mack's dren spent two weeks visiting
here en route from Mississippi
to Arizona. In addition to visit$x^{2}=5=$ $=4=5$
 gusts from 40 to 70 mph and
seems that every soll -bank seums that every soil-bank
tumblewed in New Mexico and
western Parmer County has
cought in caught in our front door today,
Two wrecks have already bee reported due to limited visibil
ity, trailer houses mave over
turned and afternoon.
This time last week it was cold, threatening snow and rain
and the temperatures dropping Two days later we had what
could've been a real good bliz frozen or just beend dry and the
over the weekend we had couple of the most beautiff
days you could possibly ask for So-the old saying if youdon"
like Panhand go drink a cup of cotfere, it it
change, is really founded on fact, not fancy. the Curts column again, and
we tried to explain why etc. But-seems that we cause
some embarrassment to one o the local citizens in that his column. it was just because his
Well,
name is the same as someone else's name.
But--anyhow the Alvin $K$.
Gaines in the court colum isn't the same Alvin $K$. Gaine
who runs the Texaco station down on the hitghway. referring to the Gaines like
we do the Jones boys, George
A. and George W

 Sgt. Fallwell
Transferred
To To Arizona Statf Sergeant Glenn R. Fall-
well, son of Mrs. Pat Fallwell
of Friona, has recently been assigned to Davis-Monthan Air
Force Base in Arizona for duty
as an electronics technician. Fallwell was graduated from
Friona High School in 1950 . He Friona iign school in Air Force
enlisted in the S. S. 1951 and has just completed
a course in electronics countera course in electronics counter-
measures equipment at Keesiler
Air Force Base in Mississippl. The sergeant and his wife,
Elizabeth, and their fotr chil-
dren spent two weeks visiting


## 



## 14 Cars Stack Up <br> At Friona Crossing

Train Wreck

## ..... * S TA

County Tax
Office To
Be Closed
his job, at the was on his way to
Elevator south of the acks was probbbly the closes He had just passed Cayso ones' mixing plant when the

Dust Causes Wrecks, Bahding Unroofed area Tuesday with a strea
of flying dust and tumbling tum the weeds and was the cause of
three minor wrecks on highways $\begin{gathered}\text { was injured. } \\ \text { In Friona the winds took a } \\ \text { toll of plate glass and unrooted }\end{gathered}$
 $5=2=5=5$ names were not known at press -
timer. His wife was inside an
time. South of Friona Mary
Lee Cas taken to the Parmer Coun
Lee Cand Doris sides were
not



Council to Open Bids Thursday
of Friona will meet in special
session Thursday (today) at
p. m. in the city hall to op jids for a proposed paring pro
ject involving an estimated 3
blocks of new paving inside The ity lim of Friona. The project is slated to get
underwy during March with
ompletion schedwled summer.
Results of the bid opening

Awards to Highlight Chamber Banquet

|  |  |
| :---: | :---: |
| oman of the Year in the Fri- | curren |
| a area will highight | cost of $\$ 2.25$ each. |
|  |  |
| ber of C |  |
| riculture tenquet |  |
| Friday. February 19, at the |  |
| Friona school cateteria | years that has reduced the price |
| arles Signor, vic |  |
| ent of the Lubbock |  |
| at |  |



GIRLS IN DEADLOCK
Squaws Downed

$\qquad$



## TAXES 96.01 COLLECTED.

School Trustee Election Slated For April 2

|  | members heard reports by Al- |  |  | Jo Eddie Scott, a teacher in the Friona schools, and Joe |
| :---: | :---: | :---: | :---: | :---: |
| School Board |  | Tax As |  | Nottebrock, manager of the |
| ustees called for the regular | cerning the schoo | Ethridge reported that a total |  | Hick's Humble Station, were |
| lool trustee election to be | transportation, |  |  |  |
| d at the Friona High Scl | cateteria funds and the month's |  |  | Miss Scott was driving west |
| uilding, Tuesday, April 2. Two places on the board | bills were discussed and approved for payment. | This total is 96.01 per cent of the total rolls of the school |  | 14th street and Nottebrock s traveling south on Euclid |
|  |  |  |  |  |
| time. At present these places | attention of the | Ethridge was commended for |  |  |
| are held by Hoyt Smith and | members of the |  |  | Her Impala, |
| D. C. Herring, president of the | surance Agents As |  |  | Imp |
|  | called attention to the | Cook, high school; Tom Jarboe. |  | car, 1956 Chevrolet tudor |
| her of these men | m |  | Rebekah Lodge. At $7: 30 \mathrm{p}$. m. |  |
| onday night that they would |  |  |  |  |
| seek reelection. | insurance policy wa |  |  | bein |
|  |  |  | Each lady attending the supper |  |
| Candiastes for the |  |  |  | for emergency treatment, Mis |
| ns |  |  | with frie |  |
| Ige |  | at the next regular board meet- | cal | arged with failure |
|  |  |  | relishes, potato chips or corn |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  | in this area, was revamped with |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

$=*$ STAR THE STAR'S EDITORIAL COMMENT The Friona Star Dave McReynolds, Editor June Floyd, Society
Don Watkins, News Editor

## Sntered as second class mall matter July 31, 1925 , at the poost office in Fr .

 925, at the poet office in Friona, Texas, un-ler the Act of March 31, 1897. Published lach Thursday.

## We Are Often Our Own Biggest Competitor

| One of the favorite pastimes of small town merchants on the High Plains, and Friona appears to be typical in this respect, is sitting around the coffeehouse talkthings that seem to stand in the way of progress and prosperity for local businessmen. One of the favorite targets of the typical small merchant's ire is his "big-time competitor" in Amarillo, Lubbock, or perhaps Clovis. The merchant moans how it is just human nature for folks to want to go to the big city to spend their money, how they fall for all sorts of "bait" business-getting devices, and how, in general, he is given the royal run-around in spite of the tact he has a nice store, his merchandise is fairly priced, he supports community projects, etc., etc. | if he assumes a position of defense. It is only through offense that battles are won. <br> The businessman who has the ingrown as sumption that he can't offer the public things they can get in one of the larger cities needs a little bit of the "think big" ideology rubbed into him. For the few things small-town merchants may be unable to offer, there are enough counteracting virtues of small-town The elements of convenience and time are on our side if we will exploit them. Anyone who knows anything about merchandising in this country knows that either or both of these of the American buying public. This has been demonstrated to an unquestioning degree in every line of retail business. |
| :---: | :---: |
| Such conversations often end up with a lot of shoulder shrugging, and a lot of paim upturning. Businessmen seldom get around to trying to find out the why of things, which is the whole meat of the matter. Instend, they often take a "so-what's-the-use" viewpoint, and abandon constructive thinking. In a way, their artitude is often one of self-pity. In adopting such an outlook, they block their minds to any avenue of improvement. Whenever this occurs, the merchant immediately becomes his own biggest competitor. His business is made all the more vulnerable | We are our own biggest competitors the moment we permit ourselves to feel that we can't keep up with our big-town brethren. The moment we drop our guard and stop TRYING to keep up is the same moment we begin to tall behind in the race. When we quit remodeling, expanding, adding new lines, improving service, upgrading quality, and increasing sales-getting efforts--just because we feel the city businessmen have trump cards in these departments--the game will start going their way, not ours. |

An Artic Adventure At Black Tonight
sceount of a trip taken last sum-
mer when Corton John of KGNC
directed a tour of Alaska. Bruce

|  |  | zation, invites anyone in the area who is interested to attend the meeting. |
| :---: | :---: | :---: |
| the | shown at the Black community house at $7: 30 \mathrm{p} . \mathrm{m}$. Thursday | "Since the film is quite new |
| munity organization announced | (toni |  |
|  |  |  | Mr. and Mrs. W, S. Crow mal opening of the Kirkland

and Earl spent the weekend Beauty Salon in that city. Mrs.
in Aris.


## Purina Steer Fatena

Is The Way To Show A Profit On Your Feedlot.

## Drop By Cummings

Farm Store Today And See How You Can Boost Your Profits The Purina Way. E. H. And Doyle Cummings

## Cummings

 Farm Store, Inc
K. E. Deaton Hwy. " 66 "Service Ph 3851
$\not * * * * * * * * * * * * * * * * * * * * * * t$
$\square$
Stay Tall

## Saddle

Bring all your Fertilizer Worries To Us !

We specialize in both Liquid and Dry


Fertilizers ... and Application
Plenty of rigs avaible to give you
the kind of service you will brag about !

## ASSOCIATED GROWERS OF FRIONA <br> S. L. "Pappy" Thernton, Mgr.

Friona

+ $4 x+x+x+x+x+x+x+x+x+x+x$


A Man Of Honesty And Integrity On His 150th Birthday

Abraham lincoln .. Humanitarian, Statesman and the 16th President of the United States knew the importance of honesty in all his dealings. We, 100 , believe in this high ideal and follow it faithfully in the affairs of our clients
"Seiving A Great Irrigated Area"
FRIONA STATE BANK
Member FDIC

Classiffed Ads


For rent, furnished apart-
ments. Phone 8602, Walter


FOR SALE--Frigidaire auto-
matite washer. 550 . Burke Hand
Phone Hs
 Two one-bedroom houses for
rent, one furnished. Two-
bedroom house on 100 ' lot, bedroom house on $100^{\%}$ lot,
pavement, terms. $\$ 3880 ;$ sev-
prat eral lots for sale: plenty per-
fect irrigated land on blacktop road with modern improve-
ments $0 \$ 150$; one-half section in water belt Q $\$ 80$; good grass
land, plenty of water, $\$ 21$. Phone
3892, Box 203, Friona.

## See. G. BAKER <br> For Cabinets <br> ANY KIND OF WOOOWORK SHop ON MAN STRET Phone Sill Friona

 WaterTrouble?
Don't
Forget
To Call
US!
Brookfield
Drilling Co.
Phone 5731 Frione
 Section V of Ordinance No. 80
of the City of Frione Texas duly casty of Friona, Texas,
July, 1952. July, 1952.
Section No. 2
In accordance with said SecIn accordance with said Sec-
tion $V$ of Ordinance No. 80 and to 1 of Ordinance No. 80 an
in accordance with the pro. In accordance with the pro-
visions of Vernon's Texas Sta-
tutes Cost of Criminal Protutes Cost of Criminal Pro-
cedure Article 873, there shal be taxed against each defendant convicted in the Corporation
Court of the City the items of cost as set out in the subse-
quent sections of this Ordi-
nance. quent
nance

Hot Box
(Continued from page Fortunately no injuries were Fortunately no injuries were
reported and the trains passed the wreck by using the spur
tine which normally line which normally serves the
 er
 service line belonging to the
$\qquad$ down near the wreck as flying
doxcars snapped pif 75
oxcars snapped off a 75 foot May 27 These dates originally called Seem not greater than thou

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\begin{aligned}
& \text { Electric crews from Hereford to ee held May } 23 \text { and May } 24 \text {, Every man is the son of his } \\
& \text { answered the call for help and } \\
& \text { respectively. } \\
& \text { soon had this part out of the way. } \\
& \text { The entire board was present own works }
\end{aligned}
$$



The wyy people look at itid determines the number of weight hey atemp to carry
 ceep every me hepyy Hy wex ill only trus him

A Healthy Community is a Christian Community
Attend the Church of Your Choice

Continental Grain Co
Preach Cranfill

Ethridge - Spring
Agency
Insurance \& Laens
Friona C of C \& A
Frizna Consumers
Co-Op Oils \& Greases

Kendrick Oil Co
Bainum Butane
Phone 2171
Bi Wize Drug
Wize Drug
Your Rexall Store

Piggly Wiggly
We Give S \& H Green sumpe

Friona Battery \& Electric

Crow's Slaughtering

The Friona Stor
exas

 Earl Chester, Wright Willims, Charles Alen, Hollis Horton Jr., Deon Awrey and Williams,



AS MODERN AS THENEWEST HOMEINTOWN Your "Dream Kitchen" Planned Just For You!

Yes, that kitchen of yours can be just as efficient,just as smartly modern as the newest award winning model home kitchen!
Our Home Service Department specializes in custom designed kitchens

## Carl McCaslin Lumber Inc. <br> A Complete Building Service



MONEY TROUBLES

## FRIONA, TEXAS

FEDERAL CREDIT UNION
CREDTT COMMITTEE
MEETS EACH MONDA

Phone 8221 LP Gas - Mack Bainum, Friona Res. 8492


## LOOK AT THE LOWER PRICES

see
ETHRIDGE-
SPRING AGENCY
Phone 8811, Frione

REEVE CHEVROLET COMPANY

List prices as much as $\$ 7$ The '60 Chevrolet models most people buy, equipped the way most people
want them, are actually priced lower
than last year's models. This twotone Bel Air V 8 sedan, for example--
with Turboglide, pushb-buton radio with Turboglide, push-button radio
and de luxe heater-lists for a whole $\$ 76.05$ leses! Prices are lower for all
comparable V8 models throughout comparable V8 models throughout
the line. Also for all comparable 6the line. Also for all comparable 6-
cylinder models with Pouerglide. Yet Chevy's loaded with more of the things that put pleasure into owning
a car. (Just look at the list!) It's the oo much simpler than fighting those
tricky little caties Softer, more silent ride with coil Keyless locking of all doors. Quick and easy. The same key opens door,
glovebox, trunk and starts the car
Big brakes for quicker, surer stops.
Rivetless bonded linings mean they
last longer, too.
More reom to relax in. Chevy sedans
offer roomier seating than any car in
their class. Lower, narrower trans-
mission tunnel means more foot room.
Only full wraparound windshield
among the leading low-priced cars.
Electric windshield wipers keep sweep.
ing even when you speed up to pass.
vent windows crank open and closed.
So much simpler than fighting those
tricky little catches.
Keyless locking of all doors. Quick
and easy. The same eey opens door,
glovebox, trunk and starts the car.
ccon Tubotire vier how ap to 100 more miles per gallon regular and still have lots of "git." thriftiest 6 in any full-size car. It' the '60 version of the engine that go 2.38 miles per gallon in the 195 Widest choice of power Widest choice of power teams. 24
engine-transmission teams in all, with entput up to 335 h .
A trunk that's made for long trige A trunk that's made for long trip pace. Sill's lower for easier loading. Fisher Body craftsmanship. Look at
he finish, the brics, the deta
ork. You'll s CHEVROLET Drive it-it's fun-tastic! See your local authorized Cheorolet dealer for fast delivery, favorable deals.



Are you protecting yourself and your


Only An Independent Agent Can Display This Shield
Ethridge-Spring Agency

INSURANCE - LOANS

| DAN ETHRIDGE |  |
| :--- | :---: |
| BILL STEWART | PHONE |
| FRANK A. SPRING | 8811 |

## BILL STEW ART

 FRANK A. SPRING
## \$AVE DOLLARS

It's That Time Again
Friona Consumers Annual OIL

SALE
is
Underway!
Buy Your Supply For The Entire Year
At A Savings Of Up To $6 ¢$ Per Gallon


FRIONA CONSUMERS




Community Plans Mortgage Burning
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Robeson Named Outstanding Farmer
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LAZBUDDIE BIRTHDAYS
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$\qquad$ Brown, Marvania Gammon, She is the grandmother of the
Judy Koeizer, Marcella May- Watson's son-in-law, Orbie Sold, Carol Miller, Linda Glia- Chandler.
son, Cooper Young, Danny Charlie Ray Chandler from Miller and Bobby Gleason. Fr. Worth is visiting this week Mr. and Mrs.
and family from Texline ware Charlie Warsons.

These Prices Good Thursday Feb. 11 thru Wednesday Feb. 17







Parkin Mellorine Tissue





Your Home Owned Affiliated Food Store
Johnson's
Double


## Of Interest To <br> THE WOMEN



Kindstrand-Messenger


```
Sunday
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##  <br>    for sale. Anyone wanting H. D. Nilled dasday mobarning. near their home cook books can obtan them from Mr. And Mrs. Jarecki of Ne- any club member. These books brasks visited any club member. These books braska visisted in the Florian contain the favorite recipes of Jarecki home the past week Parmer Counry He Parmer County H. D, metmers. Mr Mrecki home the past week. Refreshments of cake, coffee, Lar's tareckiare Florand lemonade were served to the Mr Mr. and Mrs. Herman Schue- 12 members present and the ler and Mr. Add Mrs Repert <br> MENS CLUB BOWLS The Rhea Mens Club bowled the Lariat Mens Club Sunday evening at the Clovis bowling alley. <br> $\qquad$ <br> $$
\begin{aligned} & \text { Tose trom Rhea attending } \\ & \text { were Melivin Sachs, Ray Mar- } \\ & \text { tensen, Floyd Schueler, Frank- } \end{aligned}
$$ <br> $$
\begin{aligned} & \text { lin Bauer, Mr, and Mrs. Wai- } \\ & \text { ter Schueler, Gilbert } \\ & \text { Eldheleler, } \end{aligned}
$$ <br> $$
\begin{aligned} & \text { ter Schueler, Gilbert Schueler, } \\ & \text { Eldon Garber, and Mr. and } \\ & \text { Mrs. Herbert Schueler. } \end{aligned}
$$ <br> A crooked stick <br> A crooked su rooked shadow

Friona Chapter Hosts OES Friendship Night

Dr. Floyd Golden, president Raymond Wilson of Dimmitt;
of Eastern New Mexico Uni- Mr. and Mrs. Norman Moore versity at Portales, was guest of Hereford and Trudy Roddy speaker at the annual friend- ond Vereford and Trudy Roddy
hobertson of Hale tern Start Chapter, Monday eve ni ent pesented a report on his Barry, Mr. and Mrs. Elp
recent tour of Russia. This tour Lowrie and Pearl Dodson acent rour of Russia. This tour Lowrie and Pearl Dodson of
heluded visits to schools, pub- Bovina; Nadene Lyle, Maxine included visits to schools, pub-
Iic meeetings, churches and
farms. According to his refarms. According to his re-
port, there is no such thing
as private business in that country.
Dr. Golden was introduced
by Martha Russell of the program committee. Out-ot-town guests included
Mr. and Mrs. Floyd Skeen of Merrose, N. M.; Mary G. Gins-
burg of Oscolo, Mo.; Mary Murrell, Mulestoe; Mr. and Mrs.
R. C. Bailey, Mr. and Mrs.

$$
\begin{aligned}
& \text { Patsy Anthony Pledges } \\
& \text { Alpha Chi of Phi Mu }
\end{aligned}
$$




## 



Ask About Our Farm \& Ranch Loan

Dean Bingham land $\mathrm{Co}^{\mathrm{O}}$.


HEREFORD CREAMERY
Cream 'O Plains Milk


DR, GOLDEN SPEAKS --Dr. Floyd Golden, a former Friona teacher and now president or Eastern
New Mexico University, spoke to about 75 Eastern Stars and their guests Monday evening. Mr. and
Mrs. Charles Russell are seated on Dr. Golden's right and Mr, and Mrs. Bill Buchanan are seated
Gay Jordan Weds Dr. Lee Cranfill
The wealdng ox Mrs. Gay aunended

soemnizd at 2 . m. Sumay. Mhe ceremony. Meemers. of the

Rev. Bult phillisp frad the
service before an improvise
stand on which stood a larg
white $\qquad$ WSCS Circles Meet
on each side. The manteste held



## Our Loss is Your Gain! <br> Men's Shoes <br> by Rand <br> Ladies Dress SHOES <br> values to 13.95

Ware'

Friona
close Out at $\$ 500$ pair close Out $\$ 300$ pair
LADIES HATS
Our entire group of winter
hats going this
$\begin{array}{ll}\text { week only } \\ \text { values to } 14.95 & \$ 100 \\ \text { each }\end{array}$
NEW SPRING MERCHANDISE

One Big Rack of Ladies Dresses

Values to $\underset{\text { Your Choice }}{29.95} \$ \$ 00$
Select Yours Early At This Low Price
THIS GROUP INCLUDES
WOOL BLENDS, COTTONS
sllks. Jersey an
cotton blends.
42 REG. \& HALF SIZES

FABRICS.

Just a few Skirts and
Blouses left. These are drastically reduced.

Plenty of cold days left so choose yours from our remaining stock.

Boy's Dress Pants
values
to 6.95


## at Preqes wisers

## bolnolloll

You'll fall in love with Piggly Wiggly's food specials for Valentine's Day! Main dishes for every meal! Gourmet foods! Staple groceries! Clean ing supplies! Dozens of money-saving Valentine specials that'll prove you're our best gir!! Every item in our store is selected-and priced-to please you! for better foods that'll warm your heart everyday, shop
PIGGLY WIGGLY

Phone 9301

## Friona

SUGAR:47(0.0
FLOUR 399 .
SUGAR:47(0.0
FLOUR 399 .
Pinknor Economy FRANKS 2 69
TIDE 69c


## THE HIGH PLAINS FARM ano HOME

Water Table Dedines 4.69 Feet in 1959


## A WORD OF APPRECIATION

I sincerely appreciate the fact that I do not have an opponent in the Democratic Primary May 7th for the office of County Tax Assessor and Collector.
This will give me the opportunity to stay closer on the job without the necessity of having to campaign for re-election, and I take this act on your part as a great favor, and will assure you that I will do my best to make you a "good hand."

Thanking each of you,
Yours Truly,
LEE THOMPSON

## Vegetable Prospects Poor



SAVE BY MAIL


Branch Office HOME OFFICE th \& Pile 204 South Ave 'A Portales, N. M.


# Feeding Operation Largest In Area 



The first meeting of farm and
home record whorkshops for couples woll be Morday, Feb. 15 ,
at the courthouse, starting at at the courthouse, starting a
2. p. m . This is the first in series of meetings to helpfarm familles with record keepin uary You are to bring your Ja
uank statement and r
ceipts," says ceipts," says County Agent Jo
cones. "This meeting will b
Jon yones. This meeting will
devoted to record keeping sys
tems and to helping each tems and to helping each family
set up the method most suited to their needs.
'Record books will be avail able or you can bring the one Yoh here well and happily Nothing is easy to the un-
willing
One man's fault is another
man's lesson

## Feed Lots Growing



## PUBLIC NOTICE

The Official Board of Hamlin Memorial Methodist Church, Inc., Farwell, Texas, will receive sealed bids until $7: 30 \mathrm{p} . \mathrm{m}$. Monday, March 7, on a two-story brick church building and four lots located near the intersection of highways $60-70-84$ in Texico, N. M. The board reserves the right to reject any or all bids.
CLABORN


BRUCE BILLINGSLEY examines one of the 189 trees he and his father, Leon, are planning

## Billingsley Plans Farm Beautifying



We Will Be Able To Finish Our New Plant As Soon As Weather Permits


Yes, The Weather Has Slowed Construction Of Our Custom Feed Plant But Wo Invito You To Drop By For An Inspection As The Work Progresses, It Won't Be Long Until We Can Offer You Complete Feed Mixing Service

- Steam-Rolling
- Dry Mixing

This Will Give You Faster Service Than Ever Before And Wo Will Still Offer Check-R-Mix Service.

- Grinding
- Molasses Mixing



AFTER A FEW years growth, the trees in this three row windbreak are reaching a size large
enough that they can begin to serve the purpose for which they were planted. The cedar trees
shown are on the Donald Watkins farm one mile west of Oklahoma Lane. This type of farm


## The HUB Community takes this opportunity to say

THANK YOU
especially to the Friona State Bank, and all auctioneers also the merchants and individuals who gave so freely of their time and efforts to make our annual Community Sale a success

February, 1960-Our 2 nd Anniversary and time once again for us to tell you we've greatly appreciated your patronage during these first 24 months of our business life.

In the future, continue to look to us as your complete farm supply center including TIMBERIB Buildings For Lands Sake -

FERTILIZE


