

THE FRIONA STAR

Volume 28, Number 20

FRIONA, TEXAS, THURSDAY, DECEMBER 18, 1952

5c Per Copy



May He Do a Better Job

Column Left...

Several businesses in Friona plan to take extended Christmas vacations.

Firms reporting such holidays to the Star are the lumber yards and the dry cleaners.

The Rockwell Bros. and Co., Lumbermen, and the Friona Lumber Company will close all day Wednesday and Thursday and open Friday at noon. The Gib's Cleaners and Dilger's Cleaners will remain closed Thursday through Sunday.

The Friona Star will close late Tuesday evening, re-opening on the 31st.

The cleaners urge their patrons to bring their cleaning on the very first of the week to insure delivery before Christmas.

The rural mail carriers will be given holidays on Christmas and on the 26th, the postoffice department has announced.

Though no definite action has been taken on a potato house here, we hear more and more of the farmers talking potatoes, and we believe indications are that Mr. Spud is on the way to becoming a major crop in the Friona vicinity. And undoubtedly close on its heels will come some experimentation with lettuce.

About 25,000 bales of cotton has been delivered to the gins in eastern Parmer County. Those in the know say that almost that amount has been taken out of the immediate area for ginning where a short crop permitted rapid ginning service.

Drug store conversation or barber shop talk - the weather is eternally a correct subject of conversation. And a sure way to catch cold, according to C. L. Lillard, is to change from boots to low-quarters. Why change? Anyway we bet we find plenty in agreement that long handles aren't so out-dated after all. Remember when one could drive by the ranch or farm on wash day and see the bow-legged long handles waving on the line, and more often than not frozen stiff?

Star want ads DO get results, just as we proclaim from time to time in little notes at the bottom of columns.

Last week Raymond Euler advertised love birds for sale. A buyer saw the ad and contacted Raymond before he had even seen the paper himself!

Don't be misled by claims of loan sharks who charge exorbitant interest rates, yet claim to be following the law to the letter, is the warning recently released by the Texas Junior Bar Committee on anti-usury.

The report on our desk reveals that to evade the constitutional limitation on interest, Texas loan sharks are using a common scheme of "credit insurance".

Credit insurance is somewhat involved and intricate but the practical result is that the borrower pays approximately 140 per cent interest! Phenomenal. Which all adds up to the fact that the honest and deserving person better stick with his reputable banking institution.

We like this thought recently expressed in a religious publication:

The Christmas Baby grew up, and so we should take up the challenge of the Man with the same zest that we celebrate His birth.

Don't forget the judging of home and business decorations to be conducted Monday evening at 7 o'clock. Ever see so many beautiful decorations? Would hate to be a judge.

Note the picture alongside judged the outstanding action one Pappearin in The Star in 1952.

Published May 1st, it shows each Baker leaping high at the Cactus Ordinance Plant volleyball tournament; the Friona men won second honors.

Eva Miller returned home on Wednesday to spend the holidays with her family. She has been at the bedside of her ill father in Oklahoma.

Mrs. Maude Barrett of Odell is in Friona this week visiting friends. She recently moved from her farm north of town.

HOSPITAL NOTES

ADMITTED

Anna Jo Southall, med., Friona
Mrs. Carlotta Rodriguez, acc., Friona.

Lucy and Joey Rodriguez, acc., Friona.

Mrs. Nellie Dailey, med, Friona
Roberta Reed, med., Friona.
Mr. N. Jarrell, med., Friona.
Billy Burnam, med., Bovina.

Mrs. Delbert Bainum, OB, Summerfield.

Mrs. A. L. Carmon, med, Friona.

Mrs. C. W. Bradshaw, surg., Muleshoe.

Denis McGee, med., Muleshoe.
Reba Kay Fulcher, med., Friona.

DISMISSED

Mr. Clyde Shanks, Anna Jo Southall, Mr. U. B. Wheeler, Mrs. Carlotta Rodriguez, Lucy and Joey Rodriguez, Mrs. Ralph Taylor and baby boy, Reba Kay Fulcher, Billy Burnam, Mrs. Nellie Dailey, Mrs. E. R. Venable.

Mistletoe Sales Scout Sponsored

Boy scouts of the newly organized pack in Friona will sell mistletoe in a sales campaign commencing today.

Scouts are asked by Scoutmaster Stanley Loakhart to meet at noon this Friday at the Methodist Church annex to map plans for the door to door sales.

Funds secured in the sales will be used to provide food for needy families during the Christmas holidays.

Though only three meetings have been held since reactivation of the Scouts, much interest is being shown by the boys, and the full support of the community is urged by the council.

Twenty-seven boys have joined to date.

SCOUTING NEWS

TROOP V

The Girl Scouts of Troop V held their Christmas party Monday afternoon at the clubhouse.

They sang some songs, played some games, said some poems and had a Christmas tree and opened our Christmas gifts.

There were sixteen girls present with two leaders, Mrs. Snead and Mrs. Potts. Refreshments were served by three of our troop committee, Mrs. Magness, Mrs. Ethridge and Mrs. Floyd. Visitors were Frieda Floyd and Mrs. Harper.

Born to Mr. and Mrs. Roy Lee Johnson, Amarillo, a son, Bobby Joe, who weighed in at 6 lbs., 5 oz. This is the second grandchild of the Joe D. Johnsons of Friona.

Christmas in the Churches

White Christmas Is Methodist Feature

Services will be held at the Methodist Church Tuesday evening at 7:30 o'clock, with a

cordial invitation extended the public to attend.

The program will be conducted by the Young Married People's Class taught by Wesley Foster.

Treats will be on hand for all attending.

A Christmas tree will feature

the "White Christmas" plan in that no gift exchange will be held, but rather gifts will be accepted, wrapped in white, for distribution to shut-ins and to needy families. Money gifts will go to the Leprosy Mission of the church.

Congregationalist Church Plans Fete

The Sunday School of the Congregational Church will hold its annual Christmas exercises on Christmas Eve in the church. The committee in charge announces that subject of the service will be "The Gift of Christmas" a presentation of the Christmas story in verse and song.

A Christmas tree also will be included in the program.

The Women's Fellowship of the Congregational Church will hold its annual Christmas party at the home of Mrs. Fred Helmeke on Friday the 19th at 2.30 o'clock.

A Christmas program has been prepared, and every lady of the church is invited to be present, both members and friends.

Baptist Program Is Set for Tuesday

Sunday School children of the Baptist Church in Friona will conduct the Christmas program there Tuesday evening.

An exchange of gifts will be held by the children.

Rev. and Mrs. Pogue left today for Dallas carrying gifts for the Baptist Orphan's Home there. They carried hogs and other gifts donated by members of the Friona and Hereford church members.

Rhea News

By FLORENCE DEAN

The Farm Bureau met Friday night. The main event was the performance of Tom Nilson, marician, assisted by a neighbor girl, Wanda. They live at Matador.

A short Business meeting was held after the program.

Officers elected were Charlie Callaway, president; Cordie Potts, vice-president; and Mrs. Walter Schueler as secretary-treasurer.

Mr. and Mrs. Franklin Bauer moved to their home here this week. Mr. Bauer was discharged from the service Friday.

Visiting Mr. and Mrs. L. H. Hoffman Sunday were Mr. and Mrs. Chris Drager, Mr. and Mrs. Herman Herzog, Mr. and Mrs. Walter Schueler and Wayne Allen and Mr. and Mrs. Herman Schueler.

Mr. and Mrs. Jack Patterson and Mr. and Mrs. Carl Schlenker served refreshments of cake and cocoa.

Visiting Mr. and Mrs. J. D. Stevens and family is Mr. Steven's mother.

Glenn Harrelson, who has been serving in the army as a corporal at Ft. Sill, was discharged recently.

Mr. and Mrs. J. J. Costolow of Houston have been visiting in the parental Jack Anderson home for the past several days.

Record Crowd Sees Santa Wednesday

Santa was well received in Friona this Wednesday afternoon; proof: 775 sacks of candy were distributed by the jolly old soul and his helpers, American Legion Post 206. This was the largest number of gift sacks ever distributed here on the annual occasion.

Commander Raul Fortenberry of the Legion speaks in behalf of that organization in extending thanks to all groups and individuals who assisted in any manner to put over the program, especially the High School Band for their participation, the Benger Air Park, the City Marshal, the fire department, and even Santa Claus!

Firemen's Dance Slated New Year's

A New Year's Eve Dance will be held in Friona, sponsored by the Friona Volunteer Fire Department.

Proceeds of this Firemen's ball will go toward the purchase of a mobile power unit for use in emergency at the Parmer County Community Hospital.

Music will be furnished by the Shirley Bros. orchestra. Admission prices are \$2 per couple.

The dance is to be held at the American Legion Hall in Friona and will commence at 8:30.

RECITAL

Piano students of Mrs. Margaret Caldwell will be presented in recital at the Friona Methodist Church Sunday at 3:30 o'clock. Parents of the students are urged to attend.

OES Representatives

Attended Area Meetings

The Friona Chapter 990 of the Order of the Eastern Star was well represented Friday evening in Tulsa when the Worshipful Grand Master, Mrs. Mildred Carlitz of Fort Worth paid her official visit there.

Attending from the Friona Chapter were Mesdames Chitwood, Brewer, Deane, Denton, and Guinn. Also attending were Mrs. and Mrs. Cayce Dunn and Mr. and Mrs. Claude Miller.

SCHOOL OF INSTRUCTION

An Eastern Star School of Instruction was held in Friona last Saturday. Attending from Friona were Mr. and Mrs. Cayce Dunn and Mesdames Bowman, Boggess, Chitwood and Guinn. In the evening a banquet was held for the visitors; Katherine Dunn and Don Lewis entertained with dancing and they were reported being exceptionally well received.

Voice Students Presented in Recital Here

The Melody Junior Music Club pupils of Miss Mattie Mae Swisher's studios of singing are being presented in a Christmas Concert this Thursday evening at the Friona Methodist Church.

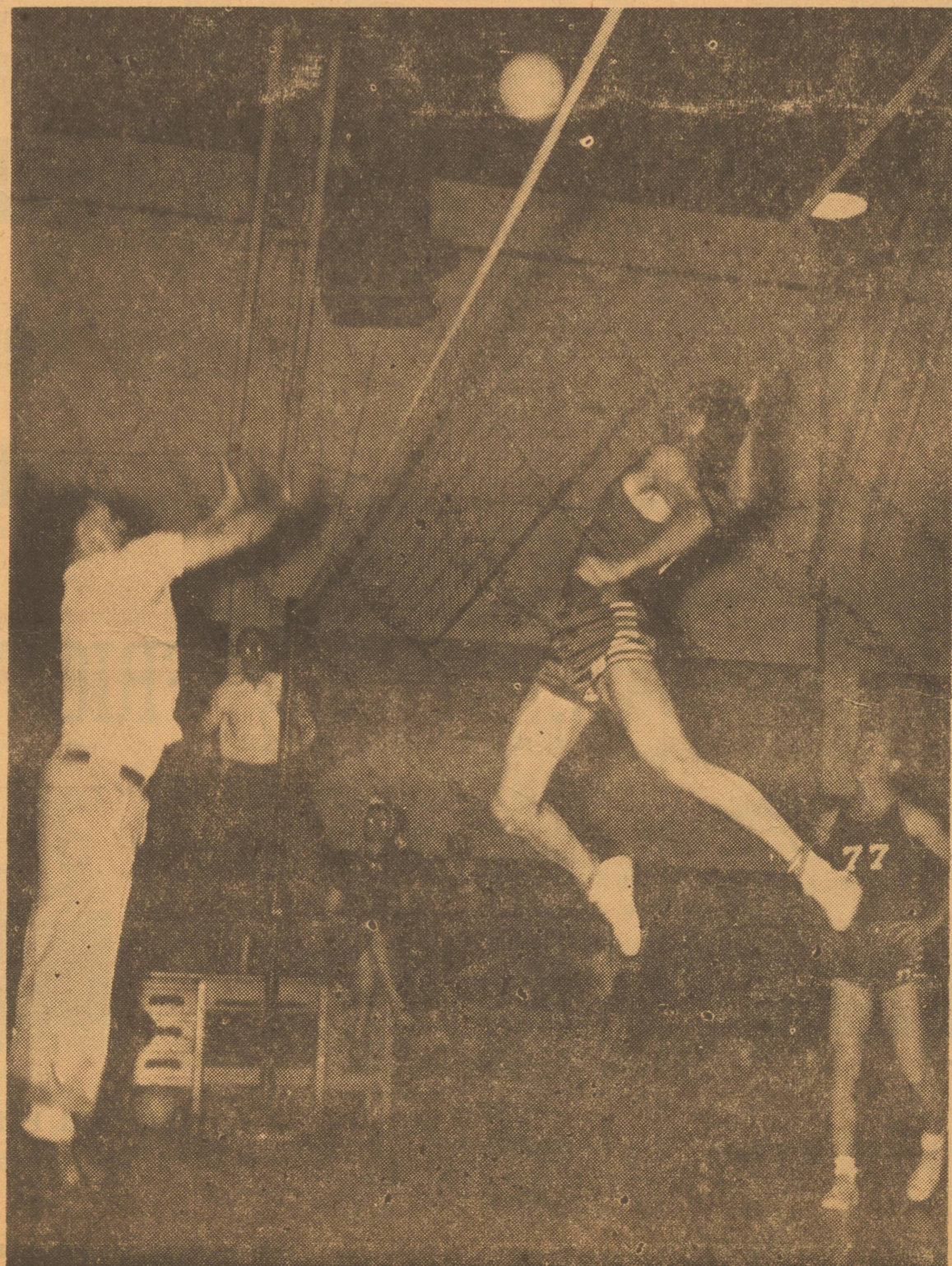
The program consists of traditional and modern Christmas carols and sacred solos with the Christmas theme, and ensemble singing.

Students singing include Elizabeth Coconougher, June White, Don Lewis, Sue White, Don Clements, Vicki Lovett, Patricia Lindsey, Johnnie Miller, Robbie Osborn, Iva Ben Parr, Joe Reeve and Frankie Spring.

Accompanists are Denjese Magness, Saly Osborn and Mrs. Cliff Estes of Hereford.

The program closes with the Nativity scene; Silent Night is sung by candlelight with the descent by June White.

Picture of the Year; Others in Jan. 1 Edition

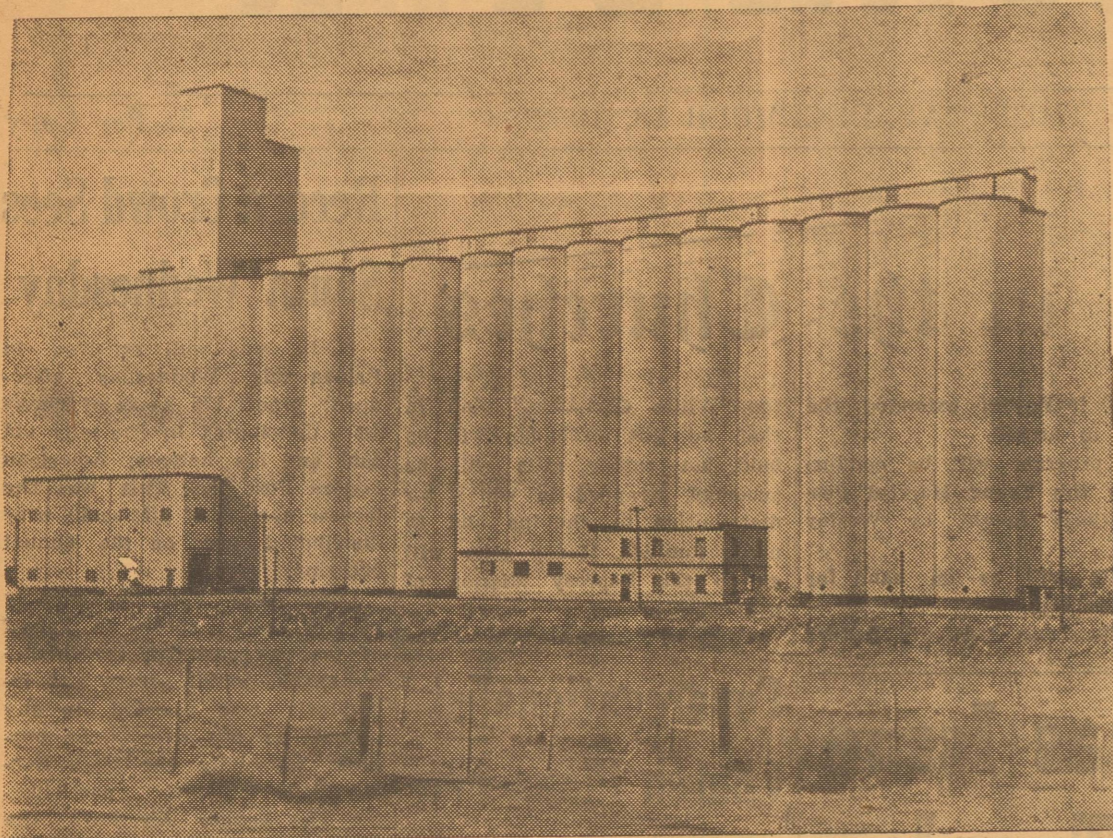


DR. MILTON C. ADAMS
OPTOMETRIST

140 West Third Hereford, Texas
Phone 37 Office Hours. 8:30—5:00

A. O. THOMPSON
ABSTRACT COMPANY
Hereford, Texas

Complete tract index of all land and town lots in Deaf Smith county. Write us for information.



FRIONA WHEAT GROWERS

Incorporated

Arthur M. Drake, Manager



There's Nothing Like a
Warm Fireside - with a
DEARBORN
HEATER

from
BLANTON BUTANE
INC.

CLASSIFIED ADS PERSON-TO-PERSON WANT ADS FOR QUICK RESULTS!

STATEMENT OF POLICY

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

STATED MEETING



First
Tuesday
Night
Each Month

FRIONA LODGE 1332

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

● AUTOMOTIVE

Chrysler Industrial Motors
SALES and SERVICE
McCullough Motor Co.
411 H. 1st Phone 17
HEREFORD, TEXAS

● WANTED

WANT TO RENT a 3 or 4-room house in or close to town, Oscar Serratt. Leave word at Pete Buske's office. 20-1p

WANTED AT ONCE: Man with car for Raleigh Business in Farmer County. No capital needed. Write immediately to Raleigh's, Dept. TXJ-211-JLK, Memphis, Tenn.

WANTED: Farm job; part crop, part money, will manage farmer make other suitable deal. Three children in school, all will work Inquire at Star office. 17-2c

WANTED: Am interested in buying a good 1-2 section farm, irrigated or in good water belt. Would like to be on natural gas. Write particulars to W.E. Sutton Olton Rt., Plainview, Texas.

WE BUY SCRAP IRON

COMPLETE STOCK New and Used cars and truck parts. Hereford Wrecking Company, phone 320, 709 E. 1st, Hereford 21-tfc

● LOST & FOUND

LOST: Large cardboard box containing kitchen hardware. Lost near Menefee home. Return to Star office or James Mabry home. 20-1c

LOST: A white and red spotted bird dog near Friona; answers to the name of Sam. Ten dollars reward for his whereabouts. Notify Grady Campbell at Mills & Fleming Gin. 19-3p

● SELL OR TRADE

FOR SALE ASSORTMENT of fruit trees, shade trees, flowering shrubs, roses and evergreens.

Mrs. J. F. Ward
North Main, Hereford

PLACE YOUR ORDERS now for dressed hens and baked foods for Christmas with Mrs. Frank Griffith. Phone 3402.

● BUSINESS SERV.

General repair on windmills, water well drilling. W. L. Brink, located in a J. H. Lea house in northwest corner of Friona. 18-3p

SCOTT'S

PLANING MILL

224 D St. Phone 1190
Hereford, Texas

I am ready to do your
BLACKSMITH WORK
and repair of all kinds. Come to see me.

J. E. MESSENGER
In White Building on Hi-way 66,
Friona, Texas
10-tfc.

GRANT'S PLUMBING SERVICE

—for—
Plumbing - Heating
Ventilation
George L. Grant, Owner

Contact me at Plains Hardware or at my home west of the Roy Wilson residence in Friona. Your business will be appreciated. 7-tfc.

SUPER \$ BONUS COUPONS
are given by

**ALLEN'S JEWELRY
DILGER'S CLEANERS
DEATON'S SERVICE
KNOX'S READY-TO-WEAR**

● REAL ESTATE

J. M. HAMBY, REAL ESTATE
208 East 3rd Street
HEREFORD TEXAS
Phone 701

FOR SALE: Extra nice irrigated 185 acres, 3 - bedroom brick home, other good imp., on paving, 5 miles Hereford; see us for particulars.

We have several buyers coming in that are interested in Bovina; we're in need of some farm land around Friona and listings in Farmer County. We will appreciate yours.

FOR SALE: 1-2 Section one ml. from pavement; nice improvements, two good shallow 8 in.

wells. \$16,350.00 sown, balance \$1500.00 plus interest each year. One section, fair imp., one good 8 in. well. Priced like dry land, \$65.00.

Tsades; businesses, farms; one nice deal on Tourist Court. I need more listings in irrigated district. Please give me yours.

WAYNE CARTHEL
Real Estate

South Side of Courthouse
At Square Deal Auto Co.
Phone 701
Hereford, Texas

FOR SALE

We have good half section, seven and a half miles from Friona. All tillable. Some grass. Dry, but in irrigation territory. Good improvements. Price \$150.00 an acre.

(Uncle) JOHN WHITE

FARMER'S PRODUCE

Home of

GOOCH'S BEST FEEDS

rena Hog Supplement — Cottonseed Meal

We Sure Like to Buy Your

CREAM — POULTRY — EGGS

FURNITURE *that's easy to live with*

CARPET - FURNITURE
LINEOLEUM - APPLIANCES

Maytag - Westinghouse - Deep Freeze
Magic Chef - Pullman - Kroehler

We Buy & Sell Used Furniture
Trade Livestock To Us For Household Goods

WE DELIVER FREE

H & H Furniture Co.

Hereford Phone 19
"BUY THE BEST FOR LESS"

NO TRICK
Knowing where
Your Money Goes ..
Just keep a Checking
Account with your
FRIONA STATE BANK



MEMBER FEDERAL DEPOSIT INSURANCE CORP.

CHRYSLER

INDUSTRIAL MOTORS

"Best for the Area"

See

Morrison Motor Company

Phone 4130

Muleshoe

See me for

COTTON LOANS

CONVENIENT - FAST

(Texas Cotton Growers Cooperative Association)

W. L. EDELMON

REPRESENTATIVE



PUP SAVES TWO . . . Iris Fike, 9, holds cocker spaniel Twinkle which barked when their Seattle house caught on fire, awakening Iris. The girl dragged her mother to safety.

CARD OF THANKS

We, the Cribbs family, would like to thank all the nice people in Friona for the many wonderful gifts you have given us, and for the many ways you have helped us.

C. R. Cribbs and family

F. L. SPRING

OLD-FASHIONED COUNTRY STORE

Come and See Us

GILLILAND FUNERAL HOME

131 E 2nd St., Hereford

PHONES

Day—554

Night—148-J

Funeral Directors — Ambulance Service

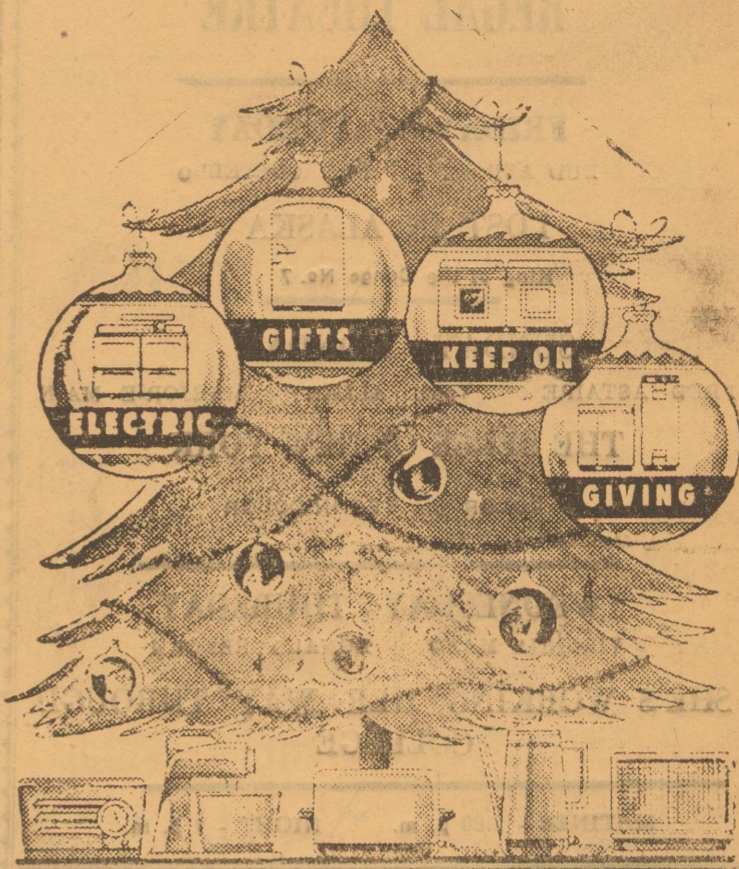
HEREFORD FURNITURE CO.

Philco Appliances, Kroehler Living Room Furniture and other Nationally Advertised Merchandise at Reasonable Prices.

Phone 823

Opposite Postoffice

Hereford



SOUTHWESTERN
PUBLIC SERVICE
COMPANY
28 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE

DIAL 2032

FOR FREEDOM FROM DRUDGERY
BLUE JEANS A SPECIALTY

CITY STEAM LAUNDRY

Helpy- Sely Service

FRIONA

NOW AVAILABLE

- NEW PUMPS
- NEW and USED PIPE
- CATTLE GUARDS

We Are Prepared and Equipped
To Repair and Rebuild Any
and All Makes Pumps
and Gear Heads

Phone 1577

DARREL HARKINS

1st Door West of Sears Elevator

On Highway 60
Hereford

Personals

Vera Ann Jones and Ray Nell Foster will arrive home from school at Denton this week-end to spend the holidays.

Mrs. Alice Horn of Paducah has been visiting her mother, Mrs. Rosa Anderson, the past week.

Guests in the A. Anthony Sr. home this week have been their daughter, Mrs. Katherine Biggers who has just returned from Manila, Philippine Islands, and Mrs. Estes Bass of Siloam Springs, Arkansas.

Classifieds

FOR SALE OR TRADE: Irrigated 640 acres, 5-room house, 4-room tenant house, new quonset barn, large granary, other imp., 3 miles off paving. Will consider smaller farm in irrigated district here or around Plainview.

I have buyers interested in Parmer County land under irrigation or in irrigation district. If you are interested in selling or trading your farm, I would appreciate your listings.

J. O. MILLER REAL ESTATE
841 East Highway 60
HEREFORD, TEXAS
Phone 317

ONE MIGHT HELP YOU, TOO!

Let us help you with the materials, know-how, the right price and a - -

FHA LOAN

ROCKWELL BROS. & CO.

LUMBERMEN

Are You Guilty ?

of these driving faults?

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

PRACTICE SAFETY

ETHRIDGE - SPRING



INSURANCE—REAL ESTATE—LOANS

Telephone 2121

FRIONA

Dan Ethridge Frank A. Spring Bill Stewart

Better Deal and a Better Buy

with Chevrolet trucks!

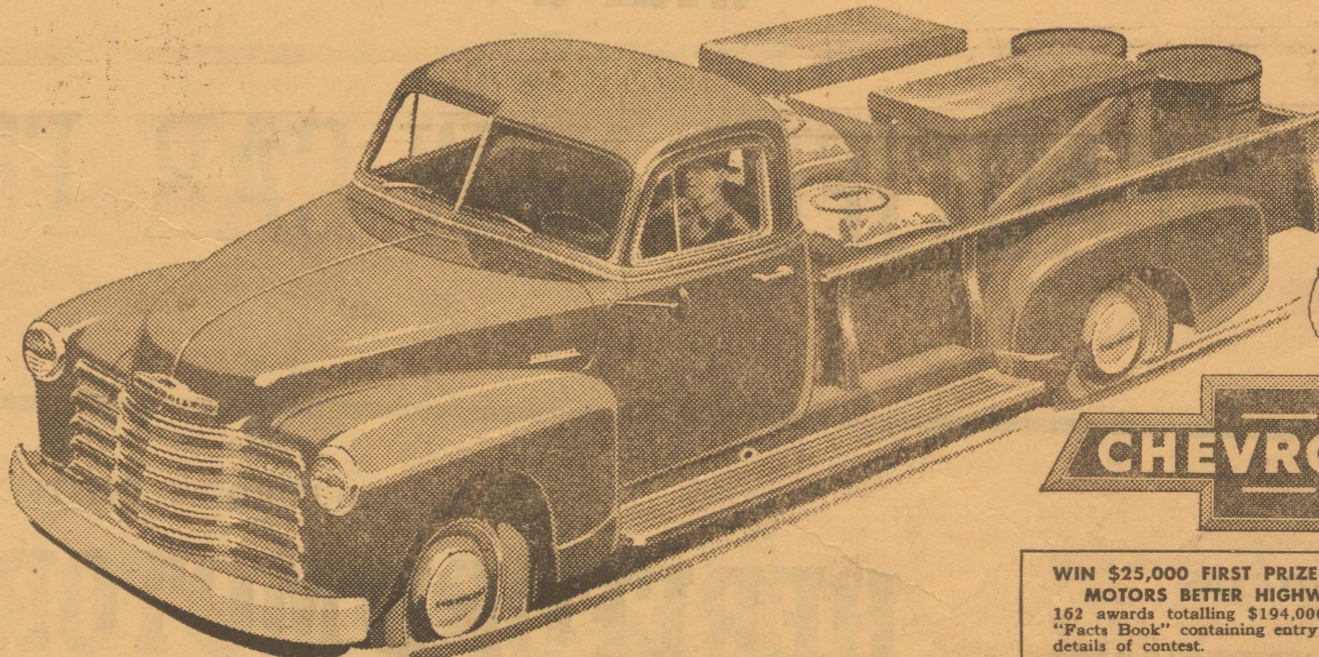
A better buy because . . .
THEY LIST FOR LESS—Large volume production economies let Chevrolet trucks list for less than comparable models of any other make.

LOWER OPERATION AND MAINTENANCE COSTS—Valve-in-Head engines, Hypoid rear axle, channel-type frames, Flexi-Mounted cabs and many other Chevrolet features assure you lower over-all costs.

TRADITIONALLY HIGHER TRADE-IN—Chevrolet trucks keep their value longer—a wonderful dollars-and-cents plus at trade-in time.

A better deal because . . .
Chevrolet trucks list for less . . . bring you important on-the-job economies.

Better Buy Now!



(Continuation of standard equipment and trim illustrated is dependent on availability of material.)

first in demand in value in sales



WIN \$25,000 FIRST PRIZE IN THE GENERAL MOTORS BETTER HIGHWAYS AWARDS
162 awards totalling \$194,000. Come in for free "Facts Book" containing entry blank and complete details of contest.

REEVE CHEVROLET COMPANY

ALL KINDS OF SHOE AND BOOT REPAIRS
Featuring
INVISIBLE HALF SOLING ON BOTH MEN'S AND WOMEN'S SHOES

Make Your Old Shoes Look and Wear Like New
LET US CLEAN AND SHINE YOUR SHOES

FRIONA SHOE SHOP ?
Mr. and Mrs. Hobson Harrington

REGAL THEATRE

FRIDAY - SATURDAY

BUD ABBOTT LOU COSTELLO

LOST IN ALASKA

King of the Congo No. 7

SUNDAY - MONDAY

FRED ASTAIRE VERA ALLEN MARJORIE MAIN

THE BELLE OF NEW YORK

COLOR BY TECHNICOLOR

WEDNESDAY - THURSDAY

VIRGINIA MAYO RONALD REAGAN

SHE'S WORKING HER WAY THROUGH COLLEGE

MATINEE - 2:00 p. m. NIGHT - 7 p. m.



CAUGHT IN THE ACT . . . A police radio call of a burglary in progress sent police to the scene in time to nab two men in the act of robbing a New York City grocery store. Here, one of the robbers is seized inside the store by a policeman. The two gained entrance to the store by breaking a window.



LEGAL ROADBLOCK FOR TIN KING . . . Two lawyers, one swinging a hefty brief case, run interference to ward off a process server seeking to serve Bolivian tin king Antenor Patino (right) papers in divorce suit. The papers were later accepted by Patino, who was held in \$225,000 bail on complaint of his estranged wife that he was planning to skip the country to avoid paying her \$400,000 in back support.



**SANTA FE
Grain
Company**

G. Preach Cranfill, Mgr. Friona

**We will be Closed
DECEMBER 25th to the 29th**

(THURSDAY THRU SUNDAY)

Your Cooperation Will be Appreciated

**Gib's Cleaners
Dilger's Cleaners**

PRE-CHRISTMAS SPECIAL

DOUBLE LANOLIN COLD WAVE

Regular \$10.00 NOW \$8.50

Regular \$8.50 NOW \$5.00

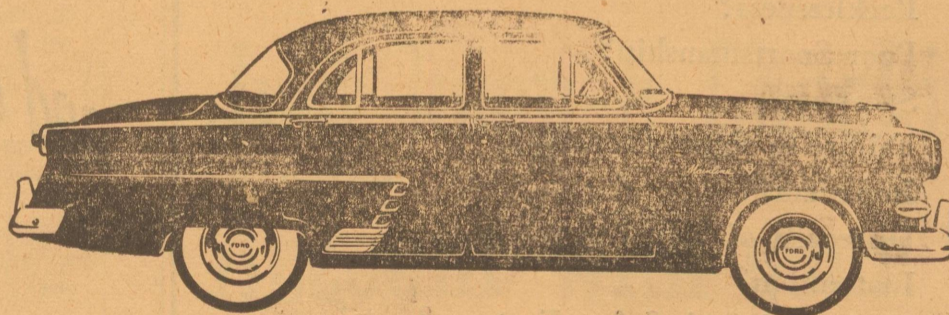
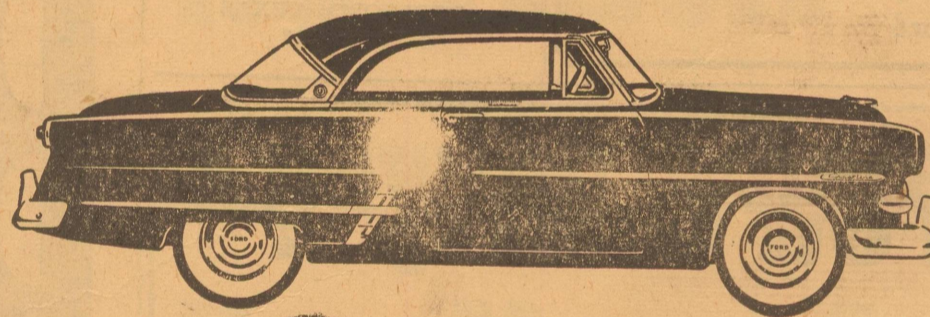
**VOGUE BEAUTY SHOP
PHONE 2102**

VALUES IN SALES AND SERVICE

VALUES IN SALES AND SERVICE

VALUES IN SALES AND SERVICE VALUES IN SALES AND SERVICE

MAKE IT A
*Merry
Xmas!*



with a

BEAUTIFUL NEW CAR FOR THE FAMILY

WHILE IN HEREFORD WE INVITE YOU TO MAKE

HEREFORD MOTOR COMPANY

YOUR HEADQUARTERS

NEW & USED CARS
BODY & PAINT DEPT.
IRRIGATION MOTORS

EXPERT SERVICE
LUBRICATION
WHEEL ALIGNMENT