate Our . . .

OLD FASHIONED

**MAIZE
DAYS
1972**



Denise Carnes



We at Missouri Beef Packers are proud to help you celebrate 66 years of progress in Friona this weekend at your annual Maize Days. We are happy to be a part of your expanding agricultural economy. Best wishes to Miss Denise Carnes who will be representing our firm in the Queen Competition this evening.

MISSOURI BEEF PACKERS, INC.

Friona Division



This Year Friona Celebrates Its
66TH ANNIVERSARY



"The Miracle Of Maize"

MAIZE DAYS

TIMES HAVE CHANGED

And Methods Of Farming Have Changed. Your Customer-Owned Co-op Has Been Busy Keeping Up With The Times, But Not Too Busy To Still Offer The The Same Old-Fashioned Service We Did 42 Years Ago.



FRIONA CONSUMERS



Local Boy Scouts

To Hold Auction

Bill Pankratz, Scoutmaster of the Friona Boy Scouts, announced today that an auction will be held in the city park Saturday, September 30, at 5 p.m. with Larry Potts as auctioneer.

Friona merchants and individuals have donated items to be auctioned. One of the many things Pankratz mentioned to be auctioned will be a 450 pound steer donated by Walt Reeve and Junior Fulks, along with a varied assortment of articles ranging from used bicycles to barbecue grills.

Pankratz stated, "If you have something you wish to donate to help the Boy Scouts, please call

the Friona Chamber of Commerce office, 247-3491 and leave your name and address and a member of the scout troop will pick up the item.

Be sure to attend this auction because you are sure to find a bargain, and at the same time be helping the Friona Boy Scouts in their fund drive.

Reduce calories of deep-fried foods by reheating the foods on brown paper in a moderate oven. All the excess fat will drain off and the foods will be crispier and crunchier too.

The Baby Bed

--A Short Story

By Lillah Gaye Gee

Today we took down the baby bed. In the past twenty-five years, I wonder aloud, how many times have we stored this antique? We--meaning friend husband and I. My lack of mechanical ability is unexcelled, and evokes the family's laughter.

This time Baby Jay, THE grandson, has outgrown the bed, the same one his mother used years ago.

I facetiously ask my spouse, "Do you think the bed has been worth the five dollars we invested in it more than a quarter of a century ago?"

"You must be teasing! Five dollars wouldn't buy sheets for it," he says with finality. Strange to me my husband can make out income tax returns, can accurately estimate the weight of cattle, can remember how many votes the governor polled four years ago, yet his memory isn't reliable when it comes to important details such as the price of this used baby bed, nor when our first child cut her first tooth, nor the present he gave me our first anniversary. Oh well! I'm glad he remembers our anniversary even though he forgets such data as paying five dollars for this heirloom he is fast dismantling.



"Guess this relic needs to be discarded," he states matter-of-factly, as he gingerly cuts the wire used to replace a long lost bolt and screw. He shows absolutely no emotional upheaval comparable to that I am experiencing. How can he be so callous, I wonder?

To me this disassembling the baby bed brings back a panorama of nostalgic moments--sad, glad, irreverent, irrelevant, and humorous.

Proud parents, a trite term, was a cognomen of understatement when we placed our first-born in this bed. One reason I could never part with this piece of furniture is that her tooth prints are on the headboard.



It is the same bed into which she later coaxed her dogs to administer a full bottle of oily nosedrops. I wonder why I didn't suspect her laughter sooner. By the way, the last occupant of said bed is the son of that first-born.

It's the same bed from which she graduated to make a place for her baby sister. The fun they had playing peep-eye through the rails! Family activities center around a baby in its bed.

Careful laughter was hushed when death whisked Little Sister away before her first birthday. Like a dense fog, sorrow hung over the baby bed.

"Don't you want me to take it down now?" asked my husband as grief twisted its double edged sword in the wounds.

My answer, "Not yet. Not yet." The finality of the storage ritual had to be postponed.

"It's a boy," the doctor's voice penetrated the clouds of anaesthesia.

How a second hand, five dollar baby bed survived that boy Tom is a subject filled with humorous anecdotes. Why are they so funny now but so tedious then?



As workman husband continues the dismantling process, we recall milestones and events past and present. Thoughts thread their meaning through my nostalgia as I wrap the bed's bolts, nuts, and screws for future use.

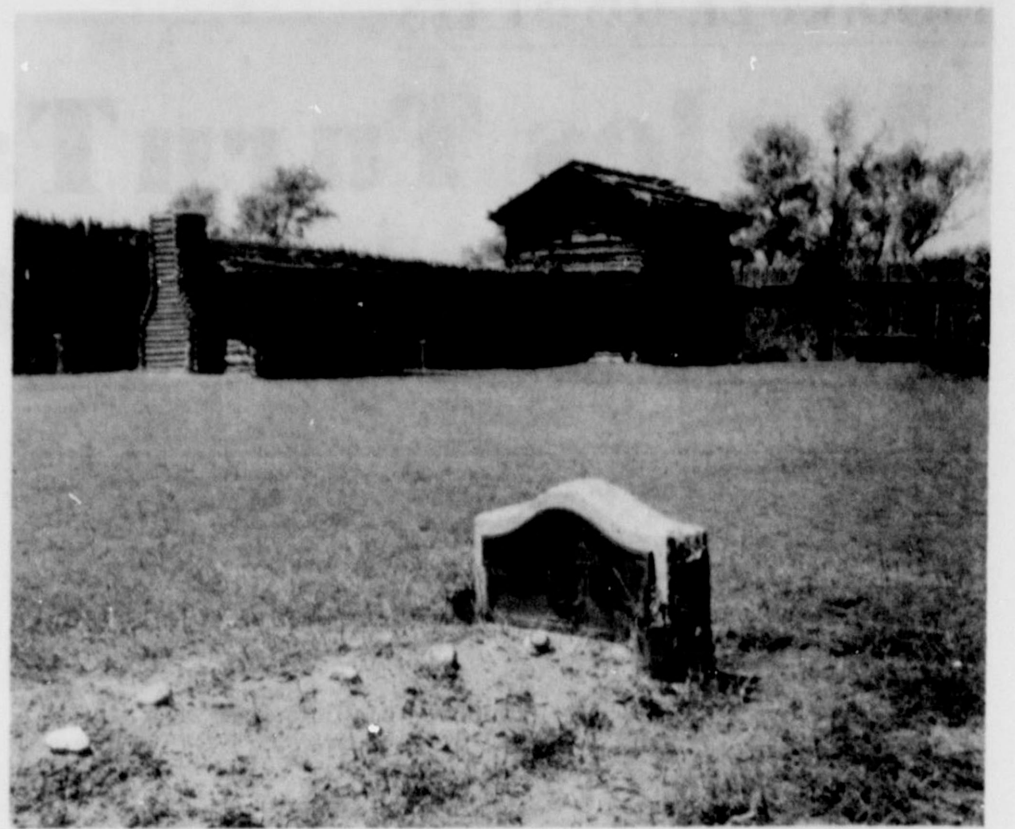
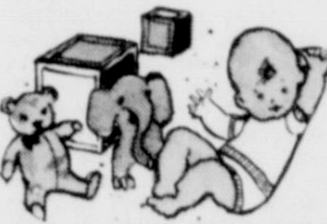
After a long period of storage in our famous and infamous basement, we brought the bed upstairs to be used by the first grandchild, a four pound baby girl small in size but mighty in importance.

Three years later she knelt by the bed which then held her little brother. Her good night prayer concluded with "Thank you God for my 'homely' family." Hidden laughter and mist I noticed in my husband's eyes.

Discard that baby bed? Never! Relegate it to the junk heap? No!

Life, death, and the interim between are entwined in that piece of furniture.

Besides, we paid five dollars for the bed, and it is solid maple.



Old Fort Parker State Historic Site

Photo Courtesy Of Texas Highway Department

Fort Parker Restoration Site Of Child-Stealing

This restoration of a typical frontier log fort was the site of history's most famous incident of child-stealing by Indians. This private fort was established in 1834 by members of the Parker family to protect a pioneer settlement of eight or nine families.

However, in 1836, a surprise attack by several hundred Comanche and Kiowa Indians overran the fort, killing many of the settlers and carrying five into captivity.

Among the captives was Cynthia Ann Parker, then aged nine. She grew up with the nomadic Indians and married Comanche Chief Pete Nocono. She bore him a son, who became the last great Comanche Chief, Quanah Parker (1845-1913).

Twenty four years after her original abduction Cynthia Ann Parker was recaptured by whites, along with her two-year-old daughter, Prairie Flower. Cynthia Ann never became reconciled to her forced

return to the life of her white kinsmen.

Unhappy and virtual prisoners, both she and her daughter died about four years after they were separated from the wild, free life of the Comanche.

The Texas State Historic Site is located five miles north of Groesbeck on Texas 14, Park Road 35.

To tenderize a steak, brush it on both sides with lime juice a few hours before the steak is cooked.

DON'T MISS IT!

MAIZE DAYS '72

Let Us Service Your Grain Trucks

SHAVOR'S KERR McGEE

WE WASH CARS

Phone 247-8825

Highway 60 Friona, Texas

CATTLE AND GRAIN ...

The Two Go Together To Form A Natural Partnership.

We're Proud To Be A Part Of This Great New Cattle-Grain Partnership In This Area.

We're Also Glad To Salute Friona On Its Celebration Of **MAIZE DAYS.**

BIG TEX CATTLE & GRAIN INC.

ELEVATOR DIVISION

1,000,000 BUSHEL CAPACITY

CUSTOM CATTLE FEEDING 20,000 HEAD CAPACITY

P. O. BOX 83 SUMMERFIELD, TEXAS 79085

TELEPHONE, HEREFORD, TEXAS 806-274-5230

YOUR NIGHT LIGHT!

HOMES FARMS BUSINESS INDUSTRY

- Automatic light turns on at dusk, off at dawn
- Protects your home and possessions when house is unoccupied
- Discourages prowlers
- Provides safe driveways and roads
- Reduces accidents in work areas
- Makes it more convenient to work in yard at twilight or after dark
- No maintenance, no upkeep-just one low monthly charge added to your monthly bill covers cost of installation on your existing pole, bulb replacement, electricity, everything!

\$3.50 per month, plus tax

We Congratulate

The Citizens Of Friona On Your 66 Years Of Growth And Progress. Best Wishes For Your ...

MAIZE DAYS CELEBRATION

We'll See You There!

Deaf Smith

HELPING TEXAS GROW

Opportunity Plan, Inc. Establishes PR Dept.

Opportunity Plan, Inc., at West Texas State University, Canyon, is establishing a public relations department. Announcement came this week from Milton "Buff" Morris, executive vice president of OPI. He explained that there has long been a need for such a department in the 19 year life of the program.

Opportunity Plan, Inc., is an independent student loan fund which has made it possible for hundreds of students to attend universities, technical schools, vocational courses, graduate schools, and even professional institutions on a "package" deal. Participants in the program do not have to excel scholastically, athletically, artistically, or in any skill.

"Any student with good character who is sincere in desiring to further his education is eligible to apply for financial assistance through the OPI," Morris points out. "But on the Opportunity Plan, he receives more than just financial assistance. We give the students our trust, we supervise their budgeting of money and study--we try to help them help themselves."

For the current school year, there are more than 138 students actually participating in the OPI program, dispersed in 26 institutions. Though the plan was initiated by Morris at West Texas State University in 1953, its use is by no means limited to WTSU.

Monies from the multi-thousand dollar operation are received totally through contributions from individuals, organizations and memorials. Though there is a general OPI fund, there are also 66 divisions, which include community funds, memorial funds, and those established by private contributors. Morris expresses hopes to have community divisions established in every town in the area within two years. The Friona Division has sponsored 6 of the 27 Friona students on OPI.

One of the primary functions of the public relations innovation will be the publication of a periodical newspaper, newsletter, or magazine, explaining the operations of OPI, its activities, personnel and contributors, public appearances, schools and towns included, progress of divisions, and, foremost, profiles and human interest stories concerning students who have or

are attending schools on the Opportunity Plan.

Karleene "Korkye" Martin has been named to direct the public relations activities. In addition to printed publications, she will assist Morris in meeting with community groups, schools, and in presenting the OPI story through multi-media. Mrs. Martin obtained a B.A. degree in journalism from Oklahoma Baptist University, Shawnee, Okla., and has participated with her husband, Troy, in publication of two newspapers, The Olton Enterprise and the bi-weekly Canyon News. She recently completed graduate work for a master of arts degree in speech at West Texas State University. She is the mother of four children.

Friona Women Invited To Political Forum

All women in Friona and the surrounding area are being invited to attend a political forum at Bovina at 3:00 p.m. Thursday, September 28. This forum, which is being sponsored by Bovina Woman's Club, will be conducted to two district committee women.

Mrs. Ruth Osborn, who is the 31st District Democratic Committee woman, and Mrs. Jack Hart of Gruver, who is the 31st District Republican committee woman, will discuss politics at the national and local level.

Other women, who will appear on the forum, are Mrs. Henry Ivy of Lazbuddie and Mrs. Jack Kassahn and Mrs. Lowell Booser, both of Friona.

Mrs. Earl Stephenson, also of Bovina, will be the moderator. Mrs. Osborn and Mrs. Hart have both attended state and national conventions.

Gun Club Slates Merchandise Shoot

A merchandise shoot has been planned by members of Friona Gun Club from 6 p.m. until midnight Saturday one mile north-east of town on Highway 60. Guns and ammunition will be available at the site.

C.L. Lillard, spokesman for the club, invites everyone interested to attend and participate in the shoot.



TERESA INGRAM--has the distinction of being the head major for the FHS band this year. She will be entering the Maize Queen competition this evening for the Modern Study Club. Teresa is the 16 year old daughter of Mr. and Mrs. W.S. Ingram. She is a Junior at FHS.

L. B. Lookingbill Is Buried Tuesday

Final services for L. B. Lookingbill, 74, who moved to Summerfield from Tulia in 1920, were conducted from Summerfield Baptist Church at 10:00 a.m. Tuesday, with Rev. Neal Foster, pastor, officiating.

Lookingbill had been a member of the church for more than 50 years, owned and operated the Summerfield Store and Post Office, and was a farmer.

He and his wife, the former Eva Noland, who was postmistress from 1927 until her retirement in July, participated in many community activities. He was serving as officer in charge of the post office at the time of his death.

Survivors, besides his wife,

include four sons, Fred of Summerfield, Bill of Hereford, Jim of Bovina and Bradley of Amarillo; one daughter, Mrs. Ann Clearman, Lawn, Texas; five brothers, Lloyd of Hereford, Cecil of Amarillo, Alton of Twin Falls, Idaho, Frank of Loco, Oklahoma, and Harry of Black; and two sisters, Mrs. Effie Crow of Tulia and Mrs. Ruth Adams of Bullhead City, Arizona.

Burial was in Rest Lawn Memorial Park, Hereford.

Cotton is the only major fiber that increases in strength when it's wet.



CINDY BARNETT--is 17 years old and a Senior at FHS. She is representing Murphree's Texaco in the Maize Queen Contest this evening. She is the daughter of Mr. and Mrs. Doyce Barnett and is a member of the Trebelaires singing group.

NOTICE!!

We Are Having A Good

Old Fashioned

MAIZE DAYS

In Friona This Week And You

Are Invited To Attend



TAYLOR & SONS
BLACKSMITH



Welcome

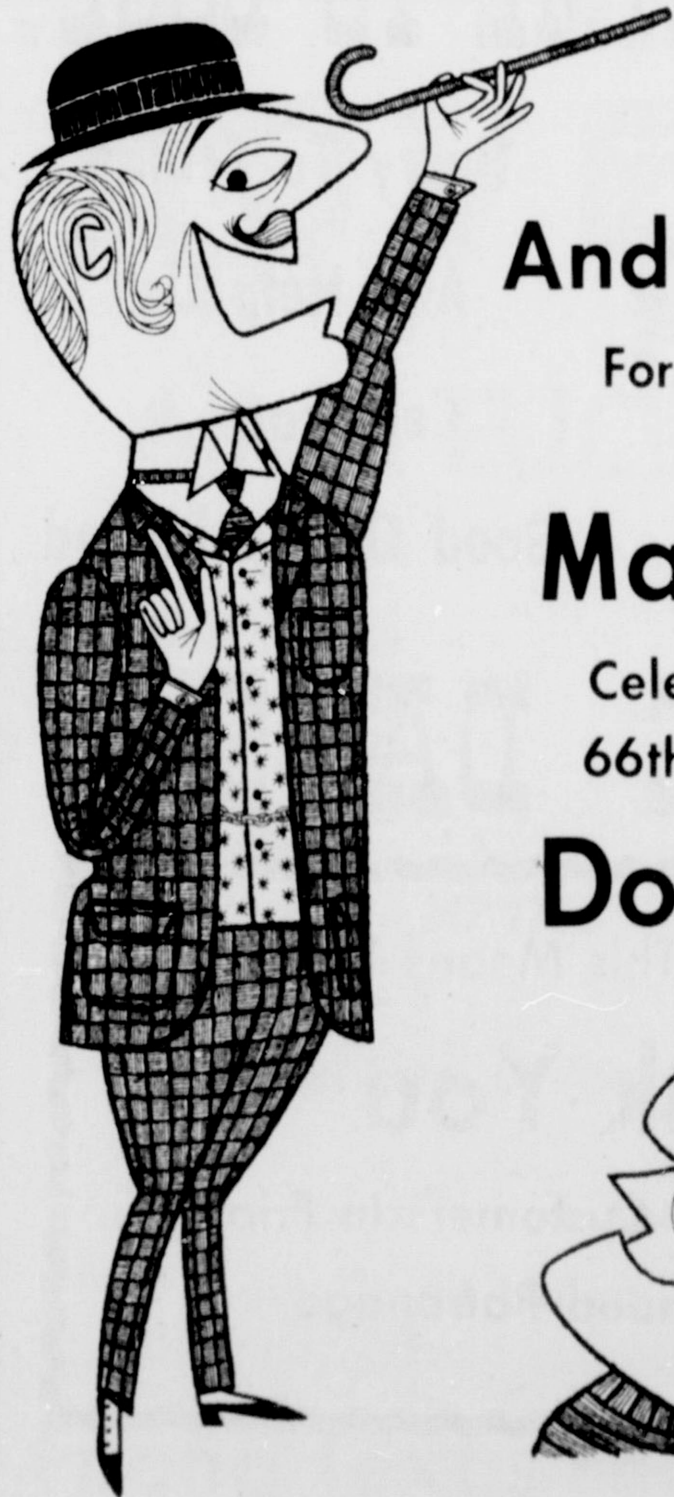
To Friona's Good Old Fashioned

MAIZE DAYS



Phone
247-3065
In Friona

Dale Cary,
Manager



Step Right Up, Ladies And Gentlemen ...

For Friona's Finest Funfest. ...

Maize Days

Celebrating Friona's 66th Anniversary.

Don't Miss It!



RUSHING INSURANCE CO.

Credit Union In New Home

Friona Texas Federal Credit Union is now open for business in its new location at the corner of Sixth and Euclid in the newly remodelled building, which was formerly occupied by Johnson's Grocery & Market.

New office hours are 9:00 a.m.-4:00 p.m. Monday through Friday. The new telephone number is 247-2736. The office is now open during the noon hour each of the five days it is open.

Four full time employees are available for assistance with financial problems of the member-owners of the credit union. They are Mrs. Sam Williams,

treasurer; Mrs. Jimmy Maynard, assistant treasurer; Mrs. Ray White, cashier; and Don Segovia, who is the firm's newest employee.

Another way to get the most juice from citrus fruits is to immerse them in very hot water for about five minutes before extracting the juice.

A package of granular yeast always indicates its expiration date. Always remember to consult the package for that date before you start mixing your dough.

Judge Roy Bean Was Colorful Lawman

Judge Roy Bean, the "Law West of the Pecos," was likely to handcuff prisoners to a handy tree 'til he could get round to a trial on his front porch. He reeled off decisions with the aid of a solitary law book, and backed 'em up with a six-shooter on the table beside him. Then to make it official, he made liberal use of his prized notary seal.

The old judge is long gone, along with the frontier Southwest he so colorfully represented. But his pistol, handcuffs, book and notary seal are now on display at the Texas Highway Department's Judge Roy Bean Visitor Center in Langtry.

The historic items, in private hands since Bean's death, are feature additions at the site where a slice of the old West is preserved in authentic detail. The relics are on view in a special case protected by an electronic security system.

Roy Bean wouldn't believe it. The weathered old "Jersey Lilly-ly," his saloon-courtroom-billiard hall, is just like he left it. The State Legislature, in 1939, named it a historic site and directed the Highway Department to preserve it for tourists. Next door is the department's modern, air-conditioned Visitor Center. Inside the judge would find himself the star of a half dozen dioramas, each with a special recorded program.

With his eye for the ladies, he'd surely go for the pretty travel counselors who are always on duty, especially since their favorite subject is the same as his: Roy Bean. And there, rigged up like the crown jewels--his pistol, handcuffs, law book, and notary seal.

The cactus garden outside would surely perplex the old judge. Neat paths lead to hundreds of cacti, yucca, and other Southwestern plants, each with a label of names and facts. Why in tarnation such bother for those pesky, thorny things?

But it's not likely that Roy Bean's ghost will be roaming the Visitor Center. There's one thing about it he just couldn't abide. It's all free. Imagine, folks dropping in every day of the week--from all over Texas, California, and even Canada--but not a nickel to be made. Thunderation!

Course, he'd probably be pleased that some old friends remember him. They're heirs of W.H. Dodd, a compadre of Bean's from the old days, and they made the Bean relics available to the Highway Department. Among them are Mrs. Pearl Dodd Nicholson of Langtry; William Harold "Bill" Dodd of San Antonio; Herbert Dodd of Uvalde; Cross Dodd and Mrs. Mary Hall Uzzell, both of Austin; Mrs. Dorothy Hall Fraza of Dixon, Illinois; and Mrs. Billie Hall Carey of La Cresenta, California.

Roy Bean says thank'ef!



DISPLAY AT ROY BEAN VISITOR CENTER... Judge Roy Bean's pistol, handcuffs, notary seal, and solitary law book, on display at the Judge Roy Bean Visitor Center operated by the Texas Highway Department in Langtry, Texas. The visitor center preserves Bean's "Jersey Lilly" saloon-courtroom, and interprets highlights of the frontier justice's colorful career in a series of dioramas.

Let's All Get Together And Have An

OLD FASHIONED

Good Time At Friona's Annual Maize Days



We are anxious to serve the farmers of the Friona area.

We offer the top current market price -- check with us before selling your grain.

WE SALUTE THE FARMERS OF PARMER COUNTY DURING MAIZE DAYS.

GOODPASTURE, INC.

Percy Willson, Mgr.



RADIO CONTROLLED

JOE SEARS - manager
office - 247-2789
home - 247-3297

901 Etta

CGI INC. CROWE-GULDE



Buick - GMC - Pontiac
John Orsborn
Buick - GMC - Pontiac

25 Years In Hereford
See Us And SAVE

142 Miles St. - Hereford - Phone 364-0990

MOVED To 6th & EUCLID NEW

- *Look
- *Phone - - 247-2736
- *Hours 9 - 4
- *Interest Rates On New Car Loans

Come by for a visit & see your new Credit Union

Friona Texas Federal Credit Union

Member Owned Savings & Loans
"Serving All Of Parmer Co."

Every Person Has A Part In God's Eternal Plan

Read Psalm 84: Matthew 10:27-33

Even the sparrow finds a home, and the swallow a nest for herself, where she may lay her young. (Psalm 84:4, RSV)

While waiting at a bus stop, I looked up at a huge highway that was being built to span two sections of Zurich. Under the arch were square holes where the lamps would be mounted. To my surprise I saw pigeons flying in and out of some of them. Evidently they had their nests in them.

We all seek a sense of security, an assurance that we are valued and cherished, a shelter from life's storms. Is there a better refuge than in the Lord?

Our Savior spoke lovingly of the flowers and the little sparrows. These small plants and creatures, as well as this earth, all other planets, the immeasurable universe and human beings--you and I--are all parts of God's creation. We all fit into His plan. His planning and providence embrace us all.

PRAYER: Lord of our life, we bless Thee for the comfort of knowing that we belong to Thee and are part of Thy eternal plan. Whatever our condition may be, help us to put our trust in Thy loving care. Praised be Thy holy name! Amen.

THE THOUGHT FOR THE DAY: God is our Father, and in Him we find our proper dwelling place.

--Klara E. Csia, Zurich, Switzerland

Ethridge-Spring Agency	Friona State Bank
The Friona Star	Chester Gin
Hi-Plains Feed Yard	Friona Clearview TV
First Baptist Church	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: 7:30 p.m. Wednesday Prayer Meeting: 7:30 p.m.
CALVARY BAPTIST MISSION 5th and Main-Rev. L.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 Summitt-Rev. Charles Broadhurst Sunday School: 9:45 a.m. Worship: 11:00 a.m. Training Union: 6:00 p.m. Evening Worship: 7:30 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.
NEW ZION BAPTIST CHURCH Highway 60 & Pierce-Rev. L.V. Mays, pastor Sunday School: 10:00 a.m. Morning Worship: 11:00 a.m. Wednesday Evening Services: 8:30 p.m.
ST. TERESA'S CATHOLIC CHURCH 16th and Cleveland-Father John Coppinger Mass: 10:30 a.m. Confessions: Sunday, 10:00 a.m.
SIXTH ST. CHURCH OF CHRIST 502 W. Sixth-Terry Brown, 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-Rev. Duane Kirchner Sunday School: 9:45 a.m. Worship: 11:00 a.m. Immanuel Lutheran Church-Worship: 9:30 a.m. Sunday School: 10:30 a.m.
UNION CONGREGATIONAL CHURCH Euclid At 16th-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. William Young, 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.

1 TRI-COUNTY ELEVATOR

Black
Phone 265-3275

Lockney at Dimmitt

9 FRIONA SAFETY LANE
Phone 247-3145



Fast & Economical Farm & Road Service. We charge only \$1.00 for Flats

Texas at Texas Tech

2 ETHRIDGE-SPRING AGENCY, INC.

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



Phone 247-2766

Littlefield at Muleshoe


10 CHEVROLET REEVE CHEVROLET-OLDS

*CHEVROLET *OLDSMOBILE
*FRIGIDARE APPLIANCES

Sales Service

Rice at Georgia Tech

3 PRODUCTION CREDIT ASSN.




Dale Cary
Office Mgr.

Olton at Floydada

11 WEST FRIONA GRAIN

Don Huckabee Phone 247-3839



Army at Texas A&M

4 BI-WIZE DRUG

DRUGS SUNDRIES

Your Rexall Store

Phone 247-3010

Canyon at Hereford

12 FRIONA FARMERS CO-OP GIN


"It's Your Gin - Use It"

Tom Byars, Mgr.

Arlington at TCU

5 FRIONA MOTORS

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




Phone 247-2701

Dumas at Borger

13 AG-CHEM FARM SERVICES

Where SERVICE Is First



FERTILIZERS - CHEMICALS

Don McManaman Leroy Lundy

Lamar Tech at West Texas

6 FRIONA PARTS AND SERVICE


*Irrigation Motor Parts And Service
*Air Conditioning Parts And Service
*Delco-Remy, AC Standard, Thompson Parts
*CBI Tires

PHONE 247-3615

Panhandle at Tulla

14 CHESTER GIN

Experienced Dependable Service



Phone 247-3185 Friona

Buffalo at Baltimore

7 PARMER COUNTY IMPLEMENT CO.




Your IH Dealer

Phone 247-2721

Sanford-Fritch at Bovina

15 HERRING IMPLEMENT CO.



Home of the "Generation II" TRACTOR

Michigan St. at So. Cal.

8 HUB GRAIN

Phone 265-3215

FLEMING FERTILIZER
FLEMING & SON GIN

Phone 265-3405



Dalhart at Tucumcari

16 CUSTOM FEEDING at its modern best



HI-PLAINS FEED YARD

Earl Eiam, Manager

P.O. Box 1238 FRIONA, TEXAS Phone 295-3100

HI-PLAINS FEED YARDS, INC.

Dallas at Green Bay

CONTEST

Enter Our Contest Each Week
... Nothing to buy-Just Pick Winners

HERE'S YOUR CHANCE TO WIN CASH PRIZES

FIRST PRIZE	SECOND PRIZE	THIRD PRIZE
\$5	\$3	\$2

GRAND PRIZES

- Two tickets to the Cotton Bowl Game & \$30 Cash
- Two tickets to the Sun Bowl Game & \$20 Cash

CONTEST RULES

- Pick the winner of the 16 games listed in the advertisements on this page. Write the winners in the blanks provided on the official contest blank.
- Pick the score of the tie-breaker game. This score will be used to break weekly as well as grand prize winners.
- Bring your entry blank by the Friona Star or Bi-Wize Drug by 5 p.m. on Friday. Entries must be post-marked on Friday to be eligible, if mailed.
- The leading contestant at the close of 13 weeks will receive two free tickets to the Cotton Bowl Football game, along with \$30 expense money. Second place winner will receive two tickets to the Sun Bowl game and \$25 expense money. Third place winner gets two season tickets to the Friona Chieftains games next fall.
- Only one entry per person.
- To account for grand prizes, entries must be on official blank printed in the paper.
- Contestants must be 12 years of age or older.
- Everyone eligible to enter (sponsors included) except employees of the Friona Star and their families.



OFFICIAL ENTRY BLANK

Select Winners From Games Listed In Advertisements

1	_____	9	_____
2	_____	10	_____
3	_____	11	_____
4	_____	12	_____
5	_____	13	_____
6	_____	14	_____
7	_____	15	_____
8	_____	16	_____

TIE-BREAKER: (Pick Score) Friona _____ Springlake _____

NAME _____
ADDRESS _____

LBJ Park Carved In Hill Country

The Lyndon B. Johnson State Park is carved in the Texas Hill Country that spawned the 36th President of the United States. Situated beside the Pedernales River where it winds between the LBJ Ranch and U.S. Highway 290, the 269-acre park reflects not only the former president but his people and the land that moulded them.

Johnson, who with Mrs. Johnson has assisted in planning the park since its inception, often has expressed his kinship with the land and the people of his birthplace.

While in the White House, Johnson said a president must find a way to determine what is right.

"The answer was waiting for me in the land where I was born," he said.

Hill Country land is rugged and demanding. It does not surrender easily to men.

An historian observed that the Hill Country "asserts itself," requiring a man's best efforts before yielding its fruits.

It is a land of gently rolling grasslands and limestone hills shaded by broadleaf trees and crossed by small streams.

The park, much of it in the final stages of construction, does not intrude on the land. It blends naturally with the hills and the oaks and sycamores.

Visitors may drive 60 miles west from Austin on Highway 290, cutting through Texas ranch country to the park.

Turning into the entrance, they follow the park road as it curves beside an expansive display of wildlife.

Whitetail deer dart across the grassy slopes behind a high fence. Gaunt Longhorn cattle stand motionless like impassive monuments to the days when cattle drives originated in the Hill Country. Shaggy buffalo graze where more than 100 years ago Comanches hunted the buffalo.

The park road cuts between the oaks and pecan trees where blue jays, mockingbirds and flaming red cardinals play among the branches.

It leads first to the visitors center, a stone and split log shingle-roofed building that links the Hill Country past with its present.

The two rooms of the east wing are formed by a 90-year-old log cabin that is blended with the newly constructed west wing.

Discovery of the old cabin came by accident.

When workmen began to tear down the old Behrens homestead to make way for the park, they discovered the dilapidated house had been built over the ancient log house.

They preserved the cabin and integrated it into the center. Its two rooms separated by a "dog run" or breezeway are furnished now just as they might have been when settlers lived there.

Park planners from the staffs of National Park Service and the Texas Parks and Wildlife Department made careful historical research to trace the early years of Hill Country development and of Johnson and his forebearers.

Exhibits inside the center, the center itself and other aspects of the park portray that history.

"A president's country," begins the legend printed beside an historical exhibit at the center.

"This stern land produced a president. Here are the elements that formed his heritage and helped shape his full and active background."

That heritage began with the Indians who left the scorched remains of their trash heaps on the park site as evidence of their wanderings.

"Conquistadores" arrived in the 1500s to find the rough land had shaped those Indian habits just as it would the Spanish and those who came after them, including the tall, energetic son of the Hill Country who became president.

Cabeza de Vaca observed a special quality in the peoples his soldiers encountered in these hills.

"I believe these people can see and hear better and have keener senses than any other in the world," he declared.

The Visitor Center speaks, too, of the influence of the German settlers; the early colony of Mormons; the first Texans who arrived from Tennessee and Georgia and Alabama; the federal troops and later the Confederate soldier who garrisoned at Fort Martin Scott near Fredricksburg; the cowboys, among them Johnson's grandfather and great-uncle.

One third of the center is designated as the "Presidential Area."

It contains a school desk from the Albert School, a leather book

satchel and a book in which the young Johnson scrawled on the flyleaf, "Lyndon Baines Johnson."

The east wall is decorated with photographs of the heads of state and other guests who visited the LBJ Ranch while Johnson was president and earlier.

Displayed as well are moments of the White House years and life at the ranch.

There is a teakwood model of Noah's Ark inscribed "To President Lyndon B. Johnson by Levi Eshkol, Prime Minister of Israel, Jerusalem, June 1964."

Johnson's boots and Stetson and his cattle branding iron are displayed.

An audio-video area uses eight rear projection screens to flash more than 1,000 color slides of the park and the Hill Country for viewing by visitors seated comfortably on benches.

The Johnsons are frequent visitors to the park where they often take ranch guests.

A path behind the center leads over a rise along what will be

developed this year into a nature trail.

The path twists for a hundred yards to Ranch Road One beside the Pedernales.

Visitors are provided an excellent view of the LBJ Ranch with its rambling white ranch house visible through the trees and across the river.

A narrow road nearby leads across the river to the LBJ birthplace and the Johnson family cemetery, enclosed by a stone wall and shaded by magnificent sycamores.

Leaving the ranch area and visitors center, those who visit the park may drive east along the park road to browse through the old Sauer home or they may turn west to the Danz house.

Both are being reconstructed to provide visitors with still more of the flavor of the Hill Country development.

The Sauer home is being restored to hold furnishings from the period 1880-1915 while the Danz homestead will feature the era 1860-1880.

While the origins of Hill Country men and of the man who

became president are the theme of the park and its exhibits, the former president and Mrs. Johnson were determined that the park should provide ample recreation for its visitors.

It does that.

There are two large picnic areas set amid the oaks and a profusion of wildflowers.

And the Texas Highway Department has constructed roadside parks and rest areas on the approaches to the park.

Johnson himself directed that a large swimming pool and bathhouse be erected west of the visitors center.

There is a playground and pavilion, a 250-seat auditorium and an amphitheater planned for the park.

Facilities were expected to be completed during summer 1970.

All of it melts into the Hill Country landscape, a land of which the former president has said.

"There is no other place... that can do for me what this land and what this water and what these people and what these hills and these surroundings can do."



Visitor Center... focal point of 269-acre State Park.



LBJ RANCH... The most famous ranch home in Texas is undoubtedly this rambling frame house on the banks of the Pedernales River. It is the headquarters of the LBJ Ranch, and home of former President Lyndon Baines Johnson. During his years as President it served as a retreat for the First Family, and also was the scene of many high-level, but usually informal, conferences. The ranch is located on Ranch Road 1 near Stonewall, Texas. Photo Courtesy of Texas Highway Dept.

Road Improvement Is Candidate's Plank

Having been in this town and county for 45 years and observed it develop from grass land and dry land farming to a highly agricultural, productive area with a lot of irrigation, I have seen little change in the building of county roads since the use of horses and mules.

Of course, the machinery and equipment have greatly changed but the road design is still the same. On many county roads, we need a change in design to conserve land, improve traveling space, promote drainage and reduce weed and grass problems.

The tax base of this county, if properly handled, could make it possible to hard surface some of the most highly used roads. This precinct does not have any county owned hard surfaced roads. Some paving has been put in at the expense of private business. If elected commissioner, I would work to pave some of the hardest used roads and insist that the county at least maintain what has been built by private industry.

FORREST W. OSBORN
Candidate For Commissioner, Prec.1

Pd. Pol. Adv.

Paid For By Friends Of Forrest Osborn

Have A Good Old-Fashioned
Time This Week In Friona At

Maize Days



Local And Long Distant Hauling

CURRY MOTOR FREIGHT

PAUL GALYON, Mgr.
Phone 247-3166

It's Time For Our

OLD FASHIONED

MAIZE DAYS

We're Proud
To Have Katie
Lewellen As
Our Representative
In The Annual
Maize Queen
Contest Tonight.



Don't Miss This
And All The Other
Really Great Events
Of Maize Days.



Katie Lewellen

BLACK GRAIN

Final Rites Held For County Commissioner

Funeral services for Guy C. Cox, who was serving in his 12th year as Parmer County Commissioner from Precinct 3, were conducted from First Baptist Church, Farwell, Monday afternoon.

Officiating ministers were Rev. Cliff Ennen, Rev. W.T. Perry and Rev. C.C. Morgan. Cox, who was a retired farmer, was born January 21, 1900 in Chickasha, Oklahoma, and moved to Farwell in 1948. He was a member of First Baptist Church there.

Survivors include his wife, Alvenia; four sons, Walter of Canyon, Guy Jr. of Salinas, California, Joe of Bovina, and Jesse of Loomis, California; two daughters, Mrs. Marguerite Sinclair of Salinas, California; and Mrs. Billie Phillips of Lubbock.

Also three brothers, James Cox of Logan, New Mexico; Ted Cox of Amarillo; and Clint Cox of Purdy, Missouri; one sister, Mrs. Mary Frost of Brookshire, Texas; 14 grandchildren and six great-grandchildren.

Active pallbearers were Elvis Childs, Olan Schlueter, Harry Sheets, Charles Lovelace, Claude Thomas and J.T. Ford.

Archie Tarter, Raymond Treider, Tom Lewellen, Charles Jefferson, Mose Glasscock, Fred Horner, Sam Aldridge, Clyde Perkins, G.T. Watkins, Don Williams, Clarence Crawford, G.D. Anderson, Joe Helton, W.N. Foster, Carroll Huggins, C.E. Gibby, Carliss Woods, A.N. Walls, Willie Har- dage, Gary Foster and Harold Stovall were honorary pallbearers.

Burial was in Texico Cemetery.

Date Set For

Rummage Sale

The annual fall rummage sales, which are sponsored by Parmer County Community Hospital Auxiliary, will begin October 15 in the Spring Store building in the 500 block of Main Street.

This year's co-chairmen are Mrs. Don Ethridge and Mrs. Buddy Wiseman.

Further information regarding this year's sales will be in a later issue of the Friona Star.



THE ALAMO... "Cradle of Texas Liberty"
Several Great Men Fought and Died Here.

(Photo Courtesy of Texas Highway Department)

Alamo Is Known For Brave Men

At the "Cradle of Texas Liberty," The Alamo, occurred one of the most heroic struggles to be found in the annals of mankind.

Deteriorating relations between the Texas colonists and the central Mexican government had sparked several armed conflicts. Alarmed, Mexican dictator Santa Anna crossed the Rio Grande and marched to San Antonio with a seasoned army numbering between four and five thousand men. The bested Texans, totaling 187 men, occupied the Alamo.

Under constant cannonade and mass attack, the Texans withstood the overwhelming odds for 12 days before the inevitable end came. The defenders died to the last man, including such storied names as William Travis, Jim Bowie and Davy Crockett.

Add sugar to a tart or pie dough. Just one spoonful of sugar makes the crust bake to a beautiful golden brown.

To get maximum juice from a lemon, a lime or an orange, roll it on a counter, pressing down as you do to soften the fruit before you cut it.

HOSPITAL REPORT

Admissions:

Faye Collins, Friona; Lee Blevins, Friona; Paul Gonzales Sr., Muleshoe; Ramona Bruner, Friona; Kathie Nesbitt, Friona; Rosalinda Nanez, Hereford; Rick Stanberry, Eovina; Linda Atwell, Canyon; Paula Fairchild, Friona; C.P. Varren, Bovina; Marcela Montalvo, Friona; Charles Ross, Bovina; Susie Short and baby boy, Friona; Ronnie Nuttall, Eovina; Raymond Cantu, Texico; Wynema Pewitt, Farwell; Evanyelina Ybarra, Hereford; Rosa Aguilar, Friona; Coleman Moseley, Friona; Bobby Chadwick, Farwell; Dorothy Lusk, Bovina; Teresa Rodriguez, Friona; T.D. Stanberry, Bovina; Lawrence Rodriguez, Friona; and Debra Perez, Hereford.

Dismissals:

Angela Bermea and baby girl, Kevin Hughes, Susie Short and baby boy, Rosalinda Nanez, Ramona Bruner, Ricky Stanberry, Clare Savage, Paul Gonzales Sr., Marcelo Montalvo, Kathie Nesbitt, Martin Girl, Charles Ross, Ronnie Nuttall, Lee Blevins, Raymond Cantu, Wynema Pewitt, Linda Atwell and baby boy, Faye Collins and baby girl, Louis Stone, Paula Fairchild, Bobby Chadwick, Lawrence Rodriguez, Evanyelina Ybarra and baby girl.

Patients In The Hospital:

Rosa Aguilar, Ethel Blackburn, Bessie Caldwell, Dorothy Lusk, Coleman Moseley, Martin Boy, Debra Perez, Teresa Rodriguez, T.D. Stanberry and C.P. Warren.

Cow Belles

Are Calling

The national Cow Belles organization is interested in formation of a local chapter of Texas Cow Belles in Friona.

Purpose of the organization is the promotion of beef.

Anyone interested in becoming a Texas Cow Belle is invited to an organizational meeting at 9:30 a.m. Wednesday, October 4 in the Community Room of Friona State Bank.

A person definitely does not have to be connected with cattle in any way to be eligible for membership.

For more information interested persons may contact Mrs. Lee Britting by telephone.

When a recipe calls for a "pinch" or a "dash," it means a scant 1/8 teaspoon (half a measuring 1/4-teaspoon).

Want Ods

CALL NOW!!!
247-2211

YOUR BEST MARKET PLACE



Welcome To MAIZE DAYS 1972

BEST WISHES FROM THE FOLKS AT OKLAHOMA LANE FARM SUPPLY & GIN

Phone 825-2345

*Fertilizer

*General Farm Supplies

Everyone



Come Join The Fun

Attend Friona's 15th
Annual MAIZE DAYS-'71

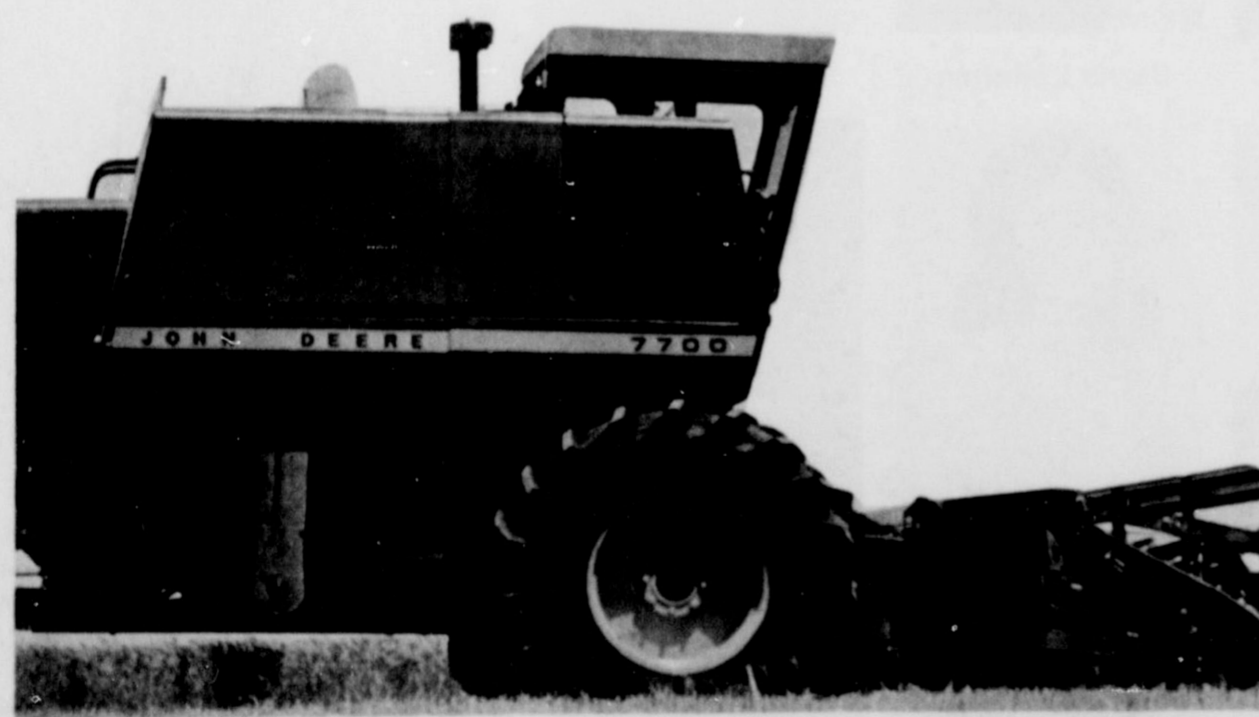
September 13-18

See You

There

**FRIONA BATTERY
&
ELECTRIC**

Coin-op Car Wash



WITH PROSPECTS GOOD FOR A RECORD-BREAKING CROP... NOW IS THE TIME

..... To Buy A New Combine Or Trade For One Of Our Good
Used Combines!

7700

Here's 25 percent
more combine than
we've ever offered
you before

This is the "big boy" of the New Generation Line. Power: 128 observed h.p. Grain tank: 129 bushels. Separator: 55 inches wide. Truly a big combine. A giant in performance. Cutting platforms as wide as 24 feet help it set a new standard for productivity among combines of any make.

Yet this new combine offers more than raw muscle. It has everything to make

your days pleasurable as well as productive. The steering pedestal and posture seat both adjust to your liking. You have power steering and power brakes. The pressurized cab is standard. You can equip it with air conditioning and/or heater. Concave-to-cylinder spacing and cylinder-speed control are regular features. Dollar for dollar, it's today's biggest bargain in harvesting productivity.

HERRING IMPLEMENT

108 E. 11th

Phone 247-2741

FRIONA WHEAT GROWERS AND THE FRIONA STAR PRESENT

THE BEAUTIES OF FRIONA
Competing For
The Title Of Maize Days Queen

- ★ Preliminary Talent Elimination 4:00 p. m. -
High School Auditorium - Admission 50c
- ★ Finals And Coronation Ceremony - Thursday 8:00 p.m. -
High School Auditorium - Admission \$1.00 Adults
50c Students



Kazene Hart



Gayla Self



Cindy Barnett



Annette Reznik



Patricia Phipps



Carol Reeve



1971 - 72 Maize Queen
Kathy Horton



Sarah Gammon



Vicki Pryor



Lisa Taylor



Denise Carnes



Donna Lewellen



Terri Williams



Mary Beth Bennett



Teresa Ingram



Debbie Benge



Pamela Lewellen



Katie Lewellen



Terri Bingham



Colleen Royal



Dorothy Johnston



Holley Stephenson



Vandra Nichols



Carolyn Murphree



Cinda Johnson



Glenda Reeve

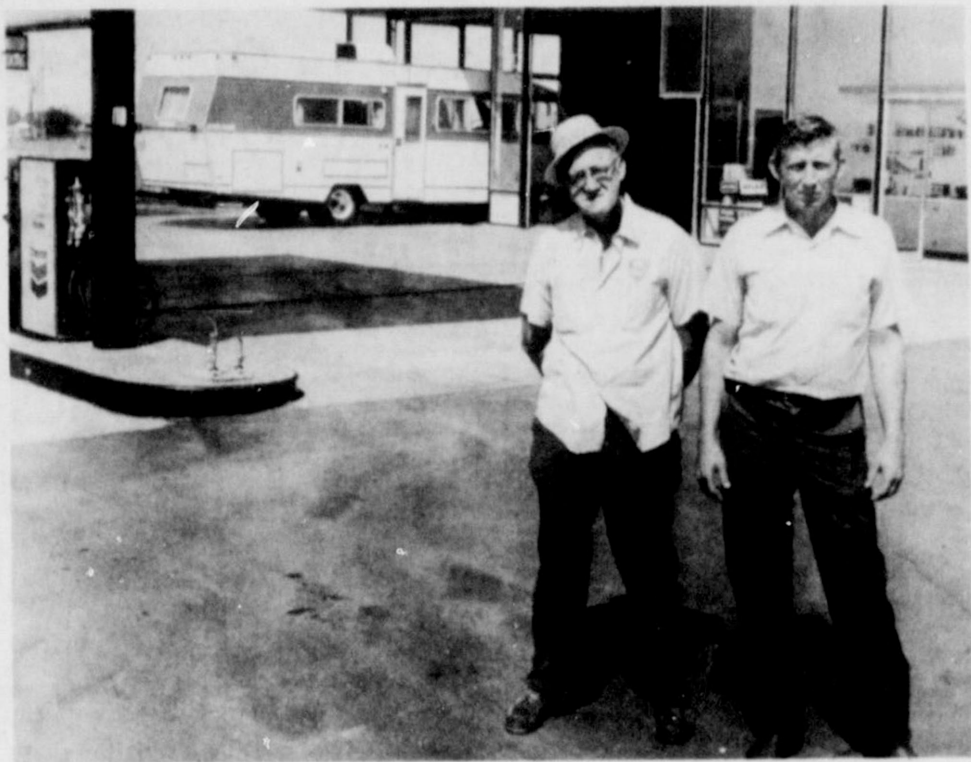
This Page is Being
Sponsored For Your
Enjoyment By
FRIONA WHEAT
GROWERS and
THE FRIONA STAR

GRAND OPENING

FRIDAY & SATURDAY



SEPTEMBER 29-30



Raymond & Ray White
Owners & Operators
WHITE & SON CHEVRON

FREE!



CARTON OF COCA-COLA

With Each Fill-up Of 10 Gallons Or More

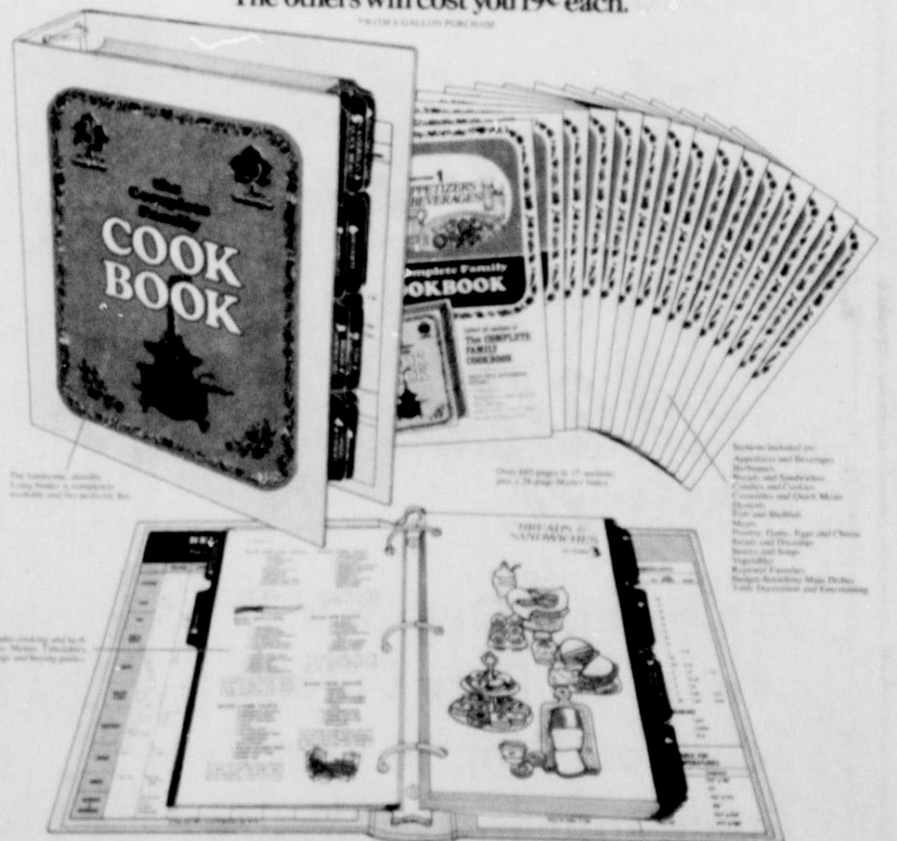
FREE!

PLUS ~

A special offer on a cookbook you'll use.

EACH WEEK through December 31, participating Chevron Dealers are offering the individual sections of the Complete Family Cookbook, an outstanding collection of recipes and more to come.
Get Sections 1 and 2 free with purchase of eight gallons. There are a variety of meals for the week 10 weeks or get 10 cents each, with similar products.
Any section you might happen to miss will be available during following weeks, so you can make sure your Complete Family Cookbook is complete.
The handsome 1200 page binder containing 100 delicious recipes and 24 large Master Index is just \$1.99, plus tax. It's available throughout the entire West Coast collection today, at the sign of the Chevron. It's the cookbook you'll use.

Just so you don't go hungry we'll give you the first two sections free. The others will cost you 19¢ each.



Register For A FREE TV SET - TO BE GIVEN AWAY This Weekend

ADMIRAL PORTABLE



Registration Limited To Those Purchasing At Least 10 Gallons Gas

We Feature:

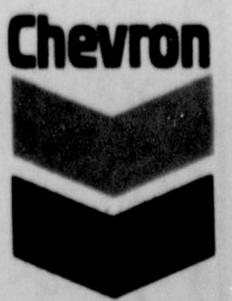
- * Atlas Products
- * Monarch Tires
- * Complete Service
- * Minor Tuneups
- * Brake Work
- * Wash & Grease

FREE!

- * LITTER BAGS
- * KEY RINGS
- * MACHINE OIL



WHITE & SON CHEVRON



Highway 60 West



KARENE HART--is representing the Woodmen of the World in the Maize Queen Contest at the high School this evening. She is the daughter of Mr. and Mrs. Dale Hart. She is 16 years old and a Junior this year at FHS.

MOTORISTS URGED TO PARTICIPATE IN NATIONAL CLEAN AIR CAMPAIGN

Air pollution, like the weather, is often talked about but only rarely changed by the hands of man. Now, each operator of America's 110 million motor vehicles can take a very real and effective stand against the continuing destruction of our environment by actively participating in "National Check Your Vehicle Emissions Month."

Because some 40 per cent of our air pollutants come from automobiles, much of this from cars needing maintenance, it is vitally important that everyone who drives takes part in this national program, which promises to drastically cut down on harmful vehicle emissions.

With the idea stemming

from a recent Congressional resolution, April has been targeted as "National Check Your Vehicle Emissions Month," during which automotive service mechanics all over the country will be offering a 12-minute, three-systems engine check to help spot the cars which are excessive polluters.

Developed by a team of technical experts from the service industry, the special check tests the operating efficiency of an auto's ignition, carburetion and emission control systems. Comprehensive studies show that when these three systems are properly adjusted, individual vehicle pollution can be reduced significantly.



GAYLA SELF--is the daughter of Mr. and Mrs. Max Self. She is 16 years old and is entering the Maize Queen Contest under the sponsorship of the Kiwanis Club. Miss Self is talented musically and enjoys playing the piano and organ.

GO NEAR THE WATER!

ONE KEY TO STRENGTH AND PROSPERITY OF OUR COUNTRY IS THAT ITS WATER IS SAFEST AND BEST IN THE WORLD. WHAT MANY DON'T REALIZE IS THAT WATER IS A MANUFACTURED PRODUCT!

2. PRODUCING WATER IS A \$70,000,000,000 INDUSTRY--OUR NATION'S LARGEST IN TERMS OF TONNAGE DELIVERED. THE GREAT NEED IS FOR MANY, MANY MORE TRAINED OPERATORS.

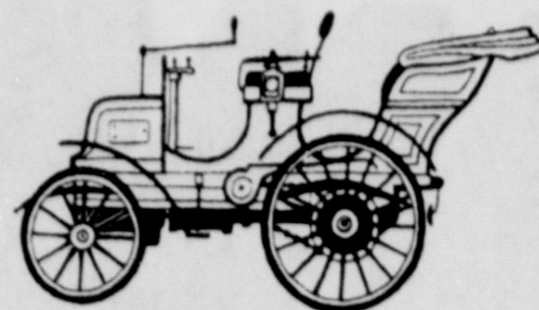
THANK YOU, FOLKS...

For Your Heartwarming Response To Our Showing Of The New '73 Cars Last Thursday

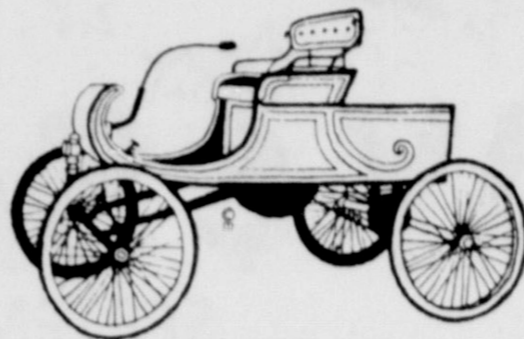


It's Time Once Again To Welcome You To A Real Old-Fashioned Celebration

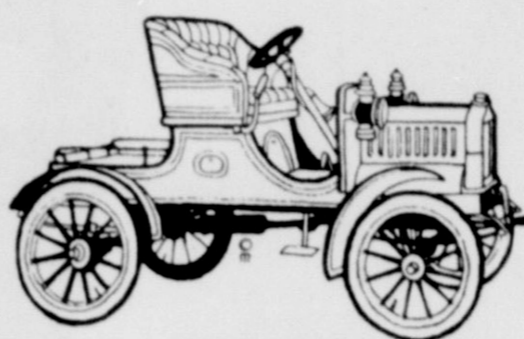
Maize Days



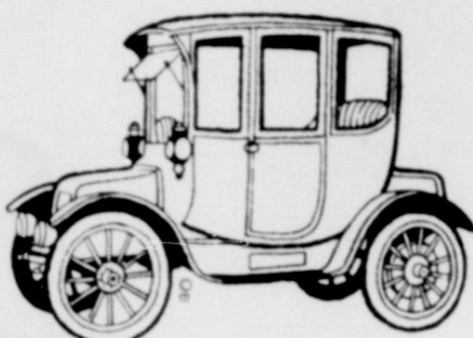
1898 DAIMLER



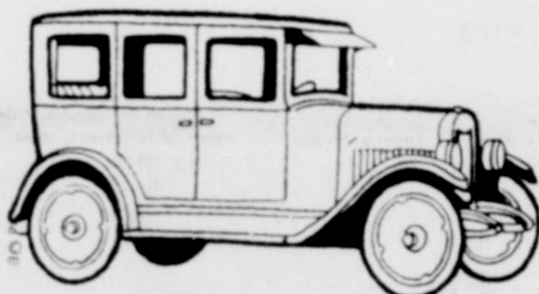
1901 OLDSMOBILE



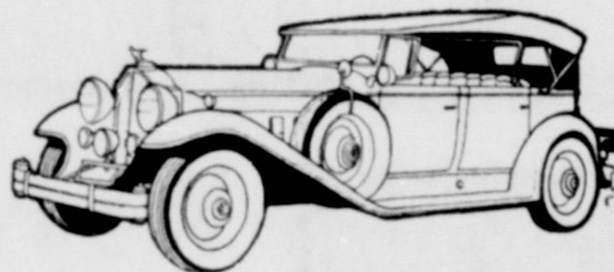
1905 MAXWELL



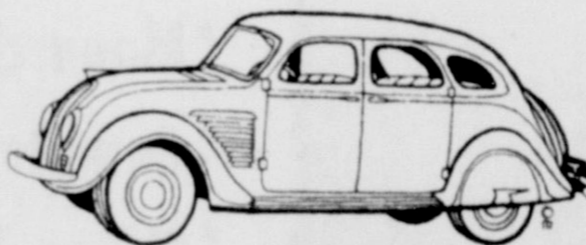
1915 RAUSCH-LANG



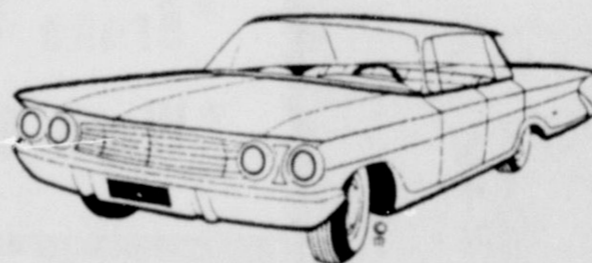
1925 CHEVROLET



1932 PACKARD



1934 DESOTO



1965 CHEVROLET



1973 CHEVROLET



Mary Beth Bennett

Best Wishes To Our Lovely Maize Queen Contestant!

Welcome...

To Friona's Annual Old Fashioned Celebration

Maize Days

We Extend Our Best Wishes To Dors Dorothy Johnston Who Is Our Contestant In The Maize Queen Competition.

HI-PRO FEEDS



Dorothy Johnston

REEVE-CHEVROLET-OLDS

HELD HERE

Ribbon Winners Listed For County 4-H Fair

The Farmer County 4-H Fair was held in Friona Saturday. The fair was open to all 4-H members in Farmer County and was attended by 30 youngsters. Divisions in the fair included: clothing, baked goods, canned goods, arts and crafts, agriculture and vegetables. High point winners in each division were named and presented a trophy. The winners are as follows:

Clothing: Holly Hart, Friona 4-H

Baked Goods: Cheryl Gohike - Oklahoma Lane 4-H

Canned Goods: Cheryl Gohike, Oklahoma Lane 4-H

Arts and Crafts: Holly Hart - Friona 4-H

Agriculture: Evelyn Hart - Friona 4-H

Vegetables: Karene Hart - Friona 4-H

Following is a listing of the divisions and ribbons won by each 4-H member:

AGRICULTURE

Yellow Corn Ears - Mike Windham, Blue; Russell Windham, Red; Donnie Gustin, White, Karene Hart, Pink; Evelyn Hart, Pink.

White Corn Ears - Russell Windham, Blue; Mike Windham, Red.

Yellow Corn Seed, Russell Windham, Red; Mike Windham, Red.

Wheat Seed, Cheryl Gohike, Blue; Holly Hart, Red; Karene Hart, White; Evelyn Hart, White; Linda Gohike, Pink; Mike Windham, Pink.

Barley Seed - Russell Windham, Red; Mike Windham, Red; Milo Seed - Teddy Mesman, Red.

Millet Seed - Karene Hart, Blue; Holly Hart, Red; Evelyn Hart, White.

Rye Seed - Evelyn Hart, Blue; Holly Hart, Red; Karene Hart, White.

Red Milo Heads - Mike Windham, Blue; Russell Windham, Blue; Evelyn Hart, Red; Donnie Gustin, Red; Joe Dan Briggs, White; Rocky Bartlett, White; Carrol Carr, Pink.

Yellow Milo Heads - Joe Dan Briggs, Red.

Millet Sheaf - Mike Windham, Blue; Russell Windham, Red.

Wheat Sheaf - Karene Hart, Red; Evelyn Hart, Red.

Rye Sheaf - Evelyn Hart, Red.

Cotton Stalk - Joe Dan Briggs, Blue; Karene Hart, Blue; Holly Hart, Red; Evelyn Hart, Red; Jana Briggs, White; Russell Windham, White; Mike Windham, White.

Sweet Sorghum - Evelyn Hart, Blue; Karene Hart, Red.

Alfalfa - Mike Windham, Blue; Russell Windham, Red; Evelyn Hart, White.

Soybeans - Mike Windham, Blue; Russell Windham, Red.

Irrigated Pasture - Mike Windham, Blue; Evelyn Hart, Blue; Russell Windham, Red; Karene Hart, White; Holly Hart, White.

Alfalfa Hay - Evelyn Hart, Blue; Teddy Mesman, Red.

Sweet Sorghum Hay - Evelyn Hart, Blue; Donnie Gustin, Red.

POULTRY AND RABBIT (Rare and Fancy Breeds)

Carrol Carr, Blue.

VEGETABLES

Carrots - Lucretia Turner, Blue.

Large Tomatoes - Dianne Bennett, Blue; Karene Hart, Red; Angela Matthews, White; Evelyn Hart, Pink.

Small Tomatoes - Dianne Bennett, Blue; Lucretia Turner, Red; Karene Hart, White.

Watermelons - Russell Windham, Blue; Mike Windham, Red; Donnie Gustin, White; Rocky Bartlett, White.

Cantaloupes - Karene Hart, Red.

Cucumbers - Karene Hart, Blue; Holly Hart, Red; Evelyn Hart, Red.

Green Beans - Lucretia Turner, Blue; Joe Dan Briggs, Red; Jana Briggs, Red; Karene Hart, White; Evelyn Hart, White.

Green Peas - Karene Hart, Blue; Carrol Carr, Red; Evelyn Hart, White.

Sheaf Peanuts - Mike Windham, Red; Russell Windham, Red.

Okra - Karene Hart, Blue; Lucretia Turner, Red; Holly Hart, White; Evelyn Hart, Pink.

Sugarbeets - Karene Hart, Blue; Holly Hart, Red; Evelyn Hart, White.

Pumpkin - Rocky Bartlett, Blue; Jimmy Menefee, Red.

Bell Pepper - Dianne Bennett, Blue.

Banana Peppers - Dianne Bennett, Blue; Angela Matthews, Red.

Hot Peppers - Karene Hart, Blue; Angela Matthews, Red; Lucretia Turner, White.

FLOWERS

Individual Blooms - Cheryl Gohike, Blue; Linda Gohike, Blue; Mary Lou Roberts, Blue.

Full Scale Arrangement - Dianne McKillip, Blue.

CLOTHING

Skirts - Holly Hart, Blue; Cheryl Gohike, Blue.

Blouses - Holly Hart, Red.

Slacks and Shorts - Holly Hart, Blue; Cheryl Gohike, Blue; Linda Gohike, Red; Dianne McKillip, White.

Accessories - Holly Hart, Blue; Linda Gohike, Blue.

Pant Suits - Cheryl Gohike, Blue; Dianne Bennett, Blue; Mary Lou Roberts, Red; Evelyn Hart, Red; Linda Gohike, Red; Holly Hart, Red.

Coats & Capes - Holly Hart, Blue; Cheryl Gohike, Blue; Dianne Bennett, Red.

BAKED GOODS

Quick Breads - Pamela Spring, Blue; Cheryl Gohike, Blue.

Brownies - Cheryl Gohike, Blue; Mandy Roach, Red.

Drop Cookies - Linda Gohike, Red; Tommy Mesman, White.

Refrigerator Cookies - Alicia Spring, Blue; Cheryl Gohike, Blue.

White Cake - Carrol Carr, Red.

Pound Cake - Angela Matthews, Blue; Lucretia Turner, White.

Cup Cakes - Dianne McKillip, Red.

CANNED GOODS

Pears - Cheryl Gohike, Blue.

Snap Beans - Cheryl Gohike, Blue; Linda Gohike, Blue; Tommy Mesman, Red; Angela Matthews, White; Dianne Bennett, Pink; Lucretia Turner, Pink.

Blackeyed Peas - Cheryl Gohike, Red; Carrol Carr, Pink.

Tomatoes - Dianne Bennett, Blue.

Beet Pickles - Cheryl Gohike, Blue; Carrol Carr, Red; Angela Matthews, Red.

Bread & Butter Pickles - Angela Matthews, Blue.

Dill Pickles - Lucretia Turner, Pink.

Sweet Pickles - Angela Matthews, Red; Dianne Bennett, Red.

Okra - Cheryl Gohike, Blue.

Other Pickles - Cheryl Gohike, Blue.

Grape Jelly - Cheryl Gohike, Blue.

Other Jelly - Cheryl Gohike, Red.

Tomato Preserves - Cheryl Gohike, Red.

ARTS AND CRAFTS

Wall Plaques - Holly Hart, Red; Linda Gohike, Red; Karene Hart, Red; Evelyn Hart, Pink.

Pictures - Holly Hart, Blue; Evelyn Hart, Pink.

Odd Crafts - Linda Gohike, Blue; Tommy Mesman, White; Holly Hart, White; Alicia Spring, White.

Needlecraft - Dianne Bennett, Blue; Linda Gohike, Blue; Mary Lou Roberts, Blue; Carrol Carr, Red; Holly Hart, White.

Collections - Dianne Gustin, Blue; Linda Gohike, Blue; Holly Hart, Red.

Woodcraft - Holly Hart, White.

Leathercraft - Holly Hart, White; Linda Gohike, White; Tommy Mesman, White.

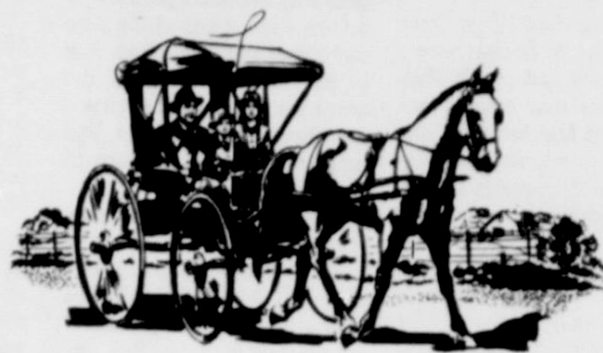
Stuffed Toys - Linda Gohike, Red.

Candles - Dianne Bennett, Blue; Holly Hart, Red; Linda Gohike, White.

THIS IS NO BULL



AND WESTERN STOCKYARDS



★ We Are Proud To Salute Friona On The Occasion Of Its 66th Anniversary And Maize Days Celebration.

E. B. JOHNSON JAY TAYLOR J. R. TAYLOR Mgr.

Listen To Our Market Detail 7:05 a.m. KGNC Radio

Amarillo, Texas Phone 373-7464 P.O. Box 668

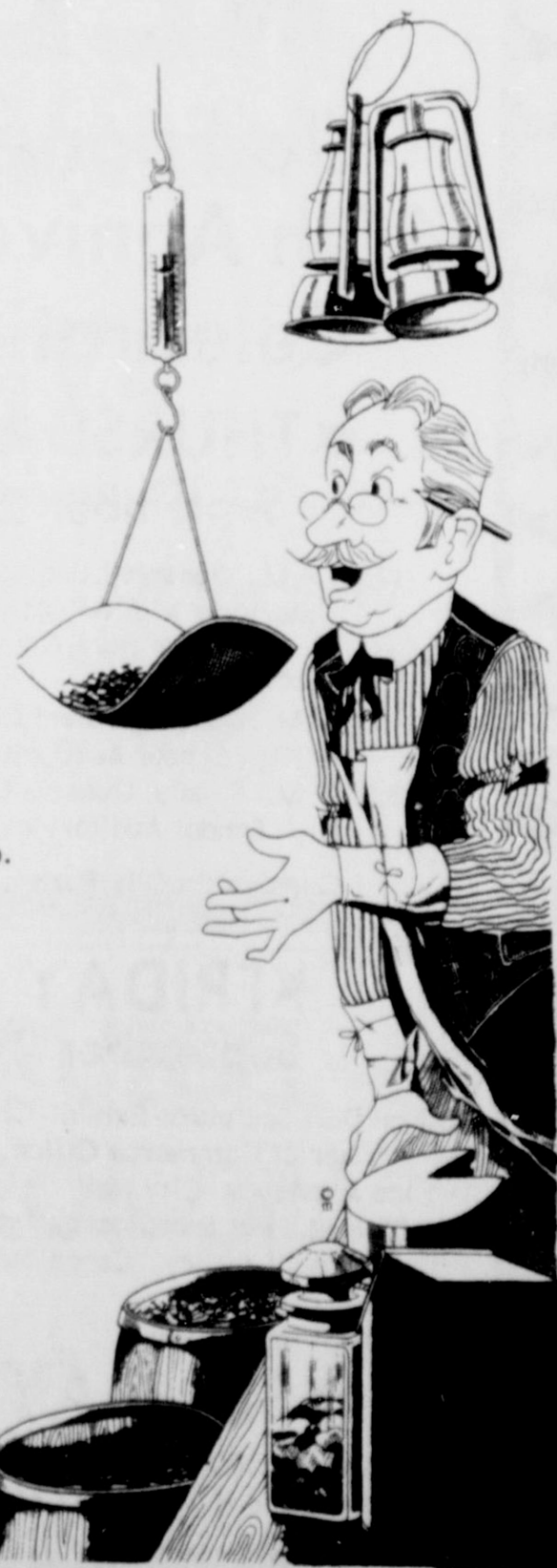
Hi, Neighbor!

Welcome To Friona's



MAIZE DAYS

As the city's oldest pioneer firm, still in business to serve you, we congratulate Friona on celebrating its 66th anniversary. Times may change and things around us become modernized. . .but Rockwell Bros. & Co. believes is maintaining the same old-fashioned friendly service to our customers that we did when Friona was first put on the map 66 years ago. Yes, we've continued to grow right along with Friona and we're with you for many more years of continued growth and progress.



Manager O. F. Lange In The Rockwell Bros. Lumber Yard Of 60 Years Ago.

ROCKWELL BROS. & CO.

"LUMBERMEN"

Friona Texas

O. F. Lange, Mgr.



ANNETTE REZNIK--is being sponsored in the Queen Contest by the Tri-County Elevator. She is 16 years old, a Junior at FHS and is the daughter of Mr. and Mrs. A.L. Reznik. She is active in FHA and Thespians.

ELECTION '72

Q-A

By George Willeford
State Chairman, GOP

Q. What is the last day to register to vote in the general election?

A. The last day to register for the general election is October 6. This is the first time the books have been open this late in the year, but time is running out.

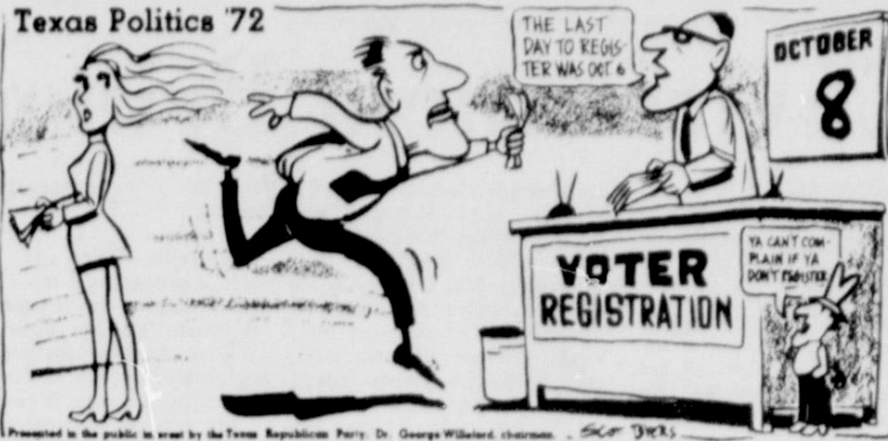
Until 1971, registration to vote ended on the last day of January, nine months before the fall elections.

Then the 62nd regular session of the Texas legislature amended the Election Code making registration continuous. But you must be registered 30 days before the election in which you intend to participate.

You can get on the voting rolls any day the registrar's office is open. 31 days later, you are eligible to vote.

Let me re-emphasize those points, because the deadline to register is very near. The election falls on November 7, a Tuesday. You must register on or before Friday, October 6, so you can have a say in all the races to be decided in this election! In Texas this includes not only the President and Vice-President, but a U.S. Senator, the governor and the entire state legislature.

Texas Politics '72



Presented to the public in great by the Texas Republican Party. Dr. George Willeford, chairman. SGP '72

In the process of making registration continuous, the legislature also did away with annual registration, meaning that your registration is good for three years, not just one.

If you register before October 1, you may vote this year.

and the next two without re-registering. If it is after October 1, you may vote this year and the next three years with the same registration certificate.

So remember Friday, October 6 as well as November 7--

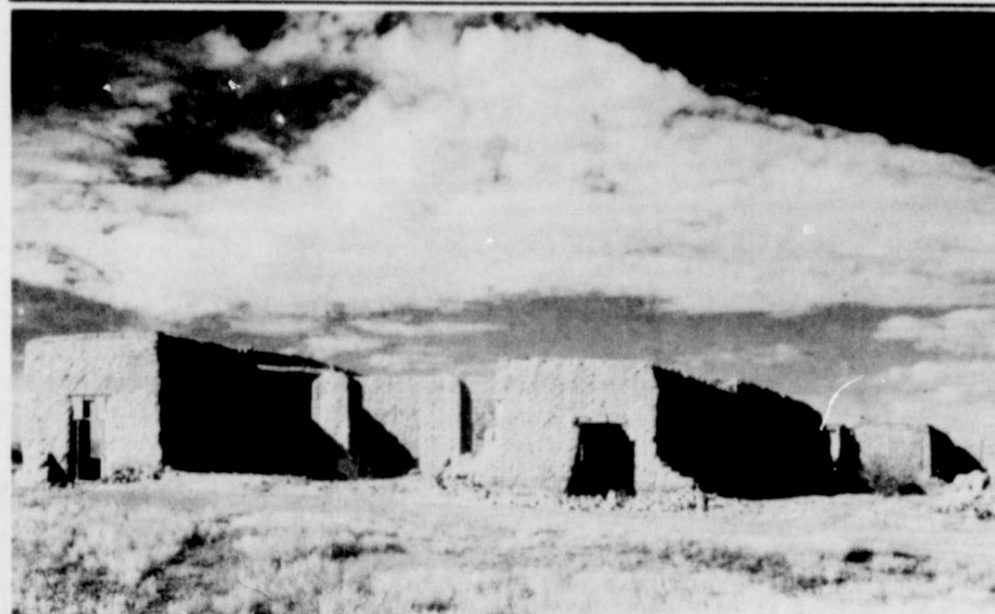
they are equally important to you.

Dr. George Willeford is state chairman of the Republican Party of Texas. This is one of a series of articles presented in the public interest.

U.S. Meat Supply Said Most Abundant

The U.S. has the most abundant meat supply the world has ever known. Per capita meat consumption in the United States over the past 20 years has increased spectacularly, thanks to the availability at fair prices of a steadily rising supply of meat. The meat industry is a perfect example of the pressures of a free market working in a constructive way to encourage an industry to respond most effectively to the needs and preferences of consumers.

in behalf of consumers, as well as the industry during the past five decades. The Board has consistently followed a program of promotion, education, information and scientific research. It has sought to stimulate the efforts of the meat industry to present a desirable, palatable, high quality and nutritionally acceptable product to the American people, and the industry has done its job well. It has solved its problems without government help, built demand for its products and advanced the cause of independence in agriculture. Success in all of these areas has meant one thing to the consuming public--the availability of a bounteous meat supply, no matter where we may live in our three million square mile nation.



Fort Has Colorful Background

Fort Leaton, a private pioneer trading post, was established about 1846 at the site of abandoned Presidio del Norte, a Mexican fort which had been occupied intermittently since 1759.

For more than a hundred years the area was plagued with troubles from Apache Indians. By 1848 the site was rebuilt to contain 30 to 40 rooms, and named for himself by Ben Leaton, frontier stockman and tradesman.

Legends about Ben Leaton's toughness include the story about a banquet he gave, with an explosive final course. In the dark of night, Leaton had lost a large herd of livestock to sneak thieves. Leaton was sure that "friendly" area Indians were responsible, and immediately invited a large group to dinner.

The Indians were seated at a long table in a large room. After the feast Leaton stepped to an end of the room and touched his cigar to a small grape-shot-loaded cannon he had concealed behind a curtain. Legend has it that Leaton was thereafter very little troubled with thievery.

However, during the Civil War when military and civilian manpower were occupied elsewhere, Indian depredations increased throughout the Southwest, and Leaton's fort was again abandoned.

Some 20 rooms of the old adobe structure still stand near Presidio, Texas beside a modern highway (F.M. 170) leading to Big Bend National Park.

HERE IT IS...!

MAIZE DAYS 1971



Time Again To Sing Out "Best Wishes" For The Finest Celebration, Ever!

FRIONA TEXAS FEDERAL CREDIT UNION
"Member-Owned Savings & Loan, Serving All of Parmer County"

WANTED!
Lots of Friendly Folks To Attend Friona's Annual Celebration.

MAIZE DAYS

Walt's Quality Printing



FUN FOR ALL

We're Celebratin'



THE GOOD OLD DAYS

At Friona's

OLD FASHIONED

Maize Days

We're Proud To Be A Part Of The Growth Of This Great Agricultural Area. We Offer The Farmers Of The Area The Most Modern In Gin And Elevator Services And We Appreciate Your Business. We Invite You To Bring Us Your Grain And Cotton

BRUEGEL & SONS ELEVATOR

BRUEGEL BROS. GIN

"Serving The Magic Triangle"
The Best Farmland, And Best Farmers On Earth!

Concern Over Environment Brings New Array Of Terms

--With today's concern over the environment, the public is confronted with a new and sometimes confusing array of terms. An understanding of the problems involved is dependent upon an understanding of this new vocabulary. Here are some basic definitions:

ENVIRONMENT--Quite simply, environment means "surroundings." This includes the living and non-living things which affect our daily lives. It is the surroundings themselves which are complex because literally millions of relationships between living and non-living things have been formed over the millions of years life has existed on earth. These relationships are commonly called the "balance of nature." Through altering the environment, man has disrupted these relationships that form our environment.

ECOLOGY--Although it has

been around for a long time, this word has just recently gained meaning for the broad segment of society. Ecology is the study of living things in relation to their environment. The study of ecology is a significant change from the type of studies which have dominated science for years. Science for the most part has been concerned with altering or "improving" the environment rather than trying to find ways of living with it. The problems we have today are an environmental backlash in part due to this "subdue and conquer" approach to nature.

BIOSPHERE--The biosphere is that thin zone of air and soil on earth, and for all we know right now is the only one in the universe, which will support life. Earth is probably unique among the planets around our sun to have such a livable zone, but we may be changing that condition rapidly.

ECOSYSTEM--All living and non-living things acting upon each other form an ecosystem.

ECOCATASTROPHE--This is a new word coined after the Santa Barbara oil blow-out, but there are other examples. An ecocatastrophe is a cataclysmic disruption of the ecosystem. Consequences of an ecocatastrophe may be felt immediately, or generations later. Many of the consequences are predictable, but not always. Scientists can't decide, for example, if the water vapor released into the upper atmosphere by jet airplanes will trap the heat from the sun, causing a "greenhouse effect" which will stifle us, or reflect the heat of the sun causing a drop in the average temperature. A drop of only four degrees in the average temperature brought on Ice Ages in times past. Whether the temperature drops or rises, the magnitude of the ecocatastrophe involved would probably mean the end of most forms of life on earth.

These first few terms are rather general. More specific terms are used to describe damage to the environment or ecosystem:

POLLUTION--There are many forms of pollution. It occurs in air, water or as noise. Pollution is the addition of substances into nature which have an adverse affect upon life. We are most concerned with air and water pollution since it is becoming apparent that these substances, quite necessary for the perpetuation of life on this planet, are rapidly being fouled beyond a usable level and beyond their capacity to purify themselves.

THERMAL POLLUTION--Thermal pollution is pollution by heat. The most common source of thermal pollution is from generating plants which use water or cooling machinery. Warm water may offer a variety of threats to aquatic life. Dissolved oxygen content is lower in warm water, and fish may die of oxygen starvation. Warm water encourages choking algae blooms and may act as a barrier to feeding and reproduction.

PESTICIDES--Perhaps the most serious and subtle form of pollution today is from chlorinated pesticides. Pesticides

are chemicals used to kill pests, but the word "pesticide" is misleading. A more accurate term would be "biocides," that which kills life, because many of the pesticides used today are selective. For example, biologists believe that the DDT used in the Rio Grande Valley to control the cotton boll-weevil may be "controlling" speckled trout in the Lower Laguna Madre by limiting their reproduction. DDT can also be used to control crabs, shrimp and songbirds and is doing so now and may continue to do so long after even if its use is stopped. This is because DDT, and the rest of the chlorinated hydrocarbon biocides, are "persistent" which means that because they do not break down in non-toxic substances they will remain toxic for as many as 10 years. They are also "cumulative" in that an organism may store increasingly large quantities of the chemical as it is exposed to it. This accumulation is called "biological magnification." A hawk which eats three rabbits with the same amount of DDT in each of their bodies ends up with three times as much DDT as one of the rabbits.

HABITAT--Habitat is the type of site which a plant or animal normally requires to live and grow. Biologists are concerned with the destruction of habitats since animals have adapted to a certain type of habitat for centuries and are ill-equipped for a sudden change. Destruction of habitat is both a problem on the land and in the water. On land wide areas are cleared for agriculture, subdividing, highway building and any other number of human activities occur without regard to wildlife. Channelization, dredging and filling of aquatic habitat virtually assures that the stream or river will produce

few fish for generations to come.

ESTUARY--Perhaps the most important and most productive habitat are the estuaries--those shallow bays and marshes along the coast receiving fresh water from land drainage. Approximately 99 percent of the species composing our commercial fish are dependent upon healthy estuaries for either a breeding place, a nursery for their young or production of their food. Killing or destroying the estuaries destroys most of the life in the ocean.

POPULATION EXPLOSION--At the root of our environmental problems is the rapid increase of population. Until this rate of increase is stopped, conservation efforts can have only limited success. Some population scientists estimate that the United States is already 50 million over the optimum level for the carrying capacity of the land. Our doubling rate, that is, the time that the population will double in size, is approximately 35 years. This means that our efforts to clean up pollution, to build hospitals, to provide schools and to provide the services needed to perpetuate our society will have to double in 35 years just to maintain the status quo--unless the rate of population increase is brought to zero. Nor can citizens of the U.S. say that overpopulation is a problem of underdeveloped countries.

As our population increases at a high rate, our consumption of materials per capita is fantastic compared with the rest of the world. The U.S. contains only six percent of the population of the world, but we consume 35 to 50 percent of the world's raw materials. We are also responsible for 50 percent of the world's population.



COLLECTION DISPLAY. . . . Mrs. Glenn Reeve Sr. shows a portion of her doll collection depicting the brides and bridal gowns worn in White House weddings over the years. Along with her collection she displays the press release and color photo of the Julie Nixon Eisenhower wedding which she received from the Nixon family. Mrs. Reeve has worked the display into an interesting program which she frequently gives for interested clubs in the area. (See story on page 7)

Cotton Safer For Bedding

The U.S. cotton batting industry is pushing forward in three separate research areas in a coordinated effort to perfect methods that will meet new government safety regulations for bedding and furniture products. Work continues on a pilot line operation to manufacture low-cost flame-retardant cotton raw stock. The pilot line, developed by Lummus Industries, Inc., produces flame-treated cotton cushioning material which is expected to be an element in meeting new, impending flammability regulations. The Lummus project is

sponsored by the National Cotton Batting Institute and Cotton Incorporated. In cooperation with USDA scientists at the Southern Regional Research Laboratories, New Orleans, the NCBI is also supporting research to meet a proposed flammability standard for mattresses that employs lighted cigarettes. Investigations to date indicate that heat dissipation techniques offer promising ways of inhibiting ignition of mattresses by cigarettes. Sample mattresses have been constructed of flame retardant batting covered with flame

retardant and backcoated ticking, which successfully passed the cigarette test. Other sample mattresses are being further tested by bedding industry researchers to ascertain the full safety potential of the treated batting-backcoated ticking combination. In a third area of research, NCBI is exploring methods for treating batting components in furniture uses. New safety standards for furniture have not been announced by the government, but are expected.



It's Time Again For Some Old Fashioned Fun In Friona At MAIZE DAYS

GIB'S DRIVE-IN CLEANERS Sanitone

622 Main

Phone 247-3150

We've Seen A Lot Of **PROGRESS**

In Aviation Over The Years. Now It's Now It's Time To Celebrate Another Big Anniversary In Friona This Weekend During . . .

MAIZE DAYS

We Invite You All To Come Out To The Big **AIR SHOW** Saturday Afternoon At 2:00 p.m. Sponsored By The Local Fire Department And The Kiwanis.

BENGER AIR PARK

Elvie Jennings, Owner

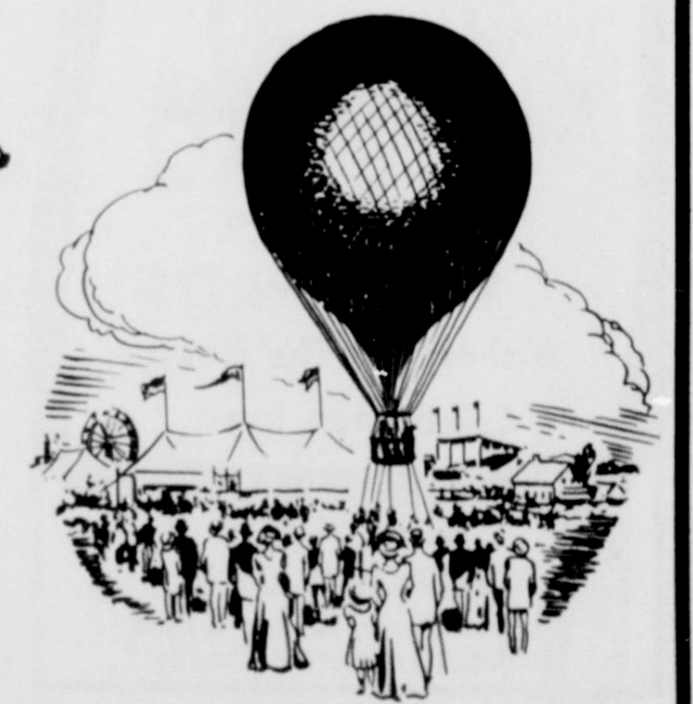
WELCOME TO MAIZE DAYS

This Weekend In Downtown Friona



Bi-Wize Drug Is Proud To Have Been A Part Of The Growth Of Our Little City.

Bi-Wize **Walgreens** Drug



FOR ALLO REEVE

**“White House Brides”
Is Interesting Hobby**

by Carol Ellis
“Brides of the White House” started out to be just a simple club program a couple of years ago for Mrs. Glenn Reeve, Sr. and it has blossomed into an almost full-time occupation of giving programs for interested groups all over the Panhandle of Texas.

A fellow club member showed Mrs. Reeve a newspaper clipping about Tricia Nixon being the 16th bride to be married in the White House and that started the ball rolling.

“Wouldn’t that make an interesting club program,” thought Mrs. Reeve. “Especially if there were dolls dressed in actual replicas of the bridal gowns to illustrate the talk.”

Mrs. Reeve, who is better known as Allo, to the members of Modern Study Club, began to research the 16 brides and to sew tiny bridal dresses. The project included many months of sewing, research and hunting for accessories and various special fabrics.

When at last, she was ready to give the program for her club, Mrs. Reeve had uncovered many interesting and unusual facts about the families that have occupied the White House. She includes some of these personal facts as she tells about each bride.

Of the 16 bride dolls only three are dressed in color, the rest are in white or ivory. Mrs. Reeve has also dressed one groom doll because he was probably the most interesting of the group. This was an English fellow who married the daughter of U.S. Grant. He is the only groom ever to be married in the White House who came down the aisle carrying his own bouquet of orange blossoms which he had topped with a flag bearing the word “Love.” This unusual item is quite popular with the younger set when Mrs. Reeve gives her program at the schools. Miss Grant’s gown cost \$5,000 and is probably the most expensive of the bridal gowns worn in the White House. Most of the White House brides

were daughters or nieces of the Presidents who occupied the office at that time. Only one President was actually married in the White House while in office. He was Grover Cleveland, who was a bachelor when he took the office, and subsequently married his ward, the young daughter of his best friend who had died.

Mrs. Reeve has received a letter from Mrs. Alice Roosevelt Longworth, who is the daughter of Teddy Roosevelt and was one of the White House brides. This letter is one of Mrs. Reeve’s prized possessions. Mrs. Longworth is 88 years old and still attends all the weddings held in the White House. When she was married she had no attendants at her wedding because she wanted to be the center of attention at the most important event of her life.

“She was reported to be very beautiful and she received all the attention, all right,” Mrs. Reeve states.

Mrs. Reeve has also received a letter from the personal secretary of Mrs. Lyndon B. Johnson along with the official color photograph of Lynda Bird’s wedding.

The Nixon family has sent Mrs. Reeve the press release of Julie’s wedding and the color photograph of the wedding. She has framed all of the letters and photos and displays them along with the dolls.

Mrs. Reeve points out that Julie Nixon Eisenhower was actually married in the Rose Garden so the truth of the matter is, there have been only 15 brides married in the White House itself.

However, there have been other White House brides that no one knows about according to Mrs. Reeve. She says the White House officials have noted many occasions when a group would bring their own minister and attendants and would take one of the public tours of the White House. Then at some point along the tour the group would stop and have their wedding performed.

Mrs. Reeve has given her program to several local women’s clubs, Lions Clubs and high school groups. In the near future she will be traveling to Pampa, Tahoka and Dawn to give the program to interested groups. She has fitted a large suitcase with boxes for the dolls, thus making the program completely portable.

She is active in many other ways besides her club work. Mrs. Reeve is an avid painter, loves sewing and gardening, plays the organ and helps her husband in the family business at Reeve Chevrolet-Olds. She is known as a “Groovy Grandmother” to her eight grandchildren as she whizzes around town in her sporty Corvette.



WHITE HOUSE BRIDE AND GROOM. . . Shown above are two of the dolls from Mrs. Reeve’s White House collection. The bride is the daughter of U.S. Grant and her British husband. This is the only groom doll that Mrs. Reeve made for the collection because he carried his own bouquet down the aisle. His orange blossoms were topped with a flag bearing the word “Love.” The bride’s dress cost \$5,000.00 and is probably the most expensive of any White House bridal gown.



Representing
PIONEER NATURAL GAS COMPANY
In The Maize Queen Contest

Our best wishes to Miss Reeve who will be representing our firm in the annual Queen Pageant this evening. Glenda is the daughter of Mr. and Mrs. Glenn Reeve, Jr. and is a Junior this year at FHS.



PIONEER NATURAL GAS COMPANY

**Welcome To
Maize
Days**



Teresa Bingham

Our Best Wishes Go To Miss Teresa Bingham Who Will Represent Us In The Queen Contest

LEWELLEN CONSTRUCTION

Congratulations

To Friona On Your
66th Anniversary
And

MAIZE DAYS CELEBRATION



And Our

Congratulations To...

JOHNNY COLLINS
For Bring Us Our
First Load Of
Maize For 1972



**SHERLEY-ANDERSON
LAZBUDDIE ELEVATOR**



DENISE CARNES--is the five foot two, eyes of blue, daughter of Mr. and Mrs. Walter Carnes. She is 16 years old and a Junior this year at FHS. She will be representing Missouri Beef Packers in the Annual Queen Contest this evening.



PATRICIA PHIPPS--is 17 years old and a Senior this year at FHS. She is entering the annual Maize Queen Contest this evening under the sponsorship of the Friona Young Homemakers. Miss Phipps is the daughter of Mr. and Mrs. E.G. Phipps.

Fifteen Girls Wore Maize Queen Crown

A total of 15 girls have held the title of "Maize Queen" since the beginning of the Queen's Contest in 1957.

The first year or two, the number of entrants were limited to one representative from each of the county's communities (Friona, Farwell, Bovina, Lazbuddie, Black, Hub, Lakeview, Rhea and Oklahoma Lane).

The first Maize Queen was Betty (Agee) Wetzel in 1957, crowned during the community's first annual Maize Days celebration.

In 1958, Celia (Berry) Burnam of Bovina was crowned queen. Another Bovina product, Pam Grissom, wore the crown following the 1969 contest.

The number of out-of-town entries has declined in recent years, however, perhaps because both Bovina and Farwell each hold local celebrations.

A Lazbuddie girl, Karen Cargile, entered the 1972 contest, but withdrew, according to contest officials.

At least one Maize Queen has gone on to win further honors. Kay Burleson Cash, the 1961

Following is a list of the former queens:

- 1957 Betty Agee Wetzel
- 1958 Celia Berry Burnam
- 1959 Darla Bingham Ivy
- 1960 Joy Ingram Osborn
- 1961 Kay Burleson Cash
- 1962 Janet Buckley Claborn
- 1963 Sheryl Long Sneed
- 1964 Sandra Beem Awtry
- 1965 Susan Neill
- 1966 Crista Evans Archer
- 1967 Paula Fortenberry
- 1968 Pat Roberts
- 1969 Pam Grissom
- 1970 Ann Hurst
- 1971 Kathy Norton



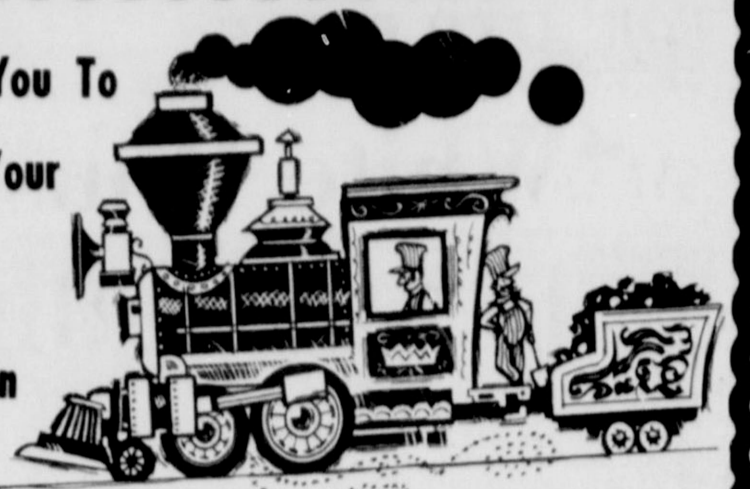
DONNA LEWELLEN--is 17 years old and the daughter of Mr. and Mrs. Delton Lewellen. She is a Senior at FHS. She will be representing Ruthie's Ladies and Children's Wear Shop in the Maize Queen Contest this evening. Donna is active in her church work.

Cotton Is Natural

Teenagers like to be natural and they go for cotton, the natural fiber. They like cotton in two of its plainest, most rugged forms — denim and corduroy. Names of these fabrics came from France but today's denim and corduroy fashions are definitely American and definitely "in" translated into colorful mod apparel ranging from bellbottoms to hot pants.



We Urge You To Support Your City-Wide Celebration At



MAIZE DAYS

We Are Proud To Have Karene Hart Representing Us In The Queen Contest Tonight.



We Invite You To Visit Us At Our Hamburger Stand In The Park During Maize Days.



Karene Hart



FRIONA WOODMEN OF THE WORLD LODGE

#4503

WELCOME To MAIZE DAYS

When Friona Celebrates 66 Years Of Growth And Progress With A Good Old Fashioned Anniversary Celebration



We Are Proud To Have Had A Part In The Fantastic Progress Of This Agricultural Area.



WELCOME TO MAIZE DAYS, 1972



Cindy Barnett

A Special Salute To Our Queen Contestant, Cindy Barnett. Good Luck To Cindy.

MURPHREE TEXACO 

CHESTER GIN

Two Presidents Were Guests At Colorful Jefferson Hotel

On autumn nights, cool winds whip rustling leaves from giant oaks and shower them on the porch of the Excelsior House in Jefferson, Texas, where almost 100 years ago Presidents Grant and Hayes were among the hotel's patrons.

The sound of leaves falling, almost imperceptibly like rain, seems to echo in the imagination, conjuring up nights long ago when Jefferson was a brash and booming riverport.

On many of those nights music and laughter filled the grand ballroom of the Excelsior House as men in waistcoats and their ladies in hooped skirts danced for hours.

A young and beautiful girl among them was called "Diamond Bessie" Moore because of the splendor of the jewels she wore.

But the jewels were gone that winter afternoon when townsmen found her shot dead and left lying in the snow and decaying leaves of the nearby forest.

There followed the murder trial of her lover, Abe Rothschild. The trial dragged on for seven years until finally a jury proclaimed Rothschild "not guilty" and he fled Jefferson a breath ahead of angry citizens.

It is told that Rothschild was never known to be seen again in Jefferson. But years later a stranger appeared in town and went to the grave of Diamond Bessie. He found the grave well attended.

Surprised, the stranger turned to an aged caretaker and asked, "This girl had a bad reputation. Why does the town take such care of her grave?"

The caretaker approached the stranger, according to the legend, and replied, "Because she was some mother's daughter."

Each spring, the Jessie Allen Wise Garden Club recreates the Rothschild murder trial as part of its annual historical pilgrimage. The 22nd pilgrimage will be held this year on May 2, 3, and 4.

It evolved from the "Queen Mab" balls, Jefferson's form of Mardi Gras, held in the 1870's when the town had a population of 35,000 and was the second largest city in the state.

During the pilgrimages of today, visitors tour Jefferson's past, including eight white-columned mansions of the Civil War era. Townspeople in antebellum costumes stroll the grounds of these homes.

The flow of visitors swells on the days of the pilgrimage, but Jefferson offers a continuing attraction and a fascination for travelers who bring their imaginations with them.

Breakfast, southern style, at the Excelsior House is in itself enough reason to visit the old town.

Diners are seated at glass-topped tables in a cozy breakfast room with a view of a fountain and a courtyard where Grant once stood on the scarred bricks.

It is the only meal served at the hotel. But the ham, eggs, grits and hot breads are a delight.

For dinner there is Roy Butler's Riverfront Restaurant, housed in a 100-year-old brick warehouse.

The barbecue is brought to a delicious turn in a huge earthen oven, like those that soldier-of-fortune Butler found in China in the years before he and his wife moved to Jefferson.

Visitors tour railroad financier Jay Gould's private railcar, "Atalanta," named for the Greek goddess of speed.

The women of the garden club discovered the car lost on an obscure siding at nearby Pitner's Junction. They restored it, just as they did the 110-year-old Excelsior House, and placed it across the brick street opposite the hotel.

Gould, of course, is a part of Jefferson's past.

In the days when stern-wheelers churned up Big Cypress Bayou to make Jefferson a leading inland port, Gould came to town and proposed bringing his railroad to the area. Councilmen scoffed at the thought of steam engines competing with the riverboats.

They rejected Gould's proposal, infuriating the millionaire. He left Jefferson, cursing the town and damning it to oblivion.

Gould took the railroad to other cities, and soon afterward Jefferson became landlocked when Big Cypress Bayou all but disappeared and the riverboats were useless.

The town's population subsequently shrunk to its present 3,000. But much of the past remains today for visitors to experience.

The Jefferson Historical Museum, the old red brick federal building, has been called a "stately monument to the grandeur and opulence of Jefferson's golden era."

Displays include more than 5,000 items from Sharp and Spencer carbines of the Civil War to a rough copy of the Declaration of Independence as it was drafted by Thomas Jefferson, for whom the town was named.

The museum is in the same block as the Excelsior House, the hub of much that was Jefferson.

One treat is a fringe-top-surrey ride conducted, perhaps, by Fred Fegan.

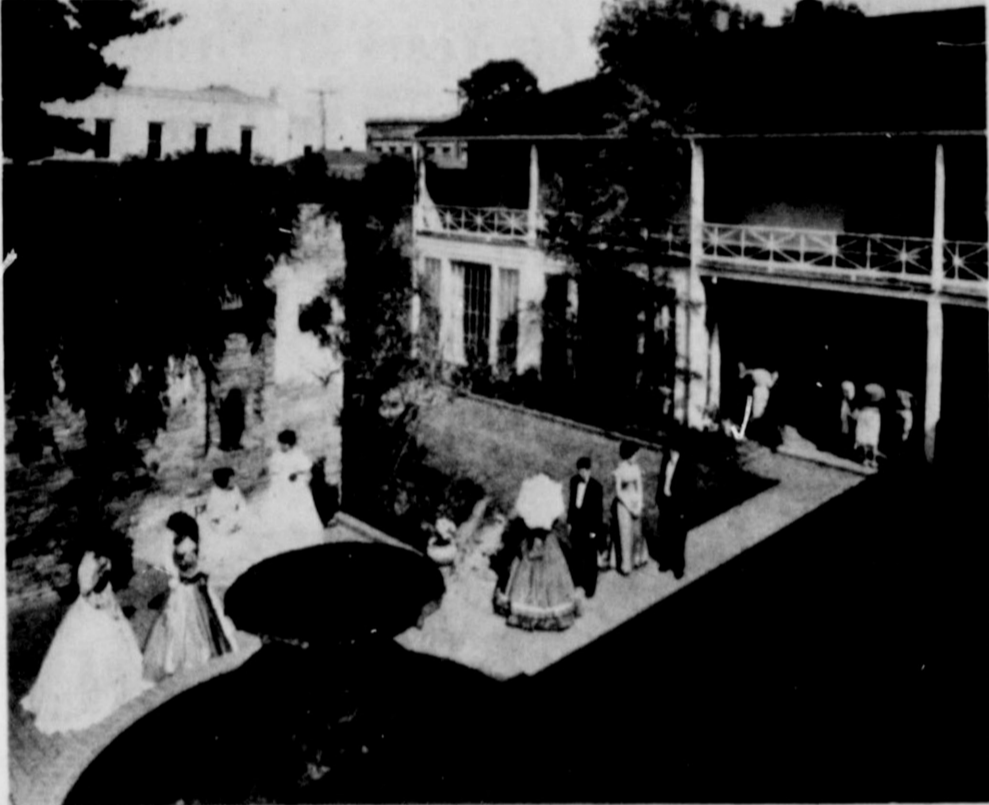
Tall and graying at more than 75, Fegan knew the town when it was a flourishing city. Fegan, the son of a slave, remembers Jefferson in its glory and tells visitors of the Old Schuler House:

"There's the widow's walk on top. When the boats were running the ladies used to stand there looking for their husbands, hoping they'd come back. Some didn't."

Located on U.S. Highway 59, 154 miles east of Dallas, Jefferson is an island from the past amid the East Texas forests.

It is framed by Lake o' the Pines and mysterious Caddo Lake, said to have been born at midnight in the eruption of an earthquake.

Jefferson's past was a long time ago, but much of the flavor remains, brought back in the song of the wind and leaves falling.



OLD JEFFERSON. . . . The courtyard at the old Excelsior House was the scene of many parties when Jefferson was one of Texas' largest cities more than 100 years ago.

**COME ONE
COME ALL**

To Our 66th

ANNIVERSARY

In Friona At

**MAIZE
DAYS**

Good Old Fashioned
Clean Fun For The
Whole Family

**PARMER COUNTY
IMPLEMENT CO.**

Friona, Texas



May We Urge
All

Attend The
Festivities This
Week

In The City Park
At Friona.

Zoom On Downtown
Where You'll
Find Interesting

Events Taking Place
Around The Clock.

Don't Miss Out
On

All The Fun In
Store For

You And Your Family
During Friona's
Most

Spectacular Maize
Days Celebration.

We Are Ready To Serve You When
Your 1972 Grain Crop Is Harvested.
Give Us A Try.

HUB GRAIN

O.L. (Mac) McMurtrey, Mgr.



Cotton Weed Control Aided By Computers

The National Cotton Council points out that computers are being used more and more to solve complicated problems in producing processing and marketing agricultural products.

Better control of weeds in cotton, for example, is the objective of research being carried out with a federal grant at Clemson University.

Researchers at Clemson hope to develop a modeling system that will show how to cut down on weeds and at the same time reduce the amount of herbicides required for control.

"Through field data and calculations we can carry out various treatments mathematically, feed figures to the computer and have basic questions answered within an hour in field trials. This would take one or more seasons of actual experimentation," the researchers explain.

Some Food Additives Beneficial To Consumer

Is food a la natural the only way to eat?

Not quite, according to Karen Kreipke, Extension foods and nutrition specialist for Texas A&M University.

The specialist explained that natural food contains no additives or chemicals. Advocates of the natural foods suggest that additives are used to disguise inferior products and that many of the additives are health hazards. They also claim that additives benefit only the manufacturer and not the consumer.

"These claims are unfounded," Miss Kreipke said. "Food additives prove beneficial to the consumer as well as the manufacturer."

consumer as well as the manufacturer."

Additives may improve the nutritional quality of food or preserve food to maintain its desirable characteristics. They also provide a better color, flavor, consistency and texture in food.

The extension specialist said that when foods require some final preparation in the home, additives can make the job easier. Some chemical additives prevent the spattering of oil while others make the beating, spreading or blending of ingredients easier.

"In fact," Miss Kreipke said, "the majority of food additives used today are themselves natural foods. Cinnamon, garlic, clove, salt and many others are but a few of the additives used for flavor. The remaining additives such as vitamins, minerals, amino acids, gums and colors also occur naturally although they may be produced in the laboratory."

The laws regulating the use of additives are specific. A new food additive may not be used until its safety has been demonstrated. It must be evidenced that the additive performs a useful function and is not used to deceive the consumer or disguise the use of faulty ingredients and faulty manufacturing practices. Finally, additives must not significantly reduce the nutritional value of the food.

"The use of food additives actually improves the nutritional value of some foods," the specialist emphasized. "Vitamin D fortified milk and iodized salt are examples of foods that have additives which improve their nutritional quality."

Food additives help keep foods safe by adding to the stability and shelf life of the product. Packaging such as the familiar moisture-proof and flavor-saving container is covered by the Food and Drug Administration regulations so the consumer can be confident that packing materials are safe. A longer shelf life means the consumer saves money and has a wider variety of foods available.

"On the whole," Miss Kreipke concluded, "our food supply is the safest man has ever known. We enjoy a variety of foods with little or no seasonal variation, by choosing foods according to the basic four food guide, we can have well balanced meals which contribute to good health."



MARY BETH BENNETT--is going to represent Reeve Chevrolet-Olds in the annual Maize Queen competition at the High School this evening. She is 16 years old, a Junior at FHS, and is the daughter of Mr. and Mrs. M.P. Bennett. She is interested in all types of sports and music.

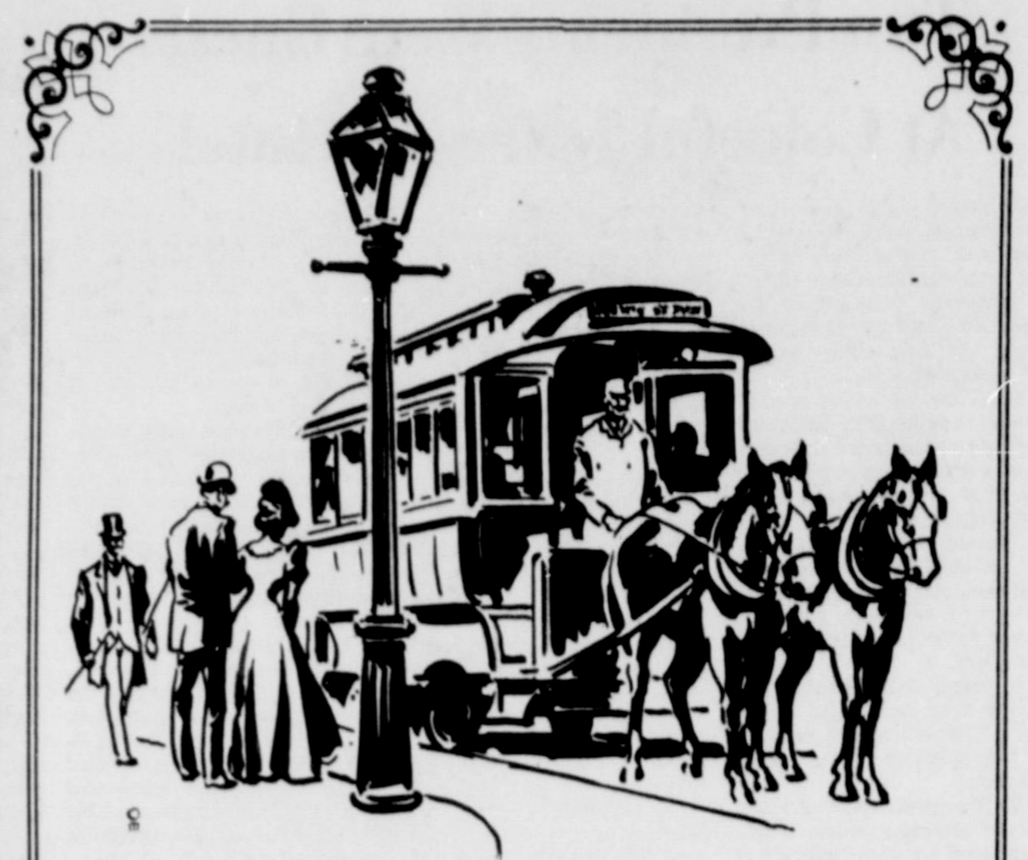
Keeping in Shape

WITH schools and colleges opening across the country, it is well to remember that all nature is a classroom, and the wise man can find a learning experience in any situation. The obvious lesson here is that bike riding does wonders for good health, physical fitness and an attractive figure. We rate the young lady A-plus in Bikeology.

Another A-plus rating is the BMA/6 Seal of Certification, found on the seat mast, under the saddle of many American bikes. It means that production models have been tested by the Nationwide Consumer Testing Institute.



TERRI WILLIAMS--is the 16 year old daughter of Mr. and Mrs. Kenneth Williams. She is a Junior this year at FHS and will be entering the Maize Queen competition this evening under the sponsorship of the Friona State Bank.



We've Come A Long Way
This Week Friona Celebrates
66 Years Of Growth And
Progress At Our Annual

Maize Days

Visit Us While You're In Town

**DON'S TASTY CREAM
DRIVE-IN**

**Celebrating An
OLD FASHIONED
Maize Days**

**Fun-Filled Events For The Enjoyment
Of All.**

**We Are Happy To
Have Played A Part
In The Growth And
Progress Of This Fine
Little City**



BIG T PUMP CO.

HEREFORD

Offices in
FRIONA

DIMMIT

**It's Time For Another
MAIZE DAYS**



FIRST FEDERAL

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

IT'S A BIG CHORE

3500 Pounds Of Beef Prepared For City's Annual Free Barbecue

The free barbecue lunch, which caps off Friona's annual Maize Days celebration on Saturday, annually turns out to be about the biggest "picnic" each year in Parmer County.

An estimated 3,500 persons were served barbecue plates in 1969--and this is a pretty good thing to have "drop in on you for lunch," unless you happen to be A.L. Black, barbecue chairman, who has become accustomed to handling large numbers of hungry folks.

Black has been chairman of the barbecue event every year since Maize Days began in 1957. As a matter of fact, Black and Frank Spring, former president of Friona State Bank, staged the first big barbecue at Friona's 50th Anniversary Celebration in 1956. It was this celebration that led to the Maize Days series.

"After that first year, we decided we needed to get some help," Black admits.

The help came from the Friona Volunteer Fire Department, which turns out in full force to dish up the barbecue and trimmings. There are usually ten or more serving lines, and the large crowds are fed in seldom more than an hour's time. Last year, everyone had a plate after 55 minutes of serving.

"We couldn't do this without the Fire Department's help," Black says. "They have standing committees from year to

year, and have everything worked out to a science."

Some 3500 pounds of beef have been prepared--from five well-rounded Parmer County steers. W.S. (Red) Crow at Crow's Slaughter House once again prepared the barbecue, as he has done for the past 13 years.

Cooking barbecue for 3500 people is a pretty good order. "It takes about three days," says Crow, whose barbecue has satisfyingly filled 42,000 folks

since the inception of Maize Days.

The menu, besides barbecue beef, consists of red beans, tomatoes and onions. Drinks of iced tea or lemonade are also provided.

"I think the free barbecue is the top drawing card of the celebration each year, and serves more or less as a climax to Maize Days," says Black. "It is furnished by the Chamber of Commerce, and is their way of showing their apprecia-

tion to the people of the Friona area for their support throughout the year," he concludes.

One project which helps defray the expenses of the barbecue is the selling of arm bands and garters (formerly shave permits) which is spearheaded by members of the Lions Club.

If you don't have any other plans for lunch on Saturday, and you like barbecue--don't miss out. Serving starts at 12 noon.



KATIE LEWELLEN--is one of three Lewellen girls entered in the Maize Queen Contest this evening. She will be representing Black Grain Co. She is 17 years old, a Senior at FHS and is the daughter of Mr. and Mrs. Joe Lewellen. She is manager of the Squaws basketball team.

To illustrate how southern states are progressing, the investor-owned electric companies of The Southern Company system expect to invest approximately \$420 million in construction of plant facility additions and improvements in 1970. For the three-year period, 1970-72, inclusive, construction expenditures are expected to total some \$1.5 billion. New generating units, aggregating some 8.5 million kilowatts of capacity, are scheduled for completion during the next five years.

**Longhorns
Earned Place
In History**

No breed of cattle affected the history of Texas and the Southwest, nor earned such a place in literature and folklore, as the tough, rangy Texas Longhorn. The breed developed in the wilds of the Southwest, descended from Spanish cattle brought by Columbus and early conquistadores.

Longhorns developed an amazing vitality--they could thrive on brush and prickly pear cactus, required little water, no shelter and could be trailed a thousand miles and gain weight on the journey. Their lanky toughness, long on muscle, bone and horn, eventually spelled their downfall, as the range became less primitive and finer breeds of meat producers were introduced. Near extinction a few years ago, the breed is now assured of survival as several herds of Longhorns are maintained by individual ranchers, several zoos and the Texas Parks and Wildlife Dept. Horns are long and sharp--some spreads as large as nine feet across.

NOTICE!!

It's Time To Celebrate Friona's 66th
ANNIVERSARY
And
OLD FASHIONED
MAIZE DAYS

Don't Miss A Single One Of These Big
SPECIAL EVENTS

- * Air Show
- * Parade
- * Antique Show
- * Queen Contest
- * Pet Show
- * Square Dance
- * Art Exhibit
- * Carnival

**BURKE INMAN
TRUCKING**

**We Salute Our
COTTON FARMERS**

EVERYBODY
IN SOME WAY
USES COTTON
EVERY DAY

When answering questions for market research surveys, customers invariably list three factors they take into consideration when buying a textile product -- appearance, performance, and comfort. Here's how cotton meets the requirements:

1. **APPEARANCE**

Fashion--Cotton meets the needs of top designers for their most creative garments.

Color--Cotton takes every color from the subtle to the brilliant.

Texture--Cotton's textures range from bulky knits to soft chiffons, from heavy suitings to party organdies--a texture for every need.
2. **PERFORMANCE**

Durability--Cotton wears long and well because the fiber is so strong.

Launderability--No other fabric is washable as cotton.

Color Fastness--Cotton holds its color because the fiber has an affinity for the best dyes.

Shrinkage--Modern treatments of cotton eliminate shrinkage worries.

Others--Wrinkle resistance, ease of care, and water and spot repellency are just a few of the new qualities added to cotton by science.
3. **COMFORT**

Absorbency--Cotton absorbs and evaporates moisture, is never hot and sticky or cold and clammy.

Softness--Your customer can feel the softness of cotton.

Freshness--Cotton gets really clean and fresh in the wash.

Static Free--Cotton won't cling or shock or attract lint and dust because it's static free.

Stretchability--Some cotton merchandise now has stretch properties, another comfort factor science has added to cotton, the fiber you can trust.

**We Thank The Cotton Growers For
An Outstanding Job Well Done!**

**FRIONA FARMERS
CO-OP GIN**

Tom Byars, Mgr.

Ready To Serve You



RUSH WEEK on the Southwestern State College campus in Weatherford has resulted in the signing of 10 new pledges by Sigma Kappa Sorority. Posing in front of the college Library, they are (from left): Front row-Susan Hoffman, Enid freshman; Elaine Phillips, Memphis, Tex., sophomore; Evelyn Smith, Okeene sophomore; Jan Hopkins, Laverne freshman, and Pamela Sims, Weatherford freshman. Back row-Gayle Norman and Darla Chabino, Woodward freshmen; Melissa Pruett, Friona, Tex., freshman; Ginger Allison, Clinton freshman, and Connie Stinson, Waynoka sophomore.

Mission San Jose Good Example, Spanish Style

Established in 1720, San Jose Mission is one of the nation's most outstanding examples of mission art and architecture of the Spanish Colonial period. It is one of five missions in San Antonio, and one of scores which were established across Texas. Early missions were far more than houses of worship. It was the purpose of the mission not only to Christianize, but to bring a degree of civilization to the primitive nomadic Indians of the Southwest. A successful mission complex included farm lands and orchards, where the Indians were introduced to the benefits of cultivated agriculture. There was a mill for processing the agricultural products, and shops for carpentry, blacksmithing, pottery making, weaving and stonemasonry. Missions usually contained a hospital, bakery, and classrooms for religious instruction, as well as studies in language, arts and music.

San Jose Mission is both a state park and National Historic Site. Restoration is vir-

tually complete, including the church, the old Indian quarters, the soldiers barracks and the compound walls. Seen here between the trunks of a heavy-spined species of yucca called "Spanish Dagger," the mission is located on Mission Road a few blocks north of Loop 13 (Military Drive) in south central San Antonio.



PARENTS SHOULD PROVIDE A CHILD WITH A PLACE WHERE HE CAN MIDDLE WITHOUT CONSTANT REMINDERS ABOUT SPLASHING THE WALLS AND SPILLING ON THE FLOOR. A SQUARE OF LINOLEUM THAT CAN BE STORED IN THE BACK OF A CLOSET MAKES AN EVER-READY WORK SURFACE FOR FINGER PAINTERS.



San Jose Mission. . . Near San Antonio Outstanding Example of Mission Art & Architecture



Maize Days '72

YOU ARE

Invited

To Join The Crowd Traveling
To Friona For The 14th
Annual Celebration

G. B. Buske	Mary Bingham	Bob Bradley
Don Foster	Redge Priest	Fred Church
Doug Stephenson		



Pamela Lewellen

We Are Proud To Have Miss Lewellen Representing Us In The Queen Contest This Evening. Best Wishes To Our Lovely Candidate.

We are happy to be associated with the grain and cattle industry on the High Plains of Texas. . . and we are proud to salute the city of Friona on its celebration of

MAIZE DAYS '72
SEPT. 25-30

PIONEER CATTLE ORDER BUYERS, INC

☼ FAT CATTLE ☼ STOCKERS ☼ FEEDERS

Bingham Building - Main & Highway 60 - Friona, Texas - Phone 247-2738

"PROVIDING A SERVICE TO THE ENTIRE CATTLE INDUSTRY"