



**PUBLIC SERVICE PUBLIC SERVICE**  
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**The Aim of Your Public Service Company**

1. To provide as many homes, farms and industries in the Panhandle Plains Pecos Valley area with the best electric service at the lowest possible cost.
2. To be a good citizen wherever we serve, to have our employees be proud of the territory they serve, and proud of the company they operate.
3. And at all times to be fully and continuously aware of the most important part of our name... "Public Service."

**SOUTHWESTERN PUBLIC SERVICE COMPANY**  
 33 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE

**The Friona Star**

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Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of the Friona Star will be gladly corrected upon its being brought to the attention of the publisher. Local reading notices, 2 cents per word per insertion.

**COUNTY POLITICAL TICKET**  
 For County and District Clerk  
 LOYDE E. BREWER  
 For County Judge  
 A. D. SMITH  
 For County Treasurer  
 ROY B. EZELL  
 For County Commissioner  
 Precinct No. 1.  
 C. C. VEAZEY  
 WM. H. FLIPPEN JR.  
 E. R. DAX.  
 HENRY N. WHITE  
 For District Attorney,  
 JOE SHARP (of Plainview)

**Summerfield**

BY GAYLE ROBERSON

Mr. and Mrs. W. F. Powell visited in the home of Mr. and Mrs. W. A. Powell Sunday.

Miss Billie Ray Johnson attended the Panhandle High School Press Association meeting in Canyon Saturday.

Ann Lookingbill celebrated her eleventh birthday in the home of her aunt, Mrs. L. H. Lookingbill. Those present for the party were Linda Kay Noland, Betty Noland, Nicky Nan Noland, Sandie Winkler, and Dickey Lookingbill.

Mary Ann Moote of White Deer spent Monday with Miss Billie Ray Johnson.

Mr. and Mrs. John Black from Amarillo spent Sunday in the home of Mr. and Mrs. Lee Curry.

Mr. and Mrs. O. H. Hardy visited in the home of Mr. and Mrs. Olin Hardy Sunday.

Mr. and Mrs. J. B. Noland, Mr. and Mrs. B. E. Roberson, and Mr. and Mrs. K. W. Neill attended the AAU basketball tournament in Amarillo last Friday night.

Miss Roseane Lance spent Thursday and Friday with Miss Nancy Carl.

Miss Joan Walser spent Saturday with Maxine Morgan.

The Intermediate Training Union entertained the young people with a party at Summerfield schoolhouse Friday night.

Mr. and Mrs. J. R. Euler spent the night Wednesday with her parents, Mr. and Mrs. Ralph Smith.

Mr. and Mrs. Arlie Green attended the funeral of Mr. Crow and Mr. Stowers in Friona Sunday.

Miss Billie Ray Johnson entertained guests from Texas Tech Sunday night.

**New 4-H Awards Are Announced By Texas Clubs**

"How can we best apply our leisure time?" That query from farm youth throughout Texas has brought an answer in the form of a 4-H recreation and rural arts awards program. Designed to promote group action, the program promises to be a decided

influence in developing community spirit. Activities encouraged include 4-H members forming outdoor or indoor sports teams, quartettes, orchestras, bands, presenting one-act plays, or pageants, and hiking, camping or picnicking. In rural arts and crafts, member's handwork in drawing, painting, carving, collecting leaves or some other hobby, may receive recognition at state exhibits.

A blue ribbon will be presented to each local 4-H Club determined by the county extension office as having conducted a recreational program worthy of an outstanding rating. A \$25.00 cash award will be provided to each county naming a blue award group of 4-H Clubs, for the purpose of recreational equipment.

Individual efforts to get club members together in carrying out the recreational activities will also receive recognition. Two 4-Hers excelling in recreational leadership in each of the four extension sections

will both receive an educational trip to the 1948 National 4-H Club Congress in Chicago. All awards, in addition to funds for training clinics at which specialists will instruct local 4-H Club leaders in recreation and rural arts, are provided by U. S. Rubber Co. The leaders in turn will pass the instruction on to their club members.

County extension agents will furnish full information regarding this new program.

Kublai Kahn was the oriental ruler at the time Marco Polo first visited the East.

Buy it In Hereford

**Put your PENNIES on Parade**

**COFFEE** 49c  
 White Swan ..... Lb.

**SHORTENING** \$1.07  
 Jewel ..... 3 Lbs.

**SUGAR** 89c  
 10 Lb. Limit .....

**SOAP FLAKES** 32c  
 Chiffon ..... Large Size

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**This Is Not a Music Lesson**

We are just simply reminding you, that we are steadily ON THE JOB SERVING YOU IN EVERY WAY GRAIN DEALERS CAN SERVE.

We Buy Your Grain—We Store Your Grain We Supply You with **CERTIFIED FIELD SEEDS**

Such as Martin's Milo, Plainsman's Milo, Kaffir, Regular Arizona Hegari, Texas Hegari, Early Combine Hegari, Sweet Sudan

All Certified Seed It pays to plant CERTIFIED Seed. Supply your needs NOW while these seeds are available.

P. G. C. Balanced Rations and Good Lump Coal

**Friona Wheat Growers, Inc.**

FARMERS CO-OPERATIVE ARTHUR DRAKE, Manager



From where I sit... by Joe Marsh

**Ben's Bride Gets Chickenhearted**

Ben Ryder was mighty proud of his young bride when she offered to care for his new flock of baby chicks. "Just like a mother with her brood," he boasts.

Then came market time for fryers—and the crisis! Sue simply wouldn't let Ben near her chickens with an axe. She'd raised them as babes... she'd named them... they were her very own!

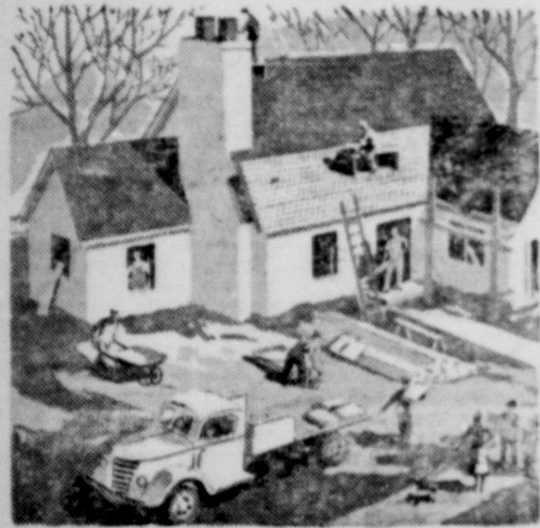
Ben poured himself a glass of beer, to think things over sensibly. He hated to lose the price on fryers... but he figured Sue had put up

with his peculiarities, he guessed he could put up with her fondness for the chickens.

So now Ben has the nicest brood of laying hens in town, and from where I sit, one of the most successful marriages, too. All because he "lived-and-let-live"—literally. And whenever he wants fried chicken, he takes his bride over to Andy's Garden Tavern for a crisp wing and a glass of beer.

Joe Marsh

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Does this pleasant scene give you any ideas?

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**We Have More Stock Than We Have Ever Had Before!**

Inquire About Convenient FHA Arrangements

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| GALVANIZED ROOFING    | Asbestos    | OAK FLOORING |
| BARB WIRE             | Cedar       | SMOOTH WIRE  |
| MONITOR WINDMILLS     | HOG WIRE    | STOCK TANKS  |
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| KITCHEN-MAID CABINETS | GLASS BRICK | PLUMBING     |
|                       |             | GLASS        |

WE STILL HAVE SOME OF THOSE **BARGAIN STOVES**

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**Carl McCaslin**  
 Lumber Company

1 Block East of Courthouse

Hereford, Texas



Living's even nicer...

WITH INTERNATIONAL STERLING ON YOUR TABLE

WHERE did you see this picture before? In the full-color International Sterling ad in LIFE, January 9th!

We'd just like to remind you that we're headquarters for International Sterling... the solid silver with beauty that lives forever... to be enjoyed every day of your life.

Choose from the exquisite International patterns. There's one perfect for you. If you like, build your set place setting by place setting. Two six-piece settings cost \$45.26 in Prelude (above), Federal Tax included. (Setting includes luncheon knife and fork, teaspoon, cream soup, salad fork and butter spreader.) Plan now to see us and start your set!

Among Our Lovely Gifts for Easter, We Suggest:

- |                               |                               |           |
|-------------------------------|-------------------------------|-----------|
| Nationally Advertised Watches | Compacts                      | Pins      |
| Lovely Keepsake Diamonds      | Ear Screws                    | Brooches  |
| (For lasting gifts)           | Complete Selection            | Bracelets |
| Rings                         | Men's and Ladies' Watch Bands | Pearls    |
|                               | in Pink, Yellow, White        |           |

WHEN YOU THINK OF THE FINEST IN JEWELRY... THINK OF

**KESTER JEWELRY**

MR. AND MRS. A. W. (Bill) HEMBREE

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Hereford, Texas—Telephone 34

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**JOY at EASTER**

**Silverware** is a Wise Choice. We have a very complete stock of beautiful, modern patterns in nationally known silverware. Take advantage of this wide selection offered you right here at home.

**WE HAVE IN STOCK:**

PRELUDE PATTERN  
 Enchantress  
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ALVIN STERLING  
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 (We have Ice Teas and several extra pieces)

HOLMES & EDWARDS  
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 Youth

COMMUNITY  
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BEAUTIFUL STAR ROGERS  
 Inspiration Pattern  
 51 Piece—\$34.50  
 Made by International Silver Co.

*You'd be Proud, too*

**It's a Keepsake**  
 DIAMOND ENGAGEMENT RING  
 Trade Mark Registered

**Keepsake MELODY**  
 350.00

Through six decades the choice of America's loveliest brides... Keepsake is the diamond ring of guaranteed high quality, and lasting value.

**Market Public Dealers**  
 Dealers as a responsibility and marketing position so that Smith, Direct and Market Fruit and Vegetable trade representatives. He explains extreme fluctuation the fact that 80 per cent of especially difficult to handle easily. Get range

**Sh**  
 Cattle Texas

Ben D. Clyde  
 PHON  
 Tune

IS

### Marketing Needs Publicity From Dealers, Growers

Dealers as well as growers have a responsibility to bring production and marketing problems to public attention so that all may work together to overcome them, said S. R. Smith, Director of the Production and Marketing Administration's Fruit and Vegetable Branch, in a recent talk to fruit and vegetable trade representatives.

He explained that, because of great variation in keeping qualities, extreme fluctuations in yields and the fact that potatoes are about 80 per cent water, the problems are especially difficult. Since potatoes use easily and are perishable, the best range and shipping possibilities are definitely limited.

Referring to some of the problems, Mr. Smith explained that acreage goals for potatoes can be based only on past average yields. Yet, a slight swing out of line in the weather can have a major effect upon yield per acre, entirely out of line with average yields. Recent improvements in insect and disease control methods have tended to increase yields.

On the ground that it is better to have too much than too little, the tendency in setting up potato acreage goals each year is to set the goals a little too high rather than too low, the director explained. This tends to aggravate surplus troubles in years of high yields.

Early and intermediate potatoes, he stated, do not store as well as late potatoes. Therefore, when there is a big crop the market will not take all of the early and intermediate kinds before the late potatoes come on to the market.

Despite the difficulties potato losses have been held to a minimum in recent years director Smith stated. In past years abandonment of potato acreage and the feeding of potatoes to livestock to get rid of them were not uncommon. In 1934 more than 150,000 acres were abandoned and more than 40 million bushels were fed to livestock due to a combination of bad weather and low prices. In 1946, with 476 million bushels the biggest crop on record, the Government purchased 98 1/2 million bushels and lost about one-fourth of them. Up to December 1 last year with another big crop the Government purchased less than 20 million bushels and lost about 1/2 million bushels.

The director appeals to shippers, processors and dealers for all possible help in explaining the problems to consumers and for assistance in overcoming the difficulties.

The boundary line between the United States and Canada is 3,839 miles long.

Frederick Bartholdi, a Frenchman, designed the Statue of Liberty.

### Want Ads

For Sale: Some young Registered Hereford bulls. Will deliver within 40 miles from my place. John Gammon, Lazbuddy, Texas. 24-tfc

For Sale: Half section, five miles of Friona, in irrigation belt. See Joe Poindexter. 28-tfc

For sale: One 3-room house with bath. One 4-room house. No bath. One 5-room house with bath. One 8-room house with bath. 160 acre land with 4-room house and windmill, in shallow water, \$50.00 per acre. 55 acres close in on pavement, ideally improved. One International Model "M" tractor, with 4-row lister and knife attachment complete. L. F. Lillard, Friona, Texas. 30-tfc

For sale: Four-room house with bath; lawn and trees and fenced back yard. Inlaid linoleum kitchen. Bath and living room, linoleum covered. Nice concrete walks. W. E. Crow. 33-tfc

### Hal McSpadden

Hair Stylist  
Featuring  
Hair Shaping  
And  
Personalized Styling

Trained With  
Ramon La Rocca,  
Milan, Italy  
M. Louis, New York  
Robert Fiance, New York

Make Appointments Now  
**Bovina Beauty Shop**  
Jessie McSpadden, Manager  
Bovina, Texas

For sale: One used Maytag Washing Machine. See Mrs. Ed White. Dial 2442. 32-3c

For sale: Two-room house, 12x28. MFA Minneapolis Tractor with 4-row equipment. See Roy Clements. 33-3p

For sale: One used Maytag Washing Machine. In good condition. Welch Auto Supply. 33-tfc

For sale: One 12x24 Frame building. To be moved. Practically new. Willis Parker. 33-3c

**INCOME PROPERTY FOR SALE:**  
By Owner. Good location across street from Grade and High school. East front, Corner lot. Picket fence. Nice lawn. Modern 7-room house with apartments above. On back of lot new double garage with 4-room apartment, strictly modern above. Garage is ideal for any kind of shop work. Revenue \$100.00 per month. Priced to sell. Dial 2801, or inquire at Star Office. 33-tfc

For sale: 5-room modern home with bath, garage, two lots and chicken house. See Lucile Foster. 33-tfc

For sale: One 2-room house, with 2 lots and outbuildings. Price \$1500. See A. L. Talley. 33-1p

For sale: One 17-foot Krouse plow. J. G. McFarland. 34-tfc

For rent: Two-room modern, furnished apartment, Dial 2432. Walter Loveless, Friona. 34-1p

For sale: One 8-foot one-way plow. Practically new. V. A. Obenhaus. Three and a half miles south of Friona. 34-3p

For sale: Two lots in northwest part of Friona. G. P. Williams. 34-1p

For rent: Two Apartments-Furnished-Modern-Bills Paid, Walter Loveless. Dial 2432. 34-2p

Lost: One Roan Shorthorn Cow. Soon to freshen or may have calf. No marks or brands. L. D. Pope. 34-1p

Here's Your Invitation to Our BIG, FREE

# "Family Party"



Invitation

Bring the Family and have A Lot of Fun With Us

ON THE STAGE

DON'T MISS THIS BIG EVENT

JOYCE ANDERSON  
Dances While Playing Your Musical Favorites  
Everything Free! It's Just Fun! Just Entertainment!

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BRING THE WHOLE FAMILY

FRIDAY, MARCH 12th  
Beginning at 8:00 P. M. (CST)

High School Auditorium  
Friona, Texas

**Parmer County Implement Company**

Your International Harvester Dealer  
FRIONA, TEXAS

### Ship Your Cattle To Us For A Good Competitive Market

PLENTY OF BUYERS

Cattle from Hereford vicinity need no permit—we have a Texas inspector at the sale pens.

TRY US AND NOTE THE PROFIT

## CATTLE AUCTION

EVERY

Wednesday and Thursday  
and Friday If Necessary

NEXT HORSE SALE

TUESDAY, MARCH 23

HORSE SALE EVERY OTHER TUESDAY  
MANAGED BY JIMMY HARGROVE

## CLOVIS CATTLE COMMISSION CO.

OWNERS

Ben Davidson  
Clyde Rayl  
Lloyd Otten  
Pete Knapp

PHONE 999 CLOVIS, NEW MEXICO

Tune in KICA Every Wednesday, Thursday and Friday at 1:15 New Mexico Time for Market Report.

IS YOUR OLD ENGINE WORN OUT?



# REPLACE IT

WITH AN . . .



REBUILT ENGINES CARRY A NEW ENGINE GUARANTEE

**FRIONA MOTOR COMPANY**

VANCE CRUME, Manager



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for

## Irrigation Wells

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## DIESEL ENGINES

## LeRoi Engines

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Parmer County Salesman  
FRIONA, TEXAS

## West Texas Development Company

Highway 60 East of Hereford

Phone 312

It is centrifugal force that throws you off the turntable at the amusement park.

A masque is a form of dramatic entertainment.

Matthew Vassar, a brewer, founded Vassar College in 1861.

In architecture, Ionic, Doric, and Corinthian are three orders of Greek columns.

DR. MILTON C. ADAMS OPTOMETRIST

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Wm. H. Flippin Jr. General Auctioneer FRIONA, TEXAS

Farm and Livestock Sales A SPECIALTY

Good Service, Fair Treatment. I Solicit Your Business Dial 2672

WE SPECIALIZE IN— IRRIGATION LOANS

IF IT IS A GOOD LOAN—WE CAN MAKE IT

Ethridge-Spring Agency

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1901 — 1948

Prompt Ambulance Service

We now offer \$150.00 Cash Burial Insurance at low cost!

E. B. BLACK CO.

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HEREFORD, TEXAS

Livestock Owners NOTICE

FOR FREE REMOVAL OF DEAD HORSES, CATTLE, HOGS and SHEEP CALL—

Friona Consumers Co-Op Products

PHONE 31 FRIONA, TEXAS 40-tfc

DON'T PUT OFF TILL TOMORROW



... What can be Repaired Today!

Our expert "Chevrolet-trained" mechanics will quickly and efficiently put your car in order for dependable motoring. See us now.

Cars -- Trucks ... We Service All Makes

REEVE CHEVROLET CO.

Friona, Texas Phone 2022

MARKETS

Most farm prices followed rising trends last week, but sharp declines Monday on some products erased much of the gains, according to the Production and Marketing Administration, U. S. Department of Agriculture. Cattle scored gains of mostly 50 cents to \$1 during the seven days ending Monday, and calves sold as much as \$1.50 higher at Texas markets. Houston bought good calves for \$25 to \$27, San Antonio and Port Worth paid from \$24 to \$27 for good and choice grades. Oklahoma City took good and choice calves at \$27 to \$24 at Wichita and below \$26 at Denver. Good and choice vealers cleared Wichita from \$24 to \$27 and Denver up to \$30. Sheep prices rose 50 cents to \$1.25 at principle southwest terminals for the week. Top woolled lambs brought \$20 at San Antonio, \$22 at Port Worth, and \$21.50 at Oklahoma City. Good and choice grades sold up to \$20.85 at Wichita and \$22 at Denver. San Antonio bought common and medium shorn goats fully steady at \$8 to \$9. Hogs advanced sharply early last week, but steady losses on succeeding days more than erased the gains. Good and choice medium weight butcher hogs sold Monday at \$22 at San Antonio, \$22.85 to \$22.50 at Port Worth and Oklahoma City, and \$22.75 to \$23.25 at Wichita and Kansas City. Sows sold from \$16 to \$18. Egg prices dropped off a couple of cents a dozen last week as spring supplies increased rapidly. Dallas paid around 38 cents a dozen for current receipts Monday as Port Worth gave 39 to 40 cents. Poultry held firm. Heavy hens brought 24 to 26 cents a pound at Dallas and Port Worth, light hens 20 to 22, and fryers 32 to 35. Monday's cotton losses more than erased gains of late last week. Spot middling 15/16 inch closed Monday at 33.10 cents a pound at Dallas, 33.00 at Houston, and 32.90 at New Orleans. Most grains advanced sharply last week to regain levels of a month ago but liquidated most of the gains in a sudden break over the weekend. No. 2 whitecorn closed Monday at \$2.06 1/2 per bushel at Texas common points, and No. 1 wheat \$2.52. Rice found limited demand last week in domestic and foreign trade, but the Commodity Credit Corporation made large purchases. Feed prices advanced mostly one to two dollars per ton, as medium and low qualities of hay declined 50 cents to \$1.50. Peanut butter manufacturers with government contracts influenced demand for shelled peanuts. Fine Texas wools continued in steady demand. Cabbage markets gained considerable strength in the Lower Rio Grande Valley as the week progressed. As this week trade opened straight cars of domestic round type loaded at 75 to 85 cents per 50 pound sack. Other South Texas vegetables so far about steady to slightly lower. Southern Louisiana shallots dropped to \$6 per barrel unpacked at the shed for U. S. No. 2, and sweet potatoes moved slowly in barely steady to slightly easier markets. Colorado potatoes also eased a little.

Engineers Show At Texas Tech April 23 and 24

LUBBOCK, March 8—April 23 and 24 have been set as dates for the 16th annual Engineers show and 12th annual Home Economics Open house at Texas Technological College. The spectacular shows, which annually attract thousands of visitors to the college, have been scheduled to coincide with the regional interscholastic league meet.

Regal Theatre FRIONA, TEXAS

Friday-Saturday, March 12-13 Ann Sothorn — Barry Nelson

"UNDERCOVER MAISIE"

With Mark Daniels — Leon Ames Dick Simmons "Red Hot Rangers" "Son of Zorro" No. 7

Sunday-Monday, March 14-15 Beyond Describing and Beyond Compare!

Teresa Wright — Robt. Mitchum "PURSUED"

With Judith Anderson — Dean Jagger Alan Hale — John Rodney NEWS

Wed-Thurs., March 17-18 BUTCH! He'll make you laugh! He'll make you cry! He's Terrific.

"LITTLE MR. JIM" BUTCH JENKINS

James Craig — Frances Gifford Luana Patten

On the Shores of Nova Scotia

Matinees ..... 2:00 P. M. Night Shows ..... 7:00 P. M. "Your Pleasure—Our Job" Good Shows—Good Order

Yes! Quality Lumber Is Back!

WE ARE READY WITH LUMBER

That's seasoned, accurately graded, of uniform size, quality that means strength, durability, and lasting beauty in your home.

If Your Are Planning to Build

Let us help you. We have learned a lot of useful "know-hows" about construction, over the years; and this money-saving experience

IS YOURS FOR THE ASKING. BUILD A GOOD HOME

ROCKWELL BROS. & CO. LUMBERMEN

O. F. LANGE, Manager

"LIFE IS REAL"

But without food it would become a dreary waste of time. We are prepared to serve you with all the necessary food products required to supply your family with wholesome and life sustaining viands.

MEATS, VEGETABLES, FRUITS, CEREALS, BREADS, PASTRIES

And all that goes with them to make them palatable and delicious.

IT IS OUR PLEASURE TO SERVE YOU

WHITE'S CASH GROCERY

ED WHITE, Proprietor

FIGURES TALK

Are you getting the best possible information from the records of your business transactions? Are they just figures, a necessary evil for tax purposes, or do they talk to you?

Your practicing public accountant is a professional man trained and qualified from experience to examine, analyze, adjust and authenticate your records and to prepare reports at periodic intervals that reflect the Results of Operations and your correct financial condition. The audit report, along with furnishing information for your Tax Return, provides a means for readily detecting operational errors and financial weaknesses and their opposites, which information is a basis for decisions of intelligent management planning.

ARE YOU EXTENDED TOO MUCH FOR THIS INFLATIONARY PERIOD.

Northwest District Texas Association of Public Accountants

The public accountant holds a permit to practice and is bound by adopted "Rules of Professional Conduct," as provided by the Public Accountancy Act.

Announcing The Appointment Of BEN FRANKLIN STORE

The Store of Variety—J. P. SLACK, Owner

As Agent For

Famous FOXTONE Photofinishing and Other Photographic Services

Stop at Ben Franklin Store Today and ask about Our Special FREE Kodak Film Developing Offer HURRY — This Offer Expires Soon

In Friona, It's the Ben Franklin Store For—

- EXPERT KODAK FINISHING BY DUFFY'S
• FRESH KODAK FILM FOR YOUR CAMERA
• KODAKS and OTHER PHOTOGRAPHIC ITEMS

Ben Franklin Store will gladly obtain any Item From DUFFY'S Stock For Your Free Inspection

VITA-WAY MINERAL FORTIFIER FOR LIVESTOCK... SANTA FE GRAIN CO. G. (Preach) CRANFILL, Vice-President and General Manager

WHERE ELSE WOULD YOU WANT TO LIVE? Other than in the Texas Panhandle and at Friona! Answer: "Nowhere else." Then let us all get busy to make this the best city in the best community in the state by supporting and promoting our Chamber of Commerce, our Lions Club, our Schools, our Churches, our Home, our Hospital and our Home Business Institutions.

Good Roads Meeting MONDAY NIGHT, MARCH 15th At 8:00 o'clock Chamber of Commerce for Friona All Persons Interested in Either of These Projects Are Urged to Attend

The facts you need to choose a washer wisely! BENDIX washer. SHOW THE BENDIX METHOD IS MORE THOROUGH! BENDIX DE LUXE \$26950, BENDIX STANDARD \$24950. Parmer County Implement Co. FRIONA, TEXAS