

THE FRIONA STAR

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

VOLUME 24—NUMBER 24

FRIONA, PARMER COUNTY, TEXAS, FRIDAY, DECEMBER 30, 1949



COGITATIONS and
APHORISMS of

Jodok

Another Christmas—that of the Year of Our Lord, one thousand nine hundred, forty nine—has come and after a brief existence of twenty-four short hours, had passed on into the immeasurable past eternity, but with what note? Have principles of love and forbearance that were espoused by the meek and lowly Jesus become more popular and attractive throughout the world? Have the efforts to make peace—either temporary or enduring—by the various peace organizations throughout the world, become more pregnant with happy and desired results, than before the celebration of this latest birthday of the Prince of Peace?

Have the people of the United States, the lauded most highly Christianized nation of the world today, any right to expect any more radicals or decisive action on the part of those of our countrymen, who have been chosen to look after their interests in the matter of peace, than they had a week ago? Have you, my fellow Frionians, fellow Panhandlians or fellow Texans, any reason to feel any more hopeful for anything like an early solution of this terribly mixed peace problem, which has confronted us for the past eight years?

Have we anything hopeful in the economic condition of "Mother England" to whom we have become habituated to look to for a pattern in governmental management, anything attractive, encouraging or pragmatic under her present socialistic governmental principles, and statesmen, who came into office under the campaign cries of "Soak the Rich," "Divide the Wealth," and other such nonsensical campaign gibberish? Are our own statesmen, many of whom were plunged into our highest offices under similar arguments and provocatives, and who are now advocating and promulgating governmental ideas that are practically identical with those now being forced and practiced by our forebears on the little island across the deep waters, doing anything to hasten the day of world peace, other than robbing our country of its own native wealth by sending it across the sea in an effort to keep the already socially stricken people on an equal economic footing with our own country, whose socialistic government has already bankrupt their country?

Anyone of our people who reads to any extent, the many articles on governmental economy, and the writings of practically all of our leading columnists, cannot help but see that our government is, as they can readily perceive, gradually but surely drifting upon the shoals of governmental poverty.

It is very much as our noted humorist, Mark Twain, said about the weather, "Lots of people are talking about it, but nobody is doing anything about it."

I have had the privilege of reading after men who are considered to be among the brainiest men of our nation and if I can understand their language correctly, these men, almost without exception, have analyzed our economic condition and have forecast the results pretty much in accordance with the conditions hinted at in my questions above.

I have just read in the columns of one of our leading and fairest newspapers, the following question, "Does Russia want war?" The question was not answered in that column, but as it occurs to me, Russia does not want war; but she does want world domination—without war, if possible—but world dominance at any price. And it occurs to me that she will secure what she wants and thus gratification, without the aid of war.

And this is how: If what I have read from our accepted qualified writers and columnists about and are telling the truth, the leading military men of West Germany, are already deserting that section of their country and are moving into East Germany, the part now dominated by Russia and are planning to join the Communist regime and will create a government prescribed by and under the dominance of the Kremlin, and so much for that, England's Socialistic government is no more than a morocco-bound, gilt-edged edition of Russia's Communism, if it be even that far removed from the real thing. Her government seems to be already wavering between the policy of her most powerful allies, and that of the other, whose great ambition is "World Domination." France, as I understand the position, is already pretty well balanced astride the fence that separated "Free Enterprise and Communism, and that is that. It further occurs to me that Italy has already sunk to the point where she is being given but little consideration by the other powers of the world, and seems to have nothing much worth having to be given to either side of the tumult. Thus, why should Russia need to go to the expense of a terrible war to gain her ends, when it seems that it is almost hers for the asking.

In all this it occurs to me that the great Prince of Peace, is being left entirely out of the matter and that instead of adopting his formula for peace, "Whatsoever ye would that men should do to you, do ye even so to them," men are trying to settle all disputes by the man-made maxim, "Might Makes Right."

It occurs to me that this matter of the manner in which nations, communities, families and individuals shall settle their differences, is one of those powers which the Great Creator abdicated in His creature, man, when he had attained the power of conscience and the knowledge of right and wrong, and since the world evidently is not ready for any sort of a binding peace, mankind must continue to suffer, while the evolutionary process continues its slow but sure work, aided in its work by the sincere efforts of a comparatively few individuals or organizations.

"The voice of the Almighty saith, 'Up and onward for evermore.' We cannot stay amid the ruins. Neither will we rely on the new, and so we walk ever with reverted eyes, like those monsters who look backward."—Emerson.

As a basis for what I have been trying to put over in the above portion of this effusion, I will close by quoting from a column in the Dallas Morning News, purportedly written by Victor Riesel. Quote—

"Our present national debt of approximately 260 billion dollars, represents nothing more than destroyed wealth—wealth, it should never be forgotten, that was accumulated under a private competitive economy. It totals 40 per cent more than the total assessed value of all taxable property in the nation. Our present rate of spending will bring about a 5 to 6 billion dollar deficit for the current fiscal year—and thus add to our overbearing debt. But the solution of our present leaders is not to reduce the national debt, is not to keep our spending within our income. Their solution is to increase the taxes. Now if higher taxes was the solution—then we should all be in favor of higher taxes. But it makes no difference how good a case may be presented for higher taxes—the result will only be a quickening of the drying up of the well." End quote.



BIG BIRD WINGS AWAY—Douglas Aircraft's giant C-124 Globemaster II transport leaves the runway for the first time at Long Beach, Calif. Designed to carry 200 troops with field equipment, tanks, field guns, and fully loaded trucks, the plane is expected to fly 50,000 pounds of payload 850 miles, unload, and return to its base without refueling.

Paving To Muleshoe Apparently Assured

In an interview with Dan Ethridge, secretary of the Friona Chamber of Commerce, it was learned that all the right-of-way for the extension of farm road, south from Friona, to the Bailey County line, has been secured and paid for.

Mr. Ethridge stated that all is in readiness now for the State to take over and that the extension will likely be advertised for bids during the coming month, and that the work of paving should be under way in the near future.

The completion of this extension from a point twelve miles south of Friona to the county line, will furnish a paved road all the way from Friona south to Muleshoe.

CHRISTMAS GUESTS AT REEVE HOME

Mr. and Mrs. H. J. O'Rear and children of Amarillo, came over and spent Christmas in the home of Mr. and Mrs. F. W. Reeve. Mr. and Mrs. Reeve are Mrs. O'Rear's parents.

Miss Mary Reeve, who is a teacher in the Pampa schools, was also one of the guests and is spending the holiday week here with her parents.

settle all disputes by the man-made maxim, "Might Makes Right."

It occurs to me that this matter of the manner in which nations, communities, families and individuals shall settle their differences, is one of those powers which the Great Creator abdicated in His creature, man, when he had attained the power of conscience and the knowledge of right and wrong, and since the world evidently is not ready for any sort of a binding peace, mankind must continue to suffer, while the evolutionary process continues its slow but sure work, aided in its work by the sincere efforts of a comparatively few individuals or organizations.

"The voice of the Almighty saith, 'Up and onward for evermore.' We cannot stay amid the ruins. Neither will we rely on the new, and so we walk ever with reverted eyes, like those monsters who look backward."—Emerson.

As a basis for what I have been trying to put over in the above portion of this effusion, I will close by quoting from a column in the Dallas Morning News, purportedly written by Victor Riesel. Quote—

"Our present national debt of approximately 260 billion dollars, represents nothing more than destroyed wealth—wealth, it should never be forgotten, that was accumulated under a private competitive economy. It totals 40 per cent more than the total assessed value of all taxable property in the nation. Our present rate of spending will bring about a 5 to 6 billion dollar deficit for the current fiscal year—and thus add to our overbearing debt. But the solution of our present leaders is not to reduce the national debt, is not to keep our spending within our income. Their solution is to increase the taxes. Now if higher taxes was the solution—then we should all be in favor of higher taxes. But it makes no difference how good a case may be presented for higher taxes—the result will only be a quickening of the drying up of the well." End quote.

Hospital Notes

Patients admitted: Gale Hillock, med.; Bovina; Mrs. H. T. Carr, med.; Friona; Mrs. Fred Barber, O.B.; Friona; Donna Brewer, med.; Clovis, NM.; Mrs. Bethy White, med.; Bovina; Mrs. Henry Davis, med.; Friona; Mr. Jim Richards, med.; Bovina; Mrs. Jim Richards, med.; Bovina; Mrs. H. H. Wiess, med.; Friona; Bryan Jameson, med.; Friona; Rocky Hance, med.; Bovina; Johnny Nazworth, surg.; Friona; LaVon Tarpley, tonsillectomy; Friona; Delores Tarpley, tonsillectomy; Friona; Mrs. Warren Queen, med.; Bovina; Mr. Aubrey Carlton, med.; Friona; Mrs. Ruben Taylor, O.B.; Friona; Mrs. Truman Kent, surg.; Muleshoe.

Patients dismissed: Mrs. Kilgough, Dimmitt; Mrs. Louise Coyle, Friona; Mrs. B. C. Robinson, Hereford; Mrs. Warren Queen Bovina; Mrs. A. Sena and baby boy, Black; Gail Hillock; Bovina; Mrs. John Gosnell, Friona; Mrs. Frank Truitt and son; Bovina; Donna Brewer, Clovis; Mrs. H. T. Carr, Friona; Mrs. Ann Barker and baby boy, Friona; Mrs. Betty White, Bovina; Mr. Henry Davis, Friona; Rocky Hance, Bovina; Bryan Jameson, Friona; Delores and LaVon Tarpley, Friona.

On Friday evening, December 23rd, Parmer Co. Community Hospital held a Christmas dinner and party. A turkey dinner with all the trimmings was served by Mrs. Collier and Mrs. Agee to 19 employees and six guests. Gifts were opened following the dinner. The hospital would like to thank the Rhea Lutheran Ladies Aids for their Christmas gift of baby clothes and blankets for the nursery.

Again we want to remind you that the Clinic and pharmacy and all hospital services will be open all day Saturdays, beginning the first Saturday in January, and will be closed on Thursday afternoons. So, please remember we will be closed next Thursday afternoon, January 5, and will be open all day Saturday, January 7.

THE WEATHER

No moisture has fallen during the past week, neither has the temperature been severely low, although it registered below 20 degrees a few mornings.

The sun has shone brightly each day, and there has been rather stiff breezes from the south and west, which were more disagreeable than the low temperature. Christmas was a lovely day as has been true during the first half of this week.



WARFARE IN BURMA—Government troops in Burma look for rebel columns as warfare continues in the strife-torn country. Liberation of rice fields held by rebels is the objective of government military forces.

PERSONALS

Lee Cranfill son of Mr. and Mrs. G. Cranfill, who is a student at the University of Texas, came home to spend the Christmas holidays with his parents and sisters. Lee is taking the prep medical course at the university, in preparation for a complete medical course as his college goal. Lee is one of Friona's most promising young men.

The Sloan Osborn family and the Roy Clements family are spending this week over in the mountains of New Mexico at their recreation camp. They are accompanied by Gaylord Maurer and Mr. C. Osborn, Jr.

Kenneth and Wayne Balmum, sons of Mr. and Mrs. C. S. Balmum, who are students at the John Tarlton College, are spending the Yuletide holidays at home with their parents.

Eugene Bogges came into the Star office Wednesday morning and announced that he had found his calves that were missing. One of them was dead, having been run over by some car or truck.

Outside construction work on the new bank building is steadily growing toward completion, but the inside finishing work and installation of fixtures will require several days longer.

Ray Smith and sons, David and John, left Friday for Corpus Christi to visit Ray's brother, Paul Smith and family for a week.

Mrs. Lucille Foster and son, Cecil, left Tuesday for Arlington to visit for a few days with Mrs. Foster's daughters and family, Mr. and Mrs. Paul Wegener.

John R. Silvertooth had as his guests, Tuesday and Tuesday night, his son, Mack Silvertooth, and wife and daughters of Waynoka, Okla.

VISITING HERE, MAY LOCATE

Mr. and Mrs. James Bragg and children, Clyde Ray, Jaynel and Betty, of Seligman, Missouri, arrived at Friona on Friday night of last week to spend Christmas with relatives and former neighbors.

Mrs. Bragg is the former Miss Nelda Goodwine and is a sister to Clyde V. and Miss Lola Goodwine and Mrs. Fred White. They have sold their farm in Missouri and may relocate at or near Friona. They formerly lived here and moved to Missouri about two years ago.

\$37,000 Fire Destroys Friona Gin About 5 O'clock Xmas Morning

At about five o'clock Christmas morning fire was discovered in the Friona gin building by Mr. Horn who lives a short distance east of the gin.

When Mr. Horn discovered the fire it was well under way and the entire building was then in flames. He got out and drove up town to a phone and spread the alarm to the members of the Volunteer Fire Company and others who were most deeply concerned and interested in the gin and within a few minutes the fire boys were there with their fire engine, but the fire had to much of a start for anything to be saved, and the building and all machinery were a total loss.

A few loads of ungnined cotton were on the ground but they were all saved. There were, however, some more or more bales of ginned cotton in or near the gin and a large quantity of cotton seed, which were also on fire and no amount of water seemed sufficient to extinguish the fire in them.

The fire boys remained on the ground throughout the day doing all they could to prevent fire spreading and causing further loss.

The gin was owned and operated by Bert Chitwood, and was partly covered by insurance on the building and machinery but there was no insurance on the ginned cotton and seed. The loss is estimated at about \$22,000.00 and the loss in products at about \$15,000.00, which estimate is considered very conservative.

Whether or not Mr. Chitwood will rebuild the gin is not known. The burning of the gin is a loss not only to the owner and operator, but to the city and entire community.

Newly Married Couple Visit Friends Tuesday

Mr. and Mrs. Robert Holder of Hereford, spent Tuesday and Tuesday night here as guests in the home of Mrs. Holder's parents, Mr. and Mrs. Ed White.

Mrs. Holder is the former Miss Eula Mae White and the couple were married at Clovis on Friday of last week, December 23.

The home of the groom is at Seymour, and he is now a member of the U. S. Army, stationed in California. Mrs. Holder, who has been employed in Hereford, will continue her work there until her husband receives his discharge from the army, when they will probably make their home at Seymour.

Opportunity Knocks

By HERB SWINNEY
Minister of the Sixth Street Church of Christ

"The harvest is past, the summer is ended, and we are not saved." As the light of another year fades and the conception of a new one is at hand, an echo is heard and used again, "I'll become a Christian next year." How sad the cry, how negligent the individual, how faint the hopes of such an excuse maker. Birth is beautiful, life is trying, the grave is sure and the wages of sin is death.

Our fondest hope and most solemn prayer is that you will heed the forceful words of the Master: "He that believeth and is baptized shall be saved; but he that believeth not shall be damned." (Mk. 16:16). This coming year, as in all others down through the ages, He stands at the door and knocks. Let him in and obey His will as it is written and, in time to come, heaven with its many mansions will be your eternal home. Next year? No! "Now is the day of salvation." The churches of Christ salute you and invite you to come to all the services.

Mr. and Mrs. Vernie Roberts of Amarillo spent Christmas and the early part of the week here visiting Mrs. Roberts' parents, Mr. and Mrs. Ed White. Mrs. Roberts is the former Miss Irene White.

John Silvertooth received a letter Thursday morning from Mrs. Silvertooth who is in a hospital at Little Rock, Arkansas. The letter stated that the writer is greatly improved and was feeling fine.

CHANTS OF THE CHANTICLEER

Christmas Day, in itself, is past, but the Christmas spirit has not died in the hearts and minds of our people, because our little city is growing and rapidly getting rid of its swaddling clothes, and budding out from a mere hamlet or "wide place in the road" and into a promising little city.

Friona's Christmas decorations were not up so soon, or early, as those in many of our neighboring cities, neither were they so profuse and expensive, as those seen in other towns, but most of these decorations are still on display and probably will remain so during this week. Friona entered in to no sort of contest with other places in this respect, as her people were too busy helping the city to grow, to pay much attention to fold-decorals.

But, coming down to things that do really count in the building of a city, Friona has been keeping pace with the best of them, mentioning just a few of them. Friona is just about completing one of the best and most modern sewer systems to be found anywhere in the P I A in the country, and this includes an up-to-date disposal plant, which is constructed on the most modern plan. This late improvement also includes another well and a settling basin by means of which every particle of sand is taken from the water before it enters the city mains. Friona already had electricity for light and power, for many years, as can also be said regarding natural gas for heating, or light, if so desired. Friona also has one of the finest and best school systems in the state and pioneered some of the present advancements in school management and service.

The big "open spaces" that a few years ago, were one of the outstanding features of the town site, are now almost filled with pretty, commodious and modern homes.

All of these things have cost the city a fine lot of money, but they are all worth the price, and afford conveniences that any city can ill afford to do without, but our people like them and are pleased with them, and, of course, are realizing that nothing of any worth can be had for nothing, and while our people, like most other human beings, deplore a state of high taxation, it is doubtful if any of our citizens are willing to be without them in order to save the taxes.

Friona also has, perhaps, as much paved streets in proportion to its population, as any city on the plains, and is served by one of the best paved national highways to be found in the state.

Friona is also blessed with an up-to-date fire-fighting equipment, which complies with state requirements and has received state approval.

Also, last but by no means least, of Friona's achievements, is the very excellent community hospital which is now serving the people of the city and the county, perhaps the most useful of all her public institutions. Friona is also favored with a

complete dial style telephone system.

Another achievement, which is now in readiness for completion is the farm-to-market paved highway connecting with the Bailey County line on the south. The necessary easements and right-of-ways having already been secured and the paving job will probably be up for bids during the month of January.

Further improvements which are already under consideration are more paved streets, and a substantial building for the protection of the city's new fire engine and other fire-fighting equipment, and such a building should include a city hall, suitable for housing comfortably and modernly offices for the city's officers, a small auditorium or council room, large enough to accommodate the meetings of the City Commission and other public meetings concerning the welfare of the city. The fire equipment most surely does need housing and protection, and the city is paying rent for city office room, which, with the fines that are collected from time to time for misdemeanors, would make a material aid toward paying for the building. Another item that should be included in such a building is a small but substantial jail room which would meet the requirements of the state laws. Such a building should be at least self sustaining.

The Star has favored the acquisition of all the public improvements in the form of public utilities that we have mentioned above, as well as the securing of other improvements and marks of progress, so long as they can be had without the outlay of funds such as may or might impoverish the city by exorbitant taxation of the citizens and we also highly commend to our public officials in their efforts to secure such as we now have, and, at the same time we realize that all such conveniences come very high, therefore the most profound consideration and ripened judgment should be made manifest in securing them.

We feel that our present mayor and board of commissioners are deserving of the support and confidence of the citizens for their efforts in completing the work on the sewer system, which was begun by their predecessors and the best means of manifesting such confidence and support will be found in electing them for another term, to thoroughly complete the work in which they are now engaged. The citizens of Friona should remain as a unit in adopting any and all means and modes of progress necessary to keep the city abreast of the times in making Friona as good and as clean a city as can be built anywhere. A city of good homes and ambitious enterprise.

BORN

To Mr. and Mrs. Bob Coker of Hereford on Saturday, December 17, a son, named Bob Wade. Both mother and son are doing well and have returned to their home at Friona.



BLINDNESS NO HANDICAP—Steve Conradt (above) of Stephenville, Tex., lost his sight while he was a civilian employee at Kelly Field, San Antonio, four years ago, but it is no handicap to him. He makes money by shelling pecans—he shelled 350 pounds in one month. He uses a new, clip-type sheller. He is married and has a daughter. (AP Photo)



OUT FOR A RIDE—Sitting on the knee of his nurse, Miss Lightbody, little Prince Charles, son of Princess Elizabeth and the Duke of Edinburgh, returns to his home at Clarence House after a drive in London. Bonnie Prince Charles is now a year old.

State Farm Road Program Will Be Larger Than During 1949

By BO BYERS
Associated Press Staff
Austin, Tex. (AP) — To give the country folks better roads, to offer highway travelers shorter, safer, smoother routes, the Highway Department spent \$106,000,000 (m) in 1949.

It was the first hundred-million-dollar year in Texas highway building history. The new year won't see quite so much spent for roads—probably about 90 million dollars. That's still a lot of money and will produce a lot of paving. Emphasis will be on building roads for farmers.

Through the total outlay for primary highways, farm-to-market roads and maintenance will not be as great in 1950, the farm road program will be larger than that of 1949.

"We will really get in high gear on the Colson-Briscoe farm to market program," promised state highway engineer D. C. Greer.

He estimated 55 per cent of the money spent for construction in 1950 will be for farm roads. The state has been spending about 23 million dollars a year on farm roads since World War II, a peak of approximately 2,000 miles of this type construction was laid in 1949.

The Colson-Briscoe law passed by the 51st Legislature set up a special fund providing \$15,000,000 (m) a year for farm-to-market roads only, and 1950 will mark the first full year of operation under the new law.

This will offset decreased federal funds and declining revenue from the state gasoline tax, Greer said.

Federal aid won't be quite as heavy for Texas in 1950 because the Highway Department has been expediting the building program the past two years and has put under rubber some of the work that had been planned for 1949, Greer said.

He was unable to explain a slight downward trend in revenue from the 4-cents-a-gallon state gasoline tax.

"It may be a temporary lull. It's the first since the war," Greer commented.

Counties still handle upkeep of some roads, but more and more mileage is being turned over to the state. The Highway Department now has supervision of some 29,000 miles of paving.

It costs a pretty penny to keep these roads in good condition.

Maintenance — including traffic services such as road striping, markers and warning signs, special and regular maintenance — added up to 22 million dollars in 1949. Special maintenance is the addition of something, such as a new seal coat, to the original construction.

Administrative expense of the state highway department was 1.1 per cent of 1949, Greer reported. The percentage represents \$1,200,000 (m) and includes engineering and overhead costs.

Seventy per cent went for construction; 21 per cent for maintenance; the remainder for administration, equipment, the state highway patrol, which received two per cent of the Highway Department's income, and miscellaneous, Greer said.

Cook laid over a moderate fire and stir to prevent sticking or scorching. Keep the temperature below 245 degrees Fahrenheit.

Accidental Deaths Total Higher Than Children's Liseases

Take all deaths among children from 1 to 4 years old caused by the so-called childhood diseases, and they would total a little more than half the child deaths caused by accidents.

Figures released by the Bureau of Vital Statistics, Texas State Department of Health, show accidental deaths in 1948 killed 593 children under 4 years of age, 218 of them under one year, while the combined deaths from diseases of childhood — scarlet fever, whooping cough, diphtheria, measles, poliomyelitis, and epidemic meningitis — killed only 324 children in the same age group.

The report shows one of every three deaths in the 5-9 age group is accidental, four of ten deaths in the 10-19 age group is accidental, and very little decline is noted in that rate

through the other age groups under 30.

State Health Officer George W. Cox said, "State and local health officials can prevent epidemic diseases, and safeguard food and water supplies, but it is up to the individual citizen to protect himself from untimely death by accident."

According to the report of 100 accidental deaths, 30 involve motor vehicles, 12 are due to falling or crashing, five are due to drowning, and four are due to burns.

And despite frequent reports of death resulting from "not knowing it was loaded," only 3 of every 100 accidental deaths involve firearms, the Health Department report revealed.

The state health officer pointed out that only diarrhea and enteritis, and pneumonia exceeded accidents as a cause of death in the first four years of life.

"We've made remarkable progress in prolonging life during the last decade," Cox asserted. "But apparently we've prolonged it only to have it snuffed out in accidents—mostly foolish accidents."

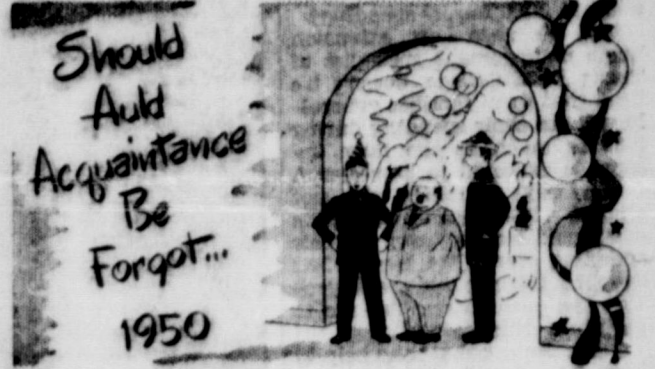
Look for essentials rather than style when buying household equipment.

Dairy cows are roughage eating animals. Give them plenty of good hay—as much as they want whenever they want and need it.



VELVET VOODOO — This slinky "voodoo black" velvet formal is studded with black paillettes. The strapless bodice tops a flaring peplum and slender skirt that is finished with a tailored train. A matching jacket, with stand-up collar and wide kimono sleeves, provides cover.

Buy It In Friona



NO, old friends won't be forgotten in this community

Not so long as we have the kind of persons who live here now

HAPPY NEW YEAR 1950

You Cannot Become More Prosperous Than We Hope You May

Welch - Blackburn Hardware

BLUE CROSS 1950 BLUE SHIELD
QUARTERLY DUES SHOULD BE PAID JANUARY 1st
Can You Afford to Drive Your Car, Pickup or Farm Truck Without **LIABILITY INSURANCE**?
When it is offered to YOU at Actual Cost By Your **FARM BUREAU INSURANCE COMPANY**
REMEMBER - Your Farm Bureau Companies are NOT Mutuals!
May 1950 Be a New Year of Happiness and Prosperity FOR ALL OF YOU
PARMER COUNTY FARM BUREAU
B. T. Galloway Building Raymond Euler, Sec. Rep.



MAY THERE ALWAYS BE A SONG IN YOUR HEART AS YOU MEET EACH SUCCEEDING DAY OF THE NEW YEAR.

Our 1950 Wish For ALL Our Friends Help to Make it Come True by Using **PHILLIPS "66" GASOLINE**

SMITH'S "66" SERVICE STATION

On Hiway 60 Dial 2462



YOUR HAPPINESS AND PROSPERITY IS A PART OF OUR CARE

FRIONA CONSUMERS CO., Inc.
HENRY LEWIS, Manager



GUEST OF HONOR—Bill Bellamy, (left) sports director of the San Antonio Express and Evening News presents Kyle Rote a twenty-one jewel wrist watch as his award for being named "San Antonion of the Year in Sports" by the Express and News Athletic Association. The award was made at the annual grid banquet. (AP Photo)



BAMBI GOES TO PARIS—Stuffed toy "Bambi" seems as pleased to make the acquaintance of the French Republican guard as the guard is to meet Bambi. Bambi was one of the Christmas toys on display at the Paris Exhibition, "Childhood, Youth and Family."



MEXICAN GOVERNORS HONOR JESTER'S MEMORY—Three Northern Mexico governors honored the memory of the late Gov. Beauford H. Jester recently as they placed flowers on his grave at Coahuila, Tex. Jester was a strong supporter of better relations between Mexico and Texas. Left to right: Gov. Naji Garza of Tamaulipas; Gov. Eulio Lopez Sanchez of Coahuila; Gov. Fernando Pochillo of Chihuahua; Beauford Jester, Jr., Mrs. Beauford Jester, Mrs. George T. Jester, the late governor's mother, and the Rev. E. Bohnhauf, pastor of the Corricka First Methodist Church, where Jester was buried.

Regal Theatre FRIONA, TEXAS

Good Order — Our Job
Good Shows — Your Pleasure

Fri - Sat, December 30-31
"JAMBOREE"

With Ruth Terry George Byron Paul Harvey Congo Bill No. 13

Sun - Mon, Jan 1-2
Starring Robert Young Shirley Temple John Agar

In **"ADVENTURE IN BALTIMORE"**
News

Wed - Thurs, Jan 4-5
In Technicolor
The Musical Show of Shows

"THE WIZARD OF OZ"
Starring Judy Garland
Short with Each Picture



May the blessings of the New Year come to your home in abundance.

Our Wishes For

1950

FORTENBERRY OIL CO.



At a time when conviviality reigns among all men, we join in the annual mood to proffer to all the people of our town a wish for a mighty Happy New Year

May you prosper according to your desires in 1950.

A Few Minutes of Quiet Silent Meditation... The Patience to Wait for the coming of These things, and the Wisdom to Know Them When They Come.

—W. R. Hunt

THE FRIONA STATE BANK

Farm Living In '50 What's Ahead For

Does the outlook for somewhat lower farm income in 1950 mean a cut in farm family spending?

Mrs. Florence Low, extension home management specialist of Texas A&M College, doesn't believe that farm families generally will cut their spending during 1950 as much as the farm income is expected to be reduced.

She says families do not change their spending habits easily and tend to keep up their spending even after income has dropped. Savings and credit provide the cushion families use to maintain this spending.

Other factors that may help to keep farm family spending on a fairly high level, says Mrs. Low, are a wider extension of electricity to rural areas and spending on housing may be stimulated by the provisions of the Federal Housing Act of 1949. Slight reductions in the price of consumer goods will also benefit farm families.

If reductions do come, they are expected to show up in reduced spendings for gifts and contributions, recreation and house furnishings and equipment, says Mrs. Low. Little change is expected in the amounts spent for food and clothing.

High farm incomes for the past several years have enabled many farm families to acquire a good stock of household equipment and this will not have to be replaced for several years. Young families and others who have not acquired household goods are more likely to miss the extra income which would have been spent on these items.

Get Things Ready For Early Chicks

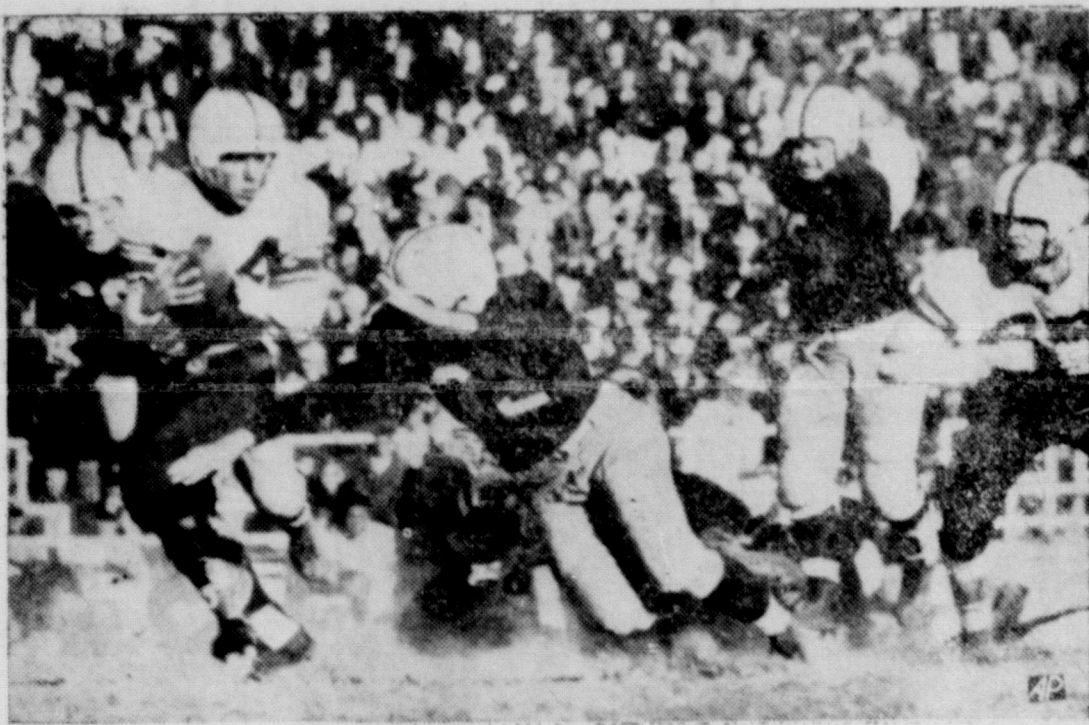
COLLEGE STATION — Now is the time to make plans and get everything in readiness for those early chicks. Decisions must be made on how many, where they will be purchased and where they are raised for egg production or for meat purposes? C. B. Ryan of the poultry department of the Texas A&M College System, says buy the chicks close to home if you can. Get them on feed and water as soon after they hatch as you can because the longer chicks are off feed and water after they hatch their chances of living and doing well decrease. Good vigorous chicks are a must for a successful brooding operation.

Ryan points out that only chicks from pullets tested and selected flocks should be purchased. This item should be checked before you buy. If you are acquainted with your local hatcheryman, you'll probably know the answer to this.

Good housing is another must that goes with the successful production of chicks, adds Ryan. Brooder house troubles can be held to a minimum if the chicks are given plenty of floor and equipment space.

Brooder houses should be repaired and thoroughly cleaned at least 30 days before the chicks arrive, he says. Sweep and clean the entire house and then use a lye water solution for washing the house.

All equipment should be cleaned and disinfected. Be sure that it is all in good working order. Set up the brooder, have it regulated and going several days in advance of the chicks' arrival. Good properly working equipment, says Ryan, insures a successful brooding operation and reduces the amount of work-



THE STAR OF A LATERAL—Billy Bookout (44), Wichita Falls back, started to skit left end in the Class AA Schoolboy Football Championship game with Austin in Fort Worth Dec. 23 and then threw a lateral good for 26 yards. Bookout is shown hemmed in by J. T. Sealholm (42), Austin back; tackle Stanley Studer (68) and Tommy Flow (32), back, Wichita Falls back Bobby Bowmer (35), is doing some blocking. Wichita Falls won the game 14-13. (AP Photo)

ry and the sleepless nights for the poultryman.

Ryan suggests that you visit your local county extension formation on growing a baby agent's office for the latest in chicks. They will be glad to help you with your chick problems.

CHRISTMAS GUESTS AT MRS. HART'S HOME

Guests in the home of Mrs. Grace Hart for Christmas dinner were Mr. and Mrs. Jimmie Sullivant and their three children, Louie, Wayne and Norma Ruth, of Lubbock.

Mrs. Sullivant formerly lived at Friona and will be remembered by her Friona friends as the former Miss Ruth Harry. The other guests at the Hart dinner table were her son, Roy Hart, also of Lubbock, and ye scribe.

All present fully enjoyed the bountiful and toothsome repast, which Mrs. Hart and her daughters, Misses Wanda and Elda had prepared.

H. Clay Davis Stricken While Fighting Blaze

H. Clay Davis, one of Friona's most highly esteemed citizens, suffered an attack of heart ailment, Sunday forenoon, while assisting the fire boys at the site of the burning Friona gin.

Mr. Davis, it is stated, stooped over to assist in moving a portion of the heavy fire hose, and suddenly collapsed. He was rushed to the local hospital where it was found that a small artery in his heart had burst.

He received medical treatment and was confined to the hospital for a few days, but is again able to be home and was down town Wednesday.

SPENT CHRISTMAS AT MIDLAND

Mr. and Mrs. Bert Shackelford spent the Christmas holidays at Midland with their daughter, Mrs. Ray Hurst and family.

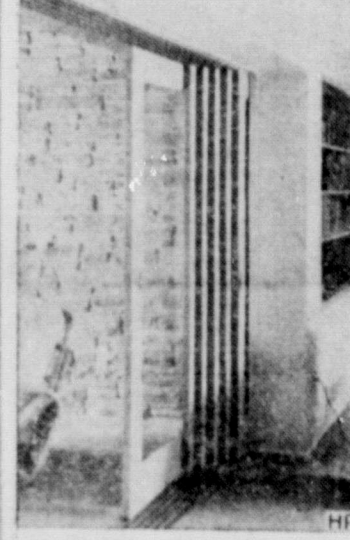
Their son, Gordon Shackelford and family, Perryton, were also guests at the Hurst home, thus making a complete family reunion.

ATTENDED FUNERAL OF RELATIVE

Mr. and Mrs. D. E. Habbinga and Mrs. Habbinga's mother, Mrs. Kilem, attended the funeral of Charlie Goeth, at Abernathy Saturday.

The deceased was a brother of Mrs. Kilem and an uncle of Mrs. Habbinga.

Door Disappears in Hole in Wall



This sliding door, used to separate the living room from a screened porch, can be pushed back entirely out of the way. The door is made in six sections, which slip into a recess in the wall behind a bookcase. The idea is presented by American Builder magazine.

WATERING WITH ICE

Potted plants which hang overhead often can be watered easily by slipping a few ice cubes in each flower pot.

Dodge Announces Improved '50 Model Will Be Shown Nationally January 4

DETROIT — Dodge dealers will display the new Dodge line of automobiles in their showrooms Wednesday, January 4, L. Colbert, vice president and director of Chrysler Corporation, president of the Dodge Division, announced today.

Pictures of the new models and specifications were released today. They are longer and lower in appearance as a result of styling modifications. Rear fenders are larger and longer and the rear tread is two inches wider. The rear window area in Coronet and Meadowbrook models is increased one-third. New parallel bar-type grille, of separate piece construction to minimize repair and replacement cost; new larger bumper guards, new exterior chrome trim, a re-styled instrument panel, new dash and cowl insulation and new tail lights are among the improvements.

Available in ten body styles and on two standard wheelbases, the new Dodge cars retain the generous head room, shoulder room, leg room, seat height and wide door openings of preceding models, which established an all-time Dodge high in retail sales.

"The public has voted overwhelmingly in favor of the roominess, convenience and riding comfort that Dodge offers," Colbert said. "Our new models have those advantages in full measure. People will enthuse over their looks, too. They are beautifully styled in the Dodge tradition of functional design."

Unveil New Chevrolet Saturday, January 27

DETROIT — A new series of Chevrolet passenger cars, reportedly one of the most important ever developed by the company, will be unveiled, Saturday, January 27.

W. E. Fish, general sales manager, made the announcement as some 7,000 Chevrolet dealers across the country began preparations for elaborate showroom presentations.

"One of the secrets of Chevrolet's highly successful merchandising has been the enthusiasm which dealers have been able to build up at these first showings of a new model," said Fish.

"In some communities the event has become almost a public holiday. Dealer establishments are at their sparkling best. Great pains are taken for striking decorative effects. Car models are selected with unusual eye appeal. Special attractions are frequently part of the program."

"With it all the public has come to expect something unique in automotive progress. This year will be no exception. We are introducing an advance that has been a subject of research and test throughout the postwar period. The cars carry a development that we believe will have a revolutionary influence on automobiles of the future."

The 1950 car will make its appearance following Chevrolet's most successful year. Fish said retail passenger car sales in 1949 would top 1,000,000 units while truck sales of 350,000 would set a new all-time record for the industry.



HOLIDAY STARS IN YOUR HAIR

Holiday time is the time to shine! It's holiday time, which is party time—gay crowds, your prettiest frocks, a busy whirl. But don't be so rushed, advises Katherine Potter, Procter and Gamble's Director of Beauty and Grooming, that you can't give your hair a little special attention between parties. A few minutes can mean an extra lift and sparkle to your looks if you follow her timely tips:

Crowds of friends at a party mean fun, but also smoke in the air. No need to let its stale odor cling to your hair, however, when you can wash it right out in a jiffy with any of the quick new synthetic detergent shampoos. They come in liquid, cream or jelly form, so pick your favorite. It will leave your hair shining—and fragrant.

If your hair is cut the newest way—short, sleek, yet softly feminine—you will want to take care that each polished hair lies just in the place intended for it. You can control it easily by the way you set it. After your shampoo, turn your curls, slide a hairpin over the hair end to hold it at the center of each curl. Then use a bobbie pin or one of those handy little clamps to keep each curl flat to your head till it dries. No fishhook ends can escape from such a set. If your hair gets stubborn between shampoos and starts jucktailing off in the wrong direction, roll the ends back where they belong just before you take a bath. Cover them with a net, and let the steam of the bath help fix them in place. Of course be sure they are thoroughly dry before removing pins. Hair that stays set exactly the way you want it can be protected, on the other hand, from the steam of a bath by a towel pinned turban-fashion around your head.

Now finally, says Miss Potter, brush. Don't comb your hair into place. It looks more natural that way. And the brush will add an extra polish to the sheen of clean, clean hair. A holiday treat you can give yourself the year round.

Pic-Tours of Europe

TO HELP TOURISTS IN THE NETHERLANDS. POLICEMEN WEAR SMALL FLAGS OF DIFFERENT NATIONALITIES ON THEIR SLEEVES. EACH FLAG INDICATES THAT THE POLICEMAN CAN SPEAK THE LANGUAGE OF THAT COUNTRY.

AMERICANS WHO GO TO EUROPE THIS WINTER ON TOURS LASTING MORE THAN 12 DAYS MAY BRING BACK \$500 WORTH OF EUROPEAN MERCHANDISE WITHOUT PAYING DUTY ON IT.

ICELAND. ON THE EDGE OF THE ARCTIC CIRCLE, RAISES BANANAS AND OTHER TROPICAL FRUIT. THEY GROW IN GREENHOUSES HEATED BY HOT WATER PIPED FROM NATURAL HOT SPRINGS.

Season's Cheer to all in 1950

May the year be good to you.

In Every Way

City Drug Store
Wright & O. J.

A NEW YEAR Greeting 1950

The New Year, rising from the ashes of the old, is a time for true rejoicing. Happy 1950 to you

And A Bountiful Grain Crop
Plenty of Storage Room Now For Sorghum Grains

Friona Wheat Growers, Inc.

Happy New Year 1950

HERE'S HOPING YOUR NEW YEAR HOLDS REAL JOY AS EACH NEW HOUR UNFOLDS

To All Our People START THE NEW YEAR RIGHT With One Of Mother's Hot, Juicy MINCE PIES And a Dish of Blackeyed Peas We Have 'em

WHITE'S CASH GROCERY

This Is Not The FISHING SEASON BUT

It is a good time to get ready for it. Have us build you a Boat ANY SIZE OR CLASS

LOUIE LONGMEYER

We Hope to Be Able to Assist You in Achieving BOTH HAPPINESS AND PROSPERITY

ROCKWELL BROS. & CO.
O. F. LANGE, Manager

We Repeat HAPPY NEW YEAR - 1950

The New Year is like a re-birth of time itself, offering all the promises of a new world.

Once more all things are possible for all men to achieve.

Happiness ceases to be merely a word and again becomes a sincere wish.

We Are Wishing the BEST of Everything For Everybody

Parmer County Implement Co.