

Hospital Benefit Baby Show Plans Complete

Further details of the Baby Show sponsored by the American Legion to assist in the hospital Building Fund, have been announced, and a large number of entries are expected and encouraged.

The show and pie supper will be held Tuesday evening, April 6th, in the High School Auditorium at 7:30 o'clock.

Aunt Phyllis and Uncle Pat of Radio and TV Station KGNC will be on hand to greet each child. A small gift will be presented to each child who enters this show, presented by Aunt Phyllis.

The only requirements to enter this show is that the child be able to walk and be of pre-school age.

All children make plans now to enter this show!

Registration is required for each child, giving the name and age. This may be done by filling out the entry blank printed above and mailing it to one of the following persons, or by otherwise contacting Mrs. S. T. Thornton (phone 3941); Mrs. Dean Hall, (phone 3712); or Mrs. O. J. Beene (phone 2812). Deadline for the registration is Saturday, April 3.

In connection with this show, there will be a few pies to be sold by auction.

Cotton John, also of KGNC, will be master of ceremonies. Watch for further announcements in next week's Star for age groupings, points which the judges will use and more news about the entire program.

CARD OF THANKS

We want to express to the people in our territory our deepest appreciation for their great help in our recent fire difficulties. We can't compliment the Friona Fire Department and its chief Mr. Bainum enough; their work was wonderful.

Jay Triplett and J. S. Triplett Jr.

FRIONA SCHOOL NEWSLETTER

Dear Uncle Bert:

The Pep Squad has been organized with Mrs. Lehnick and Miss Smith as sponsors. The Pep Club president is Deann Buske; secretary - treasurer, Sara Baldwin; and vice president, Phyllis Fairchild.

The one-act plays were presented at the Friona High School Auditorium Friday night. The results were: Friona, 1st; Bovina, 2nd; and Farwell, 3rd. The play cast and crew are going to Portales Friday the 26th to present the play (entitled "Trifles") to the speech department there. The regional contest is April 12th.

The Senior play "My Cousin from Texas" was a huge success. The auditorium was packed, and the proceeds exceeded \$400!

Tuesday night was certainly a night that everyone will remember.

The Baptist Church gave the Juniors and Seniors a banquet last Saturday. The faculty was also invited. Rev. Fields was the Master of Ceremonies, and Rev. Bob Harris was the guest speaker. The theme was Spanish and a delicious Mexican supper was served. You should have seen the pretty squaw dresses the girls wore, Uncle Bert. They were all kinds and descriptions.

The Byron Jackson Pump Co. brought a truck with 35,000 dollars worth of pumps on it and demonstrated it to the Agriculture boys. They reported in an awed voice that some of these pumps were covered in chrome!

The Literary events for inter-schoastic will be this next Saturday. I wish you could be here to hear the speaking. I hope that Friona wins the meet this year but we will have some good competition.

The students have been trying to figure out a way to lessen the number of tardy permits that Mr. Kelley has to write each morning and between periods. At first a machine, that would write excuses out for - say a nickel apiece seemed the logical solution. But there aren't any Einsteins in this school so it is as just been decided

Torn McFarland, head of the Plains Water Conservation District, with headquarters at Lubbock, was a visitor in Friona last Friday.

Column Left...

Now we see it - the trouble with people who drink like fishes is they don't drink what fishes drink.

Several important elections are looming on the home scene:

Saturday, April 3rd, marks date of the Friona School Board Election.

Tuesday, April 6th, is City election time, with mayor and commissioners to be chosen.

Then on Saturday, April 10th, the bond election is called for voting on funds for building of a Primary school in Friona.

Notice that public prayer meetings are being called for rain at several towns over the area, including Canyon.

Glad to see that the good Lord is finally being thought of, but still it seems a pity to us that so many come to speaking terms with their Maker only when they WANT something. Rather believe that everyday practice of Christianity would eliminate need of the sudden and frantic cries for help.

Seems like the Soil Conservation Service should be about the most important agency hereabouts these days.

Evidently the wide-awake Friona Chamber of Commerce and AGRICULTURE concurs, for they have underwritten the bill for employment of a man to help the SCD workers in their job during this critical and rush period.

Keith Brock is their man now at work laying lines, etc. in this job of combating wind erosion.

Notice that this is "Good Citizen Month" in Texas.

The State Bar Association has taken the project to heart and insists upon good citizens taking more part in good government, pointing out that your local government always holds an "Open House" and you're invited!

Remember Baby Show April 6

Joyce Miller Installed As President Epsilon Pi

Miss Joyce Miller of Friona recently was installed as president of the Epsilon Pi chapter of Mu Phi Epsilon, national music sorority with members selected on basis of scholarship, character and musicianship.

Joyce served as corresponding secretary the past year and has been elected to represent the Tech chapter at the National Convention of Mu Phi Epsilon in June at Salt Lake City, Utah.

Joyce, daughter of Mr. and Mrs. Ralph Miller, is a sophomore at Tech, a member of the choir, the Tech Madrigal singers and the Tech girls' quartette, the Harmondears.

On March 17th, she was presented as an honor student in the Tech annual Recognition Service.

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

THE FRIONA STAR

VOLUME 30, NO. 34

FRIONA, TEXAS, THURSDAY,

MARCH 25, 1954

5 CENTS COPY

Funeral Held Here For Mrs. May Short

Funeral services for Mrs. May Short, 61, were conducted Monday afternoon in the Friona Baptist Church with Rev. C. M. Fields, local pastor, in charge. He was assisted by Rev. Russell Pogue of the Temple Baptist Church in Hereford.

Mrs. Short died in the local hospital Sunday morning, following illness of several months.

Mrs. Short was born in Missouri on May 25, 1892. She was married to A. B. Short in Meade, Kansas and they came to Hereford in 1925, moving to Friona a year later.

Survivors include one son, Rev. Lawrence M. Dumont of Denver, Colorado, one daughter, Mrs. Curtis Murphree of Friona; three step children, Douglas Short of Springfield, Colorado; Mrs. R. G. Loflin of Springfield; and Mrs. Louis Baxter of Quanah; one brother, LeRoy Cope of Cleveland, Oklahoma; two sisters, Mrs. Edd Ewalt of Enunclaw, Wash., Mrs. Mattie Dever of Redwood City, California, and 19 grandchildren.

Burial was in the Friona cemetery under the direction of Gilliland Funeral Home.

Remember Baby Show April 6

Wind Erosion Law Is Emphasized

In response to reports of excessive blowing on some fields within the county, the Farmer County Commissioners Court this week took a firm attitude, passing resolutions to enforce provisions of the Wind Erosion District recently voted for the county.

Some blowing, unattended plots have no doubt damaged adjacent farms to great extent, especially in the last week, and the commissioners voiced opinion that now is the time for the Erosion District provisions to function.

A board of review has been set up for consideration and investigation of complaints of the blowing fields. The panel consists of the County Commissioner of the affected precinct, County Agricultural Agent Joe W. Jones, Soil Conservation District Supervisor Steve Bavousette, and 3 local farmers to be selected by the above named members.

Under the Wind Erosion law, this committee may investigate complaints, and if they are found justified, may direct the land to be plowed immediately. If the land owner or operator fails to comply, the commission is empowered to move in machinery and do the work, charging the costs back to the land. Notice of 24 hours will be given land operators on whom complaints are filed.

The northwest un-irrigated section of the county seems to be the worst hit by wind damage.

Phone Co-op Members to Name Directors at April 3rd Session

First annual meeting of the West Texas Rural Telephone Co-operative members will be held Saturday, April 3rd, at the District Courtroom in Hereford at 1:30 o'clock.

Program items will include election of trustees, report of the manager, report of the president

of the board, drawing for door prizes, and minor business items.

Following is a list of board nominations made by the nominating committee: (In addition, nominations can be made from the floor at the meeting.)

Farmer: Floyd Schlenker, Nelson Welch.

Hub: Claud Miller, E. L. Fairchild.

Tharp: Vernon Estes, Robert E. Wilson.

Oklahoma Lane: Harold Carpenter, Charles A. Felts.

Westway: J. C. Morrison and Maurice Tannahill.

Frio: W. A. Springer and W. P. Axe.

Dawn: C. L. McBroom, E. L. McGee.

The present board consists of E. C. Reinauer, president; J. C. Morrison, secretary; members Alfred May, Joe Waren, Harold Carpenter, Floyd Schlenker and Vernon Estes.

These board members have served during the past three years, the period that has seen the birth and rapid growth of the rural phone co-op system here.

New business to be brought up at the meeting will include some minor revisions to the By-Laws concerning annual meeting date, method of determining eligibility to vote, etc.

All members are urged to attend this meeting, according to Secretary Morrison, in order to familiarize themselves with the problems and have a voice in the business of their cooperative. A number of prizes will be awarded to members in attendance. These prizes are being donated by various suppliers of the cooperative.

Early Returns 78-63 Against Phone Plan

With 37 per cent of the local telephone subscribers having returned their questionnaires regarding rate increase to enable extended area service between rural co-op phone users and Friona connections, the edge is slightly against the raise proposition.

Of 141 votes returned, 78 were against the raise, 63 for the program.

This percentage of returns is far from conclusive or complete,

and the final result cannot be forecast at this time, Mayor Charles Allen pointed out. A complete check will be made of every local phone connection to determine the wishes of those on the General Telephone lines serving Friona.

A favorable vote would eliminate any toll charges between the Friona connections and those on the Hub and Farmer Exchanges of the co-op lines.

Farm Bureau Report

Teacher's pay raise - Texas Farm Bureau's position on the subject, as established at the Mineral Wells convention, is:

- (1) I favor an increase in the teachers pay.
- (2) We insist that the local district's contribution to the Minimum Foundation Program remain at \$45,000,000.
- (3) Any new money needed to

provide an increase in teacher pay should come from a tax on natural resources.

About two hours after a telegram from Legislative Chairman Parr was sent from this office, we received a call from one of our legislators asking what our objection to the governor's plan was. Our reply was the same as our position last year: that the 20-80 per cent provision would eventually lead to a substantial increase in ad-valorem taxes in the districts, which could in many cases prove disastrous.

One caller answered this objection with the statement that in our county we would gain \$300 through the \$100 merit allowance for each professional unit. (\$7,300 would come to Farmer County and our cost relative to that would be only about \$7,000.) The missing figure, though, was that with 73 teachers in the county, the actual cost to us would be \$29,345, so that actually we would be loser at least \$21,045.

There is a bill, H.B. 3 (not to be confused with last session's H. B. 3) that provides for a 2% increase in the minimum salary schedule, and retains the Gilmer-Aiken limitation of \$45,000,000 as maximum contribution from the districts.

From R. G. LeTourneau Tech's NOW: "... higher incomes do not necessarily mean higher standards of living. Wealth is no guarantee of spiritual or mental ease, no warrant of culture, wisdom, love or peace."

We wonder how many people are as confident as we are that the results of the evangelistic campaign of the Billy Graham team in England will have a far reaching favorable effect upon our relationship with that country.

A statement from a Farm Bureau member the other day was, "You know, I decided awhile back that we don't give enough of our time and effort to assist our fellow man with the solution to our common problems. When you need me, call on me."

CONSIDER THIS: Train up a child in the way he should go; and when he is old he will not depart from it. Proverbs 22:6.

that the best thing to do is catch the bus.

Mrs. McLain became ill at the school this past week and was taken to the hospital. She is recovered now however.

I have to close because Mr. Cook gave me some algebra and I haven't done it yet.

Blowout Hospitalizes Woman; Car Damaged

A left rear wheel blowout on a '47 Dodge traveling westward near Summerfield this afternoon placed one woman in the local hospital for emergency treatment. Her injuries were not known at presstime.

Mrs. Carrie Baker of Alva, Oklahoma, was driving the vehicle, with Mrs. Orville Brown of Woodward, Oklahoma, as passenger. Mrs. Brown was brought to the hospital here. The parties were enroute to California.

About \$200 damage was reported on the car which overturned.

Cub Pack Meeting Is Called Tuesday Night

Pack meeting of the Friona Cub Scouts will be held next Tuesday evening, March 30th.

With "The Wizard of Oz" being the theme for the month, the program will feature a magic demonstration by a real magician, the leaders report.

The meeting will be held at 8 p. m. in the Congregational Church Basement. Parents are urged to attend.

Three Names On School Ballot Here

Three names have been placed by petition on the ballot for Friona school trustees to be elected at the Saturday, April 3rd election here.

D. C. Herring and the incumbents Hoyt Smith and Arthur M. Drake are the names listed.

Local Hospital Notes

BY JIMMIE BAXTER
DOLLARS AND SENSE

Hospital has been in operation just a few short years. It has increased the facilities right along as the need arose. This need is with us again, and we must meet it, not put it off, side step it, or anything like that. We must dig deep in our pockets and finance the health of our people for the coming years.

We are sincerely hoping that our drive will be concluded soon and definite word can be established as to future work. This is a "must", and there can only be one end result, success, of our drive.

A meeting of all workers involved in the drive for funds to build a new hospital is scheduled this Friday, March 26th, 7:30 p. m. in the Friona cafeteria. These workers are to be commended for their efforts as they are the leaders in this worthy project. They cannot do the job by themselves and the help shown them by the public is appreciated by each worker.

With dirt storms, gas lines and just plain being busy, hampering the workers, things have been slow during the last two weeks. The fund now stands at \$11,167 cash and \$8,643 pledged from approximately 35 per cent of the workers reported. This means we have a long way to go, but with the interest shown, we know we will reach our objective, a new, safe building with room enough to take care of our patients and not be in an overcrowded condition.

People who are interested in the health of themselves and other residents of Farmer County, people who have foresight enough to realize the growth of Farmer County's population are the ones who make us sure of success. They are the ones the program will benefit and this fact is realized by all.

Farmer County Community

ADMITTED:

- Mrs. Mary McGee, med., Bovina.
- Mrs. Ed Hall, surg., Friona.
- LaVon Fleming, med., Friona.
- Mr. E. H. Moody, med., Friona.
- Mrs. Charles O'Brian, OB, Dimmitt.
- Mr. Fred Carson, med., Friona.
- Mrs. Earl Drake, OB, Friona.
- Mrs. T. B. Armstrong, med., Friona.
- Mrs. Clyde Perkins, surg., Farwell.
- Mr. C. C. Slay, surg., Friona.
- Troy Christian, surg., Farwell.
- Mrs. Weldon Dickson, OB, Friona.

DISMISSED:

- Mrs. Mary McGee, LaVon Fleming, Mrs. Jimmie Jesko and baby boy, Mrs. Rosa Carrillo and baby girl, Mr. Foister Rector, Mr. H. T. Haney, Johnny Allen, Mrs. Chas. O'Brian and baby girl, Mr. E. H. Moody, Mrs. Ed Hall, Mrs. J. D. McMillan, Mr. Fred Carson and Mrs. T. B. Armstrong.

Collision Involves Local Car, Pickup

Considerable damage was done to the Joe Brummett car this afternoon when it was involved in a wreck 1-2 miles southeast of Friona

Mrs. Brummett was driving the '52 Mercury eastward, with the baby as only passenger when she started to pass a late model Chevrolet pickup driven by Ben Rule. Rule at the same time attempted a left hand turn into a field, according to investigating highway patrolmen, knocking the Brummett car across the north ditch. A fender was mashed on their pickup, which belonged to Martin Hobratchek of Dimmitt, a welder working for Massey Bros Drilling Company.

No one was believed injured.

Open House Will Mark Silver Anniversary

Open house will be held at the O. T. Patterson home eight miles east of Friona Sunday afternoon in observance of the Silver Wedding Anniversary of the Pattersons.

Friends are invited to call between the hours of 2 and 5 o'clock in the afternoon.

Mr. and Mrs. Patterson have lived here for three years, during which time they have made a wide number of acquaintances. They came here from their old home at Greenville.

The Pattersons were married at Copeville, Texas; she was the former Miss Betty Stafford. The union were born three children: Mrs. Oil Wood Jr. of Friona, Mrs. William Moore of Lark Orion, Michigan, and David Patterson of Friona. There is one grandchild, Charles Wood.

Gay Cash and W. A. Tinney were named the best actors in the One-Act Play competition here last week.

THE FRIONA STAR

Friona Farmer County Texas

SUBSCRIPTION RATES

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

Farmer and Adjoining Counties
One Year \$2.00
Elsewhere:
One Year \$2.50

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Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of The Friona Star will be gladly corrected when brought to the attention of the publisher.



EDITORIALLY SPEAKING

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

Monday Morning Musings

The Lady over on the West Side says that the only sure thing she can get on her television set is dust.

—MMM—

Noticed the signs in most Friona store windows? They read: THIS FIRM GIVES FRIONA TRADES DAY TICKETS - Don't fail to Ask for Them.

The merchants WANT you to have these tickets; they can mean money for you. You'll profit and the merchants will be more than pleased if you will enter wholeheartedly into the spirit of our Local Trades Day.

Get those tickets - they're there for you.

—MMM—

Remember Baby Show April 6

And a word to the merchants: We quote from a fellow publisher "The times are just slipping into history when all a merchant had to do was get hold of the merchant and the customers would fight over who would get it. Competition is getting keener all the time. The merchants and the salesmen who earn their livelihood in the little towns will have to get on the ball to hold their friends and neighbors. They will have to give the same service, the same bargains and do the same job of selling as their big city cousins. Salesmanship is a good thing for all of us.

—MMM—

The Man Up the Street can't figure why they call 'em slacks when there's never any slack in them.

We observe that a lot of fellers who complain about the boss being so dumb would be out of a job if the boss were any smarter.

—MMM—

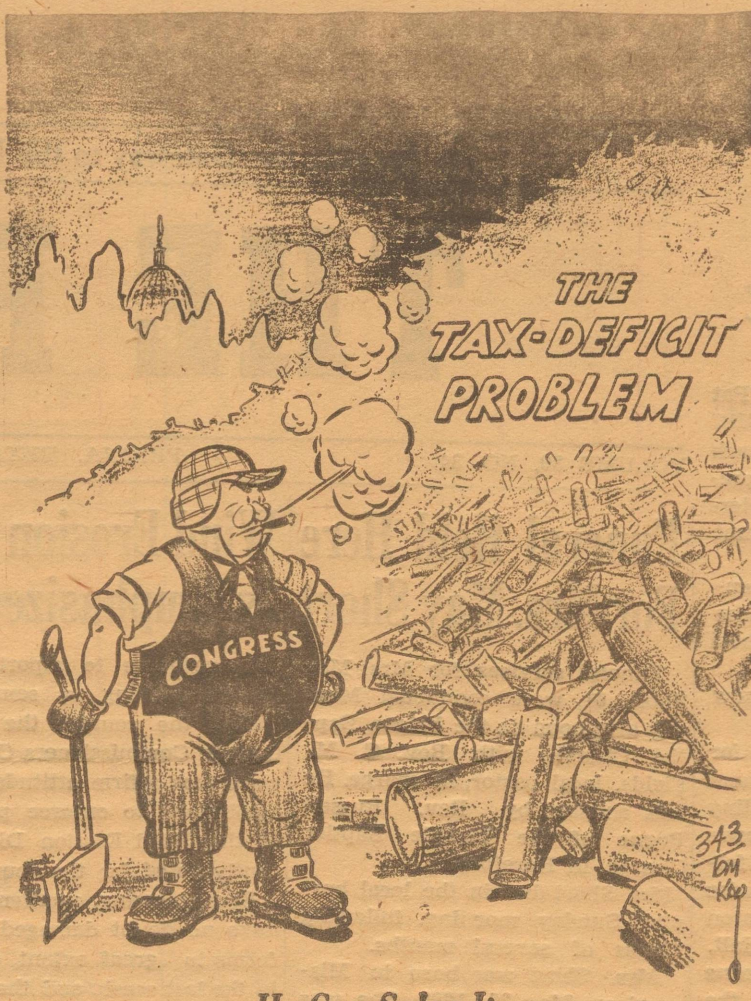
"Don't worry about the job you don't like; someone else will soon have it."

—MMM—

Congressman Walter Rogers makes a very apt observation, in our opinion:

"The tragedy of the chaos, the confusion, the agitation and the general hubbub growing out of present investigations lies not in the fact that one individual may be proved right or wrong. It lies in the fact that we in this country are engaging in an internal bickering and strife that is not helping us to achieve the goal to which all true Americans are dedicated. Internal bickering and strife, like wars between nations, do not solve the problems. It creates them. Political, economic and other problems are usually solved by a cool, calculated and

THE AMERICAN WAY



He Can Solve It

reasonable approach tempered with thought provoking discussion or debate, not with fanfare, trumpet blowing, name calling and vilification.

—MMM—

It's bad to be a quitter, but it's worse to finish something you never should have started.

—MMM—

A Friona friend concludes that one advantage of being fat is that people don't step on your toes.

—MMM—

Remember Baby Show April 6

—MMM—

From the Canadian Record, via way of the National Industrial Review: The small country weekly has as vital a mission in the life of American citizens as the newspaper that has a circulation and reading public in the millions. History shows us that freedom is lost wherever a free press is lost. Would-be dictators cannot stand the full harsh glare of publicity - they cannot tolerate the truth. The press is the first attacked, and once that is captured or made subservient, other freedoms quickly fall and perish.

doms quickly fall and perish.

—MMM—

Clyde Warwick, esteemed publisher of the Canyon News, calls attention to recent editorial of Jack Strickland, veteran editor of the Terry County Herald:

Jack announced that the Democrats of Howard County will hold a dinner at which time the oldest Democrat in the county is to be honored. Jack surmises that the honors will go to the "yaller dog" type of Democrat - the fellow who will vote the ticket straight regardless of whom the candidate may be.

Says Warwick: While we voted for Eisenhower, and are not ashamed of having given old Harry a swift kick in the pants for his share in the defeat of Governor Stevenson in 1952, we are not particularly alarmed with the way Ike has handled affairs in Washington, or too proud of his actions. He is taking the advice of too many inexperienced men; but that is not our funeral.

Concludes Warwick: Forget it, Jack; we are allowing the "yaller dog" Democrats to go their way, and we shall go ours. (This editor adds: The same could be expanded to include Republicans or any party).

WASHINGTON AND "Small Business"

—By C. WILSON HARDER

Whenever the subject of money or credit arises, many profess these subjects are clothed in great mystery.

Yet both money and credit are a basic commodity even more basic than corn, wheat, hogs, iron, or any other commodity, because few individuals, no business, no farm, can long operate without access to money and credit.

This is a basic concept which has long plagued this U. S. history. President Andrew Jackson recognized the problem when he scuttled the chartered but privately owned Bank of the United States by placing Federal funds in various state banks to bolster falling local economies.

Problem is again approached by pending bills in Congress, known as Caphart bill in Senate, Muller bill in House.

Under present laws a bank cannot operate branches in more than one state; or operate non-banking business enterprises.

But under a loophole in present law, holding companies own controlling interest in banking institutions and evade that law.

The proposed legislation would stop this.

The proposed law would also make bank holding corporations subject to the same regulation as independent banks which requires permission from appropriate Federal or State authority to acquire another bank either as a branch or as a merger.

Independent banks are also prohibited from acquiring branches across state lines. The

proposed new law would place the same regulation in force on bank holding companies. There are several points to bear in mind during coming debates.

One is the subject of fairness. Limitations imposed on independent banks should undoubtedly prevail for all.

There is also need for strong independent local banks to insure local economic health by serving with an understanding of community needs at the grass roots level. This point will be discussed later as most important phase of this issue is this.

Concentration of money and credit in a few hands now under way via bank holding corporation system, can unless stopped dominate entire American scene, economically and politically.

With corporations owning vast banking resources, as well as non-banking business operations, there is great temptation to use power of amassed cash and credit to knock out independent competition to holding corporation owned firms.

In addition all banks hold as a substantial part of their assets government securities. Therefore, two or three bank holding corporations could own majority interest in U. S. government.

In addition these few corporations holding bulk of U. S. cash and credit, could, through cartel agreements set up international controls over the world.

Many historians claim that without the House of Rothschild, no nation in Europe would have been able to carry on the long bloody years of the Napoleonic Wars. And today in America, a few vast holding corporations have already acquired more power than the Rothschilds ever held. That is the crux of issue now before Congress.



AUSTIN - All is far from sweetness and light in the Legislature.

On the session's first day, Senator Joe Russell of Royce City took Governor Shivers and Senator Otis Lock to task, saying that they were Republicans running as Democrats.

Russell pledged that he would run for Governor, if necessary, to make sure Shivers had an opponent.

Also, difference of opinion persisted as to the method of solving the teacher pay problem. It appears that stormy meetings are developing over this issue with Speaker Reuben Sentrifft pitted against supporters of the plan presented by Gov. Shivers.

Another indication of the tempo was a 10-hour filibuster by Senator Jimmy Phillips of Angleton. Particularly enough it came about during a committee meeting.

Despite the filibuster, which lasted until 2 a.m. the Senate finance committee approved an \$11 million state building program. Phillips' was the only vote cast against it.

Senator Harley Sadler of Abilene commented: "This is my first experience at seeing a filibuster in a committee. It seems so foolish and childish to take the time of a 21-member committee because of the real or imagined objection of any one member, and to punish other committee members by a lot of asinine questions."

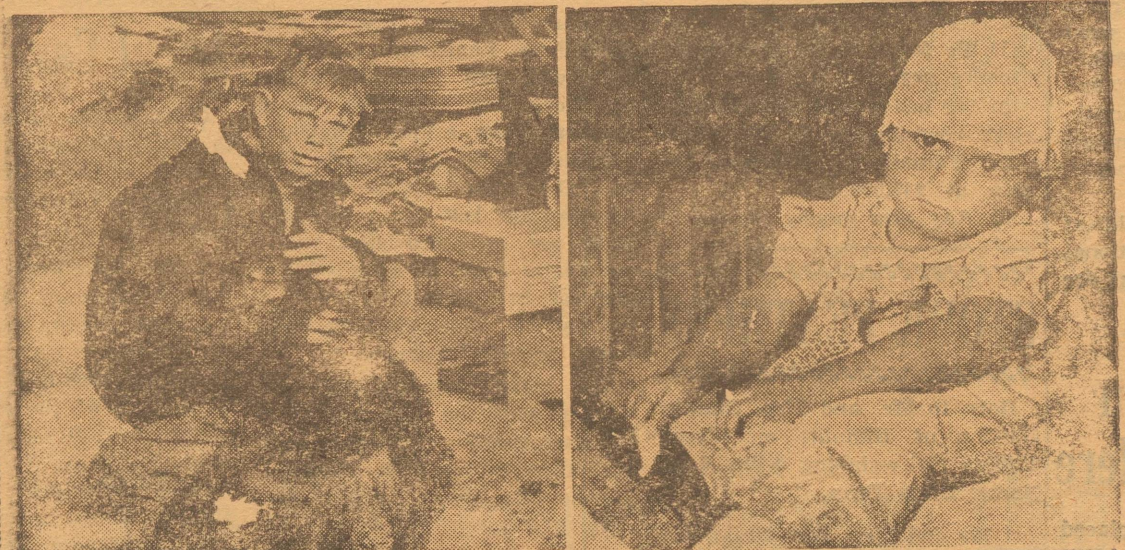
That threatened march on Austin by the thousands of old folks seeking more pensions fizzled. Only two showed up. Cyclone Davis of Dallas, a persistent candidate for public office, and an 88-year old Austin man.

Davis announced a gathering on the capitol steps, but he and his aged cohort, plus one page boy and one reporter, made up the crowd.

Sen. Tom Joseph of Waco introduced a bill that would provide a minimum pay raise of \$350 for teachers and \$100 for merit raises. Local school boards would determine how to distribute the merit pay hikes.

House Speaker Sentrifft said the Joseph measure came close to his ideas about a "realistic ap-

When Their World Crashed... RED CROSS HEARD THEIR CALLS

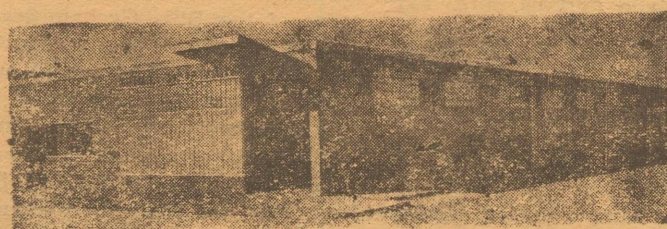


Port Huron, Mich. Times-Herald photograph by Ralph Polovich
Above: This photo, an AP prize winner, taken one hour after tornadoic winds struck Port Huron, Mich., last May shows a 13-year-old boy and his dog beside their demolished home. The Red Cross, immediately on the disaster scene, came to the aid of the family with clothing, household furniture and medical care.

Upper Right: After the devastating Greek earthquakes last August, 3-year-old Stamatia Frangou sat on a hospital bed with her name pinned to her dress, as doctors dressed her fractured leg and injured head. Greek Red Cross workers finally located her mother alive, after a month's search, and re-united the pair. The American Red Cross conducted a nation-wide appeal for funds to aid victims.

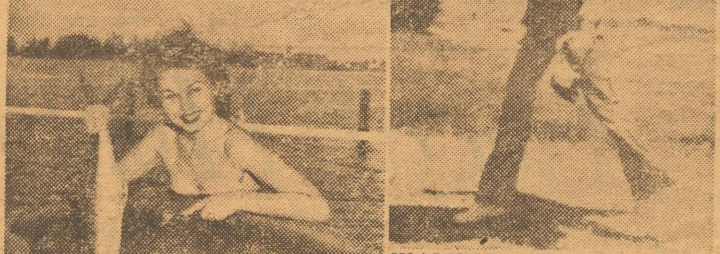
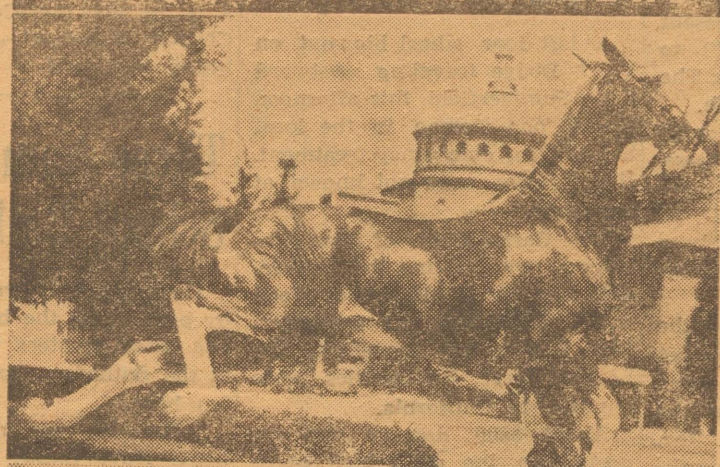
Lower Right: Fire which completely ravaged a Chicago, Ill., apartment building, killed seven, injured six, and affected 100 persons left Michael Cruz, 2½ bewildered and frightened. Here the terrified youngster is being comforted by Mrs. Rodina Hye, Red Cross disaster representative, who established disaster headquarters at the scene of the fire.

Last year the Red Cross aided an average of one person every five minutes among those suffering disaster injury or loss, as sudden death and destruction struck communities across the United States on an average of six times every week. The 1954 Red Cross Campaign, for \$85,000,000 and 30,000,000 members, now underway, enables everyone to serve his neighbors in distress or need.

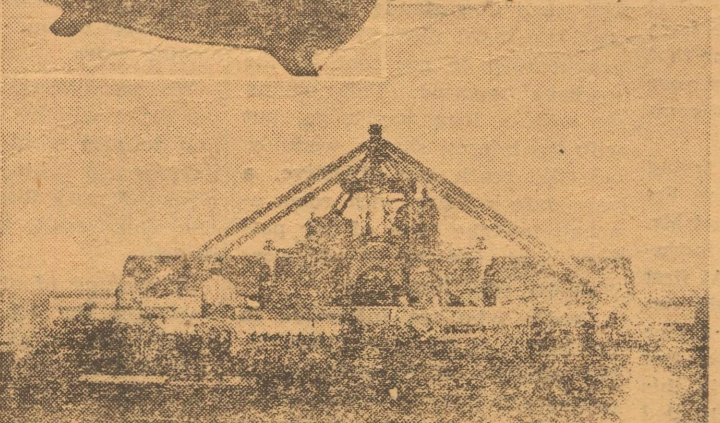


Friona State Bank
Member Federal Deposit Insurance Corporation

NATIONAL VIEWS & NEWS



WALKING ON AIR? — Not quite, but California's magic horse, Tristan, is executing the Capriole, a trick mastered by only four other horses. Left, pretty Pat Case, Miami, appears about to surrender her position in pot to the poor fish.



GIANT WHEEL TRACTOR, constructed about 1908 by a predecessor company of Caterpillar, Tractor Co., Peoria, Ill., was one of the largest tractors ever built, measuring over 45 feet wide. Designed to work in soft, peat soils, its wide wheels proved cumbersome and led to the construction of the first practical tractor type in 1904.

Southwestern Plastic Pipe Co.

MINERAL WELLS, TEXAS

Dear Mr. IRRIGATION FARMER:

We urge you to consider all factors involved when installing plastic pipe laterals to your irrigation wells.

Southwestern Plastic Pipe Co. in Mineral Wells, Texas, has devoted much time and effort in the research-development of a plastic pipe for your specific requirements.

Southwestern Plastic Pipe Co., as a result of this program, recommends that Tensite II with a minimum wall thickness of 3-32 inch is the plastic pipe which will give the service required for your installation.

Do not be misled - only Tensite has a 12-year record of satisfactory service in natural gas lines. Do not use unproven materials. Southern California Gas Co. has used Tensite since 1948.

The essential chemical ingredients in the manufacture of Tensite II can not be substituted. We therefore decline to offer a cheaper line of plastic pipe, because of the moral responsibility we feel toward our customers.

Also Southwestern Plastic Pipe Co. unconditionally guarantees this pipe against rot, corrosion, and electrolytic action. Tensite II 3-inch pipe with a 3-32" wall thickness is guaranteed to carry gas at a working pressure of 80 lbs. per square inch, with a 5 to 1 safety factor for abnormal operating conditions. For further information, contact:

Signed: J. S. BRIDGES
PHONE 2614 ANTON, TEXAS
Use Plastic Pipe for Low Cost Installation

Ruby Shaffer Honored By H. E. Organization

Miss Ruby Shaffer, daughter of Mr. and Mrs. J. L. Shaffer of Friona, has recently been made a member of the Omega chapter of Phi Upsilon Omicron, at the Texas Technological College at Lubbock. This is a national honorary home economics organization.

Ruby is a junior, majoring in home economics.

Scouting

TROOP 5

Monday the 22nd at 3:45 Girl Scout Troop 5 met at the Friona clubhouse. The chairman called the meeting to order. There were 13 girls present. We voted on which Scout troop crests to get. We decided on The Lily of the Valley.

The girls did some finger painting on paper.

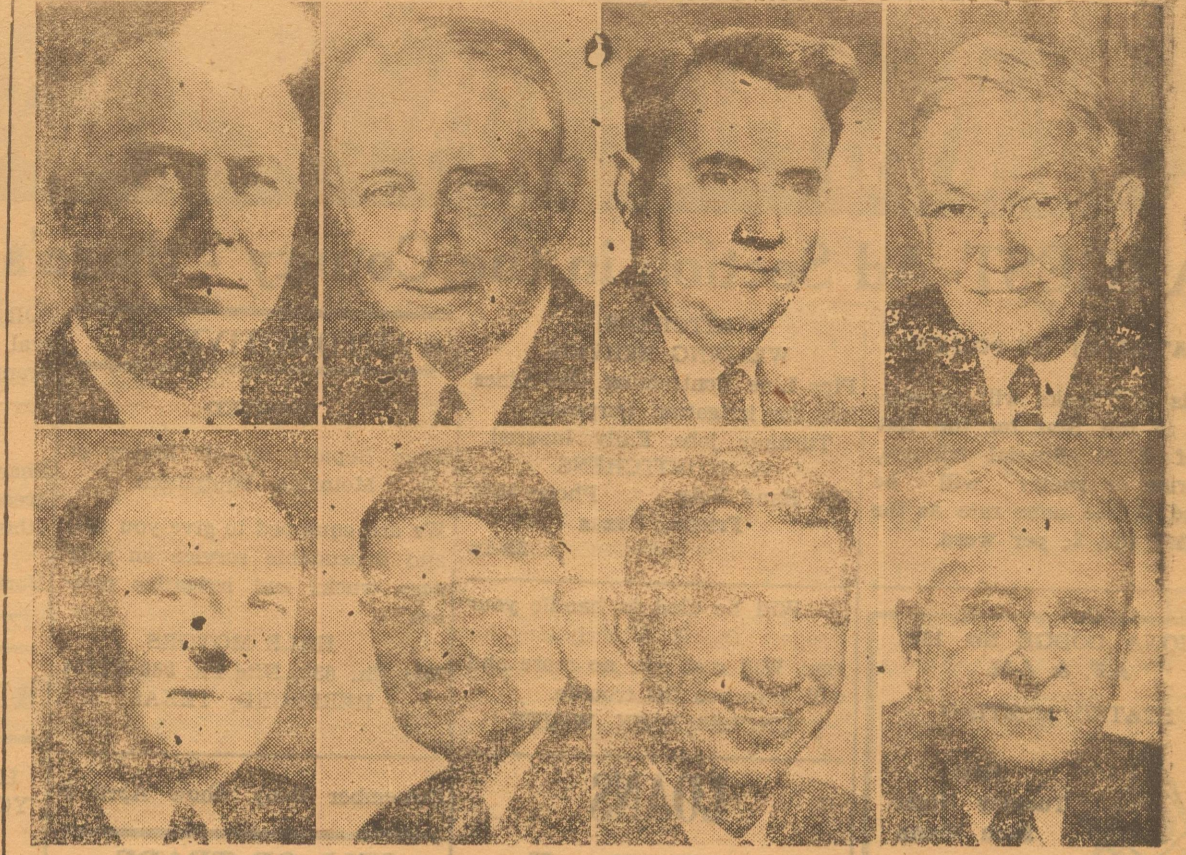
Mrs. O'Brian served the girls with Girl Scout cookies.

-Reporter

TROOP VI

Girl Scout Troop VI met on March 22, and Kay McKee was elected reporter.

The group played a game called "The Memory Game" and one called "The Last Name Word". Joyce Stowers and Darda Bing-



RECENTLY ELECTED OFFICERS, above, will direct the activities of Texas Scottish Rite Hospital for Crippled Children for the coming year. Left to right, top row: Lee Lockwood, vice president and head of Scottish Rite Masonry in Texas; Nathan Adams, chairman of the board; John McKee, president; R. L. Thornton, Sr., vice president. Bottom row: John W. Rayson, vice president; George R. Jordan, treasurer; Dr. Brandon Carroll, chief surgeon; Asher Mintz, secretary. In thirty years of operation the hospital has accommodated 18,324 bed patients and 88,000 clinical patients. Records show 592 bed patients and 4,769 clinical examinations in 1953 alone.

ham arrived and we sang Yaps and were dismissed.

Mrs. E. J. Woods of Fort Worth is visiting here with her daughters, Mrs. Weidon Dickson and Mrs. Dean Hill.

Soil Conservation District

ACTIVITIES - NEWS - SUGGESTIONS

BY STEVE BAVOUSETT

Sand, sand and more sand. Last Thursday did more damage to this district than any other blow. Especially in the Rhea community many farms started blowing that had previously held. I was down by Maurer Machinery the other day. He has the special boxes made to set inside the regular planter box to plant cowpeas at the same time you are planting your grain sorghums. All the implement dealers in the

county either have been or will be contacted by the supervisor encouraging them to stock the pea planting attachments. So if you are intending to plant cowpeas, contact your implement dealer as early as possible so he can get you a set of boxes. Roberts at Texico and Gault at Hereford are stocking cowpea seed. There are probably others who are stocking cowpea seed but I don't know who they are.

When seeding cowpeas in the grain sorghum, plant 6 to 8 lbs. of peas along with the regular amount of grain sorghum you usually seed.

Ivan Wood, SCS - Extension Service irrigation specialist, will be on hand for the forthcoming irrigation field day to be held April 9 near Hub. The site has not been selected. We will discuss water application and then go to the field and examine some paper for further details.

Life of Queen Elizabeth Told at Black Club Meet

Eleanor Prewett was hostess and Jewel Fields co-hostess at the Black Social and Study Club Thursday afternoon at the community house there.

Louise Roberson gave a most interesting talk on "Queen Elizabeth of England", telling of the events from her childhood until the present time.

The club ladies gave donations to the Red Cross.

It was announced that there would be a Texaco program given in connection with the pie supper for the hospital funds, to be on Thursday night at 7:30. Every one is invited.

Refreshments were served to Mildred Barnett, Christene Braxton, Emma Elmore, Anna Mae Hays, Altha Presley, Maxine Price, Louise Roberson, Lucille Rockey, Carrie Tatum and the hostesses.



Last Call

FOR

"TRY Before You Buy"

TRY AN ELECTRIC CLOTHES DRYER FREE FOR 15 DAYS

Your Reddy Kilowatt Dealer wants you to TRY before you buy an electric clothes dryer, so he is offering you a 15 day free trial period in your own home. And while the dryer is on trial in your home, your Public Service Company Home Service Advisor will give you a complete demonstration that will show you how much a dryer will do for you on washday.

This is the last full week of TRY BEFORE YOU BUY, so see your Reddy Kilowatt Dealer now and have an electric clothes dryer trial in your home, without obligation.

SOUTHWESTERN PUBLIC SERVICE COMPANY

NEW SPRING DRESSES

Martha Manning, Carole King, Gay Gibson

KNOX'S

Ready - to - Wear

BERKSHIRE HOSIERY

We Give Friona Trades Day Tickets

Your Reddy Kilowatt Dealers in Friona are --

Reeve Chevrolet Co. - Welch Blackburn Hardware

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

LARGEST Ad Section in the County - there's a REASON

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, 1c per word.

FRIONA LODGE No. 1332 A.F. & A.M.

STATED MEETING

First Tuesday Night Each Month
 Frank Cottland, Secretary
 M. E. Sylvester, W. M.

BUSINESS SERVICE

HEREFORD OFFICE MACHINE COMPANY

Operations - Adding Machines
 Sales and Service
 516 Ave. Phone 518
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 HEREFORD, TEXAS

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EXPERT CAR GLASS INSTALLATION, Table tops and Window glass. HEREFORD GLASS COMPANY, 1303 Post Ave., Ph: 1488, Hereford. 2146
 HEREFORD

KITCHENS WELDING SERVICE
 Pipe Line Contracting. Gas Lines laid for irrigation purposes.
 Turnkey jobs. Fully Insured.
 A. L. KITCHENS
 Old Band Bldg. Phone 3581
 Friona, Texas 33-1p

Will be glad to handle your Readers Digest subscriptions for you. Will cost you no more and will save you the trouble.
 "UNCLE" JOHN WHITE

LOANS See Bill Woodley

Friona Insurance Agency, for your Farm and Irrigation Loans. Old Bank Building, Friona, Tex. Phone 1231. 28-11c

GRANT'S PLUMBING SERVICE

Plumbing - Heating
 Ventilation
 George L. Grant, Owner
 PHONE 4801 28-11c

FOR RENT

APARTMENTS for Rent. Furnished. Walter Loveless, Ph: 2433 tre

Remember Baby Show April 6

AUTOMOTIVE

WANTED

Your Repairs on all Makes of Motoring Equipment

We are equipped to give you fast and dependable service on your cars, trucks and irrigation motors.

HALE MOTORS
 Day Ph: 630, Nite Ph: 880-J, 1274
 HEREFORD, TEXAS

Remember Baby Show April 6

SELL OR TRADE

MILK, Grade A, state and city inspected. Bring your jug. 75 cents per gallon. J. Q. Marrs, 1-2 mile east of blinker light on Highway 60. 33-2p

FOR SALE: GMC Diesel with radiator, 6 cylinder 135 brake horsepower, 1952 model. Perfect condition guaranteed. See Al Reznik, 6 north (east road) 1 east of Friona, or write Rt. 3. 33-11c

FOR SALE: A good safe, can be seen at A. O. Drake's office. M. A. Crum, Friona. 33-2c

FOR SALE: Apartment range cook stove, good condition. See Thomas Jasper at Star office.

READY BUILT Houses. Two bedrooms, as low as \$2800. Phone 8-2507, Farwell, Texas. 33 7p

FOR SALE: China Cabinet with oval glass doors. See Mrs. E. E. Brannon, Ph: 2871. 34tc

FOR SALE

Shade Trees, fruit trees, evergreens, shrubs, roses, hedge and other nursery.

Mrs. J. F. Ward
 North Main Hereford

REAL ESTATE

LET US HELP YOU WITH YOUR BUYING OR SELLING FOR SALE

320 Acres close to town, and its priced for quick sale.

160 Acres close to Hub. Extra nice.

We need your listings.

Bud Elmore - Alvin Brooks
 Res. Ph. 2932 Res. Ph. 4122

ALVIN BROOKS REAL ESTATE
 Phone 2251 - Friona
 Just East of Stoplight, Hi-way 60

Recently built 4-room house and a place to set it, worth the price.

Other good buys in farms, ranches and city property.

Lots of listings and need more.

Come to my office located 1st door north of old bank building, 505 Main Street Friona, Texas
 Office Ph: 3582 Res. Ph: 3043
 A. O. DRAKE, REALTOR 34-11c

FOR SALE

303 Acres. All good level land. Good 8-inch well in operation. Easily irrigated. 10 miles out. Good 5-room house, good 40 by 60 barn. \$240.00 an acre. All the farming equipment goes with farm. We call this a bargain.

Other good farms.

Two good lots, each with 2-room house.

One good vacant lot.

Let me handle your Readers Digest subscriptions.

"UNCLE" JOHN WHITE

WHEN IT'S REAL ESTATE SEE

JOE B. DOUGLAS

IF BUYING OR TRADING, WE'VE GOT IT. IF SELLING, WE'VE GOT THE BUYER. WHY NOT LET US HELP YOU SELL YOUR PROPERTY?

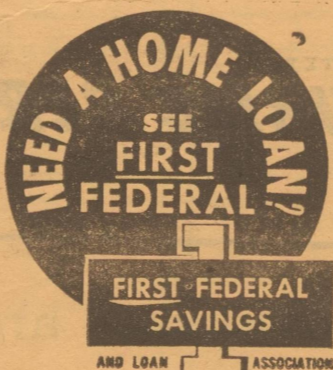
WEST OF MAIN ON HI-WAY 60
 FRIONA, TEXAS

GOOD FARM LOANS

Low Interest Rates

POOL INSURANCE AGENCY.
 Muleshoe, Texas
 Phone 7010 12-11c

FOR SALE: One 50-ft. lot north east of football field. See K. E. Deaton, Magnolia Service Station Friona, Texas. 12-11c



ETHRIDGE - SPRING AGENCY
 FRIONA

Baptists Honor Friona Students With Banquet at Church Saturday Evening

Rev. Bob Harris, pastor of the Avenue Baptist Church at Hereford, delivered the address at the Friona Junior - Senior Banquet Saturday evening. The W. M. U. gave the banquet at the local church annex.

The Mexican theme was carried out in beautiful decorations. The unique menu consisted of frito pie, frijoles, salad on taco, crackers, sherbet and tea.

Rev. C. M. Fields was toastmaster. Invocation was given by D. M. Kelly, and Spanish music was presented by Mrs. Roy Miller at the piano and Claude Miller and Jay Sanders on guitars, and Clyde Scarborough with a mandolin. Claude Miller sang several Spanish numbers.

The welcoming address was given by Mrs. Fields, WMU president, and response was by Clyde Hays, Jr. Benediction was given by J. T. Gee.

The following Juniors and Seniors registered: John Thomas, Oleta Loyd, Zelma Beatty, Clea Rea Stowers, Jimmie Fallwell, Sara Baldwin, Bennie Grubbs, Evelyn Ray, Deann Buske, Carol Blackburn, Betty Zon Ashcraft, Betty Harts, Denise Magness, Gay Cass, Gordon Wright, Keith

Beatty, Dudley Bainum, Don Lewis and June White.

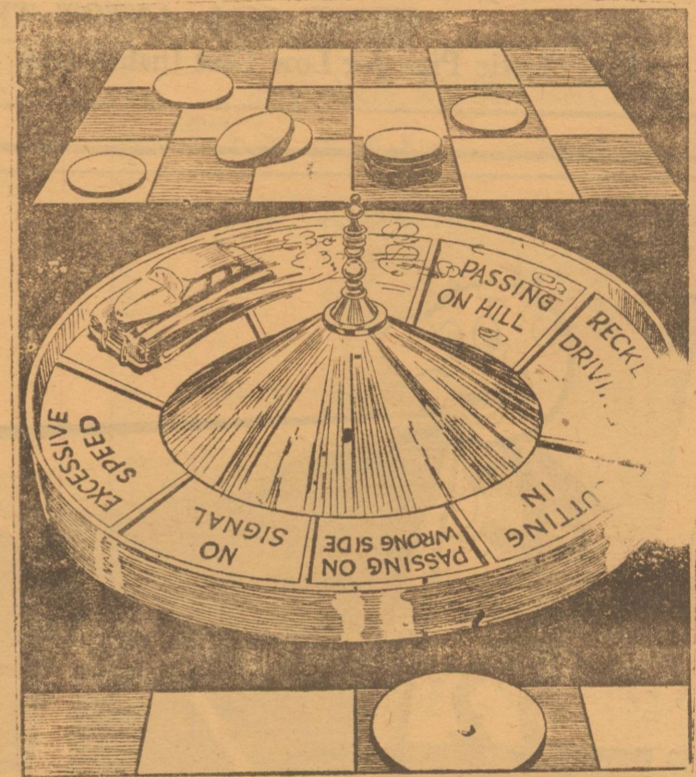
Wayne Houlette, Teddy Fangman, Kenneth McLellan, Jim Dixon, John F. White, Elizabeth Coganough, Gay Ann McFarland, Mary Bell McGlothlin, Gerald Barnett, Madge Haws, Laura Nell Hardesty, Donna Miller, Anita Scarborough, Gaylon Rhodes, Clyde Hays, Jr., Harris Dunn and Harold White.

Teachers present were Mr. and Mrs. Kelly, Mr. and Mrs. Gee, Mr. and Mrs. M. D. Ford and Misses Tacy Smith and Verna Coley.

DR. MILTON C. ADAMS OPTOMETRIST

140 West Third Herford, Texas
 Phone 37 Office Hours: 8:30-5:00

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INSURANCE—REAL ESTATE—LOANS
 Telephone 2121 FRIONA
 Dan Ethridge Frank A. Spring Bill Stewart

Largest Stock of CLOCKS

You Can Imagine!
 Alarm, Kitchen, Decorative

If You Want JEWELRY See Us!

Cigarette Lighters - Fountain Pens

We Engrave FREE All Engravable Items
 Sold by Us

We Give Friona Trades Day Tickets

Allen's Jewelry

IF
 You are Putting
 Your Well on the
 Gas Line . . .

You'll Find it Profitable
 to have Blanton's Make
 the Necessary Changes
 On Your Motors

BLANTON BUTANE INC.

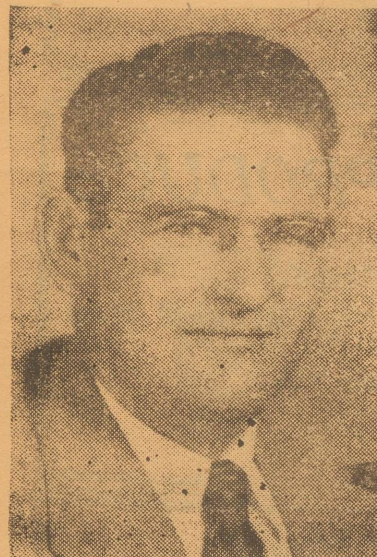
POLITICAL ANNOUNCEMENTS



Bill Sheehan
County Attorney Candidate



Hugh Moseley
County Clerk Candidate



Graham G. Thornton
County Clerk Candidate

For Sheriff, Tax Collector and Assessor:
CHAS. LOVELACE
(Re-election)

For Treasurer:
(MRS.) MABEL REYNOLDS
(Re-election)

For County and District Clerks:
HUGH MOSELEY
GRAHAM G. THORNTON

For County Attorney:
BILL SHEEHAN

For District Attorney:
JOE L. COX

For State Representative 90th Legislative District:
JESSE M. OSBORN

For Justice of the Peace: Precinct 2, Friona
WALTER LOVELACE

For Court Judge and Ex Officio County Superintendent:
A. D. SMITH

For Commissioner, Precinct 1:
FORREST W. OSBORN

Try a Want Ad in the Star



Outdoor Theme Topic Of Friona Womans Club

"Outdoor Living" was the subject of a talk by Mrs. Ed Boggess before the Wednesday meeting of the Friona Womans' Club at the clubhouse here.

Quotation for the day was "I have been thinking about gardens, of the true pleasure in them".

A report of the club institute recently held at Brownfield was given by members who attended. Betty Agee, piano student of Mrs. Lillard, played "Sea Garden" and "Autumn Leaves" on the piano.

Refreshments of pinwheel and wiches, mints and punch were served to 20 members and one guest, Mrs. Morgan, cousin of Mr. Fred White, by the hostess, Mrs. C. W. Dixon and Mrs. B. F. Markham.

Rural Church Mission Subject at Local WSCS

Mrs. Lucille Rockey was leader of the program "The Rural Mission of the Church" at the Tuesday meeting of the WSCS in Friona.

The session was presided over by Mrs. Faye Reeve, president.

Meditation was given by Mrs. Thelma Ford, and "The Making of Missionaries" was discussed by Mrs. Blanche Boyle. Mrs. Reeve talked on India, and Mrs. Cass told of the Philippines.

Present were 19 members and one guest, Mrs. Fite.

Next meeting will be held on Tuesday evening of next week in the A. W. Anthony home.

Mr. and Mrs. Jake Lamb left this morning for a stay at Hot Springs, New Mexico.

L. M. Crow and D. O. Roberson of Siloam Springs, Arkansas, formerly of Friona, wer business visitors here over the week-end.

Mrs. T. B. Armstrong is recuperating at the home of her daughter, Mrs. Emmett Day, after several days in the local hospital.

Women are publishers of 33 Texas newspapers.

Mr. and Mrs. T. N. Wright of Dalton City, Illinois, visited their nephew, Charles D. Russell and family last week. They were on a trip to California, and had not been in Friona before. Mr. Wright is associated with the Farm Bureau in Dalton City.

Remember Baby Show April 6

Mrs. Bert Neelley was in Tulsa Friday to attend the funeral of Mrs. Pat Armstrong.

Visiting over the week-end at the Boyd Knox home were Mr. and Mrs. Wilks and daughter Mary of Floydada. Mrs. Wilks and Mrs. Knox are sisters.

Try a Want Ad in the Star

Southern Farm Bureau Life Insurance
Geared to Your Future

All Types of Life Policies, for Mortgage.
Protection or Retirement.

RAYMOND EULER, AGENT

Vogue Beauty Shop
NO APPOINTMENT NECESSARY

Open Monday through Saturday, 8 AM - 6 PM
SPECIAL CREME COLD WAVES \$5 and Up

JEWELRY COSMETICS TOILETRIES

Phone 3172

MILDRED RULE MARY LOU GASON PATTY HUGHES

2 YEARS AGO

We Entered Business Here as Owners of the

Friona Motor Co.

Pledging a Policy of

- Personally Supervised Service
- Fair Dealings in Every Transaction
- Full Stock of Parts to Serve Our Customers

That Policy Has Been Our Watchword Ever Since and Your Continued Response has been Most Gratifying

Our Services Now Include

GE APPLIANCES

Television Sets Deep Freezers Refrigerators Washers Stoves

New and Used Implements, Cars, Trucks

Dempster Listers and Planters Ford Irrigation Motors

Friona Motor Co.

Jim Baxter Oscar Baxter

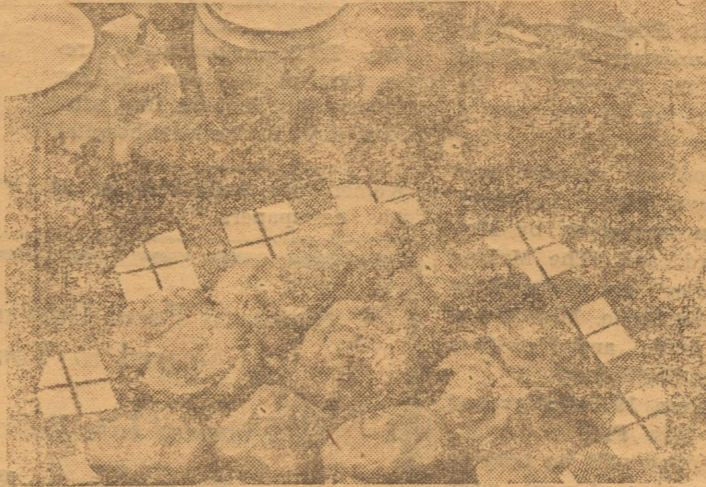


NOTICE

Annual Dues for the
Parmer County Community
Hospital are Due April 1st

Thank You

Low Calorie Peanut Butter Cookies



The cookie jar need not be packed off in the attic just because you are dieting to lose weight. Not today, thanks to Sucaryl, the new non-caloric sweetener that can be cooked right in the recipe just like any other ingredient; and it does not lose its sweetness or become bitter no matter how high the baking temperature must be.

Low Calorie Peanut Butter Cookies uses peanut butter for most of the shortening; a favorite food among children, peanut butter is valued for its extra nourishment, too, for it contains protein, B-vitamins and minerals that ordinary cooking fats do not.

Each Low Calorie Peanut Butter Cookie contains almost 40 per cent fewer calories than if they were made with sugar in the place of Sucaryl. So you can plan many desserts, such as fruit gelatin sweetened with Sucaryl, and simple custards sweetened with Sucaryl, and serve them with one or two Low Calorie Peanut Butter Cookies.

Low Calorie Peanut Butter Cookies

- | | |
|--|-----------------------------|
| 2 teaspoons Sucaryl solution or 16 tablets, well crushed | 2 eggs, slightly beaten |
| 1 tablespoon butter or margarine, melted and cooled | 1 cup sifted enriched flour |
| 1/2 cup peanut butter | 1/2 cup skim milk |
| | 1/4 teaspoon baking soda |

Add Sucaryl to melted shortening; add peanut butter and blend. Add eggs, blend again. Add flour alternately with the milk to which the baking soda has been added; blend well after each addition. Drop cookies on ungreased cookie sheet by heaping teaspoons. Bake in moderate oven, 375°F 15 minutes. Makes 40 cookies.

Each cookie contains 34 calories; 1 gram protein; 2 grams fat; 3 grams carbohydrate. If made with sugar each cookie would contain 54 calories.

Business Professional DIRECTORY

A. O. THOMPSON
ABSTRACT COMPANY
COMPLETE TRACT INDEX OF ALL LANDS AND TOWN LOTS IN DEAF SMITH COUNTY WRITE US FOR INFORMATION.

JOB PRINTING
The Friona Star

DIAL 4242

FOR FREEDOM FROM DRUDGERY
BLUE JEANS A SPECIALTY

CITY STEAM LAUNDRY

Helpy- Sely Service
FRIONA

DENNIS FUNERAL HOME

Trudy Dennis L. C. Dennis
PHONE 303 DIMMITT, TEXAS
MODERN AMBULANCE SERVICE
Lady Embalmer on Duty at All Times

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OLD-FASHIONED COUNTRY STORE

Come and See Us

FARMER'S PRODUCE

Home of
GOOCH'S BEST FEEDS
Irena Hog Supplement — Cottonseed Meal

We Sure Like to Buy Your
CREAM — POULTRY — EGGS

CHRYSLER INDUSTRIAL IRRIGATION ENGINES

Sales & Service

HALE MOTORS

218 W. 3rd St. Phone 630
Hereford Texas

PGC FEEDS

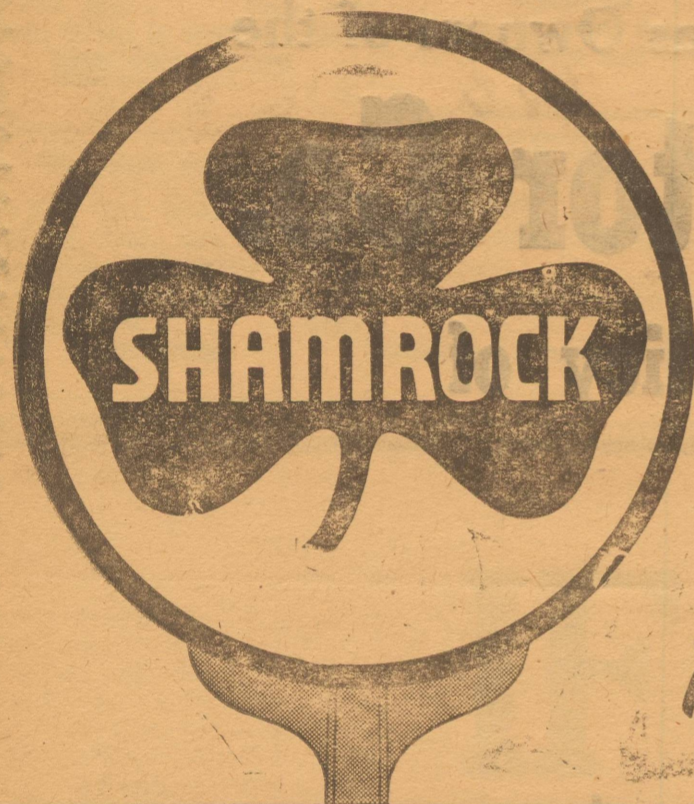
We Believe You'll Find That
YOU CAN'T BEAT US

Grain Handling

Throughout the Years

FRIONA WHEAT GROWERS

INCORPORATED



NOT ONE

BUT **2** GREAT NEW GASOLINES

New Blending Formula

- 1 Adds Premium Qualities to NEW SHAMROCK TRAIL MASTER Giving Users of Regular Gasoline Extra Performance at No Extra Cost.
- 2 Makes NEW SHAMROCK CLOUD MASTER the Finest Premium Gasoline For Superior Performance in High Compression Engines

For All Motorists

The Shamrock station near you now has in its pumps two of the world's finest motor fuels. This means that regardless of the make or model of your car one of the new Shamrock gasolines will give you MORE POWER . . . BETTER PERFORMANCE . . . GREATER ECONOMY . . . and, for no more than you would pay for any other leading brand of gasoline. Vitally important to the performance of your car is controlled volatility. Shamrock controls the volatility of the new gasolines with a wide range of light and heavy fractions . . . fractions that assure quick starts . . . clean burning, plus more mileage, more power and better performance. This careful control means that these new Shamrock gasolines will meet the varying requirements of your car from season to season. As a bonus . . . Shamrock gives you truly outstanding anti-knock qualities. Shamrock anti-knock qualities are now raised far above the requirements of the most powerful engines put in today's cars.

New TRAIL MASTER

Shamrock's New Trail Master is the performance-plus motor fuel for users of regular gasoline. It costs no more than regular gasoline yet gives the anti-knock, extra-power features you expect only in a more expensive, premium gasoline. New Trail Master offers the drivers of cars with lower compression engines all the performance advantages of recent gasoline improvements without requiring that they pay for a full premium gasoline. If you want the most from your car, get the best gasoline for lower compression engines . . . Shamrock's New Trail Master . . . the new, budget-wise gasoline with premium qualities.

New CLOUD MASTER

Today's powerful, high compression automobile engines make strong demands on the gasoline they use. But as a result of Shamrock's new blending formula, New Shamrock Cloud Master not only meets these requirements but far exceeds them. Shamrock Cloud Master . . . octane rating high enough to positively eliminate even trace knock . . . octane rating high enough to assure the quickest starts, fastest warm-ups, the greatest power and the smoothest performance your car was designed to deliver. No matter what kind of car you drive, if the engine knocks when using Shamrock Cloud Master Premium, there is something wrong with your engine.

One of these new gasolines is exactly right for your car. A series of distillation tests carefully check the volatility of Shamrock, making certain that it meets the requirements of the new blending formula. Special knock-test engines establish definitely that the new gasoline is of such high octane rating that there is no chance of your engine knocking. Not only can an engine knock waste a portion of every tank of gasoline you use, but the effect of the knock can

seriously damage the engine itself. Other tests prove the absence of gum forming copper and corrosive sulphur. These new gasolines are the result of the development of two new fuels, each to fill a specific need of the motoring public. If there is any doubt in your mind about which of the two new gasolines you should use, consult your nearby Shamrock dealer. He is there to help you get the most mileage and best performance possible from your car.

25 Years of Continuous Progress in Product Quality



THE SHAMROCK OIL AND GAS CORPORATION • AMARILLO, TEXAS

GILLILLAND FUNERAL HOME

131 E. 2nd St., Hereford
PHONE 951

Funeral Directors — Ambulance Services
WEST TEXAS BURIAL INSURANCE



Give GOD
a Chance
NOW!

ATTEND CHURCH EVERY SUNDAY

Local Church Notes

FRIONA COMMUNITY

Emmanuel Lutheran Church

Geo. H. Pullmann, Pastor
Church Services 10:30 a.m.
Bible Class and
Sunday School 11:00 a.m.
Ladies Aid .. 2nd Friday of every
month.

Men's Club .. 3rd Friday of each
month.
You are most welcome to come
worship with us.

Sixth Street Church of Christ

M. B. McKinney, Minister
Sunday Bible Class .. 10:00 a.m.
Morning Worship 10:55 a.m.
Training Classes 7:00 p.m.
Evening Worship 8:00 p.m.

WEDNESDAY

Ladies Bible Class 9 a.m.
Bible Study 8:00 p.m.

Methodist Church

U. S. Sherrill, Minister
Sunday School 10:00 a.m.
Worship Service 11:00 a.m.
Meth. Youth Fellowship 6:45 p.m.
Evening Worship 7:30 p.m.
Mid-Week Service, Wednesday
Choir Practice, Weds. 8:00 p.m.

Church of Christ

Morning Service 10:30 a.m.
Evening Service 8:30 p.m.

THIS CHURCH CALENDAR SERIES IS MADE POSSIBLE BY THE FOLLOWING MERCHANTS

- LEWIS VARIETY STORE
- FRIONA STATE BANK
- THE FRIONA STAR
- WELCH-BLACKBURN HARDWARE
- ROCKWELL BROS. & CO. — Lumbermen
- FRIONA CONSUMERS COMPANY
- FRIONA WHEAT GROWERS, INC.
- FRIONA LUMBER COMPANY
- WHITE'S CASH GROCERY
- PHILLIPS 66 SERVICE
- KNOX'S READY-TO-WEAR
- REEVE CHEVROLET COMPANY
- BLANTON BUTANE, INC.
- MAURER MACHINERY COMPANY
- CITY STEAM LAUNDRY
- REGAL THEATRE
- FOSTER DRY GOODS
- PLAINS HARDWARE & FURNITURE

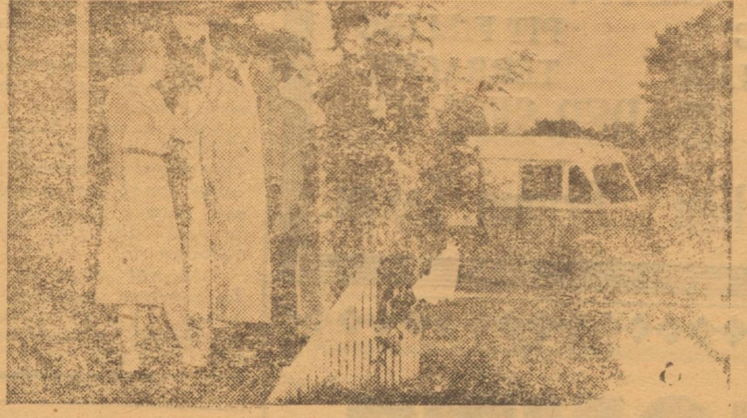
FASHION SHOWS staged for mixed farm audiences and factory workers figure importantly in the unique merchandising methods of an Allentown, Pennsylvania, department store. Owner Max Hess, Jr., attributes record sales to this truck-borne pitch for business.



PATRONS ARE hardly limited to those impressed at shows. Tots accompany parents, enjoy kiddie car races while mom and dad shop.

SMART BRIDAL salon in Allentown store is typical of numerous services offered. Store sales top all others in U. S. communities under 200,000.

IN ADDITION to giving portability to the firm's fashion shows, motor trucks provide vital link between store and its Lehigh Valley customers. Delivery scene with housewife, driver and International truck shows important role played in merchandising operation.



Star Recipes

BAKED FISH

- 3 lbs. fish (Red Snapper)
- 1 small can tomatoes
- 1 small can peas
- 1-2 teaspoon Tabasco sauce
- 1 tablespoon lemon juice
- 1 tablespoon Worcestershire sauce
- 3 tablespoons shortening
- Salt and pepper

Prepare fish (frozen or fresh) and place in a well greased pan (using the 3 tablespoons shortening). Pour other ingredients over the fish and bake at 350 degrees for 1 1/2 hours

Let's Eat This for One Day

- Breakfast
- Orange Juice
- Scrambled Eggs with Cheese
- French Toast, Butter or Margarine

- Milk
- Coffee
- Lunch
- Baked Fish
- Creamed New Potatoes
- Crisp Green Salad
- Cornmeal Muffins, Butter or Margarine

- Fruit Dessert
- Milk
- Supper
- Baked Beans
- Squash
- Cabbage Slaw
- Toasted Cornmeal Muffins
- Egg Custard
- Coffee

TIMELY TIPS

Fresh fish requires special care. When brought from the market, it should be used at once or stored in the refrigerator. It should be stored with ice, either in a moisture-proof bag or wrapper, or a tightly covered dish. Storing in a covered container will prevent fish odor from penetrating other foods.

Frozen fish will keep as long as it remains solidly frozen. If it thaws, use it at once. Do not refreeze for longer storage. It is not necessary to thaw fillets, steaks and dressed fish before cooking, but additional cooking time is

GOOD PRICES - ROCKWELL

- 2 x 4's, 6 ft. to 20 ft. \$6.50
- 2 x 6's, 6 ft. to 20 ft. \$6.50
- 1 x 8 Siplap

All High Quality Kibb Price
ROCKWELL BROS. & CO.
LUMBERMEN

RHEA EVENTS

BY GLADYS DEAN

Mrs. Eunice Mahon of Los Angeles, California, visited with her aunt, Mrs. Billy Alderson, this past week.

Mrs. Chris Drager was reported sick this week.

Company in the home of the Albert Dragers Sunday were Mr. and Mrs. Ewald Vogler and Mrs.

Annie Drager of Hereford, and Mr. and Mrs. Walter Walsh and family of Bovina.

Mr. and Mrs. Fred Chandler visited with Mr. and Mrs. Jack Patterson Sunday.

Melvin Sachs is visiting his uncle in Kansas.

George Tiefel of Hereford is staying at Gilbert Schuelers while building them a utility porch.

Mr. and Mrs. Roy Beardain were called to Clevis Monday afternoon; their daughter, Mrs. Ruby Bell is sick there.

Mr. and Mrs. Woolover spent one day last week with their daughter and family, the Walter Schuelers

James Schlenker spent Sunday afternoon with Wayne Allen Schueler.

Lindy Dean and Connie Schlenker spent Saturday night with Mr. and Mrs. Floyd Schlenker.

Glays and Lindy Dean and Connie Schlenker spent Sunday afternoon with the Floyd Schlenkers.

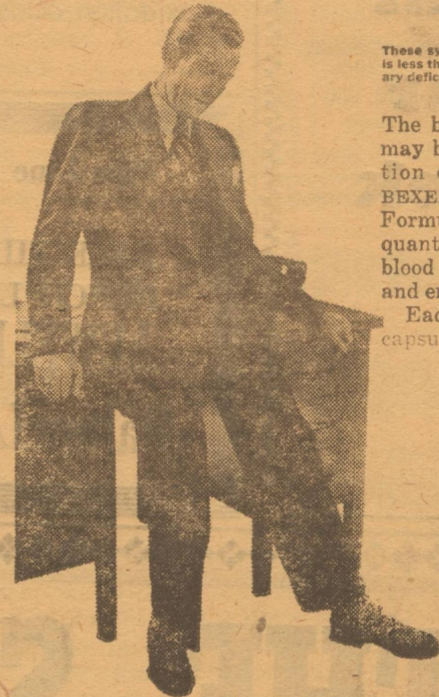
Mr. George Nixon and Mr. and Mrs. Billy Sifford went to Clevis Monday night. The men went to a diesel school

Seed should be treated before planting with a recommended chemical to control seed born diseases. Treatment is also an aid for improved germination.

DEAD ON YOUR FEET?

Do you suffer from fatigue, nervousness, poor appetite, digestive upsets, insomnia, constipation?

These symptoms if due to a vitamin deficiency occur only when daily intake of vitamins B₁, B₂, and B₆ is less than minimum daily requirements over a prolonged period. In themselves, they do not prove a vitamin deficiency as they may have other causes or be due to functional conditions.



The basic cause of your trouble may be iron-and-vitamin starvation over a prolonged period. BEXEL, the Special high-potency Formula, supplies supplementary quantities of iron for rich red blood... pouring new strength and energy into your entire body. Each wonder-working BEXEL capsule gives you more than 5 times the daily minimum requirements of blood-building iron; more than the daily minimum requirements of all the essential B-vitamins plus Vitamin B₁₂ plus trace minerals. For quick energy and a glorious new zest for living, get BEXEL Special Formula capsules - now at all drug stores.

Only 6¢ a day

HIGH POTENCY
BEXEL
SPECIAL FORMULA CAPSULES

MONEY BACK GUARANTEE
if you don't feel noticeably better after your very first bottle of BEXEL!

Made and Guaranteed by McKESSON & ROBBINS, Bridgeport, Conn.

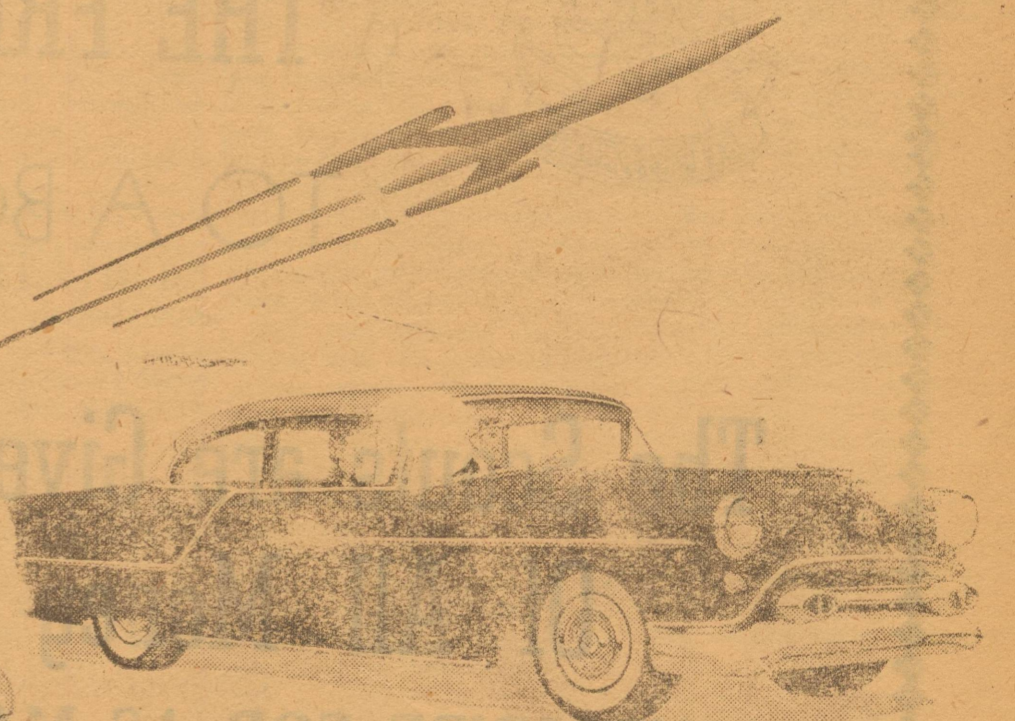
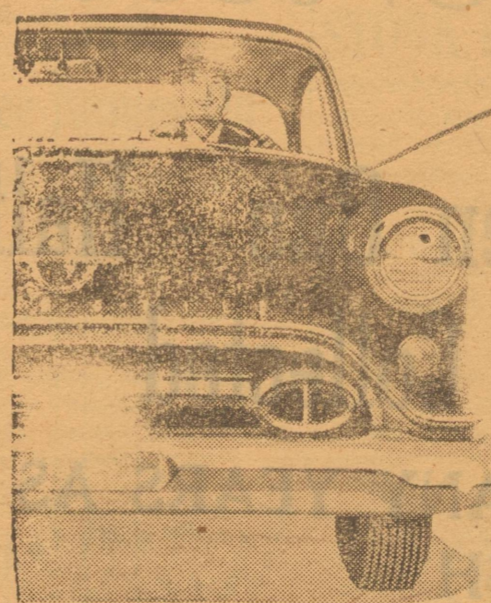


City Drug -- Friona

IF YOU THOUGHT THE 'ROCKET'

WAS GREAT BEFORE...

Be Sure to Drive this '54!



SO LONG · SO LOW · SO LOVELY · SO LIVELY

...It's America's most talked-about car!

What a personality—and what a performer! This sensational new Oldsmobile Super '54' is not only the most stunning car that ever stole the show—it's the most thrilling, willing car that ever took to the road! Come slip behind its dramatic, panoramic windshield! Tingle to the breath-taking power of its record-breaking new "Rocket" Engine! Relax in the effortless security of its Safety Power Steering! Savor the solid luxury of its road-hugging ride! Here is visibility, maneuverability, roadability you've always dreamed of discovering! See us for your date... with an '54'!

*Optional at extra cost.

OLDSMOBILE

SEE AND DRIVE IT AT YOUR OLDSMOBILE DEALER'S

PATNER COUNTY IMPLEMENT COMPANY

MARCH 25—ACADEMY AWARDS PRESENTATION ON NEWS AND RADIO

CHIEF DRIVE IN

Good Shows

Assured at This Theatre

Watch for Our
New Calendar
Out Next Week

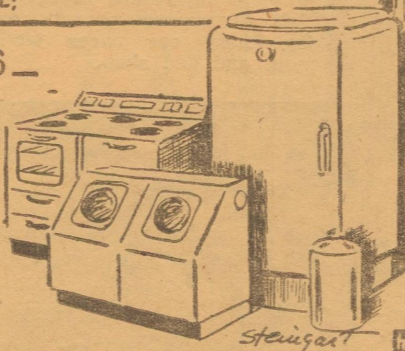
ENAMELING was a flourishing art, many centuries before the birth of Christ!



GLASS + GROUND WITH COLOR
APPLIED AS A PASTE TO A METAL BASE
FUSED AT HIGH HEAT... BECOMES ENAMEL!

PORCELAIN ENAMEL, the strongest finish in use today, is made from specially treated glass, fused to metal at intense heat!

MODERN APPLIANCES—refrigerators, ranges, washing machines, are protected forever when finished in porcelain enamel, which resists excessive heat, alkalis, corrosion, gases, oxidation, acids!



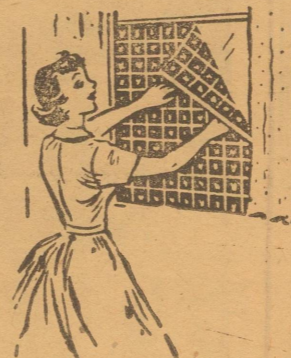
Pipe Line Ditches 24 to 30 Inches Deep
3 Cents Foot

BACK FILLING PIT FILLING
BENCH LEVELING TERRACING
LEWELLEN GRADER SERVICE

Dalton Lewellen .. Friona, Texas.

Housecleaning Hints

by Betty Blake



Every day is cleaning day for the average housewife and anything that will "lighten the load" is welcomed with open arms. For instance, attic windows, basement windows and garage windows are usually difficult to reach—yet always seem to be in need of cleaning. This problem is now easily solved with a practical and inexpensive product obtainable from your dime store.

Vitropane, a plastic coated window covering which is applied directly to the glass, lends a frost effect or colorful design to those "out-of-the-way" windows. The windows not only stay clean—much longer periods of time—but when they do get dusty, Vitropane makes it possible for you to easily clean them in only a few seconds by simply wiping with a damp cloth.

Another way to cut down on daily household cleaning chores is to cover glass doors of utility cabinets and bookcases with Vitropane. Not only will less frequent and easier cleaning be gained, but the smart designs will help brighten and beautify your home.

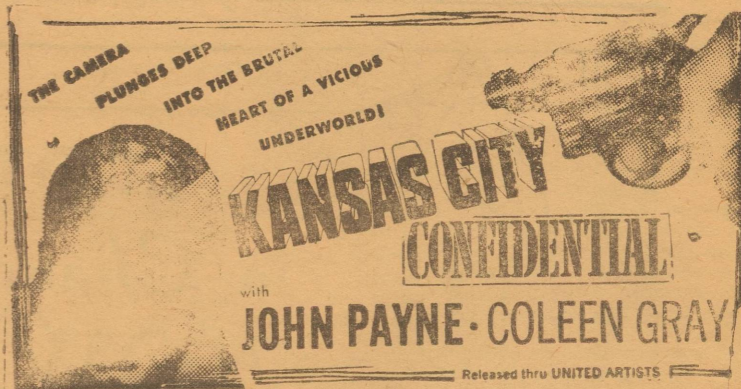
Vitropane is translucent and although it effectively blocks the view from the outside (as most of us prefer to have for attic, pantry and garage windows) it does not prevent daylight from coming through.

Ask the clerk at your local housewares counter for Vitropane to put an end to your "out-of-the-way" window worries.

Regal Theatre

COMING ATTRACTIONS

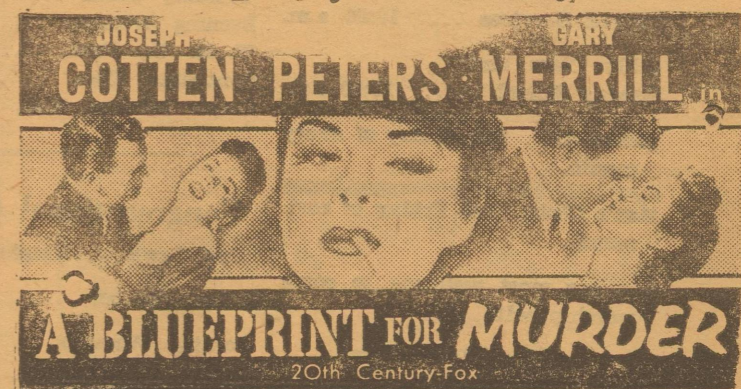
—Friday and Saturday—



—Sunday and Monday—

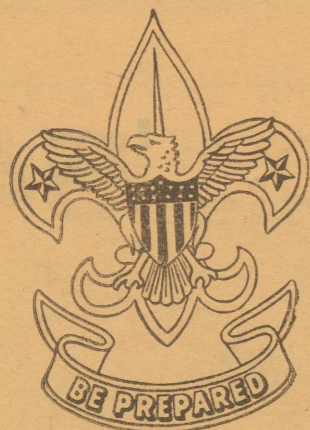


—Wednesday and Thursday—



HELP THE SCOUTS

Give Your Renewal
or New Subscription to the
THE FRIONA STAR
TO A BOY SCOUT



The Scouts are Given One - Half
Of All Money Collected

SUBSCRIBE FOR AS MANY YEARS AS
YOU WISH

You May extend Your Present Subscription
Even Though it Has Not Expired

NO ADVANCE IN PRICE

\$2.00 Per Year for Your Home Paper
\$1 out of Every \$2 Going to the
LOCAL SCOUT FUND

Indian Sign



HIGH ON THE FASHION trail this spring is J. C. Penney's two-piece squaw dress available in many different neck and sleeve stylings in print or solid tones. It features a 3-tier wide sweep skirt with contrasting rick-rack trim and braid. Originating in the Southwest, the squaw dress was inspired by the desert colors and the fiesta mood typical of that region.

Teen-Age Rage



LATEST TEEN-AGE VOGUE is this J. C. Penney Indian squaw skirt and blouse combination featuring skirts of no-iron wrinkle cotton fabric tiered with rick-rack braids. The tiered skirts are in bright desert colors and feature some authentic Indian designs. Blouses are of cotton broadcloth trimmed with multi-colored smocking and braid.

GOOD PRICES - ROCKWELL'S
2 x 4's, 6 ft. to 20 ft. \$6.50
2 x 6's, 6 ft. to 20 ft. \$6.50
1 x 8 Shiplap \$6.50
All High Quality Kiln Dried
ROCKWELL BROS. & CO
LUMBERMEN

'Annual Meeting

FRIONA CONSUMERS CO.

April 10th, 1954
2:30 P.M.

LEGION HALL - FRIONA

REFRESHMENTS and PAUSES

Two Board Members to be
Elected

NOMINATIONS:

Clyde Goodwine
T. E. Lovett
J. R. Southward
E. L. (Map) Fairchild

OUTGOING BOARD MEMBERS:

Claude Miller
Otho Whitefield

Refrigeration and Electrical SERVICE

L. A. Parsons

Located at

White Auto Store