

# Eventful Year of '53 Reviewed in Star Headlines, Pictures

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

## Souvenir Edition

Record Flu Epidemic Wanes  
 Bus Service Again After 45-Day Strike  
 Osborn Named to Vital Committees  
 Potato Shed Is Being Built at Friona  
 Construction Begins on Rural Phones Rwy. Baggage Fire Battled Near Town  
 Rev. Pogue Resigns Baptist Pastorate  
 Buddy Lloyd Named Consumers Mgr.  
 Over \$2,000 Received In County MOD Bureau Drive Netted 82 New Members  
 Children's Shop Opens In Friona  
 Spring Assumes State Finance Duties  
 New Ambulance Delivered to Hospital  
 City Buys Sweeper and Garbage Truck  
 Lions Club Was Organized At Bovina  
 Sixteen Carloads Seed Potatoes Being Cut for Initial Season Here  
 Seven Names Filed, School Ballot Here  
 Locals Win Track Meet, Rounding Out Year of Top Wins In All Sports  
 Bovina Wins At KGNC Quizdown  
 Power Unit Is Bought By Firemen  
 Meyer Resigns Friona Pastorate  
 Formby Cited Hi-way Progress  
 Ellison Reelected Head Farmers Group  
 Gang Warfare Comes to Abrupt End, Thirteen Participants Assessed Fines  
 Rev. C. M. Fields New Baptist Pastor  
 Top Coat Applied On All Friona Paving  
 Summer Recreation Program Begun  
 Legion Sponsors Dunn Austin Trip  
 Knight New Congregational Pastor  
 P.O. Box Rentals Increase Effective  
 Property Values Up in Lazbuddie Dist.  
 City Drills New Well, Records Broken  
 Herman Neff Company Sacks Carrying "Lamona" Brand and Friona Address  
 Emergency Feed and Loans Granted  
 First Well Developed In 1908  
 Paving Contract Let, F-M Road West  
 Model Plane Builders Form Club  
 McLellan New Temporary Postmaster

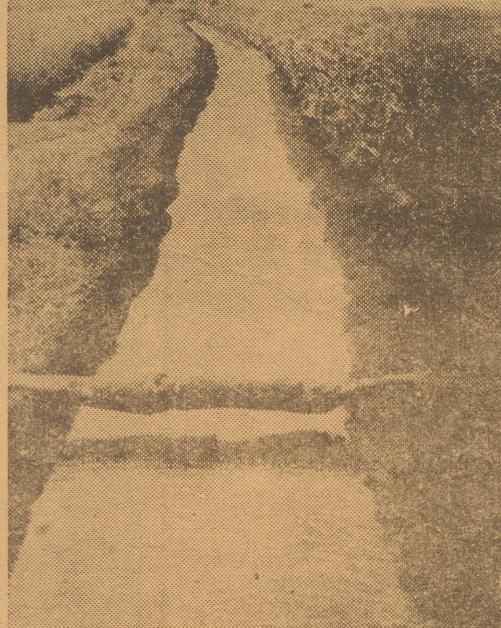
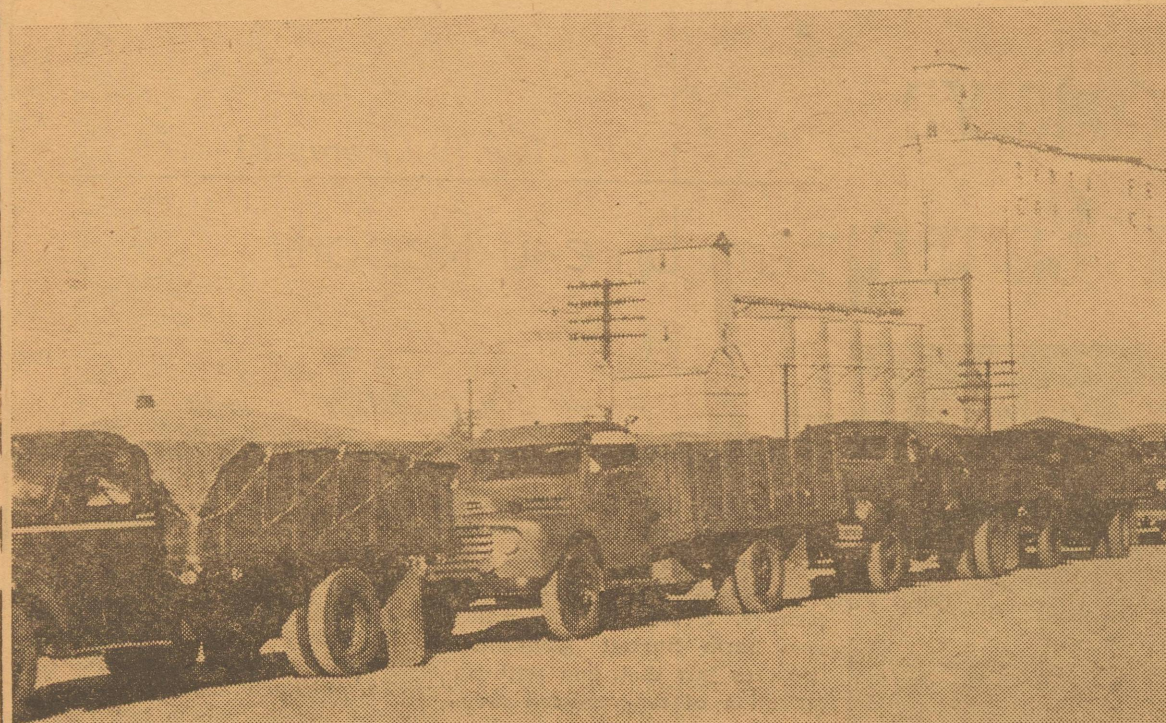
# THE FRIONA STAR

Vol. 30—No. 22

FRIONA, TEXAS, THURSDAY, DECEMBER 31, 1953

Price 5 Cents

## Accelerated Crop Diversification Is Top Farm, Economy News for Year



Successful crop diversification on smaller irrigated acreages was the big news in farming around Friona in 1953. Attesting this fact are pictures on this page and elsewhere in this issue showing bumper crops of wheat, cotton, corn, corn, castor beans, cantaloupe, sudan, maize and potatoes.

Though the year was considered a "drouth year" over the state, intensified irrigation methods locally resulted in as fine crops as ever seen in the Panhandle. In fact, \$16 million worth of farm products were harvested from 190,000 acres of land in Farmer county, according to the annual report of County Agent Joe W. Jones.

Jones, in a careful estimate, revealed that crop income here averaged more than \$80 per acre on crops under irrigation.

Irrigation has "taken hold" in the Friona area, with the num-

ber of wells being doubled between May 1, 1952 and May of 1953—only one year. Well estimates in May, 1952 were 650 wells for the county, increased to over 1,000 on a similar date this year, with permits now issued to point toward 1300 wells by May of 1954.

About 190,000 acres were under irrigation here in '53. Broken down into the affected crops, it is found that some 90,000 of these acres were devoted to grain sorghum, with a yield of 4,500,000 bushels. Cotton was planted on 78,000 acres irrigated and 8,000 dryland, yielding about 6,000 bales. Wheat, once king here, has dropped to 8,000 acres in the diversified farming program, following closely by 6,000 acres of alfalfa and pasture. Sudan was seeded on 5,000 acres, with the newer crops trailing: castor beans covered about 1,000 acres in '53, with potatoes on 600 acres, and silage crops on some 2,000 acres.



Drive Commenced for New Hospital / Good Will Days Feature Many Awards  
 Musical Benefit Swimming Pool Fund \$225,000 Bovina School Bonds Issued  
 FFA Wins Second Place in State Meet Phipps, Fangman On All-District Team



# THE FRIONA STAR



Friona Parmer County Texas

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

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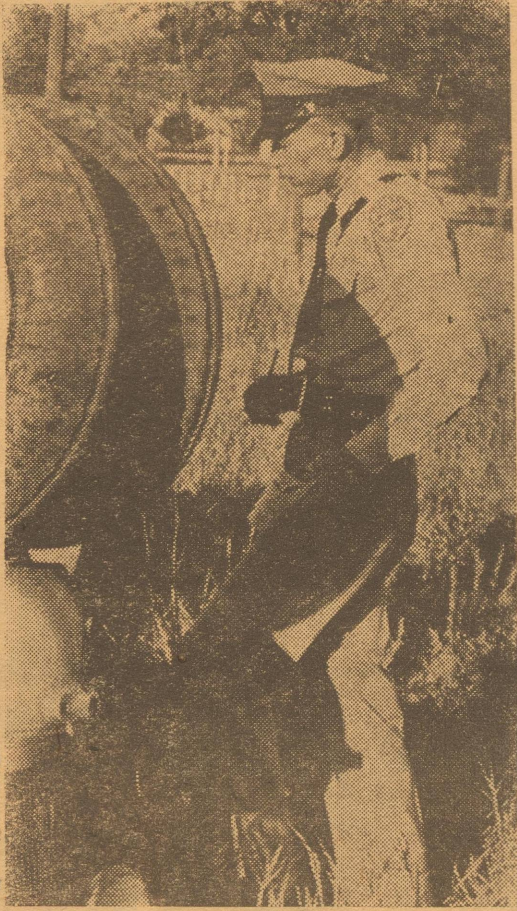
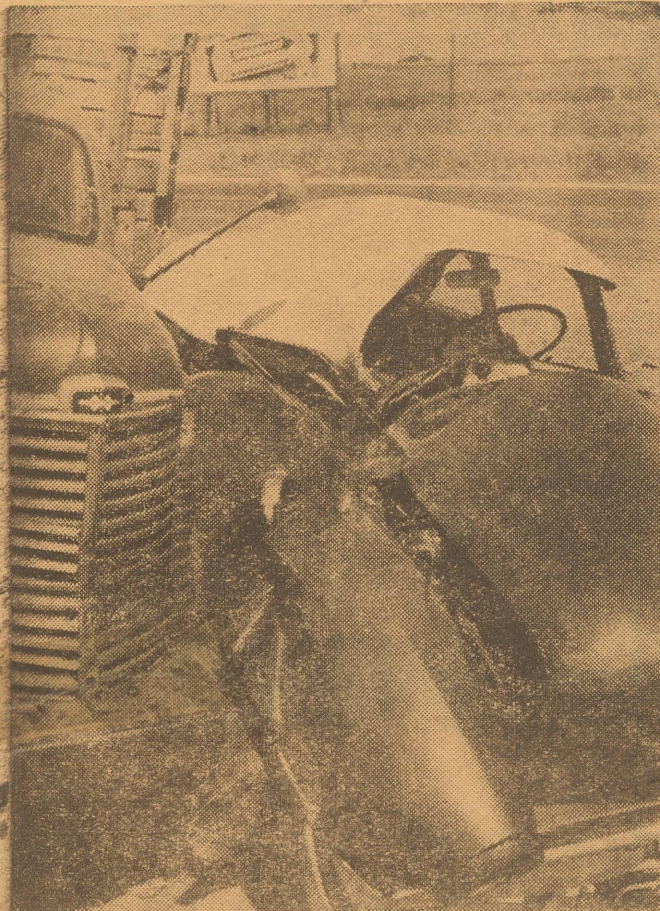
SUBSCRIPTION RATES  
In Parmer and Adjoining Counties  
One Year \$2.00  
Elsewhere:  
One Year \$2.50

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

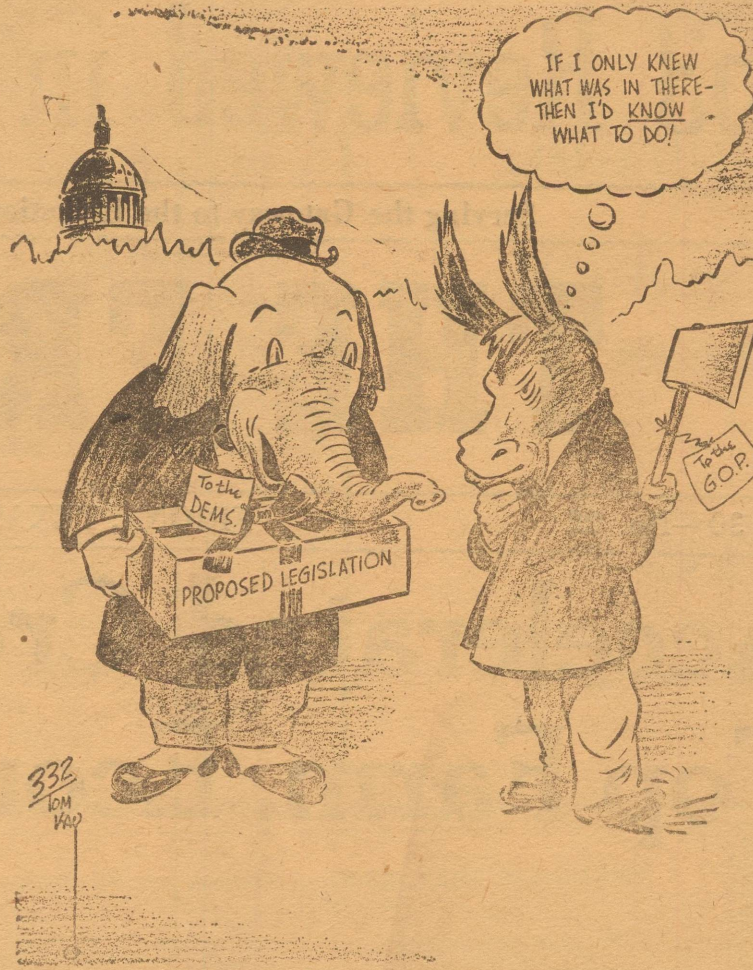
## EDITORIALLY SPEAKING

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

### Grim '53 Story - Without Words Mute Testimony of Excessive Hi-way Toll in Parmer County



## THE AMERICAN WAY



It's Time To Unwrap It!

### Farm Bureau Report



By RAYMOND EULER

Limiting the cut in cotton acreage for each producing state to 34 per cent is a move that finds great favor with cotton farmers. Action of the American Farm Bureau Convention proposes just that, and with cooperation of congressional members, that is the way it will be. Much relief will be given to many farmers if this becomes enacted into the agricultural program. Perhaps letters from you boys to your congressman would make it a more sure thing. Remember, it offers over a million acres increase to Texas, and that with the approval of all other cotton producing state Farm Bureaus.

Other important moves concern study and action relative to stimulating foreign trade. Everyone knows, of course, that other nations can't be expected to buy our products unless we are willing to buy some of theirs, and it's much more sensible to buy from them than just to give them the money with which to buy from us, as has been done too much in the past.

We are shocked at the number of holiday casualties over the nation and in Texas. We are

at the same time thankful that none of them, up to now have occurred in this area.

By this time next week the March of Dimes campaign will be well under way. Because a preventive vaccine is being produced for test use this year, twice as much money will be needed as was raised last year. We feel sure that with the possibility of perfection of a preventive vaccine for your children you will want to assist in making our per capita giving close to one dollar. In fact, we're pretty sure that if you knew it would guarantee immunity for your loved ones, you'd give several hundred, and maybe you will anyway.

Friday marks the beginning of the New Year, 1954. We wish to take this opportunity of wishing you and yours every happiness throughout the year. We know this, of necessity, includes a sincere wish to all people everywhere.

CONSIDER THIS: As snow in summer, and as rain in harvest, so honor is not seemly for a fool. Proverbs 26:1.

It Pays to Read Star Want Ads

## WASHINGTON AND—

### "Small Business"

—By C. WILSON HARDER

In a message to Chicago food dealers, Ed Wimmer, Vice President of the National Federation of Independent Business, states when current government investigation of high meat prices ends there will be red bureaucratic faces. His analysis, while pessimistic over lower meat prices, establishes that government boondoggling plus monopoly practices, is inflating meat prices. His statement follows:

"Meat prices addressed here have been so low that even big packers would have lost millions in past few years were it not for their huge volume in by-products as margarine, butter, condensed milk, cheese and other items. Small and medium size packers, lack these products to fall back on."

"Fat prices during the war were 18 to 22 cents per pound. Now fats are so low that a small packer who formerly received \$4000 per month for fats, now gets on the same tonnage \$281 per year. Low fat prices effect cost of the rest of the carcass."

"Now consider the charge that the three big soap companies have been setting the price for tallow, and despite their combined expenditures of almost a quarter billion dollars per year on 'soap operas' they are showing huge profits, despite fact that with the use of billions of competition killing coupons they are driving all independent competition out of the soap business."

"In addition, the costs of doing business have zoomed."

"In recent months, the telephone monopoly upped rates de-

spite their claims of a few years ago that mechanization and more users always meant lower costs of doing business. Not only are home phone users paying more, but the transporter, manufacturer, jobber, processor, and retailer have to add these costs to their selling prices.

"In addition there are increases in transportation costs, high taxes, high maintenance costs. In one plant in Cincinnati alone, water rates jumped this year more than \$300, per month."

"The price level of meat on the retail counter is just the first of the hot issues that will develop on prices. Only a few people protested with increased social security taxes, bigger pension plans, more foreign boondoggling was prescribed. But when these factors start increasing further the prices of milk, bread, other basic foods, the howl will be the greatest in history."

Mr. Wimmer made this statement on the meat situation because bureaucrats, alarmed by growing resentment, have tried to establish a whipping boy."

Even tender meat today is filled with tough tax fibers while bureaucrats have fun giving U. S. tax dollars away all over the world, and to support a globe trotting State Department which in few short years has grown from 900 to 42,000 employees."

But despite the evidence there is a concerted drive to pass a manufacturers sales tax, which will be passed on to consumer."

In the meantime, closely controlled commodities that food packers need such as tin, glass, sugar, and salt, are kept at high price levels by monopoly control. The two biggest factors in the ever increasing food prices are taxes, and the prices of commodities under monopoly control."

### Named Father of the Year



Roy V. Miller was cited by the Friona Star as outstanding Father of the Year, with emphasis given to the education and opportunities he has provided his children, at the same time remaining active in community enterprises and his successful farming operations.

### Celebrate 50th Anniversary



MR. AND MRS. W. M. LLOYD

Mr. and Mrs. W. M. Lloyd of Friona were honored on Sunday, August 30th, when over 165 of their friends and relatives paid their respects on the occasion of the Lloyd's fiftieth wedding anniversary. Four generations of the immediate family were present, including 12 of the 48 grandchildren, all six children, and four great-grandchildren.

### Local Scout Awarded Trip To World Jamboree





# Flames Destroyed Part of Rockwell Yard; Early Friona Landmarks Burn to Ground



A fire of undetermined origin destroyed much of the Rockwell Bros & Co. lumber firm in Friona on Friday afternoon, April 31st. Totally destroyed were three buildings on the west side of the yard, some of which were erected in 1907 when that firm established its Friona yard. O. F. Lange is manager of the company here.

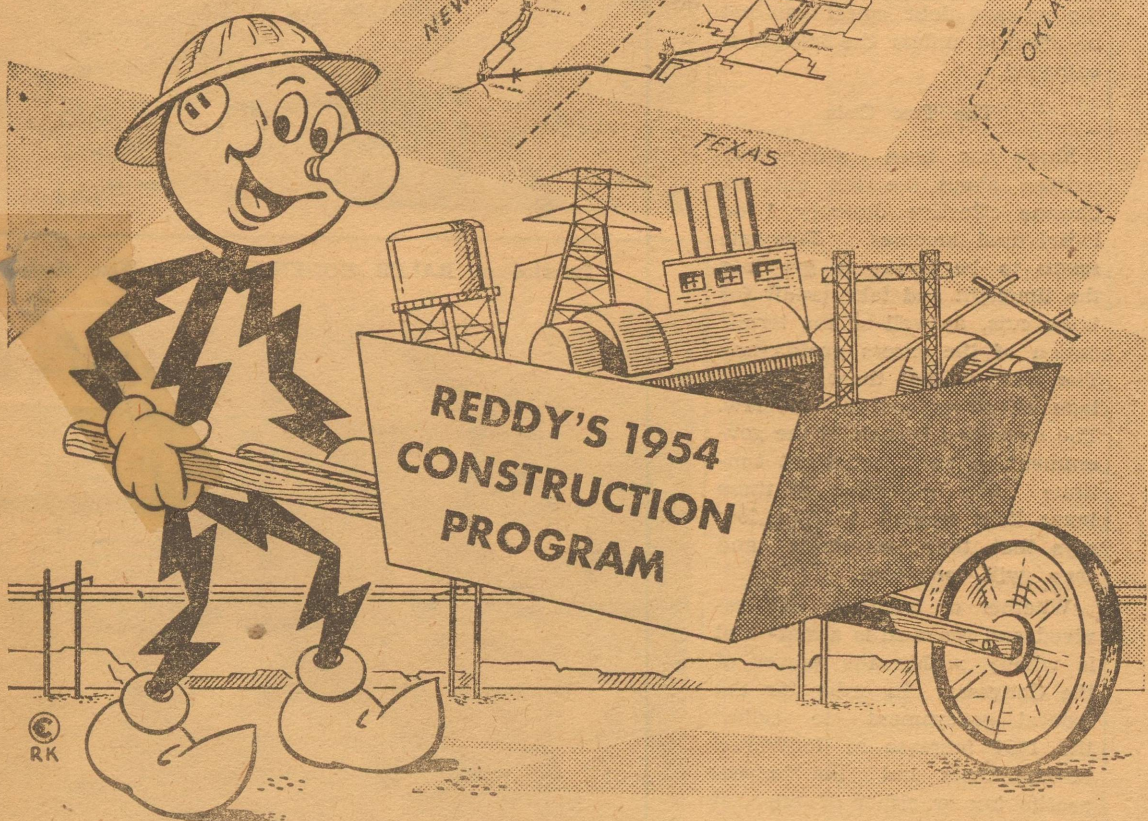
The A. O. Drake and Arthur Drake families spent Christmas in Abernathy visiting in the Virgil Howard home. Mrs. Howard is a daughter of the A. O. Drakes, and returned here with them for a two-day visit. Mrs. Treva Reese, another daughter from Canyon, also visited here.

## FARMER'S PRODUCE

Home of  
GOOCH'S BEST FEEDS  
Friona Hog Supplement — Cottonseed Meal  
We Sure Like to Buy Your  
CREAM — POULTRY — EGGS

Don't forget ★ want ads.

**\$24,000,000  
MORE  
IN '54**



To keep ahead of your needs for electric service—which must be met at the instant that you flick a switch—Reddy will invest more than \$24,000,000 in new plants and equipment in 1954. That's an investment of nearly half a million dollars a week every week of the year, and will bring Reddy's total plant investment to more than \$180,000,000 by the end of 1954.

Electric service costs you just pennies a day, and yet Reddy's investment to provide it is measured by hundreds of millions of dollars. Truly, electric service is the biggest bargain in your family budget.

YOUR PUBLIC SERVICE COMPANY LEADS INDUSTRIAL EXPANSION IN THE GREAT SOUTHWEST



# Here's one resolution that's EASY to keep



How many New Years have you said to yourself: "This year I'm going to save — maybe enlarge that nest egg enough for building that home, launching that business, or even buying a car."

And then, somehow, you forgot.

Regularity and consistency in banking habits can work wonders for your bank balance, your future security, and the attainment of your needs.

AND IT IS NOT DIFFICULT, if only you will cultivate the banking habit, calling upon us for assistance and cooperation.

We're looking forward to greater service and happy relationships in 1954 — will you do your part?



## Friona State Bank

Member Federal Deposit Insurance Corporation

# PAINTING AND DECORATING



INTERIOR AND EXTERIOR --- BRUSH OR SPRAYING

FLOOR SANDING

Wooden Station Wagons Refinished

ROOFS A SPECIALTY

We have new, modern equipment. No job is too large or too small. Finest of material and workmanship with satisfaction guaranteed. Up to three years to pay on labor and materials.

Call Us For a Prompt, Free Estimate

W. NILES RAISOR

PAINTING CONTRACTOR

FRIONA — BOVINA — FARWELL — MULESHOE

Phone 2981 --- Bovina



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

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

**STATEMENT OF POLICY**  
Cards of Thanks will be published in the Star for the flat fee of \$1.00. Special tributes, obituaries or poetry will be charged at the same rate as the classified ads, 2c per word.

**STATED MEETING**  
First Tuesday Night Each Month  
**FRIONA LODGE 1832**

**BUSINESS SERVICE**  
**DO YOU NEED INSURANCE?**  
See Me For Franklin Life Insurance National Bankers Hospitalization United Bankers Dread Disease Policy.  
**BENTHAL BEENE**  
Phone 2832 Friona

**HEREFORD OFFICE MACHINE COMPANY**  
**LEON JONES**  
Typewriters - Adding Machines Sales and Service  
25 Mile Ave. Phone 518  
Call Collect or Write Box 362  
HEREFORD, TEXAS 7 t/c

**PICTURE FRAMING**  
EXPERT CAR GLASS INSTALLATION, Table tops and Window glass. **HEREFORD GLASS COMPANY**, 1302 Park Ave., Ph: 1425, Hereford. 21t/c

**FOR RENT**  
APARTMENTS for Rent. Furnished. Walter Loveless, Ph: 2432 t/c

**SELL OR TRADE**  
FEED MILL For Sale. Joe B. Collier, Ph. 2821. 22-t/c

**FOR SALE: Cash Register and Adding Machine.** Dallas Cold-iron, Coacoco Station. 20t/c

**PARAKEETS** Make Ideal Gifts Only \$5 Each  
**RAYMOND EULER** 20-1c

**FOR SALE**  
Shade Trees, fruit trees, evergreens, shrubs, roses, hedge and other nursery.  
Mrs. J. F. Ward  
North Main Hereford 18-t/c

**NEED A CLOCK? Largest stock** in town at Allen's Jewelry. 13t/c

**REAL ESTATE**  
**LISTINGS WANTED**  
**HAVE CASH BUYERS** for Farmer County irrigated farms, dryland farms, ranches, city and business property.

We have some buyers interested in making immediate trades for local property, and we believe we can give you the most satisfactory sales on property at this time.

**C. L. LILLARD**  
Real Estate Friona  
**BY OWNER**  
Beautiful 3-bedroom brick home, double garage on rear of lot with 3-room apartment above, rents for \$70 per month. Will trade for farm and pay difference. A very good location one block from Tech Campus, 2520 20th St., Lubbock, Texas. George Helmstetter, 2520 2 0th St., Lubbock, Texas. 1tp 1tp

**FOR SALE—2-bedroom home & 3 lots in Friona.** Also 26x36 ft. building with 3 lots. Will sell together or separately. See P. W. Hughes, Friona. 22-t/c

**FOR SALE—A short section, 2 irrigation wells, on natural gas, on pavement. \$25,000 will handle. Why rent? M. A. Crum.** 1t/c

**FOR SALE**  
Two 6-room dwellings, on pavement.  
One 6-room house, on pavement.  
One 6-room house; new, attractive, well built.

General Store and Market; well stocked, well equipped; choice location. See us for terms.  
203 acres, 196 in cultivation; 8-inch well, 4-room house, Grade A Dairy Barn.

**"UNCLE JOHN" WHITE**  
**GOOD FARM LOANS** Low Interest Rates  
**POOL INSURANCE AGENCY.** Muleshoe, Texas Phone 7010 12-t/c

**REAL ESTATE**  
160 acres, close to town on pavement, fair improvements, water, nice; priced to sell. Good 8-inch well on 226 ft setting.  
4100 acres, combination ranch and wheat farm in eastern Colorado. 1200 farmed, balance grass, priced \$25 per acre, 29 per cent down, 5 years on balance at 4 per cent.

Having lived in Colorado before moving here, I have several nice farms and ranches listed east of Denver and Colorado Spring.  
I appreciate any and all listings.

**ALVIN BROOKS**  
Res. Ph. 2424 Office Ph. 2251  
Office East of Stop Light on Hiway 60, Friona 20-t/c

**SPECIAL SMALL ACREAGE TRACKTS**  
Wanted—Grass Land, Grass and Farm Land, Irrigatable Land. Please Shop my Listings  
**A. O. DRAKE, Realtor**  
Box 545 Phone 3042  
Residence Office 21-2t/c

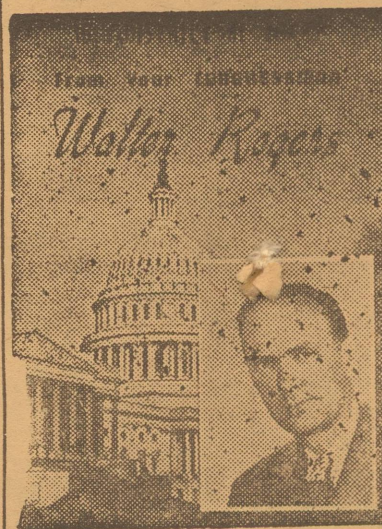
**FOR SALE.** We have one of the largest lists of farms, ranches, and good homes in West Texas. Let us help you own a home:  
Be it ever so humble,  
There's no place like home.  
**M. A. CRUM** 20-t/c

**TO BUY OR SELL**  
Farms, Ranches & City Property See, Call or Write  
**Joe B. Douglas Real Estate**  
Office Ph: 3152 Res: 2851  
Friona, Texas 18t/c

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

**MISCELLANEOUS**  
WANTED—Middle aged lady for companion and housekeeper for elderly lady. Must have good recommendations and be unimpaired. Prefer lady able to drive car. Permanent and good pay. Contact James C. Cowan, Sr., at Tullia, Texas, phone 5-2226, P.O. Box 685A. 22-4p

## Increasing National Debt, Taxes Are Reviewed by Congressman



December 23, 1953

### DEBT LIMIT RAISE

Most political forecasters, both in and out of the government, predict an early push to raise the national debt limit from \$275,000,000,000 to \$290,000,000,000. You will remember that an attempt was made to do this during the closing days of the first session of this Congress. The Executive Department claims that their head are bumping the \$275,000,000 is successful and additional securities are issued, it will mean more trouble in stopping deficit spending, assuming that \$15,000,000,000 in additional securities are issued at an interest rate of three per cent. This means that the taxpayers must cough up \$450,000,000 every year in interest. Even though the principal of the securities may be payable in ten, twenty or thirty years, the interest must be paid annually. This means well over one million dollars every day for the taxpayers to pay in interest. Since the budget is out of balance and we are presently operation on a deficit, these interest payment requirements will add approximately half billion dollars each year to the deficit. If the interest is paid with borrowed money, as it will be if we continue to operate on a deficit, we can not escape the conclusion that in ten years we will owe an additional five billion dollars in interest alone. These interest requirements, added to the general deficit, means that in the most favorable light, we will be operating for several years on at least a five billion dollar annual deficit. This simply means that in three years the 15 billion dollar increase in the national debt will have been exhausted and further request can be expected for an increase in the ceiling so that more securities can be issued. All of this adds up to the fact that the upward debt spiral can not be checked unless the budget is balanced.

### Jitters in Washington

The recent decision by Judge Keech in the Roth case has set many a federal employee to talking to himself. The effect of this decision was to say to the federal employees that they did not have the job security which they thought civil service guaranteed them; in other words, that by proper manipulations, civil service protection would be only a figure of speech and that government jobs could be handled on a political patronage or spoils basis. This, of course, caused an epidemic of jitters. The real issue to be determined is whether or not government

and Congress does not meet until January 6, 1954. They could be revived and made retroactive to January 1, but they will not be. The truth is that these taxes are going to be permitted to terminate simply because Congress does not intend to revive them. It will mean a loss of revenue to the federal government. Those in charge of fiscal matters don't like it, but there is very little that they can do about it. Congress was thoroughly polled, though rather indirectly, and it was most obvious that the taxes could not be revived. A number of excise taxes are due to expire in April of this year. Very little has been written or said about this, but it is presently anticipated that they will not be allowed to expire.

employees are to be civil servants or political appointees. Until this question is finally settled, the jitters will, no doubt, continue.

### Federal Aid to Education

The recent hearings and investigations concerning juvenile delinquency have pointed up many suggestions as to causes and cures. Those who advocate federal aid to education have lost no time in injecting this into the hearings. The forces supporting federal aid to education will have much to say on the subject in the next few months.

### Voting in the Next Congress

In baseball we hear of "switch hitters." This means a man who can bat either right or left-handed. In politics these are known as "switch voters." You can expect to see a lot of switch voting in the coming session of Congress. About the only ones you can expect to see continue right down the middle, as they have in the past, are the Southern Democrats.

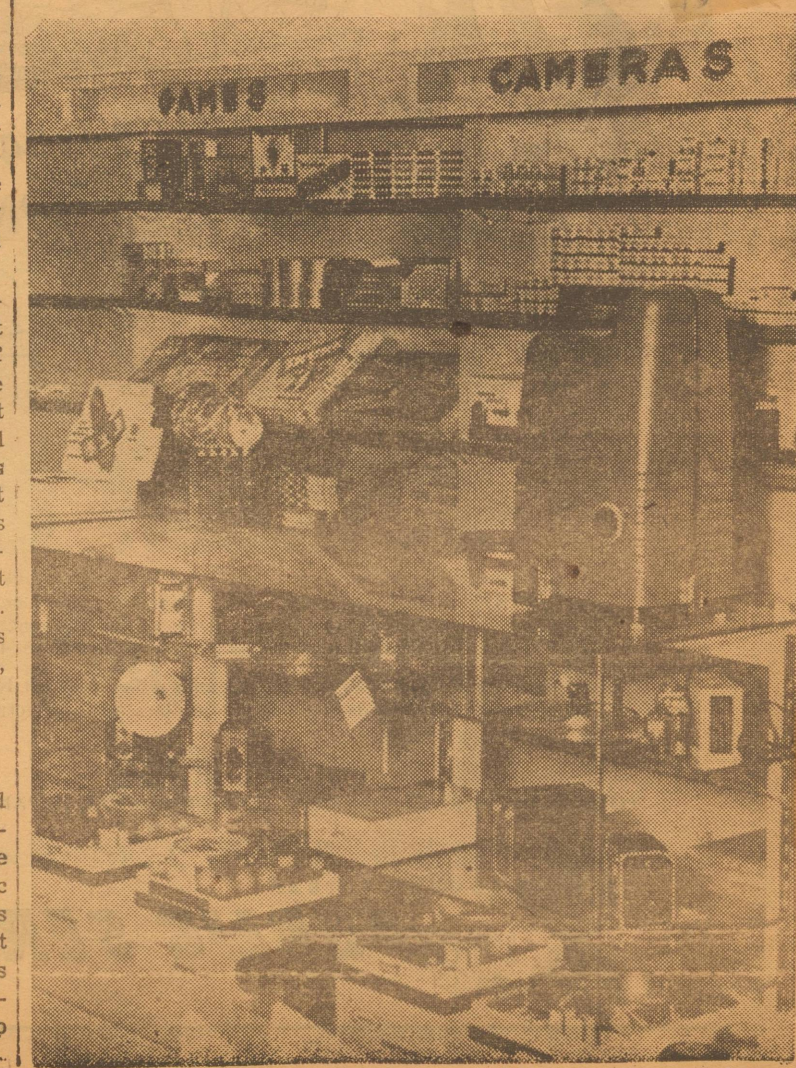
### The New Year

May 1954 bring each and every one of you great success and happiness. It is my prayer that 1954 will be the year that marks the change over from turbulence, strife and battle in the world to the peace that everyone wants and should be able to enjoy.

MRS. HENRY LEWIS Moved to New Building Near Bank



Interior of RALPH RODEN'S New Bi-Wize Drug



**THANK YOU**  
For the Many Favors Accorded our New Business During 1953—May yours be a prosperous year in 1954.

**HOB'S SHOE SHOP**

## CORNER GROCERY PRESENTS Cherry Sundae

HELP! OH! THEY'RE BOTH DROWNING! WHICH ONE SHALL I SAVE? HELP!  
H-M-M-M! THINK FAST GIRLIE—  
ALL RIGHT, TAKE IT EASY! I'M COMING!  
WELL, WELL! JARRET OLE SOCK! WHEN THE CHIPS ARE DOWN, IT LOOKS LIKE YOU ARE THE ONE THAT REALLY RATES!  
WHAT!  
BLUB! BLUB!

**Wishing Each of You a Happy and Prosperous 1954**

Remember - every Wednesday Is Double S&H Green Stamp Day at our Firm

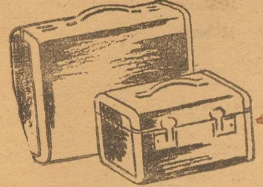
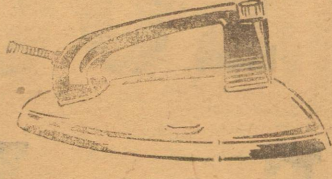
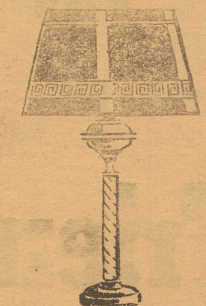
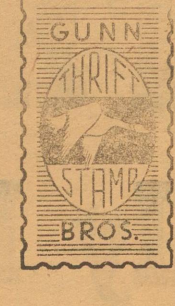
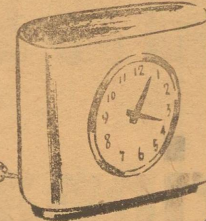
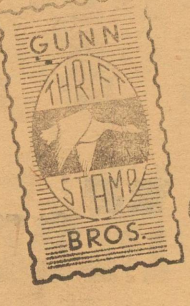
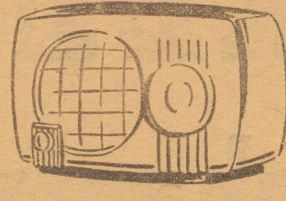
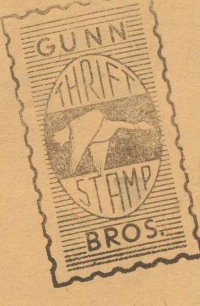
**CORNER GROCERY & MARKET**  
DIAL 2 and THREE 111

**The Tax Cuts**  
Much has been said and written about the tax cuts to become effective January 1 on individual incomes. Everyone seems to be trying to get into the limelight and take credit for these cuts, as well as the termination of the excess profits tax. The truth is that these tax cuts take effect by operation of law. The executive branch of the government, as such, could not continue the collection of these taxes if it wanted to. The low says that they terminate and they will terminate.

Whether or not they are revived and renewed is a matter that is wholly within the power of the Congress. In order for the federal government to collect the 1950 increase in individual income taxes and the excess profits tax or either of them, it would be necessary for Congress to enact legislation to that effect, which would be tantamount to passing new tax legislation. This is so because these taxes terminate on January 1, 1954.

**WE BUY SCRAP IRON**  
COMPLETE STOCK New and Used car and truck parts. Hereford Wrecking Company, Phone 320, 709 E. 1st, Hereford. t/c  
ODD JOB and handyman wants work of any kind. You name it We do it. J. M. Haslins, 2 blks west of International place. Friona, Texas. 18-4p





LOOK

# HOUSER

GROCERY

Now Gives Those Valuable

## GUNN BROS STAMPS

CELEBRATING OUR ASSOCIATION WITH GUNN BROS. WE WILL GIVE ON THIS SPECIAL OCCASION—

### Double Stamps

WITH CASH PURCHASE OF \$2.50 OR MORE

Single Stamps Given on All Charge Purchases, If Paid When Due

**FREE!**

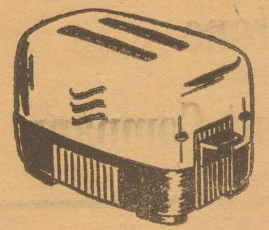
Stop In At Houser Grocery For Your Free Gunn Bros. Stamp Catalog and Stamp Collection Book!



MAKE YOUR DOLLARS DO "DOUBLE DUTY" AT HOUSER GROCERY THIS WEEKEND!

## -SATURDAY SPECIALS-

WE WILL BE CLOSED FRIDAY, NEW YEARS DAY



Kuner's Cream Style GOLDEN CORN ..... No. 303 Can **15c**

Tex Sun GRAPEFRUIT JUICE ..... 46-oz. Can **25c**



Schilling's COFFEE ..... 1 Lb. **89c**

Northern TISSUE ..... 2 Rolls **17c**

White Swan Whole GREEN BEANS ..... No. 303 Can **27c**

Bake-Rite SHORTENING ..... 3-Lb. Can **79c**



Hunt's PEACHES ..... No. 2 1/2 Can **27c**

Schilling's BLACK PEPPER ..... 1 1/2-oz. Box **23c**



Betty Crocker CAKE MIXES ..... Box **35c**

Borden's BISCUITS ..... 2 Cans **19c**

Giant Size TIDE ..... Pkg. **69c**

2 to 2 1/2 lb. Average ARMOURS FRYERS ..... Lb. **53c**

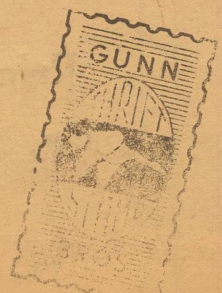
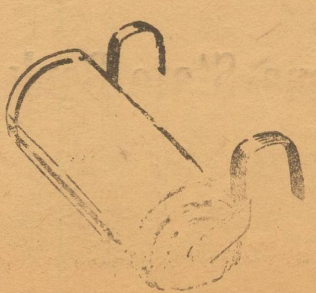
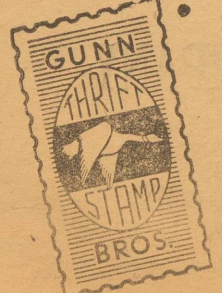


Del Monte or Doles Crushed PINEAPPLE ..... No. 2 Can **27c**

Chuck or Arm Round ROAST ..... Lb. **43c**

Powdered SUGAR ..... 1-Lb. Box **11c**

Armours BANNER BACON ..... 1-Lb. Pkg. **51c**





# LOOK AT THESE FREE GIFTS

## From Your Friendly Friona Merchants In the Big First 1954 Baby Contest

We'll Help Out the Parents

With a

**T-Bone Dinner**

**VILLA CAFE**

We'll Help Out With a

**Case of Gerber's Baby Food**

**PIGGLY WIGGLY**

Be Sure and Call For a

**Case (24 cans) Gerber's Baby Food**

**HOUSER GROCERY**

Congratulations to All!

**\$5 Worth of Dry Cleaning**

Is Awaiting You At

**GIB'S CLEANERS**

We'll Be Waiting For You

Offering

**\$7.50 Credit on a Baby Bed**

**PLAINS HARDWARE & FURNITURE**

Surely You Can Use These!

**One Box Dryer Pads**

**LEWIS VARIETY STORE**

First Year Premium Paid on a

**\$1,000 Insurance Policy**

FOR THE BABY

**RAYMOND EULER**

Farm Bureau Service Agent

We'll Remember Mother With

**Two Pair Hose**

**KNOX'S READY-TO-WEAR**

Our Bundle of Greetings Is a

**Pair of Handi-Panties**

**FOSTER'S DRY GOODS**

## RULES

These Prizes Will Be Given to the

**FIRST BABY BORN IN 1954**

at the

**PARMER COUNTY COMMUNITY  
HOSPITAL**

One of the parents must secure an affidavit signed by the hospital manager attesting to the time of birth, and bring it to

**THE FRIONA STAR**

A letter will then be issued by The Star; its presentation to merchants listed on this page will entitle the bearer to all these gifts.

**1  
9  
5  
4**



With Sincere Pleasure  
We Offer

**Ring and Baby Book**

**ALLEN'S JEWELRY**

For the Parents . . .

**One Year Rental on  
Safe Deposit Box**

**Friona State Bank**

With Our Compliments

**Johnson's Baby Set**

**BI-WIZE DRUG**

**2 Years Subscription**

TO YOUR

**HOMETOWN PAPER**

**The Friona Star**

With Pleasure We Give

**GRIP-TITE**

**Bowl with Spoon and Fork**

In Community Plate

**WELCH-BLACKBURN HARDWARE**

We'll Say Congratulations With

**Nursing Bottle, Baby Powder and Oil**

**F. L. Spring General Merchandise**

We'll Bet You Can Use This!

**Baby Night Light**

With Our Compliments

**CITY DRUG STORE**

Be Sure to Call For

**Bed Lamp for Parents**

**WHITE AUTO STORE**

C. A. and B. W. Turner

We Are Happy to Give

**One Gallon Prestone**

**Parmer County Implement Company**

Let the City Steam Laundry

Assist With

**30 Days Free Diaper Service**

**CITY STEAM LAUNDRY**

**A Polio and Special Disease Policy**

from

**ETHRIDGE-SPRING AGENCY**

Insurance — Real Estate — Loans

**Large Size Baby Magic**

from the

**CORNER GROCERY**

With Our Very Best Wishes

Surely Someone Can Play With This

**Toy Model Car**

**REEVE CHEVROLET COMPANY**



# Trades Day Series Was Popular; Many Awards

Eight awards were made by Friona merchants Christmas Eve to round out the pre-Christmas Good Will Days program where in hundreds of dollars worth of prizes including six television sets were given.

Miss Loletta O'Brien won the final TV set, purchased from the Welch-Blackburn Hardware by the Friona Chamber of Commerce for giving at this event.

Other awards included:

Mrs. Walt Mabry was given a car polish job courtesy the City Body Shop.

Delbert Hudnell won a pair of slacks from Lu-Nora's Children's Shop.

A wash and grease job from the Gaines and Smith Texaco Service went to Mrs. Johnny Brand.

Mrs. Tilden Slagle was awarded a whole ham courtesy the Friona Insurance Agency.

Mrs. George Messenger will receive a 5-year subscription to the Friona Star.

W. W. Cummings held two winning tickets, taking home a bottle of hair oil from the Jack Anderson Barber Shop and one gallon of Zerex, five gallons of gas, and a wash and grease job from the Pat Busby Phillips 66 Station.

Largest of the weekly crowds of the entire month were present at the Christmas Eve event.

## Students Excel At Texas Tech

Two Parmer County Junior students at Texas Technological College have been given signal honors this week in becoming eligible for membership in Alpha Chi, national scholastic fraternity for upperclassmen.

Mary Lou Miller qualified with an over-all grade point average of 2.49; and Edmund A. Schlabs qualified with the identical 2.49 points.

The names of 124 Tech students were released as eligible for the honors. For a Junior to qualify, he must have at least a 2.40 of the perfect mark of 3.00 points. Only the top 10 percent of the graduate students qualify.

## Exes Banquet Was Well Attended

So successful was the Friona ex-student and ex-teacher banquet Saturday night that plans already are under way to make the get-together an annual event.

Present at this first reunion were 184 alumni and guests, 121 being ex-students and faculty members.

Officers elected for the 1954 reunion were: Rosella Landrum, president; Carl Schlenker, vice president; Geneva Williams, corresponding secretary; John Blackburn, treasurer; and Lewis and Mamie Lou Welch, program chairman.

Truitt Johnson was president of the organization this year and was largely responsible for the success of the reunion.

Tommie Jones took honors as the Ex coming from greatest distance, arriving from Anchorage, Alaska, where he is in the armed service.

Clyde Goodwine of Friona graduate present, being a member recognized as the oldest member of the class of 1916.

Rev. L. L. Hill, Methodist minister of Canyon, gave a well received address, and the welcome was tendered by J. T. Gee, faculty member coming here in 1935. Response was given by Rex Johnston, president of the San Angelo Junior College, and Friona teacher in 1933-34.

## Hooker-Vaughn Vows Read During Holidays

Miss Ernestine Hooker, daughter of Mr. and Mrs. Herbert D. Hooker, 641 Pine, Popular Bluff, Mo. became the bride of Haywood Vaughn, E4, U. S. Army, at San Angelo, Texas, Dec. 19. Harrelson Matthews, minister of the San Angelo Church of Christ, officiated at the double ring ceremony at his home at 10:30 in the morning.

The bride was attired in a street length dress of navy blue lace with which she wore red accessories. Her flowers were a corsage of white carnations.

Mrs. Ermine Harris of San Angelo was matron of honor. She wore a gray suit with navy blue accessories and a corsage of white carnations.

Alex Alexander of San Angelo served as best man.

The couple came on a wedding trip from Texas to Popular Bluff to visit her parents. They plan to make their home in San Angelo.

The former Miss Hooker is employed by the State Department of Public Welfare in San Angelo. She is a 1945 graduate of Popular Bluff High School. She received a B.S. degree from Abilene Christian College, and a masters degree in education from Hardin Simmons University, Abilene, Texas.

Mr. Vaughn left Dec. 23 en route to Thule, Greenland, where he is stationed with the U. S. Army as a pre-medical student at a sub-division of the University of Maryland. He has been in service for a year and a half.

He is the son of Mr. and Mrs. Elwood Vaughn of Friona and a graduate of Friona High School.

Mr. and Mrs. Maurice Teague of Amarillo were Friona visitors Tuesday. Teague is Scout representative.

## Tax Laws Allow Loss Reclaim

COLLEGE STATION — Texas farmers who suffered a net operating loss in 1953 should investigate provisions of federal income tax laws that make allowances for unprofitable farm operations.

Farmers showing a net loss this year can use the loss to offset income in future years, says C. H. Bates, extension farm management specialist. Also, Bates explains, any farmer who paid federal taxes on 1952 income and who operated at a loss during 1953 is eligible to claim refund.

This is done by refiguring tax on 1952 income taking into account this year's deficit. If all 1953 deficiencies are not absorbed, the remaining loss may be carried forward for five years consecutively commencing with 1954.

Whether a farm showed a net loss or gain during the year is determined by the figure derived on tax schedule 1040F, page one, line 10.

"The computation and claiming of a farm loss is not as easy as it first appears," says the specialist. "Farmers desiring to claim deficits should consult a competent accountant or a representative of the Internal Revenue Service."

Bates explains farmers should claim the refund when submitting this year's tax return, using form 843. Otherwise, they lose the chances to file losses for the 1952 period when income was subjected to tax.

Many operators are hesitant to report their complete losses, Bates concludes, but a careful tabulation from records should be made and all deficits reported. Actual farm records, however, he warns, should be kept to substantiate losses.

## Skating, Shows Marked Freshman Party on 19th

December 19 the Freshman class had their Christmas party. They went to Clovis and skated two hours, went to the Silver Grill and ate supper, then the different cars went to the different shows.

There were 32 students present and eight adults. The sponsors were Miss Coley and Mr. John Absher. Also attending were Floyd Messenger, Mr. and Mrs. Kenneth O'Brien, Mrs. Stowers and Mr. and Mrs. Fern Barnett.

They all had a good time and wish to thank the parents for taking them.

## PROGRESSIVE STUDY CLUB HAS CHRISTMAS TREE

The Progressive Study Club had their annual Christmas tree and gift exchange Tuesday night December 22.

Mrs. D. C. Hening told how Christmas is celebrated in other lands, and Carol Caffey told a Christmas story.

Refreshments were served by the hostess, Mrs. Ralph Taylor.

## BIRTHDAYS OF THE WEEK:

- Jan. 1: Hub Moseley.
- Jan. 3: Estelle Caffey, Karen Helmke, Darlene Hatwell.
- Jan. 4: Mrs. J. R. Braxton.
- Jan. 6: Eugene Bandy.
- Jan. 7: Sherry Lou White, Raymond White, Danny Mac Bainum, Deniese Magness.

Gordan Shackelford and family of Perryton visited his parents, Mr. and Mrs. Bert Shackelford during the holidays.

Mr. and Mrs. Tonie Edens and children visited relatives in Sherman, Leonard and Wichita Falls during the Christmas holidays.

# Added Emphasis Placed On '54 MOD Solicitation

## Friona Mayor Issues Drive Proclamation

The March of Domes for 1954 will be conducted with more emphasis than ever before, according to Lloyd Brewer, Parmer County Chapter Chairman, and Raymond Euler, County Campaign director. The belief that a vaccine has been developed to prevent polio is the activating factor for new vigor, and the cost of experimental administration of the vaccine involves a definite need for twice as much money as was subscribed last year. Per capita contributions in Parmer County were less than 50 cents last year, according to

Euler, and he believes that with the great possibility that a preventive vaccine is available, everyone with, or interested in children will gladly at least double their gifts this year.

Just about every civic club is endorsing and promoting the drive this year, from the national scale on down to local clubs, Euler says, and with this widespread assistance he believes Parmer County will easily double last year's contributions.

As usual, practically every business, and some churches will have coin containers on the premises, and special activities will be sponsored throughout the month of January to make the drive a success. Coin collectors this year have a new look; instead of the usual iron lung design, they are designed as test tubes, exemplifying the research that is providing preventive research and materials.

The Mother's March is expected to be conducted in practically every city, town and hamlet this year, on January 29 (Friday) from 7 to 8 p.m., climaxing the month's solicitations and contributions.

City and community chairmen are: Lariat, Ralph Felts; Farwell, Sterlyn Billinton; Bovina, R. L. Everett; Black, Mrs. Glenn Roberson; Lazbuddie, Mrs. Joe Jesko; Oklahoma Lane, Mrs. Harold Carpenter; Rhea, Paul Koeltzow; and Friona, John A. Parish.

## Scouting

### TROOP IV

Monday, Dec. 21, we had a Christmas party. We sang several songs, poems and games. We played "Sisters," "What We Want Santa to Put in Our Stockings," and "Streetcar."

Spiced tea and decorated cookies were served to 14 scouts and the following visitors, Mrs. Emore and Tim, Mrs. Guinn and Larry, Mrs. Scales and Nancy, Mrs. Potts, Mrs. Snead, Mrs. Nora O'Brien and Judy Barnett.

Leaders Louisa Wilson and Nadine O'Brien presented each scout with popcorn snowmen and everyone with candy filled candles.

Our entire troop wishes everyone a happy and prosperous New Year.

## Bureau Sees Chance Of More Cotton Acres

American Farm Bureau's action, relative to cotton acreage allotments, exceeded the hopes of Texas members, according to Aubrey Ellison, Parmer County Farm Bureau president. If the plan can be enacted into law in January, it will make most cotton growers of this area much happier than they are under the present allotment program. Consideration for new cotton producing areas is very evident.

There have been isolated requests for a lobbying committee from Parmer and other near by counties, to go to Washington in January and attempt to gain concessions to increase cotton allotments locally, according to Ellison. After discussing the problem with Texas Farm Bureau officials, just returned from the Chicago convention, however, Ellison says he believes a very satisfactory solution is incorporated in the plan approved there.

A brief regimes of the proposal is this: The individual farmer would have the choice of accepting 45 per cent of either one of his last three year's plantings, or 65 per cent of the three-year average, whichever is greater; but not to exceed 50 per cent of his cultivated acreage. Allotments would be executed from the state level, without regard for county history, thus providing automatic adjustment for new cotton producing areas such as this.

Farm Bureau officials are confident of the support of support of Washington representatives when the subject is introduced, says Ellison. However, in the event there should be laxity on the part of congressmen, then local organizations will be promptly notified so that necessary encouragement can be sent directly to such members.

In view of the success of Farm Bureau in recent years in matters of this nature, Ellison believes formation of localized pressure groups is unnecessary, and might prove confusing, rather than helpful at this time. If the need for further action becomes necessary, however, county Farm Bureaus will immediately be notified and will begin necessary negotiations, according to Ellison.

Although national acreage allotments approved by American Farm Bureau are some below those requested by Texas FB, the increase still amounts to about three million acres, with more than one-third of this increase designated to Texas.

## RECIPE OF THE WEEK

### Cranberry Eggnog

- 6 eggs
  - 1/2 cup sugar
  - 1 pint heavy cream
  - 2 pints canberry juice
  - Ground cloves
- Be sure all liquids are well chilled before you start mixing your eggnog. Now separate the eggs, beat the yolks until frothy, add 1/2 cup of sugar and beat again until you have a smooth mixture. Beat whites until they shape up into soft peaks; add remaining sugar and beat until you have a smooth, shiny meringue. Fold yolks into whites; pour in cream and juice. Stir. Serve with cloves on top.

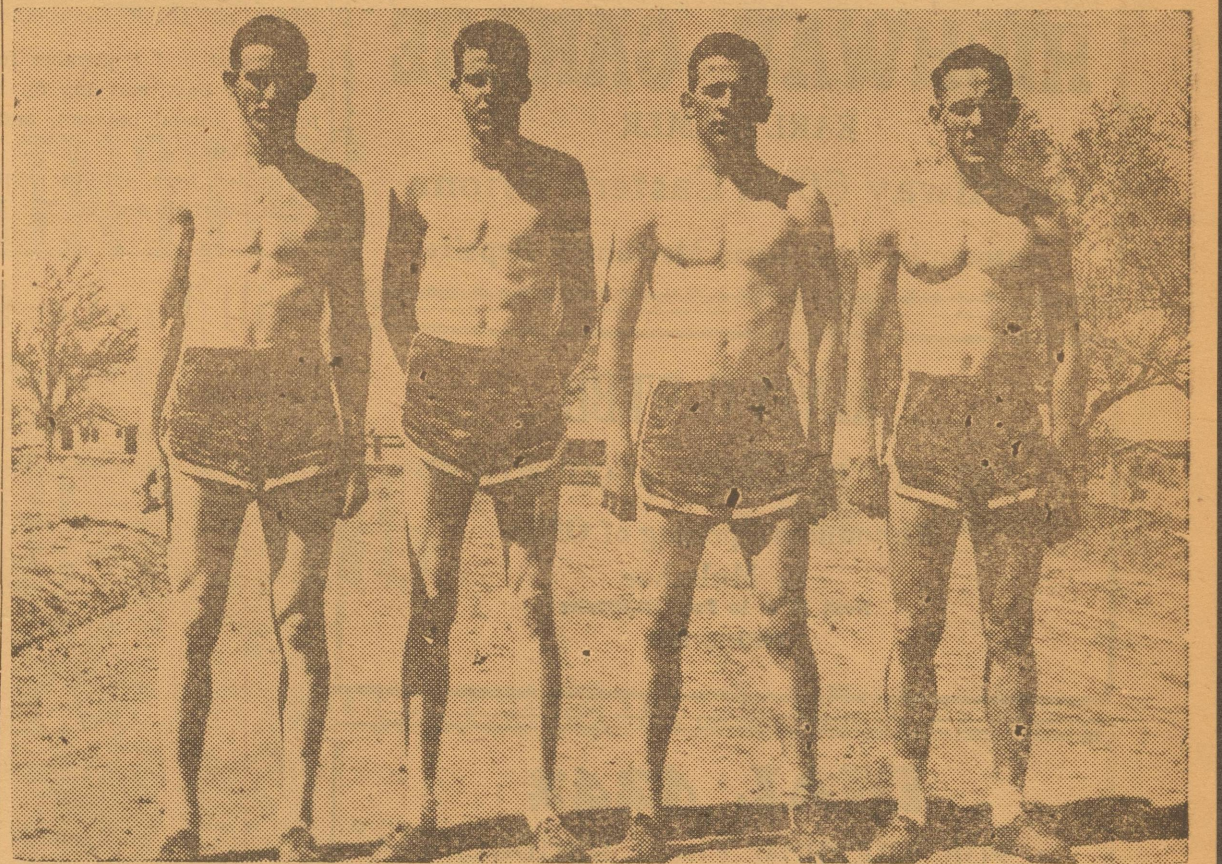
## LET'S EAT THIS CHRISTMAS DAY

- Breakfast**
- Grapefruit
- Wholewheat Cereal
- Cream — Sugar
- Toast
- Ham
- Preserves
- Coffee
- Milk
- Dinner**
- Roast Turkey
- Bread Dressing
- Giblet Gravy
- Buttered Broccoli Swt. Potatoes
- Holiday Salad
- Relish Plate
- White Fruit Cake
- Coffee
- Supper**
- Cold Turkey
- Ambrosia
- Milk
- For Friends Who Drop In**
- Mid-Afternoon
- Cranberry Eggnog
- Salted Nuts
- Asstd. Cookies

Mr. and Mrs. Glenn Reeve and boys spent Christmas in Amarillo with her parents, Mr. and Mrs. Jess Sparkman.

Neal Fulks is in an Amarillo hospital where he underwent spinal surgery Tuesday.

## Local Track Team Shattered State Records



Pictured left to right are D. O. Robason, M. C. Osborn, Ben Wayne Jordan and Darrell Robins, who, in the scoring did right well for themselves and school in state competition. Robins took the 440-yard dash in 50.2. The relay team set a record of 3:27.6.

## Parade Was Highlight of September County Fair



Dick Habbinga, rt., as parade chairman, put in lots of hours to assure the success of the colorful parade this year. An unnamed clown furnished amusement on a mule.

# Courthouse Records

## INSTRUMENTS FILED WEEK ENDING DEC. 26

Home. Desig., C. P. Wortham, et ux, public, see record.

D.T., C. P. Wortham, et ux, Sam Aldridge, Tr., Lot 9, Blk. 11, Friona.

Trans. of Lien, Rolan Simpson, Delmar Durrett, W. 281.75 acres of N 1/2 of Sec. 20, T-1-N, R-5-E.

Rel., First Bancredit Corp., Albert Cannon, see record.

W.D., Ben Rule, et ux, Alvin K. Gaines, Lots 11 and 12, Blk. 4, M&F, Friona.

Mineral Deed, C. S. Crow, et ux, Madge Crow 320 acres out of Gould tract (1/2 interest).

Rel. Equitable Life Assurance Co., A. G. Thorn, see record.

Assign., Brown & Root, Inc., First Fed. Sav. & Loan Assn., Lot 12, Blk. 65, Friona.

D.T., C. W. Dixon, et ux, Holt Massey, Tr., 279.1 acres out of Sec. 29, T-2-N, R-2-E, W. 260 acres of S. 420 acres of Sec. 6, T-1-N, R-2-E, N 1/2 Sec. 25, T-2-N, R-1-E; S 1/2 Sec. 31, T-2-N, R-2-E; W 1/2 Sec. 33, T-2-N, R-2-E; NE 1/4 Sec. 35, T-2-N, R-1-E; N 1/2 Sec. 32, T-2-N, R-2-E; S 1/2 Sec. 25, SE 1/4 Sec. 26, NE 1/4 and SE 1/4 Sec. 36, T-2-N, R-1-E; S 1/2 Sec. 30, T-2-N, R-2-E.

R. of W. Ease., Marvin Lawson, Sw. Pub. Serv. Co., part of Sec. 1, T-3-S.

R. of W. Ease., Charles C. Roff, Sw. Pub. Serv. Co., part of Sec. 1, T-3-S.

R. of W. Ease., Roy Williams, Sw. Pub. Serv. Co., part of NE 1/4 Sec. 1, T-3-S.

W.D., W. A. Senter, et ux, Steve L. Strue, NE 1/4 Sec. 12, T-1-N, R-3-E.

Rel., First Fed. Sav. & Loan Assn., Robert W. Jones, Lots 5 and 6, Blk. 51, Friona.

W.D., Cicera Smith Lbr. Co., W. W. Wilcox, Lots 6, 7, 8, 9 and 10, Blk. 64, Bovina.



# Business Professional DIRECTORY

## Fire Completely Destroys Bovina School, Sept. 17th

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

**JOB PRINTING**  
The Friona Star

**STEVE MESSENGER**

TAX SERVICE — BOOKKEEPING

Office Upstairs at Friona Wheat Growers  
Phone 2062, Friona

**CHRYSLER INDUSTRIAL IRRIGATION ENGINES**

Sales & Service

**SEIGLER MOTOR CO.**

218 W. 3rd St. Phone 630  
Hereford Texas

**GILLILAND FUNERAL HOME**

131 E. 2nd St., Hereford  
PHONE 951

Funeral Directors — Ambulance Service  
WEST TEXAS BURIAL INSURANCE

You'll get a good deal from  
**HIGHWAY GARAGE**

EARL GILMER

On Hiway 60 in Eastern Friona  
Automotive and Farm Machinery Repairs

**ALVIN C. WEBB**

CERTIFIED PUBLIC ACCOUNTANT

Announces Opening of Office  
In Muleshoe  
Next Door to Pool Insurance  
PHONE 3170

**DIAL 4242**

FOR FREEDOM FROM DRUDGERY  
BLUE JEANS A SPECIALTY

**CITY STEAM LAUNDRY**

Helpy- Sely Service  
FRIONA

**F. L. SPRING**

OLD-FASHIONED COUNTRY STORE

Come and See Us

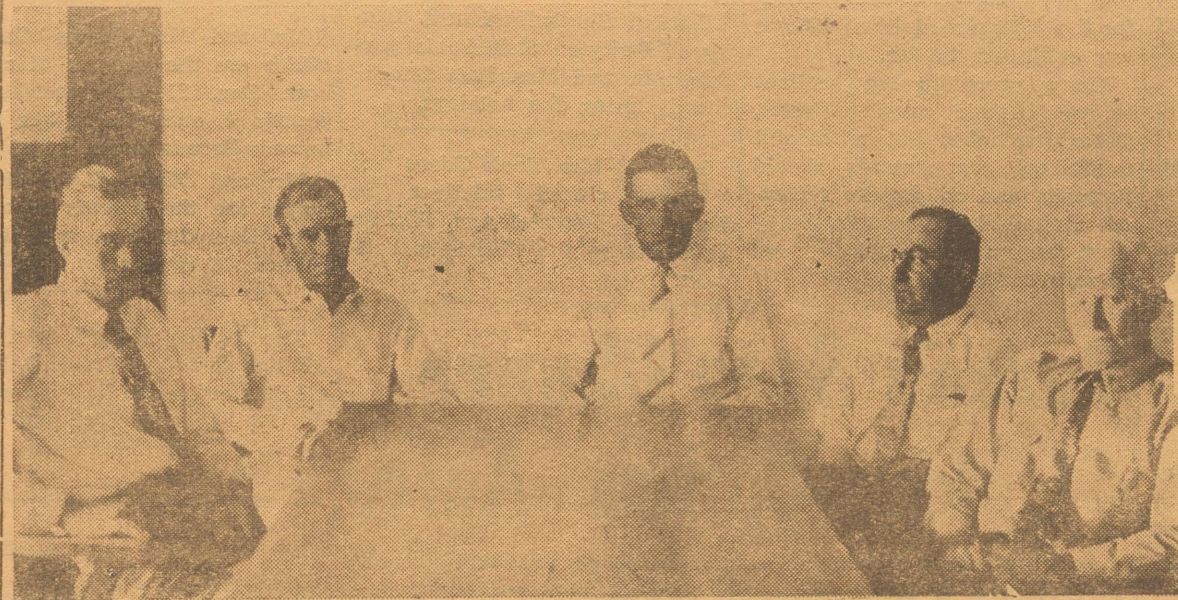
**DR. MILTON C. ADAMS**

OPTOMETRIST

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



### Soil Conservation Board Active in '53

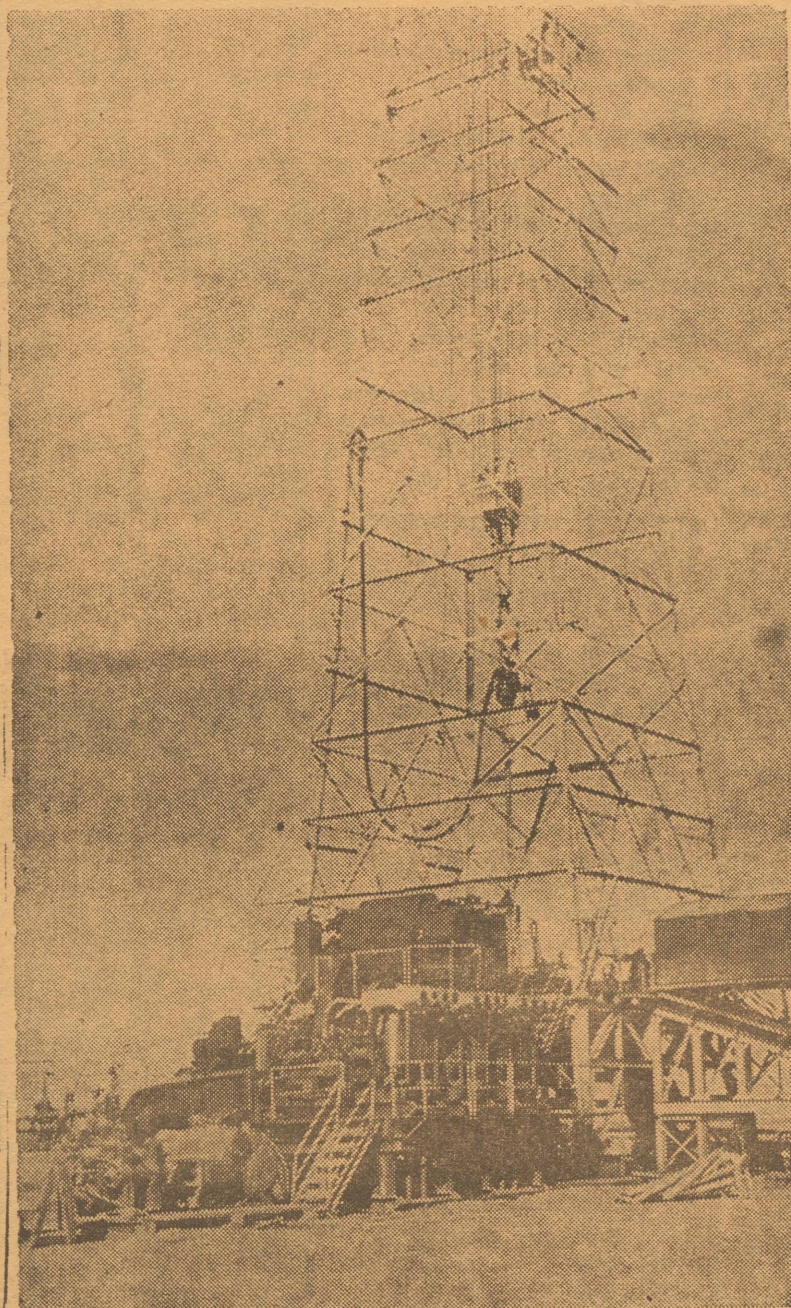


August and September found the Soil Conservation District Board extremely busy, carrying on their regular conservation work, preparing and Steven spent Christmas day for the annual banquet, and arranging their booth and activities at in Lubbock visiting her parents. county fair.

Seated here, left to right, are A L. Black, Henry Ivy, Joe Blair, Clyde Sherlieb and H. T. Reynolds.

Mr. and Mrs. Boyd Knox spent Christmas visiting in Memphis.

### Still Probe for Oil in County



Oil drilling activity continued this year in Parmer County on a limited scale, with the Gulf company drilling a test north of Black. This hole was plugged early in December after gran- ite was reached. Many area residents drove to the well site to see the modern drilling machinery in operation, together with the toll 136 foot tower.

# 1954

A GOOD YEAR TO ENJOY AN

# F H A

HOME IMPROVEMENT LOAN

Rockwell Bros. & Co  
Lumbermen

O. F. LANGE

FRIONA

# PGC FEEDS

We Believe You'll Find That

YOU CAN'T BEAT US

for

# Grain Handling

Throughout the Years

# FRIONA

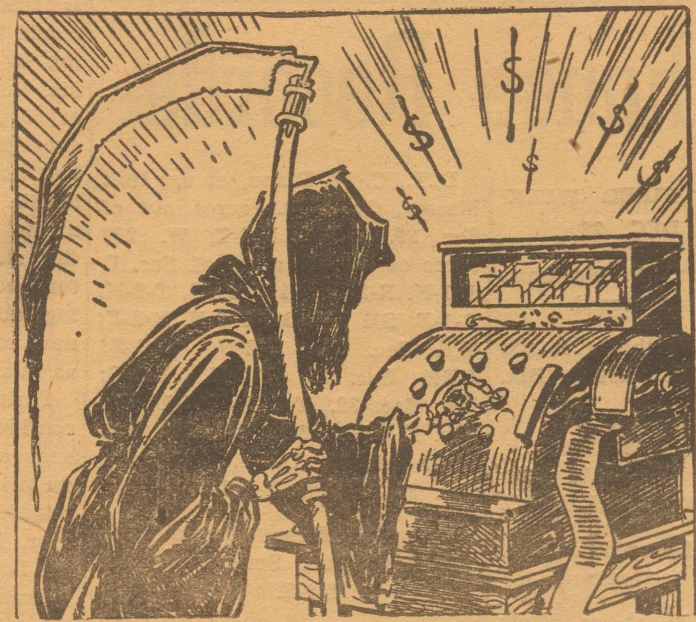
# WHEAT GROWERS

INCORPORATED

## The Toll in '54

## Is Largely Up to You!

Let's Cooperate in Real Traffic Safety Through the New Year



# Ethridge-Spring Agency



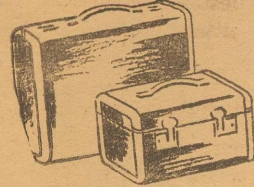
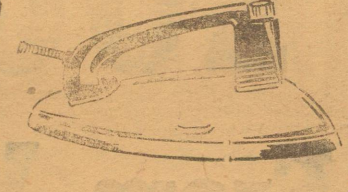
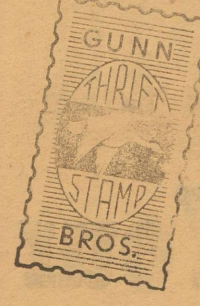
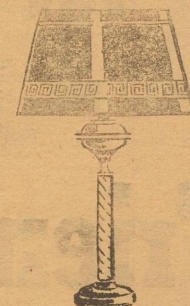
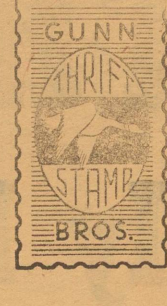
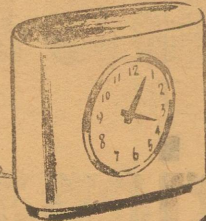
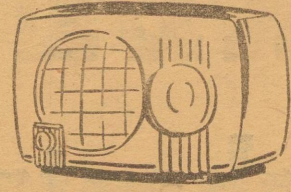
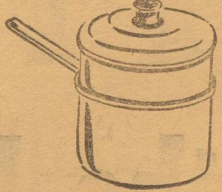
INSURANCE—REAL ESTATE—LOANS

Telephone 2121

FRIONA

1500 Ethridge Frank A. Spring Bill Stewart





LOOK

# HOUSER

GROCERY

Now Gives Those Valuable

## GUNN BROS STAMPS

### FREE!

Stop In At  
Houser Grocery  
For Your Free  
Gunn Bros. Stamp  
Catalog and  
Stamp Collection  
Book!



CELEBRATING OUR ASSOCIATION WITH GUNN BROS.

WE WILL GIVE ON THIS SPECIAL OCCASION—

## Double Stamps

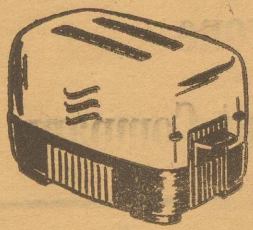
WITH CASH PURCHASE OF \$2.50 OR MORE

Single Stamps Given on All Charge Purchases, If Paid When Due

MAKE YOUR DOLLARS DO "DOUBLE DUTY" AT HOUSER GROCERY THIS WEEKEND!

## -SATURDAY SPECIALS-

WE WILL BE CLOSED FRIDAY, NEW YEARS DAY



Kuner's Cream Style  
**GOLDEN CORN** ..... No. 303 Can **15c**

Tex Sun  
**GRAPEFRUIT JUICE** ..... 46-oz. Can **25c**



Schilling's  
**COFFEE** ..... 1 Lb. **89c**

Northern  
**TISSUE** ..... 2 Rolls **17c**



White Swan Whole  
**GREEN BEANS** ..... No. 303 Can **27c**

Bake-Rite  
**SHORTENING** ..... 3-Lb. Can **79c**



Hunt's  
**PEACHES** ..... No. 2 1/2 Can **27c**

Schilling's  
**BLACK PEPPER** ..... 1 1/2-oz. Box **23c**



Betty Crocker  
**CAKE MIXES** ..... Box **35c**

Borden's  
**BISCUITS** ..... 2 Cans **19c**



Giant Size  
**TIDE** ..... Pkg. **69c**

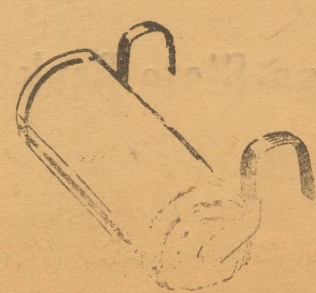
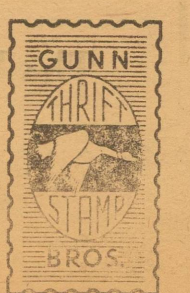
2 to 2 1/2 lb. Average  
**ARMOURS FRYERS** ..... Lb. **53c**

Del Monte or Doles Crushed  
**PINEAPPLE** ..... No. 2 Can **27c**

Chuck or Arm Round  
**ROAST** ..... Lb. **43c**

Powdered  
**SUGAR** ..... 1-Lb. Box **11c**

Armours  
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Offering

**\$7.50 Credit on a Baby Bed**

**PLAINS HARDWARE & FURNITURE**

Surely You Can Use These!

**One Box Dryer Pads**

**LEWIS VARIETY STORE**

First Year Premium Paid on a

**\$1,000 Insurance Policy**

FOR THE BABY

**RAYMOND EULER**

Farm Bureau Service Agent

We'll Remember Mother With

**Two Pair Hose**

**KNOX'S READY-TO-WEAR**

Our Bundle of Greetings Is a

**Pair of Handi-Panties**

**FOSTER'S DRY GOODS**

## RULES

These Prizes Will Be Given to the

**FIRST BABY BORN IN 1954**

at the

**PARMER COUNTY COMMUNITY  
HOSPITAL**

One of the parents must secure an affidavit signed by the hospital manager attesting to the time of birth, and bring it to

**THE FRIONA STAR**

A letter will then be issued by The Star; its presentation to merchants listed on this page will entitle the bearer to all these gifts.

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With Sincere Pleasure  
We Offer

**Ring and Baby Book**

**ALLEN'S JEWELRY**

For the Parents . . .

**One Year Rental on  
Safe Deposit Box**

**Friona State Bank**

With Our Compliments

**Johnson's Baby Set**

**BI-WIZE DRUG**

**2 Years Subscription**

TO YOUR

**HOMETOWN PAPER**

**The Friona Star**

With Pleasure We Give

**GRIP-TITE**

**Bowl with Spoon and Fork**

In Community Plate

**WELCH-BLACKBURN HARDWARE**

We'll Say Congratulations With

**Nursing Bottle, Baby Powder and Oil**

**F. L. Spring General Merchandise**

We'll Bet You Can Use This!

**Baby Night Light**

With Our Compliments

**CITY DRUG STORE**

Be Sure to Call For

**Bed Lamp for Parents**

**WHITE AUTO STORE**

C. A. and B. W. Turner

We Are Happy to Give

**One Gallon Prestone**

**Parmer County Implement Company**

Let the City Steam Laundry

Assist With

**30 Days Free Diaper Service**

**CITY STEAM LAUNDRY**

**A Polio and Special Disease Policy**

from

**ETHRIDGE-SPRING AGENCY**

Insurance — Real Estate — Loans

**Large Size Baby Magic**

from the

**CORNER GROCERY**

With Our Very Best Wishes

Surely Someone Can Play With This

**Toy Model Car**

**REEVE CHEVROLET COMPANY**