



Christmas, time of happiness
and love and friendship true.
Time of thinking special thoughts
of special folks like you.
Time of counting memories
we've shared along life's way.
Time of making wishes
for a happy Christmas Day.





HUNTER AND PRIZE . . . Dr. Paul Spring bagged one of the three Aoudads shown here. In all, eight sheep were killed in the hunt, first of its kind in the United States. Temperatures were near zero at times during the hunt, witness the expression on Dr. Spring's face.

SQUAWS AREN'T PRESSED

Chiefs Change Attack; Win 63-53 Over Bovina

The Friona High School Chieftains changed their offensive attack somewhat Friday night, and it clicked for a 63-53 win at Bovina, their second victory of the season. Earlier, the Squaws had run their winning streak to 11 straight games since the season opened, taking a 61-31 win over the Mustangettes.

The Chiefs got double-figure scoring from new sources as they stopped a two-game losing streak and ended the pre-Christmas schedule on a winning note. Milton Hargus, in his first chance as a member of the varsity, and S. D. Baize led the team in scoring with 12 points each.

Baize, a senior who has started the season off slowly as far as scoring goes, finally got the "lid" off the basket by breaking into the double figures for the first time this year. Last season, Baize ended up as the fourth-leading scorer on the team as a junior.

"We went to a fast break offense, and although we only had a couple of days to work on it, we did pretty fair," said Coach C. W. (Dub) Dukes, coach of the Chiefs.

The Chieftain coach pointed out that the team shot 98 times from the field, most of the season, and connected on just 29 per cent of the shots, generally considered a bad percentage. But evidently the extra shots paid off with more points in the long run.

The Chiefs were slowed somewhat by illness. Starters Larry Buckley and Gene Weatherly, as well as Cary Renner were slowed, although seeing considerable action. Wayne Jones was out entirely.

The teams swapped baskets during the first part of the game,

with Hargus' two field goals sparking Friona to a 12-10 lead at the end of a quarter.

Weatherly chipped in with two baskets, and almost everyone else scored at least two points, as the team increased its lead to six points, 30-24, at halftime.

Then in the second half, Baize suddenly began to score regularly. He canned three field goals in the third quarter, and Hargus added a couple, as Friona began to open up a lead. It stood at 12 points, 45-33, after three quarters.

Reserves saw a lot of action in the final frame, and almost everyone was able to break into the scoring column. The reserves stayed right with the Mustangs, being outscored just 20-18, and that was enough for the 10-point win.

Tally Kelso salvaged game scoring honors for Bovina, as he burned the nets for 29 points, over half of his team's total.

The Squaws started slowly, but never were in serious trouble. They fell behind a couple of times in the early going, 4-2 and 6-4, but Charlotte Nettles threw in 11 points in the first quarter to give her team a 17-7 lead at its conclusion.

All three starting forwards (Nettles, Tito Jennings and Linda Davis) scored with regularity in the second quarter, and the Squaws took a 32-15 halftime lead.

Reserves began to enter the scene in the third quarter, as Bovina managed just four points, falling behind by 24 points, 43-19 at its conclusion. The Mustangettes increased their scoring in the final eight minutes, but so did Friona, and the Squaws rolled to an easy 61-31 verdict.

Nettles topped all scorers with 29 points. The steady senior collected 11 field goals and seven of seven free shots. Jennings scored 15 points.

The next action for both the Chiefs and Squaws will be January 2-3-4 in the Farwell tournament.

Chiefs vs Bovina			
PLAYER	FG	FT	TP
Baize	6	0	12
Hargus	6	0	12
Weatherly	2	1	5
Buckley	1	5	7
Murphree	3	1	7
Dodd	2	0	4
Milner	3	0	6
Snead	2	0	4
Graves	2	0	4
Renner	1	0	2
Totals	28	7	63

CHEIFS	12	18	15	18--63
Bovina	10	14	9	20--53

PLAYER	FG	FT	TP
Nettles	11	7	29
Jennings	7	1	15
Davis	3	0	6
Greeson	1	0	2
Long	0	1	1
Moyer	2	2	6
Rushing	1	0	2
Totals	25	11	61

SQUAWS	17	15	11	18--61
Bovina	7	8	4	12--31

On The Front

The Star's "Christmas Children", this year have a Christmas connotation all year. They are Holly Sue, 4, and Noel, 5, children of Mr. and Mrs. John Fred White. Holly Sue's birthday is December 26, but Noel won't celebrate a birthday until July 7. One thing for sure--they always have a "White" Christmas.



TERRY'S SHOP

Ross Terry

SCHOOL DECORATING

Winners Announced In "Door" Contests

Winners were announced this week in the door decorating contest at both Friona High School and Junior High School. The winning door at high school was sponsored by the Science Club. Designing the door were Kay Coffey, S. D. Baize and Edwin Taylor.

Second-place door was de-

signed by the Senior Class, under the direction of Dianne Taylor and Cheryl Neill. Third-place was won by the Junior Class, designed by Sharon Dean and Merylene Massie.

In Junior High's contest, Mrs. H. E. Barnett's home room was first, designed by John Bill McFarland. Second place went to Wayne Hodgson's room, Sharon Awtry, chairman. A tie for third place resulted between the home rooms of Robert Taylor and Phillip Bates.



We'll just take up enough space this week to wish everyone the merriest of Christmases. And since we won't be seeing you again until January 2, a very happy new year, too.

This time of year makes those of us at the Star doubly conscious of the many niceties that we receive each week from those of you -- our readers, subscribers and advertisers.

Everyone connected with the Star -- owner Joe Osborn, advertising manager John Getz, society editor June Floyd and commercial printer Robbie Osborn join me in saying thanks for your support during the past year.

With the continued help of the entire community, we hope to make the Star the best newspaper in its class, both in West Texas, and anywhere else.

Project Additions

The following persons have contributed to Project Christmas Card, but their names were received too late to be included in the Christmas Greeting elsewhere in the Star.

- Mr. and Mrs. John Bengert
- The Wesley Fosters
- The W.H. Grahams
- Mr. and Mrs. Spencer-Hough and Patsy
- The Eric Rushings
- Mr. and Mrs. W. B. Stark
- Elroy, Faye and Terry Lynn Wilson



WEDDING DATE SET--Miss Paula Phillips, daughter of Mr. and Mrs. Montie R. Phillips, has chosen December 28 for her wedding date. Her parents have announced her engagement to Roy O'Brian, son of Mr. and Mrs. Tom O'Brian. Rev. Russell McAnnally will read the vows in the parsonage of Friona Methodist Church at 7 p.m.

OFFICIAL PUBLICATION CITY OF FRIONA

NOTICE OF TAX RENDITIONS, 1964

I, Arley L. Outland, Assessor and Collector of Taxes, of the City of Friona, State of Texas, do hereby give public notice that all persons, firms, corporations and associations, public or bonded warehousemen, beginning January 1st or before the first day of April of each and every year, shall furnish the Assessor and Collector of Taxes of the City of Friona a full and complete statement, list and schedule, verified by affidavit, of all real and personal property situated in the City of Friona, and all personal property located elsewhere and subject to taxation in the City of Friona, owned, held, or controlled by them, or in their possession as agent, bailee, warehouseman or custodian on the first day of January next preceding and shall in said statement, list and schedule, state the name and address of the owner or owners of such property. Such list, statement and schedule must be filed with the office of the Assessor and Collector of Taxes of the City of Friona, in the City Hall, Friona, Texas.

WITNESS my hand this 20 day of December, A.D., 1963

Arley L. Outland
Assessor and Collector Of Taxes
For the City of Friona

MERRY CHRISTMAS

From The
Friona
Federal Credit
Union

To Make Your Christmas Merrier Next Year -
- Join The Credit Union
Now!

Merry Christmas

And A

Fertile New Year

Hub Fertilizer Co.

Bill, Lester And Tab



Bi-Wize
Rexall Drug
Friona



HOLIDAY VISITORS . . . Showing Woody Fleming (center) where they've been and where they are going are Roy Tokujo (left) and David Wong, right. The two Hawaii natives visited in Friona on their way to the West Coast.

**Youths Stop
For Visit**

Two Michigan State University students, natives of Hawaii, stopped in Friona this week for a visit with the Woody Flemings.

The students, David Wong and Roy Tokujo, both natives of Hawaii, had met the Flemings when they visited in Hawaii the past year.

The young men were on their way to California, where they will see the Rose Bowl game between Illinois and Washington, Illinois beat Michigan State for the Big Ten championship, 13-0. "We want to see if they're really that much better than us," they said.

The youths, who will both graduate at MSU the coming spring, explained that during vacation and holiday periods at school they try to see as much of the continental United States as possible. This was their first visit to Texas, and they were very impressed.

"The people here are the friendliest we've met yet," they agreed. Both Wong and Tokujo said their concept of Texas had changed. They had expected it to be all prairie and tumbleweeds.

Dear Santa,
I love you, I want a home for my doll. Do not bring me all the toys.
Gail Graham

**Rhea HD Club Has
Christmas Celebration**

The Rhea Home Demonstration Club held its annual Christmas dinner and party Tuesday night, December 16. After a turkey dinner at the Spur Restaurant in Farwell, the group returned to the home of Mrs. Cordie Potts for the party. Gifts were exchanged and new secret pals were chosen. Coffee and cookies were served to Mesdames Joe Allen, Franklin Bauer, Bill Brandt, Elmo Dean, Chris Drager, Jack

Patterson, Cordie Potts, Charles Sanders, Melinda Schlenker, Carl Schlenker, Herbert Schueler, Walter Schueler, Norbert Schueler, Norman Taylor, Clyde Tims, Dwayne Ridley, misses Jo Smith and Shirley Smith. A new member, Mrs. Francis Dorsay, also attended. Next meeting for the club will be January 13 at 8 p.m. in the home of Mrs. Floyd Schueler.

CHRISTMAS
GREETINGS

**FROM THE NEWEST
NEIGHBOR
IN FRIONA**

We Are Too New In Town To Thank
You For Last Year's Business. But - -
For Next Year We Can Promise You - -
Better Foods - - Better Quality - - Better
Service At The Lowest Possible Price!

**HARRY'S
SUPER MARKET**

James Brown Mgr.

ELK Drive-In ★ Check For The Free Passes Given By The ELK

Friona, Texas

THU 26	FRI 27	SAT 28
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THE GREAT ESCAPE
STEVE MULLER
JAMES GARDNER
ATTENBROUGH

SUN
29

gidget GOES TO ROME
COLOR

**Merry
Christmas
To All**

**WE
WELCOME
AN AGE OLD
CUSTOM**

Christmas has always been a time of friendliness and good cheer. One of the oldest traditions is the simple well wishing to one's friends for a Happy Christmas. This year we send to each of you that wish fourfold. . .

MERRY CHRISTMAS

**Elaborn
Funeral Home and Floral
Friona**

WANT ADS

Classified ads are 6¢ per word for the first insertion; 3¢ per word thereafter; with a 50¢ minimum. Deadline for classified advertising Tuesday 5 p.m. Legal Rate 3¢ and 2¢. Minimum 50¢ on cash order, \$1 on account.

REAL ESTATE

FOR SALE
1200 A good grass on north plains. Good water, river, irrigation well. Lots of sprinkling pipe, windmills and tanks. Nice modern houses, one of rock. Good corrals, paved roads part in cultivation, about \$10000 equipment goes. Free gas for wells and houses. Priced for quick sale at \$80A. Must sell before first. Jack Poubinek, agent, Phone 4972 Friona, after 7 p.m. or Bob Burkett Friona 3442; Office Ph: 2170 Hub, 12-2tc

FOR SALE
80 A. farm located west of Friona, on pavement, good 6" irrigation well fully equipped, 57A in cultivation. All nice smooth and level. 23A native grass. Most of it smooth and level. About 75 A. can be farmed or put in grass and watered. Price only \$250 per acre.
Contact
O. W. Rhinehart
Phone 238-4452
Bovina, Texas 11-3tc

FOR SALE: Two bedroom house 801 West Fifth. Would take clean farm truck or pickup in trade. Phone 8611, Ivan Adkins. By appointment only. 11-3tp

FOR SALE
Brick home on corner lot. Double garage, three bedrooms, two tile baths, combination kitchen and den, fully carpeted, practically new. Immediate possession. Phone 8081 after 4 p.m. 50-tfnc

NOW AVAILABLE

G. I. and FHA homes to be built in Friona. 100% G. I. loan and 97% FHA loan. If interested in new home, contact us. 44-tfnc

DOUGLAS LAND CO.

901 Main, Box 185
Office Phone 5541
Joe B. Douglas Ed Hicks
Phone 5531 Phone 3231

FREE APPRAISALS
We have tons of money to lend on Farms and Ranches. Long term low interest.
DOUGLAS LAND CO.
901 Main Phone 5541
Friona 10 tfnc

FOR SALE

FOR SALE: 125a red top cane butts. Good quality. Fine stemmed. \$15 ton. Keith Brock Phone Hub 2449. 7-tfnc

FOR SALE: Registered miniature French poodles. \$30 and \$50. Mary Ann Stacy, Phone 8671. 13-1tc

FOR SALE: 1959 long wheel base Chevrolet pickup. Call David McVey, 9962 or 3551. 13-3tp

Used Whirlpool Washer and Dryer \$125.00 pair.
Used Refrigerators and new 63's While they last.
Lots of Built Ins. 10% down nothing till March.
Reeve Chevrolet Co.
12-tfnc

FOR SALE
The Wimberly Estate on West 5th St. This property consists of 2 modern houses & double garage. Paying good rent. Priced to sell. Contact Douglas Land Co. Phone 5541, Friona, Texas. 44-tfnc

FOR SALE-1953 Ford, conversion shift. Reconditioned motor. Good shape throughout. Troy Ray, 1210 Elm. 10 tfnc

FOR SALE: cane butts, \$10 per ton. Contact Velden D. Carroll, Phone Farmer 3179. 9tfnc

FOR SALE: Dinette suite with four chairs in good condition. Color, green. Call 4821 or see at 1203 Elm. 2tc

FOR SALE - Baled African millet fine stem hay. Charles Rector Phone 4392. 10-tfnc

FOR SALE
Four bedroom home, 2 full baths, carport, 90 x 140 corner lot, well located, 402 Beach Ave., Friona. This home priced to sell. Will sell to veteran. Contact R. L. Houston Phone 3-3100 or Eddie Lane Phone 4390 Muleshoe. 11-3tc

FOR SALE-Custom handmade draperies and Mohawk carpet. Mrs. L. R. White, 806 Ashland Avenue, Phone 4951. 6-tfnc

FOR LEASE-Ten head registered Polled Shorthorn cows for 1/2 the calf crop. Cows to start calving after Jan. 1. Dale Hart, Route 2, Friona. 11-tfnc

FOR SALE: For the best deal on a new Buick, Rambler, motor boat or Johnson outboard motor, see or call Kinsey Osborn Motors, Hereford, Tex. 142 Miles Street, Phone EM 4-0990. 38-tfnc

FOR SALE: Milk cow. Bill Flippin. 4-tfnc

FOR SALE: 1959 Chevrolet 4 door, radio and heater, power steering and power brakes, Good condition, Ed Hicks, 3-tfnc

FARM LISTINGS
75 A. on pavement, 8" well, 13 A. cotton, 21 A. wheat, balance maize, 7 terms.
157 A. 8" well. Well allotted, water from one ditch.
160 A. 8" well, on pavement, nice 2-bdrm home, wheat, plowing and motor goes.
154 A. tiled, 8" well, wheat and motor goes, 29 per cent down, 20 yrs. on balance.
189 A. all in cultivation, 8" well, \$450 per A. 29 per cent down, 20 years on balance.
Half mile of Bovina.
160 A. on pavement, tiled, 39 A. cotton, balance wheat and maize, 8" well.
200 A. with nice home, two wells, 35 A. cotton, balance wheat and maize.
315 A. with 2 strong 8" wells, waters from one ditch, well allotted, motors go.
320 A. 3-bdrm home, 48 by 80 barn, 298 A. in cultivation balance permanent grass. Priced right.
640 A. all in cultivation, 2 sets improvements, 4-10" wells, all tiled, 200 A. cotton, 335 A. maize, 55 A. wheat, 29 per cent down, 20 years on balance.
--Farm Loans--
RAY SUDDERTH
REAL ESTATE
Hiway 60 Bovina
Bus. Ph. 238-4361 Bovina
Res. Ph. 481-9064 Farwell

WANTED
WANTED -- Clean cotton rags. No overalls or other firmly woven materials. Will pay 7 cents per pound. Plains Publishers Phone 4811. 47-tfnc

WANTED

WANTED - Baby sitting in my home, day or night, except Sunday, Mrs. Fred Thomas, Phone 4832, 908 Grand. 13-1tc

WANTED: Bundles to stack. Will haul and stack. Phone 3911 day or 5331 night. 12-2tc

SERVICES
RUBBER STAMPS
Made to order. For every BUSINESS, PROFESSIONAL or PERSONAL use. Make excellent Christmas gifts. Satisfaction guaranteed.
HART'S
RUBBER STAMP SERVICE
Phone 5361 Friona 11 tfnc

HANNAH'S husband, Hector, hates hard work so he cleans the rugs with Blue Lustre. Shampooer For Rent. Roberts Furniture. 13-1tc

Auction Service
Sales Of All Kinds
Bill Flippin and Associates
Ph. 5362 Friona 4-tfnc

FOR SALE: 1959 Chevrolet 4 door, radio and heater, power steering and power brakes, Good condition, Ed Hicks, 3-tfnc

Auction Service
Sales Of All Kinds
Bill Flippin and Associates
Ph. 5362 Friona 4-tfnc

POLITICAL CALENDAR

The Friona Star is authorized to make the following political announcements subject to action of the Democratic Primary in May, 1964:

FOR SHERIFF, Farmer County Chas. Lovelace (Re-Election)

FOR ATTORNEY, Farmer County Hurschel R. Harding (Re-Election)

FOR COUNTY TAX ASSESSOR-COLLECTOR: Leona Moss High Moseley
FOR COMMISSIONER, PRECINCT 1: Tom Lewellen (Re-Election) Forrest Osborn

For sewing machine and vacuum cleaner service, Call Tom Owens, Singer Company representative, at Foster's in Friona, phone 3162. 10 tfnc

REDI-PAY HOSPITAL PLAN PAYS LIKE A HOSPITAL POLICY SHOULD - ALL THE BILLS - UP TO \$5,000.00
A. M. YOCUM
201 N. Miles EM 4-1594
Hereford 13-2tp

FOR RENT

FOR RENT--New, unfurnished two-bedroom apartment, couple or small child, Phone 9821 or come to 1205 Washington. 13-tfnc

Dear Santa Claus:
I want a train and a sled and a gun and a new car for my father and a new bedroom suit for my mother.
I Love You,
James Perea

Dear Santa Claus:
I want a toy, Santa, I wish for a train. Will you please get a train for me.
Love,
Lupe Gonzales

Dear Santa Claus:
I want a football. My brother wants a horse. My other brother wants a coat. My sister wants a Tammy Doll. My other sister wants a cowboy hat. My mother wants a new washing machine. My father wants a John Deer.
Love,
Curtis Gable

Rebekahs Have Christmas Party

Highlight of the Monday evening meeting of Friona Rebekah Lodge No. 308 was a Christmas party.

The program began with the reading of "The Oldest Story Ever Told" by Chaplain Wilma Wise. A poem, "Tis The Season To Be Fanatic" was read by Mrs. Ethel Bengler.

During the business session reports were made of six sick visits being made and two convalescent cards being sent. Refreshments of fruit cake

and coffee were served by Mrs. Bengler, hostess, to 16 members.

Prayer by Noble Grand Katie Parr closed the meeting.

Dear Santa Claus:
We hope you have a nice Christmas night. Here are the names of my brothers and sisters: Lovis, Travis, Sylvester, Liad Rae and Butch Lee, and Joe and Tame Joe Jackson.
Love,
Ossie Mae Lee

Ross Says- - -
I Have A BIG SUPPLY of USED MOTORS!

Come In And Look These Over--You Will Be Glad You Did!

TERRY'S SHOP

Ph. 5941

FRIONA

Sincere Good Wishes for a very Happy Holiday Season

We are grateful for your patronage and consideration

Western Auto

FRIONA



Greetings
We're Always Glad To Serve Our Customers.
Robert Zetzsche
Representing
Standard Concrete Pipe Co.

Christmas Greetings
White Auto Store
Friona

Warm and Sincere Greetings TO EACH OF YOU

Boyd Machine and Supply
FRIONA

The Christmas Season is a glorious season when everyone finds happiness. We cast cares aside, relax, and rejoice in the happiness we can bestow rather than in the happiness which we receive. Warmth and good feeling spreads across the earth. The Spirit of Good Fellowship and Friendship prevails. It's a time to say, "Merry Christmas. May the joys of this Happy Season be yours in the fullest measure."

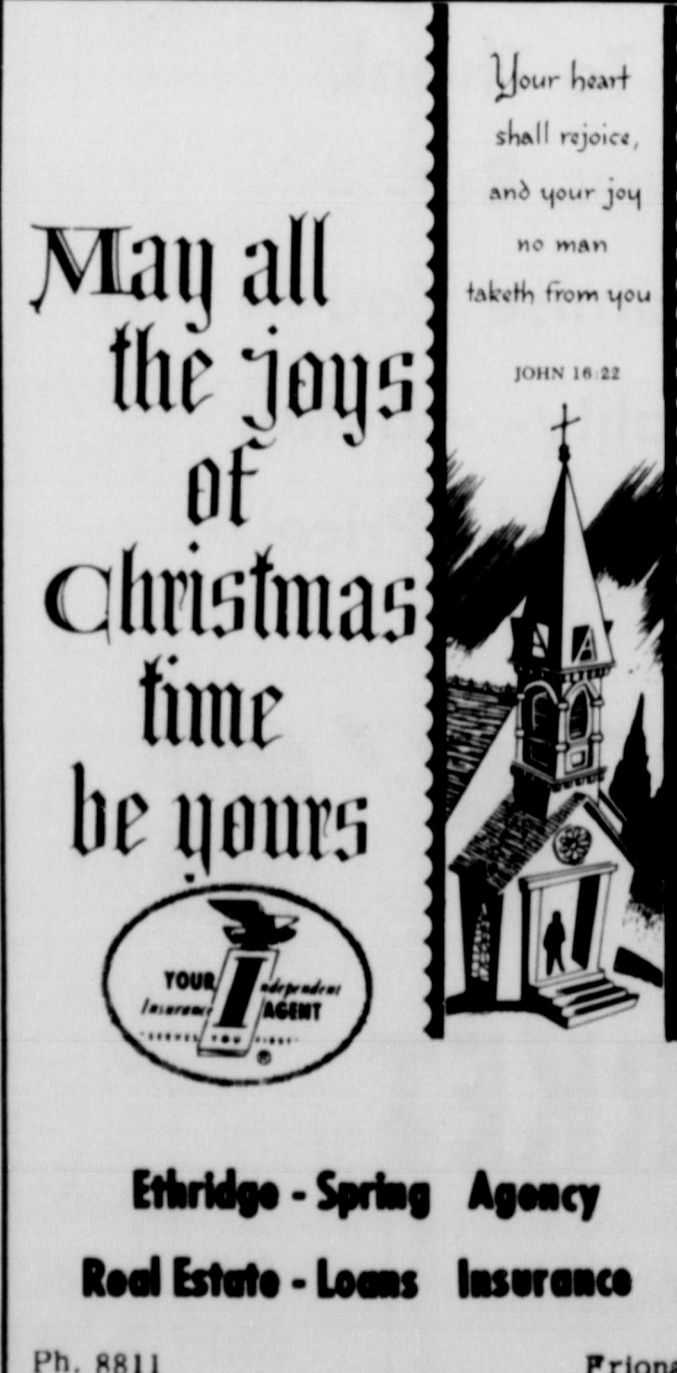
holiday greetings



KENDRICK OIL CO.
Friona

Your heart shall rejoice, and your joy no man taketh from you
JOHN 16:22

May all the joys of Christmas time be yours

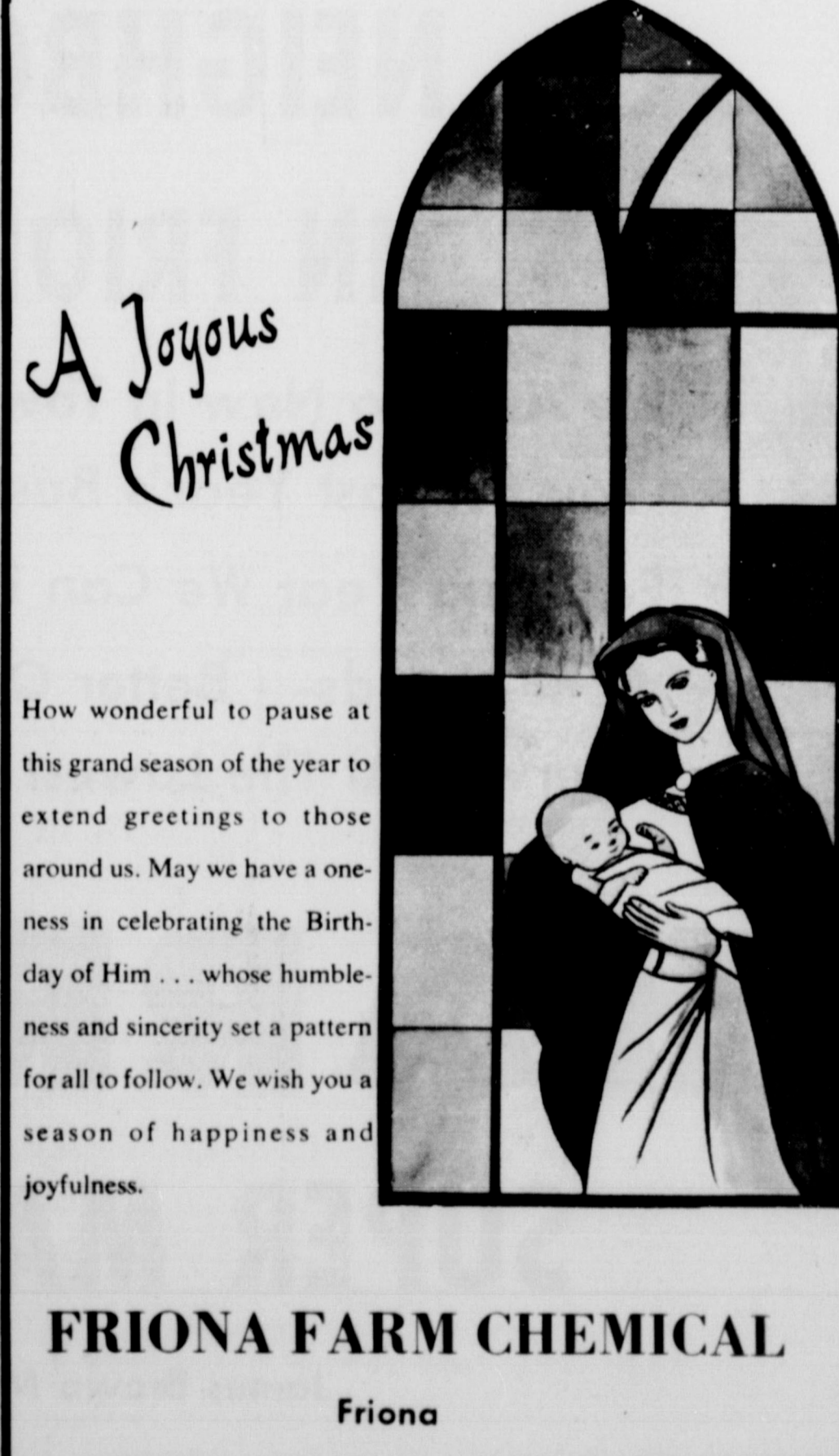


YOUR Independent AGENT

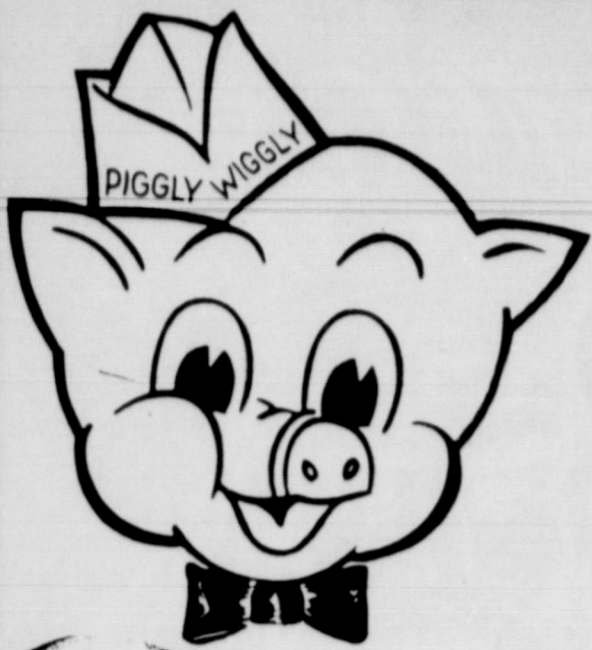
Ethridge - Spring Agency
Real Estate - Loans Insurance
Ph. 8811 Friona

A Joyous Christmas

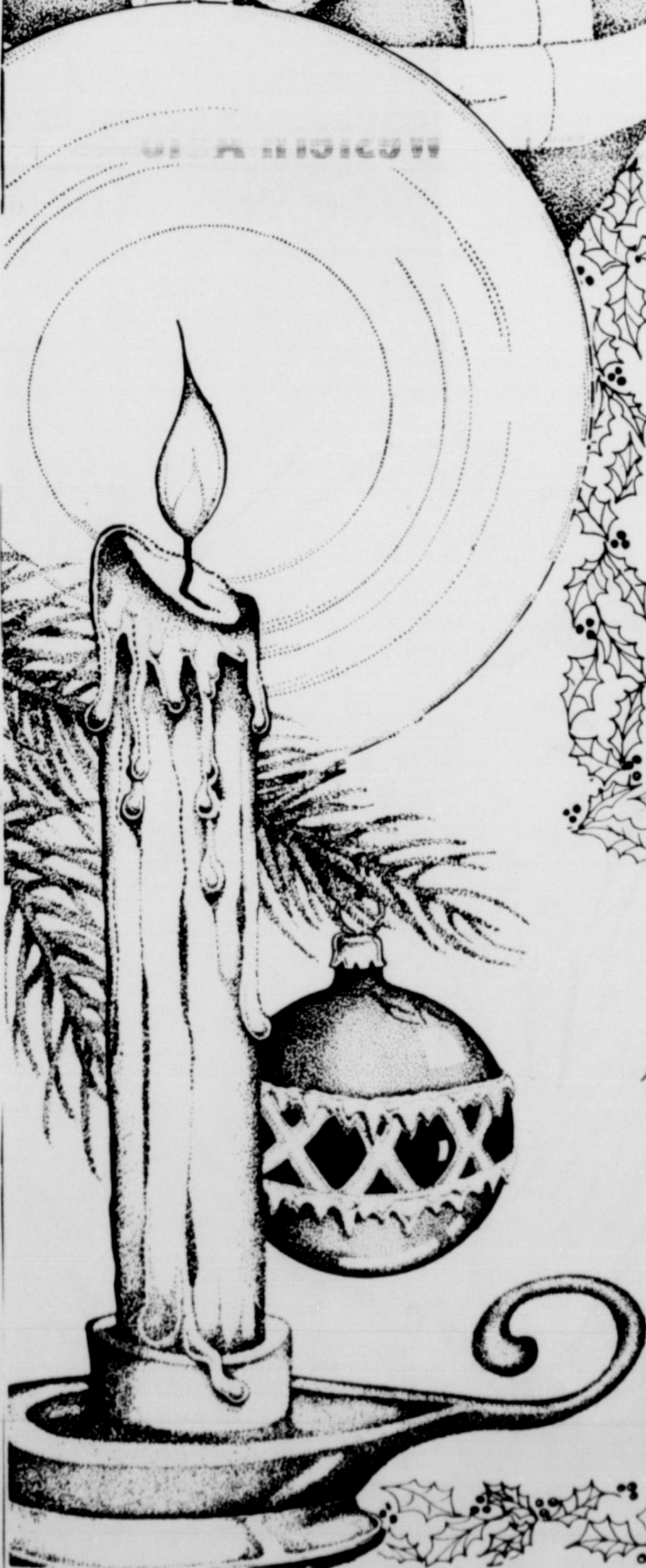
How wonderful to pause at this grand season of the year to extend greetings to those around us. May we have a oneness in celebrating the Birthday of Him . . . whose humbleness and sincerity set a pattern for all to follow. We wish you a season of happiness and joyfulness.



FRIONA FARM CHEMICAL
Friona



MERRY CHRISTMAS



FROM
MR. & MRS. U.S. AKENS
MR. & MRS.
JERRY LAWRENCE
AND OUR EMPLOYEES
FRIONA

Vuthill Loafman
Jessie Jackson
Frances Hilley
Jo Ann Mills
Mary Gibson
Carolin Quinn
Lucille Buske

Vivian Hughes
Dean Davis
Robert Wright
Wayne Hill
Joe Garcia
Larry Loflin
Roland Watts

Richard Fortenberry

EARTH

Lloyd Kiser Mgr.
Travis McPherson Mkt. Mgr.
Larry Digby Asst. Mgr.
Belva Taylor Checker
Frances Glasscock Checker
Henry San Miguel Stocker

STRATFORD

Bill Ferguson Mgr.

Mrs. Lelah Carey
Russell Albert

Richard Albert
David Williams

Alvin Adams

Lowest Prices . . . Greatest Variety . . . always at

Piggly Wiggly



A WINNER . . . Sharon Awrey, left, and Wayne Hodgson, admire the second-place door in the Friona Junior High contest.

'Twas The Night Before Christmas

(With apologies to Clement Moore)
 By Virginia Browder
 'Twas the night before Christmas when all through the house Pandemonium reigned, Not even a mouse Dared stir from his burrow lest he be crushed In the helter-skelter Christmas Eve rush. Father, with the ladder, was trimming the tree While Mom was as busy as she could be; Wrapping and tying some last minute things That Pop had bought for his office hirelings. . . . Sis was dressing for a dance And I had just finished changing Baby's pants When with a sharp crack, like someone was shot, The lights went out and we could not Tell which was Mom and which was Pop. Now Pop, with his trimming, had just blown a fuse And "God Bless Our Home" was not what he used To express his displeasure at being left there. In inky black darkness, suspended in air. . . . Then, down from the ladder, he clumsily got; Tripped o'er a stool, a chair and whatnot.

The door bell was ringing as door bells will When the fellow outside is enduring the chill. Sis, busy dressing, yelled somebody please To let Egbert in, lest the poor boy freeze. Still yelling, she promised she soon would be there She just lacked her nails and fixing her hair. . . . And, holding the Baby, like a good brother should I went to save Egbert as soon as I could, By feel and by fumble blaze a trail Through the burnt-apple fumes that seemed to hail From the kitchen to which Mom ran with a wail To rescue her pies before they were cinders To throw open the door and raise the windows. Alas, victory! Eureka! Hipand hooray! Though the going was hazardous all the way, With hurtling the obstacles, I'm surprised We did escape safely with our lives. . . . But Baby and I had reached the door And the saints preserve us forevermore! For there, on the threshold, was no teenage clap But jolly Old Sanky in red coat and cap. His face all a-twinkle with a dimpled grin And a gay "Merry Ch-istmas", he promptly came in. He put down his sack and expressed his hopes That we were all well, just like he was home folks. Which just goes to show you, you never can tell Who's standing outside when you hear the door bell.

Woman Dies In Smashup

A California woman was killed, and two other people seriously injured, in a two-car crash Saturday afternoon about one-half mile west of the Friona city limits, on Highway 60. Dead on arrival at Parmer County Community Hospital was Robbie Lorene Ramsey of Salinas, California. She was riding alone in a late model Rambler station wagon. Seriously injured were Gertrude Irwin, 31, and her son Leslie, eight. The Irwins, driving a 1960 Chevrolet, were travelling west on the ice-slick highway. Patrolmen said the Ramsey car apparently went out of control on the slick road, spun, and was struck by the Irwin vehicle on the driver's side. Other weather-caused accidents were being investigated Saturday afternoon in Parmer County.

Ex-Students

Meet Thursday
 The annual reunion for ex-students and teachers of Friona High School will be held Thursday night (December 26) at the school cafeteria, beginning at 7 p.m. Officers for the coming year will be elected. Refreshments will be served, and a goodtime visiting with old friends is promised. Classes of 1922, 1932, 1942, 1952 and 1962 will serve as host classes.

To Florida
 Mr. and Mrs. A. W. Anthony Sr. and A. W. Anthony Jr. left early this week for Elgin, Florida, where they will visit in the home of First Lt. and Mrs. Don Copley and baby son.

Dear Santa Claus:
 I want a Be-Be gun, I am not always good but will try to be good until Christmas.
 Love,
 Randy Harrison

Dear Santa Claus:
 I love you, Santa Claus, I want a doll that can talk and a play home. My grandmother wants some new shoes and some dresses.
 Love,
 Delores Martinez

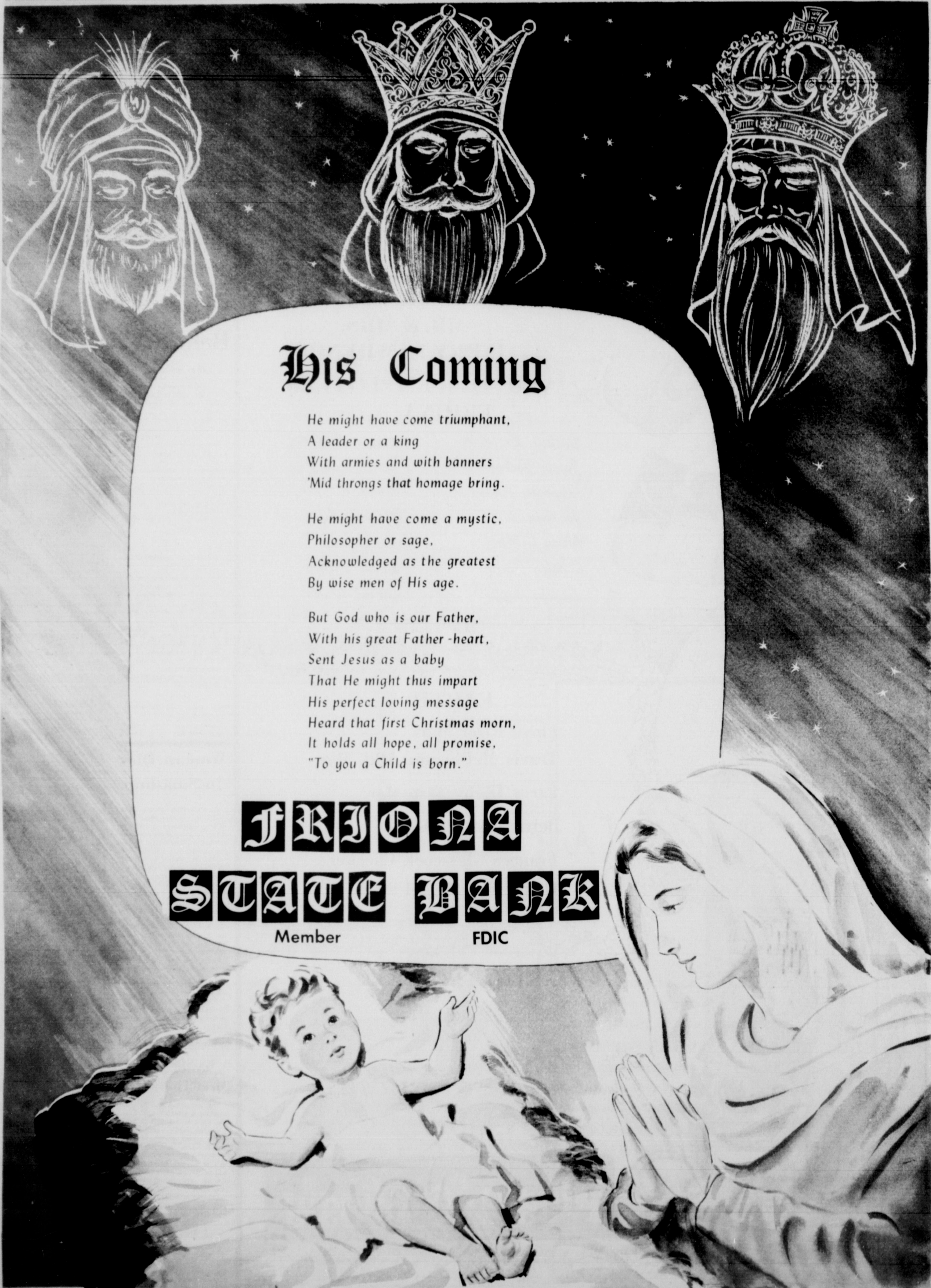
Dear Santa Claus:
 Merry Christmas, Santa Claus, please bring my brothers and sisters some toys.
 I Love You
 Randall Snyder

Dear Santa Claus:
 I want a football sut, I love you,
 Tommy Pemberton

Dear Santa Claus:
 I wish you gave me toys for Christmas at night at home, and a tractor.
 I love you
 Ronald Crear

Dear Santa Claus:
 I want a ruff and a pestl and a Boat and a car, I wish they come To.
 Love
 Coy Jameson

Dear Santa Claus:
 Please give the other boys and girls presents that are poor.
 Love Kay Cochran



His Coming

He might have come triumphant,
 A leader or a king
 With armies and with banners
 'Mid throngs that homage bring.

He might have come a mystic,
 Philosopher or sage,
 Acknowledged as the greatest
 By wise men of His age.

But God who is our Father,
 With his great Father-heart,
 Sent Jesus as a baby
 That He might thus impart
 His perfect loving message
 Heard that first Christmas morn,
 It holds all hope, all promise,
 "To you a Child is born."

FRIONA

STATE BANK

Member

FDIC

Merry

Christmas

Yes, It's True We've Been Wishing Our Friends A Hearty "Merry Christmas" For A Long Time. Each Season's Greetings Seems To Take On Added Significance Because We Find Ourselves With New Friends And Customers Whom We Wish To Include In Our List.

We Have Much For Which To Be Thankful-Good Friends, A Fine Community, A Spirit Of Loyalty That Makes Us Proud To Call Friona Our Home. It Is Good To Be Among Friends At Christmas Time And To Send You Our Annual Message Of

"MERRY CHRISTMAS!"

FRIONA CONSUMERS



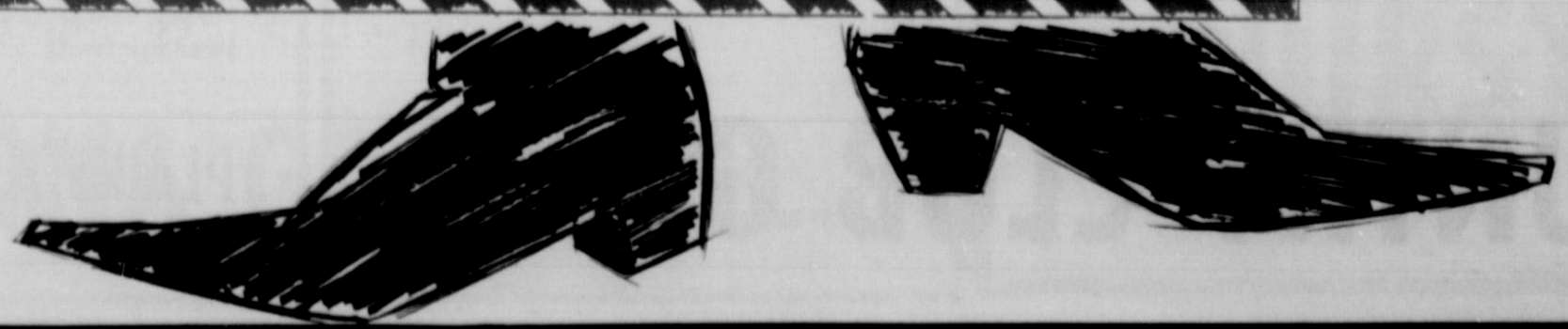
This Christmas Greeting From Our Directors And Our Employees

DIRECTORS

- Bruce Parr
- Homer Lindeman-I. T. Graves
- Roy Miller George Jones

EMPLOYEES

- Buddy Lloyd
- Sam Williams
- Raymond Auburg
- Earl Smith
- Dennis Auburg
- Wayne Mills
- Albert Chesher
- Delmer Dement
- Lorene Rexrode
- Smitty Clarke



THE FRIONA STAR

Established 1925

Published every Thursday at 109 Sixth Street
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Member Texas Press Association—Member Panhandle Press Association
Member West Texas Press Association

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1960, 1961, 1962. West Texas Press Association, 1959, 1960, 1961, 1963.
Texas Press Association, 1959, 1960, 1962, 1963.

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1961, 1963.

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Bill Ellis, Editor

June Floyd, Society Editor

John Getz, Advertising Manager



AN EDITORIAL

Honest, Santa, We've Tried To Be A Good Little City

If the city of Friona were to write to Santa Claus, what do you suppose it would ask for? Let's just imagine that the city had a mind of its own, and that the following letter was written to Old St. Nick:

Dear Santa Claus:

I have tried to be a good little city this year. I have grown larger, both in land area and population, and therefore have a few requests to make. You don't have to bring all of these at Christmas -- anytime in the next year will be all right.

First of all, Santa, we need an addition to our hospital. We have a fund drive going, so maybe you could just leave the citizens a "Christmas bonus" so they will be able to finish off the quota. We really need the extra room.

Then, Santa, we need to get started on a building program for our school. We have a good school, but it is experiencing "growing pains." Maybe you could bring some blueprints, or plans of some kind. We need to get started on something one of these days.

Santa, we can always use new businesses. We appreciate the ones you brought us this past year. They are all real fine.

Since we're growing and getting more people in town, I wonder if you could see your way clear for some stop lights in town. Main Street, of course, gets busier all the time, and just between you and me, we could use a couple of lights on that one street.



We appreciate the new street signs we got this year. There are still people who don't know their street addresses, but maybe if you help us get all the streets marked, they'll learn someday, even if our street names don't have much of a pattern.

Also, we appreciate all the nice new residents we got during the year. Send us some more just like them next year.

Oh, yes, Santa, don't forget my little friends down at the City Office. They're nice people, and are doing their best to make me a better place in which to live. Bring them all the things they want.

Your friend,
Friona

Letters to Santa

Dear Santa Claus:

I am Debbie Smith and I am five years old. I have a little brother. His name is Keith. For Christmas I want a Tiny Chatty Baby Doll, a bike with helper wheels.

My little brother wants a jeep, surrey, train, football and football helmet. Keith and I have been pretty good.

I love you, Santa,
Debbie and Keith Smith

Dear Santa:

I am trying to be a good boy. Please bring me some toys. I would like a play rifle, but, Santa, if you don't have any left, just bring me some other kind of toys, like a tractor I can sit on.

Please bring Becky and Jim some toys, too. And, remember all the other little boys and girls all around the world.

Thank You Santa!
Doug Norwood



These happy holidays come but once a year...and in the midst of all their flurry, scurry, fun and frolic, all of us here want to pause and wish each and every one of you a world of good cheer, along with our sincere hope that it will last throughout the coming year!

A VERY MERRY CHRISTMAS

FROM THE

COUNTRY CLUB GIN



Holiday Greetings

The hustle of last-minute shoppers... bright, colorful decorations... the fragrant aroma of evergreens... laughter of Children on the stairs — Christmas morn... the soft glow of candles — all remind us of the Holiday Season.

We are reminded of your loyal support which has contributed so much toward making the past year a good year for us. And we will not soon forget the pleasant relationships we have enjoyed these past twelve months.

For your confidence in us we want to express our true and sincere thanks for all past favors.

PLAINS HARDWARE & FURNITURE

Friona



THE TREBELAIRES

Girl Singers Carry On Eight Year Tradition

In the spring of 1956 Mrs. Roy V. Miller Sr., local music and voice instructor, organized a group of feminine singers which has almost become an institution to Friona and the surrounding area. Annually the Trebelaires go to Amarillo for a personal appearance at the U.S.O. and Service Club.

On this trip the girls and their sponsor go caroling at several convalescent homes and present selections from the steps of Bivins Memorial Library, Mrs. Miller and the nine members of the organization will go to Amarillo Saturday of this week.

Selection for membership in the Trebelaires is not made solely on singing ability. Each member must have a pleasing stage personality, ability to work with other girls and a high scholastic standing.

Members of the original group were Betty Agee, Lila Gay Buske, Phylla May Buske, Luann Hardesty, Luellen McLean, Doris Jane McFarland, Nancy Outland, Linda Gay Gee, Eva Nell Thomas, Lavon Fleming and Jacquelyn Magness. Mrs. Miller arranges appearances and programs,

directs and often accompanies at the piano. She also assists the girls with selection of costumes. This group appears at

numerous functions in Friona and adjoining communities.

As graduation from high school reduces membership,

new members are chosen to replace them. Current members are Linda Outland, Donna

(Continued on Page 4)

TREBELAIRES . . . The 1963-64 edition of Friona's Trebelaires, under the direction of Eva Miller, are shown above. Standing, left to right, are Gail McGlothlin, Sandra

Beene, Sherry Tannahill, Patsy Hough, Nancy Outland, Donna Fulks, Karen Osborn, and Janell Daniel. Seated at the piano is Pat Burton.



YARD SCENE . . . This is one of many Christmas yard decorations in Friona. It is part of the decorations at the home of Mrs. Pat Busby on Fifth Street.



In all the happy hustle-bustle of readying for this joyous season, we pause for a moment of thanks to you, our good friends and customers, and to wish you all the very Merriest of Christmases!

We Are Completing Our First Fall In Business. Your Response To Our Opening Has Been Wonderful. From All Of Us Here, May We Also Say "Thank You."

WEST FRIONA GRAIN INC.



*Merry
Christmas*

With hopeful hearts,
let us raise our voices
in prayer that soon all
people everywhere will
come to know and love
the true Spirit of
Christmas . . . the joy
that comes in giving as
well as receiving.

HURST'S

Friona



FRIONAN IN VIETNAM . . . Airman Frank Ready, kneeling at left, is shown working with a fellow airman assembling a model airplane for an exhibition. In the background are Montagnard natives.

FRANK READY

Friona Airman Is Part Of Good Will Project

Pictured in a recent issue of Pacific Stars and Stripes, a U.S. Air Force publication, is Airman Second Class Frank Ready of Friona.

The picture is in connection with a feature about a model airplane project which a group of air force men have built into a tremendous good will gesture for the natives of Pleiku, Vietnam, where the men were stationed.

The hobby-civic action program started, the publication said, several months ago when

a number of personnel from Det. 1 of the 2d Air Division's 6220th Air Base built and began to fly motor-driven model airplanes for their own amusement after duty hours.

The hobby soon caught on and in a short time a dozen or so more airmen began to build models. The hobby group flew their planes in a cleared field near their quarters and soon both Vietnamese and Montagnard civilians and soldiers, attracted by the roaring of the model engines, began to gather to watch the exhibitions.

The airmen felt that since the people were so interested in their miniature air show, it might be interesting to put their show "on the road" and actually visit a Montagnard village with their models.

The following weekend, the airmen piled into a truck and drove to a nearby strategic hamlet where they set up in a field and, without further introduction, began to fly their models. In a matter of minutes, the entire 1,500 Montagnard population of the village swarmed out to watch the show.

The airmen flew their models for several hours and then left after promising the delighted Montagnards that they would return the following weekend.

True to their word, the airmen returned the following Sunday to find that the villagers had constructed a miniature runway for the model air fleet and cut down several trees and bushes which had obstructed flights the previous week.

Once again the air show played to a standing room only crowd with the people from nearby villages coming over to watch the fun. At the end of the day, the airmen had numerous invitations to visit other villages in the area, and plans are now under way to make the Pleiku Air Show a regular weekly outing to nearby villages.

The project, which started as a way to spend idle moments, now promises to win thousands of friends for the Americans in the highlands, the article concludes.



HERE HE COMES . . . That fine old gentleman of Christmas, Santa Claus, is the basis for a yard decoration at the Woody Fleming residence on West Fifth. Santa is shown using a step-ladder to gain access to the roof of the Fleming house.

Hospitals Reflect True Christmas Spirit

How do you describe the Christmas Season in a hospital? How do you put on paper the emotional experience, the little pleasantries, the human tragedy, the profound sense of compassion that only a hospital can know during the holiday season? How do you put loneliness into words?

Truly, the holiday season is the epitome of the concept underlying medical and hospital care - the great humanitarian spirit, the selflessness, the tenderness of thought and action, the annual renewal of man's belief in goodness and brotherhood and in doing unto others.

The hospital is a sad place at Christmas time and it has its joys as well. Most of the patients who are able to leave are released to go home. Only those who are seriously ill or disabled will remain - and those to whom home is just a dream, a memory, or a hope.

For the tiny tots there is brightness and cheer, and the youngsters will prove that Christmas really is for children, no matter what. And maternity is a happy place, too, for what could be more delightful and more hopeful for the future than a baby, born like another infant twenty centuries ago, at Christmas time?

And what could be more tragic, more shattering, more soul searing, than the loss of a loved one on Christmas Eve? The hospital sees all these things and feels all these emotions.

After the visitors are gone and the carolers have departed, and the hospital is left once again to the patients, the nurses, maids, porters, clerks, maintenance men, technicians, and doctors who have given so much of themselves to work as one in a common purpose - an odd sort of quiet settles over the hospital.

To those who are patients and to those who are on duty, the hospital is "home" when the holidays come. To some, the hospital is always home. Others can think of places they would rather be at such a personal time of the year.

But those who work in hospitals can take solace in the knowledge that they are living the Christmas Spirit not just at Christmas time but all the time, and this is the noblest goal to which man can aspire.

Trebelaires--

(Continued from Page 3)

Fulks, Patsy Hough, Karen Osborn, Sandra Beene, Gail McGlothlin, Sherri Tannahill, Janell Daniel and Pat Burton.

Other members of the group have been Suzanne Taylor, Jimmette McLean, Adelle Smith, Nelda Douglas, Judy Taylor, Judy Smith, Kitty Black, Pat Foster, Janet Smith, Carolyn Wines, Jere Buske, Arlene Stowers, Jonnie Hand, Donna Blackburn, Karen Turner, Debbie Hawkins, Adabeth Akens, Sharon Reeve, Mary Ann Bogges, Joanne Altman, LaVoyce Burrow, Kay Johnson and Andrea Milligan.

Be careful, too, about small toys that can be swallowed, flammable toys and toys with rough or sharp edges.

GREETINGS

We value highly
our friends
and wish
each of you

a

MERRY CHRISTMAS

FRIONA WHEAT GROWERS INC.

Arthur Drake, Mgr.



*Come All Ye Faithful,
Come Let Us Adore Him*

Behold the Madonna and the Child, symbolizing to all the world the Sacredness of

this Season, recalling to each of us His many blessings. As the Christmas

story once again unfolds its Holy message, let us join together in a fervent prayer

that the world will always live in Peace and Good Will.

*It Is Our Sincere Wish That All Of
You Enjoy A Happy Yule Season!*

MAURER MACHINERY

Friona



GIFTS OF JOY FOR
Christmas

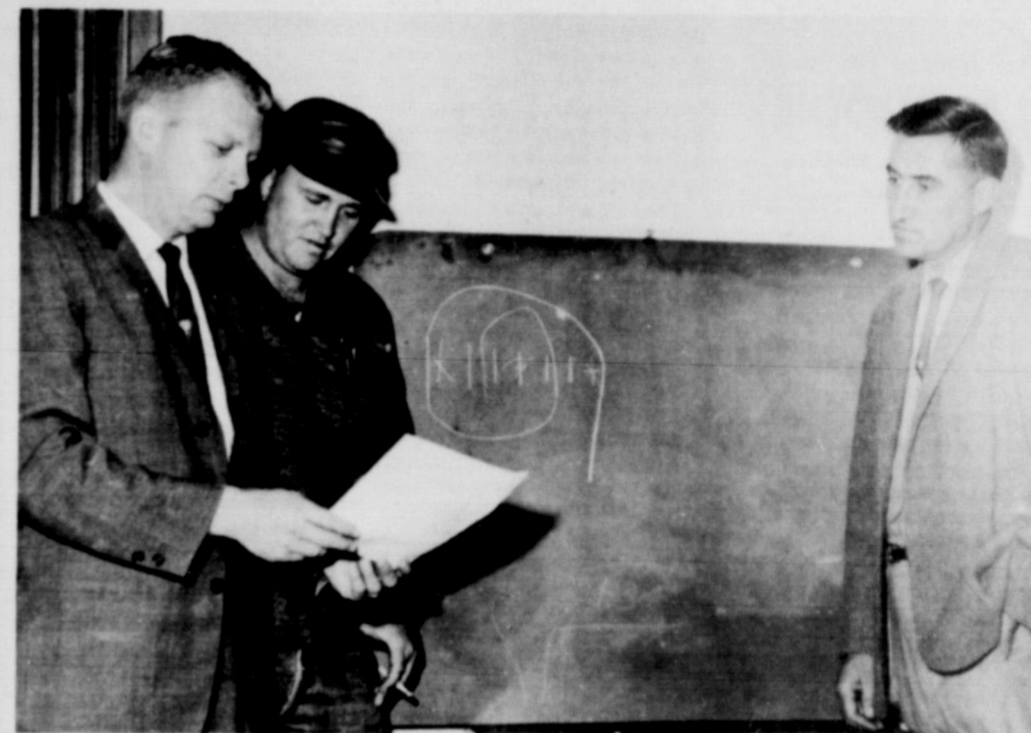
CHRISTMAS COMES BUT ONCE A YEAR, BRINGING SANTA, THE MAN OF CHEER . . .
WITH A SLEIGH FULL OF GIFTS, TO MAKE EACH CHRISTMAS DREAM COME TRUE.
GIFTS OF LOVE, GIFTS OF JOY, MAY HE BRING YOU THESE ON CHRISTMAS DAY!

HUB GRAIN CO

Weldon Stringer



LET'S MAKE OUR OWN -- Progressive Study Club members have a lot of talent for doing things for themselves. A recent club program featured "do-it-yourself" gifts, decorations and greeting cards. Mary Sheehan, Gay Cranfill and Virginia Rhodes are pictured here holding gifts and ornaments made by members of the club. The mantle in the background was decorated with evergreen branches, strings of popcorn and brightly colored balls.



DISCUSS BEETS . . . Billy Bell, center, who farms north of Black, discusses growing beets with Wes Fisher, left, Assistant Manager of Hereford's Holly Sugar plant, and Dave Eddington, right, Friona's field manager.

Letters to Santa

Dear Santa Claus:

My name is Becky Walker and I am six years old. Please send me a Barbie doll, some clothes for it and a wandering pig. Send my sister, Mary Jane, who is four years old, a little doll with a bottle and some clothes and a toy dog. Send all the other boys and girls some nice things, too.

Becky and Mary Walker

Dear Santa:

I have been a pretty nice boy this year. I have the mumps now.

Could you please bring me a tractor with a blade that lifts and lowers. It does work just like a big Ford tractor. I also would like a dump truck. Remember my sister and big brother and all little boys and girls. Thanks.

I Love You,
John David Jones

Dear Santa:

I am a little girl seven years old. This is my first year in school. I have the mumps now.

Would you please bring me a big 36-inch walking doll. I also would like some clothes for my Barbie Doll. Please remember all the other little boys and girls. Thanks.

I Love You,
Marilyn Jones
P.S.--I forgot. I also want a bicycle.

Loads of Happiness

OUR WISH FOR YOU

It's pleasant at Christmas time to include with messages of good will and happiness . . . an appreciation for the many courtesies that have been sent our way. We want you to know we are sincerely grateful for the courtesies you have shown. So, think and Merry Christmas!



SEASON'S GREETINGS

GIB'S CLEANERS

Friona



TOYLAND . . . The elves and toyland are the basis of a Christmas display at the Dale Houlette residence on Eighth Street



SPRING IN WASHINGTON . . . Frank Spring, seated at left, is shown as he met with the Independent Bankers Association's agriculture committee, which discusses farm and rural problems with Texas Senator John Tower, second ranking minority member of the Senate Banking committee. The meeting was held recently in Washington, D.C. Others on the committee are, standing, left to right, C. Herschel Schooley,

Washington, Pat DuBois, Sauk Centre, Minnesota; Howard Bell, Sauk Centre, Minnesota; Stephen Garst, Coon Rapids, Iowa; S. E. Babington, Brookhaven, Mississippi (president of the association); and Harry E. Rash, Thayer, Kansas. Seated are Spring, Senator Tower and E. E. Manuel, George, Iowa. Spring is the only Texan on the banker association's agriculture committee.

News From LAZBUDDIE

BY MRS. C. A. WATSON

The Gene Fox home, two miles west and one north of Clay's Corner was partially destroyed by fire Friday evening Dec. 13th. Fox had gone to Farwell at the time of the incident. It is thought faulty wiring was the cause of the fire. Mrs. Fox said she smelled paper burning and went immediately to the lighted Christmas tree to examine it then noticed the blaze in the front bed room.

Fire trucks from Muleshoe and Friona were summoned and they arrived in time to save the house from completely burning. Everything in the front bedroom was burned. Many valuable gifts including a large oil painting by Gene's grandmother was ruined.

The Fox family has moved into the house vacated by the Jess Pendergrass family about one mile south from their farm. Open house was held Monday by friends and neighbors. Many useful gifts and some money was given the family.

The First Baptist Church members awarded Earl Peterson an award and gift certificate Sunday at the church for his faithfulness as song leader the past twelve years. The new song leader is Rusty Hughes, student at Wayland, Plainview.

The community extends deepest sympathy to Mr. and Mrs. Scotty Windham on the death of his mother, Marie Windham, 46, of Tuscola Friday of last week. Mrs. Windham passed away in Abilene after a lengthy illness. Funeral services were held in First Baptist Church in Tuscola Sunday afternoon. Those attending from Lazbuddie were Mr. and Mrs. Jimmie Seaton, Mr. and Mrs. Albert Clark, Mr. and Mrs. J. T. Mayfield, Mr. and Mrs. Chuck Smith and Charley Walton.

Jerry Don Haskins, Muleshoe spent Saturday night with his grandparents the George Haskins Sr. Mr. and Mrs. George Haskins spent Thursday and Friday of last week with their son and family the Edwin Haskins of Lubbock.

Birthday Greetings to: Mark Ramage, Lynn Cox, John Neil Agee, Annie Cargile, Mark Harris, Larry Morris, Kay Ann Smith, Barbara Johnston, Eddie Carthel, Juanita Pierce and Rene Flores.

Word has been received from Bobby Blackburn that he is stationed at Ft. Polk, La. Bobby the son of Mr. and Mrs. Claud Blackburn left recently to serve in the army.

Mr. and Mrs. K. C. Thomas, York, Nebraska are here visiting this week with their daughter, Mrs. Dalton Mimms and her family.


Mr. and Mrs. Pete Mimms entertained the high school class of the Church of Christ, with a party Sunday afternoon in their home. A group of twelve students from the Bible Chair at ENMU Portales was present for the occasion. The highlight of the party was a candy making.

Rev. Calvin Beach received word during the week end that his mother had fallen and broken her hip at her home in Denver City. Mrs. Beach is 79.

Congratulations to Mr. and Mrs. Jim Gordon, Midland, on the birth of a son, Friday 13 of Dec. The baby weighed 6 lbs-3 oz., and has been named Robert Scott. The Gordons have a daughter Melanie, 4, Jim is an ex-student of Lazbuddie school. Grandparents are Mr. and Mrs. J. H. Beaty, Midland, and Mr. and Mrs. Bert Gordon of Lazbuddie.

DRIVE A WINTER-SAFE CAR


If you are going "home for the holidays," drive a winter-safe car and drive it with care, says the Texas Safety Association. And, make sure you are in good physical condition too.



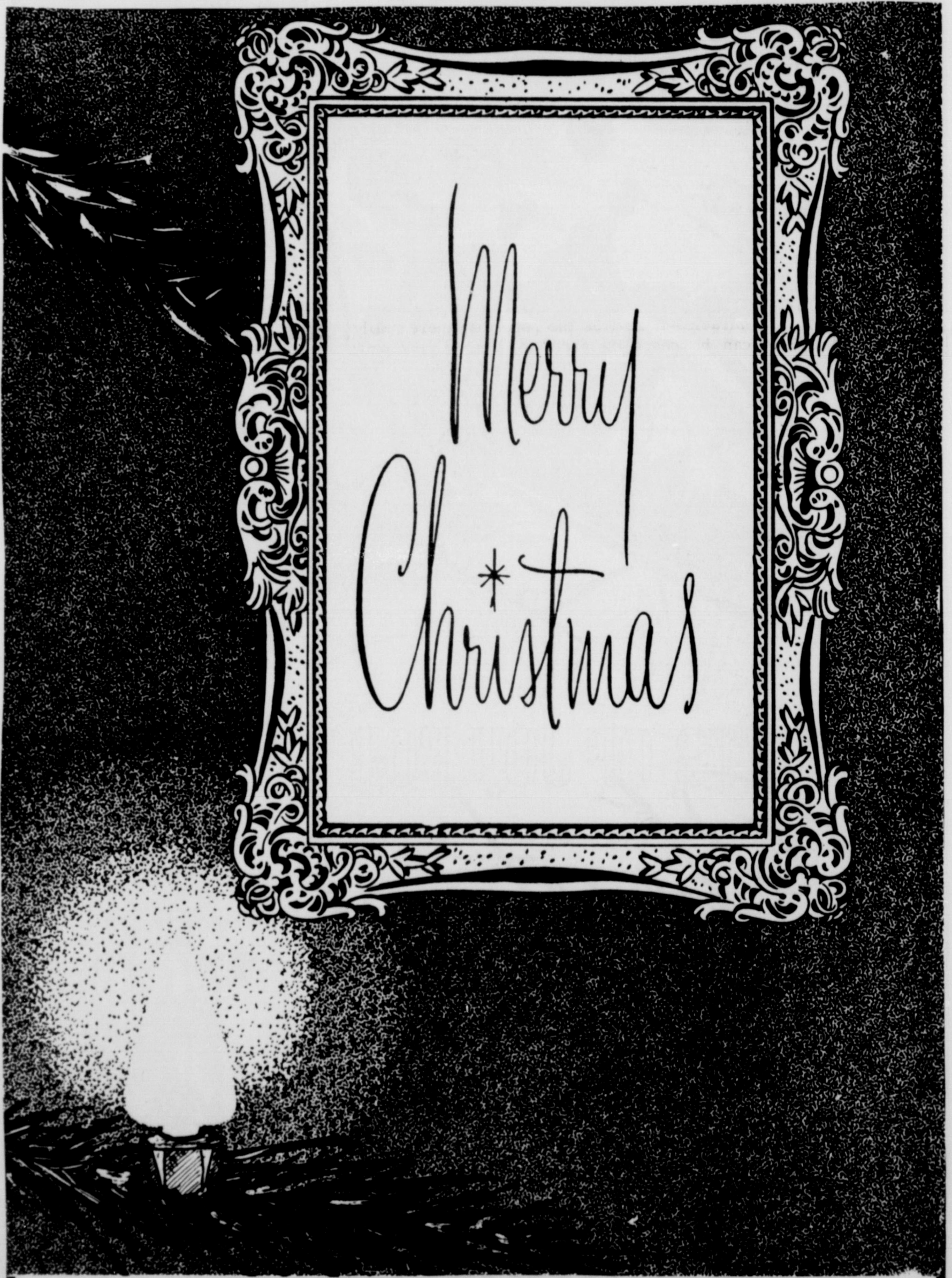
CHRISTMAS GREETINGS

This is the Season when each of us can express our own feelings of good will and to exchange friendly messages, one with another. Here is our greeting, and with it is a sincere thanks for your fine patronage and friendships in the year just coming to a close.

Bainum Butane Co.



Phone Friona 8211



Merry Christmas

CONTINENTAL GRAIN CO.

G. "Preach" Cranfill, Mgr. Jim Johnston



The Light Of The First Christmas

The light of the first Christmas Eve has never died away.

It shines anew each year in the eyes of children.

It is a light more powerful, more revealing than any light man has been able to make with all the resources of his science and technology.

For the light of Christmas in a child's eye each renews the season's miracle. Once again, it kindles joy in the home and in the street; once again it reawakens happiness in the hearts of man; once again, it reveals the true generosity that lies just below the surface of all of us. And once again-perhaps the greatest of miracles-it revives the hope that there really can be peace on earth to men of good will.

It is our Christmas wish that once again the light of Christmas may cast its special radiance on your home and your loved ones.



**FLEMING AND SON
GIN**

FLEMING FERTILIZER

Hub

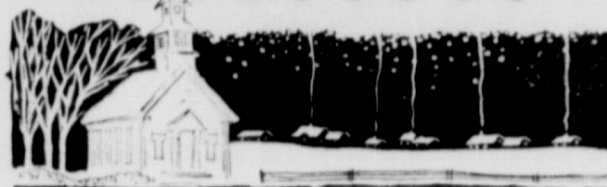
Texas



MANGER SCENE . . . The above manger scene is on display at the Friona Methodist Church. Several figurines make up the

display, which has bales of hay in the background.

HEARTS GO HOME AT CHRISTMAS



Christmas is that time of the year when most every heart turns homeward.

The blinking lights of a Christmas tree in the window or the jingle jangle of Christmas bells is enough to send one's thoughts winging across the years and over the mountains and seas to that "one best Christmas of all" so long, long ago.

The sounds and the smells of Christmas are so easily captured . . . freshly-cut evergreen, a basket of fruits and nuts, cookies and pies, turkey roasting in the oven, the pop-pop-popping sound of logs burning low in a hearth fire.

How easy today for the crunching sound of boots in the snow to bring the memory of long ago when young hearts trudged across the crusty fields toward the light that beckoned through the church window, a haven of warmth and peaceful reverence in the near-dawn of a Christmas morn.

How easy to recall the sight of a family gathering about the tree, first for a moment of prayer and thanksgiving, and then the merry sounds, the laughter, as one by one, each opened a gift from beneath the tree.

This is a part of the Christmas, this turning homeward.

Letters to Santa

Dear Santa:
Please bring me a jimmy jet, a new suit and some fruit for my stocking. Remember my Grandma and bring her something. Remember all the other boys and girls, I have been a pretty good boy.
I love you,
Eddie Allen

Dear Santa:
Please bring me a record player, Chatty Baby and Barbie house. I am five years old and have been a pretty good girl. If you have room in your pack, please bring a candy bank and some dishes.
Love,
Jerri

Dear Santa:
Please bring me a doll buggy, doll bed and a doll, I would like to have an ironing board and iron, a telephone and an Etch-n-Sketch.
I love you very much,
Debbie Fallwell.

Santa, please bring me a Spanky Baby, some make up, high heels and a teddy bear. I also like candy. I am three years old.
Love,
Sharla

Dear Santa Claus:
I have tried to be a good boy. For Christmas I would like an official football, a football suit and a big bunny punch bag. Please try to bring all the other boys and girls what they want.

P. S. Please remember our sister, Debbie, she is 9 years old and has the measles. She would like a bike, Bareskinbaby, Hullybilly game and Barbie vanity.
We Love You,
Debbie, Jerri and Sharla
Benge

I love you,
Elayne Baxter
P. S. I am the little boy that you saw in our hospital two years ago with a broken leg.

Dear Santa:
I would like to have a Chatty Baby, a doctor's kit with tray and a basket ball goal.
Love,
Glenda Reeve

Greetings



There is no better way than the good old-fashioned way of extending our sincere good wishes at this joyous holiday than to say: Hope you and yours have a very Merry Christmas Day!

HERRING IMPLEMENT CO.

Friona



CHRISTMASLIKE . . . Recent weather gave trees and shrubbery a Christmas effect. These trees are on Woodland Avenue in Friona.



GOOD NEWS . . . Glen Neal, son of Mr. and Mrs. Harvey Neal, looks as though he's received an affirmative answer from Old St. Nick as he visited him in Friona recently.

THE FAMILY TREE

BY MIKE BENNETT
"YOU'LL FEEL different about it, Bill, once you see how pretty an old-fashioned tree will be. What on earth are you stopping for?"

Dad opened the car door. "Jack, you and Eddie stay in the car where it's warm. I wasn't about to get out in that cold. Eddie was fast asleep."

There was silence for a long time. Then mother spoke up. "I'm sorry, Bill. I guess my idea is causing a lot of trouble. Now what are you stopping for?"
"Everything's fine. Just fine. Fine and dandy. . . except we have a flat tire."

Time Out
I don't know how long it took to change the tire. I fell asleep. When I woke up, we were parked in front of a farm house and dad was on the porch talking to someone. The man pointed across the road to a steep hillside.



The rope broke and the tree slipped forward across the hood of the car.

Mother got out of the car. "I'd like to pick the tree."
Dad frowned. "I may have to go a long way up the hill. It's steep, and slippery. I wouldn't recommend it."
"But I have walking shoes on, and I'll be careful. Honest I will."
"Well, all right then. Come on."
"Us, too?" Eddie was awake now, leaning out the car window.
"Sure, why not. Everybody help get the tree."

We examined every tree on the bottom of the slope. Dad made up his mind several times but mother would say, "Let's find a better one."

We looked higher and higher up the hill. We were almost to the top when it happened.

Accident
Mother was following the three of us and no one saw it. Suddenly we heard her gasp, looked around, and there she sat, looking helpless and frightened.

Dad dropped his axe and rushed to her side. "What happened?"
"It's my ankle. I think I turned it."

Dad muttered something. I knew it wasn't, but it sure did sound like he said, "Merry Christmas."

It took several minutes to get mother down to the car. Dad had to go slow to keep from falling himself. Often, he would start to slip and he would look like an acrobat, supporting mother with one hand and trying to find something to hold on to with the other.

The three of us were silent the whole time dad was back up the hill. When he returned, he had the axe and what looked like the most beautiful Christmas tree I had ever seen. He tied it to the top of the car with some rope and soon we were on our way home-ward, still silent as church mice.

It happened just before we got back to the main highway. The rope snapped suddenly. The tree slipped forward, across the hood of the car.

Forgetting the windows were closed to keep out the cold, dad tried to reach out and catch the tree and in that split second, the car began to slide sideways. The two rear wheels catching to rest deep in the snow of the ditch beside the road.

Dad walked two miles to the nearest farm house and a kind-old man brought two old mules to pull us back on the road. The car wasn't hurt, but mother's ankle had really begun to swell and by this time dad was talking to himself.

Dad insisted the old man take five dollars for coming out into the cold. He did, reluctantly, wishing us a "Merry Christmas."

Last Straw
Nothing else happened, believe it or not, until dad was putting the last few ornaments on the tree, under the expert guidance of mother, naturally.

The footstool crumbled. That's dad, sitting there by the fireplace. Doc Smith says it's a back sprain, nothing a few days off his feet won't cure.

That "Merry Christmas" sign above dad's head he put there himself. Eddie, mom and me know it actually means "Don't Disturb."

Mom says don't worry, though, dad will soon get into the spirit of things, especially when all the neighbors start coming in to see our tree. She called them all up to invite them and they'll come. Mom says folks have to see for themselves when you tell them you have the "most expensive tree in town."

Dear Santa:
I would like a bicycle for Christmas. Also a pretty top.
Thanks,
Kenneth Lewis Sifford.

Yes, Virginia

(Editor's Note: The following editorial appeared in the New York Sun in 1897 in response to a letter from Virginia O'Hanlon, then eight years old. She wrote the editor of the New York Sun: "Dear Editor: Some of my little friends say there is no Santa Claus. Papa says, 'If you see it in the Sun it's so'. Please tell me the truth, is there a Santa Claus?")

Virginia, your little friends are wrong. They have been affected by the skepticism of a skeptical age. They do not believe except what they see. They think that nothing can be which is not comprehensible by their little minds. All minds, Virginia, whether they be men's or children's, are little. In this great universe of ours man is a mere insect, an ant, in his intellect, as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole of truth, and knowledge.

Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas! how dreary would be the world if there were no Virginias. There would be no child-like faith then, no poetry, no romance to make tolerable this existence. We should have no enjoyment, except in sense and sight. The eternal light with which childhood fills the world would be extinguished.

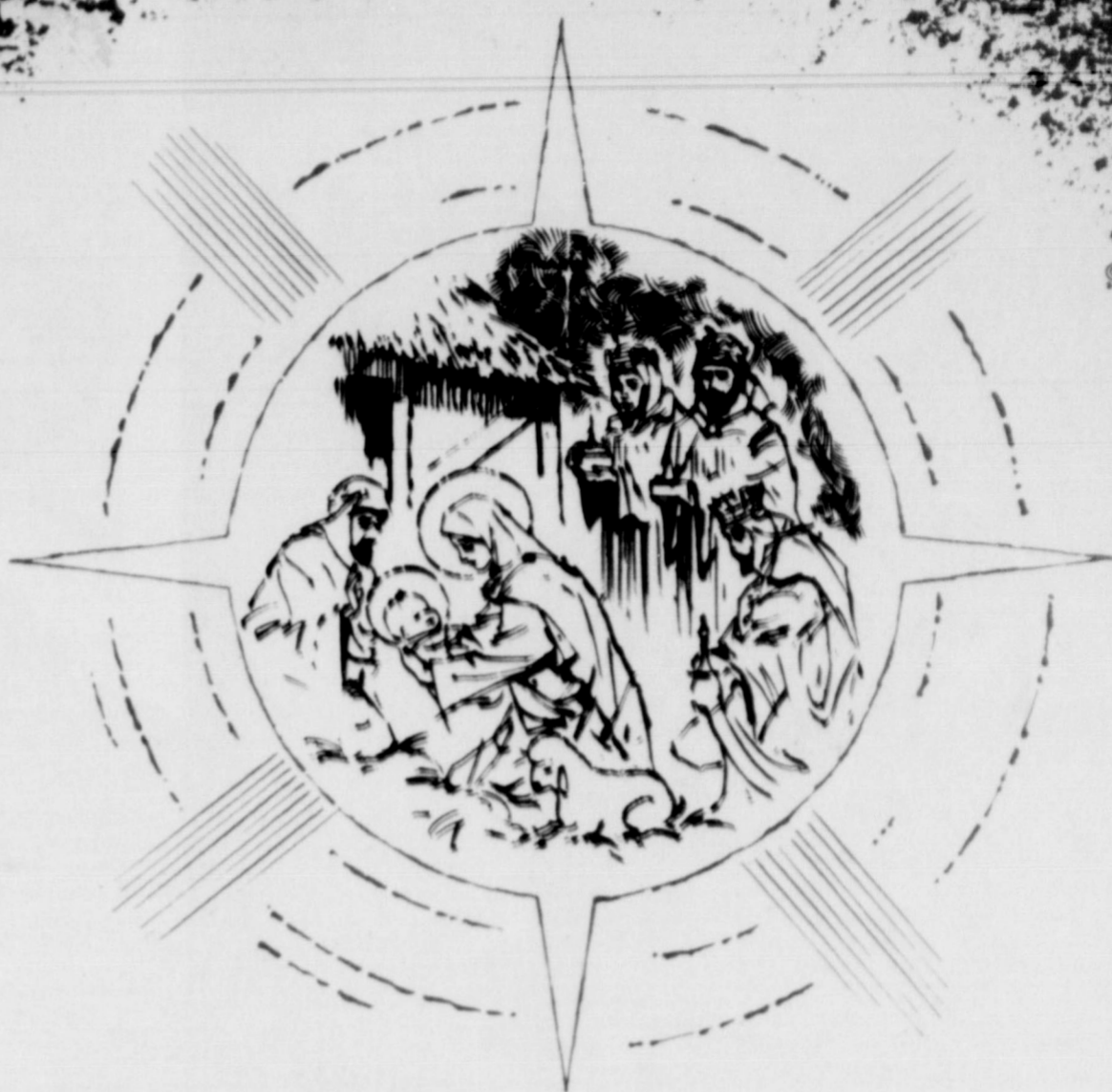
Not believe in Santa Claus! You might as well not believe in fairies! You might get your papa to hire men to watch in all the chimneys on Christmas Eve to catch Santa Claus but, even if they did not see Santa Claus coming down, what would that prove? Nobody sees Santa Claus, but that is no sign there is no Santa Claus. The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not there. Nobody can conceive or imagine all the wonders there are unseen and unseeable in the world.

You tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, nor even the united strength of all the strongest men that ever lived, could tear apart. Only faith, fancy, poetry, love, romance, can push aside that curtain and view and picture the supernal beauty and glory beyond. Is it all real? Ah, Virginia, in all this world there is nothing else more real and abiding.

No Santa Claus! Thank God! he lives, and he lives forever. A thousand years from now, he will continue to make glad the heart of childhood."

THIS INSPIRING CHRISTMAS MESSAGE SPONSORED BY CHESTER AND FLEMING GIN Friona

Ph. 4161



*... For unto you
is born this day...
Christ the Lord.*

Through the eyes of faith, young and old
once more behold the tender mother, the
faithful Joseph, the reverent Magi before
the tiny Babe. With them, we bow our
heads in silent worship . . . and seem to
hear echoes of heavenly choirs
singing "Glory to God in the highest,
and on earth peace, good will toward men."

**Production Credit
Association**

*The Wade Wright Family
The Kenneth Watkins Family*



Mrs. Charles Allen has decorated her tree with lighted birds and red satin apples. Two red and gold Cockatoos lend a festive air to the tree which reflects double charm before a large mirror.

Dear Santa:
I have been a good girl all year. For Christmas I want a Tammy doll and a transistor

radio, I am coming to see you today.
With Love,
Debbie

Dear Santa:
I have been a pretty good boy. Please bring me an auto racing car set and a doctor's kit.



The unusual wreath which encircles a large red candle was made for Mrs. Allen by Mrs. Ralph Wilson. Various dried pods and nuts and cones with a base of round-head wooden clothespins make up the wreath. Mrs. Allen centers her dining table with this arrangement.

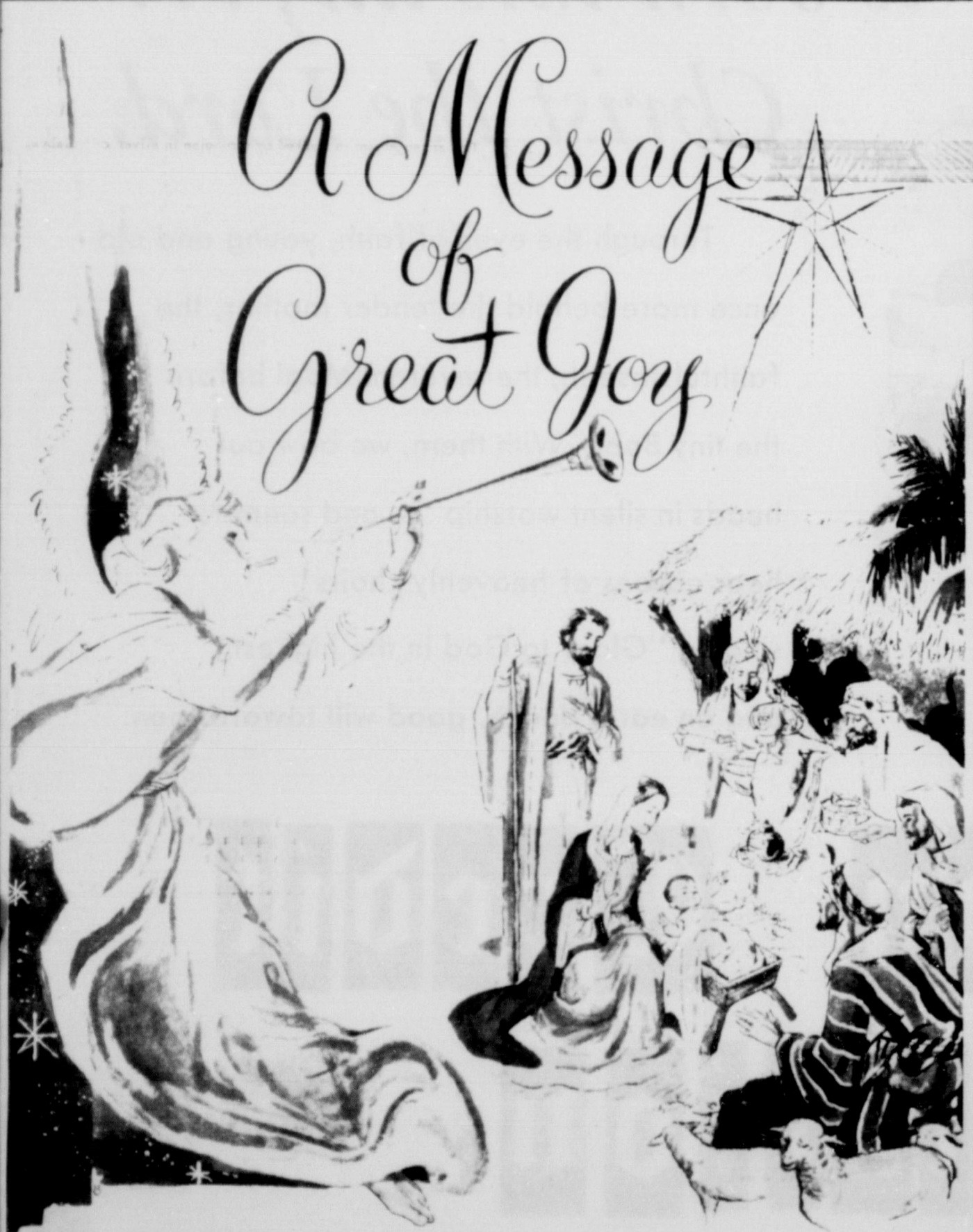
Bring my little sister, Sharla, a baby doll and a set of dishes.
Please Santa, remember all the other boys and girls.
Love,
Phillip Diggins

Dear Santa Claus:
I want you to bring me a ball and some more gifts. Please bring some gifts for my sisters and my mother and my father and my brother. I love you, Santa Claus, and know that you love me.
Love,
Gillermine

Dear Santa Claus:
I have been a good girl this year. I want a Barbie doll and a Barbie car for Christmas. I want a bicycle, too.
Love,
Barbara Bass



The front of the Allen home greets passersby with their giant "Christmas Card" on the garage door. Large candles light the doorsteps and lighted carolers on the lawn bid a welcome to visitors.



A Message of Great Joy

...and suddenly there was with the angel a multitude of the heavenly host, praising God and saying, Glory to God in the highest... on earth Peace, Good Will toward Men...

With This Christmas Message We Wish To Thank Our Friends And Customers For Their Patronage This Year.

CUMMINGS FARM STORE

Friona

To Our FRIENDS

SEASON'S ^{HAPPY} GREETINGS

When Christmas comes, how good it is to send *Greetings* to our many friends and customers in this community.

and... *Thanks*



Best Wishes From The Ed White Family And All Our Employees

We Will Be Closed Dec. 25th.

"BUY WHITE SWAN AND HAVE THE BEST"

White's Supermarket

We Give Gold Bond Stamps, Double On Wednesday With Each \$2.50 Cash Purchase Or More

Ph. 3131

We Deliver

Friona

Christmas Trees, Now And Then

During recent years the decline of the genuine green Christmas tree has started at a landslide pace.

Most people can remember that when one started thinking about purchasing the annual tree there was no question of color, material, durability or any major decisions except what size tree to buy.

As everything Christmas trees have also progressed. Trees come in all sizes, colors, materials, as well as prices.

One of the newest trees to make its debut is the tinsel tree. These come in a variety of sizes and colors. Several like this type of tree due to the fact that it lasts several years, there is no mess and the danger of fire is nil.

The snow-flocked tree is still a high ranking favorite among several women. They like to flock their tree either white or a particular color then have one color of decorations or perhaps satin apples to decorate it. Usually these occur in the

family with older children. Another new type of tree is the plastic tree which looks almost real. These are green and have needles similar to a good old fashioned pine. They look real nice and have the cleanliness aspect that so many

Dear Santa Claus:
I am in the second grade and want you to please bring me a train.
I Love You,
Sammy

people seem to prefer. Small trees for decoration, such as centerpieces, piano ar-

Dear Santa Claus:
I want a Tiger Joe and a skin diver and a Tommy gun. Also I want a race car set and a sled, I want a football with a stand and helmet and some shoulder pads. My brother wants a Bobo Bear and my big brother wants a shotgun and my sister wants a doll house with a doll.
Love,
Ricky

rangements or card arrangements can be made from net, plastic cleaning bags and other ingenious devices.

For the most part, the people still favor the old-fashioned green tree.

Perhaps this is because the youngsters like to decorate the tree and the green tree is durable or perhaps a bit of nostalgia creeps in when it is time to purchase a tree. One comment was most used "when it comes to Christmas we think of it as a time for children

and they seem to like a sure-enough green tree." However, most everyone agrees on one point Christmas just isn't Christmas without a tree, no matter what kind, size or color.

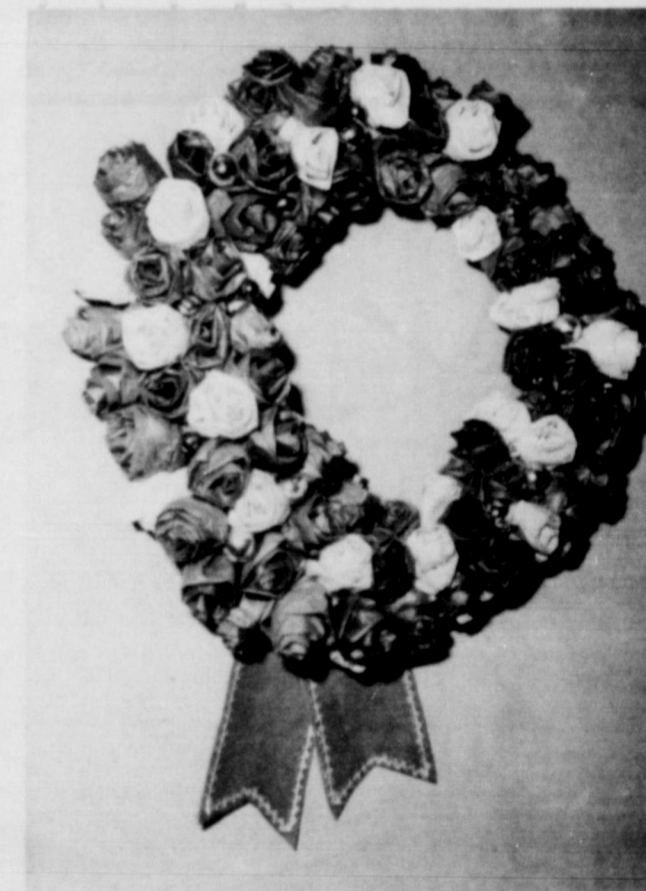
Dear Santa Claus:
I want a tiny Chetty baby and a Barbie dream house. Happy Christmas time to you, Santa. Please bring my sister and brother something.
I love you,
Donna



Mrs. Bill Ellis displays an original wall hanging of wallboard and decorated with snowflake cutouts and Christmas baubles. Mrs. Ellis has carried out a blue and green theme in all her decorations.



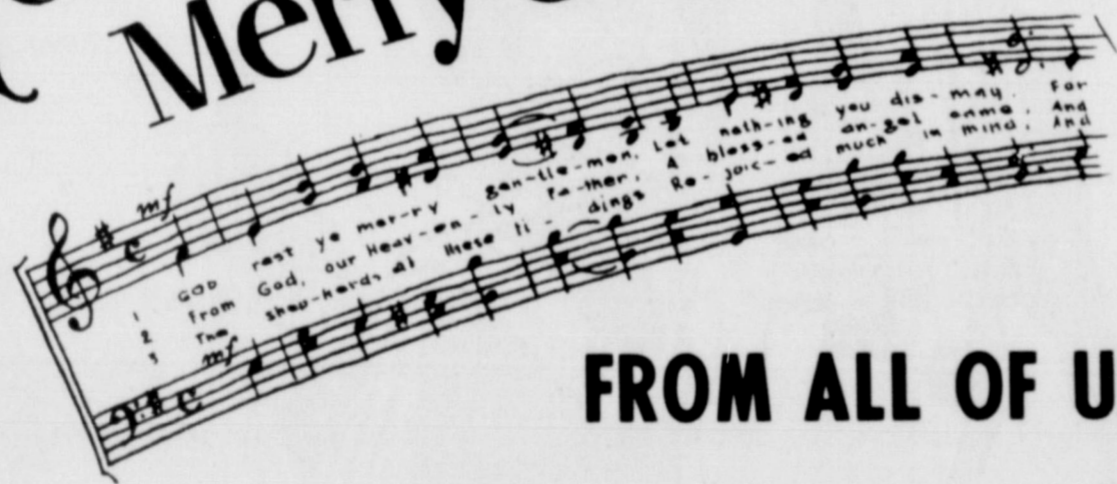
Mrs. Ellis has made a madonna arrangement in a silver tray filled with greenery and small bunches of turquoise grapes. The arrangement is flanked by turquoise in silver candelabra.



The rose wreath is one of the main focal points of the Ellis living room. The tissue paper roses are in blue and green with the bow of gold and silver baubles to complete the Christmas effect.



God Rest Ye Merry Gentlemen



FROM ALL OF US

*BILL *WELDON *J.C.
*WANDA *MANUEL

TO ALL OF YOU

MERRY CHRISTMAS!

CARL McCASLIN LUMBER INC.

"Complete Building Service"

1000 Main St.

Frona



TO YOU, OUR VALUED FRIENDS, IT HAS BEEN OUR PLEASURE TO SERVE YOU.

Automotive Ignition Inc.

FRIONA



ENJOYING SEASON . . . Nergis Yazgan, Friona's exchange student from Turkey, is observing her first Christmas celebration in America. She is shown with two of her American "sisters," Marica Lynn (left) and Merylene Massie, Miss Yazgan, known as "Gus" to the student body at Friona High School, is living with the W. M. Massie family during her stay here.

Nergis Yazgan Tells Of Turkish New Year

Every time someone asks me the question, "What do you do for Christmas in Turkey?", I don't know what to say because we don't celebrate Christmas.

It is not because the Turks don't celebrate Christmas, but it is because the Moslems or Islam religion does not celebrate Christmas. Since 99% of people in the Turkish Republic are Moslems, Christmas is not celebrated in Turkey.

The reason Christmas is celebrated in Christian groups is to celebrate Christ's birthday. Moslems, on the other hand, have Mohammed as their prophet. Although we Moslems don't celebrate Christmas, we know and respect the day as the day a great prophet was born.

On the other hand, we celebrate New Year's Eve with great festivity. This is the day a new year begins and we try to be as happy as we can so that the rest of the year will pass as happy as the first day.

In the cities, the teenagers will usually have parties or get-togethers to celebrate the New Year. The adults will usually dine out and some will go dancing afterwards.

Some people will prefer to spend the evening peacefully with their families at their homes. The more serious minded ones will choose a lonely spot to spend the holiday. In small cities the New Year's Eve will nearly always

be celebrated at home no matter wherever it is. New Year is a very happy day in Turkey.

Dear Santa Claus:
I want a bicycle and some dishes for Christmas. Do not forget to remember my little sister, too. She wants a Tiny Tears doll and a bicycle.
Love,
Cindy

Dear Santa Claus:
I want a toy gun and a toy barracks set. Please send it to my. My brother wants a toy car and my little brother wants a little toy dog. My other brother wants a top to play with.
I Love You,
Johnny Hernandez

Letters to Santa

Dear Santa Claus:
I hope you will bring me some toys. Christmas is near, I want you to bring my brother some toys, too.
I Love You,
Michael Crear

Dear Santa:
I want a Barbie doll and a Ken doll. I also want some dishes and a table and three chairs.
Love, Michelle

Dear Santa Claus:
I want you to bring me a Barbie doll. Please bring my sister a Tammy doll and my brother a bicycle and for my other brother a big tractor and for my little brother a car, and for my mother a washing machine, and for my father a Chevrolet.
That's all we want. Thank you, Santa,
Love,
Maria Leal

Dear Santa Claus:
We have a new baby sister at our house. I want a Tammy doll for Christmas. I also want a bicycle and a bride doll and some dishes. We have fun at school. We work and play.
Love,
Marilyn Hume

Dear Santa Claus:
I want a Tammy dream house and a Tammy car and a Tammy ski suit.
Love,
Jeannie Bandy

Dear Santa:
I would like to have a Johnny Reb cannon for Christmas. Also, a locomotive. Please remember my little brother, Johnny, and my sister, Marilyn.
I am eight years old and in the second grade.
Joe Edwin Jones

Dear Santa Claus:
I want a cannon and a locomotive for Christmas. Remember Bill Fallwell, Brent Hall, John Sheehan and all the other boys and girls in my school room. Also remember my brother, Johnny, and sister, Marilyn. Christmas Day is the 25th of December.
Love,
Joe Edwin Jones

Dear Santa Claus:
I want a football and a race car set. Thank you. Remember to give gifts to the other boys and girls and thank you for the gift you brought last year. My brother wants a bopoe bear. Thank you for all your good gifts.
Love,
John

Dear Santa Claus:
Would you please bring me a Tammy and a Barbie bride dress. Would you please bring

me a skirt and don't forget my sister. She wants a Tammy doll and a shirt, too.
Love,
Pamela

Dear Santa Claus:
I want a Barbie and some Barbie clothes. I also want an etch-a-graph and some glass cats for my collection. I am six years old.
Love,
Krystal Kay Agee

Dear Santa Claus:
I want some tools and a chest. I would also like some candy and nuts. Please remember the other girls and boys.
Love,
Joy

Dear Santa Claus:
I want a Barbie dream house and a Penny the poodle and a Ken. My sister wants Penny the poodle. Do not forget the other kids.
Love,
Darla

Christmas Eve Devotional Set

Union Congregational Church will conduct a Christmas Eve Devotional Service on December 24, beginning at 7:00 P.M. and ending at 7:45 P.M. The pastor's message will be: "Born A Saviour" and special music will be a feature of the service.

Members of the community who wish to pay spiritual homage on this one of great Christian Days are given a cordial invitation to come and worship.

Ice is fun for drinks and skating rinks, but on streets . . . take it slow and think.

Oh, what fun it is to ride in a 350 horse power car. Fly low across the snow. St. Peter's holding the gate ajar.

Holiday cheer tasted great, and so he happily met his fate.

At Christmas

Let us rejoice, for once again
Christmas brings to us the inspiring faith
of good will to all . . . the
joyous promise of peace on earth. May
the blessings of this Holy Season
fill every heart with complete
happiness and shine radiantly
throughout the year.

The Season's
Best Wishes
From
Joe, Pearl And
All The Employees At



Best wishes for the holidays

Our sincere appreciation for the cordial goodwill which you have extended to us. May we always merit your friendliness in the days ahead and may your Christmas be merry indeed.

PANCIERA TIRE and SUPPLY

Friona

Ph. 4241

JOHNSON'S FOOD MARKET



S and H Green Stamps



6th and Euclid

Double On Wednesday With Cash Purchases Of \$2.50 Over

Ph 2111

come to church Sunday

From the beginning of time, even from Adam and Eve, there has been the question "Where art thou, God?" Then on into the old and new Testaments there has been the expressed desire to, "See the face of God."

This thing has happened and we have not recognized the importance of the experience. We have actually seen the face of God. With the coming of the Christ child, and his growth into manhood, and the announcement, "This is my Son in whom I am well pleased," we have come face to face with God. We have seen the face of God. Jesus said, "If ye have seen me, ye have seen the Father."

It is also stated again and again, that Jesus came to reveal his Father to us, and to show us the way, and to become the way, to God the Father. It seems that this is an expression from God, from a concerned Father. It may be that he said to Jesus, tell the people what I am really like. Out of all that we may believe about God, we know one thing is true, God the Father is like Jesus.

In the coming of the Christ we have been made to see the face of God. The Wise men and the Shepherds found the Christ, but only after searching for Him. We can see the Christ everywhere, that is, if we are looking for Him. You will not find him in a Manger, or on the road to Emmaus, or any other place unless you have met him in your own heart and life.

Russell McAnally
Pastor, Friona Methodist Church

SIXTH STREET CHURCH OF CHRIST
 Sunday Services
 Bible Classes 9:30
 Morning Worship 10:30
 Evening Worship 6:00
 Wednesday Services 7:30 p.m.

CHURCH OF CHRIST
 Tenth & Euclid St.
 Morning Worship Sun, 10:30 a.m.
 Evening Worship 7:30 p.m.

REDEEMER EVANGELICAL
 Lutheran Church
 Friona
 Services 8:00 a.m.
 Bible Classes
 and 9:15 a.m.
 Sunday School
IMMANUEL LUTHERAN
 Rhea
 E. A. Binger, Pastor
 Sunday School &
 Bible Class 9:30 a.m.
 Divine Services 10:30 a.m.

ST. TERESA'S OF JESUS MISSION
 (CATHOLIC)
 Sunday: Mass 12:30 p.m.
 Thursday: Mass 8:30 p.m.

CONGREGATIONAL CHURCH
 Sunday Services
 Church School 10:00 a.m.
 Worship 11 a.m.
 Pilgrim Fellowship 5 p.m.

CALVARY BAPTIST CHURCH
 2 Blocks North of Hospital
 Sunday School 9:45
 Morning Worship 10:50
 Training Union 6:00
 Evening Worship 7:00
 Wednesday 7:30
 Tuesday WMU 3:15

ASSEMBLY OF GOD CHURCH
 Sunday Services
 Sunday School 9:45
 Morning Worship 11:00
 Young People's Meeting 6:30
 Evening Worship 7:30
 Wednesday Service 8:00

PRIMITIVE BAPTIST CHURCH
 Services 1st and 3rd Sundays
 of each month, Hub Community Center 10:30 A.M.

FIRST BAPTIST MISSION
 Sunday School 10 a.m.
 Worship Service 11 a.m.

UNITED PENTECOSTAL CHURCH
 Sunday Services
 Sunday School 10 a.m.
 Preaching 11 a.m.
 Young People's Meeting 6:30 p.m.
 Preaching 7:30 p.m.
 Wednesday
 Prayer Service 7:30 p.m.

FIRST BAPTIST CHURCH
 Sunday School 9:45 a.m.
 Preaching Services 10:55 a.m.
 Training Union 6:00 p.m.
 Preaching Service 7:00 p.m.
 Wednesday
 Prayer Meeting 8:00 p.m.
 Officers & Teachers Meeting 7:15
 Wednesday WMU 3:00 p.m.

FRIONA METHODIST CHURCH
 Sunday Services
 Sunday School 9:45 a.m.
 Church Service 11 a.m.
 Jr. Fellowship 5:30 p.m.
 Childrens Classes 6:00 p.m.
 MYF meetings 6 p.m.
 Evening Worship 7 p.m.
 Wednesday
 Choir practice 7:30 p.m.

This Message Sponsored By The Following Friona Businesses

Continental Grain Co. Preach Cranfill	Friona Motors	Piggly Wiggly We Give S & H Green Stamps
Ethridge-Spring Agency Insurance & Loans	Kendrick Oil Co. Phillips - Jobbar	Crow's Slaughtering Wholesale & Retail Meats
Friona C Of C&A	Bainum Butane Phone 6221	The Friona Star
Friona Consumers Co-Op Oils & Greases	Bi Wize Drug Your Retail Store	



SIGNS OF SEASON . . . These third-grade students are inspecting presents under their tree at school. They are Bill Carrothers and Susan Martin. Their teacher is Miss Jo Phillips.



FIRST PLACE . . . Kay Coffey, one of the designers of the first-place doors in Friona High School's decorating contest, poses with the winner. Also helping with the door were S. D. Balze and Edwin Taylor.

LETTERS TO Santa Claus

Dear Santa Claus:
I have been a good girl this year. I want a Bride Doll, a Barbie Case, a Barbie Car, a Barbie House, a baby doll, some Barbie and Ken clothes, and also, Tammy doll clothes for Christmas.
Your friend,
Tammy Williams

Dear Santa:
I am in the second grade. Please bring me a doll and a little bed.
Love,
Martha Melendez

Dear Santa:
I have been a good girl. Would you please bring me a jumping horse and a doll.
Love,
Tonja Goetz
P. S. Donna Lewellen is writing this letter for me.

Dear Santa,
I have been a good girl this year. I am in the first grade. Please bring me a Tamie family, Barbie Fashion Shop and a football. Don't forget all the other little boys and girls.
Love
Cindy Lu Cason

Dear Santa Claus:
I would like to have a Chatty Baby, an iron and ironing board and scooter.
Love,
Janna Feeve
P. S. I'm two years old.

Dear Santa Claus:
I want a Tommy gun and a race car set and a sled and a football helmet and some pads. Remember the others, too. My sister wants a Ken and some sweets, too.
Love,
Brent Hall

Dear Santa Claus:
I wish you could bring a Tammy doll for me for Christmas and a bicycle, too. Also I want a watch and know you will bring me all I want. I know we are going to have a good Christmas. Do not forget to bring my little sister a Tiny Tears doll. We also want some games. I like to play in the snow.
Love,
Josie



WINNING DOOR . . . The first-place door in junior high was on Mrs. H. E. Barnett's door. Designer of the door is John Bill McFarland, right.

Dear Santa:
I am in the second grade. Please bring me a gun and a bicycle.
With Love,
Jimmy Polk

A Treasured
A CUSTOM OF LONG STANDING

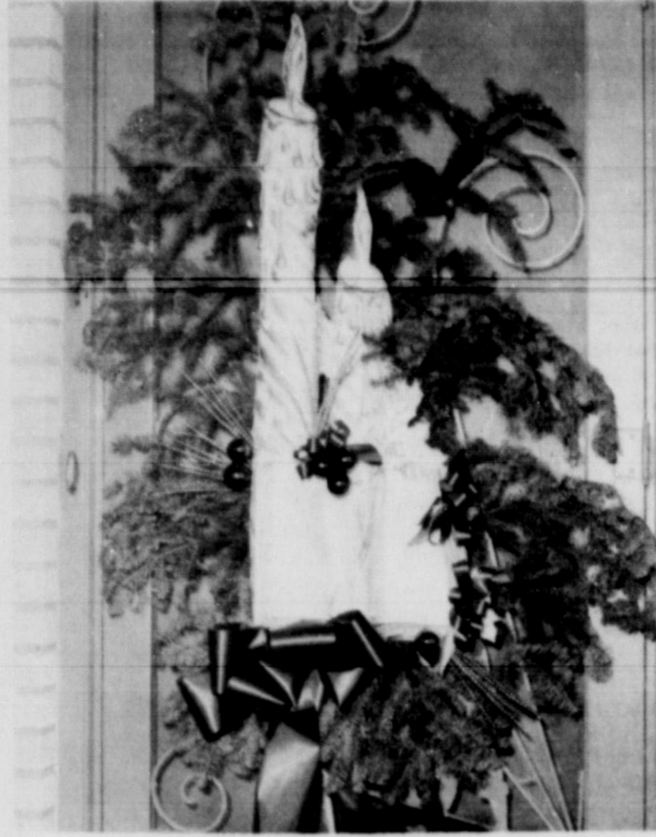
It's been our happy privilege for a long, long time, to send our Christmas greetings each year to those of you whom we have had the pleasure of serving. We look forward each year to this occasion, principally because we learned long ago the value of loyal friendships. Each year we strive to add more friends to our list. If we have not had an opportunity to serve you in the past, we invite your consideration. We will do our best to please.

And to those of you whom we have been associated for many years, here's our usual, yet genuine, "Merry Christmas".

MERRY CHRISTMAS

Mr. & Mrs. Glenn Reeve	Leo Read	Glenn Reeve Jr.
C.S. Bainum	C.L. Vestal	Don Reeve
Bill Taylor	M.M. Elder	Joe Reeve
	Dale Williams	

REEVE CHEVROLET



Mrs. Sloan Osborn puts the finishing touches on a package which will be placed under the large red and white Christmas tree. Mrs. Osborn has decorated several unusual Christmas packages.

The Osborn door gives a welcome effect with gold and white candles surrounded by greenery and Christmas baubles.

Reflecting the mood of Christmas is this buffet arrangement before the large mirror in the Osborn dining room. The mirror reflects decorations from the living room.

★★★★

WELCOME TO FRIONA

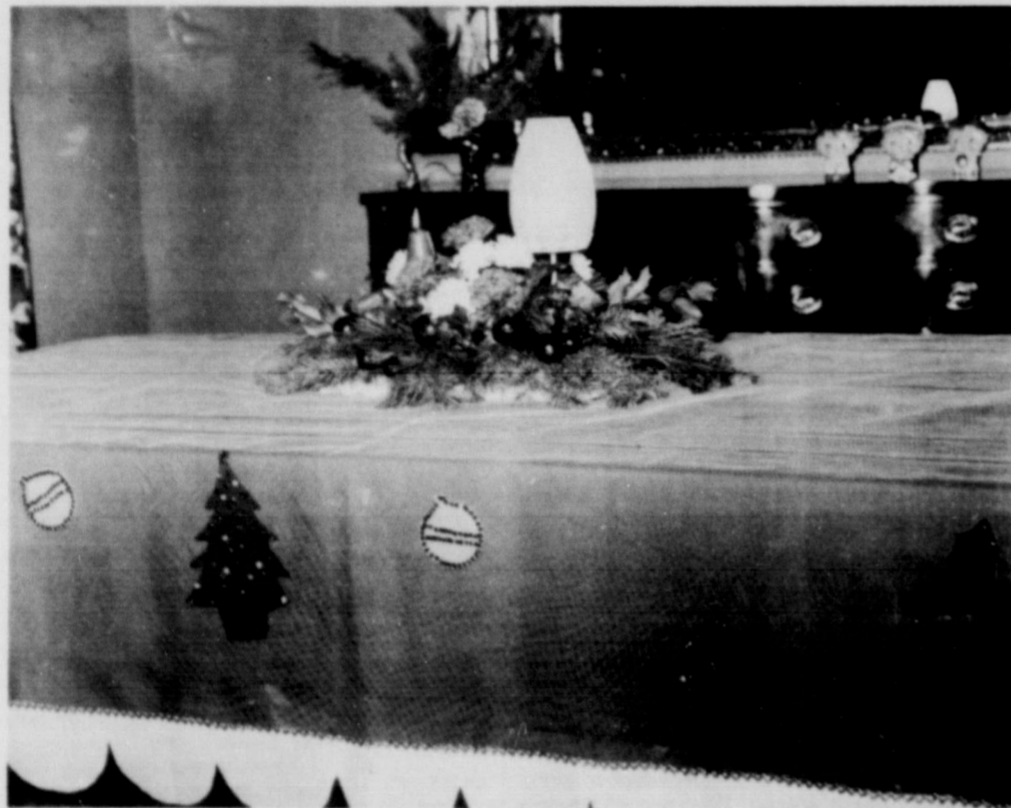


Mr. and Mrs. Don Powell are the new owners and operators of Don's Drive Inn, formerly Ken's Drive Inn, on the Highway. The Powells come to Friona from Olton. Mr. Powell was formerly associated with the Southwestern Public Service Co. Their two children are Becky age 4 and Stanley Don age 20 mo.



May the blessings of Christmas be with you today and always.

ROBERTS' FURNITURE CO.



The net table cloth laid over red and decorated with felt cutouts enhances the dining room decor. Mrs. Osborn has centered the table with an arrangement of candles, greenery and mums.

Letters to Santa

Dear Santa:
You have been very good to me.
I Love You,
Daniel Thomas

Dear Santa Claus:
I want a teakettle. My brother wants a gun and Kelly Don wants some gifts. Please don't forget the other little boys and girls.
Love, Robin

Dear Santa:
I am in the second grade. Bring me a doll, please.
Yours with love,
Silvia Flores

Dear Santa:
I am in the second grade. Please bring me a big doll for Christmas and two little dolls, too.
With Love,
Maria Gomez

Dear Santa:
I'd like to have a boat and trailer and a pickup. Please bring me a train, too.
Love,
Donny White

Dear Santa:
I am in the second grade. Please bring me a big doll.
With Love,
Julia Gomez



ASK ME ABOUT MY BUSINESS

FRIONA DIRECTORY

PATRONIZE FRIONA MERCHANTS FOR NEEDED MERCHANDISE AND SERVICE--They Have A Personal Interest In Your Welfare And Will Appreciate The Opportunity Of Serving You. It's Always A Pleasure To Shop In Friona.

<p>ELK DRIVE-IN</p> <p>Read The Business Directory For The Name Of One Winner Of A Free Pass. Other Passes Are In The Classified Section And The Rest Of The Paper.</p>	<p>ROBERTS FURNITURE</p> <p>Serving Friona With Furniture & Appliances</p> <p>South Main St. Friona</p>	<p>Office Supplies and Commercial Printing</p> <p>FRIONA STAR</p>
<p>REED'S CLEANERS</p> <p>709 Main St. Friona</p> <p>Pick Up And Delivery</p> <p>Phone 2182</p>	<p>RUSHING</p> <p>INSURANCE AGENCY</p> <p>Phone 5301 721 Main Friona</p>	
<p>IF This Was Your Ad How Many Would Read It?</p>	<p>FRIONA OLIVER</p> <p>We Specialize In Heavy Industrial Engines. REBUILD 'EM OR SELL 'EM</p> <p>CECIL PORTER</p>	<p>Have Your Christmas Picture Made Now-- A Perfect Gift!</p> <p>Christmas Cards With Your Family Picture Now At Reduced Rates.</p>
<p>Killingsworth REDI-MIX Cement For All Purposes</p> <p>"Your Business Appreciated"</p> <p>Dial 9171 Nite 3012 207 W. 5th</p>	<p>Film Developing - Color Or Black & White Film Quick Service</p> <p>DENNIS STUDIO</p> <p>Ph. 55 For Appointments--Soon</p>	

<p>FRIONA STATE BANK</p> <p>Checking - Loans Deposit Boxes - Savings</p> <p>Member FDIC</p>	<p>PIGGLY WIGGLY</p>  <p>Friona</p>	<p>REEVE CHEVROLET</p> <p>New And Used Cars</p> <p>FRIGIDAIRE APPLIANCES</p>
<p>ROCKWELL BROS AND CO.</p> <p>"LUMBERMEN"</p> <p>Lumber - Paint Tools</p> <p>Ph. 8891</p>	<p>PLAINS HARDWARE AND FURNITURE</p> <p>Plumbing Supplies Furniture Sporting Goods Kitchen Ware</p>	<p>HURST'S</p> <p>Dry Goods And Variety</p> <p>Two Locations</p>
<p>GIB'S CLEANERS</p> <p>Professional And Coin-Op Dry Cleaning</p> 	<p>FRIONA WHEAT GROWERS</p> <p>Elevator Service Field Seeds</p>	<p>Kendrick Oil Co. Phillips 66</p> <p>Phillips Tires Tubes Batteries Accessories</p> 

Letters to Santa

Dear Santa Claus:
I want a Dick Tracy car and Janet wants a big doll.
Love,
James and Janet

Dear Santa Claus:
Bring me a Barbie doll and a Ken doll and for my sister bring a little doll.
Love,
Herlinda

Dear Santa Claus:
I want a football, a toy train and a sled. My baby sister wants a talking doll.
Love,
Bill

Dear Santa Claus:
I am a little boy three years old and have been pretty good this year. I would like for you to bring me a rifle and a gun and holster. Please be good to all boys and girls and give everyone a Merry Christmas.
Your pal, Jay Jarboe

Dear Santa Claus:
I have been a good girl. Would you please bring me a Tammy doll and please bring me a basketball and a basketball goal and please bring me a skirt.
Love,
Donna Lewellen



Mrs. Frank Spring relaxes at home near one of her original Christmas arrangements. She has made all the assortment of candle arrangements throughout her house and has originated all the ornaments for her Christmas tree.



Mrs. Spring opens a hospitable door to all visitors. The door is decorated with a swag of large pine cones, Arkansas sumac and greenery.

Christmas JOY



Friendship adds joy to the routine of business and we deeply appreciate how much you have done to make our's a successful one. May your Christmas be more joyful than ever before — that is our wish for you.

FRIONA PLUMBING AND HEATING

Christeene and Joe Mann
Nell Ingersoll
Mr. & Mrs. Guy Wingrove
Peg & Doug Milloy

Dear Santa:
I like you. I would like for you to bring me a big big train.
I Love You,
Tony Guerro

Dear Santa:
I am in the second grade. Please bring me some toys and a book.
With Love,
Andy Lopez

Dear Santa:
I am in the second grade and want you to bring me a big Christmas toy please.
With Love,
Willie Gonzales



The glowing fireplace is made warmer by the painted snow scene on the mantel. Mrs. Spring displays this and other of her original paintings throughout the home.



This madonna centerpiece originated by Mrs. Spring is encircled by a wreath of burrs, berries, sumac and dried pods. These are combined with fresh flowers for a graceful effect.

Dear Santa Claus:
I would like a bride doll and a nurse kit. I have been a good girl. Please remember all the other boys and girls.
I Love You,
Jeanine Jarboe

Dear Santa Claus:
I have been a good girl. Would you please bring me a Tammy doll and would you bring me a skirt and some Tammy clothes.
Love,
Pamela Lewellen

YULETIDE WISHES



Holiday Greetings and all good wishes

This is a time for friendly thoughts and friendly greeting for friendly folks like you. This is a time also to look backward over the years with warm thoughts of appreciation for the many deep and lasting business friendships we have made. Our efforts to serve the fine people in our area is truly a pleasure for us. We value your associations. May our friendships, old and new, grow stronger with the passing of each year. Merry Christmas, neighbor!

We Will Be Closed Dec. 25th. - 26th.

We Give Gunn Brothers Stamps

HOUSER'S

GROCERY & MARKET

Big Enough To Accommodate - Small Enough To Appreciate
Phone 9521 Friona



GREETINGS

As an expression of our genuine appreciation of your friendship and all that

it has meant to us,

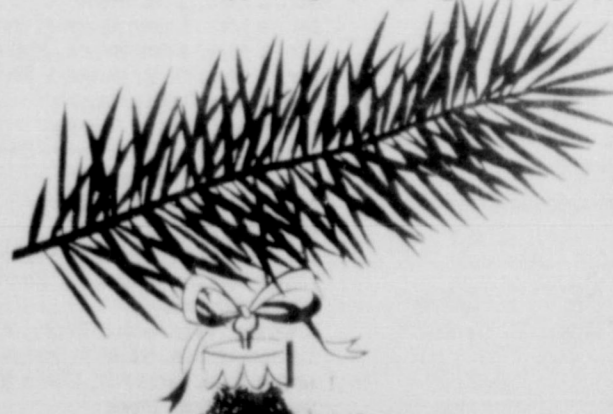
we wish you and those you love

A Joyful Christmas Season.

FRIONA MOTORS

Friona

BEST WISHES FOR



A Merry Christmas

To you, who have been so faithful a friend and customer, we repeat this year the ageless, unchangeable phrase "Merry Christmas." We know that you'll know it comes from the heart.

WELCH AUTO SUPPLY

FRIONA



To all our friends, our greetings and good wishes!
 May you hear the wonder of Christmas in
 each dearly cherished carol... see its magic in each
 gaily decked tree... feel its infinite joy deeply in your heart.
 And, as you hark to the words of the sacred
 story, may the blessings of His message surround you
 and those you hold dear, at Christmastide
 and through all the days to come.

Christmas Joy and Blessings

Um & Eula Akens
 Melba & Charles Allen
 Mr. & Mrs. A. W. Anthony
 Mr. & Mrs. A. W. Anthony, Jr. & Family
 Jean, Ora Mae & Darrell Anthony
 Automotive Ignition, Inc.
 John T. Wilson
 The Deon Awtreys
 Mr. & Mrs. Ross Ayers & Ann
 Charles & Tina Balmum
 Mack & Vera Balmum
 Flake & Sarah Barber & Family
 Estis & Zona Bass & Family
 J. W., Janiece & Laura Baxter
 Black Grain Co., Inc.
 Mr. & Mrs. John Blackburn & Brenda
 Mr. & Mrs. Ed Bogges
 Mr. & Mrs. J. H. Boyle
 Mr. & Mrs. Loyde Brewer, Byron & Galen
 Mr. & Mrs. Keith Brock, Phil & Rene
 Mr. & Mrs. G. B. Buske & Kim
 The Dalton Caffey Family
 The David Carson Family
 Kenyth, Mary Lee & Jerry Cass
 Jim & Sally Cocannouer
 Mr. & Mrs. Joe B. Collier
 Mr. & Mrs. C. Cranfill
 Dr. & Mrs. G. Lee Cranfill, Beth, J. and Guy
 Cummings Farm Store & Employees
 The Cummings
 Doyle, Judy, Scott, Terry, Kirk & Lisa
 Lonnie, Sylvia, Vicki & Dwayne Dement
 Mr. & Mrs. James W. Dixon & Family
 C. F. & Bertie Doak
 Arthur, Luella, Betty & Peggy Drake
 The Earl Drakes
 Maurine Dunn & Tinker
 Roy Eastep
 Mr. & Mrs. Bill Ellis & Laura
 Mr. & Mrs. Mike Ellis
 Dan & Eufaula Ethridge
 Hap & Julia Fairchild
 Mr. & Mrs. Marton Fite & Boys
 Marie & Raymond Fleming
 Mr. & Mrs. James P. Fortenberry & Family
 Friona State Bank--Officers, Directors & Employees
 Mr. & Mrs. W. B. Fulgham
 J. T., Lillah Gaye & Tom Gee
 Clyde & Lola Goodwine
 Mr. & Mrs. Earl F. Graham, Laquita & Earlene
 The I. T. Graves Family
 Mr. & Mrs. Jim Greeson
 Dean, Woody, Debbie & Jerry Hall
 Carlsbad, California
 The Paul Hall Family
 Mr. & Mrs. L. R. Hand & Family
 Dale, Laura, Karene, Holly & Evelyn Hart

Mrs. Grace Hart, Wanda & Elda
 Mabelle Hartwell
 The Howard Hayes Family
 Mr. & Mrs. Clyde Hays
 Otey & Marie Hinds
 Mr. & Mrs. H. H. Horton, Jr. & Family
 Dr. & Mrs. J. L. Humphrey & Dodie
 Andy & Winifred, Rickey & Ann Hurst
 The W. S. Ingrams
 Mary Tom & Jim Isaac
 J. D.'s Gas Service
 John & Norma Gene Terry & Boys
 The Herschel Johnsons
 Mr. & Mrs. Joe D. Johnson
 Mr. & Mrs. Jim Johnston & Family
 George & Wilma Jones
 Lucy Jones
 Ruth & Opal Jones
 Mrs. H. C. Kendrick
 Pudge, Deke, Danny & Sally Kendrick
 Mr. & Mrs. Bill Kent
 Mrs. Pearl Kinsley
 Mr. & Mrs. J. E. Knight & Family
 Mr. & Mrs. O. F. Lange
 Guy & Lucille Latta
 Tom & Henry Lewis
 Mr. & Mrs. Chas. Lovelace & Family
 Farwell, Texas
 Taft & Velma Lovett
 The J. C. McFarland Family
 Mr. & Mrs. R. H. McFarland & Family
 Tucumcari, New Mexico
 Mrs. Lillian McLellan
 Mr. & Mrs. W. R. Mabry & Family
 The Clarence Martins
 Mr. & Mrs. Meryle Massie & Daughters
 Luella & Carl Maurer
 Eddie & Pat Mell & Family
 Mr. & Mrs. C. L. Mercer
 Joe, Tommie, Leesa & Tim Mercer
 The Steve Messengers
 The Claude Millers
 Mrs. J. F. Miller
 Mrs. Lem Miller
 Roy & Eva Miller
 Raymond & Frances Milner & Family
 David & Eva Moseley
 Mr. & Mrs. Hugh Moseley
 Jack & Mary Moseley
 Mr. & Mrs. O. B. Moyer, Larry & Lois
 Mr. & Mrs. Grady B. Nelson & Family
 Mr. & Mrs. Jack Nelson, Rex & Roger
 Lois Norwood
 The William H. Nunn Family
 The Russel O'Brians
 Mr. & Mrs. Ernest Osborn, Karen & Joe
 Claude & Katy Osborn
 M. C., Ann, Paige & Shawn Osborn
 Ilene & Sloan Osborn
 Mr. & Mrs. W. C. Osborn

Parmer County Implement Co.
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 Mr. & Mrs. Cassey W. Perkins, David, Darla, & Leslie
 Jo Phillips
 Mr. & Mrs. C. M. Phipps & Boys
 Mr. & Mrs. L. D. Pope
 Cordie & Helen Potts
 Tom & Martha Mae Pruett & Girls
 The Ancel Renner Family
 Virginia, Thomas, Rhonda & Alan Rhodes
 Mrs. Eva Roberson & Marie
 Mr. & Mrs. A. G. Rolen, Treva & Ardith
 Charles & Martha Russell
 Mr. & Mrs. Charles Scales & Family
 Carl & Velma Schlenker & Family
 Mrs. Malinda Schlenker
 Mr. & Mrs. Bert Shackelford
 Dr. & Mrs. Loyd Shackelford
 Mr. & Mrs. J. L. Shaffer
 Mr. & Mrs. W. H. Sims & Kent
 Roy & Corda Slagle
 Dale & Jere Smith
 Mr. & Mrs. Hoyt Smith & Family
 Mr. and Mrs. Lewis Smith & David
 The Rene Sneads
 Frank, Ethel Ruth, & Frank L. Spring
 Dr. & Mrs. Lee Spring
 Dr. & Mrs. Paul Spring, Susie & Johnny
 The Glen Stevick Family
 Mr. & Mrs. Bill Stewart
 The Steve Struves
 Calvin, Patsy, Rex & Pattijon Talley
 Joe, Betty, & David Talley
 The C. W. Tannahills
 George & Jerry Taylor & Girls
 Ross & Ruth Terry
 Dave & Beth Thompson & Family
 Mr. & Mrs. George Trelder
 Carmaleet, Frank & Larry Truitt
 Mrs. Lucy Vestal
 C. L. & Nola Faye Vestal & Family
 Louis & Mamie Lou Welch & Family
 Mr. and Mrs. Ed White & Family
 Orto & Grace Whitefield
 Wright & Jane Williams
 Ralph & Louisa Wilson
 Mr. & Mrs. Bill Wooley & Boys
 Mr. & Mrs. Jarrell Wright & Diana
 The John Wrights
 Virgil, Mary K. & Alan Zeman
 O. J., Decimae, Jay & Ramey Beene
 City Body Shop
 Leonard Coffey & Family
 Leon Coffey & Family
 Mr. & Mrs. D. E. Habbings
 Mr. & Mrs. Robert Mercer
 Ralph & Faye Smith & Family
 Mr. & Mrs. Shirley Smith & Girls

PROJECT CHRISTMAS CARD

Establishment Of Hereford Meat Packing Plant Encourages Local Beef Raisers' Market Hopes

The decision last week to construct a meat packing plant at Hereford that will slaughter 100,000 head annually encouraged beef raisers of the area. The meat processing plant, expected to be the largest in this part of the country, is to cost more than a million dollars.

The plant is to be owned and operated by the Allan and Sons Meat Packers whose head office is now in San Francisco, Calif. Jack Allan, one of the sons of the firm, reportedly plans to move to Hereford soon to supervise construction and operation of the plant.

Completion of the new plant is expected next summer. More than 50 local persons are expected to be employed by the

Allan Company.

The new Hereford Packing Company will be built on a 500-acre tract east of Hereford on U. S. Highway 60 across from the Municipal Airport.

Officials said that three cities were considered for sites of the meat processing plant. They were Clovis, Littlefield and Hereford. No reason for the choice of Hereford was given.

One local resident reasoned, "It might be because of the name of the town, itself." Hereford is situated well in the center of the beef growers of the Texas High Plains and Eastern New Mexico.

Parmer County alone boasts 16 feedlots with an annual capacity of 90,000 head. The Hereford operation will consist of

the slaughtering with the carcasses being shipped to markets on the West Coast and on the Texas Gulf Coast.

Another factor in the location of the meat plant at Hereford is the current construction of the Holly sugar refinery

there. Authorities said that the pulp and waste from the beets provided cheap cattle feed. Livestock brings in around

4 1/2 million dollars in Parmer County each year, according to County Agent Deryl Coker's annual report for 1963. With the

100,000 acres of wheat, he said, the amount could be increased if farmers would utilize wheat for grazing.

At the present time there is a great deal of interest in feedlots and with the pasturing there have been three new feedlots built in the county. There are some 16 feedlots that are feeding from 300 to 20,000 head per year.

Within the past year there has been increased interest in swine feeding also. Two pig parlors have been built in the county.

A livestock committee was formed in 1961 and since its formation they have been busy

working on the Southwest Screwworm Program and obtaining a modified, certified Burcellosis rating for the county.

The committee is composed of Jack McCracken, Joe Jones, Frank Hinkson, A. L. Black, Carl Schlenker, Jack Woldman, N.E. Wood and Bob Wilson. All have an interest in livestock and met twice in 1963.

Most of the livestock finished in Parmer County has been marketed in Clovis and Lubbock. Last year the Swift slaughter plant was constructed in Clovis which gave a more

(Continued on Page G)

THE HIGH PLAINS FARM AND HOME

AGRICULTURAL SUPPLEMENT OF THE PARMER COUNTY NEWSPAPERS

Mrs. Clarke Explains School Counseling

Mrs. A. C. (Buck) Clarke enjoys her work--this fact is evident as she discusses the problems and joys of working with youngsters as counselor in Lazbuddie, Bovina, and Farwell.

Her job is varied but intriguing and has "grown because of a need", she says. The duties of a counselor in every school varies. Mrs. Clarke directs a complete testing program from first grade through high school, beginning with reading readiness tests in the first with achievement tests planned for each child every year through high school.

Also included in the program are educational ability tests in third, fifth and seventh and ninth grades. In the eighth grades, youngsters are given what Mrs. Clarke feels is one of the most important tests for both the child and the parent, one on preliminary interest, which is designed to aid in planning high school work. Purpose is to encourage young people to plan a four year program of high school work instead of selecting subjects from year to year.

Tests at this time help to determine vocational interest, and are invaluable career-wise. "I don't think the students can decide then what career to choose," says Mrs. Clarke, "but the tests stimulate an interest in investigating career possibilities."

The interest tests include eight different fields, show highs and lows of the student and then indicate what types of work fall into these various categories. Mrs. Clarke has a ready file of literature to sup-

ply students on various vocations, in relation to this need, plans are to have a career unit for eighth graders with students to be assigned essays on various vocations.

Ninth graders again take achievement and educational ability tests, and tenth grade students are tested on differential aptitude to show natural abilities, and a more definite vocational interest test is included. After results are known, personal interviews are scheduled for a review of the findings.

Juniors take achievement tests geared to aid in deciding if a student needs extra work for college preparation. Seniors are reviewed, and work for the last year is planned. Juniors also take the national merit scholarship Test in the spring, which is given with possibilities of scholarships in mind. The test is also good preparation for college entrance exams says Mrs. Clarke.

Seniors are counseled and aided in applying for college entrance exams if they plan to continue an education. Two tests are used by colleges and universities, says Mrs. Clarke, the American College Testing Program or the Scholastic Aptitude test. Practically all colleges and universities require one or the other. Institutions prefer that students take the tests during the senior year, preferably in the fall.

Seniors who wish to take the tests register with Mrs. Clarke, but they must go to one of the testing centers, either in Lubbock or Amarillo, for the actual test. The parents take the responsibility of taking the student to the center.

Also included in the realm of the school counselor is testing of the child who has exceptional problems or exceptional ability. Individual tests which are very time consuming, are used here. "But we feel if we can spot a way to help, it's worth it", she

adds. She calls the test a fascinating one. Teachers usually recommend that a child be tested. "Sometimes we can help but sometimes there is no happy solution," she comments.

Mrs. Clarke first became interested in counseling as a vocation when she worked with Tri-High-Y girls in the Rio Grande valley. She organized groups of girls in McAllen and worked closely with them. The work required quite a bit of counseling. Mrs. Clarke later was a member of the executive board of the state organization and designed types of programs on counseling. Later, she returned to school and received her bachelor's degree in psychology from ENMU in 1956, and her masters in guidance and counseling from the University of Colorado in 1957. She did sociological work for her masters degree in Mexico City.

She has taught in elementary schools and had been an instructor in Bovina high school and junior high. To receive a counseling certificate, an applicant must have three years teaching experience, preferably in various grades in the school.

Asked about her greatest satisfaction in her work, Mrs. Clarke selected her work with the top groups and the bottom groups. She explains that results in this area are more noticeable. She adds that "it hurts me to see a youngster with unusual ability who does not apply himself."

The Clarks reside on Second St. in Farwell. He is manager of Gifford Hill Pipe plant. One son, A. C. Clarke Jr. and his family reside in Austin. Two grandchildren complete the family circle.

Other than her work, Mrs. Clarke enjoys decorating and gardening. Shortly after moving here, she planned the remodeling of their home. She is also an avid reader and is now reading a series of historical volumes.



Mrs. A. C. (Buck) Clarke discusses educational material with Miss Jeannie Blair, of Farwell, daughter of Mr. and Mrs. Joe Blair. Mrs. Clarke is school counselor for Lazbuddie, Bovina and Farwell Schools.

Sewing Project In 1963 Reviewed

More than one-half of the Parmer County homemakers sew for their families. Mrs. Cricket B. Taylor, Home Demonstration Agent, stated in her report for activities during 1963. The clothing sub-committee of the Program Building Committee include Mrs. Davis

Gulley, Mrs. Carl Schlenker and Mrs. Ellis Tanum.

The long range objective of the program, Mrs. Taylor said, was for families to have clothing to fit their way of life at a cost they can afford to pay.

The annual goal for 1963 was for 30 homemakers in all communities to be taught improved methods of sewing. Another aim was to train 14 adult 4-H leaders but this failed to materialize.

Five of the adult leaders met with Mrs. Taylor in July to make plans for the 4-H clothing workshops and county dress revue in Friona. Two leaders, Mrs. Webb Gober and Mrs. Roy Miller were chosen to receive short periods of training in first and second year clothing units. They held workshops and taught simple skirts and simple blouse construction to 10 girls.

Mrs. Taylor held workshops for six girls and two adult leaders in Units 3 and 4. Garments were made step by step at each meeting.

As a result of these meetings, 16 garments were completed but only 13 girls modeled their garments in the county dress revue that was held in the Home Economic Cottage in Farwell. Around 40 parents, leaders and friends attended.

Judy Koelzer represented Parmer County in the District Dress Revue in Amarillo. A full page of publicity was given the county Dress Revue by the three county newspapers.

You don't have to pack your child's lunch each day to be sure he gets a well-balanced, nutritious meal at school. He can buy -- for about 25 cents -- a hot meal that meets from 1/3 to 1/2 of his daily nutritive requirements. The meal is served in all institutions participating in the National School Lunch Program -- some 68,000 public and private schools.

If we can believe national statistics, the "average" American consumes 6 pounds of rice a year. Louisiana residents eat 30 pounds of rice a year, and South Carolinians rank next with about 27 pounds, a recent USDA study shows. Even these two states are pikers compared with Hawaii, where residents eat 113 pounds of rice a year.

A little more than half the nation's population has some form of eye trouble, according to the American Medical Association.



Merry Christmas from...
SOUTHWESTERN PUBLIC SERVICE COMPANY

Farm Employment Group Organized

A farmer's organization, known as Southwest Farm Employment Association was organized on Tuesday, December 3, at a meeting held in Amarillo.

The organization is comprised of farmers and is designed to facilitate the employment of experienced farm laborers from each local area and to import a limited number of Mexican farm workers on a permanent visa basis.

The headquarters of the Association will be located in Amarillo at 111 E. 16th Street, Telephone DR 3-5111. Interested farm laborers and farmers wishing to avail themselves of membership in the Association are urged to visit the office for complete information and details regarding applications and services offered.

Mike Martinez has been selected as the business manager and will head the Amarillo office.

He will also be in charge of establishing field offices in strategic locations for the convenience of the farmer-members of each area. Les Kilgore has been hired as a field representative, to act as a liaison between the farmers and the field office.

Operation of the Southwest Farm Employment Association is to be conducted on a non-profit basis and will depend solely on the membership fees received from the members for operating income. Members will be notified far enough in advance regarding each business meeting date in order to encourage the maximum attendance at the meetings.

IN GREECE

In Greece, Christmas gifts gladden the hearts of the young and the poor. The older folks usually wait until New Year's Day to exchange presents.

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QUALITY CHECK
DAIRY PRODUCTS

In No-Wax--No-Leak Plastic-Coated Cartons
CLARDY CAMPBELL
Quality Check DAIRY PRODUCTS



We wish you a ringing, rousing MERRY CHRISTMAS! A Christmas alive with joy, and glowing with promise... A Christmas so wonderful, that the spirit of the day will carry undiminished for another 365 days!

to our friends

From The Parmer County Courthouse

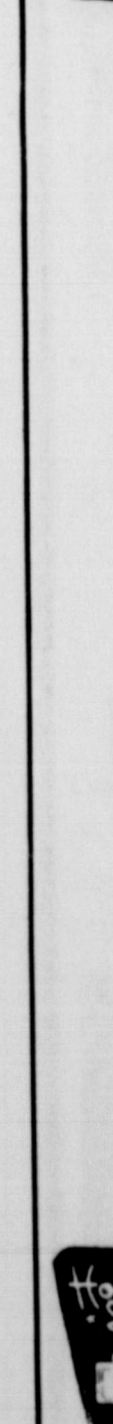
- Loyde A. Brewer County Judge
- Tom Lewellen Commissioner Prc. I
- C. H. Jefferson Commissioner Prc. II
- Guy Cox Commissioner Prc. III
- G. W. Crain Commissioner Prc. IV
- Charles Lovelace Sheriff
- Bonnie Warren County Clerk
- Dorothy Quickel District Clerk
- Mabel Reynolds County Treasurer
- Hugh Moseley Assessor-Collector
- Hurshel Harding County Attorney

Fallout at the V looking of the el

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Nuclear Fallout Shelters Equipped In Parmer County



Parmer County is well equipped in the event of a nuclear fallout. Nine fallout shelters have been stocked with food and medical supplies for 3,824 people.

County Judge Loyde Brewer, who is in charge of the county civil defense project, said that organizational details were yet to be worked out.

A total of 1713 pieces, weighing 35,301 pounds, of equipment was shipped to Farwell last summer from Fort Worth to be used in Parmer County. The emergency supplies have been distributed throughout the county and arranged in the nine fallout shelters.

In Farwell the shelters are located in the elementary school building, the Worley Grain Co. elevator and the Sherley-Anderson-Fitman elevator. In Lariat the Sherley-Anderson Grain Co. elevator will accommodate 772 persons. A total of 1,000 people may find shelter and supplies in the Sherley Grain Co. elevator in Bovina.

The Friona Wheat Growers elevator and the Continental Grain Co. elevators in Friona will provide shelter for 738 persons in that city. There are two fallout shelters in Black. They are at the Black Grain Co. elevator and the Tri-County elevator.

USDA Suggests Cut In Potato Acreage

Early spring potato acreage for 1964 should be reduced 14 per cent and the late spring acreage by seven per cent to keep a balance between the supply and demand for them, says John Larsen, horticulturist with the Texas Agricultural Extension Service.

These recommendations by the U. S. Department of Agriculture are acreage-market guides designed to assist growers in planning production, he says. The USDA's Agricultural Marketing Service says that if production is in line with these suggestions, supplies of potatoes should be in balance with requirements and the price for the coming season should be satisfactory.

The decreases in acreage were recommended for all producing areas, including a 14 per cent reduction in Texas for 1964. If the guides are followed, they will result in a probable national production from the spring acreage of 27.2 million hundredweight compared with 29.2 million in 1963, says Larsen.

The USDA's recommendations suggest a reduction in Texas early spring potatoes from 1,800 acres in 1963 to 1,530 in 1964 and a reduction in late spring production from 5,900 acres this year to 5,060 acres next spring.

Growers can expect strong competition in retail outlets next spring from fresh supplies moving from storage and from processed potato products, according to Larsen. He says that inventories of processed food potatoes can be expected to reach their highest point during the spring.

Entomologists of the U. S. Department of Agriculture's Agricultural Research Service have isolated a natural substance from male boll weevils which attracts the female of the species. Chemists are attempting to identify the substance chemically so that synthetic production might be possible. The discovery, made in cooperation with workers of the Mississippi Experiment Station, is another approach for insect control.

The vast amounts of sorghum grain could be used in finishing hogs and cattle but the cost of establishing feedlot facilities and the cost of livestock to fill the feedlots is more than a large portion of the farmers could spend or borrow.

The main object of the livestock committee is to get farmers to utilize all of the farm by-products by converting them to beef. The committee is interested in the 4-H members purchasing their own stock within the county.

Food And Nutrition Studied During 1963

Many persons have problems of overweight or underweight due to the lack of knowledge in planning nutritional meals, Cricket B. Taylor, Parmer County Home Demonstration Agent, stated.

One-third of farm families raise cattle for resale and food. The long-range objectives, Mrs. Taylor said, is for homemakers to choose good quality meat for nutritional value for the money spent.

The annual goals as set by the county program subcommittee on Foods and Nutrition for 1963 was for 70 families to improve the selection and preparation of good quality variety cuts of meats. Another goal was for 50 families to improve meal planning based on nutritional needs and train 10 leaders for 4-H food guides.

Meetings were held in home demonstration clubs throughout the county where recipes were exchanged and variety cuts of meats were discussed with the help of the Extension Service bulletins. As a result of these meetings 77 homemakers reported using new recipes on variety and new cuts of meats to increase nutritional value of meals.

Mrs. Taylor praised trained adult leaders in food who have continued to work with 4-H girls during her absence. Those mentioned were Mrs. Roy Miller, Gerald Ramage, Mrs. Johnnie Rundell and Mrs. Leon Billingsley.

A meeting was held in July of the past year for 4-H food leaders in preparation for the county 4-H Bake Show. Bulletins on butter cakes, high altitude cookbook B-61 "Yeast Bread" and suggested recipes were given.

Exhibits of both products, whole wheat rolls and butter cake were shown and proper method of wrapping each was demonstrated. Size of pans and tools for baking success were discussed.

The County Bake Show was held Aug. 8 in Friona at the Community Room of the bank building with nine girls participating. Winners were named in three age groups, 9-10 years, 11-12 years, and 13 years and over. The highest scoring girl was elected to represent the county in the District Bake Show at Amarillo.

Attractant Taken From Boll Weevil

What is believed to be the first natural attractant ever obtained from male insects has been extracted from male boll weevils. Females of the species are attracted by the substance. Thus, a new approach may be opened for controlling the most destructive of all cotton insects, say entomologists of the U. S. Department of Agriculture, discoverers of the new substance.

The natural attractant was isolated by entomologists of the USDA's Agricultural Research Service working in cooperation with the Mississippi Agricultural Experiment Station.

To obtain the chemical substance, they enclosed the male boll weevils in a plastic cage, then drew air from it into a column of activated charcoal. After 11 weeks, they removed the charcoal and soaked it in chloroform. When the chloroform was evaporated, a residue was left that attracted female boll weevils. Chemists are attempting to chemically identify the attractant so that a similar attractant can be made synthetically for possible use in boll weevil's control.

Attractant research is just one of several approaches ARS has emphasized during recent years in a search for new pest-control methods that limit or avoid the need for insecticides and that involve only the target pest. Attractants obtained from females of several insect species have opened the way to broad-front attacks, which include luring pests to traps, to isolate insecticides, and to chemicals that sterilize them.

Swine production has been geared to produce the largest amount of red meat possible with the least amount of fat and still retain its juiciness, flavor and tenderness, says D. J. Osborn, assistant Extension animal husbandman.

The life expectancy of a new refrigerator or range is about 16 years for the "average" householder, says the USDA. Estimates for other new appliances are: Automatic washing machine, 11 years; wringer type or spin-dryer, 10 years; dryer, 14; freezer, 15; vacuum cleaner, 15-18 years; sewing machine, 24; television set, 11 years.

Fallout shelter supplies are checked by Judge Loyde Brewer at the Worley Grain Co. elevator in Farwell. Photo was taken looking down from the entrance of the shelter at the west end of the elevator.

Medicine At Work	Pasteurized Perch . . .
	G.I. Fatsos . . .

INTERPLANETARY MEDICINE: U. of California radiation experts hope to refine pill which can raise tolerance to lethal rays as astronaut approaches solar storm. . . **STORK SIGNALS:** To prevent TV and radio static, FCC assigns frequency for Milwaukee pioneered system broadcasting unborn-baby heartbeats to remote doctors from tiny transmitter on mother's abdomen. . . **LONG-PLAY CAPSULE:** Implanted silicone capsule chemical "machine" releases insulin for diabetic patients over four-year period. . . **PASTEURIZED PERCH:** Half dozen federal agencies working with university laboratories to triple life of seafood by radio-pasteurization. Combines cooling with low dose rays. . . **PROMISING PLANT:** Broad-scale testing underway at U. of Wisconsin with derivative of India plant used for centuries in cancer and now shown effective against mouse carcinomas.

JOB HAZARD: Kidney stone removal may be routine for returning astronauts. Convair scientist says excess calcium builds up when weightlessness reduces skeletal needs. . . **STONE-AGE STUDY:** Huge glandular growths and widespread brain damage among infants in recently-found primitive New Guinea village are clues in NIH search for causes of goiter and mental deficiency. . . **G.I. FATSOS:** U.S. Army orders "corrective measures" for soldiers who flunk quarterly overweight inspections. . . **SPACE BONUS:** Invaluable Illinois farmer, bedridden California stroke victims, polio-suffering Dallas housewife are all walking for first time in years while wearing pressurized suits now obsolete for space travel. (From Medicine at Work, publication of the Pharmaceutical Manufacturers Association).

We Wish To Say

MERRY CHRISTMAS

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IDEAS for the Program Committee

by Franice

Music Bridges Generations
Do you enjoy teenager's music — or cringe at the sound of it? How does your teenager feel about your music preferences?

Build a bridge of better understanding between generations by planning a "Meet You at the Bridge" program. Teens can tell you their preferences of certain types of music, while adults impress teenagers with melodies of an earlier generation.

For this program, you'll need your own group, some young adults, a musical instrument and refreshments. An electric organ with the harmonic drawbar system of mixing tones permits the player to choose from thousands of tones, and has both the instant response needed for popular music, and legato action for the smooth, lilting songs of yesterday.

Invite at least one teen who plays the harmonic drawbar electric organ and another who can explain why teens like heavy beat, dissonant songs. Give the teens twenty minutes for their kind of music. Then let a member of your own group demonstrate your generation's favorite melodies.

The result will be a better understanding of each kind of music, a greater respect for each, and a closer relationship between generations.

The author of the favorite children's Christmas poem "Twas the night before Christmas," an eminent New York divinity professor, felt his creation was below his dignity and would not admit he wrote it for 20 years.

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1963

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From County ASC Office

The Farmer County ASC office is taking applications for practices to be carried out during the first quarter of 1964. Requests should be filed by Jan. 1, 1964.

The 1963 Feed Grain Program is basically the same as in 1963. However, there are a few changes.

Farmers who feel that the yield (and payment rates) established (based on the county average) on the farm is too low, may appeal to the County Committee for reconsideration on the basis of the proven yield for the years 1959 through 1962. It is the same procedure that has been followed for the past three years and the production records for those years are already on file in the ASC

office. If farmers have previously presented the 1959 and 1960 production records it will be necessary only to furnish the 1961 and 1962 records. The 1964 yield for the farm will be the average production per acre for the four years 1959 thru 1962. To support an appeal, yield data must be furnished for each of the base years. Diversion acreage changes are:

The maximum acreage which may be diverted on a farm has been raised to 50 per cent (from 40) of the base. The average payment rate per acre for diverting 40 per cent or more also will be substantially higher than in 1963. As in 1963, there are two

payment rates. The lower rate applies to the first 20 per cent of the base diverted. The higher rate (approximately 2 1/2 times the lower) applies to acreage in excess to 20 per cent diverted. The higher rate applies to the entire acreage diverted if the total diversion is equal to at least 40 per cent of the base.

In addition to the diversion payment, there will (as in 1963) be a price support payment on the planted acreage of feed grains on the farm. The sign-up period begins Monday, Feb. 10, 1964 and will close on March 27, 1964.

Any cotton grower desiring to make application for released cotton acreage may now file his request for a portion of such acreage.



What's In A Name?

A man often is said to be only as good as his name. This probably came from the practice of men verbally binding themselves in agreements with others on the strength of their "good name". Texas history records at least one man who proved himself to be even better than his name. For this man changed his name.

He changed his name from Otfried Hans Freiherr Von Meusebach so that he could become a citizen of Texas under the name of John O. Meusebach.

Even in light of the history of innumerable broken treaties between the Indians and the white settlers, the treaty of peace between twenty Comanche Chiefs and Meusebach, representing the German Colonists, was never breached.

This 1847 Treaty is memorialized by a marker on U. S. Highway 190 about 15 miles west of the Central Texas town of San Saba.

Tex-Ark-Ana, 3 in 1

Called "The Pleasure Crossroads of the Gulf Southwest" it's officially named Texarkana, Texas. Texarkana lies right on the Texas-Arkansas border. But it derives its name from three states—TEXAS, ARKANSAS and LOUISIANA.

San Antonio's Little City

San Antonio's earliest residential settlement has been restored.

Back in 1722 it housed the soldiers attached to Mission San Antonio de Valero—better known as the Alamo. Mexican General Cos surrendered there after the Texans captured San Antonio in 1835.

The little settlement to which we refer is La Villita, the "Little City." It is located in the heart of San Antonio.

The Arneson River Theater, where the audience is separated from the stage by the beautiful San Antonio River, is located in the "Little City".

This little Mexican Village should be on your "must see" list for your next trip Santone way.

A Fitting Name

Never was a town so rightly named as Rosebud, Texas. In every yard of this little Central Texas town in Falls County there grows at least one rose bush.

Quality -- and only quality -- determines the grade of eggs, reminds the USDA. There are eggs of every size in every grade. For example, a carton of U. S. Grade A eggs may contain either large, small, medium or extra large eggs. U. S. Grade AA or Fresh Fancy is best, followed by U. S. Grades A, B and C.

Merry Christmas

If You Have FARM MACHINERY TO SELL Call Big Nick Trienen at Machinery Supply Hwy. 60 Bovina Phone 238-4861

John White Reviews 1963 Texas Farming

If one word could summarize the Texas farm picture for 1963, that word might be "amazing."

In July of this year, a long dry spell settled in on most of the state, causing a great deal of concern for our crops. Fortunately, most row crops coasted through on subsoil moisture and our harvest was not severely hurt. So although a shortage of grass and forage is creating problems in the livestock and dairy industry, the triumph of other crops over the drought constitutes a gratifying minor miracle.

Our major cash crop, cotton, is down slightly but will amount to something like 4,635,000 bales or more. This is only about 89,000 bales below 1962, despite the dry weather.

We will hold on to our reputation as the nation's largest producer of grain sorghums also. Our 1963 crop made a dramatic jump of nearly 33 million bushels over last year with some 232,429,000 bushels expected in the final tally. And in spite of some production decreases such as onions, Texas vegetables are expected to bring farmers about \$1 million more than in 1962, peaking at some \$65 million.

The Texas citrus production has received some "knock out blows" from freezing weather in recent years, but the 1963-64 crop year now in progress gives evidence of a rapid recovery. Only about 111,000 boxes of oranges and grapefruit valued at about one-half million dollars was harvested during 1962-63. The current season shows promise of a big leap to 750,000 boxes, potentially valued at \$2,250,000. Some of the best news yet for our hard hit citrus growers.

Our efficient production techniques will continue to assure Texas and the nation's consumers of a bountiful supply of food and fiber at reasonable prices. This is a success story without parallel in the history of any other nation. Producer profits, however, are still limited by rising costs of materials needed in farming operations. The problem of the cost-price squeeze exerted upon the farmer is still very much with us.

Our livestock industry is still something of a question mark. If we have good winter moisture, our ranges that were parched during the past summer can

make a quick recovery. Continued subnormal rainfall would paint a darker picture. Normally, our livestock industry is worth close to one billion dollars to the Texas economy each year.

Livestockmen, too, are having their problems, profit-wise. The drought has caused produc-

tion costs to rise due to the high cost of necessary feeding operations. And imports of meat from other countries are further depressing local prices.

But despite these adverse factors, our 1963 farm picture is far better than many had expected earlier this year.

Hail, The Farmer

Editor's Note: In sending their holiday greetings to the farmers of this county the personnel of the ASC office in Farwell submitted the following description of a farmer.

WHAT IS A FARMER? - A farmer is a paradox - he is an executive with his home in his office; a scientist using fertilizer attachments; a purchasing agent in an old straw hat; a personnel director with grease under his fingernails; a dietitian with a passion for alfalfa amino acids and antibiotics; a production expert with a surplus; and a manager battling a price-cost squeeze. He manages more capital than

most of the business in town. He likes sunshine, good food, State fairs, dinner at noon, auctions, his neighbors, his shirt collar unbuttoned and, above all, the right amount of rain in August.

He is not much for droughts, gullies, thruways, weeds, the 8-hour day, grasshoppers, midge, or helping with housework.

Farmers are found in fields - plowing up, seeding down, rotating from, planting to, fertilizing with, spraying for, and harvesting. Wives help them, little boys follow them, city relatives visit them, salesmen detain them and wait for them, weather can delay them and wait for them, but it takes heaven to stop them.

A farmer is both Faith and Fatalist - he must have faith to continually meet the challenges of his capacities amid an ever-present possibility that a late spring, and early frost, tornado, flood, drought, disease or bugs can bring his business to a standstill.

He is our countryman - a denim-dressed, business-wise, fast growing statesman of stature. And when he comes in at noon, having spent the energy of his hopes and dreams, he can be recharged anew with the magic words: "The markets up."

No Birthday Party Without Christmas

Were it not for the observance of Christmas—the greatest of all birthdays—there would probably be no birthday parties throughout the rest of the year. In ancient times, only pagans took part in birthday festivities. Early Christians associated birth with the assumption of original sin and therefore did not look upon the birth date as a time for celebration.

The Pharaohs of Egypt celebrated their own birthdays, and we are told that King Herod did, too. But it was not until the 300's that the birth date of Christ was even noted. In the year 354 the Bishop of Rome declared December 25 to be the anniversary of the birth of Christ and from that date until now, Christians have observed this most wonderful of all birthdays.

My Neighbors



"Please, ma'am,—we don't have a drive-in window!"

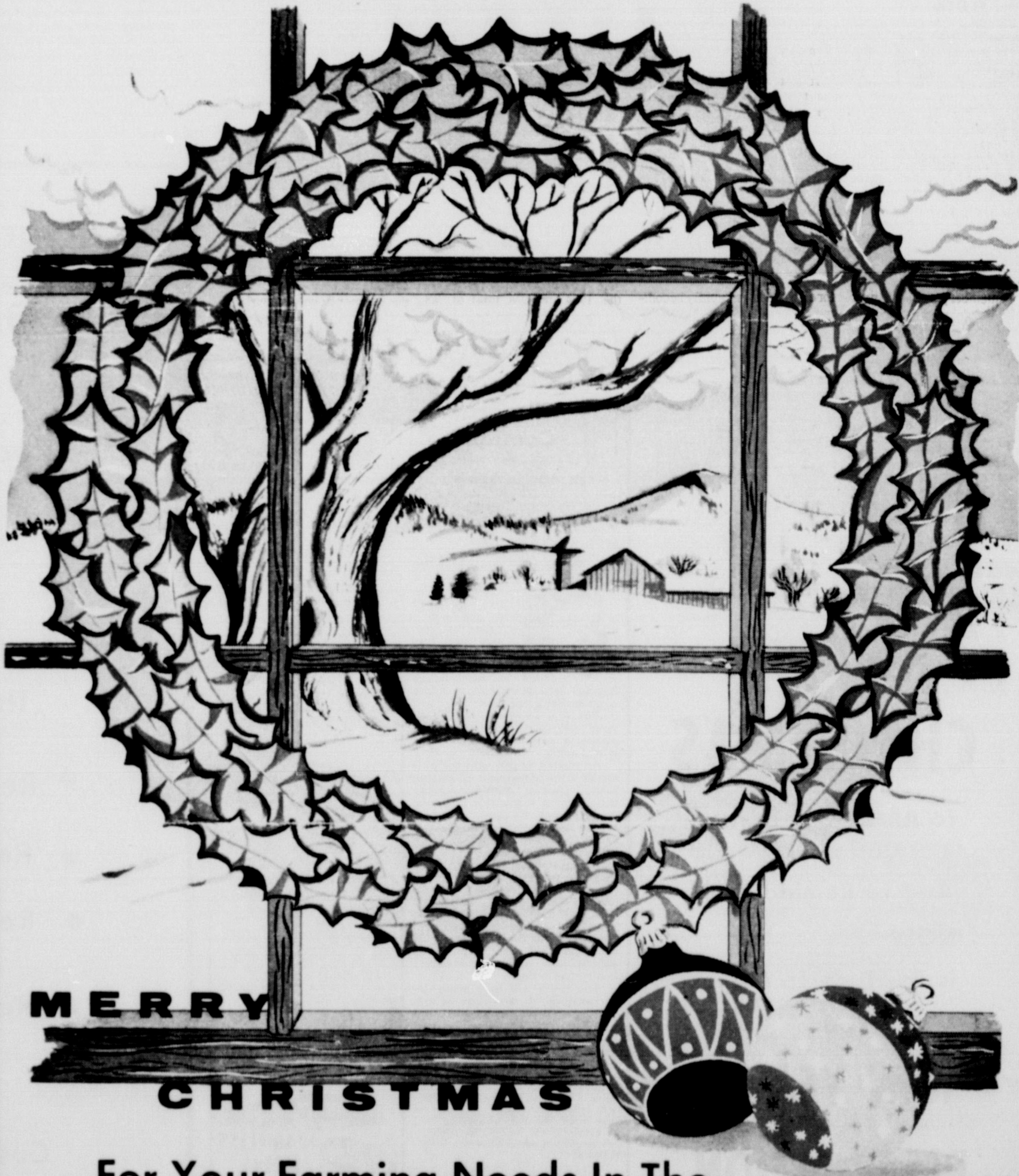
The Cottage

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Oklahoma Lane GIN

During This Holiday Season, We Extend Best Wishes For Happiness To Our Friends, Neighbors And Customers And Express Sincere Appreciation For Your Ginning Business This Season.

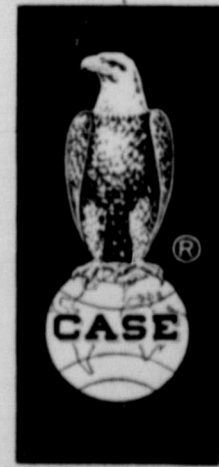


MERRY CHRISTMAS

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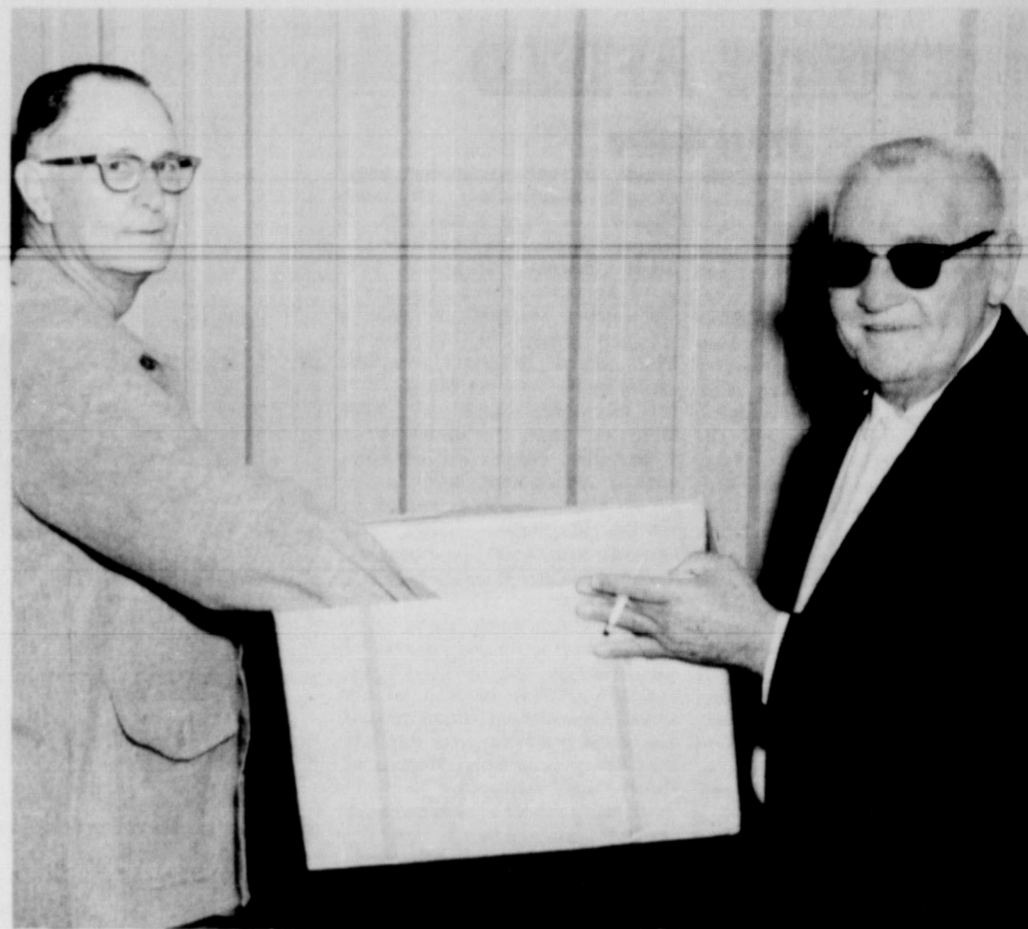
Preston Martin, Dispatcher for Gifford-Hill-Western proves you can beat the odds as he presents the winning coupon to Johnny and Mr. W. D. Eshleman of Grter, New Mexico, for

the grand prize of the firms recent open house. The \$1000 LOCK-SEAL pipeline was the first prize ever won by Mr. Eshleman.

Handle X-Mas Trees With Care

Christmas is not far ahead--and that brings up Christmas trees. Some people like the new Christmas trees made from metal or plastics, but many do cling to the tradition of natural evergreens. Mrs. Mary Jo Carlton, county home agent with the Cooperative Extension Service of New Mexico State University, gives these tips about caring for your evergreen Christmas tree: When setting up the tree in the house, nothing is easier than putting it in a waterproof container such as a can or bucket. Use one big enough; cut off one inch of the trunk slantwise; put the tree in the bucket and fill with small stones or brick pieces. Fill with water and check daily.

Some safety precautions to practice - Place the tree away from the fireplace, furnace, or heat. Put the tree near an outlet to avoid using extension cords. Check any electrical cords or strings of lights for frayed insulation, cracked outlets, or broken plugs. Repair, but replace them if possible. Buy only lights or cords which have the Underwriter's Laboratory seal on the. Use non-flammable decorations and be sure lights are not close enough to heat the tree. Above all, disconnect tree lights upon leaving the room or house and before going to bed.



Mayor Sam Aldridge of Farwell is shown drawing the winning coupon for the \$1000 LOCK-SEAL irrigation pipeline. Buck Clarke, local manager looks on. The pipeline was the grand prize offered by Gifford-Hill-Western during their recent Farwell Open House.

1963 Honey Crop Hits New High

The 1963 honey crop should hit a new high with a total of more than 291 million pounds. Bees increased their production per colony by six percent to 52.4 pounds and the number of colonies increased slightly to about 5.5 million, according to the USDA.

Be not merely good; be good for something. -Thoreau



At Home In Farmer County

By CRICKET B. TAYLOR
County HD Agent

It is Christmas time again and from all the "fixings", and activities that I saw around the homes I visited recently, everything should be all ready for the big gala event. I visited in the Earl Jamison home near Friona last week and all the Christmas "doings", I saw - (making decorations, gift wrappings) helped put me in the spirit of Christmas. Jan, the 12 year old daughter is enrolled in four 4-H projects this year, foods, clothing, electric and recreation. Brian is president of the Friona 4-H club and his projects are gardening, recreation and electric.

We discussed plans for project work to start in early Jan. Mrs. Jameson and Mrs. Charles Howell are 4-H leaders.

The 4-H motto is to "learn to do by doing," and from all reports and what I saw of gifts brought to the party by 4-H members of the Farwell Country club, these girls and boys are living up to that motto. I wish everyone could see the clever sewing box that Kathryn Cober made and the little Christmas tree that Janis Billingsley made from a magazine and many others too numerous to mention.

Did you know that there are several girls in Farwell that want to be 4-H members? If parents are interested in 4-H work for their girls and boys, contact Mrs. L. C. Herrington, 104 Ave. 1, or the Home Demonstration Agents office, on the 2nd floor of the court house or call 481-3619 for information. It looks like a new 4-H club might be organized. What better way to develop youth in skills and techniques than to learn by doing?

If You Have FARM MACHINERY TO SELL Call Big Nick Trienen at Machinery Supply
Phone 238-4861

Texas Farm Export Outlook For 1964

By John C. White
Recent internal problems of the European Common Market have been capturing the economic headlines as 1963 draws to a close. Whether the problems are temporary or the splits become permanent will be a matter of vital concern to all of us in the new year, especially Texas agricultural interests.

Western Europe buys some \$500 million dollars worth of U. S. farm commodities each year. But what few people realize is that our own state of Texas supplies a whopping 10 percent of these goods--or \$50 million worth. It is this \$50 million annual income to Texas that we not only hope to maintain but also to expand in the immediate future.

In September, I was a part of a Texas delegation appointed by Governor Connally that was sent to Europe to study the coming prospects for Texas exports to the Common Market. It was an eye-opening experience.

Common Market officials were unanimous in their demand for "quality, not just

quantity" in future U. S. exports. The day is past, they repeatedly told me, when the U. S. could expect to unload inferior commodities on European markets. "Don't expect us to eat what you won't eat, yourselves," was their terse way of putting it. It is true that we have been guilty of this, to some degree. Yet, we produce enough high quality foodstuffs to supply our foreign markets without having to scrimp ourselves. Some of our export merchants will have to revise their thinking, however, on the quality and cleanliness of farm commodities destined for Europe and other parts of the world. Still another export pitfall is that we sometimes forget that foreign trade is rapidly becoming a broad superhighway, demanding heavy traffic in BOTH directions. We cannot expect to be too restrictive in our own imports and hope to sell in large volume abroad. The power of an economically united Europe was demonstrated in a small measure by the "chicken war" earlier this year. This

crimp in our poultry exports to Europe was a graphic illustration that the Common Market can retaliate severely if we only want to "sell" instead of "trade".

Of course we want to maintain a measure of security for

our own domestic markets. A good balance between imports and exports is a vital necessity, calling for some delicate diplomatic maneuvers. How well we succeed will determine the fate of our foreign markets in coming years.

Record Turnout Approves Quotas

The largest vote ever cast on a cotton referendum in Parmer county Tuesday, Dec. 10, approved marketing quotas for the 1964 crop. A total of 743 of the 1,031 cotton raisers in the county voted in the referendum. Final tabulation showed 606 for and 137 against quotas.

Prentice Mills, ASCS manager, expressed his appreciation for the approximately 72 percent turnout. "It speaks well for the people to trade that much interest in

an election," he said. Nationally, marketing quotas carried by 85 percent, according to Mills. He said that the Parmer County cotton farmers showed a better turnout than in the national election. Marketing quotas here carried by 81 1/2 percent majority.

A two-thirds majority is required in order for the marketing quota issue to be adopted. All but three voting precincts in the county had the necessary majority to carry. Only one failed to have a 50 percent majority.

Persons eligible to vote included all engaged in the raising of upland cotton in 1963

including landlords, farm operators and tenants. Cotton acreage allotments were mailed to county cotton producers prior to the election.

The favorable vote will put quotas into effect along with penalties on cotton grown on "excess" acreage on the farm. Price support will be offered to growers who comply with their farm allotments at a level of from 65 to 90 percent of parity.

Price support for the 1964 cotton crop in Parmer County has not been established. Authorities are awaiting the information from the U.S. Secretary of Agriculture.

Cotton Market Trading Brisk

Cotton trading was again moderate to brisk in markets of Arizona, California, New Mexico and the El Paso-Pecos section of Texas, according to the USDA's Agricultural Marketing Service.

Demand was generally best for the earlier picked White qualities at prices ranging from 100 to 500 points over the CCC Loan rates. Available supplies of qualities in best demand were rapidly being depleted.

Domestic and foreign inquiries were light to moderate. India showed interest in cotton under their PL480 authorization. Other inquiries were received from European countries and Japan.

Middling 1-1/16" was quoted December 12 on the Fresno market at 37.75 cents per pound, unchanged from a week earlier. This quality was quoted in Phoenix at 34.10 cents per pound, also the same as a week ago.

Middling 1-1/8" was quoted in El Paso at 37.20 cents per pound, unchanged from last week. Price for American-Egyptian grade 3, 1-3/8" was quoted in Phoenix at 53.30 cents and in El Paso at 53.80 cents.

Upland cotton purchases reported during the week ended

December 12 totaled 144,000 bales in Fresno and 39,900 bales in Phoenix. This compares with 181,800 and 47,000 bales, respectively, last week.

Fog and rain continued to hamper harvest operations in California's San Joaquin Valley. Other cotton producing sections reported clear, cool weather early in the week and picking moved along rapidly.

Designs for 200-600 hogs
From Farrow to Finish Behlen Pork Factory
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Silent Night

Franz Gruber

Silent night! Ho-ly night! All is calm.

all is bright. Round you' Vir-gin Moth-er and Child!

Ho-ly In-fant so ten-der and mild. Sleep in heav-en-ly

peace. Sleep in heav-en-ly peace.

First Federal Savings and Loan Association

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SAVE IN JANUARY'S FIRST 10 DAYS ... EARN RIGHT FROM THE 1st!

You'll PRODUCE, direct, and star in a story of financial growth by saving on or before January 10. We play our role by paying 12 full months of earnings. Start with a few dollars and add often. Have a "cast of thousands" before you know it!

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SAFETY OF YOUR SAVINGS
UP TO \$10,000
INSURANCE CORPORATION

SPORTS AFIELD

By Ted Kesting

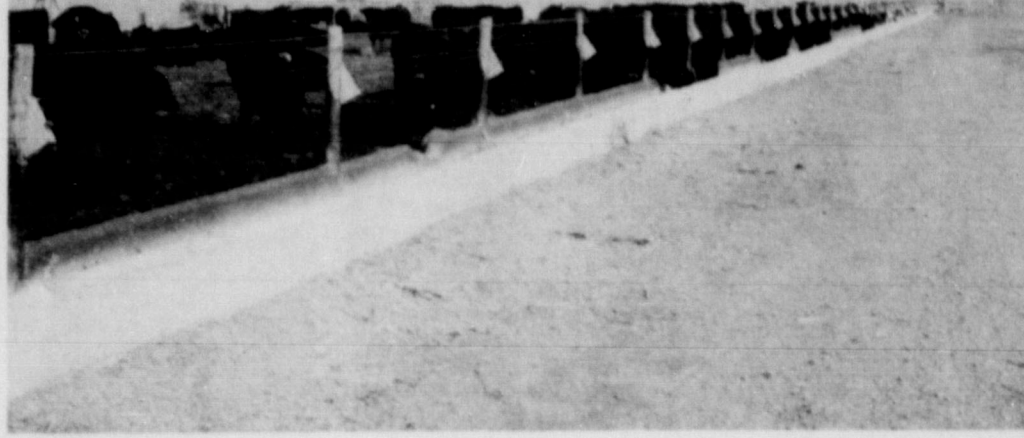
Every year members of the National Bench Rest Shooters Association meet to pit their skills at developing super-accurate rifles, loading for them and shooting them. Since the shooters assume a comfortable position at an unshakable bench on which they rest their rifles — fore and aft — for each shot, it would seem that the make-up of the rifle and loading of the ammunition are most important. Considering the fact that each shot is fired with the rifle resting on sandbags, you'd think that the only way match nerves could influence results would be from the shooter dribbling part of his powder charge before he gets it into the case mouth.

However, the competition is so demanding in accuracy performance that even an unexpected twitch of a minor muscle or a hardly perceptible variation in the way the shooter embraces the rifle might open a

group to such an extent that though meaningless to most hunters or target shooters, it would cause the benchrester great distress. To him a 100-yard five-shot group measuring 35 inches is mediocre and a 75-inch group is horrendous. The record 100-yard five-shot group in the Sporter Class rifles, for example, stands at 2038 inch, less than the diameter of a .22 bullet. This is possible even with a .30 caliber, because the group sizes are from center to center of bullet holes, and spreads are carefully measured by an instrument developed for this purpose.

Of course, when there is a wind—even a light breeze—it can influence the bullet's flight, and the shooter must dope the wind. Considering the degree of accuracy involved, you can see that there is a large degree of shooter skill required.

Hunters aren't concerned with group measurements to ten thousandths of an inch, says Pete Brown, Arms Editor of *Sports Afield*, but careful hunters are nevertheless interested in obtaining the best possible accuracy with their weapons. Clean, quick kills are largely dependent on accuracy, (gun, ammo and shooter); and the greater the range at which sportsmanlike shots can be taken.



A part of the 200 beef cattle on the Leon Grissom farm are shown in the feed lot. Grissom, a long time beef raiser in Parmer County also has 700 head on pasture. He credits his success to utilizing farm bi-products.

Parmer County Beef Raiser Gives Views on Business

"It's cheaper to ship a beef carcass to West Coast market than to ship the live animal and the grain," Leon Grissom of the Oklahoma Lane community said this week.

Grissom has been feeding cattle for market for several years. He now has 200 head in the feed lot and 700 head on pasture.

He attributes his degree of success in the beef cattle raising business to the utilization of home-grown bi-products on the farm. More than a half of the feed used in the feed lots is grown on the farm such as the grain and corn ensilage.

Wheat pasture was estimated at being worth from \$10 to \$12 per acre. He said that the present cost of pasturing ran from

\$1 to \$1.25 per 100 pounds of beef. Some of the wheat pasture is good for four months.

Grissom predicted that within a few years this country would be rated equivalent to even the corn belt as a practical beef raising area. The fact that one new meat processing plant has been built in the past year in Clovis and another to be completed in Hereford next year verifies that major meat packing companies see the future as he does.

In comparing this area with that of California and Arizona, Grissom pointed out that the drier states had an advantage in storing grain and ensilage because there was not the handicap of moisture damage, freezing or the cattle bogging

down in the mud.

He said that maize was the best feed he had found in this country for cattle. He said the maize would be of so much better quality if a machine were built to grind the head along with a part of the stalk. But, too, he said, there would be no market for the product. One would have to feed it to realize any profit.

Grissom said the beef cattle business the past year had been a poor one for making money. He said that a few years ago he realized \$70 a head profit on a herd but that now he had \$900 head that are losing money.

"If I could sell cattle for a quarter a pound I could make everybody happy," he said.

Grissom was born on the place he now owns and where he lives. He purchased the farm from his father, L. M. Grissom, in 1956.

Dr. William Beene
Optometrist

Phone 4051
Friona, Texas

13th. & Cleveland
(South Of Hospital)



TIPPER FLINTLOCK

says

"Handle every gun as if it were armed. It's your guarantee no one will be harmed."

Be A Safe Shooter

THE NATIONAL RIFLE ASSOCIATION

U.S. Families Spend Less For Food

On the basis of our disposable income the average U. S. family is spending less for food today than ever before. In 1959 we spent 20 percent, compared to about 23 percent in 1929.

TRY TWO TURKEYS

If you're already planning your Christmas menu, here are several ideas that can make this year's dinner just a little different.

For an attractive centerpiece that's also good to eat, use the turkey itself. In fact, use two turkeys. There's such a variety of sizes now available that you can choose a pair of birds that are just the right size for your Christmas dinner. Try fryer-roasters weighing from 4 to 9 pounds.

Two turkeys lined up on a serving tray simply garnished with carrot curls and parsley will draw comments from even your youngest guests. Then, give them an added surprise -- a different stuffing inside each bird.

Bread stuffing is always a favorite. Or, you can start with this old-reliable then let your imagination run wild--adding apples, chestnuts, giblets, oysters, sausage, even prunes. If you want to make a completely different dressing, try rice stuffing, a cranberry stuffing, or a cracker-custard filling.

ABSTRACTS

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FOOTSAVING EDUCATION



by
James
E.
Edwards

No Shoes -- No School?

A recent article in the newspaper stated that in Cleveland, Ohio, 300 children daily are unable to attend classes because they have no shoes. The item didn't, but it could have said, "Moscow papers please copy".

The saddest part of the story, to a shoeman, is that the report was given out by the attendance officers. It leaves open the question of whether said officers are concerned about the children's feet or merely about the detrimental effect on the record of attendance.

If the health departments of the schools would recognize feet as being equally important as eyes and teeth we would probably find, not 300, but thousands of children being sent home with a note saying that they would be far better off staying home without shoes than coming to school in shoes that will surely ruin their feet for life.

Merry Christmas

Robin Hood Shoes
Designed for Young America
Orthopedic Shoes Fitted To Your Doctor's Prescription
Edwards SHOE STORE
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Watch For Our After Christmas Clearance!

THE FASHION SHOP
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-BOVINA-

Sherley-Anderson Lazbuddie Elevator
-LAZBUDDIE-

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-LARIAT-

Sherley-Anderson Rhea Elevator
-RHEA-