

FAIR TIME - 3 BIG DAYS

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

FRIONA - GATEWAY TO THE IRRIGATION BELT

FRIONA - A GOOD PLACE IN WHICH TO LIVE AND INVEST

THE FRIONA STAR

VOLUME 29, NUMBER 6

THURSDAY, SEPTEMBER 10, 1953

Price 5 Cents

Letters to the Editor

Dear Uncle Bert:

I thought I would write you a letter and let you know that I have completed registering for school, and give you an idea what has taken place in school the first week.

The Seniors registered Wednesday, Sept. 2, the Juniors enrolled Thursday the 3rd, and the rest of us enrolled on Friday, Sept. 4th. I checked by the Principal's office this morning and found out that we have twenty-nine seniors enrolled this year. This is not as many Seniors as we were expecting, however there probably will be more than that before graduation time. The Juniors are still holding their own - with an enrollment of 31. The Sophomore class has forty-one enrolled; and the Ninth grade has forty six this year.

Looking over the student body, I notice there are a number of new students with us this year that have moved into our community. Three sure is a nice looking boy by the name of Bob Langley in the Senior Class that moved from the Waco High School to Friona this summer. Bob is making his home with LeRoy Burnett -- O. K. girls, watch your step. Oh yes, I almost forgot to mention that Dale Stowers is back with us this year, and is planning to graduate. We sure hope Dale continues on with the idea, as we are awfully glad to see him back in school. Eva Mae White is another new student we have in the Senior Class. She attended school in Houston, Texas, last year, and we are glad to have Eva with us.

The Junior Class is honored by having two new students, Sara Baldwin moved from Dimmitt, and Gary Panzer attended Childress High School last year. Gary is a very nice looking boy about five feet eleven, and ruddy complexion, and is trying out for football. Sara attended Dimmitt High School, but states she was not on the Dimmitt Basketball team. We thought for sure we had received an all-state player, but regardless where she played basketball or not, we are awfully glad to have her in school.

The Sophomore Class is honored by having Sevalan Long with them. Sevalan attended Santa Anita High School in Santa Anita, Kansas, last year. Sevalan's father moved to Friona last year to commence farming, and he moved the family down this summer. Sure glad to have you with us, Sevalan.

The Freshman Class is the largest class in high school, and they received four new students, Clyde Rule from Dolores, Colo., Lena Joyce McLean from McLoughlin Junior High School, Vancouver, Wash.; Calvin Nazworth from Sweetwater, Texas; and Betty Duker from Childress.

We had a general assembly on Monday, and made plans for the County Fair, introduced the new students, new faculty members, and we were honored by having several pastors from our local churches with us.

On Wednesday the classes had their first class meeting and elected officers, sponsors and the room parents, and discussed the participation in the Fair. The seniors elected Mr. Cook, Mr. Ford and Mrs. McClain as their sponsors. Mr. and Mrs. Leo McLellan and Mr. and Mrs. McFar-

land were elected room parents. Teddy Fangman was elected as president, Clyde Hays, vice-president, Donna Miller as secretary-treasurer, and Gay Ann McFarland was elected parliamentarian. The seniors also made plans to have the Concessions at the football game on Friday night, and at the Fair.

The Junior elected Mr. Burnett, Mr. Gee and the new Home Economics teacher as their sponsors. Mr. and Mrs. Kenyth Cass and Mr. and Mrs. A. S. Grubbs and Mr. and Mrs. Roy Coker were elected room parents. Gay Cass was elected president; Evelyn Ray, vice-president; Zelma Beaty secretary; Denise Magness, treasurer; Don Lewis and Deann Buske, sergeant-at-arms; and Oleta Lloyd was elected reporter.

The Sophomores elected Mr. Fry and Miss Smith as their sponsors. Mr. and Mrs. Hap Fairchild, Mr. and Mrs. Ray Landrum, and Mr. and Mrs. Tatum, Jerry Houlette was elected president; Billy Parker vice president; Mickey Ready, secretary; Charles Kirk as treasurer; and Danny Mac Baimun and Donald Petty as Sgt. at Arms.

I heard Mr. Caffey tell one of the faculty members the other day that there were over 700 students in the Friona Public Schools this year. That is the largest enrollment we have ever had. Our Grade School reminds me of the Old Lady that lived in a shoe, with five hundred and sixty-two children over there. High School is crowded, but not too bad. We only have 147 students in the top four grades.

We have our first football game here Friday night. We play Vega High School, and we are expecting a very close game. I know we will win - I hope so, anyway. I sure hope all the fans in the Friona community will come out and support the boys. I know if we can have a large crowd the boys will play a lot harder. The Senior Class is in charge of the Concessions, so everyone will have an opportunity to watch a good football game, eat hot dogs and consume black coffee.

The new typing teacher, Miss Coley, has the largest typing class Friona has had in some time. She has two classes with twenty in each class.

We had our first Southern Assembly today. The name of the program was "Rogers' Novelty Act", and I believe everyone that attended enjoyed every minute of it. He played musical bells and rode a mono-cycle around the stage several times.

We have two new teachers in High School. Miss Coley, our business teacher, is from North Texas State College, and Mr. Absler is teaching English and Speech. There are a number of new teachers in Grade School, but I have not learned their names. Maybe I will have an opportunity to meet them before long.

It is time for the bell, will write more later.

Your loving Niece,
Big Minnie

Visitors in the O. F. Lange home are their daughter and son-in-law from Chicago.



REV. S. M. DUNNAM

Methodist Revival Beginning Sunday

First service of the 10-day revival meeting at the Friona Methodist Church will be held Sunday morning at the regular preaching hour. Two services daily will follow until Wednesday, September 23rd, at 10 a. m. and 8 p. m.

Rev. Dunnam, pastor of the First Methodist Church at Hereford, is widely known in his evangelistic work; his messages coupled with the capable and inspirational music directed by Tim Magness should be ample reasons for good attendance.

The public is invited by the pastor Rev. Sherrill, to attend as many services as possible.

Wanda and Zelma Beaty, Don Lewis and H. V. Rokey were Hereford visitors Sunday.

Farm Bureau Report



It looks like there will be a special legislative session called in Austin this year. If there is, it is a foregone fact that more tax money is going to be sought; part of it for increasing teachers' pay. It can also be concluded that if we don't watch out the pocket from which the money comes will be that of the farmer.

Texas Farm Bureau Members have insisted that natural resources, which are not paying their proportionate share of taxes, should be taxed, if there is a need for more revenue. Parmer County Farm Bureau has supported this position in the past, and we will find out if the membership still holds that view, so we will know how to report when we are called upon by the Legislative representatives.

U. S. Congressman George Mahon, in speaking at the District 2 meeting in Lubbock last Thursday, said, "Farm Organizations are the only dependable source from which we can get conclusive suggestions from farmers themselves when we consider farm legislation—and of course, when I say Farm Organizations, that just always means Farm Bureau."

Bud Jones, District Extension Service Agent of Lubbock Technical College, said, "It would be impossible for us to carry on our educational program as successfully as we

First Football Game Here Friday Night

First Friona football tilt of the 1953-54 season will be staged on home soil this Friday evening at 8:00 o'clock against the Vega Long Lorns.

The Chieftains are looking better with every additional workout this week, despite loss of several of the old stand-bys, the locals are expected to make a good showing this season.

Coached by J. P. Ward and John Ballard, the Vega team comes to Friona with a slight weight advantage.

Probable starters among Coach Cook's charges are:

Minor Collision Only

Week-end Mishap Here

Two cars were damaged over \$200 each in a crossroads collision south of Black Sunday but no one was seriously hurt.

Fred Barker, Jr., returning from Hereford to visit with his parents, collided with a car driven by Bud Milligan at the crossroads 3 miles south and 1 mile east of Black. Leon Langford was riding with Barker and Milligan's son was riding with Milligan. Though thrown through the door, the young Milligan was not seriously hurt, receiving only emergency check at the local hospital.

Highway patrolman Joe Culp investigated the accident.

Jerry Houlette, 139, FB; Wayne Houlette, 139, HB; Jimmy Roberson, 132, QB; Kenneth Ferguson, 160, LE; Keith Battey, 145, C; Teddy Fangman, 168, C; Jim Dixon, 155, RE; Gary Panzer 163, LT; Glenn Reeve, 169, HB; Jerry Zachary, 205, RT; and Virgil Phipps, 188, RG.

Some thirty-one men are coming out locally for football.

Probable starting eleven for the visitors are Jerry Cook, 160, RE; Donald Ferguson, 176, RG; Roy Milhoan, 150, RT; Allen Tolbert, 204, LT; Jimmy Randles, 148, C; Phil Price, 152, QB; Gene Richardson, 152, LE; Warren Cook, 156, LHB; William Russ, 204, LG; Billy Dowd, 124, RHB; and Gerald Sides 175, FB.

SCS Banquet Will Be Held Tuesday

V. C. Marshal, executive director of the Texas Soil Conservation Board, will be speaker at the annual banquet of that organization here next Tuesday evening.

Mr. Marshal is expected to bring a message of special interest to the general public of this area, and the SCS board is enthusiastic in inviting attendance.

The school cafeteria personnel will serve the banquet in the Friona cafeteria at 8:00 o'clock Tuesday evening. Admission price is \$1.25, and advance sale of tickets is being conducted by the supervisors of the SCS district. Tickets also may be obtained at the door.

Tickets may be bought before the banquet from Joe Blair, Henry Ivy, A. L. Black, Clyde Sherrieb, H. T. Reynolds or at the SCS office in Friona.

Added entertainment is promised, together with the address.

Knox's Plan Move To Weir Building

Re-modeling work is underway on the Weir building adjacent to the City Drug in Friona, preparatory for occupancy in October by Knox's Ready-to-Wear.

The Knox firm is moving from its location in the old bank building.

Jack Knox states that he will be joined by his father and mother, Mr. and Mrs. Boyd Knox, in the operation of the business at its new location. Ready-to-Wear items will be featured.

Methodist Ladies Will Serve Dinner Friday

Ladies of the Methodist Church will serve dinner at the church annex this Friday.

The family style dinner will be served between 11:30 and 2:00 o'clock.

Menu will consist of chicken, dressing, gravy, an assortment of fresh vegetables and salads, tea, coffee and homemade pies.

Prices will be \$1.25 for adults and 50 cents for children.

Barbecue!

FIFTEEN HUNDRED POUNDS OF CHOICE BEEF WILL FEATURE THE FRIONA CHAMBER OF COMMERCE FREE BARBECUE.

TIME: 6 P. M. FRIDAY. BE THERE, BRING THE KIDS!

Parade!

MORE AND VARIED EXHIBITS AND FLOATS ARE PROMISED FOR THE PARADE AND PARADE MARSHAL DICK HABBINGA PROMISES FULL ENTERTAINMENT WITH THE LOCAL AND VISITING BANDS, RIDERS, LOCAL BUSINESS FLOATS, CLUB FLOAT ENTRIES, ETC.

WATCH FOR THE MYSTERY MULE RIDER, ETC. - LOTS OF FUN!

PARADE TIME: SATURDAY, 3:00 P. M.

Cattle!

BEEF AND DAIRY CATTLE WILL BE ON HAND THROUGHOUT THE THREE DAY FAIR. BEEF JUDGING WILL COMMENCE AT 9:30 A.M. FRIDAY. BROWN SWISS AND GUERNSEY JUDGING AT 10:30, HOLSTEINS AT 1:00 P. M., JERSEYS AT 1:30, AND MILKING SHORTHORNS AT 2:30 THE SAME DAY.

ALL BUTTERFAT AND MILK PRODUCTION CONTESTS WILL BE CONCLUDED FRIDAY.

Home Arts!

HOME ARTS EXHIBITS TAKE THEIR PLACE THIS YEAR AS REALLY OUTSTANDING FEATURES AT THE FAIR. JUDGING WILL BE CONDUCTED AT 9 A. M. FRIDAY.

Swine

SWINE WILL BE JUDGED SATURDAY MORNING AT 9 O'CLOCK.

And More

RABBIT JUDGING WILL BE ON FRIDAY, TOGETHER WITH JUDGING OF THE OUTSTANDING COMMUNITY EXHIBITS.

THE MERCHANTS OF THE COUNTY ALSO HAVE BOOTHS OF UNUSUAL QUALITY.

DON'T MISS THE FAIR - VISIT EVERY DEPARTMENT!

FIRST MAIZE IS DELIVERED, 9th

First loads of the '53 maize harvest were delivered to Friona elevators yesterday, with the first load coming to the Santa Fe Grain

Company, followed in a few minutes with delivery of more at the Friona Wheat Growers.

James Moor brought the load to the Santa Fe firm, drawing \$2.45 with a test of .13. With his field dry enough for continued harvest, he has brought two more loads to the elevator at this writing.

Aubrey Cole brought the first load to the Wheat Growers from his farm northwest of town.

It is expected that harvest will be well under way by next week, with a bumper crop anticipated in the county. Arthur Drake of the Wheat Growers has been out over the area and states that the crops are as good as he has ever seen in the county - and that is saying a lot.

Though market price now is above eth elean value, it is expected that price fluctuations will result in much of the grain being placed in the loan. Net loan value is about \$2.23. Gross loan is \$2.37, but storage will run 12 or 13 cents depending on the time of delivery.

HOSPITAL NOTES

ADMITTED

Mrs. Virgil Evans, surg., Friona. Weldon Fairchild, tonsilectomy, Friona.
Don Sudderth, med., Farwell.
Mrs. Tom Foster, med., Farwell.
Mr. W. E. Smith, med., Farwell.
Aulana Marie Levins, med., Bovina.
Donna Miller, tonsilectomy, Friona.
Fred Jackson Jr., surg., Friona.
Nickie Celaya, med., Friona.
Mr. W. H. Woods, med., Farwell.
Mrs. J. G. Inglis, med., Earth.

DISMISSED

Don Sudderth, Mrs. Virgil Evans, Weldon Fairchild, Mrs. Dorothy Donaldson, Mrs. Tom Foster, Mr. W. E. Smith, Donna Miller, Aulana Marie Levins, Mr. Lee Thompson, Mr. Johnny Nazworth, Mrs. Oann Anderson, Fred Jackson Jr., Nickie Celaya, Mrs. Carl Schlenker and baby girl, and Mr. W. H. Woods.

FOR RENT: Office Building. Available about October 1. Friona Bldg. Co. Inc. See Mack Baumum Phone 2171.

THE FRIONA STAR



THE AMERICAN WAY

Friona Parmer County Texas

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

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.

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

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.

EDITORIALLY SPEAKING

"A Vigilant Press has made the American People the Best Informed in the World"

Never Underestimate the Value Of a County Fair!

The county fair still is one of the most important events in the life of the community or county, and it should be.

And it is more than doubly important in this county, with its several communities and three little towns — affording opportunity for mutual admiration, friendly competition and comparison, and lots of visiting. Such enterprise over the years should and must contribute to further development of county unity and progress.

The Star joins with the local firms and citizens

in greeting the visitors and exhibitors.

No special edition is being published this year; we have concentrated on putting out a good paper every week, carrying maximum number of pictures, etc., and we'll leave exploitation of advertising up to other medias. We are a "home" paper, the kind that we hope is a welcome member of the family, and week in and week out we try to be just that.

Best Wishes to every one of you at this fair time; come by and visit with us if possible.

MMM

We Have an Aversion - To Unsigned Letters!

We have never used the columns of this newspaper to say anything in print that we would not say in sincerity to the face of any group or individual affected. Our opinions are clearly labeled as such under the editor's signature.

Is similar frankness and courtesy too much to ask of those who write to the editor?

We like letters - more the better; we like to print them, we like to benefit by their constructive suggestions or criticism; we like to pass on to other readers your opinions on pertinent subjects.

But please sign those letters!

Our stomach revolts upon receiving unsigned letters, clearly intended for one and only one reason - the absence of the right color backbone.

We are referring to those of such clear intent that we can understand why they remain unsigned! Thank goodness they are few.

Some interesting - even laughable - experiences have come our way over the years in unsigned letters.

There was the letter recommending that we hire a certain party. We knew the story, the writer and the motive, surely the writer would have at least

flushed had she known of our understanding.

Other experiences in this field of unsigned notes:

There was the advertiser who called our attention, via unsigned letter, to a window display in so and so's window (their own) believe it or not!

And the most amusing of all are the ones printed in block letters, though we are sure the party knows how to write quite well at least from other examples we've seen - really excellent penmanship!

And there may be some who think the weekly editor leads a dull existence!

MMM

Again comes the promise of city authorities in Friona that something will be done about the stray dog situation.

Quoting: "Strays will be impounded for three days before disposal. The dogs of the city must be restricted to their premises for sake of safety at school and to prevent any further annoyance to the public in general."

Nuff said. Now for some action.



But, Economy Begins at Home!

Do You Remember...

FIVE YEARS AGO

With more than 100 head of dairy cattle entered in the Parmer County Fair, this division topped all other entries in the show. A parade featuring many of the show entries and floats of various civic organizations, merchants, and others was scheduled for Saturday afternoon. Show officials for that year were County Agent Ollie Limer, J. T. Gee, Robert Morton, Wendol Christian, Wilford Quickel, Elmer Perryhill, Harold Lillard and Mrs. A. W. Anthony.

The pavement of Main Street in Friona was completed, making a fully paved highway from Highway 60 south to the railroad to connect with farm highway 299.

Farmers were busy planting the wheat crop with the earliest planting apparently up to a good stand. Most of the farmers had row crops that had been so dead and dry that they had to be cut before falling over.

Rev. E. E. Houlette had announced plans for opening a modern steam laundry at Friona.

Parmer County Farm Bureau had been organized at a meeting in Farwell. Harold Lillard was named chairman, and Harold Carpenter

was elected secretary-treasurer.

The Friona American Legion met to plan the float to be entered in the fair parade.

The organization of Alcoholics Anonymous at Friona was to hold meeting in the grade school auditorium.

TEN YEARS AGO

Funeral services for Mrs. Mollie Ellis Trigg were held in the Friona Church of Christ. Mrs. Trigg had died following a paralytic stroke.

Mrs. Dallas Coldiron had returned from Ft. Sill, Oklahoma, where she had been visiting her husband. Pvt. Coldiron was to leave Ft. Sill for New Orleans for training in radio work.

Miss Novellene Naylor of Plainview became the bride of France N. Welch at the Friona Baptist Church. Minister Louie Welch, a cousin of the groom, read the vows.

Mr. and Mrs. Steve Struve of Levelland were the parents of a baby girl. They named her Roma Kay.

Smiley Pulks had sold his cafe to Talbert Stowers. Smiley was going to work for Stowers.

CONTINUED ON PAGE 7

Free Popcorn-

To the first FIVE CARS entering the—

Chief Drive-In

Coming Attractions

Thursday — Friday

INVASION - U.S.A.

GERALD MOHR - PEGGY CASTLE

-CARTOON-

CHIEF

Saturday

DENVER & RIO GRANDE

-CARTOON-

CHIEF

Sunday — Monday — Tuesday

ALL ASHORE

MICKEY ROONEY - DICK HAYMES

NEWS - CARTOON

CHIEF

Wednesday — Thursday

SCARED STIFF

JERRY LEWIS - DEAN MARTIN

-CARTOON-

CHIEF DRIVE-IN

FRIONA

ADMISSION PRICES

ADULTS 50c — CHILDREN UNDER 12 FREE WITH PARENTS

Cartoons and News Begin at 8:00 P. M.

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

Time to renew? Don't let your subscription expire!

BUCK GARNER

BLACKSMITH - WELDING

POINTS HARDSURFACED

QUALITY WORK GUARANTEED

Located in White Building on Highway 60

—FRIONA—

WELCOME FAIR VISITORS

For the

WORST

IN PICTURES, TAKE

BUT FOR THE

BEST

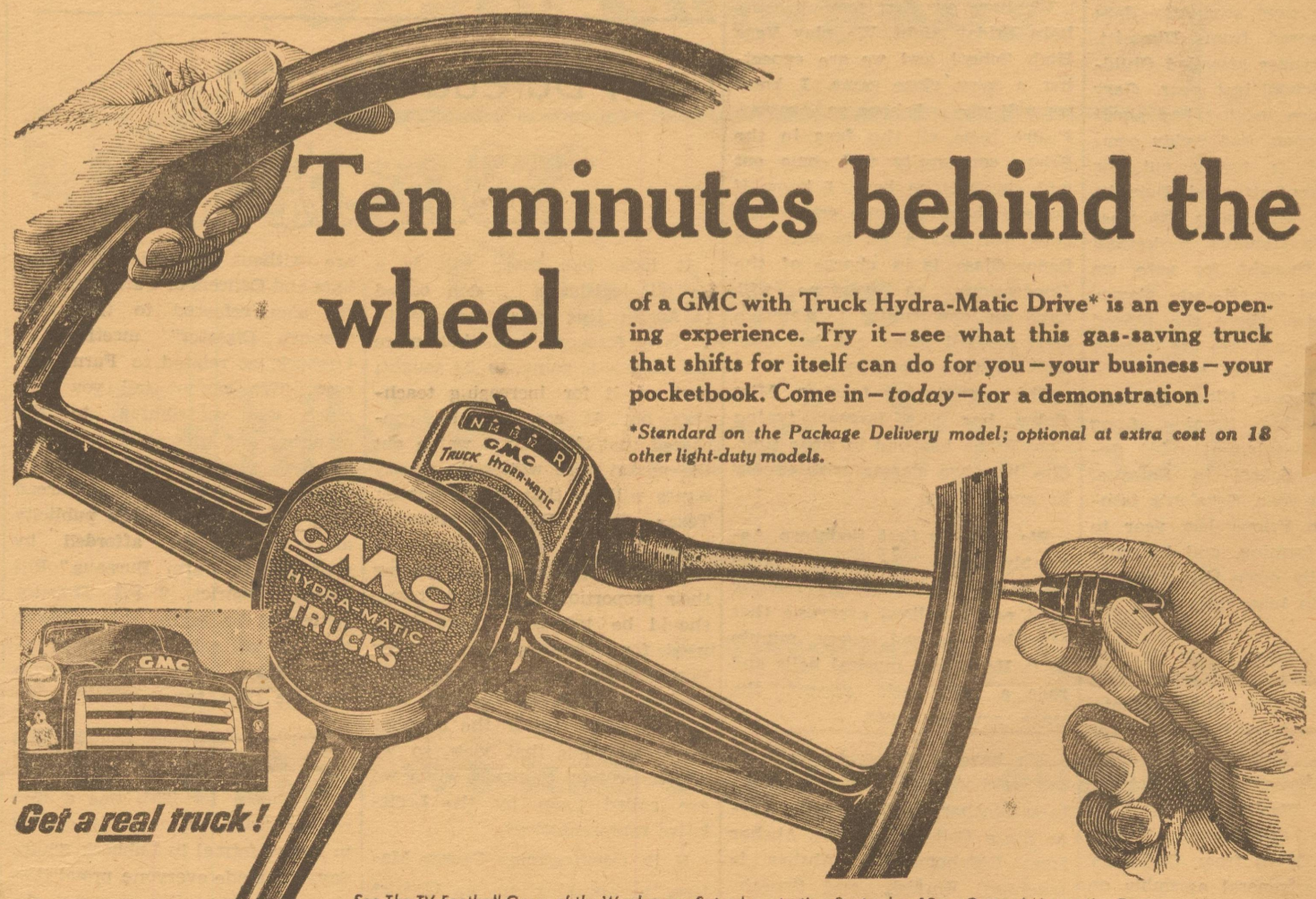
IN SERVICE AND MERCHANDISE

We Invite Your Patronage

at

THORNTON'S

Feed and Seed - Poultry and Egg
Locker and Cold Storage



Ten minutes behind the wheel

of a GMC with Truck Hydra-Matic Drive* is an eye-opening experience. Try it—see what this gas-saving truck that shifts for itself can do for you—your business—your pocketbook. Come in—today—for a demonstration!

*Standard on the Package Delivery model; optional at extra cost on 18 other light-duty models.

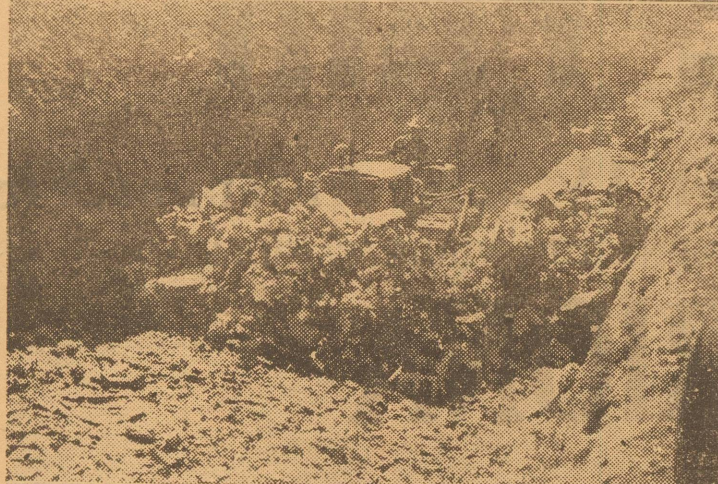
Get a real truck!

See The TV Football Game of the Week every Saturday, starting September 19—a General Motors Key Event

Herring Implement Co. --FRIONA

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

NATIONAL VIEWS & NEWS



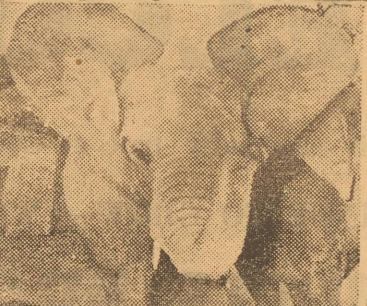
ECONOMICAL ANSWER to the garbage disposal problem for many communities, is sanitary landfill. Sonoma County, Calif. uses a Caterpillar D4 Tractor to compact the refuse then bury it under 24 inches of dirt.



SIMMERING IN SUMATRA is Suzan Ball who plays a half-caste girl in a Universal-International melodrama. If the Orient beckons with the likes of her, we're for it.



DRINKING FOUNTAIN cooler dearly pleases Jerry Semkin of Pittsburgh, above, as he beats summer heat. Below is Micheline, music-minded elephant at a Paris zoo. They say she'll trumpet at the drop of a peanut.



Black Study Club Opens Season September 3rd

The opening meeting for the Black Social and Study Club was held September 3 in the Clubhouse with Mrs. Maude Allman and Mrs. Carrie Tatum as hostesses.

Floral arrangements of snapdragons, zinnias and dahlias were used in the room.

The group discussed and decided to have a booth at the Parmer County Fair and also to contribute to the Fair fund.

Names for secret pals were drawn by the members.

A refreshment plate of chicken salad, pineapple pie and iced tea was served to Mesdmes Meidred Bennett, Ethel Bengner, Christene Braxton, Jessie Douglas, Maudene Edelman, Emma Elmtre, Jewell Fields, Anna Mae Hays, Aitha Presley, Maxine Price, Louise Robertson, Lucille Rocky and the hostesses.

Mr. and Mrs. Levi Ritter and daughter, Kay, of Santa Monica, California, visited over the week end with the Ray Landrums and George Tredders.

Mr. and Mrs. Jack Sakdal and Cindy of Lubbock were weekend visitors in the Chas. D. Russell home.

Mr. and Mrs. Clarence Bess and grandson, Larry, of Ada Oklahoma, visited in the Jasper Bess home last week.

Plaintiff brings this suit in trespass to try title and alleges that on September 1, 1953, he was the owner in fee simple of Lots 11 and 12, Block 12, McMillen & Ferguson Addition to the Original Town of Friona, Parmer County, Texas. That on such date the Defendants unlawfully entered upon said land and dispossessed him to his damage in the sum of \$500.00. Plaintiff also pleads the 10-year statute of limitations, prays for judgment for title and possession of said land, for his costs, and for his damages, as is more fully shown by Plaintiff's Petition on file in this suit.

Issued and given under my hand and the seal of said court at Farwell, Texas, this the 1st day of September A. D. 1953.

(Seal)
Attest: Loyde A. Brewer, Clerk, District Court Parmer County, Texas.

able District Court of Parmer County at the Courthouse thereof, in Farwell, Texas, by filing a written answer at or before 10 o'clock A. M. of the first Monday next after the expiration of forty-two days from the date of the issuance of this citation, same being the 19th day of October A. D. 1953, to Plaintiff's Petition filed in said court, on the 1st day of September A. D. 1953, in this cause, numbered 1670 on the docket of said court and styled W. M. White, Plaintiff, vs. Clarence J. Lanotte, et al, Defendants.
A brief statement of the nature of this suit is as follows, to-wit:

CITATION BY PUBLICATION

THE STATE OF TEXAS
TO: Clarence J. Lanotte, and his wife, Mrs. Clarence J. Lanotte, Cora H. Eldredge and her unknown husband or husbands, and the unknown heirs, assigns and legal representatives of the aforementioned Defendants, Greeting: YOU ARE HEREBY COMMANDED to appear before the Honor-

Automobile Insurance
Southern Farm Bureau Casualty Insurance Company
RAYMOND EULER, AGENT



You're "sitting pretty" behind the wheel

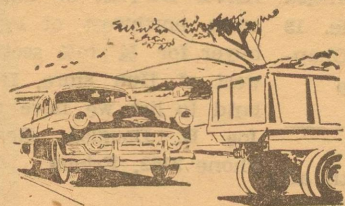
Take this Bel Air model. First thing you'll notice is the quality of the interior. Rich-looking appointments. Roomy seats with foam rubber cushions. Turn the key to start the engine and you're ready to go.

You can see all around

You look out and down through a wide, curved, one-piece windshield. The panoramic rear window and big side windows provide a clear view in all directions.

And it's the lowest-priced line

A demonstration will show you that Chevrolet offers just about everything you could want. Yet it's the lowest-priced line in the low-price field.



Biggest brakes for smoother, easier stops

An easy nudge on the pedal brings smooth, positive response—right now! Chevrolet's improved brakes are the largest in the low-price field.



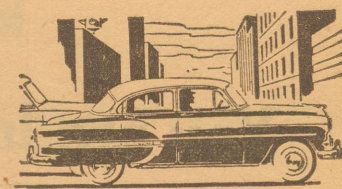
I figure this demonstration saved me many hundreds of dollars!

I expected to pay that much more for a new car until I discovered I was better off in every way with this new Chevrolet!

Let us demonstrate all the advantages of buying a Chevrolet now!



MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!



You get greater getaway with the new Powerglide*

A lot finer performance on a lot less gas. That's what you get with the new Powerglide automatic transmission. There's no more advanced automatic transmission at any price.

You get more power on less gas

That's because Chevrolet's two great valve-in-head engines are high-compression engines. In Powerglide* models, you get the most powerful engine in Chevrolet's field—the new 115-h.p. "Blue-Flame." Gearshift models offer the advanced 108-h.p. "Thrift-King" engine.



It's heavier for better roadability

You're in for a pleasant surprise at the smooth, steady, big-car ride of this new Chevrolet. One reason is that, model for model, Chevrolet will weigh up to 200 pounds more than the other low-priced cars.

*Combination of Powerglide automatic transmission and 115-h.p. "Blue-Flame" engine optional on "Two-Ten" and Bel Air models at extra cost.

REEVE CHEVROLET COMPANY

WELCOME VISITORS

**Parmer County Fair
Friona**

September--

-10

-11

-12

**BLANTON BUTANE
Inc.**



Sentence 5 1/2 years

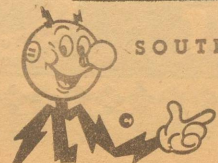


NOW SAVE MONEY ON LAMP BULBS AT ANY BULB DEALER OR PUBLIC SERVICE



And it is true! You ladies average a married life span from age 18 to 58—40 years. In that time you iron the equivalent of 5 1/2 straight years, 8 hours a day, Saturdays, Sundays and Holidays included. Why not make your "sentence" easy. Iron with an automatic electric ironer. Let it do the "lifting". All you do is sit in comfort, feeding the clothes through the ironer.

SEE YOUR REDDY KILOWATT ELECTRIC APPLIANCE DEALER



SOUTHWESTERN

PUBLIC SERVICE

COMPANY

TELEVISION AT THE FAIR

You are Invited to See our Demonstration at the County Fair . . . of TV Sets, Antennas, Etc.
SEE THE BEST IN TELEVISION . . . SETS WILL BE IN OPERATION ALL 3 DAYS BRING THE WHOLE FAMILY!

WHITE AUTO STORE - FRIONA

C. A. & B. W. TURNER

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.

PICTURE FRAMING

EXPERT CAR GLASS INSTALLATION, Table Tops and Window glass. HEREFORD GLASS COMPANY, 1302 Park Ave., Phone 1425, Hereford. 21-tfc

● SELL OR TRADE

CLARINET for sale: Used only 1 year. See Mrs. James Mabry, Rt. 1, 5 mi. south Friona. 6-1p

WANTED: FARM LISTINGS IN FRIONA AREA

We have buyers for farms in Friona territory; have ranches in Colorado, New Mexico and Texas to trade for irrigated land. Try us with your Real Estate—Phone Write or Come See Us!

TURNER BROS. LAND CO. Phone 5231 — Box 591 Male Center, Texas 5-2p

FOR SALE: 1 Four-room house on lot and one-half on Summit Street in Friona.

Also would trade modern 7-room home, 2 baths, full basement, for tract of land. Lee Parker, Ph. 3873. 2-tfc

FOR SALE: Cucumbers and stringless yellow wax beans. \$3 per bushel. See W. H. Flippin, Sr., 2 miles east and 3 miles south of Black, Texas. 5-1p

THE WANT ADS ARE AN EXCELLENT BARGAIN SOURCE!

Southern Farm Bureau Life Insurance Company
RAYMOND EULER, AGENT

STATED MEETING



First Tuesday Night Each Month
FRIONA LODGE 1332

● BUSINESS SERV.

SILOS

Wallace Construction Co. Phone 399 — Hereford, Texas 5-44c

RENT HOME for men and women. Nursing care. Pkwy. 1231J or come to Mrs. Viola Griswold, Hereford, Texas, 401 Irving 4-3c

NEED ENSILAGE pits dug? See us for bulldozing and all kinds of dirt work. Contact ERNEST McGEE, Rt. 1, Hereford, or Phone 3286—Dawn Exchange, or 1473-J Hereford. 4-5p

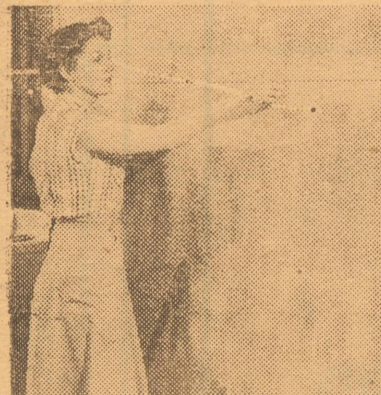
GIB'S CLEANERS now has FREE Moth-Proofing. Recently Installed. INSURED Cleaning Process. Phone 3881. 48-tfc

HOME-HOW-TO'S

Your Walls Can Be Washable

There's a growing trend these days to "do-it-yourself"—to save money and relax from your regular work. But one word of warning—stick to those things such as wall and floor coverings that any amateur can install. On wall coverings, for example, Congoleum-Nairn Company has developed a truly quick and easy "do-it-yourself" product which makes home redecorating fun as well as economical. All you need for sparkling new kitchen walls is a little patience and Gold-Seal Congowall.

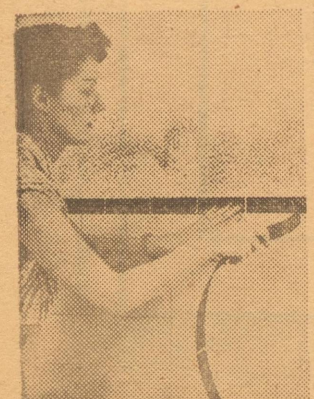
Doing the work yourself means saving up to one-third of the cost for a wall that resists dirt, moisture, grease and scratches. Incidentally, it whizzes with the swish of a damp cloth. The money you save on the wall can go into higher quality cabinets and appliances. These pictures tell the whole "how to do it" story.



Strike a level chalk line on the wall completely around the room at the desired height.



Spread paste on the wall area so no plaster shows through and roll on Congowall.



To get that truly professional look, paste on a contrasting cap strip.



And now you have a gleaming washable wall that will stay sparkling clean.

WATER WELL DRILLING

And Repairing

CASBY ADAMS 22-4p

CANYON WELL SERVICE

Windmills, Pumps, Pressure Systems
Agent for Best Submergence Pumps
Irrigation Pumps
-Complete Service
Box 195 1100 8th Ave. Ph 366J Canyon, Texas

M. A. HOLLABAUGH

(For a satisfied customer see A. W. Anthony Sr. or Jr.) 22-24p

● AUTOMOTIVE

Chrysler Industrial Motors SALES and SERVICE

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

● FOR RENT

APARTMENTS for rent. Furnished. Walter Loveless. Ph. 2432 1p

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. Hereford Wrecking Company, phone 320. 709 E. 1st. Hereford 21-tfc

Piano Bargain

Repossessed Console Spinnet Piano. Will transfer to responsible party for low balance due. Write Credit Dept. McBrayer Piano Co. 217 W. 6th St. Amarillo, Texas. 6-3p

● REAL ESTATE

FOR CASH LEASE: Several small irrigated farms near Black. See M. A. CRUM

FOR SALE

2 good farms, both well located. One with well. One dry. Good improvements.

2 good dwelling houses. Both well located. Both on pavements and sewer line.

4 good vacant lots. Well located.

If you are interested in South Dakota, Montana or Wyoming lands, see us.

"Uncle" John White

FARMER COUNTY FARM

160 Acres near Bovina, Very Nice Modern improvements, 8" irrigation well. All the land in cultivation, Extra Smooth and level, irrigates beautifully. This farm is one of the very tops in the County and will make some family very happy to own it. Priced at only \$275.00 per acre.

O. W. Rhinehart All Kinds of Insurance

NEW 4-room home for sale. Bath and attached garage, east front. On pavement. An excellent buy. See Jim Guinn at Reeve Chevrolet. 6-tfc

Since 1907 . . . the word at our firm has been

WELCOME

and this is especially true at County Fair time!

LET US CONTINUE TO GROW —WORKING TOGETHER

ROCKWELL BROS. & CO. LUMBERMEN

STOP LOOK LISTEN

Beginning Next Week We Will Give

Double S & H Green Stamps EVERY WEDNESDAY

FT. HOWARD Toilet Tissue . . . 4 Roll Pkg. **35c**

PURE CANE SUGAR 10 lbs. **98c**

OLEO, Shurfresh lb. **19c**

PUFFIN BISCUITS . . 3 for **25c**

MADRONE 10 oz. Can FROZEN STRAWBERRIES **25c**

TOKAY GRAPES . . . 2 lbs. **29c**

IDAHO RUSSET POTATOES 10 lbs. **39c**

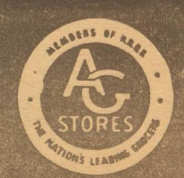
CATSUP, Hunt's 14 oz. Btl. **15c**

FLOUR, . . Shurfine 10 lbs. **69c**

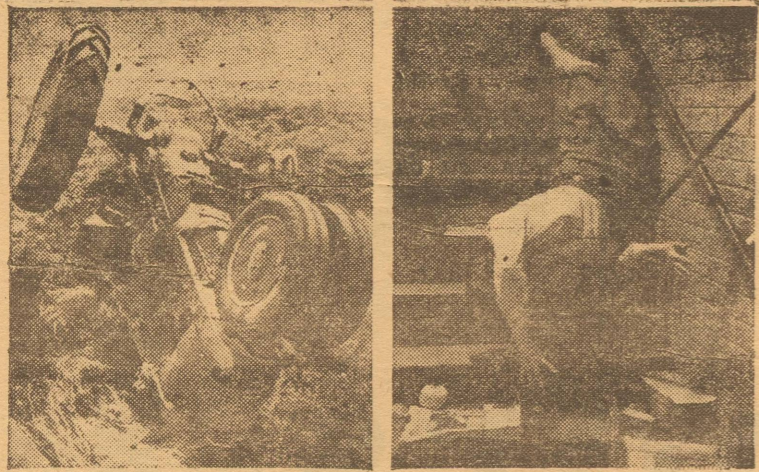
Home Pack FROZEN DESSERT 1/2 Gal. **55c**

CORNER GROCERY & MARKET

DIAL 2 and THREE 111



600,000 4-H'ers Join To Correct Hazards



Chicago—(Special)—The largest volunteer army ever organized for a peaceful mission is now "invading" farms and rural communities throughout the Nation. It consists of more than 600,000 4-H Club boys and girls whose objective is to show rural folk how to prevent accidents and fires which result in 14,000 deaths and 1 1/2 million injuries among farm people, as well as destruction of millions of dollars' worth of buildings and equipment annually.

Falls account for 36 percent of all fatal accidents in farm homes and 19 percent outside. More than 50 percent of all fatal accidents in working with farm machinery involve tractors, and overturning accounts for more than half of the tractor accident fatalities.

Safety experts give considerable credit to the contributions made by 4-H'ers for the reduction of one-fifth in the number of fatal accidents to farm people in 1951—the last year for which estimates are available—from the estimated annual rate in 1941, the first year of the National Farm Safety Week, which will be observed this year July 19-25.

Illustrative of the 4-H'ers do "approach" to the accident problem, a Tennessee club girl reported that she picked up broken glass, rusty nails protruding from boards, and other sharp articles in the farm lot; helped her father and brother become safety conscious in working with farm machinery; had a ladder with two broken rungs repaired; per-

suaded her mother to use a step-ladder in reaching high places in the house, and to always wipe up grease or water immediately if it is spilled on the floor.

A Texas 4-H boy reports that their farm tractor often was filled with gasoline to overflowing when the engine was warm. He called this unsafe practice to the attention of his father and brother and now the tractor is filled correctly. His small brothers frequently asked to ride on the tractor, but this safety enthusiast taught them to understand how hazardous it was to hitchhike a ride on a tractor.

Similar reports of the 4-H'ers participating in the National 4-H Safety program are legion. Instead of using "don't" admonitions, expressions such as "Let's Correct This Hazard" prevail.

Outstanding 4-H records of achievement in safety are rewarded with awards provided by General Motors for the ninth consecutive year. They include sterling silver medals for the blue award group in each qualifying county, and an all-expense trip to the National 4-H Club Congress in Chicago next November for the state winner. Six state winners will be chosen to receive a national award, which is a \$300 college scholarship. A handsome plaque, appropriately embossed, will be awarded to the county reporting the most outstanding county-wide 4-H safety program.

The National 4-H Safety program is conducted under the direction of the Cooperative Extension Service.



GUARDING BABY'S EYES by Science Features

New-born babies come into the world with relatively few defenses against disease germs. Modern science has devised a number of procedures to guard against infection during the first days of life, one of the most important of which is the application of silver nitrate to the new-born's eyes.

Routinely applied within a few minutes after birth, silver nitrate has proved extremely effective in reducing the incidence of blindness due to eye infections. Occasionally, however, it also causes irritation to the delicate eye membranes.

Recently ophthalmologists at the Sacred Heart Hospital in Yankton, S.D., requested Drs. T. H. Wilcockson and C. D. Cox to determine what could be used to replace silver nitrate. The scientists tested two eye ointments, one containing terramycin alone, and the other this antibiotic in combination with another, polymyxin-B.

They concluded that no difference could be determined in the effectiveness against eye bacteria of the antibiotic ointments vs. silver nitrate. However, they added that nursery personnel "soon prided themselves on being able to distinguish the difference between the two drugs as to the effect on the babies' eyes."

The eyes of the infants treated with silver nitrate, the scientists reported, were reddened and the babies kept their eyes closed for three or four days. But the eyes of the children treated with antibiotic ointments were bright, open and free from irritation.

STATIONED IN FRANCE

Pvt. Walter B. Baker, son of Mr. and Mrs. G. B. Baker of Lazbuddie, recently arrived in La Rochelle, France, and is serving with the Army's European Communication Zone.

The Zone is responsible for the transportation of men and supplies from French ports to U. S. forces stationed in Germany. Its headquarters is in Orleans, France and it maintains a base section at La Rochelle.

Private Baker, a mechanic with the 458th Amphibious Truck

Transportation Company, arrived overseas from Fort Sill, Oklahoma.

A graduate of Lazbuddie High School, he was a bricklayer for the Missouri Valley Construction Company, Amherst, Texas, before entering the army in 1952.

Automobile Insurance Southern Farm Bureau Casualty Insurance Company

RAYMOND EULER, AGENT

CHRYSLER INDUSTRIAL IRRIGATION ENGINES

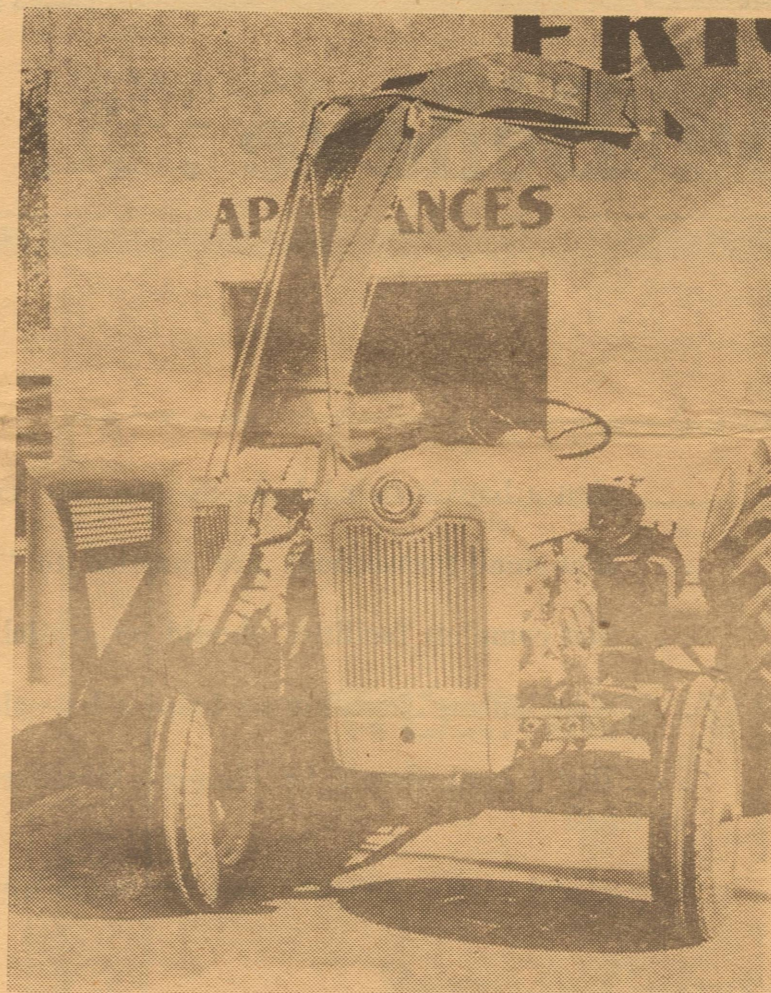
Sales & Service

SEIGLER MOTOR CO.

218 W. 3rd St.

Phone 630

WELCOME To the County Fair and to Friona Motor Company



Home of Ford Farming Equipment

New Holland Hay Machines

GE Appliances

STOVES — REFRIGERATORS IRONERS DRYERS DISHWASHERS

and

Television Sets

Check Our New

Dearborn Cotton Harvester

On Display at Our Firm

- New "Brush Off" Action
- Priced Low — Profitable Even on Small Tracts
- Works in Any Row Width
- Large Capacity
- Simple Construction

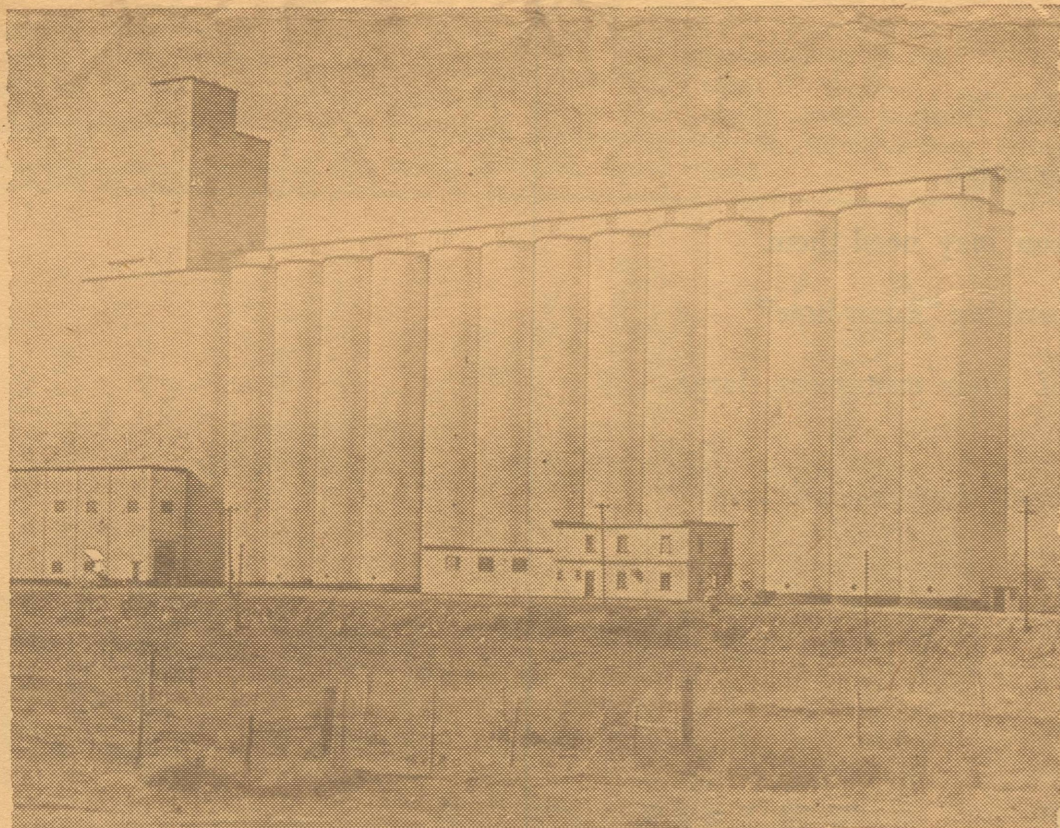
FRIONA MOTOR COMPANY

JIM BAXTER

Friona

OSCAR BAXTER

Welcome Friends and Neighbors



FRIONA WHEAT GROWERS

Extends Greetings at Fair Time

We're Ready and Waiting . . . With

Elevator Room for Your Grain

We Appreciate Your Patronage

Home of PGC Feeds



Welcome Neighbors To The Better 1953 COUNTY-WIDE FAIR

If You Believe . . .

- . . . that a bank's first job is to safeguard customer interests
- . . . that small transactions are entitled to "big" consideration
- . . . that complete facilities should be available when you may need them
- . . . that sincere friendliness helps a lot—along with banking "know-how"
- . . . that a bank should be sincerely interested in each of their customers, large or small
- . . . that honesty, integrity and dependability are extremely important . . .

Then You Will Select . . .

—The—

Friona State Bank

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

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.

JOB PRINTING

The Friona Star

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—

C. R. OWEN

PHONE 363J3

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FOR FREEDOM FROM DRUDGERY
BLUE JEANS A SPECIALTY

CITY STEAM LAUNDRY

Helpy- Sely 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

rena Hog Supplement — Cottonseed Meal

We Sure Like to Buy Your

CREAM — POULTRY — EGGS

You'll get a good deal from HIGHWAY GARAGE

EARL GILMER

On Hiway 60 in Eastern Friona

Automotive and Farm Machinery Repairs

F. L. SPRING

OLD-FASHIONED COUNTRY STORE

Come and See Us

GILLILAND FUNERAL HOME

131 E. 2nd St., Hereford

PHONE 951

Funeral Directors — Ambulance Service

WEST TEXAS BURIAL INSURANCE

Rhea News

By FLORENCE DEAN

Mr. and Mrs. Glenn Ritchie and family are spending a few days with Mr. and Mrs. Jack Patterson and family before moving to Georgia. The Ritchies are from Bovina.

Mr. and Mrs. Carl Schjenker are the proud parents of a baby girl. She was born on Sept. 3 at the Palmer County Hospital. She has been named Carleen Kay.

Florence Dean and Billy Sifford went to Amarillo Sunday to visit his parents, Mr and Mrs. Herman Sifford, Alvin Lee, Wayne and Peggy.

Connie Schjenker visited her grandparents, Mr and Mrs. Herman Schueler, and Lillian over the week end.

Mr. and Mrs. Herman Sifford and children of Amarillo visited here Thursday.

Jake Johnston of Missouri arrived here Monday on a business trip.

Guests in the home of W. H. Alderson this past week were Sandy of Hereford and her mother Mrs. John Easley of Belen, New Mexico.

Mr and Mrs. Clyde Zogster of Houston, Texas, visited with the W. H. Aldersons. Mrs. Zogster is a niece of Uncle Billy Alderson.

Mr. and Mrs. Billy Joe Ebertine of Borger are the proud parents

of a baby girl born the 29th of August. Mrs. Ebertine is the former Fay Leach. Her parents reside in the Rhea Community.

Mr. and Mrs. Terrel Paul of Lubbock called at the Alderson home this week.

Mr. Jake Patterson was bringing a big truck home from Vernon when just north of Alderson's the steering gear came uncoupled. The truck overturned but no one was hurt.

Mr and Mrs. Herman Sifford of Amarillo visited their son, Billy, on Wednesday of this past week.

Rev. Lewis Knight of the Congregational Church at Friona was a guest of the Floyd Schlenkers and Billy Sifford the evening of Sept. 7th.

Mrs. Charlie Calaway made a business trip to Canyon on Monday.

Mr and Mrs. Walter Schueler Mr and Mrs. Herman Hertzog, Mr. and Mrs. Gilbert Schueler and Mr. and Mr. Franklin Bauer, also Rev. and Mrs. Geo. Pullmann went to Hereford the night of Sept. 4th to an entertainment put on by the Lutheran church of Hereford

Mr and Mrs. Arch Gilmer of Cromwell, Okla. visited over the week-end with his brother, E. G. Gilmer and his sister, Mrs. J. A. Guinn.

C. A. Turner, Roy Miller and Harold Miller spent ten days in Palasa, Colo., returning Saturday. They brought back some Colorado peaches.

Courthouse Records

INSTRUMENTS FILED WEEK
ENDING SEPTEMBER 5, 1953

M. Deed Elbert Kesler Dallas George Sect. 17, 18 & 19 "McMinn"

Aff. Stacy Queen, et ux Public Lot 4, Blk 36— Bovina

Tr. Deed John E. Speer, Tr. E. E. Booth Lots 1 thru 12, inclusive Blk 92— Farwell

D. T. Russel H. O'Brian et ux Holt Massey, Tr. NE1-4 Sect. 87, W 120 a. of SW1-4 Sect. 7, Sullivan "R"

D. T. A. C. Gaede, et ux Fed. Land Bank SE1-4 Sect. 48, SW 1-4 Sect 48, SW1-4 Sect. 66, Johnson "Q", E1-2 Sect. 101, Kelly "H"

W. D. Arley L. Barnett, et ux

E. L. Barnett S1-2, Sect. 23, Sect. 22, N1-4 of NW1-4, Sect. 14; S1-2 of SE1-4 Sect. 15; S1-2 Sect. 16; Sects 18 & 19; S1-2 Sect. 20; NE1-4 Sect. 17; W1-2 of NW1-4 of Sect. 20; W1-2 of Sect. 13; NE1-4 and S1-2 of NW1-4 of Sect. 14; SE1-4 of Sect. 13; NE1-4 & S1-2 of NW1-4 of Sect. 15; NW1-4 of Sect. 23; Sect. 21; S1-2 of Sect. 14, N1-2 of SE1-4 Sect. 15; NE1-4 of Sect. 23; NW1-4 of Sect. 17; W1-2 of NE1-4 of Sect. 13; NW 1-4 of Sect. 16; SW1-4 of Sect. 15; S1-2 Sect. 17;

Do You Remember— CONTINUED FROM PAGE 2

ing to California to work in a defense plant.

June Maurer had left for Springfield, Missouri, to enter Drury College. She had graduated from Friona High as valedictorian of her class.

According to Superintendent O. B. Ginn, enrollment in the grade school numbered 270 and high school enrollment numbered 143.

The local American Legion was to sponsor a third war bond sale.

— TWENTY YEARS AGO —
Superintendent and Mrs. George Heath had returned to Friona from Lubbock where they had been attending college during the summer High school principal, Wayne Eubanks, had returned from Evanston, Ill. where he had been attending Northwestern University during the summer.

Miss Mary. Truitt had become the bride of Charles Baxter of Elk City, Okla. The couple left for Elk City to make their home there.

Miss Rosila Dixon and her grandmother, Mrs. Lasa McLean, had left for a vacation trip to Ill.

Mr. and Mrs. F. W. Reeve and daughter Ruth had returned from a two weeks trip during which time they had visited The Century of Progress in Chicago and with relatives and friends in Indiana.

Miss Mable Wimberly had departed for Silvertown where she was to teach in the school.

The infant daughter of Haskel and Norene Trigg had died shortly after birth.



TEXAS TECH RED RAIDERS

LUBBOCK, TEXAS
1953 FOOTBALL SCHEDULE

Sept. 19—West Texas State, Lubbock, 8 p.m.
Sept. 26—Texas Western, El Paso, 8 p.m.
Oct. 3—Oklahoma A&M, Stillwater, 1:30 p.m.
Oct. 10—Texas A&M, Lubbock, 8 p.m.
Oct. 17—College of the Pacific, Lubbock, 8 p.m.
Oct. 24—New Mexico A&M, Lubbock, 8 p.m.
Oct. 31—Mississippi State, Jackson, Mississippi, 2 p.m.
Nov. 7—University of Arizona, Lubbock, 2:30 p.m. (H)
Nov. 14—University of Tulsa, Tulsa, 1:30 p.m.
Nov. 21—University of Houston, Houston, 2 p.m.
Nov. 28—Hardin-Simmons University, Lubbock, 2 p.m.
* Border Conference Game (H) Homecoming

TEXAS TECH'S CO-CAPTAINS FOR 1953 — Guard Don Gray of Breckenridge, Tex., (left) and End Vic Spooner of Colquitt, Ga., Gray, 6-footer weighing 195, returned to the Red Raiders last fall after serving in Korea. He also fought in Italy in World War II. Spooner, first out-of-stater ever to lead the Raiders, was a junior college All-American playing for South Georgia College. He's 6 feet tall, weighs 190.

all out of Blk. "O", Rhea

Rel. W. P. Hiltbrand, Tr. Fred C. Dennis, et ux Capitol League No. 486 SE 1-4 Sect. 2, T-4-S, R-4-E, Syndicate

Ease. Calvin L. Murray, et ux Harry L. Sheets E 75' Lots 29-32, Blk. 48-Farwell

M. Lien W. E. Smith, et ux Frank Smith Lot 9, Blk. 89, Friona

W. D. M. A. Black, et ux Mrs. J. Alta Wyly E-1-2 Sect. 3, T-1-N, R-3-E Syndicate

D. T. W. D. Burford, et ux Holt Massey, Tr. S1-2, Sect. 65-SW1-4—Sect. 64 Kelly Blk. "H"

Assign. O. & G. Lease Chas. V. Nelms First National Bank N1-2-SE1-4, Sect. 25, T-6-S,

R-3-E Amarillo

As above—Sect. 36 "Harding"—254.65 acres

As above—Tracts out of Sect. 31, 27, & 34, T-1-N, R-3-E

As above—Sect. 34, T-1-N, R-3-E

As above—W1-2 of N-320 a. of Sect. 2, T-1-N, R-1-E

As above—SW1-4 Sect. 32 "Harding"

As above—N1-2 Sect. 11, T-3-S, R-3-E Capitol League No. 404

W. H. FLIPPIN Jr.

GENERAL AUCTIONEER

PHONE 2672

FRIONA, TEXAS

FARM AND LIVESTOCK SALES

A Specialty

Qualified Service - Reasonable Rates

Local Church Notes

RHEA COMMUNITY

Immanuel Lutheran Church

Geo. H. Pullmann, Pastor

Church Service 10:00 a.m.

Bible Class and Sunday School 11:00 A. M.
Ladies Aid—second Friday of every month.

Men's Club—third Friday of every month

You are most welcome to come and worship with us.

Sixth Street Church of Christ

Stanley Lockhart, Minister

Sunday school 10:00 a. m.
Preaching 11:00 a. m.
Training Class 7:00 p. m., Sunday

Evening service 7:45 p. m.
Ladies Bible Class 2:45 p. m. Mondays
Prayer Meeting 7:30 p. m. Wednesdays

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.

W.S.C.S. meets 2nd and 4th Tuesday 2:30 p. m.
W.S.G. meets 1st and 3rd Mondays 7:30 p. m.

Prayer Meeting, Weds., 7:30 p. m.
Choir Practice Wednesday 8 p. m.

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 Wership 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.

Church of Christ

Morning service 10:30 a. m.

Evening service 8:30 p. m.

Assembly of God Church

Rev. W. C. Wade, Pastor

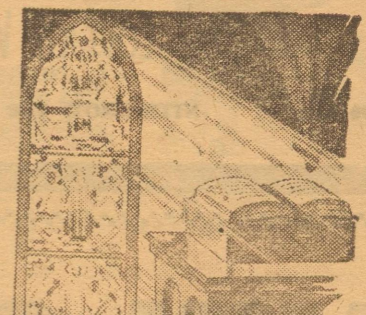
Sunday School 10:00 a. m.

Sunday Morning Worship Service 11:00 a. m.

Sunday Evening Service 8:00 p. m.

Prayer Meeting Service, Friday 8:00 p. m.

Holding Services Temporarily in The American Legion Hall



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

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

BEEVE CHEROLET COMPANY

BLANTON BUTANE, INC.

MAURER MACHINERY COMP

CITY STEAM LAUNDRY

REGAL THEATRE

FOSTER DRY GOODS

PLAINS HARDWARE & FURNITURE

Town Hall Program To be Discussed Here

A "Town Hall" association for Farmer County will be discussed at length Monday evening at a meeting of the temporary organization headed by Clyde Goodwine.

Goodwine states that a representative of the Dallas home office of the concert and program association will be on hand to

answer questions and specifically outline all aspects of forming a local association.

The 1953-54 season of the association lists famous personalities and numbers in the fields of music, drama, dance, world affairs, national affairs, literature, science and education for

a series of winter programs. The plan has met with wide approval in other towns of the plains. Programs available include such well-known offerings as Ruth Bryan Owen, Sir Hubert Wilkins, Martin Dies, Fannie Hurst, Cornelia Otis Skinner, a number of symphonies and music programs, etc.

Legionaires Held Zone Meeting Here

Seventy eight Legionaires and wives were present at the Friona American Legion Hall Tuesday evening for the regular Zone meeting.

Representatives were present from Farwell, Bovina, Dimmitt, Hereford, Vega and Friona to hear their district commander talk on membership values and for the other program items including reports on "Boys State" and "Girls State" by Vega and Hereford young people.

Tomorrow's Cars by Youths of Today



WHAT THE CARS of tomorrow may look like was reflected in award-winning car models in the annual Fisher Body Craftsman's Guild model car building competition, in which youths of America build models of their own design to compete for \$65,000 in award money and university scholarships. Two of the top-winning models, each awarded a \$4,000 university scholarship are shown here with

Harlow H. Curtice, president of General Motors, left; Raymond P. Wykes, Medford, Mass., top winner in the senior group; James E. Goodman, vice president of General Motors and general manager of the Fisher Body Division; and Warren Bakken, Grand Forks, N. Dak., top winner in the junior division. Six other boys also received university scholarships ranging from \$1,000 to \$3,000 in the competition.

SCS Notes

Considerable activity has been the rule in this office this week, what with preparation for the banquet Tuesday night, the fair exhibit, and the usual work over the county.

We surely hope you see fit

to attend the banquet—a good speaker, lots of food, and a general good time of entertainment is promised.

SCS employees this week have done layout bench leveling on some 35 acres on the Earl Miller farm in southeast Farmer County, have completed plans for the re-seeding to pasture of land on

MENU NEWSREEL



Stars light in everyone's eyes at the sight of this luscious ice cream blueberry pie with its toasted coconut crust!

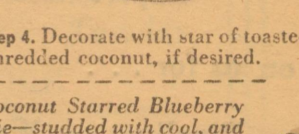


Step 1. Evenly spread 2 tablespoons of soft butter on bottom and sides of 9-inch pie pan. Sprinkle one package (1 1/2 cups) of shredded coconut in pan. Press very evenly into the butter. Bake in slow oven (300 F) 15 to 20 minutes till golden brown. Cool.



Step 2. Bring to a boil in a sauce pan 1/2 cup of water and 2 cups of fresh cultivated blueberries, then add a mixture of 1/2 cup of sugar and 1 tablespoon of cornstarch, spiced with a dash of cinnamon and salt. Steadily cook and stir till thick and clear. Remove from heat and add 1 tablespoon of fresh lemon juice. Cool.

Step 3. Spoon evenly 1 quart of vanilla ice cream into coconut crust. Generously pour cooked cultivated blueberry mixture on top of ice cream.



Step 4. Decorate with star of toasted shredded coconut, if desired.

Coconut Starred Blueberry Pie—studded with cool, and shining new taste pleasures—fancifully fetches all the delights of the summer evening sky to your dinner table!

Emily Adams

the Kenneth O'Brian farm, and on the A. H. Robinson farm south of Black.

REGAL THEATRE

FRIDAY-SATURDAY

THE ROARING ROMANCE Of Buffalo Bill's Sharp-shooting Star!



—who shot her way from the raw backwoods to the court of kings!

BARBARA STANWYCK as ANNIE OAKLEY

PRESTON FOSTER • MELVYN DOUGLAS
MORONI OLSEN • PERT KELTON • ANDY CLYDE

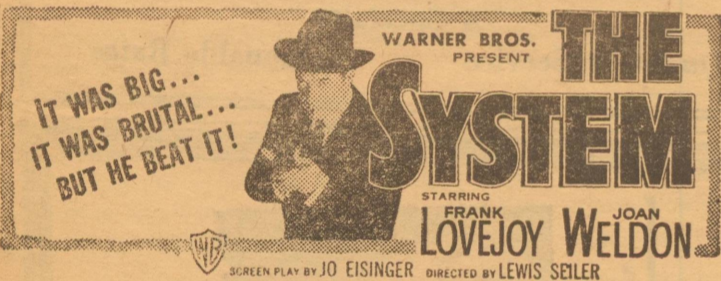
Directed by George Stevens • Cliff Reid, Associate Producer

SUNDAY — MONDAY — TUESDAY

THE STAND AT APACHE RIVER

STEPHAN MCNALLY — JULIA ADAMS

WEDNESDAY - THURSDAY



MATINEE 2:00 p. m.

NITE SHOW 8:00 p. m.



A new nylon and cotton yarn with remarkable affinity for dyes is bringing unusual richness and depth of color to high fashion fabrics. The spun "Nyfoyle" yarn is shown above in a sleek sheath dress cleverly jacketed by a striped bolero. The slim ensemble will keep its fresh look as the new blend of cotton and Du Pont nylon contributes to good shape retention and wrinkle recovery.

WELCOME

To Our Many Consumer Members
and to All the
**Friends, Neighbors
and Visitors**

at the

3 - DAY

County Fair

Friona Consumers

Early Wichita Seed Wheat

We also are Equipped to Clean Your Seed Wheat

SANTA FE Grain Company

Greetings
Exhibitors and Visitors
at the County Fair

We're glad we had a part by supplying

Vit-A-Way

IN THE FEEDING PROGRAM FOR MANY OF THESE PRIZE ANIMALS

WELCOME

VISITORS and EXHIBITOR

AND A SPECIAL

GREETING

To the Girls who Entered Our
DOLL CONTEST

SAFETY FIRST—THIS WEEK-END AND ALL
THROUGH THE SCHOOL YEAR

Ethridge-Spring Agency



INSURANCE—REAL ESTATE—LOANS

Telephone 2121

FRIONA

Dan Ethridge Frank A. Spring Bill Stewart

Rural Life Study Topic

"Abundant Life for Rural People" was the subject of the program at the luncheon meeting of the Women's Society of Christian Service held Tuesday noon in the home of Mrs. Roy Slagle in Friona.

The tables were decorated with asters, and an attractive arrangement of gladiolus was sent by Mrs. Slagle's daughter, Mrs. Martha Rutherford from New Mexico.

Mrs. J. H. Boyle led the program. She also gave a short resume of the programs for the coming year. Mrs. Forrest Osborn gave a discussion on the "Modern Methods of Mission Work". The meditation was led by Mrs. Kenyth Cass.

Seven new members joined the group at this meeting.

Attending were Mesdames Mammie Roberts, J. L. Slaffer, Francis Smith, Emma Elmore, Ora Mae Anthony, Irma Brownlow, Dottie Osborn, Ruth Jones, Mary Lou Cason, Gwen Graves, Edith Hanold, Doris Mae Sides, Dorothy Sparkman, Bob Gore, Maxine Rankin, R. W. Gore, Mary Lee Cass, Joe Moyer, W. H. Ford, Ural S. Sherrill, Hadley Reeve, J. H. Boyle and H. L. Outland.

Assisting Mrs. Slagle as co-hostesses were Mrs. Hazel Kendrick and Mrs. Willard Stewart.

Personals

Mrs. Thelma Coffey and children and Mary Lou Skeen visited their parents, Mr. and Mrs. Floyd Ckeen, in Melrose Thursday.

Mr. and Mrs. Dale Treider and Mary Kay Crist of Mountainair, New Mexico, visited over the week end with Mr. and Mrs. George Treider.

Mrs. Joe Beaty and Wanda and Mrs. Jessie Tinney were in Amarillo shopping Tuesday.

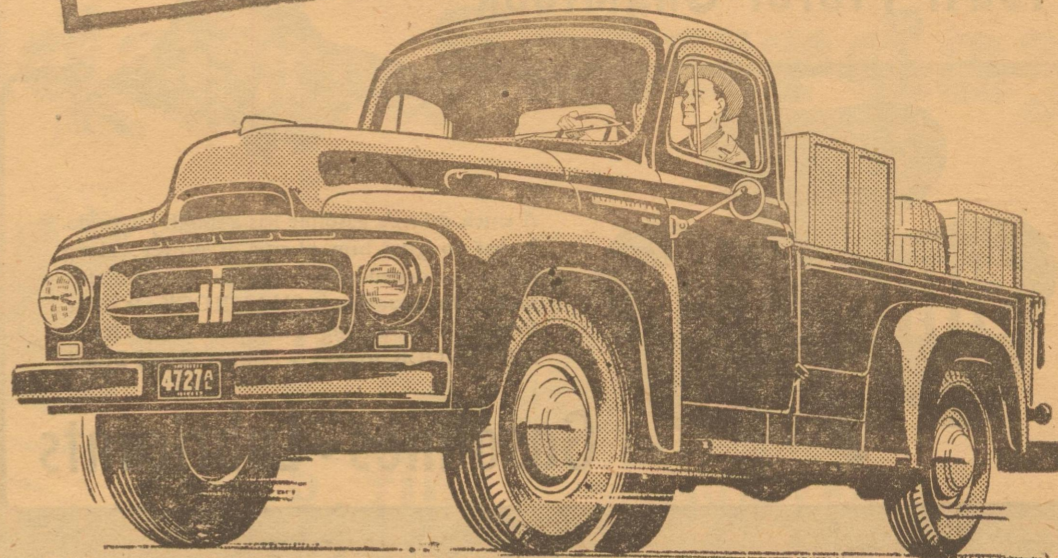
COMPARE

INTERNATIONAL LIGHT-DUTY LINE WITH ANY OTHER!

NEW
LOW
PRICES

Come in and drive one of the light-duty Internationals! Compare performance! Compare value! Compare price!

See why Internationals at new low prices are, more than ever, your best buy in light-duty trucks. Drop in today.



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



Three light-duty stake models. 7 1/2 and 8 1/2-foot bodies. GVW ratings 4,200 to 3,600 lbs.



Six panel models. Inside body length 90 inches. All-steel body. GVW ratings 4,200 to 6,500 lbs.

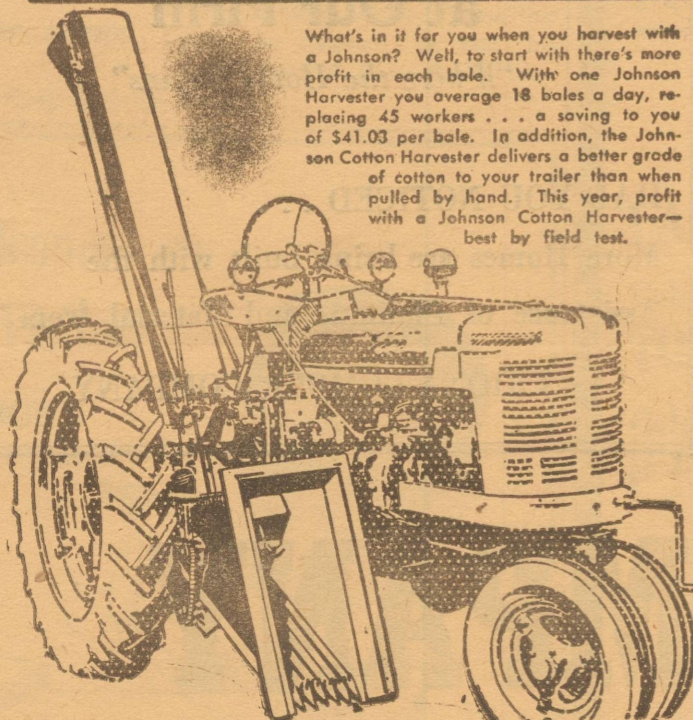
Parmer County Implement Co.
FRIONA

WELCOME TO THE FAIR

Be Sure to Visit Our Machinery Display
FEATURING - A NEW and 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, replacing 45 workers... a saving to you of \$41.03 per bale. In addition, the Johnson 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.



MAURER MACHINERY COMPANY

Past Matrons Group

Begin Year of Work

Members of the Kinsley Past Matrons' Club began their fall course of study Friday afternoon in the home of Mrs. Ed Bogges. The group voted to serve pie, cakes and Cokes at the barbecue

in the Park on Friday evening. Coffee and lemon pie was served the members by the hostess, Mrs. Bogges. Next meeting of the club will be held Oct. 2, in the home of Mrs. Bert Chitwood.

Don't forget ★ want ads.

STUDY CLUB MET

The Progressive Study Club had a buffet dinner at their first meeting Tuesday evening. Autumn decorations were featured. Mrs. Leonard Coffee and Mrs. Calvin Talley were hostesses. Eighteen members were present.

Mrs. Hardesty Speaks at Club

A breakfast held Wednesday morning in the Friona Clubhouse began fall club activity for the members of the Friona Woman's Club. Hostesses for the occasion were Mesdames V. R. Jordan, G. L. Hough, Lillian McLellan, A. H. Boatman, W. A. Tinney, Floyd Schlenker and J. C. Wilkerson.

Floral arrangements of gladioli, astors and snapdragons formed the centerpieces for the serving table. A prayer by Mrs. Fields opened the meeting, followed by roll call by the secretary, Mrs. McLellan. Tim Magness, accompanied by Deniese Magness, sang two vocal selections, "The Sentry" and "My Journey's End".

Committee reports were given and Mrs. Mary Officer was elected as parliamentarian.

A talk, "Time to Speak Up", was presented by Mrs. Wesley Hardesty.

Present were thirty members and six guests, Mrs. J. H. Wise, Mrs. Bert Shackelford, Tim Magness, Mrs. Cleo Houston, Mrs. H. T. Magness and Deniese Magness.

ATTENDED FAMILY REUNION

The Eighth Annual Jnoes Family Reunion was recently held at Ceta Glen near Canyon, with fifty members of the family, their relatives and descendants in attendance.

Attending from Friona were Mr. and Mrs. Kenyth Cass, Gay and Jerry.

Mrs. Carrie Bridges of Sweetwater is visiting in the home of her daughter, Mrs. W. A. Tinney.

Mr and Mrs. DeWayne Cleveland spent th week-end with parents, Mr. and Mrs. Shorty Jones and Mr. and Mrs. Bill McGlothlin

"Mile After Mile
You'll Prefer Shamrock"



A truck driver's gasoline has a tough job to do. It has to give him plenty of power... long mileage... dependable performance... mile after mile. That gasoline is SHAMROCK. It's fast-firing, clean-burning. Fill up with Hi-Octane SHAMROCK today! A Mighty Good Brand.

Gasolines • Lubricants

SHAMROCK CREDIT CARD TIME PAYMENT NOW AVAILABLE FOR THE PURCHASE OF **GOODYEAR** TIRES • BATTERIES TUBES • ACCESSORIES

Shamrock Products Handled in Friona By

**STRICKLAND'S
SHAMROCK SERVICE**

While at the Fair Don't Forget . . .

You Are Welcome

At Our

Machinery Display

or at Our Firm

**Herring
Implement Co.**

Home of
John Deere and GMC

**Welcome to a Triple-Value Week-end
In Friona**

County

Fair

for

3 BIG DAYS

**Exhibits
Barbecue
Parade
Games**

First Game

Ball

FRIDAY NIGHT

FRIONA

vs.

VEGA

Let's Boost our Boys and Coaches at this first game of the year . . . then make plans to attend all the Games.

ASK FOR OUR FREE SCHEDULES

Quality

Buys

in

Building Material

at Our Firm

"Where the Home Begins"

HAD YOU NOTICED . . .

More Homes are being built with the Assistance of Planning and Material from

FRIONA LUMBER COMPANY

FRIONA LUMBER COMPANY

"Where MORE Homes Begin"

FRIONA SUPER \$\$\$



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

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

Bake A Funny Cake



Pennsylvania Dutch homemakers were noted for their industry, thrift and good cooking. Pie, particularly, has been a specialty of these homemakers throughout the years and a traditional masterpiece of many is a "Funny Cake." A combination pie-cake and a rich sauce which forms a layer between the pastry and the cake, a Funny Cake is a perfect dessert for light luncheons or dinners or refreshments when you entertain.

This unusual dessert is certain to bring exclamations of delight every time you serve it. Because the pastry, cake and sauce offer unlimited flavor combinations, too, you will have fun experimenting with the different flavor variations. Pictured is a nut funny cake with a wonderful spicy cinnamon candy sauce or try a plain cake and pastry and chocolate sauce. Serve the Funny Cake slightly warm with bowls of whipped cream or ice cream or top the cake with chopped nuts, or toasted shredded coconut.

NUT FUNNY CAKE WITH CINNAMON CANDY SAUCE

- Line 9-inch glass pie plate with pastry, rolled 1/4-inch thick. Make Sauce and set aside to cool while mixing cake batter.
- | | |
|---|----------------------------|
| 1 1/4 cups sifted Swans Down Cake Flour | 1/4 cup Swift's Shortening |
| 1 teaspoon Double Acting Baking Powder | 1/2 cup Milk |
| 1/2 teaspoon Salt | 1 teaspoon Vanilla |
| 3/4 cup Sugar | 1 Egg, unbeaten |
| | 1/2 cup Chopped Pecans |

Combine sifted flour, baking powder, salt and sugar in sifter. Place shortening in mixing bowl. Sift in dry ingredients. Add milk and vanilla and mix until all flour is dampened. Then beat 2 minutes. Add egg and beat 1 minute longer. Stir in 1/4 cup chopped pecans and pour batter into pastry-lined pie pan. Dribble lukewarm sauce over cake batter (sauce will form a layer between cake and pie shell when cake is baked.) Sprinkle 1/4 cup pecans over sauce. Bake in moderate oven (350° F.) 50 to 55 minutes or until done.

Cinnamon Candy Sauce

Combine 2 tablespoons shortening, 1/2 cup sugar, 2 tablespoons red cinnamon candies ("red hots"), 1/4 cup water, 2 tablespoons light corn syrup and 1/4 teaspoon nutmeg in a saucepan. Cook until candies are dissolved. Remove from heat. Stir in 1/4 teaspoon vanilla.

Personal-

Mr and Mrs. Mack Bainum went to Hereford Sunday to attend the funeral of Mrs. Lookingbill who was killed in a car accident Saturday.

Leo McLellan was a business caller in Plainview Monday.

Mrs. O. J. Beene was an Amarillo visitor Wednesday.

Mr and Mrs. Carl Maurer and Gaylord left this week for Phoenix, Arizona, where Gaylord will enter college.

Mrs. O. F. Lange returned home Sunday from Houston and Harlingen where she has been visiting her daughter and son.

Mrs. Cleo Houston of Long Beach, California, arrived Friday to visit her twin brother, Leo McLellan and his family.

Miss Verna Coley, commercial teacher in Friona High School, and her father visited an uncle in Pampa over the week end.

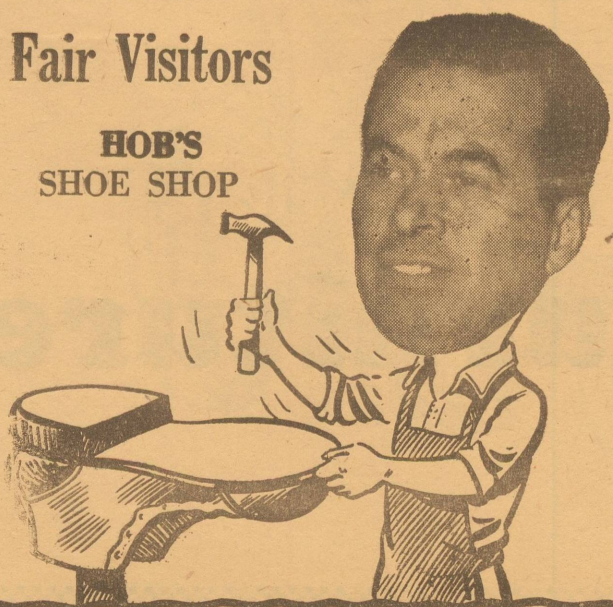
Frank Reed arrived home this week on furlough to visit his mother, Mrs. F. L. Reed and family.

Southern Farm Bureau Life Insurance Company
RAYMOND EULER, AGENT

Hob Says . . .

Welcome Fair Visitors

HOB'S SHOE SHOP



PIGGLY WIGGLY
Sets the Stage for a..
FALL FAMOUS FOODS SALE!

Friday - Saturday



TWO for SALE

CHEER-TIDE TWO FER
DREFT-JOY
OXYDOL **57c**



SAVE AT **3 lbs. 79c**

- | | |
|-------------------------|-----------|
| CAMAY SOAP Bath | 2 for 25c |
| Reg. | 2 for 15c |
| LAVA SOAP | 2 for 29c |
| Large Size | 2 for 25c |
| Medium Size | 2 for 15c |
| PERS. SIZE IVORY | 2 for 10c |

COKES 6 Bottle Carton Plus Deposit **2 for 45c**

CAMPFIRE, NO. 300 CAN
PORK & BEANS 2 for 19c

VAN CAMP, ALL MEAT
Vienna Sausage 2 for 39c

THEME PAPER 25c Size 2 for 29c

Strawberries Fro Fresh Pact, 10 oz pkg 2 for 45c

ORANGE JUICE, . . . Fro Pasco, 6 oz can 2 for 31c

PEACHES, . . Hunt's Halves, No. 2 1/2 Can 2 for 55c

Hunt's Golden Cream Style
CORN No. 300 Cans 2 for 35c

Hunt's Cut, No. 1
GREEN BEANS Picnic Can 2 for 27c

FRUIT COCKTAIL, Hunt's No. 300 Can 2 for 45c

COFFEE, Folgers, All Grinds lb 79c

CARNATION MILK, Tall Can 2 for 29c

CATSUP,
Hunt's 14 oz bottle 2 for 35c

Market Values

- Assorted
LUNCH MEAT 2 lbs.. **79c**
CHUCK ROAST . U. S, Ghoice lb, **43c**
ARM ROAST . . . U. S, Choice lb, **46c**
PUFFIN BISCUITS 2 for **19c**

Fresh Produce

- CALIF. BELL PEPPER** 2 lb, **29c**
California Vine Ripened
TOMATOES 2 lbs.. **29c**
Colorado Elberta
PEACHES . . . 2 lbs.. **25c**

FRIONA

FRIONA



WELCOME

TO THE COUNTY FAIR

AND TO

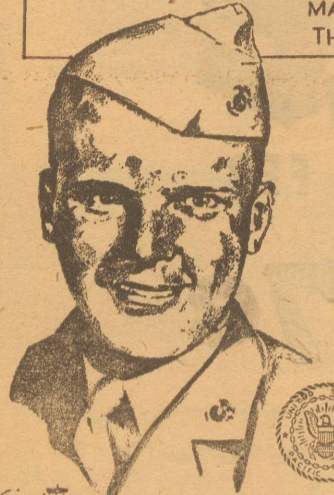
Good Eating

AT THE ENLARGED

Mary's Cafe

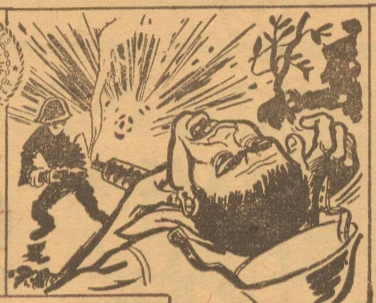
Hi-way 60 — Friona

FOR CONSPICUOUS GALLANTRY IN SERVING WITH HIS MARINE DIVISION ON IWO JIMA, SERGEANT JULIAN, OF MASSACHUSETTS, WAS AWARDED THE MEDAL OF HONOR.



JOSEPH R.
JULIAN
Platoon Sergeant U.S.M.C.

WHEN JAPANESE TROOPS LAID DOWN A DEADLY MACHINE-GUN AND MORTAR BARRAGE, SGT. JULIAN, IN A ONE MAN ASSAULT, FORCED A BREAK-THROUGH.



IN A BAZOOKA ATTACK, HE DEMOLISHED THE LAST ENEMY PILL BOX BEFORE FALLING FATALLY WOUNDED BY A VICIOUS BURST OF ENEMY FIRE.

WITH GRENADES AND RIFLE FIRE, HE DESTROYED 2 CAVE POSITIONS. THEN KILLED 7 OF THE ENEMY BEFORE THEY COULD ESCAPE.

Parents Example Makes Top Billing in Safety Consciousness of Child

"Children's traffic habits, more often than not, are the result of the example their parents have set."

Col. E. B. Tilley of Houston, President of the Texas Safety Association, and Services Advisor for the Gulf Oil Corporation, made that statement today in appealing to motorists to cooperate with the Texas Safety Association in their September traffic program for child safety.

"Good traffic habits and attitudes of parents will do a lot to keep children safe in traffic," he said. "Also important is the extent to which parents try to teach children safe traffic practices."

Parents can best cooperate with the program of the Texas Safety Association and the National Safety Council by following five simple rules, according to Col. Tilley.

He listed the five rules as follows:

1. As pedestrians, always set a good example to children. This includes crossing streets only at intersections, waiting for the signal, and looking both ways before crossing.

2. Learn what the schools are teaching and, in cooperation with schools and traffic officials, help children develop safe traffic habits

Week-end visitors in the Glen Williams home were Mr. and Mrs. James Pruitt and family and Hubert Pruitt of Duncan, Oklahoma. Mrs. Williams is a sister of the two men.

Texas Farm Bureau Insurance Co.
Fire Insurance
RAYMOND EULER, AGENT

READY AGAIN
to
Gin Your Cotton
At Our Improved Gin

4 New 1953 Hardwick Etter Stands
24 Hour Service
The Best Crew we Know, Anywhere
IMMEDIATE LOAN SERVICE

On Both Commodity Credit and Texas Cotton Growers Loans
NO DELAY - CHECKS WRIT TEN HERE

As We Greet You at Fair Time

We also Remind You That

We'll be Ready to Go -

When You Bring In That First Load

NORTH PLAINS GIN COMPANY

There, a Great Big

Welcome Awaiting You

At the County Fair in Friendly Friona

and at the

Plains Hardware & Furniture