

GUARANTEED CIRCULATION This Issue 2600

ELK DRIVE-IN THEATRE

ELK - FRIDAY and SATURDAY

JOEL McCREA YVONNE DeCARLO THE SAN FRANCISCO STORY

DANE CLARK Nobody Got Near Tough Except Man-Killing and Man-Killing WAYNE MORRIS

THE STORY OF WILL ROGERS Technicolor WILL ROGERS, JR. AND JANE WYMAN

REVENGE OF THE CREATURE MONSTER ESCAPES! CITY IN TERROR!

Walsler Electric Commercial - Industrial and House Wiring

Dr. MILTON C. ADAMS OPTOMETRIST 140 WEST 3rd HEREFORD

PICTURE FRAMING EXPERT CAR GLASS INSTALLATION. HEREFORD GLASS CO.

FOR RENT IRONRITE IRONERS. \$1.50 per week. Free instructions.

NEW famous fully guaranteed VICTOR ADDING MACHINE

Small down payment. Low monthly terms. Compare with other makes costing as much as \$35.00 more!

Drs. Woods & Armistead OPTOMETRISTS B. W. Armistead, O.D.

Plains Aluminum STORM WINDOWS STORM DOORS CRUMP'S MODERN HOME IMPROVEMENTS

COMPLETE AUTO SERVICE EXPERT MECHANICS For Speedy Repairs On Any Make Car or Truck

Kinsey - Roberson BUICK COMPANY Hereford

STOPS DUST STOPS WINDOW SWEATING STOPS COLD

FULLY WEATHERSTRIPPED STORM DOORS WEATHERSTRIPPED AUTOMATIC DOOR CLOSER

CONTACT CRUMP'S MODERN HOME IMPROVEMENTS For Free Estimates

Call today for a free trial. Compare with other makes costing as much as \$35.00 more!

Now - Biggest Trade-in Deals ever on the Biggest-Selling Buicks in History!

BOXHOLDER U. S. POSTAGE PAID FRIONA, TEXAS Permit No. 10 Sec. 3466, P. L. & R.

FRIONA, TEXAS Bert Neelley, Publisher TOWN & COUNTRY

Introducing a New Money-Saving Friend And Shopping Guide



PHONE CLASSIFIED ADS CALENDAR OF EVENTS DISPLAY ADVERTISING SPECIAL NOTICES FRIONA 2291

PLACE YOUR WANT AD WITH THIS HANDY Order Blank TWO CENTS PER WORD FOR EACH ISSUE.

FOR SALE: 1948 John Deere For Sale: Dry cleaning, cafe and barber equipment.

WANTED Buyers for Vacation Insurance \$5,000, 7 days \$2.00 See Ehrbridge - Spring Agency.

NEED LISTINGS WE HAVE buyers for land and will appreciate your listings.

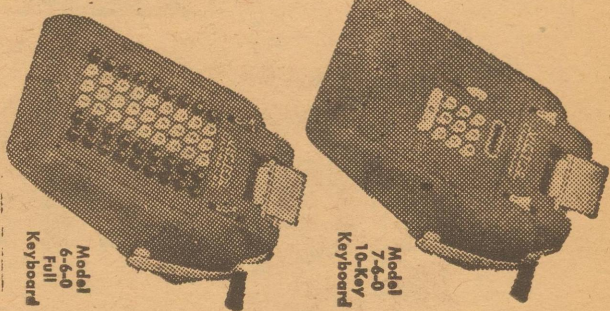
White Auto Store, Friona 484c A. O. THOMPSON ABSTRACT COMPANY

VICTOR

ADDING MACHINES

Choice of keyboards—

Liberal Trade-ins—Credit Terms
 Practical for small stores, shops, restaurants, terraces, homes, offices, route-men, filling stations. Ideal as a "second" machine. Portable, easy to use. Lists \$999.95; totals \$999.95. Larger capacity models (list \$999.95; total \$999.95)



Model 6-40 Full Keyboard

Model 7-40 Fold-down Keyboard



NICE ACCESSORY—Japanese dancer Keiko Wakamiya makes a nice hood ornament for sports car in Tokyo. She's dressed as Spanish senorita for a mambos number.

Friona Star



YOU GET SERVICE WHEN YOU Bank Here

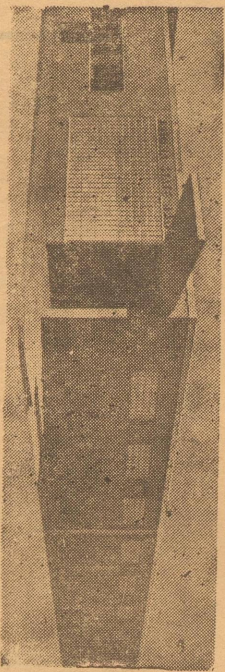
OUR MOST IMPORTANT SERVICE CANNOT BE DEFINED IN WORDS - YOU HAVE TO FEEL IT

Yes, there's an important intangible in our bank service — it's the sympathetic, the courteous and friendly way your money problem is handled by our experienced staff. Come in, and see!



Personal loans for education, business opportunities, emergencies — all are given full consideration here to responsible residents of this area. This bank will be glad to help you, not only with loans, but with all the banking services.

Friona State Bank



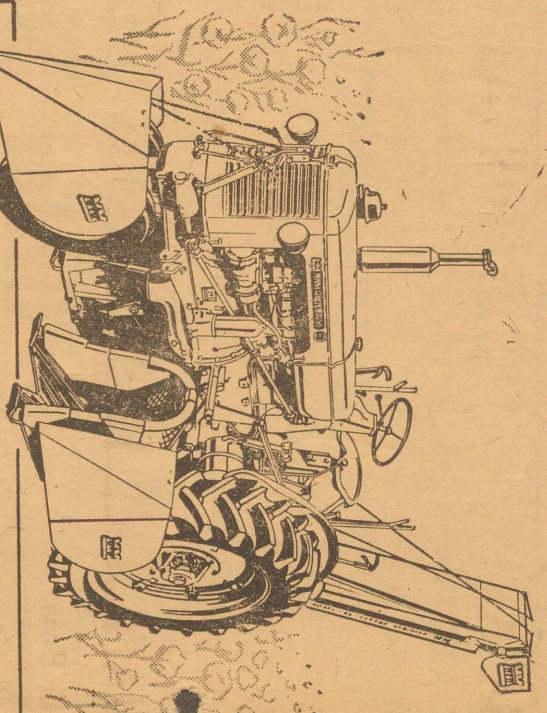
SAFE - SOUND - SECURE

Farm Bureau Insurance

Comprehensive Liability for Farmers
 Life Insurance That Fits Farmers' Needs
 Fire Insurance at Low Rates

AUTO — INLAND MARINE
 BLUE CROSS INSURANCE
 (Crop, Hail Insurance Written For Other Companies)
 Raymond Euler, Gen'l Agent, Ph. 3521, Friona
 A. J. Ellison, Special Agt, Ph. 4142 Bovina

NEW COTTON HARVESTOR



LOOK AT THESE NEW ADVANTAGES!

Mounts as a unit . . . not in parts ✓ roller-type chain drive used throughout ✓ big capacity 16-inch elevator directs cotton to all parts of the wagon . . . you don't need an extra man to build the load ✓ overshot blower mounted on elevator aids distribution ✓ handles row widths from 36 to 42 inches ✓ hydraulic height control of each stripper unit and grate hand levers control height of each thorough cleaning provided by slots along the bottom of the auger trough, cleaning tumbler and wagon box elevator.

SAVES COTTON HARVEST DOLLARS AS NEVER BEFORE!

Here's the high-speed, high capacity cotton harvest machine that can make the BIG profit difference on your cotton crop. By the bale, by the acre, by the hour worked, this new Minneapolis-Moline 2-Row Cotton Harvester pays you dollars you never thought you could make on cotton. MM cotton harvesting lowers labor costs, protects you from untimely labor shortages.

Cotton Harvester fits the following MM tractors—UBU UBN ZBU ZBN UTU UTM ZAU and ZAN and other makes of tractors.

See all the many new features of this MM Cotton Harvester for yourself. Stop in the next time you're in town.



MAURER

Machinery Company

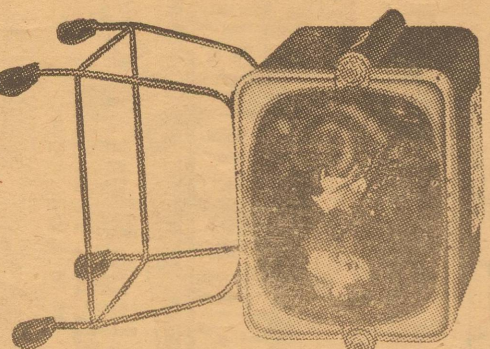
F. L. SPRING
 OLD FASHIONED COUNTRY STORE
 Come and See Us

FRIONA BATTERY & ELECTRIC
 DELCO — AUTOLITE — FAIRBANKS
 BOSH — WICO — MALLARY IGNITION

Phone 2131 — Friona

ZENITH

ONLY GIVES YOU ALL THIS IN 21-INCH TV!



GIANT 21-IN. PICTURE!

Biggest 21-inch picture tube available in television!

CINEBEAM PICTURE TUBE for MOVIE LIKE PICTURES ON A SILVER SCREEN.

CINE LENS The plus factor for CINEBEAM that concentrates intensity of the TV picture.

Room-to-Room Mobility!

A thrilling new Zenith concept in room-to-room TV design that gives you all this:

PULL-OUT UHF/VHF ANTENNA — eliminates need for costly, always-in-the-way indoor antenna on top of set.
 HIDEAWAY POWER CORD — extend only desired length of cord to socket. Tucks into "Jet Tuning Cylinder" when you move the set.
 BASE WITH LARGE, EASY ROLL CASTERS SLIGHT EXTRA COST

PERFORMANCE-POWERED WITH NEW SPECIAL "X" GLASS

THE BRYN MAWR X2222. Brilliant new Trend styling in Maroon or TWO-TONE colors.

\$199.95

VESTAL - BREWER HARDWARE CO.

FRIONA

WE HAVE HOME, FARM AND BUSINESS REAL ESTATE

C. L. LILLARD

Phone 4771

Friona

Announcing

OUR

Distributorship

For

• AC SPARKPLUGS

• AC FILTERS

• CHAMPION SPARKPLUGS

• WIX FILTERS

• NIEHOFF IGNITION SYSTEMS

WHOLESALE and RETAIL

BLANTON BUTANE

INC.



JUST RECEIVED -
PLENTY
REDWOOD

IN KEEPING WITH OUR ANNOUNCED POLICY OF SEND-
 ING THE FRIONA STAR TO SOME NEWCOMER EACH
 WEEK, WE ARE HAPPY TO GIVE A 1 YEAR SUBSCRIPTION
 TO:

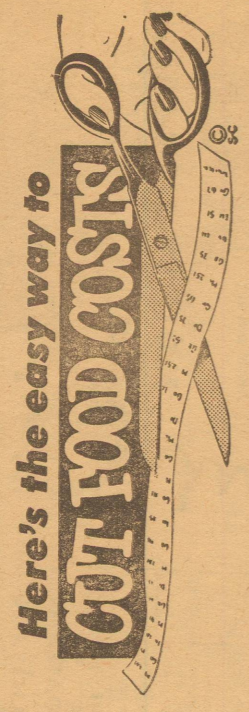
SAM BAILEY JR., RT 3, FRIONA

Rockwell Bros. & Co.
 LUMBERMEN

KIRBY
 Vacuum Cleaners
 FOR SERVICE OR NEW KIRBYS,
 CALL CLOVIS, 4798, or come to
 RANDALL KIRBY SALES COM-
 PANY, 1305 N. Ash, Clovis, New
 Mex. 29-1fc

WE HAVE cash buyers for farms
 and ranches. We need listings. Fri-
 den Slagle. Phone 1457, Hereford;
 P/O J. M. Hamby Real Estate, 1410
 Park Avenue. Phone 701 Hereford.
 1fc

UNDER NEW
 MANAGEMENT
FRIONA
 LOCKER PLANT
 Custom Slaughtering
 Lockers for Rent
 ICE
 CRUSHED OR BLOCK
 Phone 4621 - Friona



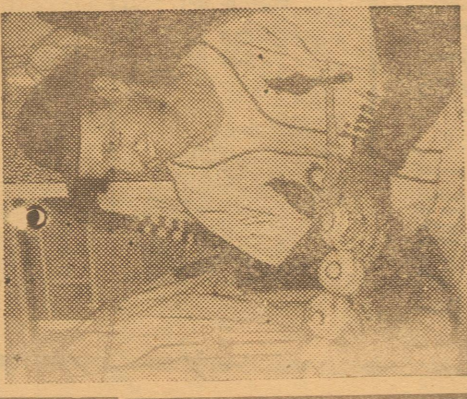
SHOP THE MANY VALUES
 FOUND EVERY DAY

at
HOUSER
 GROCERY and MARKET
 FRIONA

CHECK OUR WEEK-END SPECIALS



BEST OF FRIENDS -
 "Blackie", 3-month-old kitten in
 "Blackie" gets along with rabbit
 with which she shares the pen
 any cat's. Blackie even plays
 around with local white mice.



STAN MAKES IT 2,500 -
 Stan Musial grins proudly as he
 holds four baseballs marked
 "2,500" - total number of hits
 he has made in his major league
 career. He has made 2,500 hits
 have reached that mark. Seven
 players have achieved 3,000 fig-
 ure.

WATCH FOR OPENING

WARE'S

Department Store

In Friona

Featuring
 NATIONALLY ADVERTISED BRANDS

(Building Nearing Completion)

AN ALL-NEW STORE



FRESHNESS MAKES THE SALAD!

CRISP, SPRINGTIME FRUITS & VEGETABLES

PIGGY WIGGLY

BEST FROM

BANANAS 2 lb. **29c**
 C. American Large, Golden, Rip

TOMATOES 19c
 Vine Ripened, lb. California, U.S. No. 1

PEACHES 35c
 California Elbertas Extra Fancy 2 lb.

BELL PEPPER 15c
 California Large, Meaty lb.

WALCO
BLACKBERRIES, No. 303 Cans **4 for \$1**

New Miracle
SHORTENING, Fluffo, 3 lb Can. **87c**

OLEO, Shurfresh, 1 lb pkg **5 for \$1**

Hills Bros.
COFFEE, All Grinds lb. **89c**

STAR KIST, Green Label Chunk Style
TUNA, No. 1, Flat Can **3 for \$1**

Campfire
CUT GREEN BEANS, No. 303 can. **2 for 29c**

Kraft
ITALIAN DRESSING, 8 oz bottle. **2 for 25c**

Sunshine
KRISPY CRACKERS, 1 lb Box. **25c**

Whole Kernel
CORN, Hunt's No. 300 can **2 for 25c**

Ma Ma's
COOKIES, Ass't Flavors, 9 oz pkg **25c**

GLASS FREE
TEA, Morton Bestyett ... 1/4 lb **39c**

GIANT TIDE

BOX

69c

WE'RE AIR CONDITIONED

Self-Service Meats

Lean & Meaty

Beef Ribs 1b. **25c**

Cheese 1b. **45c**

Center Cut

Pork Chops 1b. **59c**

Steak 1b. **65c**

YOUR

Friona Piggy Wiggly

Phone 3001

SPECIALS THURS., FRI, SATURDAY

August 11, 12, 13

DOUBLE S & H GREEN STAMPS

Every Wednesday on \$2.50 Cash Purchase

Or More.

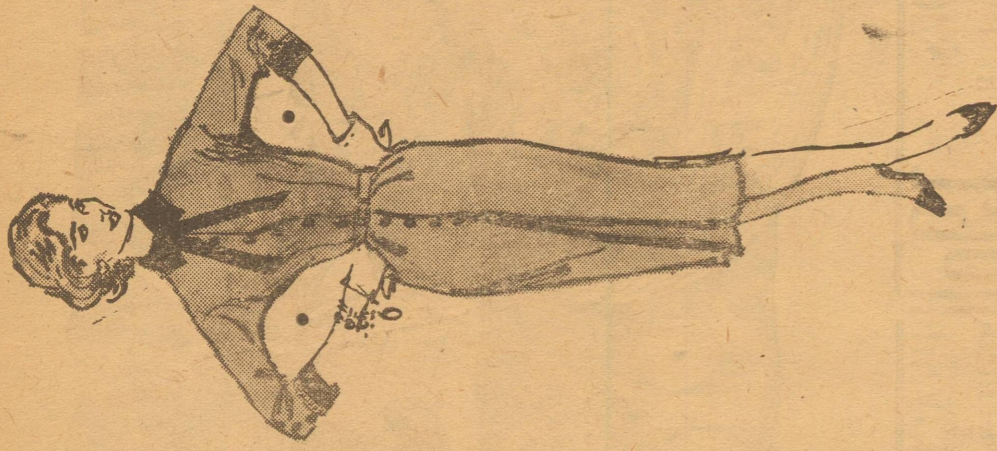
Wednesday
AUGUST 14th

We Give You Service that Counts

BUTANE
PROPANE

INSTALL
SERVICE
DELIVER

FRIONA CONSUMERS CO., INC.



FALL DRESSES
Arriving Daily

Come In,
Make Your Selection of a
Coat or Dress --
Put them on
LAY-A-WAY

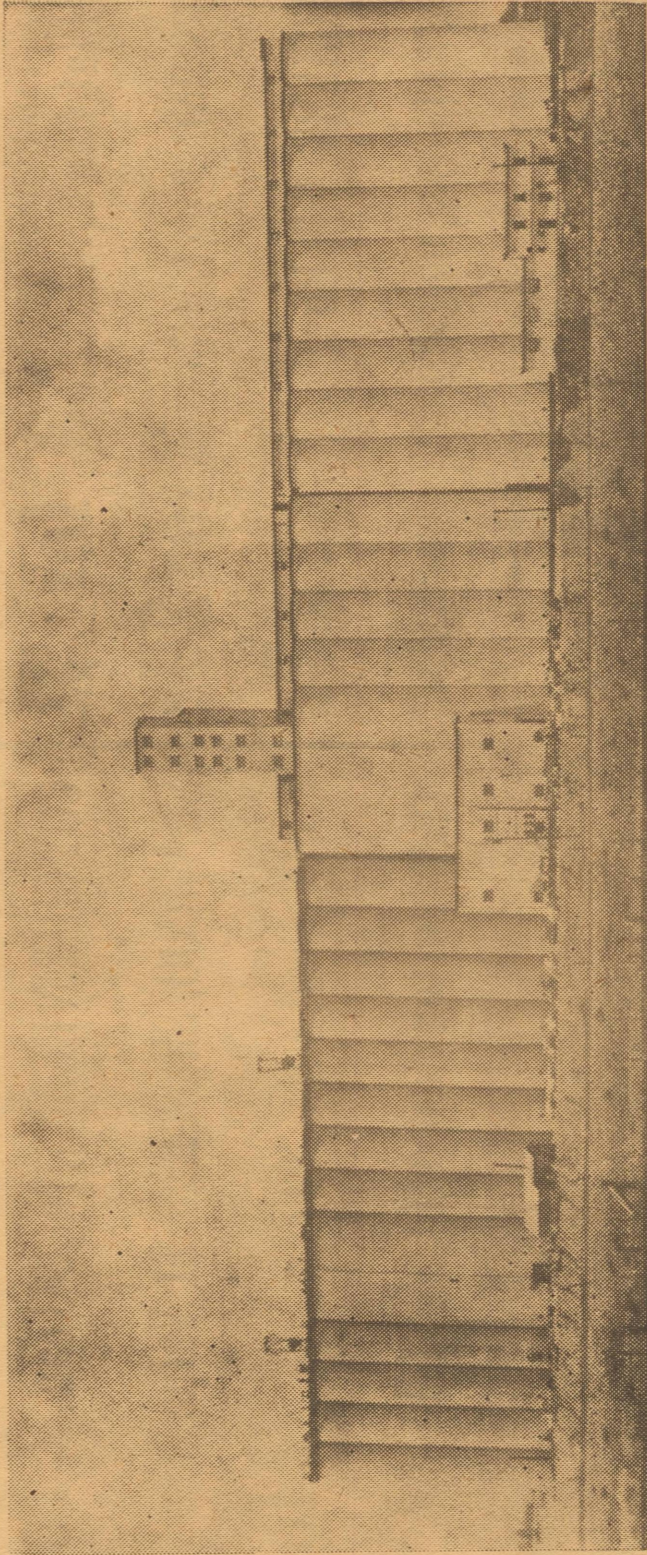
FALL
SKIRTS & BLOUSES
Some Dyed to Match
5.95 to 8.95

BERKSHIRE
LINGERIE, HOSIERY

City sophisticate with accents of
velvet and braid in acetate tweed.
Blue, turquoise, red, copper. Sizes
7 to 15.

KNOX'S - FRIONA

2,130,000 Bushel Storage at Your Service



Ready to Serve You at Maize Harvest Time

Friona Wheat Growers, Inc.

Arthur M. Drake, Manager

Phone 2061

PGC Feeds

Best Tire News This Year!
GOOD YEAR
MID-SUMMER
TIRE SALE
we've cut our prices 'way down...
you save in safety!

Famous
GOOD YEAR
SUPER-CUSHION
\$12.95
plus tax and
Size 6.00 x 16

The low-priced
tire with
the high
priced features.

Right now, when you need them most, we
bring you this outstanding tire offer!
Goodyear's dependable Super-Cushions fea-
ture exclusive Triple-Tempered 3-T Cord
body for extra strength. Same "traction-
flex" tread design that came on 1954 cars.
SAVE while the SALE is on!

ONLY \$1.25 WEEKLY
SEE US NOW...
OFFER LIMITED.
MORE PEOPLE RIDE ON
GOODYEAR TIRES THAN ON ANY OTHER KIND.

Check these low SALE Prices

TIRE SIZE	Super-Cushion Black Sidewalls		Super-Cushion White Sidewalls	
	Regular Trade-in Price	SALE Price with Trade-in	Regular Trade-in Price	SALE Price with Trade-in
6.00 x 16	\$12.75	\$12.95	6.00 x 16	\$20.50
6.50 x 16	22.25	19.95	6.50 x 16	27.25
6.80 x 15	17.25	14.95	6.80 x 15	22.00
7.00 x 15	20.25	16.60	7.00 x 15	25.25
7.25 x 15	22.55	18.25	7.25 x 15	27.75

*Plus tax **Plus tax and receivable tire

Today's Top Truck Tire Buy!
HI-MILER RIB
by **GOOD YEAR**
• Long Tread
• More Recaps
• Proved
Performance
• Low prices on all other sizes, too!

PARMER COUNTY IMPLEMENT CO. - FRIONA.

FOR SALE: Mid-Continent Knot-
less baler twine. Unconditionally
guaranteed. \$8.00 per 40 pound
bag.

FOR SALE: Kid pony, red.
Earl Crow.

FOR SALE: EM FROM \$10.00 UP
FULLY GUARANTEED

NEED A
GOOD RECONDITIONED
VACUUM CLEANER?
WE GOT 'EM FROM \$10.00 UP

DONALD BABIONE
Hereford, Texas
Phone 572

Call
1305 N. Ash,
Clovis, Ph. 4798

29-11c

LIQUID OR DRY FERTILIZER
COTTON POISONS
LIVESTOCK SPRAY and
MEDICATIONS
FEED & SEED
GARDEN & YARD SUPPLIES
WEED KILLERS For Perennial
and Annual
ALL YOUR LIVESTOCK FEEDS

CUMMINGS

Farm Store - Friona
PHONE 2032

Parmer County is Learning and Profiting by the New

MARCUM CLABORN

Funeral Insurance Plan

MAXIMUM BENEFITS AT LOW COST
HOME OWNED - HOME OPERATED

We Invite You to Contact the Local Office and a Representative will be Glad to
Call on You - Without Obligation

Marcum-Claborn Funeral Home
PHONE 3541 - FRIONA

It Pays to Use the Reminder Want Ads

DIAL 4242

FOR FREEDOM FROM DRUDGERY
BLUE JEANS A SPECIALTY

CITY STEAM LAUNDRY

Helpy-Selfy Service
FRIONA

VALUES

PLEATED COTTON ... Per Inch 12c

BATES PRINTS ... Per Yard 79c

Summer Patterns

STRUTTER CLOTH ... Yard 79c

Silkalene and Pongee Prints

BOBBIE BROOKS - SHIP & SHORE

BLOUSES

In New Fall Colors

\$2.95 to \$5.95

Fosters - Friona

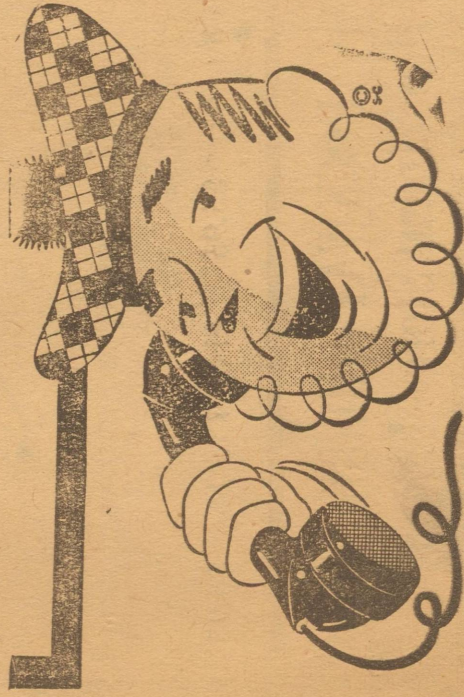
Thrift Buy of the Year!
LEONARD
15 Cu Ft. -- Regular \$419.00
DEEP FREEZE

SPECIAL

349.95

WHITE AUTO STORE

FRIONA



ANNOUNCING

ELMO DRAKE

AS

NEW OPERATOR

OF YOUR HIGHWAY

Phillips 66 Station

IN FRIONA



Effective as of August 1st, I have purchased the Phillips 66 Station in Friona from E. R. Day.

Everything possible will be done to render high type service, and of course the Phillips 66 products need no introduction.

I have been in the station business for a number of years, and believe that you will soon find that our station offers that "something extra" for your profit and satisfaction.

Won't you visit us soon?

ELMO DRAKE

In Stock-Ready to Deliver

600 - 800 - 900 Series

and

Diesel Ford Tractor

with all the

ADVANCED TRACTOR FEATURES

- 30 Percent More Power!
- 5-Speed Transmission

New Live Power Take Off with Exclusive

CLUTCH PEDAL CONTROL

TANDEM DISCS

FRIONA MOTOR CO.

Use the Free REMINDER Calendar of Events Service

Thursday, August 11:

BOVINA LIONS Club Family Picnic, 6:30 p.m., at the Bovina park.

FRIONA LIONS CLUB.

FARWELL LIONS CLUB.

Friday, August 12:

PARMER County Farm Bureau Queen Contest, at Friona School Auditorium, 8 p.m.

NORTHSIDE Home Demonstration Club Family picnic in Friona Park.

RHEA Lutheran Church Vacation Bible School concludes.

W. T. State Band Camp ends.

Saturday, August 13:

BOVINA Sewer Bond Election

FRIONA Board of Equalization 9 a.m. at Friona School.

Monday, August 15:

COUPLES Bridge Club, 8 p.m., Clubhouse.

Wednesday, August 17:

FARWELL Church of Christ Gospel meeting closes.

Thursday, August 18:

BLACK H.D. family picnic, at clubhouse 8 p.m.

FRIONA Fire Department has regular meeting.

FOR SALE

800 acres N. Friona on pavement; 350 cult. Good 4-room modern house. Balance in grass, more cult. land on place. Priced \$37,000, with \$20,000 cash down. Possession now. See Jim Bookout, 124 Ave. B, Phone 756, Hereford, Texas.

WANTED: Man or woman to make insurance and credit investigations in Friona and surrounding towns in spare time. No selling, no age limit. However, car necessary. Call 2291. 44-1c.

THE LOW DOWN FROM HICKORY GROVE

You know, if it was in the cards to do so, every citizen of this land should try living a stretch in some foreign land. She and he would then catch on as to what a free country really is—would savvy some of the results of flurrying around with government ownership—state ownership—socialism. In those foreign lands, Mr. and Mrs. Citizen there, in tremendous numbers, work for the state. There is not the freedom of job choice that we take for granted here in old-fodder-money-land. We will watch on us, naught to wake up in a few years or fifteen years hence and find ourselves tied in a knot via socialism. If the boom is not lowered on an obstreperous group, now in congress, we can some day find ourselves operating on a Europe-style system—the type the Pilgrims washed their hand of. In Tennessee the electric business is becoming a colossus—it bodes no good. It is not the "made in America" type at all—it is foreign. It will act as a stimulant to the Hoover groups set up by the government to look into economy matters and business matters—and advise congress—have made their reports. It is a symposium of horse sense. A congressman who does not take heed should be sent a railroad ticket—homeward bound—and made it compulsory. Homeward bound, that is.

Jo Serra.

ROUND
Steak 1b 67c

ARM and CHUCK
Roast 1b 49c

SLAB or SLICED
Bacon 1b 49c

ALL MEAT
Franks 39c

Fruits - Vegetables

Central American
BANANAS

1b 15c 1b 18c

California
Celery Hearts

Pkg 25c 1b 5c

Santa Rosa
PLUMS

New Crop Texas
Yellow Onions

PIE CRUST, Betty Crocker ... 2 for 35c

DISH ALL 20 oz 45c

ASSORTED
FROSTINGS, Betty Crocker ... 3 for \$1

FLOUR 10 lb Print Bag 95c

Shurfine Tuna, Chunk Style 29c

Shurfine Jellies 5 for \$1

8 OZ ASSORTED

PUREX 1 qt 17c

Johnson's Corner Grocery

YOUR HOME OWNED A.G. STORE

WE GIVE S & H GREEN STAMPS

DOUBLE ON WEDNESDAYS WITH PURCHASE OVER \$2.50

PHONE 2111

FRIONA

PORK & BEANS, Shurfine... 2 for 25c

No. 300 CAN

FOOD FREEZERS

- 12 Cu. Ft. Chest Type Freezer **298.95**
CFV 125 Suggested List \$349.95
- 12 Cu. Ft. Upright Freezer **298.95**
UFV 125S Suggested List \$349.95
- 17.5 Cu. Ft. Chest Freezer **389.95**
UFV 175 Suggested List \$469.82

Refrigerator Full with Freezer

- 7.6 Cu. Ft. **\$179.95**
SDV 76 Suggested List \$219.95
- 9.10 Cu. Ft. **\$198.95**
SDV 91 Suggested List \$269.95

Reeve Chevrolet Co.

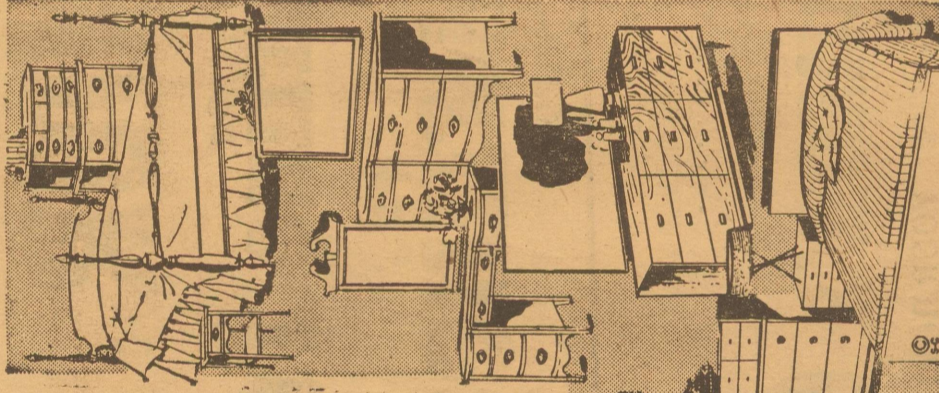
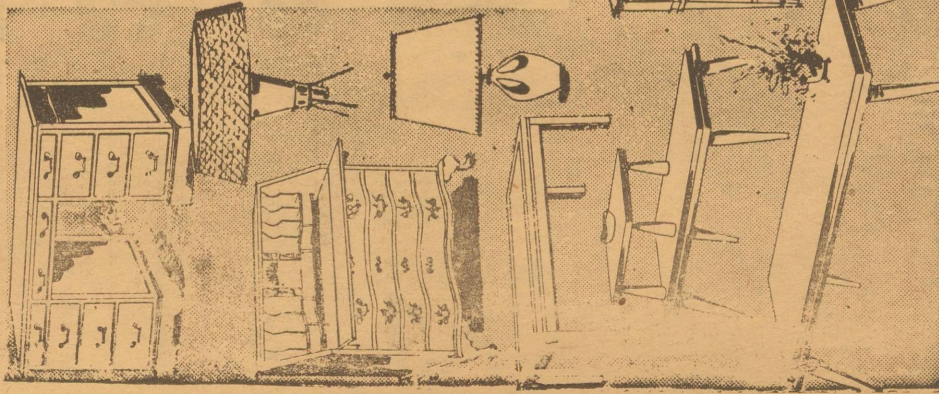
SHOP PLAINS HARDWARE & FURNITURE

FRIONA

FOR QUALITY AND SAVINGS

YOUR NEW HOME

DESERVES THE BEST IN FURNITURE



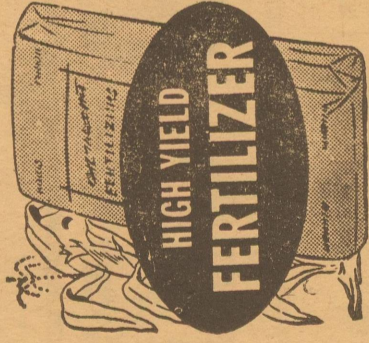
TIME TO FERTILIZE

Wheat Stubble

to ASSURE

MAXIMUM PROFITS

In Your Farming Operations



- ANHYDROUS AMMONIA
- AMMONIUM NITRATE
- AMMONIUM SULPHATE
- SUPER PHOSPHATE



KENDRICK OIL CO.

FRIONA

LET US RE-PACK AND SERVICE YOUR EVAPORATIVE VESTAL-BREWER HARDWARE

"Don't be Confused—When Its Quality Food"

VILLA CAFE

On U. S. Hi-way 60

FRIONA

Breakfasts 30c to 75c
Lunches 75c to \$1.00
Steak Dinners \$1.00 to \$1.50

FOR SALE: 350 Acres on pavement, 3 bedroom home, a large shop and outbuildings. Two irrigation wells. A good buy for a home or investment.

M. A. CRUM

rsifc

FOR SALE: Wearer Pigs, Shoats and Glits. Coy Paton, 1 1/2 mi. west 1-2 mile north, 1-4 mi. E. of Black.

FOR SALE: 2-bedroom home, Carpets, drapes, 8 x 12 storage building. On pavement. 4 % loan. Lee Campbell Phone 2101. 46-3c

Back to School Cloths Arriving Daily

Infants to Junior Sizes

BILLY THE KID JEANS, Slims and Regulars

CINDERELLA DRESSES

ANNOUNCING NORA WELCH As Sole Owner

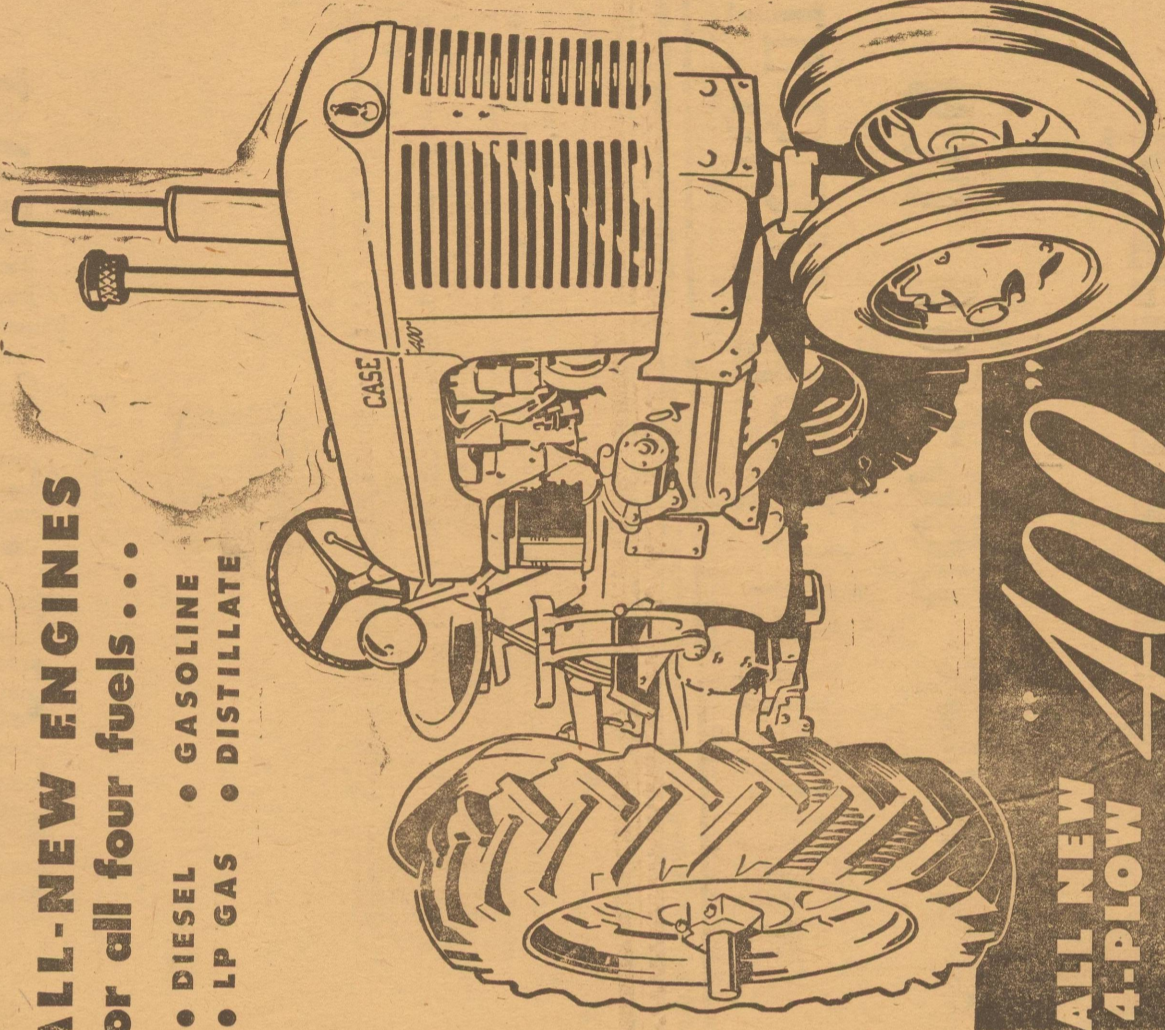
LU-NORA'S FRIONA

First Completely New Tractor

IN ITS CLASS SINCE THE WAR

ALL-NEW ENGINES for all four fuels...

- DIESEL
- LP GAS
- GASOLINE
- DISTILLATE



ALL NEW 4-PLOW

400



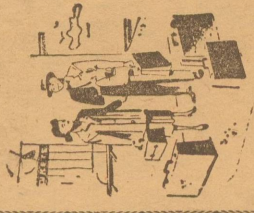
Everything New from the ground up

- NEW POWRDYNE GAS ENGINE
- NEW POWRCEL DIESEL ENGINE
- NEW POWR-RANGE TRANSMISSION
- NEW HYDRAULIC POWER STEERING
- NEW DUO-VALVE HYDRAULIC SYSTEM
- NEW OPERATING COMFORT

Come in—a dream to drive—ask for demonstration

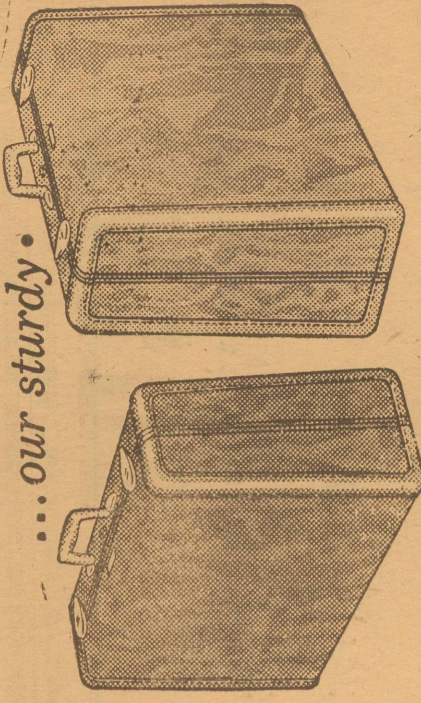
O F & O Supply

Allen's Jewelry FRIONA



Smartest

Back-to-Schoolmates ... our sturdy

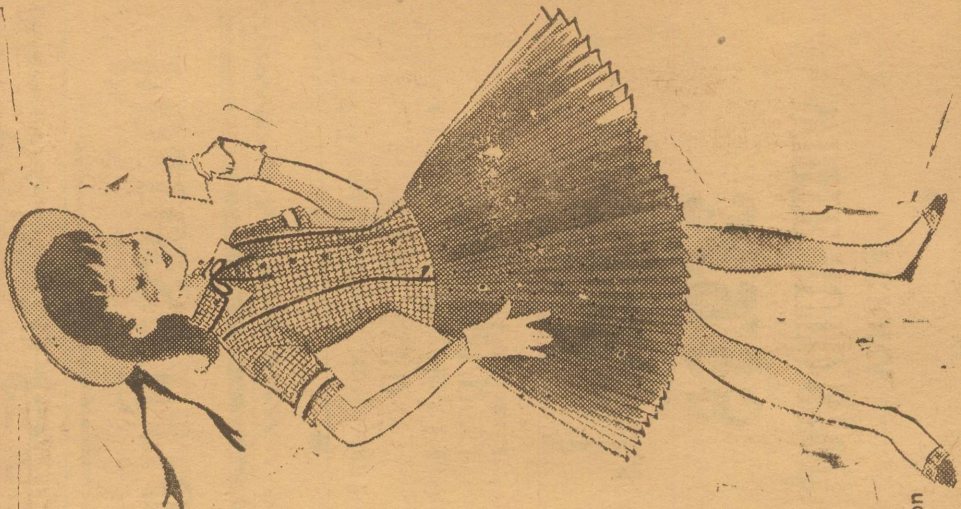


Streamlite Samsonite Luggage

Men's Quick Tripper... \$19.50 Ladies' Wardrobe... \$25 all prices plus existing taxes.

LILY BEE

designer Original



Trim torso—whirly skirt!

Sanitized cotton fashion for the junior social set! Checked torso top is piped, bowed and buttoned! Wonder-whirl skirt is pleated all around, permanently... needs no ironing!

Sizes 3 to 6x \$5.95 Sixes 7 to 14 \$6.95

ROCKWAY - HURST
Department Store - Friona