

THE FRIONA STAR

"... but one ISM in America... and that's AMERICANISM"

VOLUME 24—NUMBER 37

FRIONA, PARMER COUNTY, TEXAS, FRIDAY, MARCH 31, 1950

COGITATIONS and APHORISMS of

Jodok



Here is a toast I'm going to drink to a fellow whom I know. It's the fellow who has come to take my place, and it's time for me to go. I know what kind of a chap he is, and I'm going to take his hand and whisper—"I wish you well, Old Bert,"—in a way he'll understand.

I am going to give him a cheering word, that I've longed sometimes to hear, and I'm going to give him a warm hand clasp, to make him feel like a friend is near. I've gained my knowledge by sheer hard work, and I'd like to pass it on to Bert, who has come to take my place, and will greet you since I am gone.

He will see all the sad mistakes I've made, and may note the battles I've lost; but he'll never see at the tears they've caused, nor the heartaches they have cost me. He may gaze through my failures and fruitless toil to my underlying plan, and he may catch a glimpse of the real intent in the heart of this vanished man. And I dare to hope Bert may pause some day, as he toils where I have wrought, and gain some strength for his weary way, from the battles that I have fought. But I've only the task left to leave, with the cares for him to face, and some cheering word I may speak to Bert, who is here to take my place.

Then, here's to your health, Dear Bert, and I'll drink as a bride groom to his bride. I'm leaving an unfinished task for you. God knows how I've tried. I've dreamed my dreams as all men do; but never a one came true; and my prayer, today, is that all these dreams may be realized by you. And we'll meet some day in that "Great Unknown" out in the realms of space; and you'll know my clasp as I take your hand and gaze in your tired face. There, all our failures will be success in the light of a new found dawn; so I'm drinking your health, good old Bert, as you take my place, and I will be gone.

The above three paragraphs constitute, I suppose, what may be termed a paraphrase of a poem, supposed to have been written many years ago, by one Edward Collins, and no plagiarism is intended, but the sentiment expressed therein so exactly expresses my feeling as I write this, quite likely my last effusion, that I have borrowed his rhythm and in a large measure, his words, but not his poetic style, in expressing my said sentiment. And I surely feel that no one can find any reason for taking offense from them, and even the author of the original poem, should be he living, and should perchance see these lines, I may feel that I am complimenting him rather than attempting to plagiarize him.

I now shall endeavor to express my sincere good wishes, at least a few of them, to my friends and all others who may have, from time to time, been readers of the Friona Star, and for this purpose, I find another poem written by L. M. Montgomery, which so fully suits my purpose, that I shall take the privilege of using it, but owing to the fact that poetry is difficult to set on a linotype, I shall express a "fellow-feeling for the operator by using this poem in the form of prose, as I did with the one above:

"Friends of mine,—In the years oncoming,—I wish you a little time for play,—an hour to dream in the eerie gloaming, after the clamorous day. (And the moon, like a pearl from an Indian shore, to hang for a lantern above your door.)

A little home with friendly rafters, and some one in it to need your help. Wine of romance and wholesome laughter, with a comrade to share. And a secret place of your very own, whenever you wish to cry alone.

A little garden—a flame with roses, and columbine, set for your delight. A scent of mint in its shadowy closes, and clean gay winds at night. (Some nights for sleeping and some to ride with the broom-stick witches,

far and wide.)

A goodly harvest of figs to gather, with a thistle or two to stick and sting. For the harvest too harmless is rather an unadventurous thing. (And once in a while, without reason or rule, a chance to be a bit of a fool.)

I wish you a thirst that can never be sated, for all the loveliness earth can yield—cool, slim doves, whitely mated—down on an April field. (And never too big a bill to pay, when the fiddler finds he must "up and away.")

And such is life, and as Tennessee caused the little brook to say in one of the finest poems— "Men may come and men may go; but I go on forever. As it happens, I am no brook, and no man of any consequence, so there could be but little, if anything in my biography that will interest people and newspapers want to print that which will be of interest to the public as a whole, rather than a very few individuals. It seems best to me that I leave my obituary out for the present. I mean my autobiography, though, perhaps the obituary would be more nearly correct. Anyway, those who have been readers of the Friona Star, which is the only periodical that has ever carried any of my "Cogitations and Aphorisms," know pretty well what there has been occurring during my uneventful career.

However, as my readers will know, I like to boast of my attendance at religious services, and especially so of my Sunday school attendance, and I will take this time here to mention that I attended Sunday school again Sunday, and, although my hearing is rather dull, I did catch a few things that were said by the members of the class and the class leader. Among those things which I thought I understood was a remark made by some of them to the effect that when an individual is allowed to pursue as a life work, the calling that he is most interested in, that individual is more likely to make a success of his life than the one who has been shunted off into things or callings that he never had anticipated or had any particular interest in.

That may be the reason that I have made a failure of everything that I have undertaken. I have apparently been shunted from one thing to another, all of which I had made no special plans to do or had any particular desire for. So far as I can recall, the only special desire as to a life career, was that I wanted, sometime to be able to own a section of land, all in one body, and I am wired to up by owning no land at all and with a very meager bank account. Circumstances shunted me into school teaching. I taught one term and quit, for good. A few years after I was approached by a member of the school, where I had received my own "larnin" and as money comes in a little slowly I told him I would try. Shunted again. Two terms there and the people in the district where I taught my first at 17, asked me to come there again. Shunted again. Two more terms there than back to my home school on request. Shunted again. Two more terms there than shunted again to a school that I never had any desire to work in, and which proved to be one of my best. Then I was shunted into politics and a term as deputy sheriff. Then into the insurance business, which was another shunt, then to newspaper work, which was also a shunt, but one that I had some desire for. From that to an abstract office, then to a job printing plant which was abandoned to come to the Texas Panhandle to again engage in farming. After a few years again shunted into newspaper work, and the people of Friona and communities, know too well what my career has been since—until this date.

To what I shall be shunted after this week, the Lord only knows. Here's hoping:

TO THE VOTERS OF FARMER COUNTY:

A regular legal petition was presented to the County Judge to have Floyd Schlenker's name placed on the ticket for school trustee-at-large for the county. This petition was presented the 23rd of March. Our county judge and county attorney saw fit to bar this name from the ticket on a technicality.

Therefore we are forced to attempt a write-in campaign for Floyd Schlenker.

We earnestly solicit the cooperation of all legal voters who are really interested in the welfare and development of our county schools.

Come out and vote!

Simply scratch the name of Bill Shirley, who will be on the ticket, and write in Floyd Schlenker's name.

Signed:

F. W. REEVE
F. L. SPRING
CLYDE V. GOODOWINE
L. LILLARD
GUY LATTS



50 YEARS PILOTING "A'S"—American League President Will Harridge, left, and Brooklyn Dodgers manager Burt Shotton, right, congratulate the "Grand Old Man of Baseball," Connie Mack, on his 50th anniversary as manager of the Philadelphia Athletics in West Palm Beach, Fla. "Mr. Baseball," who has spent 66 of his 88 years in the same, said his son, Earle, would succeed him at the helm.

Bert Neelley Takes Over As Publisher Of Star Saturday

Bert Neelley, former advertising and assistant manager of the Hereford Brand, has purchased the Friona Star and will assume duties as publisher and editor effective Saturday, April 1. He will continue living in Hereford until the close of the present school semester.

Mr. Neelley has been with the Brand for two and a half years, during which time the Brand changed from weekly to bi-weekly, publishing on Thursdays and Sundays.

He worked with the Phillips Petroleum company in public relations and personnel management prior to going into the Army. He attended West Texas State College and was formerly news editor on the Tulsa Herald.

Mr. Neelley has been very active in Hereford civic affairs, serving as a member of the Rotary Club directors, and was awarded the honor of being named "the most courteous Hereford salesman of the year" in 1948.

He has also been an active member of the Methodist church.

School-Age Children To Be Counted In Census

School officials are insisting that all families having children of school age come to the superintendent's office or call 2661 to enumerate them if they have not filled out a school census blank. March 31 was the first deadline set but the date has been extended to April 7. All children who will be 6 years old by Sept. 1, and not over 17 by that date are to be counted.

ILL WITH PNEUMONIA

John R. Silvertooth, one of Friona's most venerable citizens, was seized with an attack of double pneumonia on Thursday of last week and late in the evening was taken to the local hospital, where he is still in a serious condition.

Mr. Silvertooth, who is past 78 years of age, came down town on Wednesday of last week and showed unmistakable signs of being ill. He returned to town again on Thursday but this time to was too feeble to walk home and was carried home in a neighbor's car. Later in the afternoon or early evening, his condition became so bad that a physician was called and he was ordered taken to the hospital.

His condition on Wednesday afternoon was reported as considerably better.

BOND ELECTION CARRIED

The School Bond election, which was held here last Saturday, resulted in a vote of 303 for the bonds and 24 against. Not what might be called a close vote.

Judge H. M. LaFont In Race For State Representative

This week Judge Harold M. LaFont announced his candidacy for re-election to the office of State Representative of the 120th Representative District of Texas. In making his announcement for re-election, Judge LaFont submitted the following statement:

"Many people will recall that last November I made the race for representative to fill the vacancy created by the resignation of Judge I. B. Holt of Olton, Texas. I want to take this opportunity of thanking the people for the large vote that they gave me last November. Representing the people of this district at the special session of the Legislature in February of this year, the most impressive thing to me about it was the importance of the work of the Legislature to our people.

"In asking the people to elect me to this office it is with a full realization that whoever the people elect has the responsibility of making the laws that govern over 6,000,000 people of the State of Texas. These laws directly affect the daily lives of practically every citizen and serious thought and consideration should be given to each and every law that is passed by the Legislature. It is my humble judgement that men who fill these places of responsibility and in whom we place our trust and confidence, should be experienced, honest, sincere and capable.

"All of us are interested in the progress and welfare of our Representative District and of the State as a whole and we have a right to expect our fair share of those things for which our tax money is spent. These include educational assistance, police protection for our families and property, assistance for our aged and needy people, a good system of highways and more paved farm to market roads. All of these items of state government help make our district a better place in which to live and rear our families.

"Among the subjects which no doubt will be considered by our next Legislature is a program to pave more rural roads. We, interested in any such program, another matter which we are vitally interested in and which will have to be closely watched by us because of its importance to us is the question of our underground water. The meeting held in Amarillo a few days ago is illustrative of the thinking of some people of our state.

"Having served as county judge of Hale County from 1932 to 1939, and district attorney for six counties of the eight counties in this district from 1942 to 1949, having practiced law in this district for twenty years, I believe that this experience should qualify me to represent the people of this district.

TO THE VOTERS OF FARMER COUNTY:

"Meet My Wives," is the name of the three act play to be presented May 3 and 4th in the Grade School Auditorium. Proceeds from this stage production will be applied on photographic equipment for the school.

VACATION QUEEN— Anita Tinsley of Detroit, Mich., has been selected by the Phoenix, Ariz. Chamber of Commerce as the "Tourist Queen of Arizona's Valley of the Sun." Anita holds the title during the current winter vacation season.

NO SCHOOL TODAY

The district Interscholastic League events are being held at Bovina today (Friday) and Saturday. There will be no school here due to the number of students participating.

Record Vote Carried Bond For School Improvements

Friona School patrons expressed their desire to see their school plant improved when they voted the \$225,000 bond issue Saturday. The vote was 303 votes for and

27 against. The school board expressed appreciation for the hearty support given this building program. The architects and bond men over the Panhandle

declared the Friona vote to be a record one.

The bonds have been sold for less than 2 1/2 per cent interest.

Architects and engineers Butler and Brasher, Lubbock, are completing the plans and specifications immediately, in order that contractors bids may be taken as soon as possible. It is hoped that all preliminaries will be completed, bids taken, and contracts let so that construction can begin by May 20.

This school improvement program includes the building of a new gymnasium, a new auditorium, and the remodeling and renovation of the grade school building. Officials hope the grade school repair will be completed by Sept. 1, 1950 and that the new gym and auditorium will be ready by Jan. 1, 1951.

Third Annual Baby Show On Tap Monday, April 10

The third annual baby show and pie supper will be held at the Grade School Auditorium on Monday evening, April 10, at 8 o'clock. This event is sponsored by the American Legion Auxiliary of Friona, and is to be a short evening's entertainment as the beauty contest, which in the two years past, has been in connection with the baby show has already been given.

Judges for the baby show will be from out of town. Rules for entering your child are:

1. One fancy boxed pie per family.
2. Name and age of each child to be turned in to Mrs. O. J. Beene (dial 2551) by Saturday, April 8.
3. Baby contestants are restricted to ages 1-6 inclusive, and baby must be walking alone.
4. Baby contestants are not sponsored by a business. Entries are voluntary.
5. Baby contest will be divided into three age groups, with both boys and girls entering. The groups are ages one and two; ages three and four; and ages five and six.
6. Type of dress will be left to the baby contestant.
7. Prizes for winners of each age group, both boys and girls will be given.

Make plans now to be at the Grade School Auditorium on the evening of April 10 to see all the babies and buy a pie.

High School Juniors Give Play Wednesday

The junior class of the Friona High School presented their annual play Tuesday and Wednesday nights. The play "Out on a Limb" a comedy-drama portrayed the typical conflict between teen-agers and parents. Juniors participating in the play were Ruby Shaffer, W. L. Cleveland, Vera Ann Jones, Mary Lou Miller, Keith Brock, Gaylord Maurer, Martha Blankenship, Helen Nita Carr, J. Voono Finks, Betty Jean Hadley and Jimmy Goe.

Bake Sale

The Methodist Ladies will hold a bake sale at the Fair Building on Saturday of the Stock and Dairy Show, starting at 10:00 a. m.

There will be pies, cakes and dressed chickens for sale.

Friona Girl Scouts Entertained In The Home Of Mrs. Frank A. Spring

The Tenderfoot troop of the Friona Girl Scout Troop No. 2 entertained with a tea and show on Saturday afternoon. The show featured "School-mates Overseas" in the home of their leader, Mrs. Frank A. Spring recently.

"Schoolmates Overseas" a national girl scout project, has for its purpose the sending of school supplies in kits to school friends overseas. This gesture of international friendship was the motive for the social affair which the Friona Tenderfoot group sponsored.

Hostesses were Mary Dudley, Patsy Tedford, Carolyn Stowers, Fatsy Ruth Anthony, Doris Jane McFarland, Kathryn Dunn, Iva Jo Brooks, Jerry Belle Norwood, Loretta O'Brien, Carolyn Collins, and Phyllis Treider assisted by Mrs. Spring and Mrs. Dan Eldridge, assistant scout leader.

Guests were Mary and Bonnie Sissell, Denise Magness, Deane Buske, Sue Cranfill, Loretta O'Brien, Marilyn Fairchild, Nancy Crow, Thoma Lau Fullwell, Berlie Lou Gaines, Phyllis Fairchild, Joann Wilkins, Sally Osborn, Roberta Reed, Gienna Maye Pope, Ann McKee, Bernita Munnhall, Joann Agee, Cleta Ren Stowers, Carol Blackburn, Gladys Baxter, Florence Dean, Karen Treider, and Melames Ralph Williams.

An arrangement of carnations and acaia decorated the living room where guests heard Kathryn Dunn play a piano number. Doris Jane McFarland sang, and Patsy Anthony play a piano solo.

The attractive lace-covered serving table carried out the girl scout colors yellow and green in

Near Freezing Mercury But Report Fruit Safe

Weather continues very dry and apparently everything else is getting gradually dryer, no moisture in any form having fallen here since when?

However, the temperature during the latter part of last week and thus far this week, has been decidedly cooler—in fact, very cool, though we have not heard of any ice being formed, and George McLean contends that the peaches on some of his trees are still safe.

Sunday was the coldest of the recent period, and the wind was stronger and more dirt in the air than any day since back in the dirty "thirties," but only a few cases have been reported where the wheat fields were injured by the wind, but some farmers have already given up hope for their wheat. Land is too dry for tilling for spring crops, "some are chiseling to prevent soil from drifting.

Special Service Scheduled At Congregational Church

The outstanding service of the Congregational Church's Holy Week special services which are to be held each evening at 7:30 beginning with Monday, April 3rd, will be the Maundy Thursday Service of April 6th. The service is to be "The Vigil of Maundy Thursday, the office of Tenebrae with Holy Communion. This is an early fourth century office.

In this service the pastor, the Rev. George E. Meyer will be assisted by eight laymen of the church. They are Clyde RGoodwine, Glen Reeve, John W White, Charles Baimum and Carl C. Maurer. These men are officers of the church.

The Good Friday Service will be a service using the "Seven Last Words" from the Scripture

District Governor Speaks At Friona Lions Club Meeting

District Governor C. A. Croyer of Borger was guest speaker at the Friona Lions Club last week. He talked on Lionism.

Boss Lion J. T. Gee called attention to the dates of the Parmer County Fat Stock Show, April 7 and 8, to be held in Friona at the FFA Show Barn. Classes were also describing. The Lions sponsor the annual event.

Family Night

The April "Family Night" for members and friends and families of the Union Congregational Church will be held Sunday, April 2. The hour is 6:30.

The ladies are to bring sandwiches, jelly and cake. The Ladies Aid will furnish the coffee. There will be a program of film strips with records.

The church meeting will be held after the program. Important matters will come up.

Leadership Courses

Miss Marilyn Chancey, professional girl scout leader of the Coronado Area of Girl Scouts will conduct leadership training courses in Friona Tuesday, Wednesday and Thursday. All leaders are urged to attend. The adult scout council will be given a brief training course, too.

City Election

Voters will elect a mayor and two commissioners Tuesday in an election at the American Legion building.

Names will be written in as no candidates filed for the offices. Incumbent officials are Mack Baimum, mayor; Nelson Welch and Carl Maurer, commissioners.

Leadership Courses

Miss Marilyn Chancey, professional girl scout leader of the Coronado Area of Girl Scouts will conduct leadership training courses in Friona Tuesday, Wednesday and Thursday. All leaders are urged to attend. The adult scout council will be given a brief training course, too.

Thirty-nine Lions and four guests were served. The guests were Croyer, "Tex" Hanna, Borg-erer Croyer, Clyde Denton, and Vera Ann Jones, pianist.



TAKE OATH OF OFFICE—Mrs. Otis W. Morrow (left), widow of the Presidio County Sheriff slain near Presidio, Texas, takes oath of office as a deputy sheriff and Deputy Sheriff Ernest Barne takes oath as sheriff at a ceremony at Marfa, Tex. (AP Photo)

By HERB SWINNEY
Minister of the Sixth Street
Church of Christ



Many people believe that there is nothing in a name. Shakespeare asked, "What's in a name?" The which we call a rose by any other name would smell as sweet. But if this contention be true, why is it that the bride always takes the name of the bridegroom? I have never known of a single marriage where the bride was permitted to choose any name she desired to wear other

than that of the bridegroom. Why is this not true in religious matters since the scriptures teach that the church is the bride of Christ? (Eph. 5:23-25). The early church wore His name and was not ashamed of it. Kindly notice Rom. 16:16, "Salute one another with a holy kiss. The churches of Christ salute you." Jesus said in Matt. 16:18, "I will build my church." Surely the church for which he died, the church that became His bride should wear His name and His only. Now if there really isn't anything in a name then the inspired apostle Peter was wrong when he said, speaking of Christ, "Neither is there salvation in any other: for there is none other name under heaven given among men, whereby we must be saved." (Acts 4:12).



MOVERS AT WORK—With a rope around its neck, Abraham Lincoln's statue is being moved to a new position in Parliament Square in London. The familiar statue is yielding its feet to permit widening of the section.



CHAMP SIGNS—Joe Louis announced signing with a circus to tour Canada, in Waco Saturday night as he wound up his exhibition tour of the United States. The famed Brown Bomber said he didn't want to go through the grind of training into shape for a title bout.

Miss Dorothy Guinn, daughter of Mr. and Mrs. J. T. Guinn, will be with the Trinity University Choir on tour from March 24th to April 1st.

Mr. and Mrs. Harold Peters and Carol Ann of Machonec, were week end guests in the home of Mr. and Mrs. Rex Marshall and family.

Mr. and Mrs. Rex Marshall, Tommy Terry and Peggy Dell, called on Mr. and Mrs. James Brown and Larry in Muleshoe late Sunday afternoon. They were met there by their mother and brother, Mrs. Betty Terry and Raymond of O'Donnell, and another brother and his wife, Mr. and Mrs. Ted Terry of Tahoka.

Mrs. T. N. Jasper who has been quite ill from an attack of influenza during the past two weeks, is reported as greatly improved and fairly on the road to complete recovery.

Mr. and Mrs. J. B. McFarland have gone to Buchanan Dam for fishing trip.

Mr. and Mrs. J. G. McFarland will join them this week end.

Mr. and Mrs. Frank Spring attended the funeral of Mr. Jim Christian, Claude, Wednesday.

Rev. Tommie Allen is to return tomorrow (Saturday) from Clarendon where he has been assisting in the Sunday School enlargement program.

Rev. Jimmie Tidwell's mother is visiting in his home for a few days.

76 ABSENT TUESDAY
Friona Grade School attendance hit a definite slump when 76 students were reported absent Tuesday. Absences were due mainly to illnesses ranging from "pink eye" to flu and pneumonia. Mr. Ben Hillis is principal of the Friona Grade School.

Mrs. Jasper has been one of Friona's highly respected citizens for about 30 years.

Mr. and Mrs. Herschel Johnson and children, Linda Kay and Joe Bob, were dinner guests Sunday of Mr. and Mrs. David Moseley. Mrs. Johnson is their daughter.



INSURANCE POLICIES

Based upon the Realities of the Present Rather Than Obsolete Theories of the PAST Are Vitrally Needed, AND WE HAVE THEM. Strictly Up-To-Date in All Lines of Insurance, and backed by the STRONGEST COMPANIES IN AMERICA

ETHRIDGE - SPRING AGENCY
Dan Ethridge - Frank A. Spring - Bill Stewart

ANNOUNCING

Change of Ownership

of

THE FRIONA STAR

Effective Saturday, April 1, The Friona Star will become the property of a new owner, Bert Neelley, who will also be active as manager and publisher of the newspaper.

It is, for many reasons, a pleasure to make this announcement. In the first place, it means that Friona -- for the first time in its entire history -- will have a complete, modern newspaper plant, including a Linotype Machine; this equipment makes possible 100% hometown publication. A hometown paper of this type, we believe, will mean more to Friona and the Friona Territory than any other single improvement

Second, it is a genuine pleasure to see a capable, energetic, hard working man forge ahead and go into business for himself -- and we do believe that Bert Neelley will make an outstanding success in publishing The Friona Star. In addition to service in the United States Army, Neelley previously was associated with the weekly newspaper at Tulia and following his discharge from the armed forces joined the staff of The Hereford Brand. He rapidly advanced to the point where he was placed in charge of the Brand advertising department and soon became assistant manager of The Brand and Sunday Brand. During a period of almost three years, Mr. Neelley has made an enviable record in the Hereford Community. You will like the Neelleys -- they are your kind of people.


In addition to these things, we also wish to pay tribute to one of Friona's most devoted and most ardent citizens and boosters: "UNCLE JOHN" WHITE. We know that establishment of a modern, complete hometown newspaper also marks realization of a dream which Uncle John envisioned many years ago. Any future progress of the Star can well be attributed to the long hours and hard work contributed by Mr. White. Without him, no paper would be here today.

As publisher of the Friona Star since May 1, 1949, I realize that I have made many mistakes but you folks have always been generous in your patronage when the thing you really wanted and needed, was a genuine hometown newspaper. I shall not attempt to Thank You in words for the consideration and courtesies you have shown and I full well realize that I can never repay you. If, on the other hand, I have been able to contribute something to the community by helping get the Star into the proper hands and Parmer County ownership, I am indeed happy . . . for I believe that within a few years Friona will boast one of the strongest and most able weekly newspapers in Texas.

It is, therefore, with a feeling of goodwill and best wishes, that I announce this change in ownership of The Star. I feel sure that it will mark a new era of progress for the Friona Territory, which I know from experience to be inhabited by some of the finest people on earth.

JIMMIE GILLENLINE

I know from experience



The best way to manage money is with a checking account.

Start your account with us now and see how convenient it is to pay by check.

BANK CREDIT
or
FARM CREDIT

WE EXTEND OUR HEARTIEST GOOD WISHES AND MOST CORDIAL WELCOME TO

BERT NEELLEY
New Editor of the Friona Star

FRIONA STATE BANK

Only the Ford TRACTOR

GIVES YOU THESE 3 BIG ADVANTAGES

- 1. LIFTS AND LOWERS AT A TOUCH**
You lift or lower a Dearborn Flow or any other Dearborn Lift Type implement by merely moving the hydraulic control lever. No straining, no tugging.
- 2. AUTOMATIC DRAFT CONTROL**
Under uniform soil conditions the selected working depth will be automatically maintained even in fields with irregular surfaces.
- 3. AUTOMATIC DEPTH CONTROL**
Under reasonably smooth surface conditions, and practically all soil conditions just set the depth control once and uniform working depth is automatically maintained.

When can we demonstrate this great Ford Tractor on your farm?

WELCMOE
And Best Wishes to Mr. Neelley
NEW OWNER OF FRIONA STAR
FRIONA MOTOR COMPANY



WALTER ROGERS
of
GRAY COUNTY
for
CONGRESS

(Watch this space for Important EYE-OPENERS!)

MR. NEWSPAPER MAN...

You Cannot Live Without Eating, and we are
Ready and Prepared to

SUPPLY YOU WITH ALL THE FOODS
NECESSARY TO SUSTAIN LIFE INDEFINITELY

WE ARE FOR YOU ALL THE WAY

GOOD LUCK AND WELCOME

TO YOU BERT

WHITE'S CASH GROCERY

A GOOD NEWSPAPER

Is A Town's Most Worthy Public Servant. It Looks

After The

BEST INTEREST OF ALL THE PEOPLE

THANKS, AND BEST WISHES TO MR. NEELLEY

Friona Wheat Growers

Inc.

Farmers Co-Operative

Burk Says Farm Situation Is Our Greatest Problem

AMARILLO — E. T. Burk, who was raised on a farm and has dealt with farmers all his business life, said this week that he considered the farm situation the nation's greatest problem. "I will discuss this problem right up to the day of the election," said the leading candidate for Congress in the 18th District. "Every farmer faces a bad situation. He faces the loss of price support or else he faces a great tangle of controls that could take management of his farm selling off to Washington. Only common sense can solve this grave problem.

Agriculture is basic. From it we live, regardless of whether we are city or rural dwellers. A farm depression would spread to every phase of our life and business. It could bring business collapse. And how the Communists would welcome that.

If we were suddenly knocked

out all supports, the price of nearly all of our money crops would collapse. That would be nothing less than the government turning the farmers out to the dogs.

On the other hand, if the government supports this basic industry through price guarantees or loans, there is certain to be a loud howl from Washington for strict controls, even on the home poultry flock that furnishes egg money.

This is a knotty problem. The government cannot afford to plunge agriculture into a depression, but we cannot have an effective profitable agriculture with a Washington bureau running every farm. So what is the answer?

We must continue price supports until we are positive that their removal will not cause a price collapse. But we must also keep the farmers managing the farms. Any measures of acreage or production control voted by the Congress must have local community administration.

We must not let agriculture down and we must not place our farmers under the dictatorial thumb of a Washington bureau.

PUBLIC NOTICE

The Parmer County Commissioners' Court has received many complaints about the illegal practices of dumping trash and rubbish upon the public roadways, streets, and off of bridges, etc., in the county. You are reminded that the law provides for penalties by fine up to \$200.00 for anyone caught doing so. It is the opinion of the Commissioners' Court that this law should be enforced, and anyone caught dumping such trash or rubbish on other than public dumping grounds will be subject to prosecution.

Also, it is ordered by the Commissioner's Court, meeting in Regular Session this 13th day of March, that no waste paper, card board boxes or other trash that will blow be dumped in the dumping grounds, but that such be destroyed by burning before being taken to the public dumping grounds.

WE ARE ALWAYS SERVING THE PUBLIC

And Encouraging ALL FACTORS That Tend
Toward Our

CITY'S PROSPERITY

Good Luck And A Hearty Welcome To

MR. NEELLEY

The New Newspaper Man

Friona Consumers Co.

HENRY LEWIS, Manager

When I go to Congress, I'll fight unceasingly for a common sense farm program with common sense local administration."

Attend Meeting Of Co-Op Hospital Assn.

About 200 farmers and others interested in farming and farm machinery gathered at the beautiful business home of the company here, Wednesday to partake of the Company's hospitality and to view the free picture show and listen to the lectures concerning farming and farm machinery.

The Mauer Machinery has one of the most modern sales rooms and well equipped service rooms or shops to be found anywhere. The attractive finish of the sales room deserve especial mention.

Hot coffee and fresh doughnuts were served to all who attended and the picture show met with the hearty approval of all the guests.

A CARD

The Star office is in receipt of a card from our good friend, Gordon Shackelford, over at Perryton. Gordon is boosting for his friend and neighbor for Congress. His card reads as follows:

Dear Uncle John:
I consider it a privilege to send a card to my friends asking them to support LeRoy (Pete) LaMaster for Congressman. I know LeRoy and members of his family personally and feel that in electing him we will have the type of representation we need in our district. I will appreciate your vote and influence in getting LeRoy elected to Congress.
Sincerely,
Gordon Shackelford

Gordon is the son of our fellow townsman, Mr. and Mrs. Bert Shackelford and is well known in Friona. He spent his school days at Friona and is a graduate of Friona High School, and has many friends here and the Star is proud to be counted as one of them.

PUBLIC INVITED

According to the pastor, the Rev. George E. Meyer, the Union Congregational Church invites the community at large to its observance of Passion Sunday on March 26th at the 11:00 a. m. hour. There is to be special music.

**Regal Theatre
FRIONA, TEXAS**

Fri. - Sat. Mar. 31 - Apr. 1
"ZAMBA"

A Savage Killer Spreads Horror Through the Night
Starring
John Hall
With
June Vincent - Jane Nigh
George Cooper - George O'Hanlon
Terror of The Jungle

Sun.-Mon. Apr. 2-3
Robert Mitchell - Jannet Leigh
In

"HOLIDAY AFFAIR"
And
Technicolor
NEWS

Wed.-Thurs. April 5-6
"That Midnight Kiss"
In Technicolor
With
Kathryn Grayson-Jose Iturbi
Short With Each Feature

SHOW TIME
Matinees 2:00 P. M.
Night Shows 7:00 P. M.

Good Shows - Good Order
Your Pleasure - Our Job

CENSUS ENUMERATORS

The following named persons have been selected as Census Enumerators for Parmer County, according to report put out by E. B. Noble:

N. J. Goodrough, Muleshoe; E. B. Choate, Muleshoe; Mrs. Jewel S. Ellison, Farwell; Mrs. Allo Reeves, Friona; Mrs. Mabel Crim, Muleshoe; Miss Pat L. Ellison, Farwell; Mrs. Jenoyce B. Ford, Farwell; Mrs. Grace Whitefield, Friona.

MATERIALS ARRIVING

A car load of steel and some other materials have arrived to be used in the construction of the new 650,000 bushel elevator, that will soon be in process of construction by the Friona Wheat Growers, Inc.

The new elevator will be erected on the site of the old Giesler Meade elevator which was purchased by the Wheat Growers at the time of its organization and was the nucleus of their present large and expanding plant.

LEAVE FOR KANSAS CITY

Rev. and Mrs. Walter H. North, former pastor and wife of the local Congregational Church, who have been spending the winter in the home of their daughter, at Austin, left Wednesday morning enroute to Kansas City, Mo., after spending the past week here visiting among their many Friona friends.

The Norths planned to stop over night in Oklahoma, with Rev. and Mrs. H. H. Lindeman, enroute, and will spend several weeks with a son in Kansas City before going on to Northern Illinois and finally to their summer home at Burtrum, Minnesota.

BRIDGE CLUB

The Couples Bridge Club met

recently with Mesdames J. G. McFarland, C. C. Maurer, Henry Lewis, hostesses. High scores were won by Mrs. Steve Struve and Wesley Foster. Low went to

Bill Stewart. 18 couples played at the party in the clubhouse.
Mrs. Paul Creal of St. Louis, has been visiting her sister, Mrs. J. T. Guinn.

MEMO

Pay Your Blue Cross Today
Cast Your Ballot In School Board Election
Write Insurance With Your Own

FARM BUREAU COMPANIES

CONGRATULATIONS BERT NEELLEY

RAYMOND EULER

Service Representative, Parmer County Farm Bureau



After I've seen

your farm or ranch, I know whether your property has been improved, renovated or rebuilt. I'll make a new survey and a new diagram, and insure your new valuables, cancel the insurance on items such as grain which you may no longer have. Keeping your policy up-to-date will protect you against having uninsured losses, and you'll not be paying for insurance on property you no longer own.

A telephone call or a postal card will bring your agent out to see you.

Congratulations to Mr. Bert Neelley
Ethridge-Spring Agency
Insurance-Real Estate-Loans
FRIONA, TEXAS

Hundreds Tell Bob Wills Of Hadacol's Numerous Blessings

Bob Wills Hears About HADACOL'S Blessings



Bob Wills, famous western music band leader, loves to talk with his fans at the Trionon Building auditorium in Oklahoma City about the blessings of HADACOL. In the picture above Miss Betty Lou Lobb, 720 College St. Bethany, Okla., a very promising young singer, tells Bob how HADACOL has helped her. Hundreds of folks who are obtaining rich blessings from the precious B Vitamins and Minerals in HADACOL visit Wills each week for his network broadcast, which is originated from KBYE, Oklahoma City, Oklahoma's western music station, and sent over a leased wire to stations, KRMG, Tulsa; KWHN, Fort Smith; KGLC, Miami, Oklahoma; KLTN, Amarillo, and KWTW, Wichita Falls.

B Vitamins and Minerals which HADACOL contains. And if you suffer from such a disorder, there is no known cure except the administration of the Vitamins and the Minerals which your system lacks. HADACOL contains not only one, but 5 of the B Vitamins. HADACOL contains not only one, but 4 of the necessary Minerals. It comes to you in liquid form, easily assimilated in the blood stream so that it can go to work right away. It is easy to understand, therefore, why countless thousands have already been benefited by this amazing tonic, HADACOL. So, it matters not who you are . . . it matters not where you live . . . or if you have tried all the medicines under the sun, give this wonderful preparation a trial. Don't go on suffering. Don't continue to lead a miserable life. Many persons who have suffered and waited for 10 to 20 years or even longer, are able now to live happy, comfortable lives again because HADACOL supplied the Vitamins and Minerals which their systems needed. Be fair to yourself. Give HADACOL a trial. Demand the genuine HADACOL. Accept no substitutes.

WELCOME

MR. BERT NEELLEY

TO OUR CITY

As A Citizen -- A Neighbor -- A Friend

And As

Owner - Publisher - Editor Of Our Local

Newspaper

THE FRIONA STAR

REEVE CHEVROLET CO.

OUR HAT IS OFF

AND WE EXTEND

The Glad Hand of Friendship and Welcome to

MR. BERT NEELLEY

The New Publisher of the Friona Star

Parmer County Implement Co.

WE LIKE TO, BERT

And We Will Do All We Can To
KEEP YOUR LIGHTS BURNING AND YOUR
BATTERIES CHARGED

FRED WHITE
Auto Electric Service

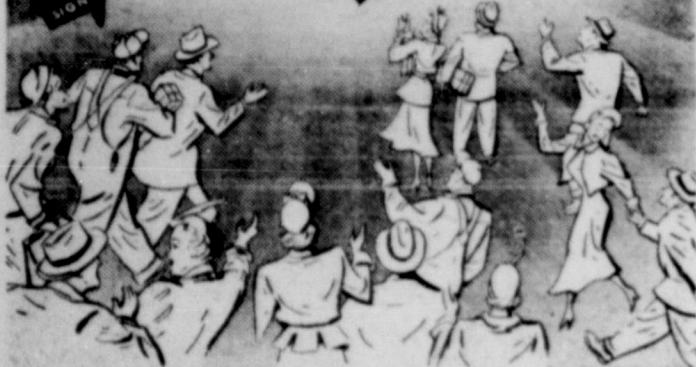
in every community—

are guided by this
trustworthy sign of service

irha

INDEPENDENT RETAIL HARDWAREMEN OF AMERICA

**HARDWARE
STORE**



Thousands of leading, independent hardware retailers—all pledged to the policy of fair prices for dependable merchandise—are displaying the red, white and blue Symbol of Satisfaction. Look for it in your neighborhood. You help support your community and get personalized service when you trade at the hardware store distinguished by the irha emblem.

©1950 National Retail Hardware Association

NATIONAL AND AFFILIATED RETAIL HARDWARE ASSOCIATIONS

We extend our most sincere welcome to Bert Neelley, the new owner and publisher of the Friona Star.

Welch-Blackburn Hdwe. Co.

Phone 3161

Friona

THE FARMER COUNTY

IMPLEMENT COMPANY

Extends Its CHERRIEST GREETINGS

SINCEREST BEST WISHES And

HEARTIEST WELCOME

TO BERT NEELLEY

The New Owner and Editor of the

FRIONA STAR

Classified Ads

NURSERY—Plant now. Fruit trees, hedge, roses, bulbs, flowering shrubs and other nursery. Mrs. J. F. Ward, North Main, Hereford, Texas. 20-tfc

AVON—national advertised Cosmetics. See your local representative, Mrs. E. E. Kuykendahl. I will take orders at my home all day each Saturday. Respectfully, Mrs. E. E. Kuykendahl, P. O. Box 544, Friona, Texas. 32-tfc

Enlighten yourself in Catholicism by listening Sunday to KPAN, Hereford at 6:15 p. m. and KGNC, Amarillo at 10:30 p. m. 32-3tp

For Sale—1948 Studebaker Champion. The best for the money. \$1395.00. Perfect condition. Rev. Tidwell. 34-tfc

Will the lady who borrowed my quilting frames please return them? Mrs. Rosa Anderson. 35-tfc

For Sale—One 9 1/2 ft. Frigidaire, 1949 model, \$250. At home of A. W. Anthony, Sr. Mrs. Howard Biggers. 35-2td

1 good kerosene Electrolux Refrigerator, cheap. 1 late model used electric range, cheap. 1 set truck saddle tanks, new at big reduction in price. 1 2 1/2 hp gasoline motor, new at big reduction in price. REEVE CHEVROLET CO. 35-tfc

For Sale—Hotwater heaters, from \$10.00 up. All guaranteed. See E. E. Kuykendahl, Friona. 36-3td

For Rent—One 3-room house with bath. See Mrs. Buel Sanders, Friona. 36-1td

For Sale—1 brooder house, 10 x 20. 1 gas brooder, 500 chick size, used one year. 1 bed room suite. 1 Dexter electric washing machine, goes as new. Mrs. Fred Lloyd. 36-2td

FOR SALE
Two half sections of good improved farm land. Three and a half miles south of Friona on Farm-to-Market Highway No. 299. All tillable and may be farmed as one farm. See—Mrs. Lucile Day. 37-tfc

I take AVON orders on Saturdays in my home. Mrs. E. E. Kuykendahl. 37-tfc

For Sale or Trade for cow—One quarter horse mare, three years old. Gentle. A mile and a half north of Friona. Lloyd Shulk. 37-1td

For Sale—One F-30, 36 model tractor, with 4-row tool bar. Fair condition. Price, \$900.00. Forrest Gaines. 37-1td

FOR SALE
Well-built, 2-room house, 3 big lots. Northeast corner Union and I. Hereford. 37-2tp

WANTED
Raleigh dealer for Farmer, Deaf Smith, Castro Counties. Box 832, Hereford. 37-2tp

WANTED TO RENT: Nice one bedroom house for permanent. Star employee. See Bert Neelley at Friona Star. tfx

ANNOUNCEMENTS

FOR District Judge
ROBERT (Bob) KIRK, Littlefield
E. A. BILLS, Littlefield
(Re-Election)

FOR District Attorney
JOE SHARP, Plainview
(Re-Election)

FOR County Judge, Farmer Co.
W. L. EDLMON, Friona
A. D. SMITH, Farwell
(Re-Election)

FOR Sheriff
CHARLES LOVELACE, Farwell
(Re-Election)

FOR County and District Clerk
LOYDE A. BREWER, Farwell
(Re-Election)

FOR County Treasurer
ROY B. EZELL, Farwell
(Re-Election)

FOR County Commissioner
PRECINCT 1
E. R. (Emmett) DAY, Friona
(Re-Election)

PRECINCT 4
H. L. IVY, Lazbuddy

Messenger News
Home Messenger Is

Home From The Navy
By **MRS. J. N. MESSENGER**
Star Correspondent

Floyd Messenger came home Thursday. He was discharged from the Navy on March 1st, and went to visit his grandmother, Mrs. G. L. Livings, and his uncle Bill and Donald Kirk and their wives in California before coming home. He is now helping his father, George Messenger, driving a tractor and pulling Hoene plow.

Stephen and Loyd Messenger, who are attending college at Canyon, and their sister, Elsie, who lives in Amarillo, all came home to spend the week end with their parents, Mr. and Mrs. George Messenger. They all returned Sunday evening.

Julia Houette, daughter of Mr. and Mrs. Estes Houette of Clovis, came over and spent Sunday with her uncle and aunt, Mr. and Mrs. George Messenger and her grandmother, Mrs. J. N. Messenger. We all drove to Bovina to see B. P. Abbott. He still had his hand in a cast but the doctor thought he might take it off Friday. His wife and son, John, of Marfa, were up and spent several weeks with him, but she can't stand dust on account of her lungs, so they had to go back home.

Some of the wheat is looking pretty good out this way, while other fields are hurt badly.

Hospital Notes
Patients admitted: Rev. J. E. Tidwell, Friona, surg.; Mrs. E. R. Barry, Bovina, med.; Mrs. Joan Garcia, Bovina, O. B.; O. L. Lloyd Bovina, ac.; Guy Delashaw, Bovina, surg.; John Silvertooth, Friona, med.; David Peters, Hereford, med.; R. L. Leach, Friona, med.; Mrs. Nettie Stowers, Friona, med.; Mrs. E. W. Lockett, Friona, O. B.; Alfred G. Smith, Detroit, Mich., surg.; Nikki Woelfel, Bovina, ac.; Mrs. Lee Sudreth, Farwell, med.

Patients dismissed: Mrs. J. B. Johnson and daughter, Mrs. Joan Garcia and baby, Mrs. Tom Lloyd, Mrs. Arthur Hilton, Guy Delashaw, Mrs. Nettie Stowers, C. L. Lloyd, Nikki Woelfel, Rev. J. E. Tidwell, Mrs. E. W. Lockett and daughter.

Mr. and Mrs. J. C. Winn of Amarillo were dinner guests Sunday of Mr. and Mrs. L. F. Lillard. Mr. and Mrs. Winn formerly lived at Friona, and were among the pioneer settlers of the town.

Select School Trustees Saturday

Voters will vote at two places Saturday when the Walcott District School Trustee election is held. Walcott School House and Garcia Community House will be the voting polls.

Three men will be selected from the five on the ballot: Phillip Miller, S. N. Thwaitt, T. J. Poindexter, Wilson Wiyi and Herbert Hoover. After the election the three elected men will meet and decide who will be retired next year. From this year on, one will be retired each year and one will be added by election every year.

In precinct three, Bertram Jack is listed for county school trustee as E. H. Norton's term expires April 1. Other county trustees are in precinct number one, N. R. Miller; precinct two, J. C. Morrison; number three, M. W. Blankenship. These three terms do not expire this year, Judge Foster said.

That Hereford people were Red Cross conscious and the most co-operative anywhere was only confirmed by the drive.

She gave her sincere thanks to everyone who had a hand in the drive.

1950 Red Cross Drive Chairman "Dub" Reeves said he was grateful to everyone. "I would like to extend my sincere, heartfelt thanks to each and every person in the county who has given time and money to the drive. I think you all realize that the money you gave to Red Cross is a wise investment just as if invested in a business. You won't be sorry, I assure you," Reeves said.

Frionans Vote Saturday For School Trustees
Friona Independent School District voters will choose two trustees at the polls Saturday.

Four candidates: G. Cranfill, J. McFarland, Clyde Hayes and Steve Struve are on the ballot.

Cranfill and McFarland are up for re-election. Both have served the past three years, Cranfill as president and McFarland as secretary.

William "Bill" Shirley of Lazbuddy is the unopposed candidate for County Trustee at large.

HOME FROM CALIFORNIA
Mr. and Mrs. L. F. Lillard arrived at home the latter part of last week from California, where they had spent the latter half of the winter.

They express themselves as well pleased with their sojourn in the sunshine and balmy atmosphere of the western coast. They were guests while there of their friends, Mr. and Mrs. Bill Benton.

Hub Moseley, who had his left shoulder broken when a piece of steel fell on it from the top of the new elevator at Black, while he was working there, is gradually improving.

THAT WHICH IS GOOD

For A City, is good For All its Business Enterprises and its People
As A Whole
There are but few agencies that can give a better advantage to a City

THAN A GOOD LIVELY NEWSPAPER
A WIDE-A-WAKE EDITOR, WILL PRODUCE
A WIDE-A-WAKE NEWSPAPER

We Extend Our Best Wishes And Hearty Welcome To
Mr. Neelley, New Editor Of The Friona Star

Santa Fe Grain Company

CARD OF THANKS

We hereby express our most sincere thanks and appreciation to all our good friends and neighbors for their many words of comfort and deeds of kindness during our recent bereavement in the loss of our beloved husband and father. And for the many lovely floral offerings.
Mrs. R. R. Bussell and family.

DUES DUE APRIL 1

All members of the Farmer County Community Hospital are reminded that annual dues must be paid by April 1.

CARD OF THANKS

We sincerely thank each and every one who went in to see our mother, wife and granddaughter while she was in the hospital, and especially Dr. Childress and the nurses.
Manuel Martinez and family

ADULT TYPING CLASSES

D. M. Kelley, Friona High school principal, and Vernon Smith, high school teacher, will meet with all adults interested in typing and bookkeeping courses Monday night at 7:30 in the high school. If enough show their interest the two will teach either or both courses at a two-hour session one night a week until school is out.

Remember the date—Monday night, 7:30 in the high school building.

GUEST SPEAKER

Guest speaker Sunday morning at the Friona Baptist Church will be J. W. Marshall, Wayland College president, Plainview.

Sunday will be designated as "Wayland Day" in the local Baptist congregation with the offering going to Wayland College.

J. T. GEE ILL

On Friday evening of last week while Prof. J. T. Gee was returning from a professional and business trip south of Friona, he became suddenly and seriously ill, and found it unsafe to drive his car.

He stopped at the home of Foster Rector, six miles out and Mr. Rector drove him to Friona and to the local hospital, where it was found he was suffering from an attack of kidney stones. He received medical treatment, and was again able to meet his classes on Tuesday.

Prof. Gee is the Vocational Agriculture teacher of the Friona schools.

Margaret Rose Landrum entertained a number of her friends Thursday in her home. The occasion was her sixth birthday.

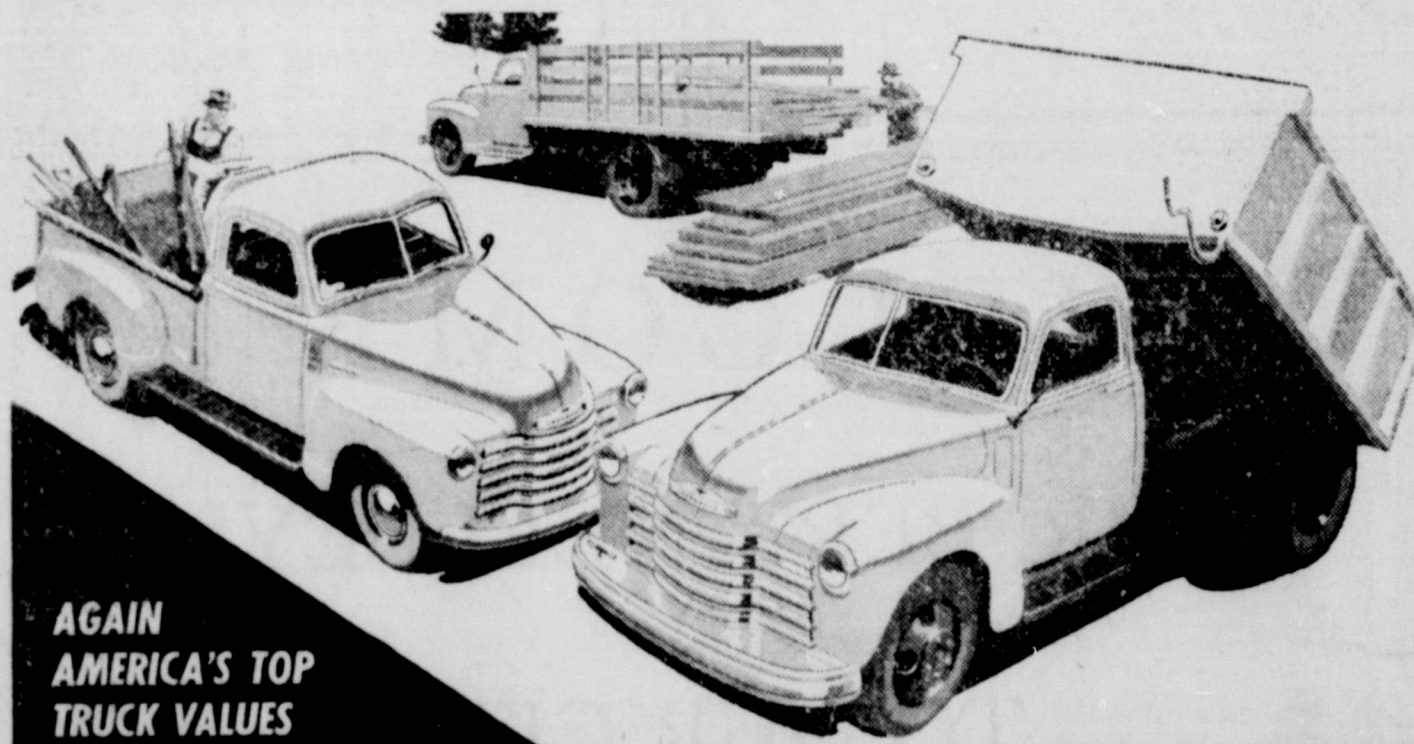
WE ARE TRULY PROUD

Of The Fact That Friona Will Now Have
A HOME PRINTED NEWSPAPER

And We Hereby Extend Our Glad Hand of Welcome
TO BERT NEELLEY

With Our Best Wishes for His Unlimited Success In His New
Enterprise. We also Express Our Sincere Appreciation
TO THE OUTGOING EDITOR FOR HIS UNSTINTED
EFFORTS IN OUR BEHALF

Rockwell Brothers & Co.



AGAIN
AMERICA'S TOP
TRUCK VALUES

NEW P-L

ADVANCE-DESIGN
TRUCKS



THE PERFORMANCE
LEADERS

with 2 More Powerful Truck Engines

America's fastest selling trucks offer stepped-up power and finer performance with two great valve-in-head power plants... a new heavy-duty Load-Master 105-h.p. engine and an improved Thrift-Master 92-h.p. engine. On the hills or on the straightaway, they deliver the goods surely, swiftly, at low cost. Every new Chevrolet P-L truck gives you high pulling power to eat up hills and rough roads—and on the straightaway, high acceleration to cut down total trip time. Come in and see these great performance leaders today!

Price Leaders **Payload Leaders** **Popularity Leaders**
First for all-around savings! Costs less to operate per ton per mile! Preferred by more users year after year!

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