

THE FRIONA STAR



Friona Farmer County Texas

SUBSCRIPTION RATES

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

Farmer and Adjoining Counties
One Year \$2.00
Where:
One Year \$2.50

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Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of The Friona Star will be gladly corrected when brought to the attention of the publisher.



W.S.C.S. Has Elaborate Program As Officer Functions Likened to Car

One of the highlights of the year for the Women's Society of Christian Service of the Friona Methodist Church was the 1 o'clock luncheon held last Tuesday in the home of Mrs. A. W. Anthony Sr.

Following the luncheon, the officers for the year 1954-55 were installed by Mrs. Forrest Osborn in an unusual and impressive ceremony. Mrs. Osborn compared the W.S.C.S. to a high powered car - the wheels that keep us rolling represented by the Secretary of Literature and Publications, Mrs. Anna Anthony, whose job it is to bring missionary information to the women of the church. The chassis which holds up the car was likened to the Secretary of Status of Women, Evelyn Anthony, whose duty is to watch for leadership and seeks to win the interest of all the women in the church. The motor represented by the vice president, Gwen Graves, is responsible with her committee for the programs of the society. An essential part, the gas tank, was likened to the treasurer, Addie Moyer, who disburses the dollars and cents that enables the group to move onward toward its goal. The radiator or Supply Secretary, Valoris Osborn, provides many types of

supplies to both home and foreign mission fields.

Another important part is the transmission, better known as the Secretary of Christian Social Reality, Corda Slagle, who directs and promotes the work of the society in community service.

With all these parts in excellent operating condition, very little will be accomplished without a central control. Thus the steering wheel is the president, Willard Stewart, who assumes the responsibility of total work of the society.

The accelerator, Promotion Secretary Pearl Shelton, keeps records in form of officer reports of the total program of the society.

The brakes were likened to the Secretary of Student Work, Lucille Rockey, who acts as a liaison officer between the college students and the members of the W.S.C.S.

The horn, or secretary of youth work, Lucy Cocanougher, seeks to guide the youth of our church and prepare them for places of responsibility in the church.

The bumper, Secretary of Children's Work Ora Mae Anthony, seeks to acquaint every child in Methodism with the world-wide missionary effort of the church.

A windshield is needed to give clear vision. This is the Spiritual Life Secretary Thelma Ford who guides the society in planning meaningful worship services.

The Secretary of Missionary Education, Corinne Shaffer, becomes the headlights, causing the light to shine on the church's missionary endeavors.

A rear-view mirror, the recording secretary Jeane Gore, keeps a record of all meetings, so past accomplishments will encourage present ideals.

To make a car a thing of beauty, as well as of usefulness, there must be a body. This is represented by the rest of the society who hold no specific office but yet are responsible for helping each and every one of the officers do their job well.

Thirty members and four

Metropolitan Opera To Visit Texas



Above, Lily Pons and Cesare Siepi
Below, Robert Merrill and Eleanor Steber

Dallas civic leaders will bring the Metropolitan Opera Company to State Fair Auditorium for four performances May 8, 9 and 10. Above are four of the celebrated singers to be presented. The three-day schedule will be: Saturday, May 8, evening, "Lucia Di Lammermoor" with Lily Pons, Jan Peerce and Frank Valentino; Sunday, May 9, matinee, "La Traviata," with Eleanor Steber, Richard Tucker and Leonard Warren; May 9, evening, "Le Nozze Di Figaro," with Roberta Peters, Victoria de los Angeles, Cesare Siepi, Frank Guarrera and Mildred Miller; Monday, May 10, evening, the Met's new production "Faust," with Thomas Hayward, Nadine Conner, Robert Merrill and Jerome Hines. The Dallas Grand Opera Association has opened offices at 1315 Elm Street, for receipt of seat reservation orders, Arthur L. Kramer, Jr., president, announced.

were present at the luncheon and program. Guests were Mrs. Dorothy Hough, Mrs. Pearl Hand, Mrs. Alan Patton and Mrs. Glenn

CITY ELECTION TUESDAY
School Board Election Saturday

DR. MILTON C. ADAMS
OPTOMETRIST

140 West Third Herford, Texas
Phone 37 Office Hours: 8:30-5:00

CURRENT DIVIDENDS 50% <small>(All Coverages)</small>	Current Dividends on School Bus Insurance	50 PER CENT
	Current Dividends on Farmers Comprehensive Personal Liability	40 PER CENT
	Current Dividends on Fire Insurance	15 PER CENT
	Current Dividends on Life Insurance	5 to 22 PER CENT
	Current Dividends on Farm Equipment Floater	25 PER CENT

ON AUTOMOBILES INSURED WITH THE Southern Farm Bureau Casualty Insurance Co.

CONTACT YOUR AGENT FOR THE ADVANTAGES OF FARM BUREAU LIFE, AUTOMOBILE, & FIRE INSURANCE

RAYMOND EULER, Agent PHONE 3521, FRIONA



ETHRIDGE - SPRING AGENCY
FRIONA

[NO APRIL FOOL !] TAX REDUCTION CELEBRATION AT ALLEN'S JEWELRY

ABOUT THESE TREMENDOUS SAVINGS:

(Read Every Word - If You Are Value Conscious)

Effective April 1st, a bill was passed reducing the 20 per cent tax on Jewelry, Clocks, etc., to 10 per cent. SO WE ARE CELEBRATING. For a limited time, on items that have been taxable at 20 per cent, we are going to CUT ALL THE TAX! You save a full 20 PER CENT! The bill did not affect items taxable at 10 per cent, but on these items, for this BIG CELEBRATION, WE CUT THE 10 PER CENT OFF! And on items not taxable, WE CUT 10 PER CENT OFF ANYWAY (all Glassware excepted) during this Big Celebration. A clock that did cost \$7.15 can now be bought under this plan for \$5.95. and Remember, we have the biggest stock of clocks in town.

Take advantage of these Reduced Prices. Remember Graduation, Mother's Day, Easter, and Fathers Day are just around the corner!

You Save 20 Per Cent

Jewelry
Clocks
Gold Filled Watch Bands
Sterling Silver

Silver Hollowware
Rings
Diamonds
Billfolds

You Save 10 Per Cent

Watches
Electric Razors
and Many Other Items

Watch Bands
Stainless Steel
Silver Plate

FREE!

FREE ENGRAVING ON SUCH ITEMS AS LIGHTERS, BRACELETS - ON ANY ENGRAVABLE ITEM SOLD BY US.

Offer Good Through Saturday, April 10th

Coming Next Week: Large Stock of Spring Costume Jewelry

Don't Buy Until You See It

SENIORS!

WATCH THE NEXT ISSUE OF THIS PAPER FOR HOW YOU MAY WIN A BEAUTIFUL DIAMOND WITH VALUE OF OVER \$100.00!

Announcing

LEASE OF THE CONOCO STATION

Main and Hi-way 60 in Friona

BY

Pat Busby

It is a pleasure to greet old friends this week at my new location in Friona, a location and building enabling better service.

I invite my old customers who called at the downtown location to drop by and inspect the station we now occupy; also we solicit the patronage of new customers and those who traded at this location while under the operation of Dallas Coldiron.

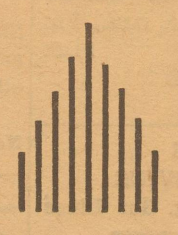
I am not new in the Service Station business, and I recognize that SERVICE and QUALITY PRODUCTS alone are worthy of continued trade - I shall do my best to give the best service possible, and of course those good CONOCO PRODUCTS need no introduction.

YOUR BUSINESS WILL BE APPRECIATED.

BUSBY CONOCO Service Station

Pipe Line Ditches 24 to 30 Inches Deep
3 Cents Foot
BACK FILLING PIT FILLING
BENCH LEVELING TERRACING
LEWELLEN GRADER SERVICE
Dalton Lewellen . . Friona, Texas.

Read The Star Classified Ads—It Pays



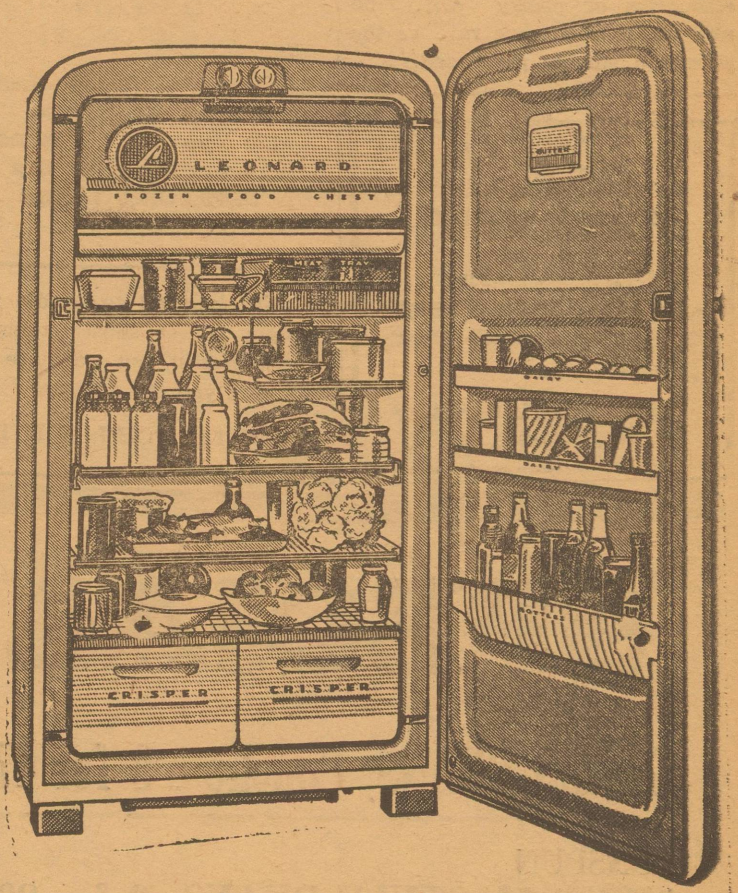
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KNOX'S
Ready - to - Wear

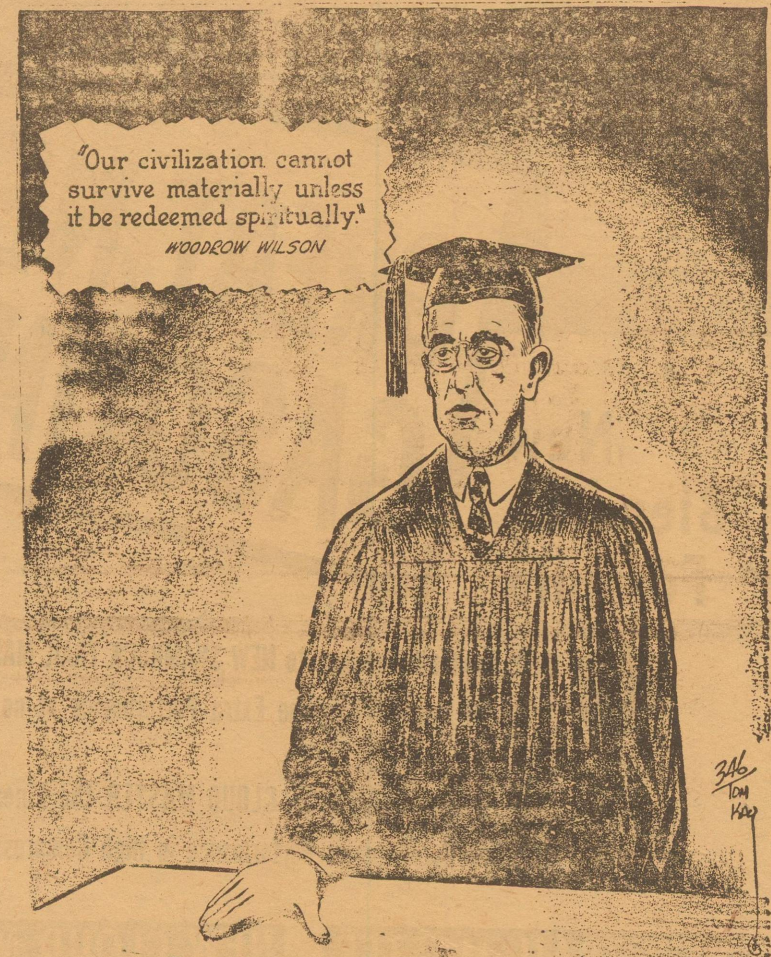
We Give Friona Trades Day Tickets



VISABLE PROOF
the LEONARD Upright
Home Freezer
IS SENSATIONAL!

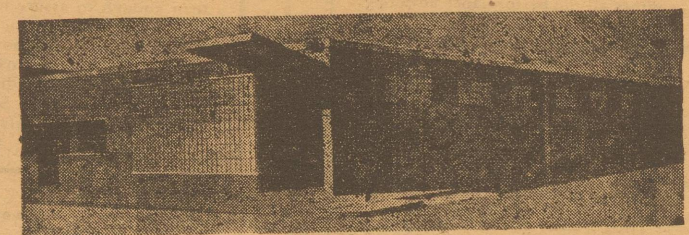


White Auto Store



"Our civilization cannot survive materially unless it be redeemed spiritually."
WOODROW WILSON

Wise Woodrow Wilson



Friona State Bank
Member Federal Deposit Insurance Corporation

We are Pleased to Announce the Appointment of
MR. F. W. HOLCOMBE
As Our Local Sales Representative for

HARVEST KING

IRRIGATION PUMPS and Other Irrigation Equipment

See Him for the Best Deal

Consolidated Gas and Equipment Co.
PLAINVIEW, TEXAS

LARGEST Ad Section in the County - there's a REASON

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.

BUSINESS SERVICE

HERFORD OFFICE MACHINE COMPANY
LENN JONES
Herford - Adding Machines Sales and Service
Mrs. A. V. Phone 418
Coal Collet or Write Box 302
HERFORD, TEXAS

Will be glad to handle your Readers Digest subscriptions for you. Will cost you no more and will save you the trouble.

"UNCLE" JOHN WHITE

FRIONA LODGE No. 1332
A.F. & A.M.
STATED MEETING
First Tuesday Night Each Month
Bank Outland, Secretary
M. E. Giventer, W. M.

PICTURE FRAMING
EXPERT CAR GLASS INSTALLATION, Table tops and Window glass. HERFORD GLASS COMPANY, 1802 Park Ave., Ph: 425, Herford. 31tc

FOR SALE: China Cabinet with oval glass doors. See Mrs. E. B. Branthon, Ph: 2871. 34tc

FOR SALE
Shade Trees, fruit trees, evergreens, shrubs, roses, ledge and other nursery.
Mrs. J. F. Ward
North Main Herford

MISCELLANEOUS
WANTED: Unfurnished 2-bedroom house to rent; would consider house in country.
Jim Guinn. 35-tc

Room House for rent. Located just east of International ware house on highway in Friona. See or write Mrs. Nellie Dean, Box 222, Muleshoe, Texas. 35-1p

REAL ESTATE
LET US HELP YOU WITH YOUR BUYING OR SELLING

FOR SALE
2 Choice Lots on pavement. On West Loop Drive Addition. Improved Half Section can be subdivided into 4 lots.
For Rent: 320 Acres, 2 wells.
We need your listings.

Bud Elmore - Alvin Brooks
Res. Ph. 2932 Res. Ph. 4122

ALVIN BROOKS REAL ESTATE
Phone 2251 - Friona
Just East of Stoplight, Hi-way 69

I have some of the best listed and close in. Come in and list with me. Come and see what I have listed.

First Door North of Old Bank Building, Friona, Texas, Box 144
A. O. DRAKE, REALTOR
Office Ph: 3582 Res. Ph: 3042 35tc

GOOD BUYS
I still have those two fine tracts, small half and full quarter. In comparison, seems to me these are real bargains, and if you want them better be doing something about it. If I had the money you would not get either of them. A few other desirable bargains.
Maybe you are interested in a 500 acre peach and alfalfa ranch in Northern California at \$250.00 an acre. If so, see us.
"UNCLE" JOHN WHITE

GOOD FARM LOANS
Low Interest Rates

POOL INSURANCE AGENCY
Muleshoe, Texas
Phone 7010 32-tc

FOR SALE: 200 bushels Macca cornseed, 150 bu. of Northern Star Cleaned and treated. E. J. Ward, Box 248. 35-2p

FOR SALE: GMC Diesel with radiator, 6-cylinder 134 brake horsepower, 1952 model. Perfect condition guaranteed. See Al Bend, 8 north west road 1 east of Friona, or write Rt. 3. 33-tc

READY BUILT Houses. Two bedrooms, as low as \$3500. Phone 8-2507, Farwell, Texas. 33 7p

FOR SALE: One 50-ft. lot north east of football field. See K. E. Deaton, Magnolia Service Station Friona, Texas. 32-tc

SPECIAL

GREEN BEANS, Concho 3 for 47c

SUNSPUN MEXICAN STYLE BEANS. 3 for 29c

White Auto Store
PORK & BEANS. 3 for 27c

WHOLE BEETS, Wapeco 3 for 29c

SUNSPUN OLEOMARGARINE 2 for 39c

CHILL, Kimbells No. 2 Cans 2 for 83c

HUNTS TOMATO JUICE, 46 oz Cans 2 for 53c

WHITE SWAN ORANGE JUICE, 46 oz Cans 2 for 29c

SORGHUM, Turners, Half Gal. 83c

CORN, Sunspun 2 for 31c

HUNTS FRUIT COCKTAIL, 303 Size, 2 for 47c

PEACHES, Hunts 2 1/2 Size 2 for 53c

PEAS, Our Value, 303 Size, 2 for 27c

FRESH TOMATOES lb 23c

LEMONS Doz 33c

CARROTS 2 Pkgs 25c

JELLO 2 for 15c

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GIVEN EVERY MONTH
(About the 5th of Each Month)

Ticket Numbers to be Posted in our Store For 10 Days After the 5th

White Award Tickets Given on Each Purchase and on Accounts Paid in Full

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Pipe Line Contracting. Gas Lines laid for irrigation purposes. Turnkey jobs. Fully Insured.
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Friona, Texas 33-1p

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PLUMBING SERVICE
George L. Grant, Owner
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FOR RENT
APARTMENTS for Rent. Farwell Water Tower, Friona, Tex.

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Your Repairs on all Makes of Motorcars - Equipment

We are equipped to give you fast and dependable service on your cars, trucks and irrigation motors.

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Day Ph: 630, Nite Ph: 880-J, 1274
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Remember Baby Show April 6

SELL OR TRADE
FOR SALE: 200 bushels Macca cornseed, 150 bu. of Northern Star Cleaned and treated. E. J. Ward, Box 248. 35-2p

FOR SALE: GMC Diesel with radiator, 6-cylinder 134 brake horsepower, 1952 model. Perfect condition guaranteed. See Al Bend, 8 north west road 1 east of Friona, or write Rt. 3. 33-tc

READY BUILT Houses. Two bedrooms, as low as \$3500. Phone 8-2507, Farwell, Texas. 33 7p

Remember Baby Show April 6

Annual Meeting

FRIONA CONSUMERS CO.

April 10th, 1954
2:30 P.M.
LEGION HALL - FRIONA

REFRESHMENTS and PRIZES

Two Board Members to be Elected

NOMINATIONS:
Clyde Goodwine
T. E. Lovett
J. R. Southward
E. L. (Hap) Fairchild

OUTGOING BOARD MEMBERS:
Otho Whitefield

Stork Feathers

Mr. and Mrs. Ralph Shirley are the parents of a boy born March 28, weighing 8 lbs 3 oz, named Richard Ralph.

Mr. and Mrs. R. L. Duke are parents of an 8 lb boy born Mar. 30th. They have named him Gary Wayne.

White Auto Store

Pat Buppy

FOR ATHLETE'S FOOT
Keratolytic action is a must! T-4-L, a keratolytic fungicide, sloughs off infected skin to reach and kill germs and fungus ON CONTACT. If not pleased IN 1 HOUR, your 40c back at any drug store. Today at
CITY DRUG, FRIONA

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GREAT NEW GASOLINES

New Blending Formula

- 1 Adds Premium Qualities to NEW SHAMROCK TRAIL MASTER Giving Users of Regular Gasoline Extra Performance at no Extra Cost
- 2 Makes NEW SHAMROCK CLOUD MASTER the Finest Premium Gasoline For Superior Performance in High Compression Engines

NEW TRAIL MASTER

Shamrock's New Trail Master is the performance-plus motor fuel for users of regular gasolines. It costs no more than regular gasolines yet gives the anti-knock, extra-power, maximum mileage features you expect only in a more expensive, premium gasoline. New Trail Master offers the drivers of cars with lower compression engines all the performance advantages of recent gasoline improvements without requiring that they pay for a full premium gasoline. If you want the most from your car, get the best gasoline for low compression engines... Shamrock's New Trail Master... the new, better, and gasoline with premium qualities.

NEW CLOUD MASTER

Today's powerful, high compression automobile engines make strong demands on the gasoline they use. But as a result of Shamrock's new blending formula, New Shamrock Cloud Master not only meets these requirements but far exceeds them. Shamrock Cloud Master... octane rating more than enough to positively eliminate even trace knock... octane rating more than enough to assure maximum mileage and the quickest starts, fastest warm-up, the greatest power, smoothest performance ever designed to deliver. No matter what kind of car you drive, if the engine knocks when using Shamrock Cloud Master Premium, there is something wrong with your engine.

Regardless of the make or model of your car, one of the two great new Shamrock gasolines will give you MORE POWER... BETTER PERFORMANCE... GREATER ECONOMY... and, for no more than you would pay for any other leading brand of gasoline. The superiority of these new gasolines is the result of Shamrock's new blending formula. This new formula gives both Shamrock Trail Master and Cloud Master higher octane and important additives. Distillation tests carefully check the volatility of the fuels, special knock-test engines more definitely than the new gasolines of much higher octane rating that there is NO CHANCE of your engine knocking. Fill up with one of the two and get the most possible mileage and performance from your car.

25 Years of Continuous Progress in Product Quality

THE SHAMROCK OIL AND GAS CORPORATION
AMARILLO, TEXAS

Formal Opening
FRIDAY and SATURDAY

SAM'S SUPER MARKET
at Hub

Owned and Operated by
Mr. and Mrs. Sam Rule

Your Business Appreciated

Open Every Day

IF
You are Putting
Your Well on the
Gas Line . . .

You'll Find it Profitable
to have Blanton's Make
the Necessary Changes
On Your Motors

**BLANTON BUTANE
INC.**

GILLILLAND FUNERAL HOME

131 E. 2nd St., Hereford

PHONE 951

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WEST TEXAS BURIAL INSURANCE



Local Church Notes

AREA COMMUNITY

Emmanuel Lutheran Church
Geo. H. Pullmann, Pastor
Church Services . . . 10:00 a.m.
Bible Class and Sunday School . . . 11:00 a.m.
Ladies Aid . . . 2nd Friday of every month.
Men's Club . . . 3rd Friday of each month.
You are most welcome to come worship with us.

Baptist Church
Rev. C. M. Fields, Pastor
Sunday School . . . 10:30 a.m.
Preaching . . . 11:30 a.m.
Praying Union . . . 7:30 p.m.
Evening Worship . . . 8:30 p.m.
W. M. U., Tues. . . . 8:30 p.m.
Sunbeams, Tues. . . . 8:30 p.m.
Prayer Meeting, Wed. . . 8:30 p.m.

Congregational Church
Rev. Lewis J. Knight, Minister
Sunday School . . . 10:00 a.m.
Morning Worship . . . 11:00 a.m.
Pilgrim Fellowship . . . 8:00 p.m.
Woman's Fellowship, 1st & 3rd Wednesdays every month.
Mid-week Bible Study Wednesday evenings 8 p.m.
Church Family Night—1st Sunday of each month.

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

Methodist Church
U. S. Sherrill, Minister
Sunday School . . . 10:00 a.m.
Worship Service . . . 11:00 a.m.
Meth. Youth Fellowship 6:45 p.m.
Evening Worship . . . 7:30 p.m.
Mid-Week Service, Wednesday
Choir Practice, Weds. 8:00 p.m.

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

THIS CHURCH CALENDAR SERIES IS MADE POSSIBLE BY THE FOLLOWING MERCHANTS

- LEWIS VARIETY STORE
- FRIONA STATE BANK
- THE FRIONA STAR
- WELCH-BLACKBURN HARDWARE
- ROCKWELL BROS. & CO. — Lumbermen
- FRIONA CONSUMERS COMPANY
- FRIONA WHEAT GROWERS, INC.
- FRIONA LUMBER COMPANY
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- REEVE CHEVROLET COMPANY
- BLANTON BUTANE, INC.
- MAURER MACHINERY COMPANY
- CITY STEAM LAUNDRY
- REGAL THEATRE
- FOSTER DRY GOODS
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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

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FOR FREEDOM FROM DRUDGERY
BLUE JEANS A SPECIALTY
CITY STEAM LAUNDRY
Helpy- Selfy Service
FRIONA

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Trudy Dennis L. C. Dennis
PHONE 903 DIMMITT, TEXAS
MODERN AMBULANCE SERVICE
Lady Embalmer on Duty at All Times

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OLD-FASHIONED COUNTRY STORE
Come and See Us

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

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We Believe You'll Find That
YOU CAN'T BEAT US
for
Grain Handling
Throughout the Years
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HOSPITAL PROSE

Public health is always important. A lot of service is offered by your hospital. Retrospect shows success in growth. Make your hospital program a success. Every county needs a good hospital. Right now is the time we need it.

Cheerful considerate service we offer. Open to your needs at all times. Uncle Sam isn't going to help us. Nursing means a lot to the sick. The best of care we try and give. You know how much it can mean to you.

Crowded conditions are prevailing. Overworked electrical and plumbing systems. Make your subscription today. Meet the need in a sensible way. Understanding the situation is most important. Noise is terrible in our present building. It is you that it is going to help. The satisfaction of doing good will be with you. Your health is most important.

How much can it mean to you in a time of need? Our job is taking care of you. Safety is another factor to consider.

Pride in what we have, yet we must have better. It can mean life or death to all. Tabulate the good it has done. A new building is certainly needed. Lots of lives are saved by modern facilities.

Buying your health by subscribing. Urge your neighbor to help us out. It is for the old and young alike. Let us not grow lax in our duty. Dentist and Doctor to be added to our staff this summer.

It saves you money in taxes. Nobody has ever been turned away. Get the feeling of having done good.

Find a way to subscribe. Unless you help, our program will fail. No one will benefit more than you. Don't you want to have a part?

Duty is a privilege in matters of this kind. Remember the advances for better health. It will take everyone's help. Victory for the people of Parmer County is our motto.

Every dollar is going to work for you.

Ava, Missouri
Dear Editor:
I am enclosing a check for a year's subscription to the Friona Star. We have always liked the Friona paper ever since Friona had its first paper. I have enjoyed the writings of Mrs. Lange, Mr. Reeve and June Cleveland's letters so much, and Osborn's writing of the first irrigation well there in Parmer County. We came to Friona April, 1908,

so you see it is home to me. I hope the dust storms are not as bad there this year as the radio reports them. It is terrible here, the dust has not blown here. The dust we get here settles in from the storms in Texas, Oklahoma and Kansas. I hope I will be receiving the Star each week. It is like a big news letter for me each week. I am hoping there has been good rains there and no more dust storms.

Respectfully, Mrs. J. W. Ford
Star Rt., Ava, Missouri

School Board Election Saturday

POLITICAL ANNOUNCEMENTS

For Sheriff, Tax Collector and Assessor:
CHAS. LOVELACE
(Re-election)

For Treasurer:
(MRS.) MAE REYNOLDS
(Re-election)

For County and District Clerk:
HUGH MOSELEY
GRAHAM G. THORNTON

For County Attorney:
BILL SHEEHAN

For District Attorney
JOE L. COX

For State Representative 96th Legislative District:
JESSE M. OSBORN

For Justice of the Peace:
Precinct 2, Friona
WALTER LOVELACE

For Court Judge and Ex Officio County Superintendent:
A. D. SMITH

For Commissioner, Precinct 1:
FORREST W. OSBORN

You Save \$20 to \$30

OVER COMPARABLE CLEANERS!

CLEANS ALL OVER FROM 1 POSITION

EUREKA Roto-Matic
SWIVEL-TOP CLEANER

NO DUST BAG TO EMPTY!

Exclusive ATTACH-O-MATIC Clip-on Tools

Complete... **\$69.95**

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SECTION P. L. & R.
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FRIONA, TEXAS

DEPEND ON THE
CHIEF SNACK BAR
For Zealful
EVENING REFRESHMENTS

APRIL CALENDAR

CHIEF Drive-In Theatre FRIONA

SUNDAY MONDAY TUESDAY WEDS. - THURS. FRI. - SAT.

REEVE CHEVROLET COMPANY  ALLIS CHALMERS : CHEVROLET : FRIGIDAIRE			MAURER Machinery Company  SEE YOUR M-M DEALER			April 2 3 Ghost of Crossbone Canyon ANDY DEVINE NORTHERN PATROL DOUBLE FEATURE - CARTOON
4 5 6 EAST OF SUMATRA JEFF CHANDLER MARILYN MAXWELL NEWS and CARTOON	7 8 ABBOTT AND COSTELLO MEET DR. JEYKLE and Mr. Hyde SHORT AND CARTOON	9 10 SHOOT FIRST Joel McCrea - Evelyn Keys Neanderthal Man DOUBLE FEATURE				
11 12 13 BOTANY BAY ALAN LADD PATRICIA MEDINA NEWS and CARTOON	14 15 THAT'S MY BOY MARTIN AND LEWIS Also SHORT AND CARTOON	16 17 Marshal's Daughter LAURIE ANDERS Man from Tangier ROLAND YOUNG DOUBLE FEATURE				
18 19 20 21 From Here to Eternity BURT LANCASTER FRANK SINATRA DEBORAH KERR MONTGOMERY CLIFT NEWS and CARTOON	22 Vice Squad Ed. G. Robinson Paulette Goddard SHORT AND CARTOON	23 24 Wings of the Hawk VAN HEFLIN - JULIA ADAMS Loose in London THE BOWERY BOYS DOUBLE FEATURE				
25 26 27 REDHEADS FROM SEATTLE RHONDA FLEMING GUY MITCHELL NEWS and CARTOON	28 29 AFRICA SCREAMS ABBOTT AND COSTELLO SHORT AND CARTOON	30 May 1 WAR ARROW Jeff Chandler - Maurine O'Hara It Came from Outer Space DOUBLE FEATURE				

ALLEN'S JEWELRY
If You Want JEWELRY, See Us
Free Engraving of Engravable Items Sold by Us

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WHOLESALE AND RETAIL DEALERS IN
FUELS, LUBRICANTS, TIRES, TUBES, ACCESSORIES

FARM BUREAU Insurance
RAYMOND EULER

Rega. Theatre

COMING ATTRACTIONS

—Friday and Saturday

Emotions
stripped bare!

GLENN FORD · ANN SHERIDAN
in **Appolonia**
in **Honours**
ZACHARY SCOTT
Printed by **TECHNICOLOR**

—Sunday and Monday

WILL ROGERS, JR.
AS
"The Boy From Oklahoma"
PRESENTED BY THE BROS. CO-STARING
NANCY OLSON WARNERCOLOR DIRECTED BY MICHAEL CURTIZ
MUSIC BY MAX BRITNER · SCREEN PLAY BY FRANK DAVID · WINSTON MILLER

—Wednesday and Thursday

20th Century-Fox presents
JEANNE CRAIN · MICHAEL RENNIE
DANGEROUS CROSSING

ANNUAL MEETING

West Texas
Rural Telephone
Cooperative

SATURDAY

April 3, 1:30 P.M.

District Courtroom, Hereford

DOOR PRIZES