

MERCHANDISING EDITION

FRIONA - GATEWAY TO THE IRRIGATION BELT

FRIONA - A GOOD PLACE IN WHICH TO LIVE AND INVEST

Serving the Gateway to the Irrigation Belt and the Greater Diversified Farming Section of Texas

THE FRIONA STAR

VOLUME 28, NUMBER 50

THE FRIONA STAR, THURSDAY, JULY 16, 1953

Price 5 Cents

Column Left . . .

The city with plenty of water can well be the envy of those less fortunate towns wherein the lawns and gardens suffer from the inadequate supply; we'll put Friona and its neighboring towns among the top in attractive lawns.

Mrs. Fred White, as usual, has one of the prettiest lawns and flower gardens you'll find.

Have you seen George Baker's front lawn? No grass, but flowers everywhere. Incidentally, George reports a cucumber from his patch now measuring 8 inches around and 11 1-2 inches long, still green and growing.

And there are many, many other beautiful lawns over town, witness those of the Granville McFarlands, Wesley Foster, the Baxters and Lillards, etc.

CL

Our retail business expansion is getting lots of publicity, but did you realize the residential building still is going at a steady clip?

Arthur Hilton is remodeling. J. C. Wilkerson is building again. The Dalton Caffey and the Dan Ehrhridge homes are near completion, both very creditable to any size town. To say nothing of the A. W. Anthony residence well along toward occupation. Pudge Kendrick is building on the loop west, and the Wise home is coming right along. Dillie Kelley is adding onto his home.

Congratulations to the home builders.

CL

Birthday Greetings:

July 17: Mrs. George Baker, Helen Potts, Mrs. Julia Fairchild, James Denny, Gerry Mason.

July 18: John Parish, Teresa Schueler.

July 19: Mrs. A. G. Rolen, Robt. Bridges, Mrs. A. E. Stanley, Joyce Gibson, Lynn Chitwood, Mrs. Oscar Pope.

July 21: Beverley Ann Hume.

July 22: Gay Ann McFarland.

July 23: Bruce Parr, Donnie Gibson.

CL

"Butch" Kesler brings in some of the most interesting old newspaper editions we've seen. Two of them, the North Carolina Whig and the Western Democrat, are dated 1861 and 1862, still in fair condition and completely readable. One carries notice of a Major Banker, uncle of Mr. Kesler, being killed in the Civil War.

Ads were carried on the front page, few large headlines were used, and the editor reserved the choice position, the right hand column of the front page, for his personal column.

THIS IS TRULY A MERCHANDISING ISSUE, OF THE STAR, BRINGING TO EVERYONE IN THE TERRITORY MESSAGES OF VARIETY, QUALITY AND PRICE OF GOODS HERE.

BOTH THE OLD AND NEW MERCHANTS HAVE PROVIDED BARGAINS LISTED WITHIN THESE PAGES.

The LATCHSTRING IS OUT, A WELCOME IS AWAITING YOU ON THIS WEEK-END AND EVERY WEEK IN "FRIENDLY FRIONA".

Four Friona Firms Open In New Quarters this Week



Piggly-Wiggly Manager Bonnie Wilson

Piggly Wiggly will hold its formal opening in Friona this Friday and Saturday under the management of Bonnie Wilson. Constructed on the block north of Friona Consumers, the new grocery firm represents over a \$60,000 investment here, according to Gaylord Newell, owner. Newell, an old-timer in the grocery business, states over \$15,000 stock has been placed here, displayed in about \$12,000 worth of fixtures, to say nothing of the building

cost and the large paved parking lot. Numerous awards are being given during the opening, including \$1,000 worth of groceries, a Magic Craft Automatic Toaster, Hopalong Cassidy suit for some young fellow, a Durolux Automatic Coffee-maker, two canopy-topped lawn chairs, two Handy Freeze Electric Fans, a Samson card table, and four electric bean pots. Prizes and specials are carried in the Piggly Wiggly ad elsewhere in this issue.

The local store will employ ten people in addition to the manager. All employees were hired in Friona. Lee Campbell will be in charge of the meat department, assisted by three women. Rodney Hinkle is stockman, and there will be two checkers, a delivery boy and two sack boys.

The store will include departments devoted to groceries, meats, produce, drug items and household hardware.

Manager Wilson has been associated in the grocery business at Hereford for the past four years. He moved to Friona earlier this month, living in the Wilson home in southwest Friona.

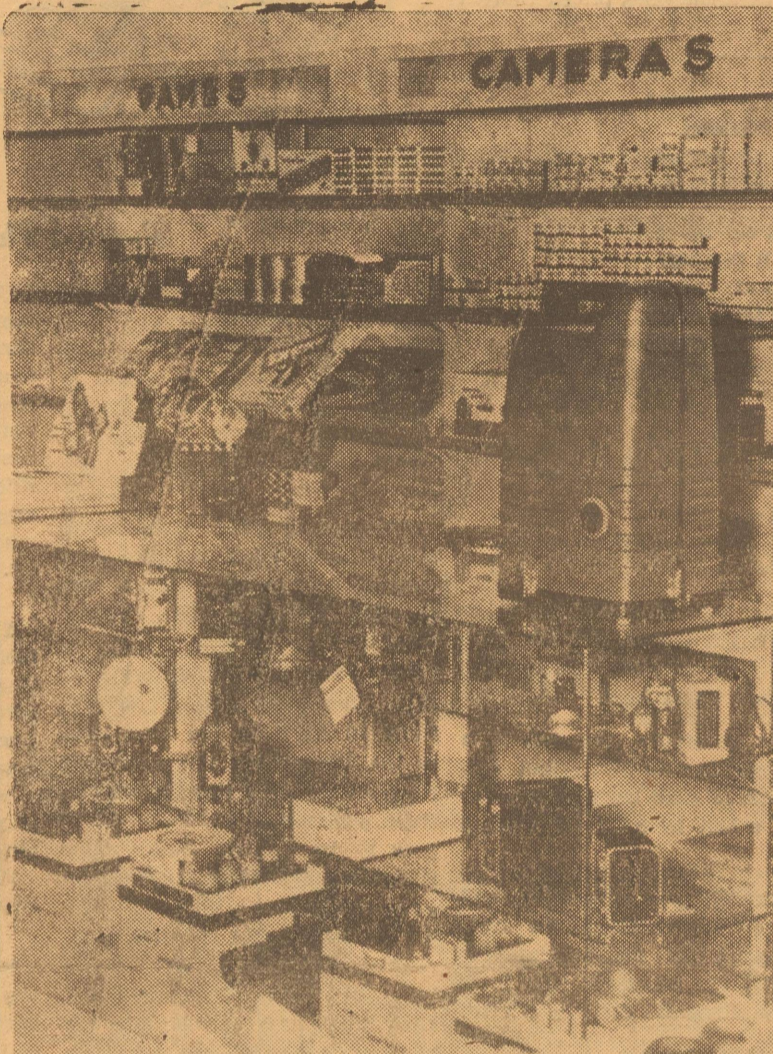
The Wilsons have two children, a two-year old girl and a baby boy three weeks old. Mrs. Wilson at one time lived in Friona. She is the daughter of Travis Howard who worked for W. S. Crow at the time.

They are members of the Baptist Church, and he has been active in the Jaycee and V. F. W. organizations.

Observe Golden Anniversary
Mr. and Mrs. E. C. Chitwood of Hub will observe their golden wedding anniversary on Sunday, July 26.

Open house will be held at the Friona Legion Building that afternoon and friends are invited to call between the hours of 2:30 and 5:00 o'clock.

Visiting in the home of Rev. and Mrs. C. M. Fields this week is his mother, Mrs. B. B. Fields of Commanche. Also visiting with them Sunday was his brother and wife from Farwell, Mr. and Mrs. Kenneth Fields.



Interior of New Bi-Wize Drug

Though open for business this week-end, the Bi-Wize Drug is withholding formal opening for a few days to enable completion of all fixtures and shelving of some stock that has been delayed. Ralph Roden, no stranger to Friona and the area, is operating this firm which he reports will be a Rexall Self-Service Drug.

Featured in the drug is ex-

cessive shelf space, all well lighted through a clever arrangement of lights and signs.

Roden will operate a pharmacy in conjunction with the drugs, camera supplies, toys, toiletries, etc.

Mr. and Mrs. Wright Williams are leaving Saturday for a vacation trip to California.



Mrs. Tom Lewis Opens in New Location

Though not a new business in Friona, Mrs. Henry Lewis is opening her Lewis Variety Store this week-end in a new building and new location.

Now located in the "post-office" block, Mrs. Lewis has expanded her stock and added fixtures to bring to this area a modern variety store with over \$20,000 invested in stock and fix-

tures. The building is owned by S. H. Osborn and features large windows to the front and ample lighting from full use of fixtures and paint scheme.

Mrs. Lewis established the Lewis Variety five years ago, located south of the City Drug. She formerly had an interest in a grocery business, selling out to

CONTINUED ON PAGE 5

Farm Bureau Report



President Eisenhower has quite a job, just meeting routine detail duties, if they can be called duties, such as would be rain makers, loan makers, and politically ambitious individuals when he attempts to confine an effort to one urgent problem. What kind of president would you make, we wonder. Still, we all have plenty of criticism to offer, because, perhaps, we don't realize the magnitude of the office. Sometimes we get mixed up in so many things, on a local level that it looks impossible to liquidate any of them. Then we think of others whose duties and responsibilities make us feel we have an easy job. How often do we say, when called upon to assist in some worthy community project, "I don't have time to help", as we order another cup of coffee, or go home and lounge on the sofa by the air conditioner? It's wonderful that we have people among us who are willing to take the lead, and then the criticism for doing it wrong. Otherwise, there wouldn't be much done, right or wrong.

Farm Bureau directors, in their last meeting, expressed a desire to know what maize producers think about declaring the commodity a basic one with controls and 90 per cent of parity supports. There are a lot of you producers in the county, and if you will tell your directors what you want, it

is possible you will get. This will be one of the hottest subjects for discussion in the November State Convention in Mineral Wells. Incidentally, if you who raise maize regularly don't take an active interest in this program, we know some cotton and wheat farmers over the state who will take care of it for you, though their program may not suit your taste. Please speak now.

Do we really need such organizations as Farm Bureau, or does agriculture have an indispensable pinch? Can you remember when cotton was the only cord used in pneumatic tires? Can you remember when cotton and wool were about the only every day clothing materials? Do you remember when butter was the only spread for bread—or when ice cream meant a dessert of frozen dairy products? Can you see what may happen further in these directions if we independently produce and market with no regard for cost of production and planned marketing?

Consider this: He also that is slothful in his work is brother to him that is a great waster. Proverbs 18:9.

Mrs. C. M. Fields spent Monday and Tuesday at the Baptist Assembly Camp at Floydada. She returned Tuesday night.

Long Delivers First Spuds Monday Grade No. 1; Shipping Underway

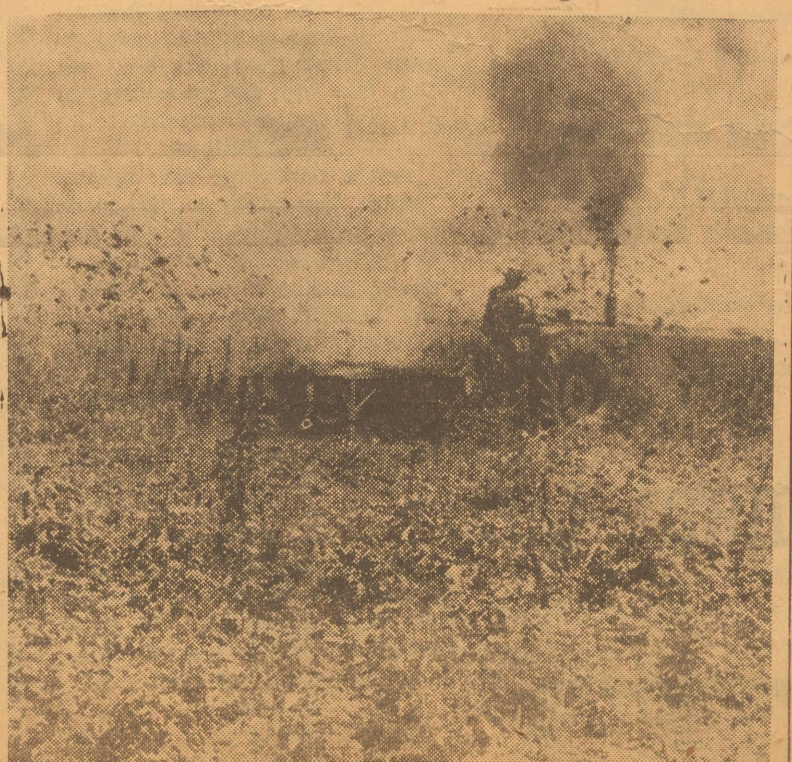
First Farmer County potatoes to be harvested and processed in the Herman Neff Company sheds here were dug Monday evening at the W. H. Long field four miles southwest of Hub. After a temporary shutdown at the shed, harvesting was resumed Wednesday morning, and by noon several truckloads had been washed and sacked, and Friona "Lamona" Brand potatoes were already un-

derway via rail and truck to distant marketing points.

Editor's Note: If you are looking for most anyone around Friona and can't find them—just go down to the potato shed; this being a new industry here, the washing, grading, waxing and sacking process proves most interesting both to the casual on-

CONTINUED ON PAGE 4

Vine Puller at Work on Long Farm



THE FRIONA STAR



Friona Parmer County Texas

MEMBER
TEXAS PRESS ASSOCIATION
PANHANDLE PRESS ASSOCIATION
BERT NEELLEY, Editor and Publisher

SUBSCRIPTION RATES
In Parmer and Adjoining Counties
One Year \$2.00
Elsewhere:
One Year \$2.50

The Friona Star—
Editorially Speaking
"A vigilant press has made the American people the best informed in the world."

Entered as second-class mail matter July 31, 1925, at the post office at Friona, Texas, under the Act of March 3, 1897. Published each Thursday.

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 when brought to the attention of the publisher.

vent war, solve the Korean puzzle, bring down inflation, ward off depression and satisfy all party hopes. Congratulations, Adlai Stevenson."

Opinion is split on the advisability of support prices. New groups of ranchers, large and small operators, are popping up, disclosing that the leaders of the cattle organizations sometimes spoke only for a bare majority or even a minority.

And most admit the cattleman has priced himself out of the market.

A horse can't pull while kicking.
This fact I merely mention.
And he can't kick while pulling,
Which is my chief contention.

Let's imitate the good old horse
And lead a life worth picking;
Just pull an honest load, and then
There'll be no time for kicking.
- The Webb
MMM

New Contributions To The Community

Our sincere congratulations and best wishes to Mrs. Henry Lewis, Mr. Ralph Roden, and Mr. Bonnie Wilson and Mr. Gaylord Newell upon opening of their respective business firms here.

Friona can't have six governors, nor has it a courthouse or paved road to the north, but this week-end it does have three new businesses opening their doors - quite a feat in itself for a small community.

If you think the community isn't progressing and the town growing as the trade center of the area, just take time out to count the new acquaintances you have made in the last two years, the new firms opened, the additional professional services offered.

Together - we can go much further.

THE AMERICAN WAY



Shrewd Shopper

MONDAY MORNING MUSINGS

Promised to give this column to Mrs. CL this week, but just can't turn it over to her, on second thought, without a few observations.

You know what that girl did? With pad and pencil, she was right on hand in the front lines at the Eisenhower and governor's press conferences last Friday, and then she would suddenly disappear to be found buttonholing some dignitary off in a corner for some chit chat.

Now, we thought she was really "on the beam", but when we got home and looked over her notes, know what we found? So help me, here are some of her notes, as best we could decipher them:

"B-E-A-U-T-I-F-U-L silver hair of Gov. Cherry most distinguished looking."
"Gorgeous Governor Shivers"
"Governor Thornton-smootin"

And so on, ad infinitum. Imagine! And all the time we thought she was jotting down profound opinions as expressed by the visitors!

But we can retaliate, and we will! Yessir, next time we have a big wedding, we're going to write it, telling in minute detail how all the men were attired, and merely mentioning the women. I can see it now!

Never saw so many ten-gallon hats, boots and western shirts as at the Municipal Auditorium appearance of the dignitaries.

We were fortunate in being in the press conferences Friday; was pleased to run into an old friend of newspaper days, some 15 years ago, Raymond Holbrook, native of Plainview who now is with the Associated Press. Conversations with him and with other correspondents, together with Presidential Press Secretary Haggarty, proved the most interesting part of the program for us.

Understand the 25-30 members of the press accompanying the president was not unusual but rather the average number going on such jaunts—however they pay their own way, and do not burden the taxpayer with expenses.

Had a few words with Senator Lyndon Johnson, whose column we often print in the Star. The Senator professed no knowledge of the impending trip until late Friday morning. Said he had a conference with the President Friday morning, and when he walked in, Mr. Eisenhower greeted him with "Get your hat, let's go to Texas". And Mr. Johnson said he did just that, without any prior preparation.

Without question, the president came down to WORK, spending his time closeted with the governors and no one else—no politicians or area "big-wigs".

Mr. Haggarty was most courteous and efficient to the press,

WASHINGTON AND

"Small Business"

—By C. WILSON HARDER

Did you enjoy the butter you bought today? If you eat toast dry, or margarine spread, you still bought butter today, because every day the government uses over a million dollars of taxes collected from all families to buy surplus butter to hold up the price. Today, Uncle Sam has almost 200 million pounds of butter.

That fact stands behind report that government plans huge nationwide sale whereby for every pound of butter you buy at regular prices, you will be able to buy a pound from government stocks for only 10 cents.

There was discussion of selling to foreign governments, taking their currency for it, instead of requiring dollars.

However, it was learned this would upset economy of butter producing nations, by taking their customers.

Government also owns over 100 million pounds of dried milk, plus huge daily mounting supplies of other farm products.

And neither Brannan or Henry Wallace have anything to do with it.

Instead, Ezra Benson of Utah, who has both publicly and privately abhorred government price supports, directs the program.

Yet, as Agriculture Secretary he directs a program as obnoxious to him as deals with the devil would be to his beliefs as a pillar of the Mormon Church.

Many explanations are made why the government is support-

ing butter prices. Increased margarine use is frequently cited.

Yet government also owns a billion pounds of cottonseed oil, which with dried milk, is principal ingredient of margarine.

Thus Benson, or any Agriculture Secretary is constantly tossed on the horns of a dilemma. If butter sells at expense of margarine sales, more dried milk, more cottonseed oil will pile up.

Thus in Washington belief grows that not the Agriculture Department, but the anti trust division of the Justice Department must solve the farm problem.

In the dairy industry, for example, producers receive smaller share of consumers dollar. Retail stores also get small share of this dollar. But between the farm and store, there's a lot of "water" in dairy products.

But distribution and marketing of dairy products has been concentrated into a very few hands, aided by a monopolistic control of dairy labor.

Thus, many are taking the point of view that the nation's farmers are not plagued by over production, but by monopoly control of the distribution of their production.

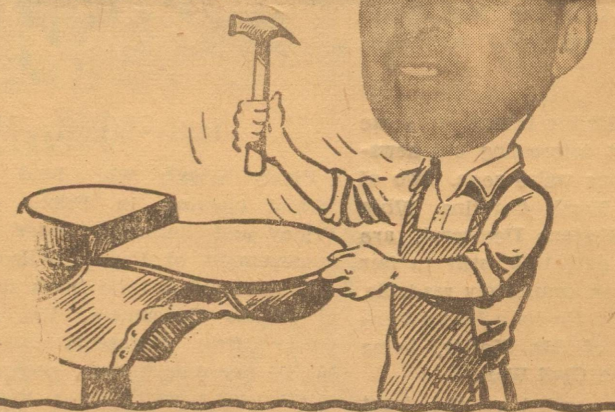
The belief is growing that unless this control of farm products is broken by enforcement of anti trust laws, the American taxpayer will always be assessed to keep the nation's farming community from collapsing. Monopoly business practices, it has long been held, are the most inefficient practices and eventually require government support, and rigged-prices to exist. Thus in the dairy industry, the public pays two ways to support a monopoly, through higher prices, through taxes to support the farmers.

Hob Says . . .

PUT MORE MILEAGE IN YOUR OLD SHOES!

LET OUR EXPERT WORKMANSHIP AND TOP MATERIALS PUT NEW LIFE IN YOUR SHOES

HOB'S SHOE SHOP



Coming Attractions

Thursday - Friday

COME BACK LITTLE SHEBA
Burt LANCASTER Shirley BOOTH
ALSO CARTOON

—CHIEF—

Saturday

HURRICAN SMITH
YVONNE DeCARLO JOHN IRELAND
CARTOON

—CHIEF—

Sunday - Monday

BUD ABBOTT LOU COSTELLO
GO TO MARS
NEWS and CARTOON

—CHIEF—

Tuesday - Wednesday

INDIAN UPRISING
GEO MONTGOMERY AUDREY LONG
CARTOON

CHIEF DRIVE-IN

FRIONA

ADMISSION PRICES

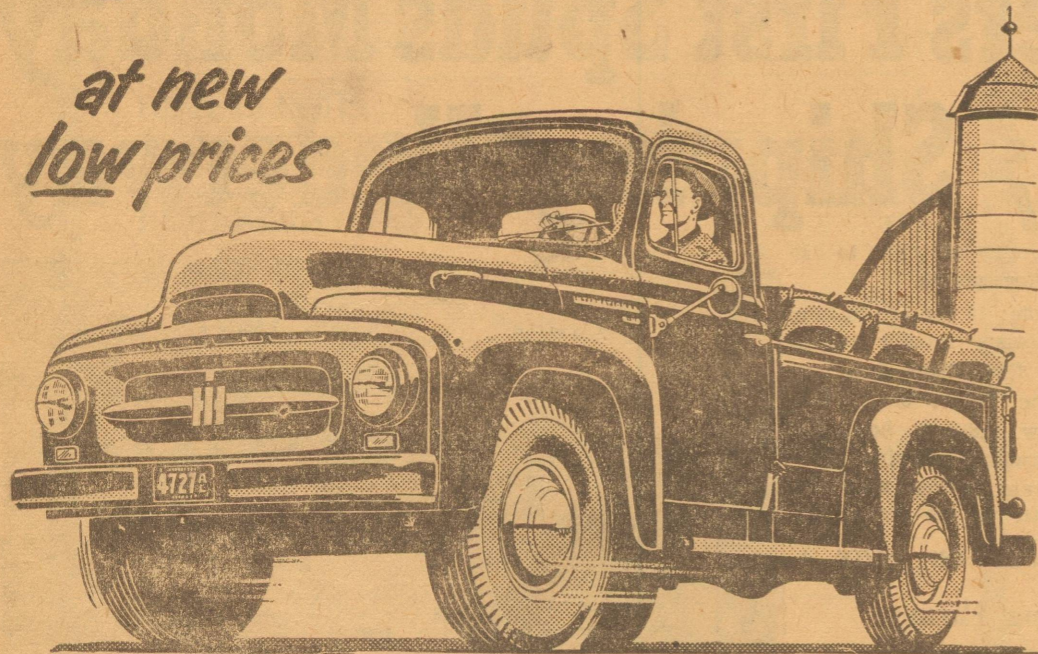
ADULTS 50c - CHILDREN UNDER 12 FREE WITH PARENTS

Cartoons and News Begin at 8:30 P.M.

BARGAIN NITES EVERY TUES. - WEDS.
\$1.00 Per Carload - Pack 'Em In!

9 pickups

at new low prices



Nine pickup models, 1/2, 3/4, and 1-ton sizes, 6 1/2, 8, and 9-foot bodies.

The nine new International pickup models are proved all 3 ways! Proved BEFORE they're built. AFTER they're built. And IN SERVICE.

You get proved power! The great Silver Diamond engine gives you peak performance—at lowest cost.

You get proved stamina! International

als with all-steel bodies are built for years of service.

You get proved comfort! Ride in the famous Comfo-Vision cab and see for yourself.

Get more pickup for your dollar. Convenient terms available. Let us show you the new Internationals!

Parmer County Implement Co.

FRIONA



Star Recipes

THIS TASTE GOOD IN TEXAS
Foods and Nutrition Specialists
Texas Ag Extension Service
A. & M.

Recipe of the Week CHEESE SNACKS*

- 1 1/4 lb. (1 stick) margarine or butter.
- 1 1/4 lb. grated sharp flavored cheese.
- 1 and 1/2 cup sifted flour.
- 1 tablespoon Worcestershire

- sauce.
- 1 1/4 teaspoon cayenne pepper.
 - 1 1/4 teaspoon paprika.
 - 1 teaspoon salt.
 - Pecan halves.

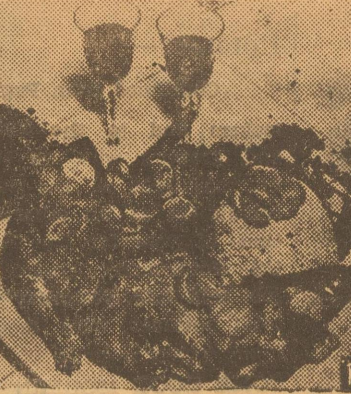
Blend margarine or butter with grated cheese until smooth. Add the Worcestershire sauce. Add the dry ingredients which have been sifted together to the mixture. Mix thoroughly. Make into small balls. Place on ungreased cookie sheet. Press with fork. Brush pecan halves with egg-white—

place on top of Cheese Snacks.
Bake in oven at 325 degrees F. for 25 minutes. Makes about 50 snacks.

LET'S EAT THIS FOR ONE DAY

- Breakfast**
- Halves of Cantaloupe
 - Scrambled Eggs with Minced Ham
 - Hot Biscuits - Butter or Margarine
 - Strawberry Preserves
 - Milk Coffee
- Dinner**
- Broiled Chicken
 - Black Eye Peas Fried Okra
 - Sliced Tomatoes Onion Rings
 - Commmeal Muffins
 - Butter Margarine

Duckling — At It's Best



YOU'LL APPRECIATE the goodness of duckling when you've tasted it with the refreshing flavor of Mandarin Oranges! The different flavor of Canned Mandarin Oranges makes any dish a sensation. So easy, too! You don't need to peel, de-seed, or remove bitter membranes—that's all done for you... they're evenly-shaped little tangerine segments ready to eat, and easy to handle the instant you open the can.

DUCKLING ORIENTAL

- 1 can (11 oz.) Mandarin Oranges
- 1 duckling, 4 lbs.
- 1 tsp. salt
- 1/2 tsp. pepper
- 2 cloves garlic
- 1/2 cup lemon juice

Cut duckling into quarters, sprinkle with salt and pepper, and place skin side up on rack in baking pan. Bake 1 hour in 325° oven. Arrange duckling drained of fat in shallow casserole. Mash garlic and add to orange segments and juices. Pour over duckling, cover and continue baking for 30 minutes or until tender. Serves four.

VISITOR HONORED

Mrs. Ted Rutherford was honored at a birthday party given by her mother, Mrs. Roy Slagle, Thursday afternoon at the Slagle home.

Refreshments of cake and ice cream were served ten guests and the hostess and honoree.

- Sliced Peaches with Cream
- Refrigerator Cookies
- Milk Iced Tea

Supper in the Backyard

- Ham and Cheese Sandwiches
- Banana Bread & Cream Cheese Sandwiches
- Potato Salad
- Fresh Vegetable Relish Tray
- *Cheese Snacks
- Lemon Cake
- Fruit Punch

Timely Tips

1. Continue Dairy Month into July by using dairy products everyday.
2. Cheddar cheese is an excellent source of calcium, the mineral necessary for good seeing at night as well as keeping nasal membranes healthy.
3. Cheddar cheese is a good source of protein and fat.
4. Serve supper in your own back yard for a safe and sane holiday.

FRIONA SUPER \$\$ Bonus Coupons

Redeemable Right Here at Home for Merchandise in Stock At ALLEN'S JEWELRY

- SUPER \$ BONUS COUPONS GIVEN BY
- DILGERS CLEANERS
 - KNOX'S READY
 - DEATON'S SERVICE
 - ALLEN'S JEWELRY

THE WANT ADS ARE AN EXCELLENT BARGAIN SOURCE!

SHAMROCK PRODUCTS ARE HANDLED IN FRIONA

—BY—

Strickland's Shamrock Service

WE GIVE S & H GREEN STAMPS



"Mile After Mile You'll Prefer Shamrock"



A housewife wants a gasoline that's dependable. She wants to be sure the car will start... and keep running smoothly. Hi-Octane SHAMROCK gives you just that... quick starts... dependable service. Try it... you'll prefer SHAMROCK gasoline... A Mighty Good Brand.

Gasolines • Lubricants

HOW DO YOU RATE on the 10 Great Driving Errors?

- Disregard of Signs
- Inattention
- Neglect of Car's Safety Features
- Ignorance of Laws
- Lack of Skill
- Recklessness
- Poor Sportsmanship on the Road
- Speeding
- Failure to Signal Properly
- Impatience

Safety First - Our First Concern

ETHRIDGE - SPRING

Agency



INSURANCE—REAL ESTATE—LOANS

Telephone 2121

FRIONA

Dan Ethridge Frank A. Spring Bill Stewart



...freezing is **FASTER!**

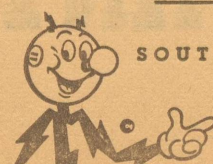


SYMBOL OF QUALITY

50% faster than old-fashioned food preserving methods. That means labor is saved as well as time.

Yes, and frozen foods retain more of their food value, and their flavor and appearance is better, too. What's more, it takes less space to store your foods when you freeze them.

For your home-grown fruits and vegetables, and purchases made in quantity when prices are low, try freezing this year. It's faster—and better.



SOUTHWESTERN

PUBLIC SERVICE

COMPANY

Let's keep this straight

—the way your Buick tracks, we mean!

If its front wheels are not truly aligned, the tires are dragged and scuffed as you steer straight down the road.

Let our Buick-trained wheel-alignment expert check your car on our precision machine — to give you easier steering, full protection against this tire scuffing and wear:

COMPLETE FRONT-WHEEL ALIGNMENT

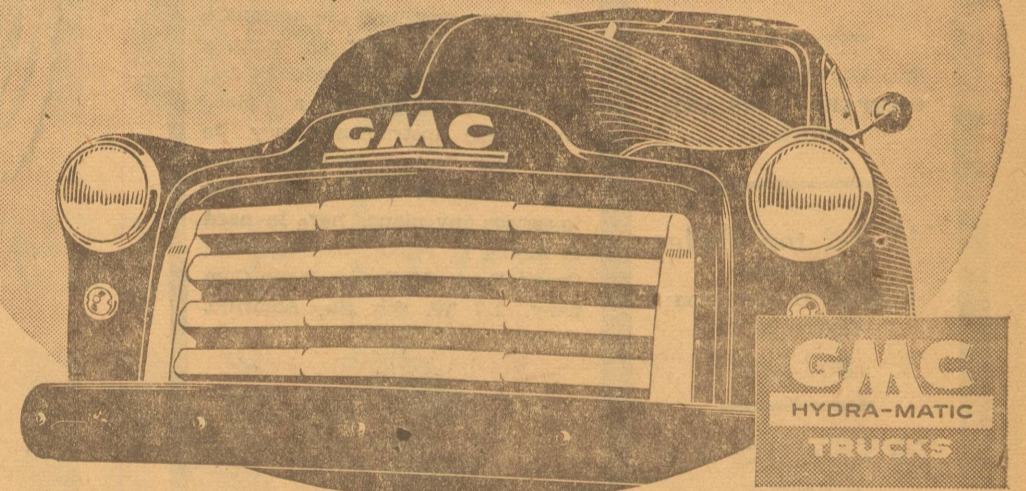


Put your Buick in Buick hands

WALLACE BUICK

142 North Miles HEREFORD

Here's the most for your truck dollar — the price tag proves it!



WHEN you look at a light-duty truck price, you've got to know what you get for your money.

In a GMC, it gets you Dual-Range Truck Hydra-Matic.* 3 speeds for stepping smartly through traffic—4 for economical open highway travel. Clutch repairs or replacements are never necessary. Engine and drive line can't be strained. Getaways are quicker at every stop.

In a GMC, it gets you 105 horsepower and 8.0 to 1 compression. Up to 19% more power than comparable sixes offer. Crisper response. Mileage noticeably better. And you get all this on non-premium fuel.

In a GMC, you get: new, self-energizing brakes—Synchro-Mesh transmission—recirculating ball-bearing steering—a 45-amp. generator—double-acting shock absorbers—a big, "Six-Footer" cab.

Remember, a GMC price-tag gets you all these things. That's what makes a GMC the biggest bargain you've ever driven! Come in and see for yourself!

*Standard equipment on Package Delivery models; optional at moderate extra cost on all others.

Get a real truck! A General Motors Value

Herring Implement Co.

FRIONA

You'll do better on a used truck with your GMC dealer

Star Want Ads Are Your Guide to Safe, Sure Buys at Lowest Prices

Classified Ads

STATEMENT OF POLICY

Cards of Thanks will be published in the Star for the flat fee of \$1.00. Special tributes, obituaries or poetry will be charged at the same rate as the classified ads, 2c per word.

STATED MEETING



First (For a satisfied customer see
Tuesday A. W. Anthony Sr. or Jr.) 22-24p
Night
Each Month
FRIONA LODGE 1332

BUSINESS SERV.

GIB'S CLEANERS now has FREE
Moth-Proofing. Recently Installed.
INSURED Cleaning Process.
Phone 2861 42-tfc

LOST: Fountain pen by lady half
full of blue ink. She was all-out
of know-how, though, for using
the Star want-ads to attract at-
tention to her loss.

PICTURE FRAMING
EXPERT CAR GLASS INSTAL-
LATION. Table Tops and Win-
dow glass. HERFORD GLASS
COMPANY, 1302 Park Ave.,
Phone 1425, Hereford. 21-tfc

M & J
IRRIGATION WELL
SERVICE
Drilling, Pulling and Setting
Pumps

HEREFORD
Phones 1260 and 1701 41-4p

SEIGLER
Mtr. Co.
HEREFORD

218 W. 3RD STREET
PHONE 630

WE INVITE YOU TO
COMPARE CARS AND
PRICES!

'49 1-2 ton Dodge
A-1 Shape
3 Speed Transmission
Choice of 2
\$615.00

'50 Chv. 1-2 Ton
A-1 Shape
\$1035.00

'47 Dodge 1 Ton
4 Speed
\$305.00

TRUCKS
PICKUPS

CHRYSLER
INDUSTRIAL
MOTORS

Open
Tues. & Fri.
Evenings til
8 p. m.

CAR LOT LOCATED
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AFTER 5 P. M. CALL
FOR SALESMAN

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Windmills, Pumps, Pressure
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(For a satisfied customer see

A. W. Anthony Sr. or Jr.) 22-24p

WATER WELL DRILLING
And Repairing

CASEY ADAMS 22-4p

AUTOMOTIVE

Chrysler Industrial
Motors
SALES and SERVICE

McCullough Motor Co.
411 H. 1st Phone 17
HEREFORD, TEXAS

Don't forget ★ want ads.

FOR RENT

APARTMENTS for rent. Furnish-
ed. Walter Loveless. Ph. 2432 1tp

SELL OR TRADE

RARE white parakeets, just right
for training. Only \$7 for the next
10 days. Raymond Euler. 49tfc

PIANOS

Responsible parties in this area
an name the terms on a number
of spinet and upright pianos that
we will offer for sale here soon.
Present amounts against them
must be retired or transferred.
Most of these pianos cannot be
told from new and are uncondi-
tionally warranted. If you want a
piano worth the money don't fail
to write us for the time and place
that these instruments may be
seen. Our factory trained tuner-
technician will be on hand also
to service any pianos here in need
of tuning or repair. Call or write,
Credit Dept., McBrayer Piano Com
pany, 217 W. 6th St., Amarillo,
Texas. 49-2c

FOR SALE

at the
FRIONA STAR
Enlarged Pictures
of recent
Local Events and Places

WE BUY

SCRAP IRON

COMPLETE STOCK New and
Used cars and truck parts. Here-
ford Wrecking Company, phone
320. 700 E. 1st. Hereford 21-tfc

REAL ESTATE

SOME GOOD BUYS

3 Vacant Lots, near edge of city.
1 small shop building goes with
lots.
3 Vacant lots in business section
of city. Small dwelling goes with
lots.
3 Vacant lots near edge of city.
One 4-room dwelling on one of the
lots.

These lots are reasonably priced
and worthy of your consideration
if interested.

"UNCLE" JOHN WHITE

Potatoes—

(Continued from Page 1)

lookers and to the businessmen
and growers who see this work
in the light of the cash crop
coming in at an otherwise slow
time of year for the farmer.

US Government graders on the
job said late yesterday that the
local potatoes were most excep-

SOME GOOD MODERN HOUSES
for Sale. Why pay rent? Some of
these places might qualify for GI
Loans. See these homes without
any obligation. M. A. CRUM
50-1p

tional for this year, most grading
Number 1 and being of nice size
and high quality. And after they
are washed in the harmless wax
coating and USP certified food
color, they are indeed appealing
on any shelf.

Temporary halting of operations
at the shed were necessitated
Tuesday when a concrete flume
collapsed, but workmen immedi-
ately rebuilt the trough, and the
management expects no further
delays, working around the clock
when necessary, until the harvest
is completed.

For Sale: Registered Black Poland
China bred gilts. 2 miles south on
pavement. M. C. Watson. 50-1p

FIR 2 X 4's \$7.00

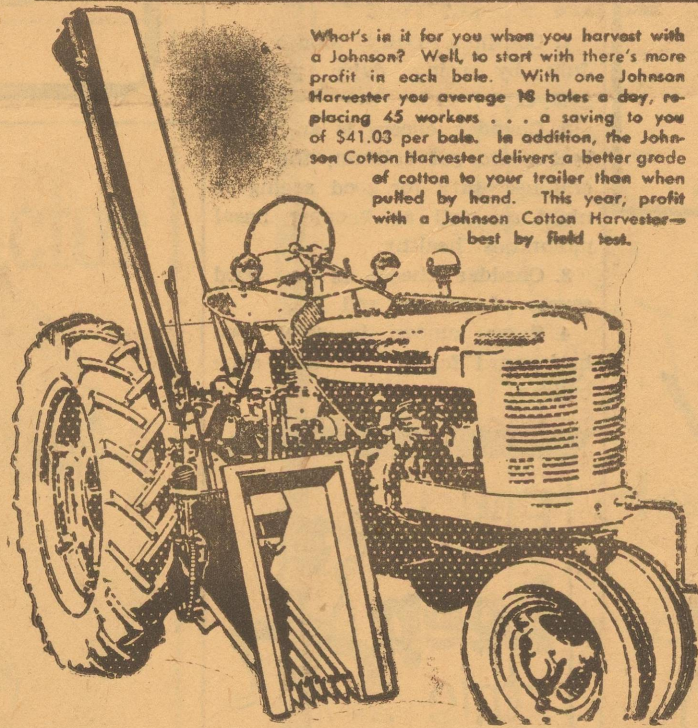
ROCKWELL BROS. & CO,
LUMBERMEN

O. F. Lange, Mgr.

Friona

Announcing a New, Improved JOHNSON Cotton Harvester

JOHNSON
COTTON HARVESTER
SAVES YOU \$41.03 PER BALE



What's in it for you when you harvest with
a Johnson? Well, to start with there's more
profit in each bale. With one Johnson
Harvester you average 18 bales a day, re-
placing 45 workmen... a saving to you
of \$41.03 per bale. In addition, the John-
son Cotton Harvester delivers a better grade
of cotton to your trailer than when
pulled by hand. This year, profit
with a Johnson Cotton Harvester—
best by field test.

FEATURING:

- Better Visibility
- Larger Stronger Fingers
- Large Safety Clutch on Main Drive

With the excessive acreage planted here
this year, we believe we can render a real
service by showing you the economy and
quality of this harvester, for it will defini-
tely Save for you.

I sincerely invite all of you to come by
and see the tractor-mounted unit at our
place of business—I think you'll agree
that it is Something Better in the way of
Cotton harvesters.

Carl C. Maurer

STRIPS YOUR COTTON FASTER AND STRIPS IT CLEAN!

The Johnson provides instant adjustment of the height and Angle of the stripping fingers, enabling it to strip tall or short cotton with equal ease and efficiency.

YES - It's Unbelievable

It Replaces 45 Men!

Check All The MANY Advantages and Special Features With Us NOW

Get Your Order in Early!

MAURER MACHINERY COMPANY

FRIONA

SOCIAL HELD BY MYF

Members of the Methodist Youth Fellowship met at the Methodist church annex Friday evening for a party.

The occasion was the termination of the Sunday School contests which had been going on for several weeks, with the losing team serving the refreshments.

Ice cream and cake was served to about twenty members and their sponsor, Mrs. Opal Jones, and Rev. U. S. Sherrill.

Mr. and Mrs. Bill McChothlin and Mrs. Stanley were Amarillo visitors Tuesday.

Mr. and Mrs. Red Crow and family are on a vacation trip this week.

Mr. and Mrs. Raymond Starnes and family of Tullia spent Sunday visiting with her sister and family, Mr. and Mrs. Tomie Edens.

Ed New spent the week-end in Lubbock visiting his daughter, Mrs.

Jack Stanley.

SWIMMING PARTY

Mrs. Ray White and Mrs. Marie Sanders took the Cub Scouts of their den to Hereford Thursday afternoon for a swimming party.

After the boys had been swimming they went to the park where they played baseball and were served hot dogs by their Den Mothers.

Mr. and Mrs. Scott Weir are in Denver this week visiting their daughter and family, Mr. and Mrs. H. L. Jefferies.

Mrs. Carrie Bridges, Mrs. Margie Brown and son and Jack Hobbs of Sweetwater spent the week-end with Mr. and Mrs. W. A. Tinney. W. A. Jr. went home with them for a short visit.

John Lynn of Shawnee, Okla., is in Friona this week attending to business.

Lewis—

CONTINUED FROM PAGE 1

Red Crow.

Mrs. Lewis moved here in 1930 from Celeste, Texas, and her business has grown steadily since she entered the retail field, with the new, modern store a fitting climax to the long years of work.

FORMER RESIDENTS VISIT

Janet Hanson and Martha Hanson Bauer, daughters of Mr. and Mrs. D. W. Hanson, of Los Angeles, Calif., spent several days here visiting friends.

The Hanson family were former Friona residents, moving to California several years ago.

The girls stayed in the O. F. Lange home while here.

WANTED

What are your plans for the future? A good Rawleigh Business is hard to beat. Opening in Farmer County. Write at once to: Memphis, Tenn. 48-5p

WANTED: Man to wash dishes and two waitresses.

YOUR OPPORTUNITY TO OWN A PROFITABLE BUSINESS

You can become one of the 2700 dealers now owning Western Auto associate stores.

Successful dealers of auto supplies, bicycles, radios, sporting goods, electrical appliances, etc. No experience required.

We train you. Minimum cash investment of \$2,000. See, phone, or write us for free booklet.

WESTERN AUTO SUPPLY CO.

Wholesale Division
801 East Zimmerman
Wichita, Kansas
Phone 5-8862

:: SPECIALS ::

Longhorn Pure Lard 8 lb pail \$1.25

SUREFINE, Frozen ORANGE JUICE 7 for \$1 MADRONE, Frozen STRAWBERRIES 10 1-2 oz can 25c

Frozen CUT GREEN BEANS 2 pkgs 45c HUNT'S CATSUP 6 for \$1

Shurfine Flour 25 lb 1.69

Chuck Roast 1b 37c

Fresh Ground Hamburger 1b 35c

Drip or Regular FOLGER'S COFFEE 1b 89c Tall Cans Milk PET or CARNATION 2 for 29c

PURE CANE SUGAR 10 lbs 95c Regular Size FAB, TIDE or VEL 29c

SUREFINE PORK & BEANS 9 for \$1 ALL WRIGLEY FLAVORS CHEWING GUM 3 for 10c

We Give S&H Green Stamps

CORNER GROCERY & MARKET
DIAL 2 and THREE 111



ATTENTION Irrigation Farmers

For your convenience, 3 or more of the Farmer County Water Committee Men will be at the Farm Bureau Office in Friona each 2nd and 4th Monday night from 8:00 to 10:00.

All permits will be issued at meetings.

Be sure to know exact location of your well site and it's measured relation to wells or hi-points on adjoining quarter-sections.

FIRST MEETING — JULY 27th

PARMER COUNTY UNDERGROUND WATER CONSERVATION COMMITTEE

BRUCE PARR — TOM CALDWELL — C. V. POTTS
D. B. IVY — RAYMOND EULER

The Friona CHAMBER OF COMMERCE AND AGRICULTURE

Points with Pride to a Progressive Friona

WELCOMING

New Businesses, Growing Older Businesses

All Working Together to make Trading in Friona Profitable to YOU,
Friends of the Entire Area

Congratulations to the Four Firms Opening Here This Week

Herman Neff Co., Potatoes

Bi-Wize Drug

Piggly Wiggly

Lewis Variety

CHRYSLER INDUSTRIAL IRRIGATION ENGINES

Sales & Service

SEIGLER MOTOR CO.

218 W. 3rd St.

Phone 630

Friona Headquarters

for

PGC FEEDS

FRIONA

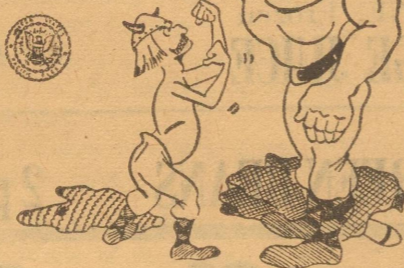
WHEAT GROWERS

Incorporated

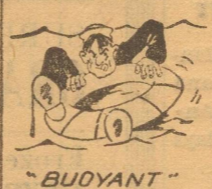
Little Known Facts

about your navy

THE TERM "BERSERK" IS DERIVED FROM VIKING SEAMEN WHO, TO SHOW COURAGE, REMOVED THEIR ARMOR & FOUGHT "BARESHIRT." THE NORSE WORD FOR BARE SHIRT.



"BUOYS" NAVIGATIONAL AND LIFESAVING AIDS GOT THEIR NAME BY DROPPING THE LAST THREE LETTERS OF THE WORD



"BUOYANT"



"YANKERS" IS THE NICKNAME GIVEN TO AMERICAN TRADING CAPTAINS BY DUTCH MERCHANTS WHO CALLED THEM "YANKERS" WHICH MEANT "WRANGLERS"

CA WILLIAMS

MOVING TO ALASKA
Mrs. John Chandler and children are visiting her parents, Mr. and Mrs. Bill Stewart, until her husband finds a house available in Anchorage, Alaska where he is now stationed.

Major Chandler and Opal Jones drove through by car recently to Alaska and reported the rain-washed and rocky highway very hard on the automobile. Opal Jones is visiting his son, Tommy who is stationed in Anchorage.

STAR ADS WORK FOR YOU

For Athletes Foot.

Use T-4-L for 3 to 5 days. It actually peels off the outer skin, exposes buried fungi and KILLS ON CONTACT. If not pleased with instant-drying T-4-L, your 40c back at any drug store. Today at

CITY DRUG

Number, Please



Talking with folks at home is Bruce McLeod of Phoenix, Ariz., while hospitalized with polio. Phone company, which installed portable pay station gratis, refunds the dime. This morale booster is one of many personal services arranged for by Maricopa County (Ariz.) Chapter of the March of Dimes.

Don't forget ★ want ads.

IT'S YOUR MONEY
Help Keep It Good

The buying power of the dollars which all of us earn depend, in large measure, upon the way in which we manage our money.

When we spend needlessly and purchase unnecessary goods, living costs are bound to rise. And higher living costs mean dollars with lower buying power—dollars which are worthless. **SAVE STEADILY. BUY WISELY.**

Member Federal Deposit Insurance Corporation



FRIONA STATE BANK

Let Blanton's
Convert Your Tractor
to
LIQUID PETROLEUM GASES
for
Economy Performance

Qualified Men to Do the Job
Speedily—Efficiently
At Reasonable Cost

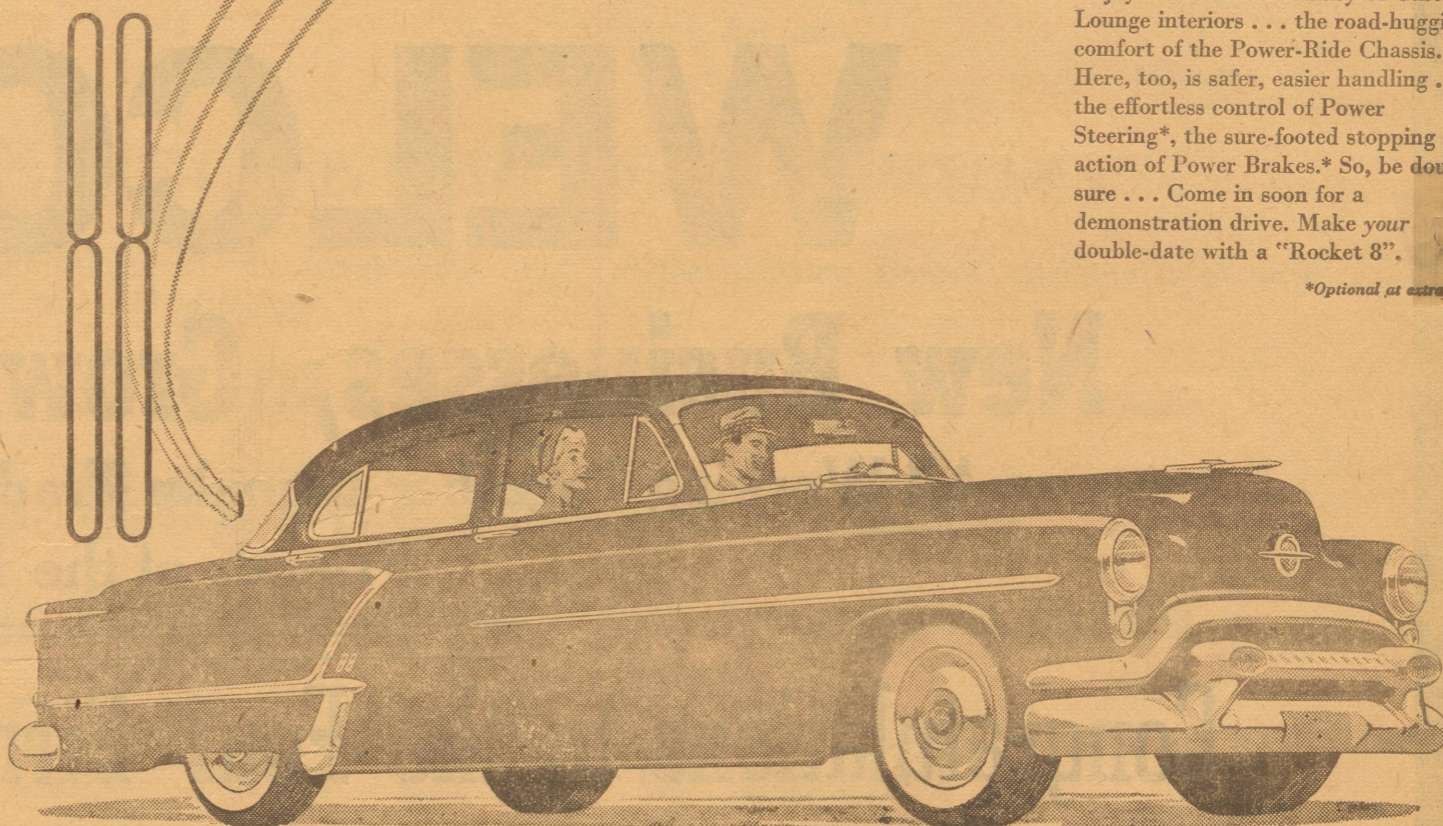
We Specialize in "Service"
... that Something Extra that
Pays Off for YOU

BLANTON BUTANE INC.



Two Heads
are Better than One!

... PARTICULARLY IN SUCH AN IMPORTANT PURCHASE AS A NEW CAR



Car illustrated above: Super "88" 4-Door-Sedan. A General Motors Value.

"ROCKET" ENGINE **OLDSMOBILE**
SEE YOUR NEAREST OLDSMOBILE DEALER

PARMER COUNTY IMPLEMENT CO. Friona

YOUR OLDSMOBILE DEALER ALSO FEATURES TOP VALUES IN SAFETY-TESTED USED CARS

MAKE A DOUBLE-DATE WITH A "ROCKET 8"!

We're so sure of Oldsmobile's appeal to men and women alike that we're suggesting you try it together! Come in . . . see for yourselves how the dashing Super "88" or the Classic Ninety-Eight has everything you both want in your next car. Take a long look at the long, glamorous, graceful sweep of Power Styling. Then get inside . . . unleash the mighty "Rocket" Engine. You'll glide away quickly and smoothly as "Rocket" power teams with Hydra-Matic Super Drive*.

Enjoy the foam-soft luxury of Custom-Lounge interiors . . . the road-hugging comfort of the Power-Ride Chassis. Here, too, is safer, easier handling . . . the effortless control of Power Steering*, the sure-footed stopping action of Power Brakes.* So, be doubly sure . . . Come in soon for a demonstration drive. Make your double-date with a "Rocket 8".

*Optional at extra cost.

Courthouse Records

INSTRUMENTS FILED WEEK ENDING JUNE 27, 1953

Thomas Kelly
 Row Ease. G. W. Williams, et ux to State of Texas Parts of NE1-4 Sect. 12 and Sect. 11-Rhea "A"

D.T. Reagan Looney, et ux to Fed. Land Bank W1-2 Sect. 6, T-11-S, R-3-E

D.T. Alva N. Seaton to Amicable Life Ins. Co. SE1-4 Sur. 88 & SE1-4 Sur 97 BLK "H"

D.T. Arthur O. Gast, et ux to Fred E. Young Lots 4, 5, 6 Blk 46, Farwell

Business Professional DIRECTORY

A. O. THOMPSON
 ABSTRACT COMPANY
 COMPLETE TRACT INDEX OF ALL LANDS AND TOWN LOTS IN DEAF SMITH COUNTY
 WRITE US FOR INFORMATION.

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 The Friona Star

W. H. FLIPPIN Jr.
 GENERAL AUCTIONEER
 PHONE 2672
 FRIONA, TEXAS
 FARM AND LIVESTOCK SALES
 A Specialty
 Qualified Service - Reasonable Rates

DIAL 4242
 FOR FREEDOM FROM DRUDGERY
 BLUE JEANS A SPECIALTY
CITY STEAM LAUNDRY
 Helpy- Selyf Service
 FRIONA

DR. MILTON C. ADAMS
 OPTOMETRIST
 140 West Third Herford, Texas
 Phone 37 Office Hours: 8:30-5:00

FARMER'S PRODUCE
 Home of
 GOOCH'S BEST FEEDS
 Irena Hog Supplement - Cottonseed Meal
 We Sure Like to Buy Your
CREAM - POULTRY - EGGS

CHRYSLER INDUSTRIAL MOTORS
 Morrison Motor Company
 Phone 4130 Muleshoe

F. L. SPRING
 OLD-FASHIONED COUNTRY STORE
 Come and See Us

GILLILAND FUNERAL HOME
 131 E. 2nd St., Herford
 PHONE 951
 Funeral Directors - Ambulance Service
 WEST TEXAS BURIAL INSURANCE

Trans. R. M. Petty to Carl R. Gray, Jr. (as above)

D.T. Lee R. Campbell, et ux to Fred E. Young Lot 9, Blk 52, Friona

W.D. Part. J. C. Wilkison, et ux to Lee A. Campbell (as above)

Rel. First Fed. Sav. & Loan Assn. to C. T. Stowers Lots 9 & 10, Blk 52, Friona

Re. Amicable Life Ins. Co. to V. M. Ferguson

Trans Wesley Resnik to Hereford State Bank N1-2 Sect 35, T-3-S, R-3-E

M.L. Horace K. Kendrick, et ux to H. D. Ellison Tract 8 West Loop Drive Add. Friona

Rel. J. B. McFarland to Paul L. Spring Lots 1, 2, 11 & 12, Blk 5, Friona

M.L. W. E. Smith, et ux to Frank Smith Lot 9, Blk 39, Friona

M.L. Elmer R. Wilson et ux to Weldon Dickson Lot 6, Blk 17, Friona

D.T. W. F. Buske, et al to L. A. Wilcox, Tr. S.320 A. of Sect. 30, Harding

Home Design. W. F. Buske, et ux to Public (as above)

Home Design. W. D. Buske, et ux to Public (as above)

Rel. Fed. Land Bank to R. R. Shanks

Trans. Assign. Red. Farm Mort. Corp. to Fed. Land Bank

Rel. Glen C. Stevick to John D. Terry N1-2 lot 9 & all of Lot 10, Blk 25, Friona

INSTRUMENTS FILED WEEK ENDING JULY 3, 1953

W.D. Bert Chitwood, et ux to Mary Boggess 30 A. out of SE corner, Sect. 5, T-4-S

Rel. Fed. Land Bank to J. E. Lust

D.T. G. B. Buske, et al to Horace Hawkins, Tr. 20 A. out of SE part of Sect. 6, T-4-S, R-4-E

Trans. Higginbotham-Bartlett Co. to John Hancock Mutual Life N 213 A of E1-2 Sect. 8, Thomas Kelley

Rel. Brown & Root, Inc to J. G. McFarland Lot 9, Blk 52, Friona

W.D. Eldon Camp, et ux to R. L. Truax N1-2 Sect. 25 & N1-2 Sect. 30 T-3-S T-4-S, R-4-E

D.T. Clyde I. Magness to Edward Maher Lots 5, 6, 11, 12, 13, 14, 15, 16, & W1-2 Lots 7 and 10, Sect. 10, T-16-S, R-1-E

Home Design. Clyde I. Magness, et ux to Puolje Lot 29, 30 & 31 Blk 15, Farwell

D.D. J. W. Magness, et ux to Clyde Magness W1-2 Lots 7 and 10 and all Lots 5, 7, 11, 12, 13, 14, 15, 16 Sect. 10 T-16-S, R-1-E

M.L. John D. Terry, et ux to H. D. Ellison N1-2 lot 9 and all lot 10, Blk 25, Friona

Rel. Plainview Prod. Credit Assn to Lee Sudderth NE1-4 Sect 5, T-10-S, R-2-E

Abst. of Judg. Kemp Lumber Co. to Felix Monroe

D.T. Frank Hinkson et ux to Edward N. Maher, Tr. Sect. 24, D & K

W.D. Mrs. C. F. Stevens to J. D. Stevens S1-2 of SE1-4 Sect. 8 Rhea C

W.D. Frank D. Smith et ux to J. D. Stevens Lots 14 & 15 Blk 15 Bovina

M.L. Dillie M. Kelley et ux to H. H. Weis Lots 7 & 8 Blk 52, Friona

Trans. J. G. McFarland to Conn. Mutual Life Ins. Co. NW 1-4 Sect. 18, T-4-S, R-4-E

Home Design. J. F. Miller, et ux to Amicable Life Ins. W 1-2 Sect 19, T-1-N, R-4-E

Assign. J. W. Hornbrook to Amicable Life Ins.

Home Design. Alva M. Seaton, et ux to Amicable Life Ins.

SE1-4 Sect. 97, Blk H & SW1-4 of SW1-4 Sect. 88, Blk H, Kelly Aff. (as above)

QCD John L. Seaton, et ux to Alva Seaton SE1-4 Sur. 97, Blk H, Kelly

Rel. Earl Ladd to A. M. Seaton, et al

QCD Fed. Farm Mort Corp. to J. F. Miller

W.D. Harry Sheets, et ux to Ernest A. Black Lots 15 & 16, Blk 13, Farwell

W.D. J. D. Stevens, et ux to Frank D. Smith SE1-4 Sect.

8, Rhea C

Rel. Glen D. Phillips to Harry Sheets

Trans & Assign H. D. Ellison to First Fed. Saving & Loan

S1-2 Lot 5 & all Lot 6, Blk 25 Friona

D.T. Dalton Caffey, et ux to Sam Aldridge, Tr. (as above)

Don't forget * want ads.

You'll get a good deal from
HIGHWAY GARAGE
 EARL GILMER
 On Hiway 60 in Eastern Friona
 Automotive and Farm Machinery Repairs

Dimmitt Ditching Service
 New Equipment - Sensible Prices
 Experienced-Reliable
 Call on us for
 Pipelines - Water - Sewer
 Foundations And
 Septic Tank Holes
 -NO JOB TOO LARGE OR TOO SMALL-
 G. R. OWEN - PHONE 363J3

CORNER GROCERY PRESENTS Cherry Sundae



We Give S&H Green Stamps

CORNER GROCERY & MARKET
 DIAL 2 and THREE 111

Local Church Notes

RHEA COMMUNITY Baptist Church
 Rev. C. M. Fields, Pastor
 Sunday School 10:00 a. m.
 Preaching 11:00 a. m.
 Training Union 7:30 p. m.
 Evening service 8:30 p. m.
 W. M. U. Tues. 3:00 p. m.
 Sunbeams Tues. 3:00 p. m.
 Prayer Meeting Wed. 8:30 p. m.

Congregational Church
 Rev. Lewis J. Knight, Minister
 Sunday School 10:00 a. m.
 Morning Worship Hour 11 a. m.
 Pilgrim Fellowship 5:00 p. m.
 Woman's Fellowship, first and third Wednesdays of each month.
 Church Family Night The first Sunday of each month.

United Pentecostal Church
 Rev. R. W. Willburn, Pastor
 Sunday School 10:00 a. m.
 Morning service 11:00 a. m.
 Evening service 7:30
 Bible study Wed. 7:30 p. m.
 Young People Fri. 7:30 p. m.

Methodist Church
 U. S. Sherrill, Minister
 Sunday School 10 a. m.
 Morning Worship 11 a. m.
 MYF 7 p. m.
 Junior Fellowship 7 p. m.
 Evening Worship 8 p. m.
 WSCS meets 2nd and 4th Tuesday 2:30 p. m.
 WSG meets 1st and 3rd Mondays 7:30 p. m.
 Prayer Meeting, Weds., 7:30 p. m.
 Choir Practice Wednesday 8 p. m.

Church of Christ
 Morning service 10:30 a. m.
 Evening service 8:30 p. m.

THIS SERIES OF MESSAGES IS MADE POSSIBLE BY THE FOLLOWING MERCHANTS.

LEWIS VARIETY STORE
 FRIONA STATE BANK
 FRIONA STAR
 WELCH-BLACKBURN HARDWARE
 ROCKWELL BROS. & CO. Lumbermen
 BLACK GRAIN COMPANY
 FRIONA CONSUMERS COMPANY
 THORNTON'S Poultry & Egg - Locker & Cold Storage
 FRIONA WHEAT GROWERS, INC.
 FRIONA LUMBER COMPANY
 WHITE'S CASH GROCERY
 PHILLIPS 66 SERVICE
 KNOX'S READY-TO-WEAR
 REEVE CHEBOLET COMPANY
 BLANTON BUTANE, INC.
 MAURER MACHINERY COMPANY
 CITY STEAM LAUNDRY
 REGAL THEATRE
 FOSTER DRY GOODS
 PLAINS HARDWARE & FURNITURE
 CITY DRUG STORE

Experienced people—people who KNOW say the Classifieds are tops.
 Don't forget * want ads.



REGAL THEATRE

FRIDAY-SATURDAY

RED RIVER

JOHN WAYNE MONTGOMERY CLIFT

SUNDAY - MONDAY

TREASURE of the GOLDEN CONDOR

CORNEL WILDE CONSTANCE SMITH

NEWS

WEDNESDAY - THURSDAY

TAXI

DAN DAILEY CONSTANCE SMITH

MATINEE 2:00 p. m.

NITE SHOW 8:00 p. m.

HOSPITAL NOTES

ADMITTED

Mrs. C. B. Harvey, OB, Friona.
Mrs. Lavohn Hughes, med., Friona.

Mrs. Ed White, med., Friona.
Mr. A. J. Walker, med., Hereford.

Mr. R. H. Allen, med., Friona.
Mrs. Bill Case, OB, Friona.
Mrs. D. B. Rule, OB, Farwell.
Mr. A. W. Anthony, Jr., med., Friona.

DISMISSED

Darrell Pickett, Mrs. Juanita Webb, Mrs. Doyle Elliott and baby boy, Mrs. Lavohn Hughes, Mrs. Ed White, Mr. A. W. Anthony, Jr., Mr. Geo. Bolton.

Billy Sanders arrived home on furlough Monday night from Columbus, Georgia, where he is stationed.

Chilly Sanders, stationed at El Paso, is expected to arrive here later this week; his wife, Fern, came a few days ago with Mrs. Mahane of El Paso, both former residents here.

Funeral Held For Nancy Miller

Funeral services for Nancy Marie Miller, 11-year old daughter of Mr. and Mrs. Claude Miller of Friona, were held Tuesday morning at the Friona Baptist Church.

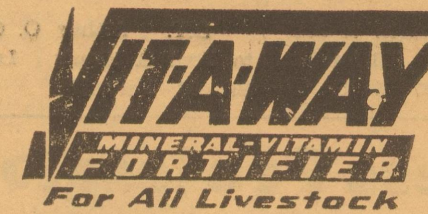
Nancy Marie died Sunday in the hospital here. She was born February 26, 1942, and had lived all her life at Friona.

Services were conducted by Rev. C. M. Fields, local Baptist pastor, with burial in the Friona cemetery.

Pallbearers were Curtis Murphree, Dillie Kelley, Leonard Coffey, Bill Buchanan, A. L. Black, Clyde Sherrieb and Roy V. Miller. Survivors include one brother, John C., her parents, all grandparents, Mr. and Mrs. Ira Miller of Friona and Mr. and Mrs. David More of Dexter, New Mexico, one great grandmother, Mrs. J. T. Watkins of Dallas, and a large number of more distant relatives.



You Can't Go Wrong With These Products



SANTA FE Grain Company

New City Water Well Operating

The city should be benefitting today from the new well just completed. The 6-inch well, drilled to 322 ft., has been under construction for about three weeks. Total cost was \$8,150, reports City Water Superintendent Roy Wilson, and its use should prevent any imminent shortage of water here. It has a capacity of 600 gallons per minute.

Mr. and Mrs. Jimmy Baxter have returned from a weeks vacation trip to Denver.

John Aldridge Appointed To Grievance Panel

John Aldridge of Farwell has been named to the district grievance committee of the State Bar of Texas, reports State Bar President E. L. Looney.

Purpose of the committee, as explained by Looney, is to investigate alleged cases of professional misconduct and establish better understanding between clients and attorneys. Aggrieved clients may make complaints against lawyers and be assured of a fair and impartial hearing, he says. Appropriate disciplinary action will be taken against erring members of the legal profession, the Bar president indicated.

LOCAL YOUNG PEOPLE TO ATTEND BAPTIST ASSEMBLY

Twenty-one Juniors of the Friona Baptist Church left Wednesday morning to attend the Baptist Assembly for boys at Floydada. They were accompanied by Rev. C. M. Fields and Mr. and Mrs. Jay Sanders, who will stay with the group the remainder of the week.

Nine members of the Intermediate group have been at camp several days. Beginning next week the camp will be open to the girls of the church and they will leave here the first of the week.

Fir 2x4's and 2x6's \$7.50 hundred. Friona Lumber Company.

STORK FEATHERS

Mr. and Mrs. Bill Case are the parents of a baby girl born July 12. She weighed 6 lb. 5 oz.

Born July 13 to Mr. and Mrs. D. B. Rule of Farwell a baby girl.

A baby boy was born July 13 to Mr. and Mrs. Gilbert Wenner. He weighed 7 lb. 3 oz.

Mrs. A. H. Boatman spent Sunday visiting in the Luther Boatman home in Bovina.

Mr. and Mrs. Russell Massey spent the week-end fishing at Conchos Dam.

SPECIALS

Nylon Piece Goods

WAS	SALE
\$1.89	\$1.25
\$1.98	\$1.35
\$2.29	\$1.79

TISSUE CHAMBRAY was .98	sale .65
BOYS' COTTON PLISS SHIRTS 8 to 12	1.00
MEN'S COTTON PLISS SHIRTS	1.79
LADIES' BELTS 100-49	.25
LADIES' HOSE	.66

TOWELS	.44
WASH CLOTHS	.07
DISH CLOTHS	.04
PLASTIC APRONS	.21
RUBBER GLOVES	.44
WASTE BASKETS	.44
CHILDREN'S PRINT SKIRTS	1.49

WRITING PAPER	.07
ENVELOPES	.07
NAPKINS	.09
ANGEL SKIN FACIAL TISSUES 402 sheets	.20
PACKAGED ENVELOPES and PAPER	.29

FREE Ivy to the Ladies!
Gum to the Children!

LEWIS VARIETY

JULY MARKS OUR

First Anniversary

As your Friendly

Shamrock

Dealer in Friona

Since that date one year ago, we have been pleased to gain many friends and customers, and we have in turn offered the best service we knew.

We Feature A Complete Supply of Oils

Including

SHAMROCK	DX MOTOR OIL	AMALIE
QUAKER STATE	CO-OP	TEXACO
CONOCO	GULFPRIDE	MOBIL OIL
PHILLIPS 66	PENNZOIL	HAVOLINE
	MCC MILLIAN	

WE GIVE

S & H

GREEN STAMPS

Strickland Shamrock Service

WEST ON HIGHWAY 60 - FRIONA

THE FRIONA STAR

Section 2
New Businesses
In Friona

VOLUME 28, NUMBER 50

THE FRIONA STAR, THURSDAY, JULY 16, 1953

Price 5 Cents

WELCOME

To the Four New Friona Businesses

HERMAN NEFF COMPANY

PIGGLY WIGGLY

BI-WIZE DRUG

LEWIS VARIETY STORE

We Welcome You as Neighbors and Co-Workers

Providing an Enlarged Merchandising Center in Friona to Serve the Entire Area

All of Us were "New" Businesses at one Time and We are Glad to Welcome You as New Friends

It Pays YOU to Trade in Friona

FRIONA WHEAT GROWERS, INC.
KNOX'S READY-TO-WEAR
ETHRIDGE-SPRING AGENCY
CORNER GROCERY & MARKET
FRED WHITE ELECTRIC
CITY DRUG
COLDIRON CONOCO SERVICE
FRIONA OLIVER
THORNTON'S
BLANTON BUTANE, INC.

MAURER MACHINERY COMPANY
FOSTER'S DRY GOODS
ALLEN'S JEWELRY
HOUSER GROCERY
DILGER'S CLEANERS
PARMER COUNTY IMPLEMENT CO.
O F & O SUPPLY CO.
MARY'S CAFE
FRIONA MOTOR COMPANY

PLAINS HARDWARE COMPANY
F. L. SPRING GROCERY
THE FRIONA STAR
ROCKWELL BROS. & CO., LUMBERMEN
WHITE AUTO STORE
SANTA FE GRAIN COMPANY
FRIONA CONSUMERS, INC.
VILLA CAFE
FRIONA STATE BANK
WELCH BLACKBURN HARDWARE

Treasurer's Report

REPORT of Mabel Reynolds, County Treasurer of FARMER County, Texas, of Receipts and Expenditures from April 1 to June 30, 1953, inclusive:

JURY FUND, 1st Class	
Balance last Report, Filed March 31, 1953	\$10,824.98
To Amount received since last Report	58.40
By Amount paid out since last Report, Ex. "A"	\$ 600.00
Balance	10,283.38
ROAD AND BRIDGE FUND, 2nd Class	
Balance last Report, Filed March 31, 1953	45,271.52
To Amount received since last Report	48,093.61
By Amount paid out since last Report, Ex. "B"	31,978.74
Balance	\$61,688.40
GENERAL COUNTY FUND, 3rd Class	
Balance last Report, Filed March 31, 1953	26,482.78
To Amount received since last Report	6,467.76
By Amount paid out since last Report, Ex. "C"	18,451.26
Balance	\$14,499.22
Permanent Improvement FUND 4th Class	
Balance last Report, Filed March 31, 1953	2,878.14
To Amount received since last Report	58.41
By Amount paid out since last Report, Ex. " "	300.00
Balance	\$2,636.55
Right of Way FUND 5th Class	
Balance last Report, Filed March 31, 1953	7,289.33
To Amount received since last Report	115.73
By Amount paid out since last Report	4,680.01
Balance	\$2,725.05
Lateral Fund 6th Class	
Balance last Report, Filed March 31, 1953	469.70
To Amount received since last Report	0.00
By Amount paid out since last Report, Ex. " "	296.01
Balance	\$173.69
Social Security FUND 7th Class	
Balance last Report, Filed March 31, 1953	1,475.56
To Amount received since last Report	629.78
By Amount paid out since last Report, Ex. " "	629.02
Balance	\$1,280.32

RECAPITULATION

JURY FUND, - BALANCE	10,283.38
ROAD AND BRIDGE FUND BALANCE	61,688.40
GENERAL COUNTY FUND BALANCE	14,499.22
Permanent Improvement FUND BALANCE	2,636.55
Right of Way FUND BALANCE	2,725.05
Lateral Road FUND BALANCE	173.69
Social Security FUND BALANCE	1,280.32
TOTAL	\$93,286.61

LIST OF BONDS AND OTHER SECURITIES ON HAND

US Government Bonds	328,100.00
County Indebtedness	
Right of Way Script	\$11,858.40
Road and Bridge Machinery Warrants	\$11,000.00
TOTAL INDEBTEDNESS	\$22,858.40

Locals

Raymond Euler, Farm Bureau representative, attended the public meeting of the Governors Conference in Amarillo Friday.

Bill Stewart and his daughter, Mrs. John Chandler, attended the Clovis-Borger baseball game in Clovis recently.

Mr. and Mrs. Pete Buske and Mr. and Mrs. H. T. Magness were in Amarillo Friday to attend the public meeting of the Governors Conference.

Mr. and Mrs. Weldon Dickson returned over the week-end from Chicago where they attended the International Lions Convention.

Mrs. Ted Rutherford and twin boys of Clayton, New Mexico are visiting her parents, Mr. and Mrs. Roy Slagle.

Congratulations
to the
New Firms in
FRIONA
ELECTRICAL WIRING

NIPPER

Is Your Guarantee
of Quality, Satisfaction

NIPPER ELECTRIC
HERFORD

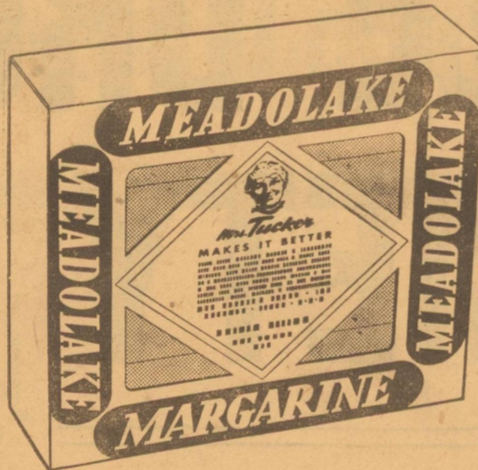
Pillsbury
Best, 25 lbs
FLOUR **1 79**

ICE CREAM
2 Pints - 25c

3 lb
Can
79c



The
CREAMIEST
Speed-Mix SHORTENING
IN THE WORLD!



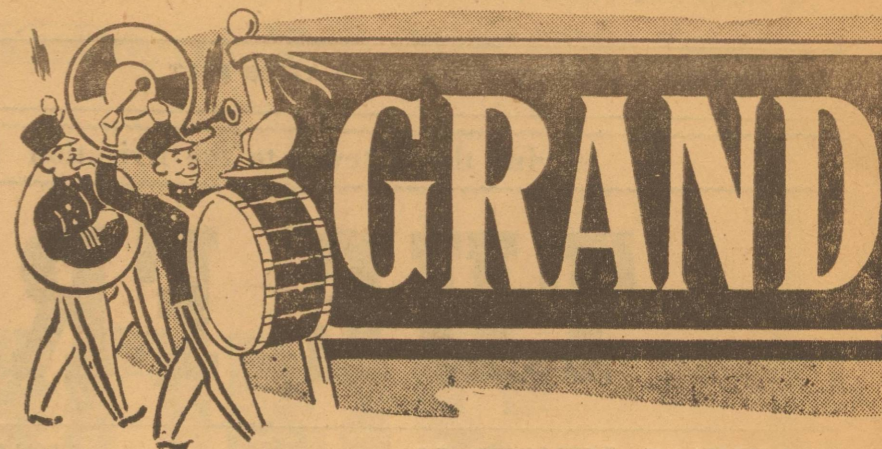
2
1 lb
Ctns.
49c

NESTLE'S COOKIE MIX
For Toll House Cookies

Makes 5 Dozen **39c**



California Kentucky Wonder GREEN BEANS	lb.	19c
Pick O' Morn PASCAL CELERY	stalk	19c
California Long Green Slices CUCUMBERS	lb.	10c
Santa Rosa RED PLUMS	lb.	19c
California Select CANTALOUPE	lb.	8c



FREE! FR

\$1,000 in
50 W



Just Register - You Need
Awarded Saturday

FREE

- 1 MagicCraft Automatic Toaster
- Durolux Automatic Coffeemaker
- 2 Canopy Topped Lawn Chairs

HUNT'S No. 2 1-2 Cans
PEACHES 4 for \$1



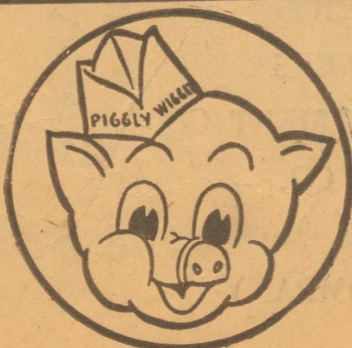
- Giant Size
WHITE KING 49c
- White King Giant Size
WATER SOFTENER 49c
- Gerbers
BABY FOOD 3 Cans for 23c

Libby's No. 300 Cans
TOMATO JUICE 3 for 29c

Quart Bottle
HI-LEX BLEACH 16c
HI HO CRACKERS 1 lb. box 33c

AUSTEX BRAND

- STEW 3 for 69c**
- TAMALES 4 for 69c**
- SPAGHETTI with MEAT BALLS 3 for 47c**
- CHILI, Plain 3 for 97c**
- CHILI with BEANS 3 for 79c**



PIGGLY WIGGLY

OPENING

FREE! FREE!

Groceries Winners

Must Not be Present to Win
Friday, July 18, 6 p m

FREE

2 Handy Breeze Electric Fans
Samson Card Table
4 Electric Bean Pots



Maryland Club, 1 lb
COFFEE 79c

MIRACLE WHIP Qt. 49c

Pillsbury Chocolate, White, Golden
CAKE FLOUR 3 for \$1

Carnation

Tall Can .. 10c



STORE POLICY

A CORDIAL INVITATION IS EXTENDED TO EACH OF YOU TO ATTEND THE GRAND OPENING OF PIGGLY WIGGLY IN FRIONA, FRIDAY AND SATURDAY JULY 17TH AND 18TH, AND TAKE ADVANTAGE OF OUR MONEY SAVING PRICES AND SPECIALS AND TO DEPEND ON US EVERY DAY OF THE WEEK AS A COMPLETE FOOD CENTER SELLING AT ECONOMICAL PRICES. WE BEGIN THIS NEW BUSINESS WITH OUR SINCERE PLEDGE OF THE BEST SERVICE WE KNOW HOW TO GIVE,

SINCERELY,

GAYLORD NEWELL
BONNIE WILSON



Camp Fire, No. 300 Cans
PORK & BEANS 3 for 29c

PRIM TISSUE 4 Roll Pack 29c

Supreme
SALAD WAFERS 1 lb. 23c

POST CORN FETTI 10 oz. 23c

KRAFT DINNER 2 for 25c

Regular Size, Prince Brand
DOG FOOD 2 for 25c

PUFFIN BISCUITS 9c

Kraft, 2 lb. Loaf
VELVEETA 89c

Quart Decanter, Maple Flavor
WORTH SYRUP 35c

Belt's Strained, 16 oz. jar
HONEY 29c

Hunts, 14 oz. Bottle
CATSUP 6 for \$1

Jack's, 9 oz. Cello bag
VANILLA WAFERS 15c



Whole of Cut up, Corn Fed
FRYERS each 99c

US Choice and Good
ARM ROAST lb. 49c

US Choice and Good
CHUCK ROAST lb. 39c

Club, Lean and Tender, Choice
STEAK lb. 53c

Short Cut Lean, No Waste
BEEF RIBS lb. 27c

Rhea News

By FLORENCE DEAN

Mr. and Mrs. C. V. Potts and family visited with Mr. and Mrs. Ray Potts and family of Rosedale, New Mex. Sunday.

Miss Phyllis Dean is visiting in Sundown this week.

Mr. and Mrs. Elmo Dean, Gladys and Lindy and Mrs. Bertha Hurst of Friona visited Sunday with Mr. and Mrs. Dutch Sullivan and Jack Tice and Mrs. Joan Dean of Littlefield.

Glenn Evan Reeve, Phyllis Trierder of Friona, Billy Sifford and Florence Dean visited with Mr. and Mrs. Floyd Schlenker Sunday.

C. V. and J. M. McQueen returned to their home in Amarillo Saturday. They had spent the past week with Mr. and Mrs. Herman Sifford and family.

Rev. Puhman of Nebraska who is the new pastor for the Rhea Lutheran Church is expected to arrive around the first of August.

Paul Bleherich and two sons from Fort Wayne, Ind. visited with Mr. and Mrs. Robert Schueler.

Mr. and Mrs. Gene Leach and family are visiting her brother, M. Walker, in Oregon for the next two weeks.

Mr. and Mrs. Guy Brown and girls from Littlefield visited Friday with Mr. and Mrs. C. L. Calaway. Mr. and Mrs. Herman Schueler last week. They were on their way to Colorado.

Mr. and Mrs. Paul Koeltzan and family, Mrs. Selma Wagner, Mr. and Mrs. Manuel Wagner and family went to the home of Mr. and Mrs. Frank Meirs for an ice cream supper Sunday night.

Melvin Sachs, Raymond Schueler and Norbert Schueler all have new irrigation wells.

Mr. and Mrs. Robert Leach visited with their daughter and husband, Mr. and Mrs. Billy Joe Eberting at Borger last week.

LOCAL NEWS

Mr. and Mrs. Wright Williams went to Abernathy Saturday night to attend the wedding of her niece, Billy Ann Watts.

Mrs. O. J. Beene took a group of nine children to Hereford Thursday afternoon to swim in the pool there. Also along were Mrs. Truitt Johnson Mrs. Burl Beene and Anna Jo Southhall.

Mr. and Mrs. Tommy Tucker of Abilene visited with Mr. and Mrs. Bud Crump and family over the week-end. They came after their daughter, Tommy Kay, who had been visiting in the Crump home for the past ten days.

Mr. and Mrs. Ed Boggess and Mrs. Birdie Stowers returned Saturday night from a fishing trip to Colorado.

Mr. and Mrs. D. G. Hand have been to El Paso to visit their daughter and son-in-law, the Ohli Sanders.

S. T. Thorntons spent Sunday in Hereford visiting her sister and family.

Burl Beene returned Saturday night from Colorado where he had been cutting wheat.

Mr. and Mrs. Gilbert Schueler and family, Mr. and Mrs. Franklin Bauer and Dewayne visited with cousins of Franklin Bauer and Wilma Schueler Sunday. They were Lula and Leulla Splser of Amarillo, who had just returned from a trip to Bermuda.

Mr. and Mrs. Pete Hoffman and family were surprised with a birthday party given them by a group of their relatives who visited them at their new home in Hereford Sunday. Those going from this community were Mr. and Mrs. Robert Schueler and family, Mr. and Mrs. Norbert Schueler and daughter, Mr. and Mrs. Raymond Schueler and family, Mr. and Mrs. Gilbert Schueler and family, Mr. and Mrs. Walter Schueler and family, Mr. and Mrs. Herman Schueler and family and Mr. and Mrs. Carl Schlenker and family.

You'll Soon
Become Acquainted
with the

BI-WIZE DRUG

Your REXALL Self Service Drug

In Friona

.. to Your Profit

WE ARE PROUD TO ANNOUNCE THE OPENING OF OUR NEW DRUG STORE AND PHARMACY IN FRIONA—PROVIDING A NEW KIND OF DRUG STORE IN THIS AREA, COMPLETELY MODERN IN EVERY WAY, ARRANGED FOR YOUR SHOPPING PLEASURE.

IT TAKES TIME TO OPEN A NEW BUSINESS, GETTING EVERYTHING ARRANGED, BUT WE WANT YOU TO COME ON IN THIS SATURDAY AND INSPECT OUR FIRM; ALL MAY NOT BE FINISHED, BUT WE'RE DOING OUR BEST. FORMAL OPENING WILL BE MADE WITHIN ONLY A FEW DAYS.

Come in Now!

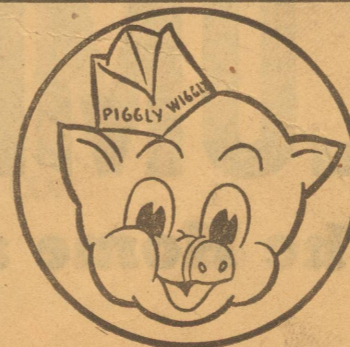
We'll Find It for You!

BI-WIZE DRUG

"Most Modern on the Plains"

Ralph Roden
Operator and Pharmacist

PIGGLY WIGGLY - FRIONA



CONGRATULATIONS

PIGGLY-WIGGLY

LEWIS VARIETY

BI-WIZE DRUG

New Retail Business Locations Serving the Area

We Feel Honored That..

We Had a Part

.. A Very Major Part in the Construction of these Modern and Functionally Beautiful Buildings

SUPPLYING BUILDING MATERIALS INCLUDING

Pittsburgh Plate Glass

Haydite Bloc

Ready-Mix Concrete

Davis Paints

Nairn Asphalt Tile

FRIONA LUMBER COMPANY

"Where the Home and Business Begins"