



# Classified Ads

Wanted: Watches to Repair. Allen's Jewelry. 44-tfc

WANTED—to buy good clean rags. Farmer County Implement Company. 51-tfc

## SEPTIC TANKS

Cleaned and Repaired  
All work guaranteed.

State Sanitation & Supply

Box 23 or 316 C. St.

Hereford, Texas

3-tfc

Each week RUSHING'S will offer the above services. Will be glad to advertise your wants. Come by and give us your listings.

For Sale: 12-foot Oliver Combine, 1944 Model.

For sale: 1944 Model Allis-Chalmers combine.

For trade: Will trade 4-row Farmall for 2-row tractor and cows.

Trade: 1942 Chevrolet truck, L-W-B. Two-speed axle, 900 x 20 tires for car.

For sale: Seven foot Frigidaire. Nearly new.

For sale: 1 1936 Model Pickup.

For sale: 1 1941 U. T. U. M. tractor with 4-row equipment.

For sale: 1 1941 Plymouth Special Deluxe with radio and heater; in good condition.

For particulars, call at—  
RUSHING'S

ERIC RUSHING  
Dial 2842

RUSHING'S FEED & SUPPLY  
Friona, Texas

Fryers for sale: White Rock-battery raised. One dollar each. George McLean. 15-1tp

For rent: Two large rooms and bath. See Mrs. Buel Sanders. 12-1tp

For Sale: Grain drill boxes for Hoeme plows. Farmer County Implement Company. 3-tfc

Storage space by the month. Monroe White. 15-2tc

Wanted: Junk radiators and batteries; radiators 6 cents lb.; batteries \$3.00. Pat's Radiator Shop. 15-tfc

LOST: Small Gold wrist watch with small gold band at Cunningham's Laundry on Thursday, Oct. 21. Reward for its return. Mrs. W. J. Nazworth. 15-2tp

For sale: One 1939 GMC truck 3-4 ton, 10 ply tires. Good shape—cheap. ElRoy Wilson. 15-2tc

For sale: 2-room house, 12 x 24, to be moved. Write Box 446, Friona, Texas. 16-2tp

LOST—One black hog, weighing about 280 pounds. Reward for return or for information as to location of the hog. Friona Locker Company. 16 1tc

SEE!—Mrs. Allen Stewart for Beautiful Christmas Cards. Your name imprinted free. Nice trying chickens for sale. \$1.00 each. George McLean. 16-1tp

For sale: 2-ton Dodge truck 8,000 miles. Good as new. \$2200. J. A. Ward, Nu-Court. 16-1tp

## News of Our CHURCHES

### SIXTH STREET CHURCH OF CHRIST

Lord's Day Bible Classes... 10 A. M.  
Morning Worship... 11 A. M.  
Evening Worship... 8 P. M.  
Wed. Bible Study... 8 p. m.  
Wednesday Radio Program... 4 P. M.  
KICA (1245 k. c.)

### THE METHODIST CHURCH

C. C. Hardaway, Minister  
Sunday School... 10:00 A. M.  
Morning Worship... 11:00 A. M.  
Methodist Youth Fellowship... 7:15 P. M.  
Evening Worship... 8:00 P. M.  
Choir Practice... Wed. 8:30 P. M.

### UNION CONGREGATIONAL

Walter H. North, Minister  
Church School... 10 a. m.  
Otho Whitefield, superintendent  
Morning prayer & sermon 11 a. m.  
Pilgrim Fellowship... 5:30 p. m.  
Ladies Aid Society, Wed. 2:30 p. m.  
Choir Rehearsal, Wed. 8 p. m.  
Junior Choir, Friday... 4 p. m.

### UNITED PENTECOSTAL

Bill Wilkerson, Minister  
Sunday school... 10 a. m.  
Preaching... 11 a. m.  
Sun. Evening Service... 7:45 p. m.

### FIRST BAPTIST CHURCH

T. B. Allen, Pastor  
Sunday School... 10:00 A. M.  
Morning Worship... 11:00 A. M.  
Training Union... 7:30 P. M.  
Evening Worship... 8:30 P. M.  
Tuesday W. M. U. 2:30 P. M.  
Wed. Prayer Meeting 8:30 P. M.  
Brotherhood every 1 & 3 Tuesday... 8:30 P. M.

### Immanuel Lutheran Church

"The Church of the Lutheran Hour"  
E. W. Lichtsinn, Pastor  
Melvin Sachs, Sun. Sch. Supt.  
Sunday School and Bible Class 3 p. m.  
Worship service 4 p. m.  
Holy Communion is celebrated the first Sunday of each month. Special services by announcement.

### Immanuel Lutheran Church

is located in the Rhea community, 6 miles north and 15 miles west of Friona.

Listen to the Lutheran Hour every Sunday over KPFA, Amarillo at 9 a. m., or KICA, Clovis at 11:30 a. m.

### TO THE LADIES!

Here's an ideal menu for a ladies' day luncheon: cold diced veal salad on pineapple rings or jellied cranberry slices. Accompany the salad with hot rolls, hot spiced tea or coffee, and add a vanilla cream puff for dessert.

## Thrifty Cleaners Purchased By C. L. And F. Lillard

A deal was made here last week, by which Franklin and C. L. Lillard became the owners and operators of the "Thrifty Cleaners," having purchased the business from Bethel Hicks.

Mr. Hicks founded the business some three years ago and has successfully operated it until its transfer to the Lillard brothers, who have taken full control of the business and its operation. The Star has been unable to learn Mr. Hicks' business plans for the future.

The new owners are real Friona boys, having grown up here from childhood, and are well and favorably known throughout the city and surrounding territory, and will enjoy the congratulations and best wishes of all their friends, in their new business enterprise.

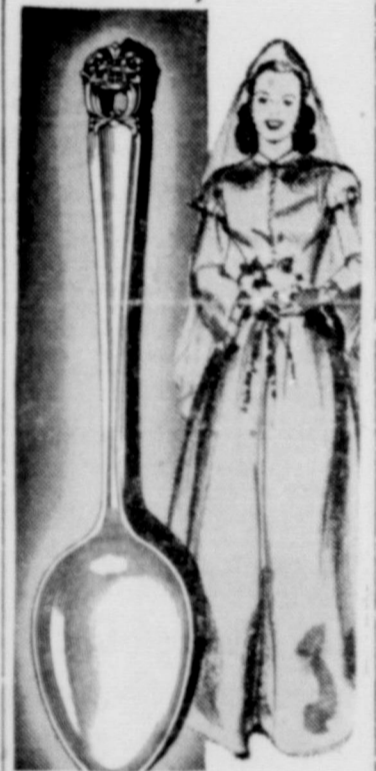
## Girl Scouts Elect New Patrol Leaders

Girl Scouts of Troop II, met October 28th, at the Methodist Church Annex.

Thirteen Scouts and one new member were present. Sally Osborn and Roberta Reed were elected patrol leaders; Marie White and Glenna Pope were elected assistant leaders. Ann McKee was chosen as troop scribe and Linda Miller, as treasurer.

The girls learned the first five scout laws. Next week they will learn the last five and select names for the patrols.

Eternally Yours  
pattern in  
America's Finest  
Silverplate



Eternally Yours is modern... different. Jewel-like openwork brings rare beauty even to knives.

### 1847 ROGERS BROS.

52-piece service for eight \$64.75 with chest  
76-piece service for twelve \$94.75 with chest

## Allen's Jewelry

Use Our Handy Lay-Away Plan For Christmas Gifts.

## The Friona Star

Holman & Gillentine, Publishers  
JOHN W. WHITE, Editor

Published Each Friday at Friona, Texas

SUBSCRIPTION RATES  
One Year, Zone 1... \$1.50  
Six Months, one 1... \$ .80  
One Year, Outside Zone 1... \$2.00  
Six Months, Outside Zone 1... \$1.25  
Entered as second-class mail matter, July 21, 1925, at the post office at Friona, Texas, under the Act of March 3, 1897.

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

## Modern Study Club Observes Art Week With Exhibit, Hobby Show

The Modern Study Club observed American Art Week in their program of Tuesday evening, with an art exhibit and hobby show.

A talk was given on "Photography for Fun" by Orma Flippin, at the close of which colored slides of local scenes were shown on the screen. A talk on "Why a Hobby" was given by Allo Reeve, who had previously arranged a display of art, hobbies and souvenirs on tables around the room. The display consisted of paintings, leather work, baskets and needlework made by members and other local artists; old family albums,

a music box, canned fruit and vegetables, colored photography and pieces of hand painted and old fashioned china. Also souvenirs and antiques.

Irene Osborn entertained the members with several reels of home movies. A short business meeting was held at the close of the program with the vice-president, Doris Boggess, presiding.

Refreshments of hot chocolate sandwiches, olives and pickles were served to thirty-two members and one guest, Mrs. J. R. Chandler, by the hostesses, Seva Struve and Anita Taylor.

## Light Showers Fall In Friona

Mild and bright weather prevailed here all of last week, and until Sunday afternoon of this

week, when a few light showers fell during the afternoon, but not enough to make any material difference in the moisture amount or crop conditions.

A light shower also fell on Monday night about nine tenths of an inch was received, which was enough to improve farm-

ing conditions and those farmers who had not been able to plant their wheat on account of drought, are now getting their seed into the soil.

Tuesday and Wednesday were bright and cloudless, with no indications of a change, mild temperature.

## TAKE A LOOK AT TOMORROW

THROUGH THE WINDOW OF TOMORROW  
You have been busy today. You will be busy tomorrow, and since tomorrow never comes, you will be busy every day throughout the week. Typing, Accounting, Bookkeeping, Clerking, Serving, Teaching—with a time for that nerve-wrecking, mind-torturing, muscle wearing drudgery known as—

FAMILY WASH DAY  
YOUR CITY STEAM LAUNDRY  
Is NOW READY to forever lift this weekly drudgery from your mind and body, by returning your soiled apparel to you each week, thoroughly cleaned, well ironed, neatly folded and carefully wrapped. Your starched garments carefully ironed and folded and pinned, just as you received them new from the store. Let us prove these statements by bringing to us your next week's wash.

## CITY STEAM LAUNDRY

E. E. HOULETTE, Proprietor and Manager

Dear Friends:

To our large number of customers serviced by the Friona Star we extend this personal invitation to be present at the formal opening of the new Hereford Motor Company building in Hereford this Saturday, Nov. 6. Your presence will be an honor.

Sincerely,

Dudley Green and Archie Scott.



This Miles Street front of the Hereford Motor Company embodies the latest, most modern functional use of window designing, making the entire show room, offices, and parts department a giant window display!

## HEREFORD MOTOR COMPANY

OPENS THIS

New --- Smart --- Modern

# Automobile & Truck Center

Saturday, November 6th, 10 A. M.

'49 FORDS --- MERCURYS --- FORD ENGLISH MODELS ON DISPLAY

SEE

ROLL-OVER, CUT-AWAY FORD CHASSIS EXHIBIT

SEE EVERY MOVING PART

FLOWERS AND SOUVENIRS FOR YOU!

There is personal satisfaction in a

FORD—DEALER—MERCURY

More of Everything You Want in



# HEREFORD MOTOR CO.



DUDLEY GREEN

ARCHIE SCOTT

## THE HAPPIEST HEART

That ever beat  
Was in some quiet breast,  
That found the common daylight  
sweet,  
And left to Heaven the rest.

—John Vance Cheney.

Your Banking Business Will Always Receive the Most Careful and Painstaking Attention at

## FRIONA STATE BANK

Member

FEDERAL DEPOSIT INSURANCE CORPORATION

Mrs. Flor Goodenow, II home of Mrs. day. Mrs. Sid are cousins, had never m a very enjoy

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Mrs. Florence Siddoris of Goodenow, Illinois visited in the home of Mrs. Scott Weir, Sunday. Mrs. Siddoris and Mrs. Weir are cousins, and although they had never met before, they spent a very enjoyable afternoon visiting and inquiring about relatives. Mr. and Mrs. Paul Huber and daughter, Shirley, of Texico, N. Mexico, also visited with Mr. and Mrs. Scott Weir, Sunday. Mr. Huber is Mrs. Weir's sister.

# FARM NEWS

## Prices Of Stocker And Feeder Cattle Sell Sharply Lower On Markets; Eggs Go Up, But Fall Again

Unchanged to lower price trends prevailed at most southwest farm markets during the past week, the U. S. Department of Agriculture's Production and Marketing Administration reports. Stocker and feeder cattle and calves sold sharply lower for the week ending Monday at Houston and San Antonio, and shared the general weakness of all cattle classes at Denver. Prices netted little change after daily ups and downs on other

classes and at other southwest terminals. Cows showed particular stability. Common and medium cows moved at \$16 to \$18 at Houston, \$15.50 to \$17.50 at San Antonio, \$16 to \$18.50 at Wichita and \$17 to \$18.75 at Kansas City.

Hogs lost mostly \$1 to \$1.50 during the week. Top butchers brought \$24.50 at San Antonio, Oklahoma City and Wichita Monday, \$25 at Fort Worth, and \$24.75 at Kansas City. Sows moved in a spread from \$22 to \$23 in Texas and Oklahoma and \$21 to \$23 at Kansas markets. Stocker and feeder pigs ranged from \$21 to \$25.

Citrus fruits and fall vegetables drifted to lower price levels during the past week, as market supplies continued a seasonal increase. West Texas lettuce sold lower at Fort Worth and began to arrive on the New Orleans market. Most truck shipments at New Orleans came from Mississippi, since heavy rains seriously damaged Louisiana crops. Colorado potatoes and onions found very slow demand and dull markets at principal shipping points.

Yellow corn dropped 5 to 20 cents a bushel for the week, to sell Monday at \$1.70 to \$1.80 a bushel in bulk carlots at Texas common points. Yellow corn fell one to two cents to bring \$1.54 to \$1.56 for No. 2 grade. Wheat declined two to three cents to close around \$2.41. Sorghums moved two cents a hundred pounds lower. No. 2 yellow milo brought \$2.55 to \$2.60

and barley gained 2 to 2 1/2 cents. Wheat millfeeds, oilseed meals and alfalfa meal sold higher for the week, while other feedstuffs sold unchanged to lower. Top quality hay remained firm, but undesirable types took sharp discounts. Peanuts moved at support prices.

Prices of good fresh eggs went a little higher last week but eased slightly around the week-end. Fryer and broiler markets held a much firmer tone most of the week but lost some of its firmness toward the close. Demand slowed for more liberal receipts of hens. Turkey marketings remained on a very light scale.

## New Chicken With More Meat Is Sought By Poultry Industry Leaders

Poultrymen in Texas will have an opportunity to win cash awards while working toward improvement of their own flocks by competing in a new three-year, nationwide program launched at a meeting of leaders of the nation's three-billion dollar poultry industry at Lexington, Ky., last week.

The new Chicken-of-Tomorrow contest, announced by H. L. Shrader, senior extension poultryman of the U. S. Dept. of Agriculture, is designed to bring superior meat-type chickens to American dinner tables by encouraging the breeding and development of plumper, mottled birds which can be more economically produced.

"The initial three-year chicken-of-Tomorrow program which concluded last June in Delaware, proved conclusively that definite improvements in meat-type characteristics can be achieved," said Shrader, who is chairman of the contest committee. "Much valuable breeding information has been distributed to the growers, while scientific data compiled by committee officials has proven of the

utmost importance to the entire poultry industry.

"Inspired by the success of the initial contest, the nationwide interest created in the development of superior meat-type chickens, the educational value of dressed bird shows, and the opportunity to further improve the product, the national committee agreed unanimously that a new three year program is imperative," Shrader added. "At the request of this committee, A & P Food Stores have agreed to continue sponsorship of the contest."

Current plans call for a series

in 1949, additional state and regional trials in 1950, and a national championship final in 1951, with a new set of awards offered by the food chain.

Texas activities in the Chicken-of-Tomorrow program have been under the supervision of a hard-working committee headed by F. Z. Beanblossom, poultry marketing specialist at Texas & M. College, College Station. The excellent calibre of the state competition is indicated by the fact that two state contestants, Frank W. Allenson of Brenham and Western Hatcheries of Dallas, were among the 40 entrants throughout the country selected to compete in the national finals last June in Delaware.

Read Our Want Ad Page!

## PREFABRICATED CATTLE FEEDERS

All ready for your use... The very thing you will need when the snow flies.

Convenient — Economical — Well Built Durable — Cheap

See Us with All Your Building Problems. EVERYTHING FOR THE BUILDER

ROCKWELL BROS. & CO.

## Proper Shelter To Help Prevent Swine Losses

AUSTIN—Chilly and changeable weather of fall and early winter can lead to serious losses among droves of swine, according to a warning to farmers issued here today.

"Unless hogs are given the proper shelter," the American Foundation for Animal Health declared, "the farmer is taking a gamble with a possible outbreak of swine influenza. Flu viruses this season could be especially costly."

Swine influenza is an acute, by the combined action of a virus and a germ, the Foundation explained. One of the chief problems with swine flu is the fact that it weakens pigs and makes them easier prey to cholera, enteritis and similar diseases. The virus and germ seem to cause trouble principally where swine are improperly housed, or unduly exposed to cold and dampness. Dry, well-bedded, well-ventilated, draft-free quarters are therefore vital precautions against this disease.

Farmers also were cautioned to watch their pigs for the first signs of an influenza outbreak—symptoms like listlessness, loss of appetite, coughing, labored breathing and watery eyes. "Immediate diagnosis and careful nursing help to assure recovery, and also help prevent spread of the disease to the rest of the herd and help prevent deaths from secondary complications," the Foundation said.

## Texas Beef And Dairy Cattle To Face Hard Winter, Says Dr. Banks

COLLEGE STATION — Texas cattle, both beef and dairy, face a hard winter.

In average years cattle enter the winter months in good shape after feeding on green grass. This year, however, many cattle are already suffering from a lack of the green feed. There just isn't any to be had.

Many cows that are now carrying calves may not be quite up to the task of giving birth and taking care of their young, says Dr. W. C. Banks, extension veterinarian of Texas A and M College.

## Research On Sorghum Grains And Flour Resumed At Texas Tech College

LUBBOCK—Research on sorghum grains and flour made from grains produced in Texas' South-Plains area is being resumed by the foods and nutrition department at Texas Technological College.

Shallu, which produces a fine grain white flour, and Martin maize, producer of a coarser darker flour, are the two grains which will be tried in the new experiment. Standard recipes for hot breads, yeast breads and pastries will be used in the tests. The experiments are designed specifically to determine allowable

proportions of sorghum flour to obtain equally satisfying products.

During the texture and taste experiments, a biological assay will be conducted on the grains to determine nutritive properties. Mrs. Johnnie Michie, professor of foods and nutrition, said. A colony of approximately 125 white rats are to be used in this part of the experiment.

"Revived interest in utilizing for human consumption an abundantly grown crop as sorghums in this area prompted extension of grain sorghum experiments done in 1942. During that year some work was done in use of flours from coarser maize in hot breads," Mrs. Michie said.

Since shallus has been developed, indications are that, because of better milling properties, of this grain, it will be possible to make finer textured and more acceptable products from the flour, and also that this flour will be more suitable for use in wider range of flour mixtures.

Extensive investigation into sorghums' possibilities at Texas Tech has been made possible through the co-operation of Mr. R. E. Karper, agronomist, in charge of sorghum investigation by Texas Experiment station, who has made available sufficient amounts of the grains. The department of milling industry at Kansas State College at Manhattan, Kans., is turning the grains into acceptable flour types.

**WETMORE**  
The HAMMERMILL with  
**KNIVES**

The WETMORE Hammermill grinds Roughage—Wet... Green... or Dry... saving grain in your feeding program!

**SIMPLE**  
Only ONE moving part... No separate fan.

**FAST**  
Users report a large load of bundles ground in 10 to 15 minutes... a wagon load of ear corn ground in 10 to 20 minutes.

**STURDY**  
All steel heavy construction means long life.

**EFFICIENT**  
The Wetmore grinds grain to any degree of fineness. They grind all feeds, grain, roughage and hay.

**LOW IN COST**  
Mass production and our direct-from-factory-to-dealer distribution plan keeps prices low!

**GUARANTEED** to do all we claim for it or it is our mill!

Get More Benefit From Your Feed

By grinding it on one of our WETMORE MILLS We have some good second-hand mills for sale, worth the money. Come in and look them over.

MAURER MACHINERY CO. FRIONA, TEXAS

## ALWAYS AT YOUR SERVICE

AT OUR GRAIN MARKET

Our business is to serve our patrons always to the best advantage in marketing their grain.

Courteous Service, Best Tests, Correct Weights and Top Markets Always Keep Yourself Well Supplied With Our Celebrated

P. G. C. DAIRY RATIONS AND POULTRY FEEDS

Friona Wheat Growers, Inc.

FARMERS CO OPERATIVE ARTHUR DRAKE, Manager

## MY BROTHER

Once owned a small saddle pony. The pony had tender feet, and it was necessary for him to wear shoes constantly. But these shoes must be reset about every six weeks. A certain blacksmith did the work, and when the shoes needed resetting, it was next to impossible to ride the pony past that shop.

HE LIKED THE SERVICE HE GOT THERE Just so with YOUR CAR. Bring it to our place a few times for SERVICING and, like the pony, it will soon be turning in of its own accord.

IT WILL LIKE OUR SERVICE Fuel, Oil, Grease, Water, Tires, Accessories

Friona Consumers Company, Inc.

Motor Truck Dealer Ad No. 2144

**UNIVERSAL JOINT KITS**  
Complete Universal Joint Kits International approved and triple-checked by International engineers to deliver original-part performance in any truck.

**DO YOUR OIL FILTERS NEED New Elements?**  
Dirty lubricating oil cannot prevent frictional heat. This heat causes wear. Bearing failure may result. Be sure to replace filter elements in time.

**THERE'S MORE TO TRUCKING THAN JUST THE TRUCK**

Accessories such as the four shown on this page are mighty important factors in efficient truck operation. These and the many more truck accessories we stock are double-checked by International Truck Engineers to make sure they represent the latest word in utility, dependability and economy. They're manufactured expressly to make truck operation safer, easier, more dependable. Phone or come in for the International truck parts and accessories you need.

**Tachometers TO TELL ENGINE SPEED**  
Help avoid gear clashing and logging. Easily installed. Require minimum maintenance.

**PROTECT TRUCKS with GRILLE GUARDS**  
For radiator grille, headlights and fenders. Grille guards are for themselves by protecting against unsightly damage and by saving time that would be needed for repairs.

Parmer County Implement Co.

INTERNATIONAL Trucks



## You Never Saw Such GOOD SERVICE

We are proud of our complete Auto Repair and Genuine Parts service for Chevrolet Cars and Trucks. Our mechanics take special training courses sponsored by the Chevrolet Factory to insure you the utmost in the operating efficiency of your car. We also have special scientific equipment to find and correct any trouble. We invite you to try our service.

## SATISFACTION ALL-WAYS

During this month we are co-operating with the Chevrolet national SA campaign to help Chevrolet owners get the best service from their Chevrolet cars and trucks.

She'll Run Like a "Top" ... with a **Brand New CHEVROLET MOTORS**

Exchange—Loss Head and Pan 1936 TO 1948 MOTORS NOW IN STOCK

FULL PRICE \$239 For Parts and Labor... Only

COSTS AS LOW AS \$371 Per Week With Only \$39.00 Down

ALL LABOR AND PARTS GUARANTEED

NO DELAY QUICK INSTALLATION

The \$5 Dollars \$ saved on gas and oil will pay for this motor!

This Price Includes the Following:

- New Motor
- Seal Kit
- Clutch Disc
- Clutch Bearing
- Spark Plug
- Exhaust Valve
- Water
- Oil Pump
- Gear Cover
- Distributor
- Water Oil
- ALL LABOR

Drive More for Less—With a Guaranteed New Motor. We have a complete stock of genuine Chevrolet parts on hand at all times.

Reeve Chevrolet Co.

Satisfaction All-Ways

**BELL RINGERS**

"S.A." Satisfaction All-Ways

SERVICE SPECIAL

PEP - POWER - ECONOMY

- Adjust Distributor Points
- Clean Air Cleaner
- Tighten Cylinder Head
- Adjust Timing
- Clean Battery Terminals
- Test Condenser
- Tighten Manifolds
- Adjust Carburetor
- Check and Adjust Voltage Control
- Test Battery and Refill
- Adjust Tappets
- Clean Plugs and Adjust Gaps
- Tighten Hose Connections
- Check Vacuum Spark Advance
- Adjust Fan Belt
- Check Compression
- Adjust Generator Charging Rate
- Free Up Heat Control Valve
- Test Starter

SAFETY SPECIAL



Prepare Now for Fall and Winter Driving LIMITED TIME ONLY

You get all this

- Bleed and Adjust Brakes
- Fill Master Brake Cylinder with Fluid
- Check Steering Gear and Adjust
- Check Wheel Alignment and Corner
- Check Complete Electrical System, including headlights, tail lights, battery, generator and starter

Here's Where the Difference in MERIT EGG MASH Shows Up!



ONLY MERIT IS...  
ENRICHED WITH VITAMIN RICH CARO-FLAVIN  
PLUS AMINO ACID SUPPLEMENT

FRIONA POULTRY & EGG

### It Is Always the Right Time

To lay in a supply for the regular feeds at that family table, either today or tomorrow. Our complete stock of all the Standard Brands of food products, securely wrapped and plainly labeled. All lines of foods for any menu. See us today and every day.

It Is Our Delight To Serve You.

### WHITE'S CASH GROCERY

ED WHITE, Proprietor

### WE ARE ALWAYS HERE

And ready to serve you with any of the hundreds of articles to always be found in our immense stock of useful and durable articles for—  
The Home — The Farm — The Car — Camping Trip  
Including:

Sew-Gen Electric Sewing Machines in various styles. New Phonograph Radios, Cabinet or Table styles. Toys, galore: Leonard Freezers, Ash Tray Stands, Bicycles, Lovely Table Cutlery and Dinner Sets.

Do Not Pass Our Store When on the Look For Christmas Gifts

### WHITE AUTO STORE

BILLY TURNER, Proprietor



### We ask you to see this great Ford tractor

Seeing is believing. That's why we want you to see why the Ford Tractor is making so many new friends daily. How about our bringing a tractor out to your farm for a free demonstration?

We know you'll like the Triple-Quick Attaching of implements . . . the quiet 4-speed transmission . . . Ford Hydraulic Touch Control of implements . . . and many other advantages. Dearborn Implements (made for the Ford Tractor) are just right, too. You'll like our kind of service. So how about dropping in or phoning us soon?

### FRIONA MOTOR COMPANY

### BEST BUY?

IT'S THE

### Fort Worth Star-Telegram

DURING

### BARGAIN DAYS

The Daily and Sunday reduced from \$18 per year to—

**\$13.95**

The Daily without Sunday reduced from \$18 a year to—

**\$12.60**

Not only the best Newspaper buy, but a saving to you at \$4.00 on a full year subscription. Why wait longer? See your nearest Home-Town Agent for full information on this Special Offer, or order direct today while these low rates are effective

The Offer Expires December 31, 1948

Get the paper which will please the entire family. That paper, of course, is . . .

### The Fort Worth Star-Telegram

LARGEST CIRCULATION IN TEXAS

### Ticklers

By George



"His favorite radio program is 'Spike' Jones."

### Methodist Church District Conference Held At Bovina

The Amarillo District of the Methodist Church met in its regular, annual session of the District Conference, Wednesday at the Methodist Church in Bovina, with Dr. E. D. Landreth, presiding.

The session opened with a short devotional led by the Superintendent. The prayer was led by M. M. Beavers, a retired Methodist minister living at Hereford. Following the devotional, the organization of the conference took place with Rev. W. A. Apppling of Vega elected as secretary.

The nomination of committees for the administration of the business of the conference followed.

Next there came a welcome address by Rev. Franks, pastor of the Baptist Church of Bovina.

There were reported many additions to the Church both by profession of faith in Christ and transfer of church membership. Increase in enrollment and attendance at Sunday School was reported in almost all the churches of the District.

One of the highlights of the day was the message by Bishop W. C. Martin. He emphasized the forward march program of the Methodist Church for the next four years.

After lunch which was served by the people of the Bovina Church at the American Legion Hall, the conference was resumed with reports and various causes of the church presented.

### Average Book Contains One Mile Of Reading Matter, Says Dr.

"It is said that the average book contains one mile of reading matter," said Ralph Barstow, Director of Ethics and Economics of the Optometric Extension Program, who is speaking at a meeting of the Panhandle and New Mexico Optometric Study Group being held at Amarillo.

"Of course a detective story or a romance is read quickly and without much effort but a non-fiction book or a school textbook about which he has to think, slows the reader down considerably. The question is, how many miles of reading does the average student in high school or college have to do in the course of a four year term?"

According to Dr. Barstow, the ability to read either words or figures is a skill which can be taught. He points out the large number of people who move their lips while they read indicate the actual nervous and muscular effort they put into the job. He says that the people who move their lips while they are doing mathematical calculations are considerably greater in number largely because these people have not been trained in the visual skills that would enable them to read and comprehend quickly.

He quotes Dr. Samuel Renshaw, of Ohio University, on an experiment in training people to read words and figures and to remember what they have read with almost unbelievable rapidity and efficiency. Dr. Barstow says that in his laboratory at Ohio State University, using the tachistoscope as a training device, Dr. Renshaw was able to increase the ability of the mathematical marvel, Salo Finkelstein, considerably.

### Regal Theatre

Friona, Texas

Friday-Saturday, Nov. 5-6

Everything Goes In "ROSE OF SANTA ROSA"

With THE HOOSIER HOT SHOTS

Dick Tracy, No. 15

Sunday-Monday, Nov. 7-8

The Adventures of "ROBIN HOOD"

Starring Errol Flynn, Olivia DeHavilland

Color by Technicolor

Scent-Imental Over You

NEWS

Wednesday-Thursday, Nov. 10-11

"SITTING PRETTY"

With Robert Young, Maureen O'Hara

Clifton Webb

A GOOD SHOW

Interesting — Attractive

Recreative

"HARVEST OF THE SEA"

Show Time: Matinees 2:00 p. m.

Night Shows 7:00 p. m.

### Church Of Christ Young People Hold Halloween Party

Members of the Sixth Street Church of Christ entertained their young people with a Halloween party in the home of Mr. and Mrs. Tom Whaley last Friday.

The Halloween theme was carried out in the decorations. The table was centered with lighted Jack-o-lanterns.

Thirty four guests were served punch and chocolate cake. Prizes were given to Annie Duke and Kenneth Bannum for the best costumes. During the evening several games were played with a "House-of-Horrors," as the main attraction of the evening.

### CARD OF THANKS

We wish to thank each and everyone for the kindness shown us during the death of our beloved mother and sister, and for the nice flowers and the dinner. May God bless each and everyone of you in His prayer.

Mr. and Mrs. Owen Broyles and Family.  
Mr. and Mrs. Alfred Petty and Family.  
Mr. and Mrs. Tyler and Family.  
Mr. and Mrs. Junior Dodson and Family.

### Intermediate Girl Scouts See Pictures Of Camp Mary White

The Intermediate Girl Scouts met in the Scout Hut, Thursday, with twelve scouts and two leaders present.

Florence Dean showed color slides of pictures taken at Camp Mary White last summer. Gay McFarland, June White, and Laura Ness Hardesty told of the fun they had at Mary White—of horseback rides, night hikes, cooking and singing around camp fires.

Scouts present at the meeting were: Margie Haws, Denise Magness, Joan Agee, June White, Mary Lou McReynolds, Florence Dean, Gay McFarland, Deann Buske, Donna Miller, Clea Rae Stowers, Carol Blackburn and Laura Nell Hardesty.

### CARD OF THANKS

We wish to thank the many dear friends and neighbors for their kindness during the illness and death of our beloved wife and mother.

Also to the doctors and nurses for their services, and especially to Mr. and Mrs. Whaley, Mrs. Silvertooth, Mrs. Thompson and Mr. and Mrs. Taylor, during her sickness. May God's blessings be with each and every one.

Tom Dodson  
Mr. and Mrs. Junior Dodson  
Mr. and Mrs. Alfred Petty  
Mr. and Mrs. Owen Broyles  
Mr. and Mrs. Jake Tyler

### Name Clyde Hays President Of Black 4-H Club At Meet

County Agent Ollie Limer, of Farwell, met with the Black 4-H Club, Tuesday, November 2. At this meeting "Soil Conservation and Hogs" were discussed. The following officers were elected: Clyde Hays, president; Ira Bruce Parr, vice-president; David Cobb, secretary; and Pat Blankenship, reporter. There were ten members.

### Hospital Notes

Patients admitted: Mrs. Fred Beattie, Friona, med.; C. W. Belcher, Friona, med.; Mrs. Lewis Smith, Friona, maternity; and Wesley Hardesty, Friona, medical.

Patients dismissed: Lavon Rogers, Mrs. H. A. Poindexter and baby and Marvin Lawson.

### FRANK OSBORN ILL

F. M. Osborn has been confined to his home for the past two weeks with an acute attack of arthritis and kidney trouble. On Tuesday he was reported as feeling slightly improved.

Mr. Osborn spent several weeks of the summer in Oklahoma under the care of a specialist for the said ailments, and returned home a few weeks, feeling considerably improved. He is still under the care of the specialist.

Introduction of new "wonder" drugs have brought recent deaths from influenza and pneumonia in the United States to unprecedented low levels, but specialists insist that some types of these diseases are not amenable to the new treatments and an epidemic rise in deaths at some future time is not impossible.

Ceres is the largest planetoid, and is about 480 miles in diameter.

### SANTA FE GRAIN COMPANY

Federal Bonded & Licensed

G. CRANFILL, Vice-President and Manager  
Friona, Texas

### WEEK END GUESTS

Mr. and Mrs. D. C. Collier and Mr. and Mrs. Joe Hub Collier, and two small daughters, of Ringling, Oklahoma, were week end guests in the Dave Moseley home. The Collier brothers are nephews of Mr. and Mrs. Moseley. Another guest in the Moseley home, Sunday afternoon, was

Hub Moseley, of Friona, he also being a nephew of Mr. and Mrs. Moseley.

Sales of condensed and evaporated milk in the United States each year amount for about 3 billion metal cans.

THE BOSS MAY MAKE FUN OF HIS WIFE FOR WEARING HER COAT OPEN SO HER BEAD'S SHOW. BUT WE NOTICE HE WEARS HIS PANTS-LEG TUCKED INTO HIS BOOT-TOP.

FOR FREE REMOVAL OF RASD STOCK CALL 9515 or 265 Phone

AMARILLO COMPANY



From where I sit... by Joe Marsh

I'm Glad We're "Different!"

There's a lot of difference of opinion in our county on the best kind of pasture. Some say alfalfa mixed with brome grass—others say mixed with oats or barley. But all agree that a mixture's better than a single crop.

I sometimes think people are the same way—and the strength of America is its mixture of so many different strains—some from one country, some from another—right down to little differences: like folks who have a taste for beer and those who prefer cider.

From where I sit, so long as we never become intolerant of one another's different tastes—so long as we live together with our differences, and even supplement them the way brome grass does alfalfa, then we're a mighty good crop!

So neighbor—enjoy your cider while I enjoy my beer! Vote for your candidate—I'll stand by mine! But never let our differences divide us!

Joe Marsh

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### For Winter Evenings at Home



THE CHEERFUL, friendly warmth of just-right electric lighting and the world of entertainment that's yours from an electric radio-phonograph... there's nothing more needed to make an evening at home enjoyable.

Now, with dependable electricity lower than ever before in cost, more and more folks are turning to low cost electric service to make their homes more enjoyable. Look around YOUR home and see how many MORE places Reddy Kilowatt can step in to help you to better living... electrically. You'll be surprised.

### SOUTHWESTERN PUBLIC SERVICE COMPANY

24 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE

### Funeral For Pr

Funeral services for Private Owen P. m. Bunda, Church with len. Baptist assisted by R of the Method Military rit at the grave 206, assisted 4818. Interme ona cemetery tion of the E Home.

Survivors in Mr. and Mrs. ona; two siste ward of Aberl seee of Adr Arthur and ona.

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Honorary Edward Hall, Frank Vassie Albert Crun Blackburn.

Out-of-town ing the servi Mrs. F. S. Ma Mexico, Mr. Dye, Claude; S. Curry, M eade, Mr. an of Amarillo; Reiser of Pia

### Mr. and M Observe

Mr. and Mr celebrated th wedding ann day of this time they at 55th birthday.

The only niversary din Mrs. J. B. Kansas, Mr who has been home, and uncle. It is de ever, that Mr ill on that d take part in joy the many Mrs. White cluding a and annivers We, of the ing for Ed. birthdays, an Ferne many years of hap wedded life.

### George T For Sprin

George E. T ly returned f relatives at S Friona again to return to S the winter th where he als Mr. Taylor brothers and also live in Mas, all of wh have him wit been living a death of his three years as here regret h for him a pla his relatives hood home.

### M



Two mi tie contest; Catholic Yo 24 fully-equi in charge of