

Frank Badeen, Cut-Rate Grocery Manager	
	<p>BORGER - Frank Charles Badeen, 89, died Tuesday, Sept. 1, 2009, in Amarillo.</p> <p>Mr. Badeen was born Aug. 23, 1920, in Wilburton, Okla., and resided in Phillips and Borger since 1948. He moved to Amarillo in 2008. He was a member of the First Presbyterian Church in Borger.</p> <p>Frank served his country in the U.S. Navy during World War II. He owned and operated Cut Rate Food Store in Phillips from 1954 until 1981. Frank worked for Borger ISD until his retirement at age 82. He was a member of Unity Masonic Lodge No. 1242, the Phillips Lions Club, PTA and the Booster Clubs for both Phillips and Borger.</p> <p>Frank married Margaret Ellis on May 22, 1945, in Yuma, Ariz.</p> <p>He was preceded in death by his father, Charlie Badeen; his mother, Sadie Badeen; three brothers, Joe Badeen, Mike Badeen and Bob Badeen; and five sisters, Rosa Green, Ida "Rocky" Kuhn, Anna McCaslin, Louise Frost and Sue Baggett.</p> <p>Survivors include his wife, Margaret; four sons, Frank C. "Buddy" Badeen and wife Dede of Bella Vista, Ark., Michael R. Badeen and wife Theresa of Bartlesville, Okla., David E. Badeen and wife Debbie of Rogers, Ark., and Abraham A. "Abe" Badeen and wife Lori of Bentonville, Ark.; a daughter, Stella Knickerbocker and husband Jeff of Amarillo; a sister, Kay Sexson of Phoenix; 12 grandchildren, Chris Shadbolt, Sharmain Shadbolt-Westmoreland, Amber Poston, Cherie Daneen Badeen, Quincy Patin, Jake Patin, Cynthia Badeen Cox, Taylor Badeen, Michelle Badeen Wieneke, Ashley Badeen, Lauren Badeen, and Emily Badeen; and eight great-grandchildren.</p>
<p>Amarillo Globe-News, Sept. 3, 2009</p>	

A Tribute to a Small Town Grocer, Frank Badeen

It just seems like yesterday many of us grew up in the small town of Phillips, Texas which now does not exist. Only the ones that were a part of this town really understand the closeness of the community and the businesses there. One such place was the Cut Rate Grocery Store managed by Mr. Frank Badeen. Memories come to mind as I think of the long days of summer and spending countless hours at the Phillips swimming pool. Every afternoon probably about 4:00, my group of friends and I would leave the pool and head for our one and only grocery store at the time which was Cut Rate. We would hike up to the store with our wet towels around us to get our afternoon candy snacks. Now this might consist of sprees, pixy stix, sugar babies, pop rocks, fizzies, candy cigarettes,

candy necklaces, good and plenties, sixlets, or even a cherry mash. As we would enter the store, Frank Badeen would always greet us and say hello and call us by name. What other manager of a store would do that to even kids? We would enter with our wet towels wrapped around us, and he didn't even complain (that we knew of), and we would go about gathering our candy snack for the day. Now this usually went on every day in the summer so you know he would have to keep his candy supply up for the Phillips kids. Then after the pool closed for the day, I might even go back to the store with my mother and buy groceries. Again he would greet every customer as they came through the door and even come down from his office that was built on a platform, so he definitely looked so tall in his office. He would always visit with his customers and even carry groceries out himself. Of course, we always took time to go back and visit Dave, the butcher, and Jeanie, the cashier, as we checked out. How can we forget our small town grocery store that meant so much to the lives of the Phillips community? In fact, it was a legend, and it is a big part of many of our lives. He represented the phrase-- true customer service. He catered to his target market which was the people from the company town of Phillips. Nearly everyone lived in the same type of home and had about the same level of income except for the Phillips Petroleum executives. Therefore, Frank even allowed his customers to have charge accounts so they could pay their bill when they got their pay check. I am sure parents were surprised to see their bill on pay day to see all of the candy charges in the summer. ha. I know Frank would even make arrangements to have groceries delivered to the needy and to families during bad weather, and we did indeed have some big snows. What an unbelievable small town grocer! Indeed, he knew what he was doing and knew how to please his customers. He will never know the number of lives he touched in the Phillips community. The years went by, and of course the store and our home town closed, and life went on. However, in future years, I had the occasion to be around Frank as an adult when he went to work for Borger ISD in the warehouse. Being the head of the business department, I got to see him often as he delivered our supplies to our computer labs. And of course, as this small man entered my Room 302, he always had that BIG smile on his face. Then he brought back memories as he called out my name and said, "Hello, Mona, how are you today?" Naturally, I stopped what I was doing at my desk to visit with him a short while. We might talk about my Dad, Mom, other family members, friends, and always the memories of Cut-Rate. As we grew up in Phillips, it was known that no one met a stranger out there. And this is so true of Frank Badeen—he never met a stranger. As I remember from the movie, "Fried Green Tomatoes," this quote comes to mind when I think of Frank Badeen-- "I found out what the secret to life is: friends—best friends." Indeed that is what he was to all of the people in the Phillips and Borger community—a great friend, hard worker, and a successful small town grocer. Those were the days, my friend! Frank, we will miss your smiling face and your friendliness in this community. You were a legend in your time.

Love, Mona Hendrickson Fannon (a longtime friend from Phillips, TX)



Lessons learned from Frank Badeen

Dear Editor:

I had the good fortune to work for Frank Badeen from the time I was 11 years old (forget child labor laws - they didn't exist) until I was 19, had married and left Phillips to attend WTSU in Canyon. I credit Frank with teaching me so much of what I use today in business and customer relations. This was not the only part of what I learned but it has served me well. Frank was the true epitome' of a "merchant". His customers came firstalways....no matter what! "If we don't take care of Joe Smith then those other guys will! Joe is OUR customer. Make sure he is treated right"

Frank was a good role model, good father and excellent teacher and I will be forever thankful to have had the only "after school, part-time" job in Phillips for many years!

Best regards, Steve McKee, Corona, CA. PHS Class of '66!