

School Opens Monday, Faculty Numbers 45


Allen Attends
SECTION I, PAGE


## Chores Become Recreation

Through A Bit of Enthusiasm

Name any task or chore which you
wish. Pick out one that is difficult and
discouraging, one that has been done
often. Attem otten. Attempto of inoterest and finish it
usual amount
with the thought, "Well, I'm glad it is with the
finished.'
Completing a task in a mediocre
manner does not produce for any
person the pride that he will feel if he person the pride that he will feel if he
has done his best. Add enthusiasm to a person's attitude and every task he
does will become an act of enjoyable living.
There are currently several com-
munity activities which depend upon enthusiasm for accomplishment.
Among these are churches, schools, clubs, the football team, Maize Days , asm is wherever you are, today. Look a bit if a change is in order, and them the attitude that things are better that confronts you with the idea that it will be enjoyable, if not enjoyable to
do-enjoyable after the chore is ac-
complished. Enthusiasm can mean much to your
business, and it can be noticed by business, and it can be noticed by
others. Enthusiasm is catching in Fri-

| What's Doin' In |
| :---: |
| Friday, August 30 <br> FHA Social, 5:30, 7 p.m. <br> Interdenominational Church <br> Women, Friona Methodist <br> Church, 3 p.m. <br> Girl Scout day camp ends. <br> Saturday, August 31 <br> Faculty meeting, high school auditorium, 2 p.m. <br> Drawing in City Park, 4 p.m. <br> Friona faculty-board meeting <br> at the cafeteria, 7:30 p.m. <br> Sunday, September 1 <br> Gospel meeting begins at <br> Revival closes at First Bap- <br> tist Church <br> Monday, September 2 <br> City commission <br> School board <br> Hospital board <br> Ruth Sunday School Class of <br> First Baptist Church <br> Rhea Home Demonstration <br> Club <br> Rainbow Girls <br> School opens Stores will be <br> Stores will be closed for Labor |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |



|  |  |
| :---: | :---: |
|  | the official beginning of the Hi-Plains Savings \& Loan A afternoon was well attende About 100 persons from the ar which the Association will ser signed the guest register. <br> G. B. Buske, member of th were well pleased with the ope ing. Several people came pr pared to make deposits. All Fr ona deposits will be made the Friona State Bank.' <br> Eric Rushing of Rushing's surance Agency will be the loc terested in the services offer by the Association is invited call at his office in the Mab Building for further details. <br> There will be a special se children and children of all ag are invited by Buske to take a vantage of this opportunity open a savings account. <br> Members of the board of rectors and their wives we hosts. Refreshments of coffe cookies and soft drinks we served. Those from Friona who |
|  |  |
| About 100 persons from the are which the Association will serv signed the guest register. <br> G. B. Buske, member of th oard of directors, states, "W were well pleased with the ope ing. Several people came pre pared to make deposits. All Fr ona deposits will be made the Friona State Bank.' <br> Eric Rushing of Rushing's I surance Agency will be the loc terested in the services offer by the Association is invited call at his office in the Mabr Building for further details. <br> There will be a special se vice for savings accounts children and children of all ag are invited by Buske to take a vantage of this opportunity open a savings account. <br> Members of the board of rectors and their wives we hosts. Refreshments of coffe cookies and soft drinks we served. Those from Friona wh |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |


|  |
| :---: |
|  |  |
|  |  |





| announces TWO payments |
| :---: |
| - $\begin{aligned} & \text { Consecutive Quarterly Dividend } \\ & \text { and Fiscal Year-end Distribution }\end{aligned}$ |
|  |
| financial industrial fund, inc. STEVE MESSENGER |
| Phone 4611, Mabry Building Friona, Texas |

ROCKWELL BROS. \& CO. SUPPIY YOU WITH YOUR CHOCE of ROOFING MATERIALS<br>ROCKWELL BROS. \& CO. LUMBERMEN

Phooe 2011

## Gospel Meeting

## Sixth Street Church of Christ

SEPT. 1 through SEPT. 8


Stanley Lockhart former minister of this church, will be the speaker.

Bill Blackstone will lead the singing


## Services Twice Daily

8:45 a.m. -8 p.m.
SUNDAY-10:30 a.m. -6 p.m.

- You Are Cordially Invied $\mathrm{T}_{0}$ Attend

These Meetings -

|  | SERMON TOPICS: |
| :--- | :--- |
|  |  |
| Sun.-"Personal Evangelism" Thurs.-"Poor Exchange" <br> Mon.-"The Ghost of Self" Fri.-"Thou Shalt Love The Lord Thy God" <br> Tues.-"The Stringent Note of Christianity" Sat.-"Teach Them to Observe All Things" <br> Wed.-"How to Find Your Life" Sun.-"Where Is Our God" |  |

# INSURANCE 

- Crop Hail - Bonds •Accident © Fire © Theft - Auto © Liability


## RUSHING INSURANCE AGENCY <br> -ERIC RUSHING-

Mabry Bldg.-Ph. 5301-Friono


TOPS

- Dependable
- Exprienced
- Proper Equipment

Brookfield Well Repair
Floyd Brookfield - Frank Reed
Phone 5731
Friona
A FRIGIDARE Freezer Birthday Cake?


REEVE CHEVROLET 0 .

- FRIONA -
"I have the freshest garden patch...in my ELECTRIC HOME FREEZER!"


It's almost as if I had a garden in my house, all winter long. But, it's lots more fun . . . no weeds, no cul-
tivating . . . just happy and healthful eating. Anytime I care to, I can have fresh peas, corn, beans, and getables. Electric living is certainly fun and it's lots more fun when n electric home freezer serves as You'll see when you start using


## WATHADS

 $\qquad$ -FOR SALE -
Irrigation \& Water Well Casing

| $6^{\prime \prime}$ o.d. plain end | $\$ .90$ per ft. |
| :--- | :--- |
| $8^{\prime \prime}$ o.d. plain end | $\$ 1.45$ per ft. |
| $10^{\prime \prime}$ o.d. plain end | $\$ 1.95$ per ft . |
| $12^{\prime \prime}$ o.d. plain end | $\$ 2.60$ per ft. |
| $14^{\prime \prime}$ o.d. plain end | $\$ 2.90$ per ft. |
| $16^{\prime \prime}$ o.d. plain end | $\$ 3.35$ per ft. |

D. H. SNEED SUPPLY

mother, Mrs. Pearl Darling;
and one sister, Gladys.
Others attenidin the funera
Others attending the funeral
from Lazubudie were. Mr. and
Mrs. Gene Simith, Mr. and Mrs.
Keneth Keit, Jerr and Kay
Ann Smith, R. A. Hartsell, John
Gammon, Neal B Mimms, Harold Wilso
and Mrs. Jack Smith.
Mr. and Mrs. Walt Hensen
and children spent the weekend
in Lamesa visiting her mother
Visit Mrs. Treider

## .

- 


## Ruestions and Answers

about
FEDERAL DEPOSIT INSURANCE CORPORATION
-Friona State Bank Is an FDIC Member-
Q. How does the Federal Deposit Insurance
Corporation protect bank depositors against
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
3. If, despite these precautions, an insured
bank gets into difficulties, the Federal De-
bank gets into difficulties, the Federal De-
posit Insurance Corporation is there
promptly with cash to protect the deposi-
$\qquad$
positor in an insured bank?
A. $\$ 10,000$. This maximum applies
sured bank in the Account maintained in different rights or capacities are separately insured to $\$ 10,000$
in each right or capacity maintained.
Q. May depositors maintaining deposits in an insured bank in the following rights and
shown below?
John Doe
Mary Doe ........ $\$ 10,000$
John Doe and Mary Doe, Joint account
with right of survivorship ....... $\$ 10,000$
John Doe, Mary Doe, and Richard Doe,
Joint account with right of survivor--
ship
John Doe and Mary Doe, Community
funds (in community property
State) . $\$ 10,000$
John Doe and Mary Doe, Executor, of the
Estate of (Name) deceased ...... $\$ 10,000$
John Doe, Administrator of Estate of
(Name) deceased
John Doe, Trustee of (Name)
Estate . .
A. Yes. Each account is maintained in a dif-
A. Yes.
ferent right or capacity.
Q. Does the depositor pay for the insurance
protection?
A. No. The insured bank pays for this pro-
tection by semi-annual assessments based
on its total deposits.
Q. How large is the Corporation's fund for
protection of depositors?
A. Surplus of the Federal Deposit Insurance
Corporation now exceeds $\$ 1,450,000$

## MEMBER FDIC

"Serving A Greal Irrigated Area"
«TheH High Plains Alfalfa As A

$\bullet$
Competent
Representatives
of Farm Owners
douglas. BIIGHAM LAND CO. Phone $3151 \quad$ Frio
oe B. Douglas
O. D. Bingham

This PLANE
Can Deliver Sudden Death to Cotion Insects

- Faster
- Safer
- No Plant Injuries
- Does Not Hinder Irrigation

Benger Air Park
"Aerial Spraying and Dusting Phone 2933

Farm and Home "
Don't Neglec $\dagger$ Soil Building Crop



Good
Records
Urged

TUCK ANYWAY $\mid$ Their decision-making is bas
 George Willis whether he had a
driver's license, after Willis was they measure results ac-
cof

$\qquad$
$\qquad$



Willis, who can't read, said he he
One-third of the U. S . oil pro
got his license in a barbershop.
Judge Ketlion since 1856 has been
duct him $\$ 65$. Air mail service in texas
began May 12, 1926. $\begin{aligned} & \text { Texas' natural gas provides } \\ & \text { fuel for } 35 \text { states and two } \\ & \text { foreign countries. }\end{aligned}$

First automobile was driven
over Texas roads by Col. . . $H$.
R.

## BINDER TWINE

CERTIFIED SEED WHEAT, OATS, BARLEY AND RYE We have all popular varieties. It's time now to plan your needs.

Johnson Grass Salt
We Can Treat and Clean Your Seed Grain Now.
Henclerson
GRAIN \& SEED COMPANY, INC.
THE PARMER COUNTY IMPLEMENT CO.


## Do You Figure Value of Water To Your Farm?

 ng transactions, especially to to about as good a figure as any $\begin{aligned} & \text { County's only producing sand, } \\ & \text { he } \\ & \text { thegree that a value in terms } \\ & \text { is } \$ 50 \text { an acre. At least, that's }\end{aligned}$ varies from less than 50 feet in俍

 There is, however, no assurance
o the buyer that the irrigated since acreage controls and
declining farm prices have set
Hewever, , the county over, the

| TYPICAL CROSSECTION |
| :---: |
| PARMER COUNTY LAND |

s, bench levelling,

PARMER COUNTY


If you should slice the land of the Parmer County
farming area into chunks, you'd get a cross-section something like this. The picture varies from place to place, but on an average, this is a pretty good
idea of what the slice would look like. Figuring to see that the greater part of that value is made this diagram, the soil is pictured as four feet in Ogallala or water bearing sands 200 feet in thick-
erhaps it is not unreasonatle article that o assign a per-foot valuation of of article that such has ever bee
10 to the water. In theory, then, an atual transac of land, but it is suggested
tion above would decline $\$ 100$ per sellers cound attach a dittle
acre with each foot of water re- simple arithmetic to the amoun


| d in t | irrigation in this gion holds the key |
| :---: | :---: |
| - Hunters - | ues, and were it not availability of irrigation the entire system |
|  | land-pricing m |
| Buy, Sell, Tra |  |
|  |  |
| New and Used Guns and Ammo. 500 in stock |  |
| s and Motors | world. |
|  | All th |

$$
=
$$

THE
 CORNER
$\xlongequal[\text { Fiture Foods May go }]{\text { smane roo wanssort }}$

Simply fill the cavity with
ter cake and six. reffigerator
 night. In the morning, pour the W. M. Turner and Mrs. Edd
vinegar out of the cavity and
rinse thoroughly. This rinsing
homa La Lame momers of the okla-
Home Demonstra-
 very completely done, since $\begin{aligned} & \text { Miss Rea placed first on the } \\ & \text { vinegar steam on your freshly- overall high licore fore both en- } \\ & \text { laundered clothes is most unde- tries, first place on cakes and }\end{aligned}$ vinegar steam on your freshly- ove
laundered clothes is most unde-
sirable.
Miss

| Foods that will keep their flavor indefinitely - without being refrigerated is the promise of a new "freeze drying" proc-ess developed by the Raytheon Manufacturing Company. Meats, |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |

 Miss Girginia Rea of the Bo- next month Amarillo The food can freering vacuum
original frestored to it
matte original fresh. condition in
matter of minutes (with no los
of texture, flavor or or tux ure, flavor or nutrien
value) simply by immersing in
water. "Fr water. "Freeze dried" forsidg ca
be shipped without costly refrig
eration and stored on trocer shelves. at room tempenature
Uncooked green peas keep theiz
shape but becme as light a
miniature pingeons miniature pingeng ball
Freeze dried chichen brast
look like balsa wood. And for the gourmet, some in ind foresting
thosibilities are offered-echicken
por fish can be made to soak up
or feveral times their weight of
sine the
wine ather several
wine
liquids.
$\qquad$ ause in Farwell on Wednesday,
August 2 A .
Amerieas.
The Amazon has the large any river in the

Come in ...find ou how a rew Mecormick ${ }^{\oplus}$ No. 141 can help you

## SAVE GRAIN

 OTHERS LOSEHere is some fall fashion new
as reported at the Americ




Ingiram Hiros. Motor Cd.

## Rain Hoped For Seeding

## PUTS MORE FOODS AT YOUR FINGERTIPS!

Big 10.8 cu. ft. Refrigerator Section Keeps All Foods At Easy Reach-In Level!<br><br>  Spocalal Meat and Uuility Pravera 50<br>84-Ib. True Zero-Degree Freezer with Rol-Out Rasketel



SAVE 1880.00
Now only $\$ 384.95$ with tradel
you can be SURE...IF IT'S Westinghouse

## SAVE $\$ 150$

Limited Time Only Special Introductory Offer!
New Mestinghouse LAUN WEW WAY TO WASH! Special Introductory Price Laundromat ${ }^{\circ}$ Dryer $\$ 179.95$ $\$ 149.95$ Exchange

New Way to Wash

- Ends nuisance of old-fashioned center-post - Agitators built in the walls of revolving wash-
basket lift, turn, plunge clothes 50 times a minute. - Saves soap and water! Completely automatic. Direct Airflow Electric Dryer
- The only Dryer that blows warm air directly
on to clothes not through the machinery! - Thriftier-quicker, uses less current! - Easier loading and unloading.



## For nor or or trity pirthes pickler Inger <br> er, try the pickles. Ingredie

## 3 quarts sreen tomatoes $11 / 2$ quarts ripe tomate

 $11 / 2$ quarts ripe to3 large onions
3 red bell pepper 3 red bell peppers
3 gree bell peppers
2 cups celery 2 cups celery
1
1 head cabage
1 cucumber
1,4 1 cucumber
1/4 cup salt
3 pints vinegar
2 ibs. brown sur 1 teaspoonn black pepper
1teaspon prepared mustard
Chop all vegetables. Sprinkl

MELTON STUDIO
1010 Main
Clovis, New Mexico
Portrait
Photography
Telephone 6624
 rise to controversy between farmers and seed prducers. The plants sky-
lighted above the bulk of the crop are known a "true tall" by seed men nadian River Authtority
A.
Aste, a plaque will
sented to the outstanding Also, a plaque will be pre-
sented to the outstanding farm-
er in the county for the yent sented to countstar the year.
er in the cfound for oficials present other
Shan Black were Floyd Crume,
the than Black were Floyd Crume,
work unit conservitionist, Steve
Meectengen
Messinger
Blair, supervisorr; George Crain, Messenger, $\begin{aligned} & \text { secretary; } \\ & \text { Boer } \\ & \text { Blair, supervisor; George } \\ & \text { supervisor; }\end{aligned}$ and Carin Carl Schlenker,

## supervisor. Others in attendance were J. W. Wright, George Trimble, Bob

$$
\begin{aligned}
& \text { O.thers in attendance were } \\
& \text { Wright, Weorge Trimble, Bob } \\
& \text { Johston, Ge. M. Craworad, Bud } \\
& \text { Crump, Troy Fuller, and Dolph }
\end{aligned}
$$




$$
\begin{aligned}
& \text { Jrnnt } \\
& \text { Crum } \\
& \text { Moten }
\end{aligned}
$$

$$
\begin{aligned}
& \text { Alexander Hamilton is con- } \\
& \text { sidered the father of the U. S. } \\
& \text { system of taxation. }
\end{aligned}
$$

$$
\begin{aligned}
& \text { Certain American boas need } \\
& \text { to eat only once every six } \\
& \text { months. }
\end{aligned}
$$



Mckilip Mobr

hartweil machinery co.
Bovina, Texas
"Authorized Servis Shredder Dealer"


This double row cotton is being tried out on the \$lmer Oldham farm about
three miles southeast of Friona. It is some of the first to be tried in the
county, and is promising to return some good exierience, if not profit for

## Elmer Oldham Tries

 Double Row Cotton



been a small acre-- $\begin{aligned} & \text { iustinty } \\ & \text { planted in this comanner. }\end{aligned}$
CEAALEVEA WONR TRUE TRAILING


McCormick ${ }^{\circ}$ No. 37 Wheel-Controlled Disk Harrow - with TORSION Frame

| - Seconds-quick gang angle adjusimen! <br> Effortless hydraulic control <br> - Maintains uniform depth; wheels hold harrow af desired depth, even with gangs fully angled Fast transpori-plus clean-cut flat-fop design |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |

now! ernewmewoisio im dickime
that assures


After planting, he cotton was
fertilized with hhydrous am-
monia

"Let's Go Fishing" Is Good Advice For Cotton Men


 In addition, if the fiber does
not mature as it normally would,
not only the lint yield is reduced
ut the ot only the lint yield is reduced,
but the quality of the product is
substantially lowered, also. So, although some farmers
nave watered in September and
ootten away with it, the prac-








## We Are Dealer

BRADY
5th Wheel Farm Trailer - Handles $12,000 \mathrm{lbs}$. - Sharper turning, n - Sharper turning,
shimmy and sway. A 6-Ton Wagon
Guarantee - All
Brady wagons are
No. 1 quality and guaranteed as to
materials and work-

IF YOU CONSIDER IRRIGATION FARMING A BIG GAME, WE HAVE



# ADAMS DRILIING $\mathbf{C O}$. <br> Phone 3641 

Watt's Machine \& Pump Co. Iome of Layne and P1 8-6239 Farwell


H-HURRY
Jury down by the 10 th
f the month and your
avings will earn
N FULL from the first!
lon't miss a day of our
beral earnings...and
emember, your account
ere is $S A F E$, insured to
10,000 by an agency
$f$ the U. S. Government.


## THIS IS

 THE EDSEL

This Dazling Eniry Into The Auto World Will $\mathrm{Be}_{\mathrm{c}} \mathrm{At}$

## Watson

Motor Co.
600 W. Seventh Stroeet IN CLOVIS
SEPT. 4

Show Room Hours:
$8 \mathrm{cm}$. - 9 p..... (MST)
9 a.m. - 10 p.m. (CST)
Wait for a New Car in '57--EDSEL
Your Dealer for Edsel in The Clovis-Curry County Area Watson Motor Co.

> Lincoln - Continential - Mercury

-


$$
\begin{aligned}
& \text { (a) }
\end{aligned}
$$

Diesel, Gasoline or LP Gas
Parmer County Implement Company olpe Triad
Friona

MOURNING DOVE - WHITE-WINGED DOVE
Open Seasons 1957


Simple Electrical Device May Tell

An estimated 5,000 to 8,000
persons
stor in
stom in in September, Galves.
Give An estimated 362 million acre
feet of water falls on Texas in
ant

RICHARDS
\& SON SLAUGHTER HOUSE
"We Butcher for the Hide

## Farmers To Irrigate

| when their ing by using a simple electrica |  |
| :---: | :---: |
|  |  |
|  | cor |
| device tested recently by theU. S. Department of Agricul-ture. It measures moisture |  |
|  |  |
| ture. It measures moisture stress-an indicator of a plant's |  |
| moisture needs. For a a rapid reading of a |  |
|  |  |
|  |  |
|  |  |
| plant. The prongs are two stainless steel electrodes connected | (eotining, aimed at maxing the |
| to an ohmmeter which measures <br> the electrical resistance in the |  |
| the electrical resistance in the plant. The lumber industry use similar instrument to meas |  |
|  |  |
|  |  |  |
|  |  |  |
|  | near Wa |
| rigation, a sharp drop in resist ance was observed on the ohm meter. |  |
|  |  |
| The experimenters believe that the increase in |  |
| resistance with increasing mois <br> ture stress is the result of the drying out of the solid frame | Ethridge-Spring |
|  |  |
|  |  |

TV SPECIAL Up To $\$ 150$ For Your Old Set double trade-in allowances 4.5 $\begin{aligned} & \text { Filter Flo Washers, } \\ & \text { Refrigerators, Freezers, } \\ & \text { Ranges, Dishwashers, } \\ & \text { Air Conditioners }\end{aligned}$

NO DOWN PAYMENT (with trade-in)
Buy through G.E.C.C.C. Credit terms, no monthly

Ph. 7916
Headquarters For
G. E. Appliances $\quad$ Clovis, N. Mex.

More than 174,040 Texas
arms are equipped with one
or more tractors.
Michigan leads the U.S. in
industrial output and leads the
The AMAZIIG...
Hired Hand Tractor Guide
atent Applied For

CAN REPLACE A REGULAR HAND FOR BREAKING LAND PROVEN 7 WAYS

## 1. A safe, sure guide

2. Long lasting construction
3. Kills motor when turns become sharp 5. Kills motor when wheels spin
4. Fits all wide front end tractors 7. Adjusts to land conditions

The Secret
A Unique Switch Arrangement - Order Yours Today -

## Buck Garner

 Welding Shop
## COURTHOUSE

INSTRUMENTS RECORDED 1957, COUNTY CLERK'S
OFFICE, FARWELL, TEXAS W. D.-Laverna Brack et al,
Lucille Andrews, $3 /$ Int. Lots W. D. - Laverna Brock et vir,
Lucille Andrews, et al, 1/4 Int.

Lots $9,10,11 \& 12$, Blk 87 Ft. | Lots 9, |
| :--- |
| ona. |
| W. D. |
|  | W. D. -O. C.

Charles L. Mercer,
Clk. 27. Ft. D. T.-Charles L. Mercer et
ix, First Fed. Savings \& Loan Lots $3 \& 4$, Bik 27, Friona.
D. T.H. J. Charles et ux,
Mellon Nat. Bank \& Trust Co., Mellon Nat. Bank
Lots $1,2,3,26$ \& 27

ner's Sub, Bovina. | W. D. -C. M. Jones et ux, |
| :--- |
| Walter R. Cunningham et ux, |
| W 70' Lots $5 \& 6$, Blk 5 , Friona |

Dr. B. R. Puiman OPTOMETRIST Phone 6560 Box 985 Muleshoe, Texa
D. T. - Walter R. Cunningham 70' Lots 5 \& $\&$ A. Blk. Sring, Friona. Tr.-
W. D. W. D. -Verney. Towns et ux,
Vernon Jamison, SW/4 Sec. 64 ,
Bik
Bed 2, , Johnson. Fed. Tax Lien-U.S.A., James $\underset{\text { Fed. Tax Lien-U.S.S }}{\text { Krueger-See Record }}$ Krueger-See Record.
Fed. Tax Lien-U.S.A,
ence D. \& Mary Price-Se

In early geologic ages West and Northwest Texas was co
ered with the Permian Sea Highest point in Texas
Guadalupe Peak, 8,651 feet. Texas' rainfall was below
normal during seven of the
eight years from 1947 to 1954. Texas has averaged 14 torna
does a year since 1916.

## Why Fertlize NOW?

Wheatland needs fertilizer now to aid decomposition of stubble and for supplying next year's crop with nitrogen, furnished more efficiently with Anhydrous Ammonia.

Our experienced staff and recently overhauled equipment is ready to serve your Anhydrous Ammonia needs.
MAURER FERTILIZER PHONE 3261

FRIONA, TEXAS

## Biggest Sellers...because theyre Biggest Savers!



More truck owners know that Chevrolet . . . with its wide range of models. . offers the right capacity and power to stay and save on any iob!
Durable Chevrolet Task-Force Durable Chevrolet Task-Force
trucks are doing more jobs-and
getting them done more quickly
and efficiently than any other truck. And because of their brawny build, big-load capacities, and many modern features, Chevrolets
save time and money around the save tin
clock! Take a look at Chevrolet's hard-
working pickups. You can take orking pickups. You can take
our pick of big, roomy bodies
ith hardwood floors, skidstrips,
and grain-tight tailgates. And for the right power, Chev rolet offers a lineup of super-efficient engines f.
From a wide range of modelstough tandems-let your Chevrolet dealer help you select the right
truck for your job. See him soon!

Chevrolet Task:Force 57 Trucks

The "Big Wheel" in trucks!

[^0]See Your Local Authorized Chevrolet Dealer



| CHRISTMAS ALREADY? | The Friona Star |  |
| :---: | :---: | :---: |
|  | Guests From |  |
|  |  |  |
|  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |
|  |  | Visting Relatives |
|  |  |  |
| sitan |  |  |
|  |  |  |
| How wimely |  |  |
|  |  |  |

## We Make a BIG Effort To Bring You LITTLE Things

There are hundreds of "LITTLE" things that are conspicuous only if they are missing. Things like "Thank You" and "Hurry Back," like extra attention to serve you quickly and offer help to obtain special things.

We at Friona Consumers specialize in having big and little things just right for you. Call us for your fuel and lubrication supplies, tires, batteries, irrigation supplies . . . Count on getting our best in service, along with "more for your money" prices.

- We Give s \& H GREEN STAMPS -


## FRIONA CONSUMERS

Phone 2351
Friona, Texas

MEATS -
66) Phillips 65

AGRICULTURAL AMMONIA

## Your Home-Owned Affiliated Food Store <br> IOHNSONS CORNER GROCERY

We Will Be Closed Labor Day, September 2

|  | frozen foods |  |
| :---: | :---: | :---: |
| Frozen Rite Parker House | ean Beauty | Trappeys Candied |
| ROLLS ........ 39C | Salmon Steak | YAMS ......... 29C |
| 24 to Package | 12 ozs. 79c | 14 ozs. |

FRYERS
Each 896

| Mellorine | OLEO | BISCUITS | EGGS |
| :---: | :---: | :---: | :---: |
| 49c | 5 for \$1 | $10 c^{\text {con }}$ | $39 c^{\text {dox }}$ |


| CAKE MIX 48 | BEANS 19 |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| $K \quad 7^{\text {for }} 1$ |  | Shortening simicem 79 |  |  |  |
|  | KLLENEX 15 |  |  |  |  |
| $21^{\circ}$ |  |  | ${ }_{13}^{4}$ | lethue | $\begin{aligned} & \text { Poloses } \\ & 57 \end{aligned}$ |



Complete Air Conditioning Service

## CITY BODY SHOP

- FRIONA -

 Your very first drive in a new Golden Anniversary InTer-
NATIONAL Truck will sell you on its superior comfort, handling But just to be sure you are really
what we call our "Performance Test."
This consists of taking a new Golden Aniver NATIONAL to places of your own choosing - the most rugged loca-
tions you know of - and giving the truck "the works." Take it off the road. See how it performs for you And as you test the truck, remember that, over the years,
International Trucks cost least to own-cost records prove it! INMTRMATIOMAS METEEMS cost least to own! PARMER COUNTY IMPLEMENT COMPANY FRIONA, TEXAS


Mrs. L. B. MeClain or
Paris. was a wekend visitor
in the home of Mr. and Mrs. I.
r. Graves and sons.
Martins Return
Mnd and Mrs. Calvin Martin
gene Ningter, Mrs. Eu and her daugher
of Campo, Colo., returned from
Truth or Consequences Tues
Truth or Consequences Tues
day arter spending two week
there. Nidey ame to Friona
meet his family and return then
to Ca
Claborns Go Visiting Mr. and Mrs. J. C. Claborn
returned TTuesay after spend
ing several days visiting friends in Dayton, Ohio. While their
parents were gone, Jackie and
Johnny visited their grandparents, Mr. and Mrs. Lewis Wes
of Hereford.
$\qquad$
Ethridge-Spring Agency


## fertillze before fall wheat planting

harvest profit Two Imporiant wavs

> Anhydrous Ammonia applied now, before Fall planting time will pay two ways - decay crop residues and remain bound in the soil for later use by plants.
> Let our competent personnel help you plan a date for applying $82 \%$ Anhydrous Ammonia soon.


THE BULWARK OF A COMMUNITY IS ITS CHURCHES

## REVVIL IME

Remember when everybody attended old-time re-
vivals, whether it was their church that was sponsoring it or another church?

Three Friona Churches are having revival services this week and even if you are not a member of one of them, their invitation to you is extended. A cordial welcome awaits you at either of the churches during their special revival services, and all services.

USE THESE SCHEDULES - OUR CHURCHES WELCOME YOU!


This Friendly Message Sponsored by the above Friona Businesses

Borden's Sweet or Buttermilk BISCUITS 3 com 29c Plymouth Brand

## OLEO

 1 LB. PKG. 5 forSAVE AS YOU SPEND WITH S \& H GREEN STAMPS

BACDN $\$ 1.29$

A V10
3 Lb . Bag
89c

## Center Cuts

## Pork Chops

 59c
SNOWDRIFT - The Wesson Oil Shortening

SNOWDRIFT - The Wesson Oil Shortening
$3 \mathrm{Lb} . \mathrm{Ca}$


## Friona chief Notebook BINDERS

Picture of Chief On
Front - Friona School Colors
$\int_{1} 1.98$
$\$ 2.98$ Value

WE
WILL
BE CLOSED
These Prices Good
ALL WEEK
Aug. 29 thru Sept. 4

LIBBY'S CANNED MEATS


| FRIONA <br> Phone 3001 |  |  |  |
| :---: | :---: | :---: | :---: |




[^0]:    Only franchised Cheorolet dealers display this famous trademark

