

THE FRIONA STAR

... but one ISM in America ... and that's AMERICANISM

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FRIONA, PARKER COUNTY, TEXAS, FRIDAY, DECEMBER 23, 1949



COGITATIONS and
APHORISMS of

Jodok

The Christmas season, the happiest season of the year, is with us again, and perhaps the thought uppermost in all minds is regarding the things we shall do to make our loved ones and all people even happier than they are, by some token of love and respect, a little more than what we try to do during the other part of the year.

Even though we be not financially able to do all that we wish to do, and even though we may suffer some of the necessities of life there seems to be however, something about the Christmas or Yuletide that gives this season a sort of hallowed or sacred place in our minds and lives.

Even among people who seem or profess to hold no adoration or sacredness for the Christ Child, whose birthday on earth, has made this Day and Season holy, there is still this feeling of sacredness about them at this season, and they are apt to be showing its influence upon them regardless of their seeming indifference to the season.

I have either read somewhere, or been told, that among people of other religious faiths, who claim no adherence to or respect for the Christian faith, nevertheless, when the Christmas tide arrives, are unable to refrain from earnestly and unintentionally giving some expression by word or act, to the influence of the season. There seems to be very few, if any points on the surface of God's Footstool, where the name of Jesus has not been spoken, if not preached, and the people, all over the earth, though they may not accept of the Christian principles, yet seem to hold it in a sort of abeyance, as it were.

Just why this is, I do not know, though it seems to be only the proper thing to do. My only interpretation of this condition, be it mental or spiritual, is that it comes through one of those waves of Cosmic Influence, and is therefore felt all over the world, and, although those people know little or nothing of the influence of Christianity, they nevertheless give it a sort of reverence.

And so, there will always be Christmas, just as the New York editor said—"There will always be a Santa Claus," and is, therefore, a part of the plan of the All-wise Creator, that eventually all people shall come within His power, and the earth be thus, eventually freed from evil in all its forms. It seems to me that when the Great Creator had brought man up to the stage where he was able to understand right from evil, He abdicated a part of His plan to the creature to be worked out by His own efforts, and this eventual absolute redemption from evil is one portion of His great plan, which is being constantly abetted by ministers of the gospel everywhere, and the words and actions of all people who have surrendered to this great Cosmic Influence, leaving the slow evolutionary process to eventually complete the work.

The little jingle "Christmas comes but once a year, And when it comes it brings good cheer," seems to be true in every word, even though there are many people who are not blessed with affluence, and able to secure the many good things of life, but that same Cosmic Influence gives us the ability of enjoying through sight or hearing, many of the greater blessings that are enjoyed by the more affluent of our fellow men.

I well remember the first Christmas tree, which was my pleasure to behold. Although I knew full well that I had no right to expect the gift of any of the lovely presents that hung upon its boughs, I was thrilled through and through by the mere opportunity of looking upon it. It was the most beautiful thing that my eyes had ever beheld, and although it was presented in a church building by the good people of the church

and Sunday school, there was not so much as a bag of candy and nuts nor an orange for the group of eleven-year old boys, that had waded the snow for over two miles, without overcoat, over shoes or mitts, that they might behold the wonderful apparition, as it seemed to us.

Although the above account is correct as my memory brings it up from the dim and distant past, I doubt very much if any of the lovely gifts which the tree bore, brought any greater joy to the hearts of the recipients, than that which filled the hearts of the group of small boys of which I was a member. It was our first impression that there could be such beautiful things. And if there should perchance have been so much as a five cent treat of candy for us, our hearts would have been filled, probably to bursting, with such an abundance of happiness.

And thus it is, that the Great Giver of Gifts, by His cosmic influence fits the hearts of His people, at this season, to enjoy whatsoever of the blessings of life that may fall to their lot. It is the Christmas spirit, that pervades the hearts of His creatures that brings the joy, rather than the receiving or the possession of rich and lovely gifts.

Thus, there will always be a Christmas, for the Great Giver of good things, will always be the ruler of the hearts of His creatures, and since this Christmas spirit comes from Him and Him only, the Christmas spirit can never die.

The only "thorn in the flesh" concerning this happy Christmas season, is the fact that our greatest grief and sorrows may come to us at or near this same Christmas season, that it makes Christmas hard for His creatures to see the brightness of the Season through the almost impenetrable gloom of grief that comes to us through the loss of some dearly loved one, but this great Cosmic Giver of joy, has also the power to give the spiritual strength to bear the heavy burden of grief.

It is quite probable that this may be the last time I shall be permitted to dissertate of this most wonderful theme of the CHRISTMAS SPIRIT, and I am wishing to all people the happiest and merriest Christmas of their lives, for there will ALWAYS BE A CHRISTMAS.

"Our Father in Heaven, we hallow Thy name,
May Thy Kingdom, holy, on earth be the same;
Oh, give to us daily our portion of bread,
It is from Thy bounty that all must be fed.
Forgive our transgressions,
And teach us to know,
That humble compassion, that pardons each foe,
Keep us from temptation,
From evil and sin,
And thine be the glory Forever.
Amen."
—McGuffey's Third Reader

City Steam Laundry Has New Management

Rev. Ernest Houlette, who owns and has been operating the City Steam Laundry, at Friona, announces that he has accepted a call to the pastorate of the Pentecostal Church at Portales, New Mexico, and that his son, Kenneth Houlette, has assumed the management of the laundry.

Rev. Houlette will go to Portales this week to assume his pastoral work, but he will not take his family to that city until after the first semester examinations at Friona. Friends of Rev. and Mrs. Houlette deeply regret their leaving Friona, but wish them abundant success in their work in their new home.

Legion Sponsors "Tide Of Toys" Drive In Friona

The National Commander of the American Legion, Mr. Geo. N. Craig is proposing that the Legion undertake to send a shipment of toys to Europe immediately after the Christmas season.

Quoting Commander Craig: "Millions of European Children will have no toys this winter. Many American children would be glad to share a toy a day after Christmas and if those toys arrive late in Europe, they will be appreciated just as much."

It is suggested by Commander Craig, that a letter or a signed Christmas Greeting be attached to the toys because the chief purpose of "Tide of Toys" is to let the children of Europe know that they have real American friends.

Begin the day after Christmas collecting toys and bring them into the City Drug Store.

Electric Star Adds To Christmas Spirit

The management of the Friona Wheat Growers, Inc. elevator have added to the Christmas spirit at Friona by the erection on the extreme top of their large new elevator, a beautiful electrical display in Yuletide colors.

The display designs a large five-pointed star beautifully lighted by electricity, and surrounded by a border of red and green lights, framing the top of the head house.

Several people have pronounced this display as the most beautiful of the city's Christmas decorations, and complimented the management for its enterprising efforts.

Mrs. Silverton Enters Hospital In Arkansas

Mrs. J. R. Silverton departed Tuesday afternoon, enroute to Little Rock, Arkansas, where she will enter a hospital for treatment for a heart disorder, with which she has been afflicted for many months.

She will be taken to Amarillo by one of her sons, where she will board the train for Little Rock. At her destination she will be met by her son, Frank Silverton, who will escort her to the hospital of which he is general manager.

Mrs. Silverton has suffered acutely much of the time for the past few years during which she has been afflicted, and her Friona neighbors hope she will secure permanent relief.

PENDING CHRISTMAS IN OKLAHOMA

Mr. and Mrs. Karl Bender departed Thursday enroute to Shattuck, Okla. where they will spend the holidays with relatives and former neighbors. Mr. and Mrs. Bender formerly lived at Shattuck before coming to Friona.

Livestock Balances Production Program

Acresage reductions in 1950 of cash crops will probably result in larger plantings of soil-building legumes, small grains and forage crops. In many cases, it may mean the seeding of hay meadows and permanent pastures. The relatively favorable prices expected for livestock and to "cushion" this shift, provided farm operators plan wisely, says C. H. Bates, extension farm management specialist of Texas A&M College.

Mr. and Mrs. Ernest Wade and Betty will spend Christmas in Tulla with Mrs. Wade's parents, Mr. and Mrs. J. V. Aven.

January 1 became generally accepted as the first day in the year in 1752.



Letters to Santa Claus

Black, Tex., Dec. 17, 1949

Dear Santa Claus:
I am a little girl I will be five Feb. 22. Please bring me a big pretty doll and a doctor and nurse kit. Don't forget the other girls and boys.
Love,
Brenda Elaine Deaton

Dear Santa:
I have tried to be a good boy, so I want you to bring me a road grader and candy and nuts. And, please, Santa, don't forget my brothers and sisters and remember the children everywhere.
Richard White.

Dear Santa:
I am a good boy. Please remember me. Thank you.
Dennis Smith, 5 years old

Dear Santa:
Dennis wrote his letter by asking me to spell out all the words for him. He did the printing all by himself. Remember me. I am Dennis's small brother, Clinton, 3 years old. I am a good boy, too. Merry Christmas to you, too, Santa.
Clinton Smith

Dear Santa:
I tried to be a good girl. Will you please bring me a doll that you can wind up under her arm. Please bring her some clothes. Bring me a bicycle too, please. Thank you very much.
Look under the tree and you will find a boat with candy for you and the Elves.
Love,
Betty Sue Drake

Dear Santa Claus:
I have tried to be a good girl. Please bring me a doll that you can give a permanent, with black. Please bring me a cow-girl suit and a sewing machine, please, and thank you.
Love,
Erma Lou Drake
Friona, Texas

Dear Santa Claus:
I am a little girl, seven years old, and I have tried to be a very good girl, so please bring me a blond Toni Doll and a snowwhite watch, if you have one. I will be looking for you.
I love you,
Carolyn Jenice Crump
Friona, Texas

Dear Santa:
I am a very little boy, one year old, so please bring me a fuzzy dog and a toy I can push around and make music.
Tommie Earl Crump
Friona, Texas

Dear Santa Claus:
I am a little boy, three years old and I have been pretty good so will you please bring me a road grader and lots of candy, fruit and nuts.
Your little friend,
Eddie Bud Crump

Dear Santa,
I have been a purty good boy and would like to have a warm jacket and a porly doll for my little sister. And if you will like a little baby boy doll for my little doll bed. And our baby will be wanting something, but I don't know.
Your pal,
Jackie Hooper

F. T. Schlenkers Go To California For Xmas

Mr. and Mrs. F. T. Schlenker departed Tuesday morning in their car to drive through to Claremont, California, where they will spend the Christmas season in the home of Mr. and Mrs. James Rankin. Mrs. Rankin is being their daughter. While there they will also visit a part of the time with Mr. Schlenker's brothers and their families. They expect to be gone for a period of two weeks, perhaps longer.

Friona-Hereford Firemen Answer Call As Summerfield Store Burns

Fire, which had practically destroyed the roof before firemen arrived, and which was still burning Wednesday, wiped out one of the oldest landmarks in the Hereford area Thursday. Owners reported faulty wiring as the cause of the blaze that destroyed Summerfield's Lookingbill General Store.

Firemen from Hereford and Friona, together with passing motorists and Summerfield neighbors totaling almost 250 persons, fought the blaze but water shortage hampered effective fire fighting. The building was a total loss, still burning Wednesday morning, but almost all of the fixtures were saved and some of the stock was saved according to Hereford firemen.

Among the saved fixtures was a 12,000 pound meat case, including the meat, which was carried out in time. Cakes, boxes, the cash register and nearly all

the furniture from the rear living quarters of the store was saved by firemen and people who helped.

One hero of the blaze was a one-armed man who dashed in and out carrying fixtures and other items, saving them for the owner. Firemen did not know his name.

Shortage Of Water
One fireman said that every time they got started fighting the fire good water would run out. He said that they got water from irrigation wells and horse tanks and anywhere else they could find it.

Owner L. B. Lookingbill said Wednesday morning that the store was still burning. "A short in the wiring on the roof set the fire off around 4 o'clock Tuesday afternoon," Lookingbill said. He said he couldn't make a dollars and cents estimate of damage but at the last inventory in January

the store had between four and five thousand dollars worth of stock in it. He added that that was the closest he could get to the damages. He also said that while the store was insured he didn't have enough insurance to cover the entire bill.

The Lookingbill family had five children, ages 11 to 18, which were left homeless when the fire destroyed their living quarters in back of the store. They are staying at the J. A. Noland home in Summerfield now. Part of their Christmas went up in flames but none of the family was hurt.

Car Is Post Office
The Post Office, which was part of the store, burned along with a small portion of the mail. All the stamps in the office burned Lookingbill said that a temporary Post Office in the form of his car would be parked at the site where the store used to be to still do mail service.

The Lookingbill store was the only one in the Summerfield area. Grocery shoppers from Summerfield the full hall Tuesday their supplies from either Friona or Hereford until the store is rebuilt. Lookingbill said he would rebuild the store. He took the store over from Perry McMin about eight years ago. The store has been in the town, owned by various people, ever since that place existed.

The alarm was turned in around four o'clock Tuesday afternoon and all firemen answered the call. They stayed until they thought the fire had been extinguished. Then, again, around 11 o'clock Tuesday night, passing motorists turned in another alarm at the same place. This time the remainder of the living quarters went up in flames. Fire Chief Earl Phillips went to Summerfield again Wednesday to keep an eye on the fire which was still eating at the flooring and rubbish. The store included a filling station with two overhead gasoline storage tanks holding six or eight thousand gallons of gasoline each and some worry was caused by their nearness to the scene.

The newest Hereford fire truck, along with another truck answered the fire call Tuesday afternoon. One was left in the station in Hereford. On the Tuesday night call only one truck went out, smoke.

Farmer County March Of Dimes Drive Runs Short During Month Of Dec.

Dan Ethridge, County Campaign Director, for the Farmer County Chapter, for the Annual March of Dimes, for raising funds for the maintenance and perpetuation of the National Foundation for Infantile Paralysis, has brought to the Star office, a statement of the financial condition of the organization for the month of December, 1949, as issued by Basil O'Connor, president of the organization.

According to this statement, there was, after a balance sufficient for approximately only two months operating and field expenses, there was available, for the month of December, 1949, only \$1,699,000, which must last from December 1st, until the proceeds of the 1950 March of Dimes begin coming in, about March 1, 1950. Against this \$1,699,000, there is already on hand, requests for \$1,060,000 from chapters that must have financial assistance from National Headquarters.

From these facts Mr. O'Connor says: "I think it is obvious to you that a real crisis exists in the financial affairs of the National Foundation, and that three things are essential:

1. That between December 1, 1949 and the receipts of the first 1950 March of Dimes funds, every effort must be made within reason to keep patient care expenses at a minimum consistent with good patient care.
2. That we raise in the March of Dimes in January, 1950 at least twice as much as was raised in January, 1949.
3. The General Fund Reserve of December 1, 1949 was \$3,440,000. Additions during Dec. 1949 amounted to \$310,000, totaling \$4,020,000.

Deductions during Dec. 1949 totaled \$1,699,000, balance \$3,420,000.

Balance available for general use, Dec. 31, 1949—\$600,000. This amount must last until proceeds of the 1950 March of Dimes come in to National Headquarters about March 1, 1950.

Owing to this scarcity of funds, Mr. Ethridge is anxious to wage the most strenuous campaign for the 1950 March of Dimes, and calls on the whole people of Farmer County, to make their patronage of this fund the most liberal that has ever been made in Farmer County.

Balance available for general use, Dec. 31, 1949—\$600,000. This amount must last until proceeds of the 1950 March of Dimes come in to National Headquarters about March 1, 1950.

Chase The Squirrel Club Makes Donation

At the regular meeting of the members of the "Chase the Squirrel Square Dance Club," at the Clubhouse, Saturday night, it was suggested that the club donate the sum of \$100.00 to the support of "Boys Ranch" at Amarillo.

The suggestion was taken up and put to a vote, which carried practically unanimous, and the proper officials were instructed to make the transfer of that amount of funds for the stated purpose.

Friona Men Have Good Fishing Trip

Owen Seaman and Lawrence Lillard, who left Friona on Thursday, December 7th, on a fishing trip over across the border in Mexico, returned on Thursday of last week after a very successful week of fishing.

They were accompanied from Clevis by Ed Ingram of that city, and their destination was the lake, about 20 miles from the dam, about 130 miles south of the border.

They had satisfactory success at their fishing, having taken 175 pounds of fish, even though it was off season for fishing. The fish they caught were bass and channel cat, two of the finest eating varieties of fish to be taken anywhere.

Mr. Lillard said the weather was as fine as could be, and most were blooming and the orange trees were loaded with fruit. The lake and dam are on the Sabana River. The lake is 26 miles long and 18 miles in width.

NOMINAL CHRISTIANS

By Herb Swinney
Minister of the Sixth Street Church of Christ

It is a tragedy that Friona has so many "professed" children of God who, in social circles and business, are examples in moral culture. But in every community it seems that some have fallen by the wayside to be eventually devoured by the enticements and pit falls of Satan. I have referred to those of you who once obeyed their faith which was once delivered unto the saints, but since have neglected your God-given duty.

Paul said (Heb. 10:25) "not forsaking our own assembling together, as the custom of some is." An apostolic example is given as to the appropriate day for assembling in Acts 20:7. Consider also Rom. 16:12. Lk. 22:29 and Acts 2:42.

Denies forsake God: Ananias and Sapphira lost their lives because of deception; Peter was rebuked for inconsistency and Simon was in the gall of bitterness, and in the bond of iniquity. Tell me, ARE YOU ONE OF THE "SOME" in Heb. 10:25? Forsaking the assembly is a sin and the "wages of sin is death." The church of Christ is interested in you. Won't you consider the danger of neglect and come to church Sunday?

Following the convention the family will spend the remainder of the Christmas season visiting relatives at other points in that part of the state.

WILL CARRY COLUMN IN STAR

Herb Swinney, minister of the Sixth Street Church of Christ, is carrying a short column in the Star, beginning last week.

Mr. Swinney is an intelligent and energetic young man, and his column will deal mostly with religious conditions and Bible study.

Hospital Notes

Patients admitted: Sandra Kay Patterson, med. Friona; Mrs. Cook, tonsilectomy, Friona; Mary Baxter, med. Bovina; Mrs. Bracken, ac. Friona; Mrs. Coyie, med. Bovina; M. Carl Hadley, med. Friona; Dallas Wood, ac. Bovina; Baby John Baxter, med. Friona; Mrs. Frank Trull, Bovina; Mr. Orval Stevick, med. Friona; Mrs. Queen, surg. Portales; Jackie Lee Hooper, med. Hereford; Mrs. A. Sera, Friona; Mrs. Kilgough, med. Dumas.

Patients dismissed: Mrs. Coffee, Lou Ann Hardesty, Jackie Hooper, Mrs. Kelly, Sandra Kay Patterson, Mrs. Cook, Dallas Wood, Mr. Bracker, Baby John Baxter, Mary Baxter, Mr. ryal Stevick, Mrs. Roberson and Mr. Ragan.

Bakers Visit Children During Xmas Holidays

Mr. and Mrs. George M. Bahaer departed Thursday morning for an extended trip and series of visits.

They planned to reach Lubbock in time to take dinner in the home of their daughter, the former Florence Baker. From there they would drive to Big Spring and spend the night with their son, Duke Baker.

On Friday they would continue their journey on to Temple, where they planned to spend Christmas in the homes of two other sons and will probably return to Friona sometime next week.

PERSONALS

Mrs. James E. Brown and Larry visited her parents, Mr. and Mrs. Rex Marshall and family last week. Mr. Brown joined them for the week end.

Mrs. Rex Marshall received word that her aunt, Mrs. Minnie Minchey, of Leonard, had passed away at the age of 72.

Mr. and Mrs. Virgil Hall departed last Friday by train for his former home in Mississippi, where they will spend the holidays with relatives and former neighbors.

Mr. and Mrs. Erwin Johnson plan to start this morning (Friday) to drive to Waco, for a few days visit with relatives, probably through the holiday season.

Elber Thomas and family departed Monday for Hopper, Arkansas, where they will spend the holidays visiting Mrs. Thomas' family and other relatives. Also Mr. Thomas has two uncles living in that locality. Elbert planned to spend a part of the time there at fishing and squirrel hunting, and maybe so some of them will kill a deer during the time he is there.

**Time Not Constant
In The Celebrations
Of Christ's Nativity**

While December is now the month in which Christ's birthday is celebrated by Christians all over the world, research and study show that Christ's nativity

has been celebrated in January, March, April, May, September and October by various peoples.

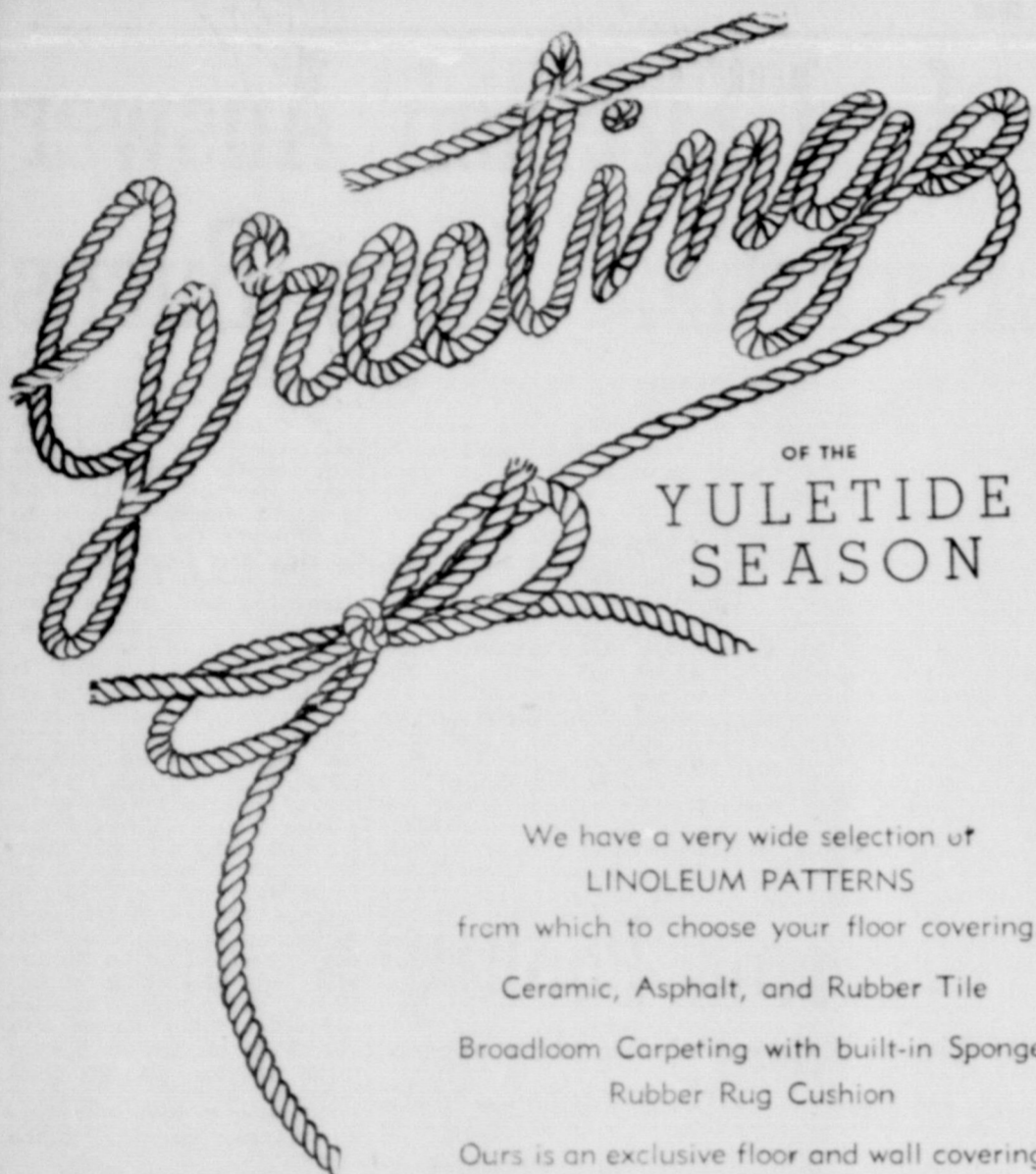
And although few people know it, it was for the purpose of substituting a Christian festival for pagan ones of Romans and Druids that celebrations of Christmas in December were popularized.

No historian pretends to fix

the actual date of Christ's birth or the date at which Christmas became a general festival.

About all that is known is that during the fourth century the feast of the Nativity was observed in all western world churches at different dates.

The confusion resulting from celebrations in seven months of the year caused the western



We have a very wide selection of
LINOLEUM PATTERNS
from which to choose your floor covering.
Ceramic, Asphalt, and Rubber Tile
Broadloom Carpeting with built-in Sponge
Rubber Rug Cushion
Ours is an exclusive floor and wall covering store, with experienced men for your installations.

UNCLE JOHN



**GO TO THE CHURCH
OF YOUR
CHOICE SUNDAY**



WHERE DEATH REIGNED—Rescue workers search the debris of a cotton pickers' shack on a farm near Rotan, Tex., where eleven members of a family of transient farm workers burned to death. Eleven skeletons were found in the ashes of the flimsy, frame structure, which was isolated in the middle of a wheat field. The family, believed to be from Mercedes, Tex., had begun working on the farm only the day before. (AP Photo)

church authorities to meet in 340 to set a definite date for the celebration. The eastern churches did not co-operate until the sixth century when December 25 was set as the day to be observed.

The question has arisen innumerable times as to why December was selected as the month for rejoicing. The answer is that this month was chosen in order that a Christian festival could compete with those of the pagans, because December was noted for its feasts and holidays in nearly every civilized land.

Greeks, Romans, Saxons, and Scandinavians all took part in the celebration of these festivals which originated before the birth of Christ.

From the Saxons came the ceremony of burning the Yule log. The Saxons burned great bonfires in honor of their god Thor. From the Romans came the giving of presents, for this custom has been traced to the Roman Saturnalia.

It may seem strange to claim that the pagan riotousness might be the forbear of the Christian holiday of goodness and love, but intermingled with that which was objectionable, were things that have gone straight to the hearts of people throughout the Christian world.

Archaeologists Find Bible Stories True

Archaeologists' findings of times serve to further establish the authenticity of the story of Jesus. Only recently a group discovered the name of Jesus, carved before 70 A. D. and perhaps by an eyewitness to the crucifixion, among inscriptions of 11 early Christian burial urns found in a cave on the Jerusalem Bethlehem road.

The urns may provide the "oldest archaeological record of Christianity" and an historical confirmation of the trial and crucifixion of Christ, the archaeologists said.

A sect of Hebrews, who followed Jesus, denounced Pontius Pilate and mourned the crucifixion of their leader, was believed to have left the writings on the urns in the cave.

The Hebrew and Aramic inscriptions contained common names like Miriam, Simeon, and Matti. The Greek inscriptions and symbols beside them contained references to Christianity and, it seems probable to the crucifixion.

Christmas Day Dangers are Many

CHICAGO — "Don't let Death Take Your Holiday."

That is the slogan of a nationwide campaign by the National Safety Council to hold down the Christmas-New Year holiday accident toll this year.

Council figures show the year-end holiday season is the most dangerous period of the year, and that accidents annually mar the holiday celebration in thousands of homes throughout the nation.

In a united effort to focus public attention on the extra holiday hazards and the extra caution needed to meet them, city and state officials, civic groups, local safety councils and 160 national organizations are joining with the Council in the Christmas safety campaign.

The Council pointed out that traffic accident deaths on both Christmas Eve and Christmas Day run about twice as many as the annual daily average. Heavier travel and the festive spirit of the holiday season add to the normal winter hazards of bad weather, slippery roads and added hours of darkness.

"Every family in America should put one extra gift under its Christmas tree this year," said Ned H. Dearborn, president of the Council. "That gift is life. It could be the life of some mem-

stranger. But it will be saved because someone has used just a little extra caution, common sense and courtesy to meet holiday hazards.

"Unless everyone is willing to go to a little trouble by taking extra care during the Christmas holiday season, America is likely to celebrate the holiday by repeating the record-breaking carnage of the recent Labor Day holiday disaster, when more

than 550 persons were killed by needless accidents.

"Remember—a safe Christmas celebration, free from accidents that mar family happiness at this joyous time of the year, is the very best present anybody can give or receive. Don't let death take your holiday!"

The installation of a pressure water system is the first step that needs to be taken toward



THAT ROLAND BOY



at Christmastime!

To old customers and new whose friendliness we cherish; to all whose good will we strive to deserve, we give you our special greetings of good wishes. May your Christmas be merry, and your New Year rich with all that is good.

Sincerely yours,

Carl McCaslin


LUMBER COMPANY

1 Block East of the Courthouse in Hereford

Dear Blue Cross Member:
 Just a Line to Remind You
 That Quarterly Payment should be made by
 January 1st. and to wish you and your Friends
A VERY MERRY, MERRY CHRISTMAS
AND A HAPPY NEW YEAR
 Sincerely Yours,
 RAYMOND EULER
 Farm Bureau Serv. Rep.
PARMER COUNTY FARM BUREAU
 B. T. GALLOWAY BLDG.

Officers And Warrant Officers Released By Program May Enlist
 Officers and warrant Officers who are being released from active duty under the new program as set up by Defense Secretary Johnson may enlist in grade one with the exception of those whose commissioned service commenced subsequent to 22 March, 1948.
 Those officers who were commissioned after 22 March 1948 may be enlisted in a grade commensurate with their training and experience, as outlined in WD Pamphlet 12-16.
 Former Regular Army enlisted

Joyful Yuletide..
 On Christmas, 1949, we re-live the joy that comes to us across the centuries. May this season bring you nothing but happiness.



FOSTER'S DRY GOODS


Just repeating
MERRY CHRISTMAS • 1949

Gay spirits are more commonplace during the Yule season than at any other time of the year. We hope you're fitting in.

May you prosper in the wealth with which Christmas abounds...

Peace, love of life, kindness and the brotherhood of all people.


Friona Poultry & Egg
 Mr. and Mrs. S. T. Thornton



For a smile on every face
 and a carol in every heart
 we commend you to the spirit
 of Christmas.
 Happy holiday.


WELCH - BLACKBURN HDW. CO.

men who served on duty as Reserve Officers or who were discharged to accept temporary commissions as officers or appointment as Warrant Officers may make application for re-enlistment within six months after termination of such officer or warrant officer service and may be enlisted in the following grades without regard to whether or not a vacancy exists in the appropriate enlisted grade.
 Any Regular Army enlisted man who served on duty as Reserve Officer or who was discharged to accept a temporary commission of warrant in the Regular Army is entitled to re-enlist in the permanent enlistment.



Let's do it up right this year and join our efforts to give each other the finest holiday season ever.

Bert Shackelford
 Bert and Annie SHACKELFORD



The Yule is a season for songs and rejoicing. Our earnest hope is that all you friendly people may share in this spirit to the utmost.
 And for what it's worth, we offer our heartiest wishes for a very Merry Christmas.

Friona State Bank

SEASON'S BEST
 1949

A truly Merry Christmas to our good friends and neighbors.

F. L. SPRING

Merry Christmas to You 1949



We couldn't say for sure that you're on Santa Claus' gift list. All we can be certain about is that your name is on our list of those we wish all the season's joys.

MAURER MACHINERY COMPANY
 Mr. and Mrs. Carl Maurer and Employees
 O F & O SUPPLY

Season's GREETINGS

Christmas is more than just a day! It is the hopes and prayers of people everywhere who have tasted fear and pain and want, as well as security and comfort and plenty. Christmas is the memory of all memories within the hearts of all, the recollection of little things and great things that make up the lives of each of us.

Christmas can be, and should be, the rebirth of great thoughts and firm resolves to make ideals and ambitions come true. It is a day to be honored by all good people everywhere, in every city, in every village, in every home.

Twinkling lights and gleaming Christmas trees will brighten the homes of Americans everywhere. The spirit of good will lives in the hearts of men. May each in his own way resolve to keep the spirit of Christmas alive throughout every day of the coming year.

Let us celebrate this great occasion thoughtfully, reverently and gratefully in keeping with the true significance of Christmas. From the quiet, comforting happiness of the Yuletide may we receive the stimulus to meet the New Year with new ambitions, new hopes and new friendships.

Please accept our Greetings of the Season. It has been a pleasure to serve you in the past and we look forward to a continuation of this privilege in the future. It is our wish that all good things will come your way this season and for many seasons to come.

MERRY CHRISTMAS

HAPPY NEW YEAR



THE FRIONA STAR

A

Oldtimers
this count
ber their c
sides. I've

It was c
getting scar
Old Pier
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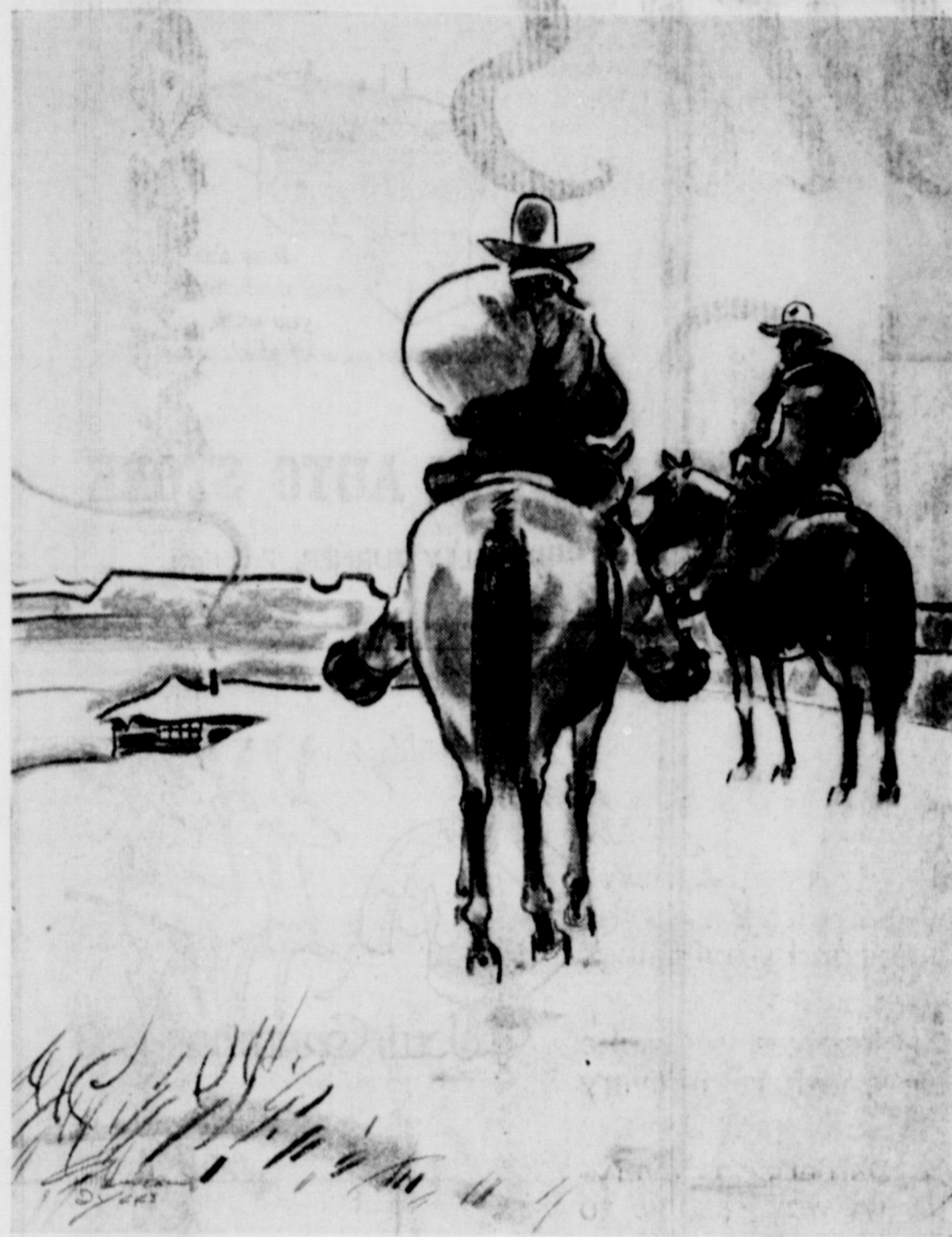
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A Wayward Western Tale Of Christmastide

Written By George Autry, Amarillo
Illustrated By Sahula Dycke, Dalhart



Oldtimers will remember back yonder when the nesters first started settling up this country. Settlers remember broken fences and torn hearts. Cowmen remember their dwindling herds and fading freedom. I remember too, but I'm not taking sides. I've just got a yarn to tell.

It was one of those dry years. Water was getting scarce. Cattle were drifting.

Old Pierpont and me were over in the West Pasture cutting for signs of drifters. It was about mid-evening when we ran on to what Old Pierpont called powerful good signs of trespassing. We found wagon tracks marking the dry grass straight to the only water for miles around.

Cowpokes like Pierpont and me weren't too curious, but it was part of our job to keep wagon travelers off our grass and water. We'd had several run-ins before. On more than one occasion we'd caught nesters with our meat in their frying pans.

We left the wagon tracks and cut west, riding straight for the Little Blue Wash.

Old Pierpont was pretty hostile. "If them tracks spell what I think they spells," he growled through his whiskers. "I back you out wetting our ropes and whipping them boogers clear out of the country." Old Pierpont was asking for trouble; I didn't say anything.

We nudged our horses into a town gait and were within a quarter-mile of the water hole when we spied them. We set our horses like they'd been yoked and dropped off a windmill. I never will forget Old Pierpont's eyes. They stuck out to where you could have roped them with a grapevine.

"That ain't no mirage!" Old Pierpont growled. "You see what I see?" he asked.

"I see a nester's shanty," I answered, but I figured I was seeing further than he was. I was thinking about what the Old Man was going to say when we reported to Headquar-

ters. Old Pierpont's proposition of wet-roping the newcomers out of the country would probably be mild compared to what the Old Man would recommend.

"What the Sam Hill we settin' here for?" Old Pierpont demanded. And he didn't whisper when he said it.

"Guess we'd better amble over and see if they're comfortable," I speculated. "Maybe they're lonesome."

It didn't take long to get within calling distance of that new dirt pile built around a hole in the ground. A woman was standing in the erude doorway. Old Pierpont let me do the talking.

"Hello," I said, real nice like. "How do you do?" she replied, soft and scaredish. "Won't you come in?"

I thanked her and asked the whereabouts of her man.

"My husband's gone for a sled of water," she answered, "but he'll be here in a few minutes." She brought out the few minutes like she was half threatening and half saying a prayer.

I couldn't help feeling sorry for her. She must have been mighty pretty, once, for the wind and sand hadn't quite wiped out all the traces. A couple of tow-headed young ones were peering around her long, loose skirt.

It was a picture, alright. She was being brave even if she was scared.

"If you don't mind, Mam," I said, "We'll just wait around until your man shows up."

By that time the kids had edged out to

where we could see them good. They were a handsome pair of tykes. I calculated the older one to be five and the young one a three-year old.

"Mighty fine looking boys you have, Mam," I told her. I was just making conversation. But at the mention of the boys, Old Pierpont had to have his say.

"This country ain't so bad on men and coyotes, but it's mighty bad on woman and horses," he ventured. Just then one of the youngsters spied his Pa. "Here comes papa now," he yelled and both tore out to meet him.

I got a right quick picture of the situation as soon as I saw the fellow with his slide-rig. He was in his middle forties and fresh burnt by the wind and sun. He looked like a store-keeper or a northern farmer who was tired; maybe sad. His horse was too bony for cow work and too light for plowing. The slide was crudely built and his water barrel was leaky.

As he pulled in behind the dugout we could hear the boys talking excitedly. "They're wearing six-shooters and got big guns on their saddles and they won't come in the house." Both were talking at once. "One looks real mean, but he said this is a fine country for men and coyotes—and boys." They weren't so shy anymore. I wanted to laugh but this was no laughing matter.

"Howdy, Mister," I greeted him, real stern but polite-like.

"Good afternoon, gentlemen," he replied. He appeared friendly, but too unconcerned I thought, as he asked, "what's your business?"

"We hate to have to tell you, Mister," I commenced, "but you're trespassing. We're here to tell you that you'll have to move on." I didn't wait for an answer. "We're sorry. We'd like to have neighbors over this way but there just ain't any room here. Water is scarce, grass is short, it ain't a farming country, and besides, you can see that women folks and little fellows haven't got any business here. What's more, our boss just won't stand for folks camping on his grass anyhow."

I was trying to be sympathetic, but that fellow didn't even look up. He was unhooking from the slide; you would have figured he wasn't even listening. I was thinking what to say next when he straightened up and turned around and looked me straight in the eye. He smiled a little at the corners of his mouth and began:

"Gentlemen, my name is Bill Harwood. This is my place. This is Mrs. Harwood, and these two sealawags," he lightened up as he told us, "are Joe and Bill—they're our boys."

We tipped our hats to his lady. He kept right on talking.

"This is my homestead. I paid my money and I've got my papers. The government says it will give me a deed to this section after I have located water, built a home, stretched some fence and lived here three years. If your boss thinks there isn't room for trespassers or neighbors as you call it, maybe he would be interested in leaving this country to the settlers. You will oblige me by informing your boss that I have come to stay."

I could tell that he meant what he said. Old Pierpont was getting fidgety. I felt called on to say something but Bill Harwood continued.

"Now if you gentlemen will excuse me, I'll get along with my chores. If you are ever over this way again, drop in and see us," he invited as he turned and walked away.

I peeled an eye at Old Pierpont. "Well, Mister Pierpont," I said real dignified, "don't you think we had better be getting back over our way?" Old Pierpont nodded and we took out.

Just as I expected, the Old Man came unbound a-plenty when we told him what we'd found. He stomped and raved and threatened to fire us. Then he took it on himself to "run them squatters clean out of the state."

Bright and early the next morning the boss went to call on our new neighbors. I never did learn just what happened, except that when the Old Man got back that evening he was wilder than a bear. He gave orders to cut the nester's wire between every post and to push enough cattle on his section to bog the water hole and tromp his fields to dust.

Somehow I felt glad when Old Pierpont and me were moved to the East Camp. We didn't have to help with the dirty work. But from the rumors we gathered I guess the boys delt the Harwoods plenty of misery all that fall.

It was late December when some of the West Line boys came by our camp. Among other things we talked about the Harwoods.

The West Camp boys figured that the nesters would be pulling out by Christmas.

Finally came Christmas Eve. Old Pierpont and me planned to celebrate in town. While we were saddling, Old Pierpont got a strange look in his eye. I knew he was up to something.

"You old scoundrel," he says, "I want to ask you a question, and if you as much as get a twinkle in those peepers of you'n I'll fill you so full of lead you won't be able to pack it."

"What's the question, you old buzzard?" I asked him back.

"How in Sam Hill is them nester kids gonna have Santa Claus is what I want to know?"

Coming from him, this caught me off guard and I couldn't grin. I had been wondering about it, too. So we weren't long figuring that one out.

It was just a mite after dark when Old Pierpont and me rode up to the Harwood dugout. It was cold, and the wind was stacking the snow. We could barely see the nester's roof

above the drift. The light in the window made a picture like a store-bought Christmas card.

On our way over we'd come by Big John's store. We'd bought some pretty colored calico, canned victuals, smoking tobacco, a big poke of hard candy and a couple of pairs of OK spurs.

Old Pierpont and me must have made a couple of fine looking Santa Clauses sitting there on our horses, sacks on our saddles and six-shooters in our belts.

Old Pierpont shifted his sack of groceries to sort of free his gun-side and bellowed, "Hello." The dugout door swung open and the light spilled out all over the snow. Bill Harwood peered out and called mighty cordial-like, "Light and come in, it's Christmas."

That was the stuff Bill Harwood was made of.

They were going to have Christmas, all right. That old nester had whittled out toy guns for the boys, and jackrabbits were stewing in a pot. There was no sign of the Harwoods getting ready to leave the country. Mrs. Bill had decorated the little one-room dugout like a Christmas tree. The fire was going good and there was plenty of scrub-wood in the chip box. We ate stewed rabbit; drank coffee; ate hard candy and told stories.

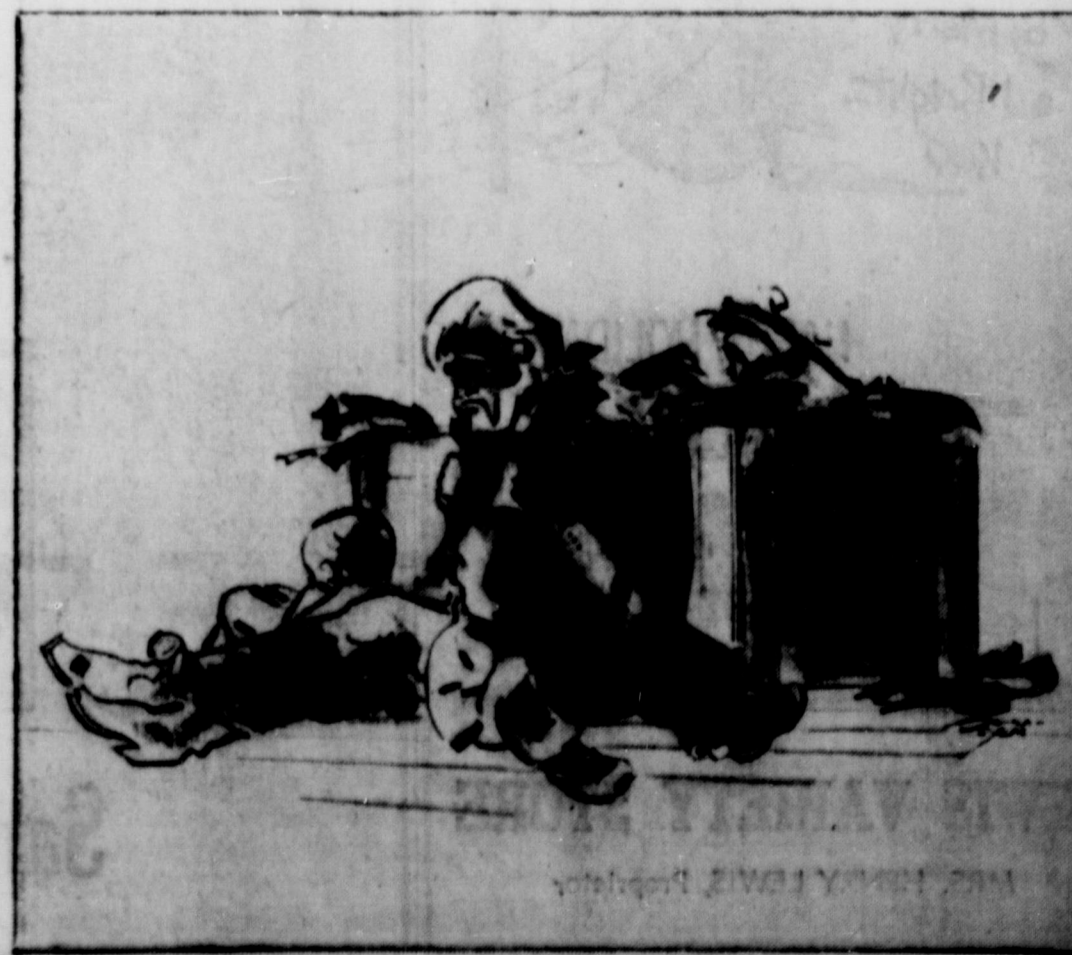
After a while Bill pulled an old fiddle from under the bed. Said he hadn't been playing it much lately. He tuned it up and we got to singing. There sat Old Pierpont on the floor with his back against the chip box, and a youngster asleep on each of his old long legs. Shiny OK spurs were strapped to the sleepers' tiny boots.

Finally Mrs. Bill put the youngsters in their bunk and we helped fill two socks hanging on a cane bottom chair. Old Pierpont wasn't much of a talker. He couldn't sing a note and he never was much to laugh out loud, yet I got a feeling that he was the happiest soul there that night.

That leather-hided, grizzly-whiskered old scoundrel looked almost holy. In the coal-oil lamplight that night, he reminded me of a Sunday School picture of Christ himself. Honestly, when I saw the mist in his eyes leak out and plop down his wrinkled old face I durned near fell in the chip-box.

Next day was Christmas. Old Pierpont and me drew the rest of our summer's pay and rode into town.

That night we got drunker than usual.



Greetings 1949



OUR SINCEREST WISHES
FOR A BRIGHT AND MERRY
CHRISTMAS GO OUT TO
ALL OF YOU.

Plains Hardware & Furniture

Retailers Aid To Gov. Information Is Now Available

Retailers and others engaged in distribution who wish to take advantage of the various forms of assistance available to them from Federal Government agencies will be helped by a new publication issued recently by the U. S. Department of Commerce, stated Ray L. Miller, regional director of the Commerce Department's Dallas office, today. This booklet, "1949 Guide to Government Information on Retailing," is a bibliography of Government publications and periodicals related to the retail trades.

It was prepared at the recommendation of the Department's Retail Trade Advisory Committee. This group of retail trade representatives from 41 national retail trade associations felt that there was a need for a simplified guide to the large amount of government-produced information of value to the nation's retailers, said Miller.

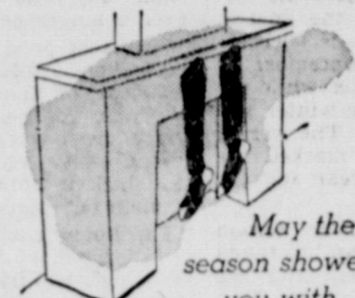
Each publication is listed under the head of the Government Agency producing it and also is indexed by type of business and by the operational subject with which it deals. Among the lat-

ter are accounting, advertising, credit, displays, financing, merchandising, personnel training, and many others. Also listed are sources of statistics on production, trade volume, and price trends, and helpful information on the development of marketing programs.

In addition the 38-page booklet indicates which Federal agencies can be of assistance to retail businessmen and to which of them specific trade problems should be addressed.

The new guide of Government retailing services may be purchased from the Dallas Field Office of the U. S. Department of Commerce, 1114 Commerce St.,

DR. C. D. KELTON
CHIROPRACTIC CLINIC
501 Jackson Ave. Hereford, Texas
OFFICE HOURS: 9 to 12-2 to 5 P. M.
Or by Appointment, Phone 91 or 738W



May the
season shower
you with
excellent gifts of gladness.

WHITE AUTO STORE

BILLY TURNER, Proprietor



As a partial measure
of our friendship
we express the sincere
hope that this year
holds for you
a perfect
Christmas.



May it be touched
with the same kind
of serenity that
accompanies a
Christmas Eve
snowfall.



Youth and old
age will be served
with a Merry
Christmas
this year



FRIONA
CITY
COMMISSION
Mack Bainum, Mayor
Nelson Welch, Commissioner
Carl Maurer, Commissioner

Parmer County Implement Co.



May all the wonderful things
that go with Christmas be
yours in the fullest abundance
this year.

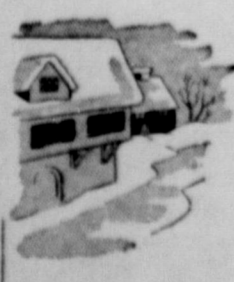


From all of us
here to all of you—a
most happy holiday.

CORNER GROCERY



HAPPY HOLIDAY
to all of you.
May no cloud
appear to disturb
its serenity.



BEST WISHES
1949

LEWIS VARIETY STORE

MRS. HENRY LEWIS, Proprietor



Simple, unadorned
thoughts are best at
Christmas. So we
would only wish you a
joyful and happy holi-
day season, when
every step you take in-



creases your desire to
be a friend to man.
And a Merry Christ-
mas to you.

MERRY CHRISTMAS

Santa Fe Grain Company



May the
tidings of great
joy be yours
in full
this Christmas

Friona Wheat Growers, Inc.

Merry Christmas



May
the blessings of
Christmas
descend
upon your homes
in
abundance.



WHITE'S CASH GROCERY

ED WHITE, Proprietor

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History Of The New Year Goes Back As Far As Ancient Egypt

Everywhere throughout the world for thousands of years man has celebrated the passing of time. He has done so in various seasons and to the accompaniment of different customs — but always the holiday has been one of gladness and joy, of hope and brightness, of light and laughter.

The history of the celebration of New Year's Day goes far back into antiquity. It is only in relatively recent times that New Year's day has been observed on January 1. The holiday has been a movable one and various races have marked it in different seasons. For instance, the ancient Persians and Egyptians celebrated New Year's on September 22, the autumnal equinox, while the Greeks did so at the winter solstice, December 21. The vernal equinox, March 22, marked the beginning of the year for the Jews.

At the New Year season through the ages, man has taken new stock of himself, and has pledged himself to higher, finer things and has resolved that ere the year ends, he will have done those things which would move him nearer Utopia.

New Year's Day has always been actively celebrated in the United States and from Colonial times to the present it has been a day of great significance. Presidents have received the public at great receptions on that day, and the custom of visiting friends and relatives is one which has survived until the present.

New Year's eve seems to be growing in popularity as a time of jollity and good fellowship and the average American feels lost unless he can "go somewhere" and "do something" on the turn of the year.

Of the many legends and traditions which have grown around the significance of the New Year, the one most persistent is that what you do on the first day of the year, will be an indication of what will happen in the months to follow.

As an example, to open a bank account at New Year's was considered lucky in old England. So deep-seated was the general belief in the "first thing" determining "future things" that even after the festival was declared a general holiday, many clung to their old-time beliefs, and to insure work for the coming year would set the pace by spending at least an hour or two in some useful pursuit.

The first day of the year has been more generally observed than any other holiday and over a longer period.

Omens of good luck have always been associated with the new year, all founded more or less upon the belief that a supreme power was vested in some unseen deity who could bring good luck if properly appeased, or mete out punishments.

The Romans named their new year in honor of Janus, the two-faced god, who had the power to look back over the past and also, in a prophetic way, could look into the future.

He was represented with a key in his hand symbolizing his power to open doors and gateways, and this holiday was one of great gaiety lasting several days.

The festival was not observed in midwinter, but in the spring, when the Roman year began, and had only 10 months. Later, when two months were added to the calendar, January and February were placed at the beginning of the year and New Year was celebrated on the first of January.

The "first foot"—the first person to enter the house on New Year's Day—plays a significant role in the family's future fortunes, according to several old superstitions concerning the beginning of a new year.

To bring good luck, the first arrival must be a dark man, but if he also brings a gift and "carries in" more than he "takes out,"



NO TIME FOR BAGPIPES—As Scottish-Americans began celebrating the annual Feast of the Haggis in Chicago, J. Moran, acting as chef, serves up generous portions of haggis—that's made of sheep's or calf's pluck—to killed members of the Illinois St. Andrew society. They are, from left, Will Wood, James Manwell and George Wood.

then the house is assured peace and plenty for a whole year. The most auspicious gift as luck brings is a lump of coal or a red herring.

Santa Affected By Restrictions

It's difficult to understand, but the annual spirit of Christmas, Santa Claus himself, hasn't always had it easy. There have been occasions when laws or traditions or regulations have put certain curbs on the old gentleman. Here are some examples:

In Newark, N. J., Santa is required to pass a staff physical examination before he can serve in a department store. And even then he is barred from kissing any of the children who perch upon his knee.

In Charleston, S. C., charity Santas have been forbidden to make a pitch on public streets on the grounds that children flocking to see them may create a traffic hazard. And in

Washington, D. C., a few years ago, the postmaster general was so concerned over the Santa Claus season that he rejected the proposal with a scornful, "I should say not!"

Outside the U.S.A., Santa has had trouble, too. In Montreal, Canada, an influential organization fought against holding of the city's annual Santa Claus parade on the ground that it was "merely a display of grotesque and vulgar buffoonery." A prominent journalist in Rio de Janeiro fostered a movement to do away with Santa Claus (Papa Noel) in Brazil and substitute a top-bearing grandfather Indian. In Mexico City the minister of education recommended that the Aztec god Quetzalcoatl, instead of St. Nick, should bring gifts to children.

In the field of opinion, Santa has encountered some detractors. A Prof. Ivan E. McDougall, sociologist at Goucher college, Baltimore, declared: "The Santa Claus myth has lived too long. Parents should substitute philosophy—whatever that is."

A Toronto psychiatrist got in his blast: "It should be made clear to children," he said, "that Santa Claus is not necessarily a real man any more than any other character out of a story book."

The first Christmas card was designed in 1845. Poinsettias which have come to be a "must" for Christmas decorations owe their name and popularity to an early American diplomat, botanist and scholar—Joel Roberts Poinsett.

Mr. and Mrs. Lloyd Sharp and family will spend the holidays in China with relatives.

Ancient Legend Of The Yule Log Is Retold By Christmas Fires Annually

In Virginia, the old Dominion, storied land of early American history, there is an old tradition of the origin of the Yule log that is retold every Christmas.

As the family sits around the Yule log and sips their Christmas eggnog on Christmas eve, the ancient legend is recounted again.

One very cold Christmas eve, when the frosty wind howled across a world of snow, an old man was sitting in his little cabin wishing that he had a fire to warm him.

Suddenly he heard the cry of a little child away out in the cold. The old man hobbled to the door and gazed out across the snow. The wind and the snow were rustling in and the old man shivered until his "onliest two teeth" chattered with cold.

The plaintive cry of the child came again above the whistle of the wind. It went straight to the old man's heart and he wished with all his power of longing that he might have the strength to go out and find the unfortunate babe.

The cry came a third time—and then a wondrous thing happened. A miraculous power filled the old man's veins. His muscles became strong and tense; his crutch fell back into the cabin and he stepped from his threshold out into the snow. Hurrying with the snow with a speed he had not owned since boyhood, by and by he came to a little child lying in a snow bank.

He bent down and touched the child and a great new strength flowed over him, a strength which seemed to give him wings as he sped back to his cabin.

Arriving there, he placed the child upon the bed, tenderly drew the ragged coverlet about it and then looked to see if there were a bit of furniture he could use to make a fire with which to warm the little one.

At that precise moment a great log rolled across the threshold and into the fireplace. The little child looked at the log with eyes like stars—stars which sent gleams of light that lit the log with the most brilliant fire the old man ever had seen.

The dingy little room immediately was filled with radiance and warmth, and as the light surrounded the child he began to sing a melody like a song from the heart. The old man turned his eyes to where the fire burned and watched the flames leap in beautiful rainbow tints over the log, and as the flames formed the shape of the Cross in the fire.

The flames of the Cross leaped higher and higher, blue, red, yellow and white, and as the old man watched this display, suddenly and magically there appeared a table in the center of the room, covered with a Christmas feast such as never before had been spread before his eyes.

And never again was the old man hungry or cold, and never after that was there a Christmas in old Virginia without the Yule log and the Christmas Child to give light and warmth.

And that is the story of the Yule log as it is told in Virginia every Christmas eve.

Classified Ads

Wanted—To rent a house with 2 bedrooms in Friona, Texas. B. Y. Crosswait, Box 455, Dial 2771. 23-1fc

For Sale—House, 3 rooms and bath. Two 50-foot lots. See W. B. Stark. 22-2td

For Sale: Modern Tourist Court. Grocery Stock. Good location. Modern Locker Plant. 4-room house and bath. 6-room house and bath. 240 acres—highly improved. 240 acres, with 160 acres wheat. One half section of wheat land. L. F. LILLARD 17-3tc

For Rent—Ben Galloway Hard ware building for rent. Brick Building Stations suitable for Friona Star. See Glenn Weir Hereford, Phone 200 office, Formerly occupied by Reg. Phone 452-W

NURSERY—Plant now. Fruit trees, hedge, roses, bulbs, flowering shrubs and other nursery. Mrs. J. F. Ward, North Main, Hereford, Texas. 20-1tc

For Sale—Reasonable. One nice blue Velour Daverno and Platform Rocker. One six-way floor lamp. Mahogany Stand. Royal Vacuum Cleaner and Breakfast set. Cheap. Inquire upstairs, Raymond Jones Apartments. 22-1td

For Sale—MOBO Walking Play Horse, as advertised in Life Magazine. Suitable for 3 to 7 year old child. Like new. Cheap. Friona, phone 2891. 22-1c

Found—Two scalphine rims. Please call for them before they are converted into nut-bolts. Otth Whitefield. 22-2tc

New Years Resolution

In the opinion of some of the nation's leading psychiatrists, the practice of making New Year's resolutions is "silly."

They believe that any person going around making resolutions and informing all and sundry of his decision is something of an exhibitionist and, in addition, is being childish.

The experts add that these persons "probably never carry out the resolutions anyway."

Some agree that New Year resolutions have little value. They feel that resolutions aren't the best way of curbing difficulties and correcting one's self. They point out that, instead, the best method is giving thought to what causes trouble and trying rationally to correct these faults.

Children especially, the experts argue, should not be encouraged in "making resolutions." They contend a "child should be taught to do the best he can at all times and not save his difficulties for any particular time, and attempt to tear them all up by one superhuman effort that is almost sure to fail."

Pilgrims Deplored Observance Of Day "Called Christmas"

Puritan disapproval of Christmas celebrations disembarked from the Mayflower with the Pilgrims in 1621 and, accordingly, Governor Bradford issued a statement publicly rebuking certain young men who declined to work on December 25, "ye day called Christmas."

This first New England Christmas—or non-observance thereof—should not be credited as the first Christmas an American soil, since Leif Erikson spent a winter or two on the North American continent around the turn of the 11th century.

Leif was a Christian, and it is likely that members of his crew were Christians, too; although it is quite possible that some had accepted the faith without renouncing their pagan deities, since King Olaf's methods were ruthless and his command "Be baptized or else!" left them little choice.

Undoubtedly, flacons of crude raw wine fermented from the grapes of Leif's Vinland were passed around and the celebration may have been rather boisterous, but in all fairness to Leif—who, according to excellent testimony, was a sincere convert as it is reasonable to assume that there was a trace of religious observance.

Perhaps Leif remembered the few words of Latin prayer he learned at the time of his conversion and recited them in honor of the birthday of the Redeemer, he had accepted. Thus, the first Christmas in America was observed.

While the litter from Christmas packages is still about, be particularly careful of smoking. Hot ashes dropped on these

Toys, Good Grades

How did you choose the toys for your youngsters this Christmas?

A New York toy manufacturer declares that only a few parents will select the proper playthings for their children each Christmas.

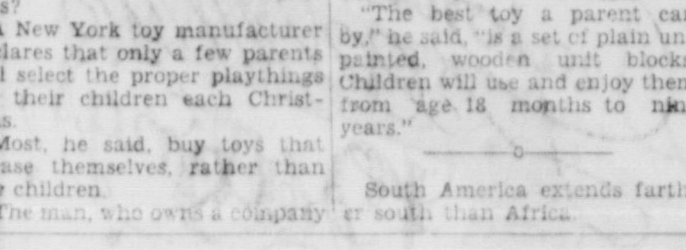
Most, he said, buy toys that please themselves, rather than the children.

The man, who owns a company that makes creative playthings, warns that "gadgets" toys may be harmful and frustrating. And, he adds, children quickly tire of them.

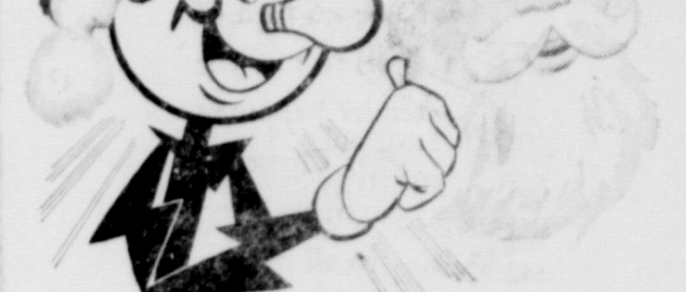
"The best toy a parent can buy," he said, "is a set of plain unpainted, wooden unit blocks. Children will use and enjoy them from age 18 months to five years."

South America extends farther south than Africa.

"A VERY MERRY CHRISTMAS and a PROSPEROUS NEW YEAR"



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



Santa Says Be Modern

Give Her a New Automatic Gas Range

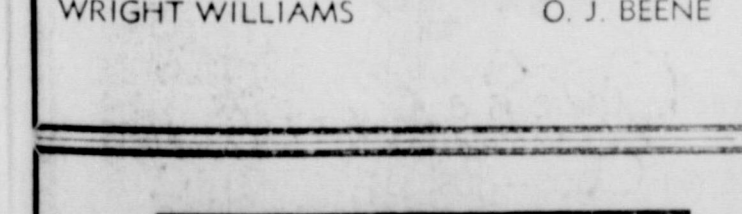
For a gift that is truly modern, give her a new automatic gas range. A new gas range is a gift that she and the entire family will enjoy for years to come. Modern engineering and styling make the new automatic gas ranges tops in beauty... cooking performance... speed... and economy.

West Texas Gas Company
HELPING BUILD WEST TEXAS SINCE 1927



The warmth of spirit that accompanies every Christmas season is with us again in 1949. Our wish is that you can participate to the fullest in a universal MERRY CHRISTMAS

CITY DRUG STORE
WRIGHT WILLIAMS O. J. BEENE



In the Christmas mood, we wish you all happiness

MERRY CHRISTMAS

FRIONA LOCKER CO.
WE WILL CLOSE AT NOON ON SATURDAY, DECEMBER 24th



Mr. and Mrs. Cayce Dunn
We will be glad All Day Christmas



God willing, there will be no pain of sadness to mar the tender happiness that Christmas ought to bring to all of you.

Smith's "66" Service Station



The very fact that Christmas is with us again ought to bring joy enough, but we want to gild the lily by wishing everyone a wonderful holiday.

Friona Consumers Company



May the stars in the heavens shine as never before on your Christmas happiness this year.

Dilger's Modern Cleaners

Mr. and Mrs. L. D. Dilger

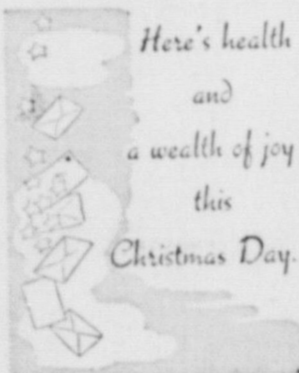


The night before Christmas...

Few experiences surpass in beauty that hush of wonderful expectancy that falls over the home on Christmas eve. This season of 1949 holds that in store for you.

GIB'S CLEANERS

Wishing to All The MERRIEST CHRISTMAS



Here's health and a wealth of joy this Christmas Day.

Rockwell Bros. & Co. Lumbermen



FROM YOUR JOHN DEERE DEALER

HERRING IMPLEMENT COMPANY

The Friona Star

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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 upon its being brought to the attention of the publisher. Local reading notices, 2 cents per word per insertion.

Services Held For E. F. Duncan Tuesday

Funeral services for Mr. E. F. Duncan, 82, who was found dead at the home of his daughter, Mrs. C. F. Rickels, 40 miles northwest of Hereford late Monday afternoon, were held Tuesday afternoon in Graham. Mr. Duncan was born March 14, 1867 in Stephens County, Texas. He had been visiting in his daughter's home for about a week, coming here from Deuster. Survivors include Mrs. Rickels and another daughter, Mrs. George Nelson of Oklahoma City, seven grandchildren and

Regal Theatre FRIONA, TEXAS

Good Order — Our Job Good Shows — Your Pleasure Fri. - Sat. Dec. 23 - 24

Monte Hale In "LAW OF THE GOLDEN WEST" Danger-filled Civil War Days Congo Bill 13

Sun. - Mon. Dec. 25 - 26 "LITTLE WOMEN" Colored By Technicolor With June Allyson and Peter Lawford NEWS

Wed. - Thurs. Dec. 28 - 29 JOHN GARFIELD "FORCE OF EVIL" With Thomas Gomez - Marie Windsor BEATRICE PEARSON Presented By The Enterprise Studios

Gilliland Funeral Home took the body to Graham Monday night and turned it over to the Morris Funeral Home there. Incidentally the first snow of the year and winter came in on the same day. The carolers were often accompanied by entertainers who gave a spirit of revelry to the occasions. The mums often interrupted the singing to give their interpretation of "St. George and the Dragon." Tumblers, dressed in bright red, would perform their arts of skill to entertain the onlookers. The Secretary of State is the only cabinet member who does

WE ARE PREPARED

To Give Unusual Service for a Small City YOUR FLAT WORK WILL BE FINISHED IN "ROUGH DRY" Bundles will be finished at former price of "Rough Dry"

8 CENTS PER POUND CITY STEAM LAUNDRY KENNETH HOULETTE, Manager.



The divinity of the season is surpassed only in the joy it brings to the hearts of men. Merry Christmas.

Blanton Butane, Inc.

DEPOTS AT FRIONA — HEREFORD — DIMMITT



Naturally, there is a Santa Claus---just as naturally as there are children. No one even doubts that any more.

Just give way to the spirit of the season and your share of joy will come.



Reeve Chevrolet Company

FRIONA, TEXAS

DIAL 2022