



Typical of Friona youngsters who have waited about as long as they can for the arrival of Santa Claus and Christmas are the children of Mr. and Mrs. Ronald Smiley. The trio is seen in

front of their Christmas tree. Left to right are Mitchell, who is nine; Cindy, eight and Vickie, seven. The Smileys live at 1001 Cleveland in Friona.



Holiday scenes around Friona reveal that the city has been much in preparation for the Christmas season. At the top left is a typical outdoor residence decoration at the home of Dr. and Mrs. William Beene. At the right, students of Mrs. Jo Witten are shown as they performed at a recent meeting of Friona Lions Club. At the lower left, Friona's Future

Nurses chapter is shown as they made decorations for rooms at Parmer County Community Hospital. Left to right are Mrs. Paul Spring, sponsor, Pat Roberts, Jenisu Fallwell, Randie Kelley, and Myra Sue Day. At the right is the manger scene which decorates the outside of Friona Methodist Church.

Pause And Reflect Twenty Are Indicted

By Nelson Lewis

What, exactly, is the "Christmas Spirit?" Like patriotism it defies definition. It is as many emotions and actions as there are people.

Part of the Christmas Spirit can be seen and heard as our children sing carols all around the town. It is a man in rough clothes and muddy boots, selecting dainty feminine garments.

It is a preacher sitting up alone till three in the morning trying to think of something new to say about Christmas. It is a wreath on a hospital room door and a brightly decorated classroom.

It is a city employee braving cold winds to put up street decorations.

And perhaps greetings exchanged as neighbors meet.

Sure it has been commercialized, and hallyhooded, and advertised and built up into something that even the wisest of the "Three Kings" might not recognize -- but it is still the strongest, most powerful force in today's sophisticated, computerized world.

May I offer two incidents concerning the Christmas Spirit which I know to be true?

During the second World War I worked on the same job with a carpenter named Foster.

He was a quite, little man of very simple tastes, friendly and hard working but never did he take part in the more boisterous escapades we thought necessary for the complete enjoyment of life.

When the Christmas holidays rolled around he caught a bus for a small town in Western Virginia. His wife and five kiddoes met him in the old pickup and all the way home the youngsters wondered where all the presents were that Pa would surely bring home from Richmond.

Christmas Eve night passed with the usual stories, popcorn, and singing.

The tree was decorated and the stockings were hung by the chimney with care, then the little family went to bed.

Christmas morning in a country kitchen is a rare privilege -- enjoyed, never forgotten.

The stockings were full -- Pa had brought presents after all but not the big things the children had expected.

Toward the end of the happy breakfast Pa handed Ma a sheaf of papers with the remark, "Here is you alls Christmas present."

A hush fell over the family as Ma opened the packet and silently read the top sheet.

"Children," she looked around the table at the strangely silent, serious young faces, her gaze deliberately hesitating as it met each pair of wide eyes, "This is a clear paid up deed to our farm home -- the first time this land has been debt free since before the Civil War."

The lower half of the potbellied stove glowed a dull red. Two men, hands behind their backs, stood soaking up the heat generated by the burning white oak chunks.

"Gonna be dark in a few minutes; I'd better be getting on toward home," the younger of the two said.

"Don't hurry," the older man remarked, "I'll have to stay open for a while yet just in case somebody comes in."

They stood in silence for a few minutes then the younger spoke again, "Don't seem much like Christmas Eve does it? Nobody has any money to spend during this darn depression. We got our wages cut again last week. Ten percent this time."

"That means we draw 14.40 for 40 hours work."

Twenty persons were indicted by the grand jury on Thursday. All of the persons with the exception of Dennis Hults, forgery and passing, and Regino Nunez, forgery and passing, are in custody and have had their bonds set.

Other persons facing trials in district court are Henry Wilson, forgery and passing, Alvin Wilkerson-DWI Subsequent offense, Dean Stanberry-theft, Cleason Buford Stanberry-DWI Subsequent offense; Aline Sanchez-theft, Antonio Reyes-DWI

Subsequent offense; Steve Flores - Madrigal - DWI Subsequent offense; Billy Joe Lewis-forgery and passing, Ray Haney, Robert Talley, Michael Zane Rupe and Lonze Loyd Lassiter, burglary; Rudolfo Cardenas and Mario Castillo-burglary; Anthony Jesko-theft; Russell Gustafson, burglary; Juan Gaulton to Castillo, sodomy, and Leland Bruner, destruction of property.

Time for the trials will be set on Jan. 2 in the afternoon.

"I shouldn't kick the -- my little sister only gets 7.50 a week and works till 9 on Saturday nights."

The older man smiled ruefully, "I know what you mean, I can't tell it right here in the store. Maybe things will get better when Roosevelt takes over."

"Hope so," mused the youth and he let his mind run backward to the preceding spring when he, as a fourth year plumbers apprentice, had been earning the handsome salary of one dollar an hour.

His reverie was interrupted by the banging open of the door and the entrance of two small boys.

"We've come for the beads," said the oldest boy as he and his brother stretched tiny chapped hands toward the warm stove.

"O.K., boys," the storekeeper walked behind a small glass showcase and lifted out a gaudy glass necklace.

The necklace was composed of diamond shaped glass beads, alternating red and black from the clip to a sunburst of glorious pendants.

"They have been saving their money to buy this for their mother's Christmas present," the merchant explained to his friend.

"It's real pretty, I know she will like it," said the young man. The necklace was lowered into a small brown paper bag and the store keeper said, "That will be twenty five cents, boys."

"Yes, Sir, we know," the oldest boy stuck his hand into his pants pocket -- and froze!

"Whats the matter, ain't you got the money?" asked the youngest.

"I had it when we left home," answered his brother, "Four nickles and five pennies -- but it ain't here now. You ain't got it have you?"

"No, you had it," replied his little brother.

"Well I reckon I've lost it on the way over here; probably when we jumped the creek" he looked out at the rapidly darkening winter sky. "If we hurry back maybe we can find it," he said hopefully as they started for the door.

"Wait a minute fellers," the young man said, "It's getting pretty dark out there, I'll pay for it and if you find the money you can pay me back, and if you don't find it, well don't worry about it."

"Thank you, Sir," they chorused and taking the little bag they hurried out.

A quarter changed hands.

"Well, it's almost dark, I'd better be getting home. Good night, and a Merry Christmas to you."

"Thank you, and the same to you," said the storekeeper.

Merry Christmas, Everyone!

THE FRIONA STAR

Founded In 1925 By John W. White

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Member Texas Press Association; Member Panhandle Press Association; Member West Texas Press Association

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Bill Ellis, Editor & Publisher

Wahleah Beck, Bookkeeper

June Floyd, Women's News



Annual Reunion

December 26



FRIONA SCHOOL LUNCH MENU

WEEK OF JANUARY 2-3

THURSDAY: Fish, potatoes, green beans, tartar sauce, chocolate cake, hot rolls and butter, milk.

FRIDAY: Hamburgers, potato chips, lettuce, tomato, onion, pickles, milk, cookies, peach halves.

Card Project Totals Told By Chairman

"Project Christmas Card" was successful in raising \$1,552.03 to be used for gifts to Parmer County Community Hospital, according to Mrs. Sloan Osborn, chairman.

The amount was the most since a total of \$1,616.13 was raised in 1966. Over \$16,500 in equipment and funds have been raised for the local hospital through the project since its inception in 1956.

Merry Christmas
May every blessing of this Christmas be yours as you gather with family and friends.

S & R Fabrics
7th and Main
Friona, Texas

PARMER COUNTY IMPLEMENT

Like jolly old Santa himself, we've a pack of good wishes for a holiday season that will long be remembered for its good cheer, and its enduring happiness.

Rockwell Bros. & Co.

Christmas blessings to all our good friends and patrons and to your families... may peace and joy abide with you throughout the holiday season.

O.F. Lange, Mgr. "LUMBERMEN" Friona



A WINNER. . . The senior class door, entitled "Peace on Earth," was rated second in the door decorating contest at Friona High School.

LETTERS TO SANTA CLAUS

Dear Santa,
How are you? I am 7 years old. Please bring me a Hula Hoop.
Love,
Joana

Dear Santa,
How are you? I am 7 years old. Please bring me a B-B gun.
Love,
Ramon

Dear Santa,
How are you? I am 6 years old. Please bring me a Hula Hoop.
Love,
Tommy

Dear Santa,
How are you? I am 6 years old. Please bring me a walkie-talkie.
Love,
Kirk

Dear Santa,
How are you? I am 8 years old. Please bring me a B-B gun.
Love,
Jessie

Dear Santa,
How are you? I am 6 years old. Please bring me an ice box, sink, Love,
Detrica

Dear Santa,
How are your reindeers? I am a little girl. I am 6 years old. I have been very good. Please bring me an easy bake oven.
Love,
Ginger Green

Dear Santa,
How are you?
I am six years old. Please bring me a guitar.
Love,
Michael

Dear Santa,
Please bring me a record player, walkie-talkies, and matchbox cars. I have a fairly good boys. Please remember all the other boys and girls.
Love,
Johnny Morrow

Dear Santa,
I have been a pretty girl. Please bring me a "Baby Giggles," a stove dishwasher, and dishes. Don't forget Gayle and the other boys and girls.
I love you,
Missy Morrow

Dear Santa,
How are you? I am 6 years old. Please bring me a boxing gloves.
Love,
Robbie Fish

Dear Santa,
How are you? I am 6 years old. Please bring me a walkie-talkie.
Love,
Bobby

Dear Santa,
How are you? I am six years old. Please bring me a Alexandra Doll.
Love,
Janice

Dear Santa,
How are you? I am 7 years old. Please bring me a doll.
Love,
Mary

Dear Santa,
How are you? I am six years old. Please bring me a B-B gun.
Love,
Pepper

Dear Santa,
How are you, I am seven years old. Please bring me a Easy Bake Oven.
Love,
Sandra

Dear Santa,
How are you? I am seven years old. Please bring me a Hula Hoop.
Love,
Sally

Dear Santa,
How are you? I am six years old. Please bring me a Falclove.
Love,
Pam

Dear Santa,
How are you? I am 6 years old. Please bring me a Talking Stacy.
Love,
Deena

Dear Santa,
How are you? I am 7 years old. Please bring me a Tussy.
Love,
Dawn

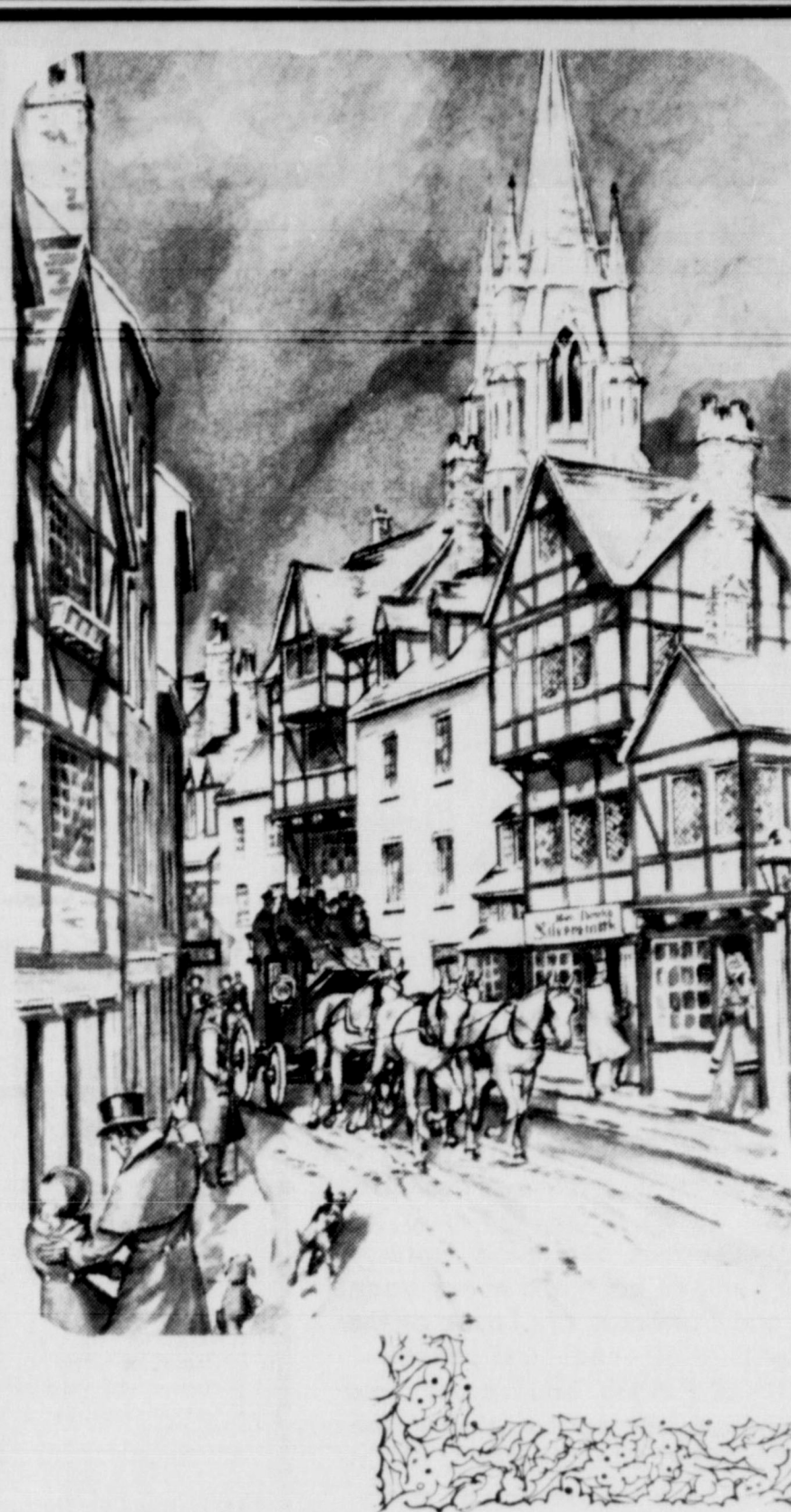
Dear Santa,
How are you? I am 7 years old. Please bring me a Santa Claus
Love,
Rosa

Hospital Notes

Estelle Richardson, Friona; Beulah Whaley, Friona; Lela Martin, Friona; Minnie Lamb, Friona; Stanley Cox, Bovina; R.S. Smalts, Farwell; Blanche Sudderth, Bovina; Lillian McLellan, Friona; Raul Garza, Jr. Friona; Roman Garza, Friona; Maria Nieves, Hereford; Dorothy Harris, Hereford; Monica Duran, Bovina; Elsie McIntosh, Friona; Bev. Buchanan, Friona; Kathryn Beardain, Friona; Lena Thompson, Friona; Mrs. Cecil Maddox, Friona; David Drager, Hereford; David Moseley, Friona; Mrs. Terry Husky, Friona; June Rhodes, Friona; Dorothy Woodruff, Friona; Sam Lindley, Friona/

DISMISSALS:
Louis Caillouet, Brent Jesko, Melanie Dee Gallman, Edith Waller, Roger Bowman, Larry Erwin, C.I. Vestal, Stanley Cox, Minnie Lamb, Karron Rhodes, Elvin Wilson, Bessie Davies, Dorothy Harris, Clara Smalts, Frances Vera, Bev Buchanan, Estelle Richardson, Beulah Whaley, CherryMingus, Elsie McIntosh, Debra Hawkins, Kathryn Beardain, Mrs. Victor Duran and Baby Boy, David Moseley, David Drager,

PATIENTS IN HOSPITAL:
Roman Garza, Raul Garza, Jr. Ethel Griffith, Mrs. Terry Husky and Baby Girl, Sam Lindley Alta Latham, Lillian McLellan, Mrs. Cecil Maddox and Baby Girl, Lela Martin, Maria Nieves, June Rhodes, Blanche Sudderth, R.S. Smalts, Joe Talley, Lena Thompson, Juan Trevino, Dorothy Woodruff, Giles Williams.



MERRY MERRY CHRISTMAS

At this splendid time of the year, we hope you and your family are rejoicing for all the beautiful things that Christmas brings. We rejoice in your good will. It is gratifying to serve you, and hope we can continue to do so.

HURST'S DEPT STORE

Season's Best Greetings

As you celebrate this glorious occasion, we send
to you our sincere greetings and trust that
the season will be one of blessings
and joy for you and yours

"And when they were come into the house, they saw the young Child with Mary his mother, and fell down and worshipped him: and when they had opened their treasures, they presented unto him gifts: gold, and frankincense, and myrrh."

MATTHEW 2:11



WHITE'S ELEVATOR FARM SERVICE SUPPLY



May
you find new joys,
renew old friendships,
rejoice in
happy memories —
and with bright hopes
welcome the
Christmas Season

It would be wonderful, at this Holiday Season, if we could meet, and personally greet, you and all our many friends and customers.

But, because that isn't possible, we're doing the next best thing, and sending these little Christmas Greetings.

A sincere appreciation for your friendship, and "Thank You" for the many favors you have shown us. It is folks like you who make our business possible, and we are deeply grateful for your goodwill and patronage.

May you have a bountiful Christmas — rich in warm friendships, with all the good things of life for you and yours.

Houser

GROCERY & MARKET

READ USE CLASSIFIED ADS for fast results

ANNOUNCEMENTS

We need to trade for a bunch of good used refrigerators. We also have new washer and dryers for sale.
Reeve Chevrolet & Frigidaire.

All ABC (Pink) Stamps Must be redeemed by Dec. 31. No (pink) Stamps redeemed after that day.

Paying \$32.50 Mint Santa Fe Continental Beam Bottles. Gerald Bredemeier, Phillipsburg, Kansas. 67661. 13-6tp

FOR SALE

FOR SALE... Royal Blue formal. Phone 247-3392, after 5 p.m. 12-2tp

LEGAL NOTICE

PUBLIC HEARING NOTICE
Cattle Town, Inc., P.O. Drawer 1938, Hereford, Texas, 79045, has applied to the Texas Water Quality Board for a permit to cover runoff water from its feedlot facility located approximately one mile southwest of the intersection of U. S. Highway 60 and F.M. Road 1057 in Parmer County, Texas. Immediate receiver of discharge will be a surface lake with no wastewater being discharged into an area stream. A public hearing on this application will be held in the Auditorium of the Diamond Shamrock Oil and Gas Corporation, 10th Floor First National Bank Building, Amarillo, Texas, at 10:00 A.M. on January 22, 1969 to determine the conditions, if any, under which the permit may be granted. Additional data will be developed at the hearing, but further technical information concerning any specific aspect of the discharge, if available, can be obtained by writing the Texas Water Quality Board, 1108 Lavaca Street, Austin, Texas 78701. 13-2tc

RENTALS

FOR RENT... Farm House Northwest of Friona. Phone 247-2717. 7-tnp

WANT ADS PH. 247-2211

Reduce with REDOOSE! Follow directions - safe, results guaranteed. Only 98¢. BI-Wize 2-12tp

ALLAN'S JEWELRY 10-4tc
Bovina's St. Anne's Catholic Church is sponsoring a bingo every Saturday night, benefiting the Bovina-Friona church building funds. The public is invited. Cash prizes are awarded. 4-tnp

CARD OF THANKS
We would like to express our thanks to the carollers who have favored us in recent days with beautiful renditions of Christmas song.
Mr. and Mrs. O.F. Lange 13-1tc

FOR SALE... 1967 Frigidaire Portable Dishwasher. 247-2570. 12-2tc

MISCELLANEOUS SERVICES

Portable Disc Rolling One Ways Tandem Harrell Mays
Ph. 247-3477

MISCELLANEOUS SERVICES

RCA Whirlpool
Sales - Service
B. W. Turner
Phone 247-3035

CLASSIFIED RATES
First insertion, per word - 6¢
Second and additional insertions - 4¢
Card of Thanks - \$1.00
Double rate for blind ads
Classified Display - \$1.00 per col. inch
Legal Rate 4¢. Minimum Rate 60¢ on cash order, \$1 on account.

DEADLINE FOR INSERTION
Thursday's Friona Star - 4 p.m., Tuesday.

The Star reserves the right to classify, revise or reject any classified ad.
Check advertisement and report any error immediately. The Star is Not responsible for error after ad has already run once.

Will keep children in my home. Joy Patterson, phone 247-2270. 67 16-tn

NOTICE
We will pay \$1 per issue for any copy of the Friona Star published during 1947. Also certain issues of 1949 and others prior to 1947. You have old papers, why not check the dates and call the Star at 247-2211. 37-nc

Use Star Classifieds

FOR SALE OR TRADE: Variety and Drygoods store; living quarters and warehouse. Old age and ill health forces us out. Hart, Tex. Ph: 938-2324. 12-2tc

FOR SALE: Old Bar-racks. Two apartments. Wired, plumbed, sheet-rocked. Needs Repair. \$250.00. 265-3245. 3-tnp

FOR SALE: five commercial Johnson 10-watt interchangeable base and mobil radios with antennas. 80-foot tower and antenna. Purchased new for \$1500. Hereford, 847 E. First. 11-tnp

Tyler Vance
Wedding Photos
TO CHERISH FOR YEARS TO COME!
Call Friona Star, 247-2211

WANTED: Wheat pasture for calves or yearlings until May 1 or later. Phone Hereford 364-3117. 12-3tc

NOTICE
We will pay \$1 per issue for any copy of the Friona Star published during 1947. Also certain issues of 1949 and others prior to 1947. You have old papers, why not check the dates and call the Star at 247-2211. 37-nc

Use Star Classifieds

FOR SALE: 1968 Model Singer sewing machine in walnut cabinet. Will zig-zag, buttonhole, blind hem, etc. Balance \$27.85 or five payments at \$6.40 Write Credit Manager, 1114 19th Street, Lubbock, Texas. 2-tnp

FOR SALE: Old Bar-racks. Two apartments. Wired, plumbed, sheet-rocked. Needs Repair. \$250.00. 265-3245. 3-tnp

FOR SALE: five commercial Johnson 10-watt interchangeable base and mobil radios with antennas. 80-foot tower and antenna. Purchased new for \$1500. Hereford, 847 E. First. 11-tnp

ELK Drive In
Friona, Texas

FRI	SAT	SUN
27	28	29
THE MIGHTY JUNGLE FANTASTIC IN TECHNICOLOR		WILKA RIDER! with Mickey

OFFICIAL PUBLICATION CITY OF FRIONA

NOTICE OF TAX RENDITIONS, 1969

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 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 13th day of December, A.D. 1967.

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

FOR SALE: Old Bar-racks. Two apartments. Wired, plumbed, sheet-rocked. Needs Repair. \$250.00. 265-3245. 3-tnp

FOR SALE: five commercial Johnson 10-watt interchangeable base and mobil radios with antennas. 80-foot tower and antenna. Purchased new for \$1500. Hereford, 847 E. First. 11-tnp

FOR CUSTOM HAY Baling call Harrell Mays, 247-3477. 43-tnp

STOCKER AND FEEDER Cattle for sale. Various classes and weights. Call Gerald Floyd, 247-2470 or 289-5688. 52-tnp

FOR SALE: 5 Room House on 3-50 ft. lots Bldg. with 11x15 room plus storage. Reasonable E 9th & Maple. Call 247-3066 or 247-3312. Jim Rulo. 10-4tc

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IRRIGATION ENGINE cleaned. \$5. Portable unit. Industrial Steam Cleaning Service. Phone 364-4034. Hereford. 13-4tc

FOR SALE: Quilttops, regular size. \$4 each. Phone 247-2749, 703 Columbia. 11-3tc

FOR SALE: 5 Room House on 3-50 ft. lots Bldg. with 11x15 room plus storage. Reasonable E 9th & Maple. Call 247-3066 or 247-3312. Jim Rulo. 10-4tc

QUICK SERVICE
RUBBER STAMPS

FOR SALE: Quilttops, regular size. \$4 each. Phone 247-2749, 703 Columbia. 11-3tc

FRIONA MOBILE ESTATES. Friona's newest and largest mobile home park. Located at 802 East 11th & Blks, East of Main on Hiway 60, Call 247-3545 46-tnp

We supply rubber stamps to fit your requirements—ready made or specially prepared. All "cushion mounted" on heavy sponge rubber. Rapid service. Order today!
THE FRIONA STAR

FOR SALE: Two bedroom house on 100' with pavement. Mrs. Pearl Johnson, Phone 247-3029. 3-tnp

FOR SALE: Two bedroom house on 100' with pavement. Mrs. Pearl Johnson, Phone 247-3029. 3-tnp

MERRY CHRISTMAS

May all our friends in the community enjoy the best... they deserve it, always!

Panciera Tire & Supply

FOR SALE: Two bedroom house on 100' with pavement. Mrs. Pearl Johnson, Phone 247-3029. 3-tnp

FOR SALE: Two bedroom house on 100' with pavement. Mrs. Pearl Johnson, Phone 247-3029. 3-tnp

24 HOUR AMBULANCE SERVICE
Oxygen Equipped
CALL...
247-2801
CLABORN

FOR SALE: Two bedroom house on 100' with pavement. Mrs. Pearl Johnson, Phone 247-3029. 3-tnp

FOR SALE: Two bedroom house on 100' with pavement. Mrs. Pearl Johnson, Phone 247-3029. 3-tnp

Pictures We Use May Be Bought For 50¢ At...
THE FRIONA STAR

FOR SALE: Two bedroom house on 100' with pavement. Mrs. Pearl Johnson, Phone 247-3029. 3-tnp

FOR SALE: Two bedroom house on 100' with pavement. Mrs. Pearl Johnson, Phone 247-3029. 3-tnp

BARTLETT & POTTS AUCTION SERVICE
Specializing in Farm Sales

HOUSTON BARTLETT
Route 1, Bovina, Texas
Phone 389-2191
Clovis, New Mex.

LARRY POTTS
Route 2, Friona, Texas
Phone 295-3387

FOR SALE: Two bedroom house on 100' with pavement. Mrs. Pearl Johnson, Phone 247-3029. 3-tnp

FOR SALE: Two bedroom house on 100' with pavement. Mrs. Pearl Johnson, Phone 247-3029. 3-tnp

ADAMS DRILLING CO.
WATER WELL DRILLING
Layne Pump & Gear Pumps, Inc.
Sales & Service
Friona, Texas

Dial 247-3101
Nights 247-2513

FOR SALE: Two bedroom house on 100' with pavement. Mrs. Pearl Johnson, Phone 247-3029. 3-tnp

FOR SALE: Two bedroom house on 100' with pavement. Mrs. Pearl Johnson, Phone 247-3029. 3-tnp

BROWNLOW BROS.
GENERAL CONTRACTORS
P. O. Box 267
HEREFORD, TEXAS 79045
Mobil Phone 364-4741

Unit 16 JAMES — 364-0974 Unit 15 EMORY — 364-0053

WELCOME TO FRIONA

This week we welcome the Charles Waggoner family to Friona. Waggoner is the new Manager at Friona Farmers Co-Op Gin. He and his wife Shirley are natives of Muleshoe, but come to Friona from Loop. The children are Cammie, 10, Eddie, 12; Danny, 13; and Randy, nine. The Waggoners are Baptists.

ROCKWELL BROS. AND CO.
"LUMBERMEN"
Lumber, Paint & Tools

HOUSER
GROCERY & MARKET

HURST'S
DRY GOODS

REEVE CHEVROLET
New And Used Cars
FRIGIDAIRE APPLIANCES

REED'S CLEANERS
117 West Sixth
PICK UP AND DELIVERY
Friona Phone 247-3170

FRIONA WHEAT GROWERS
Elevator Service
Field Seeds

GREETINGS

MAY THE HOLIDAY SEASON RING JOYOUSLY FOR YOU!

From The Ownership Staff & Management Of
STATION KNNN RADIO

FRIONA RESIDENT

Black Honored By Progressive Farmer

A.L. Black, Farmer County, and Reagan Brown, rural sociologist of Texas Extension Service, have been named "1968 Men of the Year in Texas Agriculture" by The Progressive Farmer magazine. Both have shown outstanding leadership in developing human resources and agribusiness opportunities in the state.

A.L. Black is one of the finest examples in the United States of the agricultural producer of the future. He has one foot on the land and one foot in agribusiness. Moving to Farmer County in 1944, he was one of the first to show the magic of irrigation water in the area. Water and soil conservation have always been part of his farming system and Black is now serving as president of Texas Association of Soil and Water Conservation Districts and is a director of the national association. He led the way for higher income crops such as vegetables and sugarbeets and helped form a vegetable processing business in Friona. He was among the first to jump into cattle feeding in a big way and joined in forming the Friona

Feed Yards, one of the largest feedlots in the country. His next step was to help get a packing plant to come to Friona. Now, Missouri Beef Packers in Friona will process 10,000 head of beef cattle per week and provides employment for several hundred people.

Reagan Brown became inspired to revive rural communities as a county agent. Since he became rural sociologist of Texas A&M University Extension Service in 1955, he has traveled throughout the state working with farm people, and helping them bring a dying rural town or community back to life. Getting the electric power companies of Texas to furnish cash prizes incentives, Brown began the Texas Community Improvement Program. Through this program the past ten years, thousands of people have gone to work cleaning up, painting, building and making Texas' rural areas and towns better places to live. Brown never tires of preaching the religion of "getting people to do for themselves" and rural Texas is grateful.



A.L. Black

Dear Santa,
How are you? I am 7 years old. Please bring me a Easy Bake Oven. Love
Mimma

Dear Santa,
I am a little girl. I am 6 years old. I have been very good. Please bring me a record player.
Love,
Bobit Blankenship

Dear Santa:

Dear Santa,
I like you. Bring me a truck and a gun.
Love,
Frederick

Dear Santa,
I like you. Will you bring me toys for Christmas because I don't have very many.
Danny B

Dear Santa,
I have been a good boy. Will you bring me a gun? Please remember mother. Love,
Willie Brailiff

Dear Santa,
I like you. I want an easy bake oven for Christmas. My little brother wants a car for Christmas. I love you,
Kay

Dear Santa,
I am a good boy. Please bring me a teddy bear.
Love,
Billy Chance

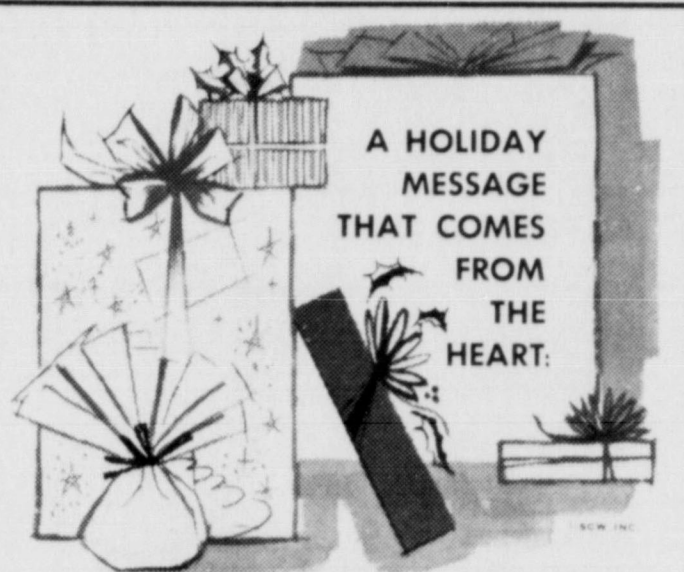
Dear Santa,
I want a bike for Christmas. Thank you,
Charlene Mae Seale

Dear Santa,
I like you somuch. I want a bike.
Love,
Aubrey Lee Parson

Dear Santa,
I'd like to have a sting-ray or a watch for Christmas.
Deloris Wylly

Dear Santa,
I have been good to my mother. Bring me a bicycle.
Love,
Louis Ortega

Dear Santa,
I have been good. Will you bring me another little dog? Have you been very well? Has Rudolph been well?
Love,
Lynn Pope



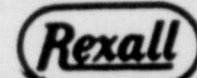
MERRY CHRISTMAS TO OUR FRIENDS!

LILLARD INSURANCE & REAL ESTATE



May the Holy Babe shower your home with every blessing at Christmastime. May you know peace and plenty throughout the days to come.

BI-WIZE DRUG



Social Security Rate To Increase Beginning Jan.1

"Starting with the first paycheck in January, the social security contribution rate will be increased," Wayne Klipping, social security Field Representative for this area, stated today. "The rate for employer and employee will go up by 2/5 of 1% (2¢ on each \$5 of earnings) on the first \$7,800 of annual wages. A person earning \$100 per week would pay \$4.80 each week instead of the \$4.40

under the present rate; or a person earning \$150 a week would have his weekly contribution increased by 60¢ from \$6.60 to \$7.20. "The value of the protection an individual and his family is earning through his social security contributions is significantly greater than ever before because of changes made in the law last year." The Social Security Admini-

stration has a small leaflet which employers may secure to inform their employees of this increase. The leaflet would be appropriate for distributing with paychecks. Any employer wishing a supply of these leaflets should contact the nearest social security office or see Klipping in the Council Room at the City Hall from 9 a.m. until noon on the third Tuesday of each month.

Happy Holidays



HUB GRAIN

FLEMING AND SON GIN

FLEMING FERTILIZER

Dolls, Dolls, Dolls! Each Has Story to Tell

"It's fun to get a doll for Christmas."

This statement comes from a real authority, who is a former Marine, a world traveler and international airline executive — and who is also a man who has more dolls than almost anybody except Santa Claus!

Collector Samuel F. Pryor is the founder of the International Doll Library in Greenwich, Conn., where more than 8,000 dolls are gathered in fabulous variety.

Begun in 1953 when he inherited 300 dolls from a friend, the still-growing collection includes hundreds of dolls searched out by Mr. Pryor himself, and it has also been augmented by gifts from some of the thousands of visitors to the Doll Library — hence Mr. Pryor's personal knowledge that a doll under the Christmas tree is truly a source of delight.

The Doll Library, so named because every doll has a story to tell, is attractively housed in a 1792 barn, remodeled to provide appropriate settings for the dolls. Visits to the Doll Library are by appointment only.

Here, there are antique dolls, historic dolls, craft dolls, religious dolls, dolls of every land and every era. The dolls indeed have much to tell to the serious student of world history and world civilization.

But to Mr. Pryor, the important thing about the dolls is that they are objects of affection — cherished by little girls waiting for Santa, and by everyone who loves dolls, to play with and admire.

Along with their legacy of love, the dolls bring a record of mankind's ingenuity.

Among the antique dolls in Mr. Pryor's collection is a 19th-century beauty who turns her head, flutters her eyelids, heaves her bosom and plays a lyre, to the tune of a hidden music box.

Many other dolls in the Pryor collection make it plain that mechanical accomplishments are by no means limited to the dolls of today. For instance, a group of early American dolls includes the "Auto-peripatetikos" — a walking doll patented in 1862.

Another kind of ingenuity is manifest in the craft dolls, lovingly fashioned by thoughtful hands from virtually any and every convenient material — pen wipers, shells, newspapers, wishbones, sponges, corn cobs, pine cones, pipecleaners,



DOLLS AND CHRISTMAS GO TOGETHER — and this doll with her golden curls and golden harp seems to symbolize the happiness of the season. She's one of more than 8,000 dolls in the Samuel F. Pryor International Doll Library, Greenwich, Conn.

**The Doll Library may be visited by appointment only.*

clay pipes, even an old potato masher. Among them are "Mr. and Mrs. Crab," dolls with faces made from crab claws. These do-it-yourself dolls were featured in "Godey's Lady's Book" for May 1867, with illustrations

of Mr. and Mrs. Crab and "how to" instructions.

Among the Library's little inhabitants, dolls of other lands form a miniature United Nations. A turbaned Brazilian dancer, a Spanish matador with cape and sword, a Japa-



DEAR SANTA

Dear Santa,
I am six years old. I have been very good. Please bring me a machine gun.
Love,
Monte Rule

Dear Santa,
I am 7 years old. I have been very good. Please bring me a Tippy Toes doll.
Love,
Frances Mendoza



Dear Santa,
I want a big doll with a dress. I am a good girl. I like you and good-by.
Love,
Leticia Gonzales

Dear Santa,
I have been good to mother. I want a doll. I love you, Santa Claus.
Good-by
Patricia

Dear Santa,
I want a doll. I have been good for you Santa. I like you Santa. Be good to Rudolph. Love, Maria Bautista

Dear Santa,
I want a doll, a bicycle, I want a light bright.
Thank you, Santa Claus

Dear Santa, I hope you will have a happy Christmas. I want a football and a E-B gun and my brother wants a shot gun.
Don Schueler

Dear Santa,
I want a Tippy Toes. I am seven years old.
Love,
Tonya Webster

Dear Santa,
I want a Johnny Express and a Johnny Service. Please bring all other boys and girls the things they want.
Love,
Max Lynn White

Dear Santa,
Please bring me a just born thimblena, slinky, high knee boots, western clothes, and a doll that looks like a real baby. Santa I hope Rudolph's nose is still shining on Christmas.
Love,
Kim Patterson



Greetings

May the magic and wonder of the Season recapture your heart. Best wishes to you and yours!

Reeve Chevrolet



Phone 247-2774

Blessings
of the
SEASON

As we listen once again to the ever-old, ever-new Christmas story, our hearts are filled with good will toward all men everywhere. We pray that the desire for peace may encircle the globe . . . that men may learn to live with one another as brothers.

PARMER COUNTY PUMP COMPANY

Phone 247-3030

Friona, Texas

T.J. Crawford Passes Away

T.J. Crawford, Friona pioneer, passed away Monday afternoon at a convalescent home in Tucumcari, N.M.

Crawford, who had been a long-time resident of Friona, had been in failing health the past few years, and has been confined to the rest home for some time.

Funeral arrangements were pending at press time.



Dr. Jim Wilson, DeKalb's Director of Wheat Research kneels between two of the Hard Red Winter wheat varieties being introduced in 1969. Note the height of Chanute and Yukon as compared to the normal variety on the far left.

.. The Christmas Quest..

(Adapted from old German legend by Helen Steiner Rice)

It happened one day at the year's white end,
Two neighbors called on an old-time friend,
And they found his shop, so meager and mean,
Made gay with a thousand boughs of green,
And Conrad was sitting with face a-shine
When he suddenly stopped as he stitched a twine,
And said, "Old friends, at dawn today
When the cock was crowing the night away,
The Lord appeared in a dream to me,
And said, "I am coming your guest to be!
So I've been busy with feet astrir,
Strewing my shop with branches of fir.

The table is spread and the kettle is shined,
And over the rafters the holly is twined,
And now I will wait for my Lord to appear,
And listen closely so I will hear
His step as he nears my humble place,
As I open the door and look in His face,"
So his friends went home - left Conrad alone,
For this was the happiest day he had known;
For, long since, his family had passed away
And Conrad had spent a sad Christmas day,
But, he knew, with the Lord as his Christmas Guest,
This Christmas would be the dearest and best.
So he listened with only joy in his heart,
And with every sound he would rise with a start
And look for the Lord to be standing there,
In answer to his earnest prayer.

So he ran to the window after hearing a sound,
But all that he saw on the snow-covered ground
Was a shabby beggar whose shoes were torn,
And all of his clothes were ragged and worn.
So Conrad was touched and went to the door
And he said, "Your feet must be frozen and sore,
But I have some shoes in my shop for you,
And a coat that will keep you warmer, too."
So with grateful heart the man went away,
But as Conrad noticed the time of day
He wondered what made the dear Lord so late,
And how much longer he'd have to wait,
When he heard a knock and ran to the door -
But it was only a stranger once more.

A bent old crone with a shawl of black,
A bundle of faggots piled on her back,
She asked only for a place to rest,
But that was reserved for Conrad's GREAT GUEST.
Her voice seemed to plead, "Don't send me away;
Let me rest for awhile on Christmas Day."

So Conrad brewed her a steaming cup
And told her to sit at the table and sup,
And after she left was filled with dismay
For he saw that the hours were passing away
And the Lord had not come as He said He would.
Conrad felt sure he had misunderstood
When, out of the stillness he heard a cry,
"Please, help me and tell me where am I."
So again he opened his friendly door
And stood disappointed as twice before,
It was only a child who had wandered away
And was lost from her family on Christmas Day.
Again Conrad's heart was heavy and sad,
But he knew he should make this little girl glad,
So he called her in and wiped her tears
And quieted all her childish fears,
Then he led her back to her home once more,
But as he entered his own darkened door,
He knew that the Lord was not coming today
For the hours of Christmas had passed away.
So he went to his room and knelt down to pray,
And he said, "Dear Lord, Why did You delay?
What kept you from calling on me?
For I wanted so much Your face to see."
When soft in the silence a voice he heard,
"Lift up your head for I kept My word:
Three times My shadow crossed your floor,
Three times I came to your lonely door.
For I was the beggar with bruised, cold feet;
I was the woman you gave food to eat;
And I was the child on the homeless street."

Dear Santa,
I am a little girl, I am 7
years old. Have been good.
Please bring me a Susy Sad
Eyes.
Love,
Peggy Hale

Dear Santa,
I am a little boy, I am 7
years old. I have been very
good. Please bring me a big
grill.
Love,
Chuck Nichols

Dear Santa,
I am six years old, I have
been very good. Please bring
me a record player.
Love,
Carol Jenkins

Dear Santa,
I am a little girl, I am 6
years old. I have been very
good. Please bring me a
hoola-hoop.
Love,
Becky McLellan

California Couple Search For Clues To Missing 14-Year-Old

REDLANDS, Calif. — Monday, March 18, 1968, began an ordinary day for Elizabeth Lurene Ernstein when she left home for classes at Moore Junior High School in Redlands, California. But this Monday on the 18th of March was not to be an ordinary day.

Elizabeth's school day passed without incident. She attended her last class, then left school at 3:40 p.m. to walk home, a two-mile route through blossoming orange groves. She never arrived home. Somewhere along the lonely street, Elizabeth Ernstein vanished.

There are no clues to her whereabouts, or even to what happened to the 14-year-old girl, other than a report from a Redlands businessman who was driving through the area. He thought he saw a girl resembling Elizabeth walking toward the corner of the street on which she lived.

To her parents, Norman and Ruth Ernstein, the months of uncertainty and anxiety over their missing daughter "are the deepest anguish a person can go through. It is a shock so deep you become wooden," the mother explained.

The Ernsteins are appealing nationwide for help in locating their daughter. Ernstein, a chemical engineer at Lockheed in Redlands, and his wife, a psychiatric social worker, have posted a \$5,000 reward for information that will solve the mystery of their daughter's disappearance. They have vowed: "We will not rest until we know."

Neither parent has rested since that first long night when their young daughter failed to come home. They have tracked miles through orange groves, fields, foothills, and canyons in and around the Redlands area. They have followed every lead, no matter how slight, in the search for Elizabeth.

"I can face the daytime better than the night," the distraught mother said. "At night I find myself saying: 'Is she safe? Is she warm? Is she fed? ... and finally ... is she alive?'"

When Elizabeth, nicknamed "Liz" by her friends, left for school that March morning, she had only 25¢ with her. She was dressed in a blue dress with white flowers, tennis shoes and a dark-olive corduroy coat. Around her neck she wore a small gold chain with a pendant

'White Christmas' Is Traditional As Plum Pudding

For a quarter of a century people have been sentimentally dreaming their way through a "White Christmas."

It was in 1941, the black-clouded war years had already begun, when Hollywood released a motion picture entitled: "Holiday Inn." The star of this movie was the ever-popular crooner, Bing Crosby. But perhaps the real star of "Holiday Inn" was the song written especially for the movie by Irving Berlin: "White Christmas."

Through the ensuing 25 years, over 100 versions of the song have been recorded by almost as many artists, yet "White Christmas" is synonymous with the name of Bing Crosby.



ELIZABETH ERNSTEIN

gold and blue star. Enroute home, she carried a red algebra book and a blue looseleaf

Season's Greetings



We rejoice in the opportunity to wish you and yours a very Merry Christmas!

From The Mayor, City Council and Employees

CITY OF FRIONA



TRIPLE GOOD WISHES TO YOU!

No matter how many times you may say it, there's one wish that always comes straight from the heart... "Merry Christmas!" May the holiday season be truly merry for you, your friends and your family. We're glad to have had your patronage in the past and look forward to serving you again.

JOHN BINGHAM LAND COMPANY

A VERY

MERRY

CHRISTMAS

TO YOU ALL

FROM
Don's
Tasty Cream

Greetings of the Season



We are very happy indeed to take this opportunity to tell you how much we appreciate the privilege and pleasure of serving you. It's our sincere wish that Santa brings you just what you're hoping for and that life holds many joyous occasions in store for you and all those who are dearest to you.

WHITE'S SUPERMARKET

Mrs. & Mrs. E.S. White Mr. & Mrs. Edward White

A CHRISTMAS PRAYER



HAPPY HOLIDAY

WINNING DOOR... The sophomore class' door was judged winner of Friona High School's annual door decorating contest. Their title was "A Christmas Prayer."

STRIKE SETTLED

Packers Sign 3-Year Contract With Union

Gene Frye, President of Missouri Beef Packers, Incorporated, today announced the signing of a three year labor contract ending a labor dispute which began October 17, 1968, between Missouri Beef Packers, Incorporated, Friona Texas Division and the Amalgamated Meat Cutters and Butcher Workmen of North America AFL-CIO.

The contract signed by the Company and the Union on December 18, 1968, covers a three year term from December 16, 1968, through December 15, 1971. After a one week shut

down, the Friona plant resumed operations October 25, 1968, with supervisory personnel and the hiring of new employees.

The Missouri Beef Packers Friona Plant is the largest single shift beef slaughter plant in the United States with a 12,000 head per week capacity and is located in the heart of the Texas Panhandle cattle feeding area.

Frye stated the Company is pleased to have an agreement with the Union which will permit us to move ahead with our Friona Division Operation.



Dear Santa,

How are you? I am 6 years old. Please bring me a Sand Lot Slugger.
Love,
David Porter

Dear Santa,

I have been a good boy. I want a guitar.
Love Larry

Dear Santa,

I have been a good girl. Please bring me a doll.
I love you, Santa

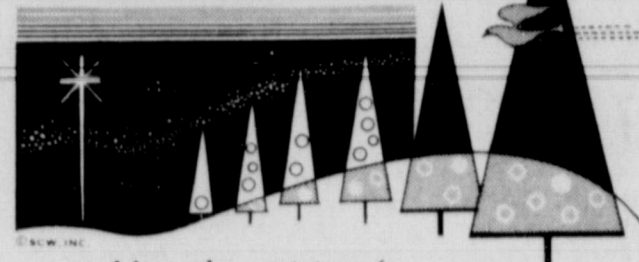
Dear Santa,

How are you? I am six years old. Please bring me a Talking Stacey.
Love,
Angelia

Dear Santa,
How are you? I am 6 years old. Please bring me a Tippy Toes.
Love, Kathy

Dear Santa,
How are you? I am 6 years old. Please bring me a Baton.
Love,
Shae

A Joyous Noel To You!



May the spirit of the season bless one and all.

FRED WHITE ELECTRIC

Lore and Legend Express Happy Mood of Season

From home to home, from country to country, Yule celebrations abound. The happy traditions of gift giving, home decorating, carol singing, card sending, candle lighting and tree trimming express the merriment of the season.

Popular folk customs of nation after nation have been absorbed into the international legend and lore of the Yuletide. Yet virtually every nation — and every home and family, too — has its special way of celebrating Christmas, and its special memories of Christmas past.

Carrying in Straw

Straw is a traditional part of Christmas celebrations in Sweden — in probable remembrance of the first Christmas when there was straw in the manger.

While "carrying in the Christmas straw" is a tradition rather than a modern custom, Swedish people still make straw and wooden figures to hang on their Christmas trees.

"San Tan Lou Yin"

In Hong Kong, Santa Claus goes by the name of "San Tan You Lin."

The Hong Kong department

stores employ elderly men who are specially costumed for the season. Just like Santa Claus, San Tan You Lin is present for the purpose of holding the youngsters on his knee and listening to their requests for gifts.

Log Had Charms

In ancient Germany, the Yule log was known as the "Christbrand." One belief held that if the charred log was placed in a cornbin, it would act as a charm to ward off mice.

If the weather turned stormy, the Christbrand was quickly brought back to the fire. While it burned, superstition said, the house was safe from lightning.

Going "Mumming"

"Mumming" is a Yule custom that originated in early England. Mummers, masked and in costume, silently enacted ritual plays about the death of winter and the old year.

The custom still survives in some parts of the world, although the plays are no longer performed. Today mummers usually entertain with dancing and instrumental music. They are rewarded with treats.

In Finland

Just before Christmas Day, families in Finland take a sauna bath. This is the traditional steam bath taken in a hut with a stone oven.

Dear Santa,
I am six years old. I have been very good. Please bring me a lullaby baby.
Love,
Doris Ann Houch



Merry Christmas to All!

Black Mercantile
Black, Texas

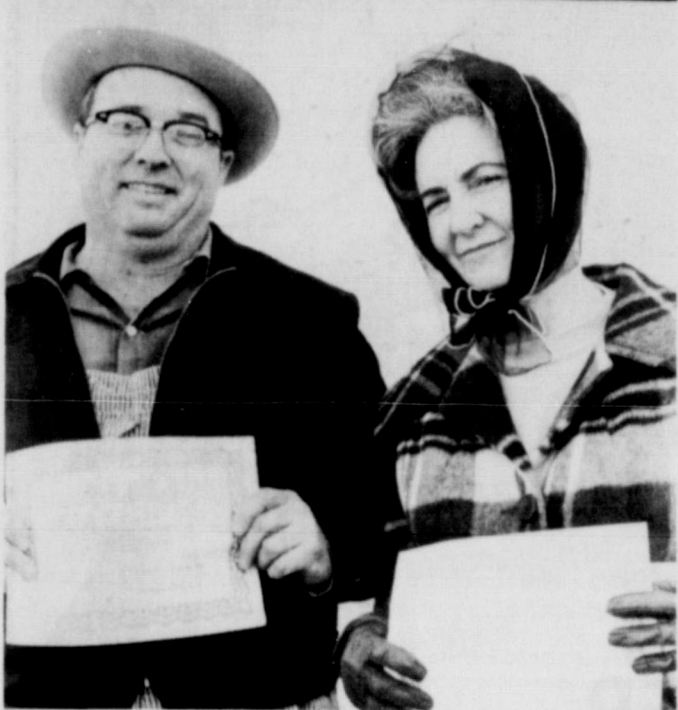


It's the merry arrival of the holiday season, bringing with it our cheeriest good wishes to all our valued customers. Serving you has been our pleasure and we sincerely thank you for your friendship and trust in us.

Bruegel Bros. Gin & Elevator

Gene Ellis, Mgr.

Located In The Heart Of The Magic Triangle



WIN MERCHANDISE. . . Shown are the four prize winners in the third and final drawing for merchandise given away by Friona stores last Saturday. At the top are Lloyd Rector and Mrs. J.A. Rushing. At the bottom are Debbie Jarecki and Lorene Dean.

Tips for Citizens To Cut Local Taxes

How can YOU directly help control or cut your local taxes? Many state, county, and city officials have told us that taxpayers often appear before equalization boards to protest the valuation and taxation of their property.

However, they also note that few, if any, members of the public attend the budget board meetings (which usually have the greatest effect on taxes) except people promoting some project or need which requires more expenditures and more taxes. In other words, those who want more to be spent attend budget board meetings, whereas those who would like to hold down taxes, rarely attend.

It is very much to the interest of taxpayers who pay substantial amounts to attend the annual budget meetings of the more important taxing districts. Merely being there as an interested citizen and taxpayer observer would be effective. Budget board members usually appreciate such citizen interest and participation.

"What can a taxpayer do or what questions can be asked before and during the budget consideration?"

- Attendance at budget hearings. To indicate interest and concern is of first importance. Identify yourself as to name, position, occupation, and residence.
- What new programs are being proposed in the current budget? Are they essential? Has their cost been accurately estimated? On what basis?
- How much state and federal aid will be received during the budget year? Will these involve giving up any local direction and control of programs?
- How much are local taxpayers contributing to matching funds in order to secure these state and federal aids?
- Are these aid programs sound and essential?
- What is the future status of these aid programs?
- Will local taxpayers be required to assume an increasingly larger share of cost in future years?
- Have all state, federal, and county aids been considered in arriving at funds to be raised from taxation?
- Have all law limitations to spending and fund raising been met?
- Are there any funds with surplus not needed which can be used to reduce tax askings: such as balances on hand, sinking or building funds, or emergency reserves?
- Does the budget adequately safeguard the minimum requirement for such funds or eliminate an excess of such funds?
- Does the proposed budget include all anticipated sources of revenue, expense, and carryover from previous year?
- Is it a balanced budget with estimated income equal to estimated expenses?
- Are proposed increases and expenditures included without sufficient explanation or justification?
- Is there too much under "contingencies" or "miscellaneous"?

— Reprinted courtesy of Nebraska Tax Research Council, Inc.



CHRISTMAS RUSH. . . Employees at the local Post Office have been busy lately keeping up with the extra load of Christmas mail. Here Mrs. Martha Clements and Laverne Burrow are shown working the mail. Buford Hartwick is shown in the background.



Peace On Earth

May the beauty of the Season brighten your life, not only at Christmas, but always.

BEN FRANKLIN

Mr. & Mrs. Kenneth Williams

Yule Greens Set Scene For Festivity

From the welcoming wreath on the door to the Christmas tree glowing with lights and bedecked with packages, from the cheery poinsettia plant on the mantel or table to the sprig of mistletoe with its promises of kisses and laughter, greens and plants set the scene for holiday enjoyment.

Many of the greens now used for Christmas decorations once adorned pagan rites, and were credited by the ancients with certain mystical powers and virtues.

Today, using greens has become holiday custom, regardless of religious or symbolic significance.

About Trees

Perhaps the most common use of the holiday greens is seen in the lively, decorated Christmas tree found in many homes at this time of year.

There are many legends concerning the origin of Christmas trees. One belief is that the first Christmas tree was a palm tree brought from Egypt. The 12 parts of the palm were supposed to represent the 12 apostles, according to the editors of the Encyclopedia Americana.

The use of pine and cedar Yule trees is generally thought to be of German derivation. The introduction of the ever-green Christmas tree came to English-speaking peoples after the marriage of Victoria of England to the German prince, Albert.

Holly in Legend

In the legend and lore of Christmas, holly has both a merry and melancholy significance.

Fairies, so it is said, loved the holly. They found its leaves such a comforting shelter that even after holly was cut from the trees, they lingered about, allowing themselves to be carried indoors, where they protected the home from evil spirits.

Later, Christian believers saw the thorny leaves and bright red berries of the holly as symbols of the Crown of Thorns and the sacrifice which the Christ Child, grown to manhood, made on Calvary.

Dear Santa,
I want a Baby Party.
Alesia Tucker

Dear Santa,
How are you? I am fine.
I would like a jump rope and a Midge and her clothes, and maybe a baton.
Love Lori

School To Take Annual Census

The annual school census will be conducted during the month of January. Census blanks will be issued to school pupils on January 2, 1969 to take home to parents for the necessary information.

Parents who will have a child in school for the first time next year are urged to call the superintendent's office so that a census blank can be mailed to them.



LORD, make me an instrument of Thy peace; where there is hatred, let me sow love; where there is injury, pardon; where there is doubt, faith; where there is despair, hope; where there is darkness, light; and where there is sadness, joy.

THIRD PLACE. . . The junior class won third place with their home-room door, in the form of a drawing and a Biblical quotation.

Extending our Old-Fashioned Greetings

Good friends, good times — all the bounty of the Season to you!

CITY BODY SHOP
Leonard & Leon Coffey

PEACE

... TO ALL AT CHRISTMAS!

B.W. TURNER
RCA-WHIRLPOOL



A MULTITUDE OF BLESSINGS

Christmas is a time for communion with the Almighty and a giving of thanks to Him for the multitude of blessings He has bestowed upon us all.

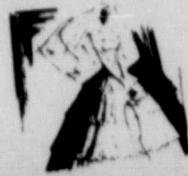
Christmas is a time of good cheer and the warm exchange of happy thoughts between friends.

Christmas is a time for us to say, "Thank You," and wish you peace and contentment.

SEASON'S GREETINGS

JOHNSON'S GROCERY

Double Ring Ceremony Unites Debbie Pierce, Jesse Shirley



First United Methodist Church, Hereford, was the scene of the wedding of Debbie Pierce, 238 Avenue H, Hereford, and Jesse Shirley, Friona. The double ring ceremony was read by Rev. Clifford Trotter, pastor, at 7:30 p.m., Saturday, December 21.

Parents of the couple are Mr. and Mrs. John Pierce, 905 East 14th, Dumas; Mrs. Christine Shirley, Friona, and the late Jack Shirley.

The couple exchanged vows before an altar which was decorated with evergreen boughs, greenery and poinsettias. Double candelabra holding white tapers completed the altar setting. Pews were marked with satin bows. The bride's parents were married in the same church.

Traditional wedding selections were played by Mrs. Lowell Sharp, Hereford, organist. She also accompanied Mrs. Richard Gouwin, Hereford, as she sang "Whither Thou Goest," "Because," and "Oh Perfect Love."

Donna Pierce, Dumas, was her sister's maid of honor. Rex Wells, Friona, was the best man. Ushers were Danny Pierce, Dumas, brother of the bride, Larry Potts, Friona, and Gary Hand, Canyon, cousin of the groom.

Cynthia Lady, daughter of Mr. and Mrs. Wayne Lady, Hereford, was the ring bearer.

The maid of honor and ring bearer wore identically designed floor length dresses of red velvet. They were designed with empire waistlines which were accented with matching velvet ribbon. Floor length streamers fell from large hair bows. Their brief veils of illusion were

caught with red velvet bows. Miss Pierce carried a nosegay of white pom pom mums, lace and long white streamers. Miss Lady wore a single pom pom corsage and carried the rings on a pillow of white satin and lace.

The bride, who was escorted to the altar by her father, and presented in marriage, wore a formal wedding gown of white tulle. It was designed with an Empress bodice and short sleeves which were accented with bands of Venice lace appliques. The lace appliques were repeated in a back panel which fell from the back bodice. She wore a long filmy veil of French illusion edged in Venice lace, which fell into a long chapel sweep.

She also wore a small gold cross, which she borrowed from her mother, an heirloom ring which belonged to her grandmother and a penny, which was minted in 1948, in her shoe.

She carried a cascade arrangement of white gardenias and greenery atop a white lace covered Bible and centered with a detachable gardenia corsage.

Guests at the reception, which followed the ceremony, in Fellowship Hall of the church were registered by Betty Taylor. The serving table was covered with a white net cloth over white. Each swag was caught with a tiny red velvet bow.

A large red candle surrounded with white poinsettias and greenery centered the table.

The three tiered cake, which was decorated with red poinsettias and holly, was served with punch by Judy Shirley, sister of the groom; Mrs. Tom Harkey; and Mary and Martha Knight, cousins of the bride. During the reception back-



MRS. JESSE SHIRLEY

ground music was played by Lavada Reeves, Dumas, pianist.

Mrs. Pierce, mother of the bride, wore a grey two piece knit ensemble with grey suede trim and matching accessories. Her corsage was of white gardenias.

The groom's mother, Mrs. Shirley, wore a three piece teal blue wool knit ensemble, matching accessories and a gardenia corsage.

For her wedding trip Mrs. Shirley wore a brown tweed suit trimmed and belted with brown leather with matching accessories and the corsage lifted from her bridal bouquet.

Mr. and Mrs. Shirley are at home at 238 Avenue H, Hereford. She is a graduate of Dumas High School and Jessie Lee's Hair Design Institute, Lubbock, and is employed at Addie's Beauty Salons, Hereford. He is a graduate of Friona High School and a junior at West Texas State University, Canyon, where he is a member of the Rodeo Association.

Women's Fellowship Meets In Mohr Home

The Wednesday afternoon meeting of Women's Fellowship of Union Congregational Church was held in the home of Rev. and Mrs. Paul Mohr. The devotional was presented by Mrs. Viola Treider.

"Belief and Ethics," was the title of the program, which was presented by Mrs. Bert Shackelford.

Refreshments of Dreamy Pumpkin Pie, tea and coffee were served by the hostesses,

Mrs. Mike Pavalus and Mrs. Mohr.

Others present included Mrs. Hazel Weir, Mrs. William Thornton, Mrs. F.W. Reeve, Mrs. Malinda Schlenker, Mrs. O.F. Lange, Mrs. L.F. Lillard, Mrs. Bob Alexander, Mrs. Carl Maurer and Mrs. Lillie Taylor.

Daughter For Roy O'Brians

Mr. and Mrs. Roy O'Brian, Route 1, Friona became the parents of a baby girl Monday, December 16, at Plains Memorial Hospital, Dimmitt. She weighed 6 lbs. 10 ozs. and was named Sheila Beth.

Sheila Beth has an older sister, Celia, who is two. Her

paternal grandparents are Mr. and Mrs. Tom O'Brian, Friona. Mr. and Mrs. Montie Phillips, Dallas, are the maternal grandparents.

Mrs. Ida Wilcoxson, Hereford, and Mr. and Mrs. R.H. Teel, Crosbyton, are the great-grandparents.

In the spirit of the season, add a few garnishes to the holiday punch. Easy delicate touches like lemon rings studded with cloves... an ice ring made by freezing water or fruit juice in a ring mold pan... sprigs of holly on punch cup handles and ladle... holiday greens on Christmas tree balls around the base of the punch bowl... and cinnamon sticks for muddlers in the punch cups.

wishing you cheer

May the bells of Christmas herald much happiness for you and yours!

BENGER AIR PARK

Greetings TO OUR VALUED FRIENDS

We've enjoyed serving you... hope to serve you again!

J.C.'s HOME REPAIR SERVICE

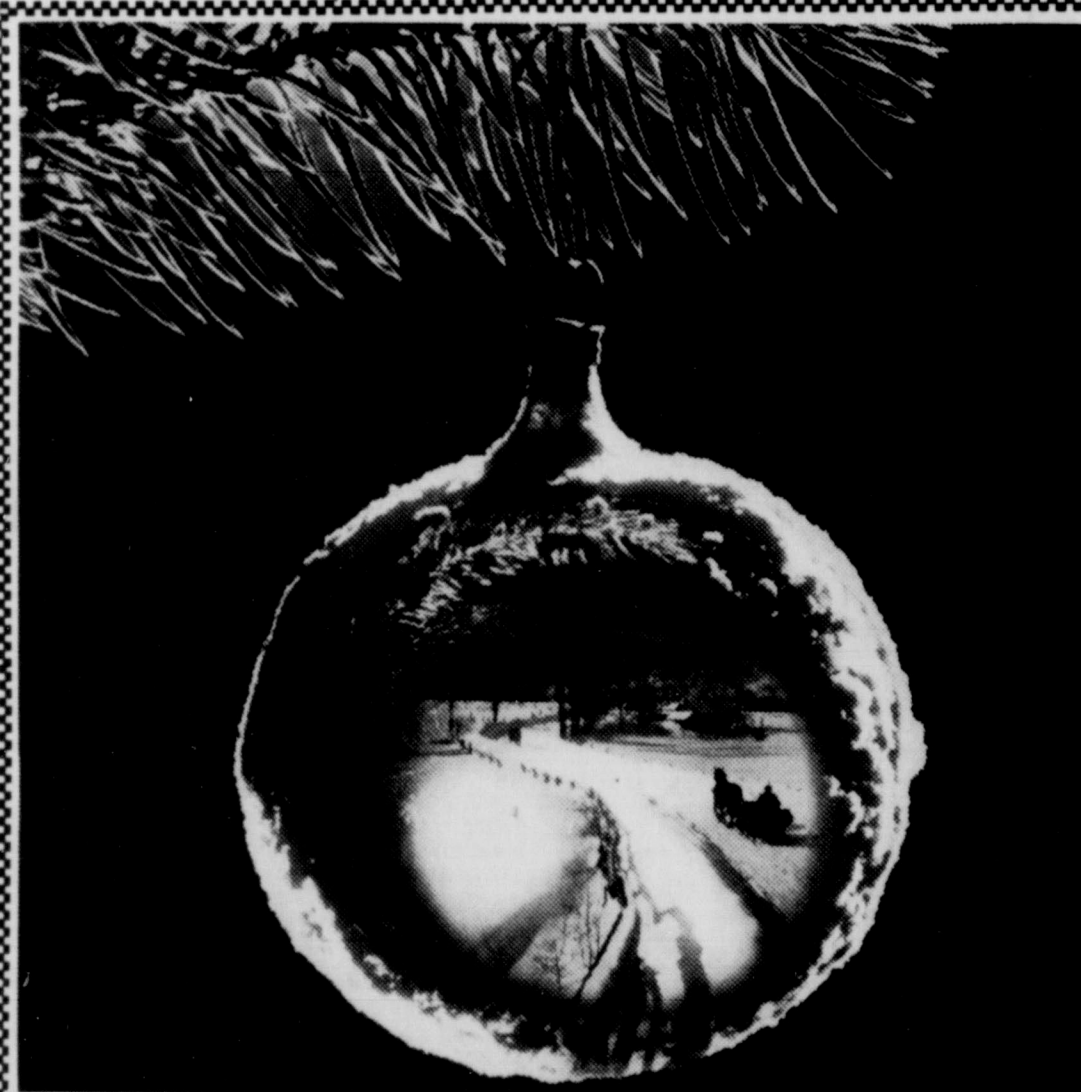
Mr. & Mrs. J.C. Blankenship
Bobit, Mark And Amy

Greetings

In the holiday spirit we take time out to thank our customers for their loyalty, friendship and patronage throughout the year. It's always our joy to serve!

Walt's Quality Printing

Mr. & Mrs. Walter R. Cunningham



Christmas Reverie

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ASSEMBLY OF GOD 10th and Ashland -- Rev. Ott Robertson, pastor Sunday School: 9:45 a.m. Worship: 11:00 a.m. Young People: 6:45 p.m. Evening Worship: 7:30 p.m. Wednesday Worship: 8:15 p.m. Sunday Men's Fellowship: 7:00 p.m.
CALVARY BAPTIST 14th and Cleveland -- Rev. Jake Armstrong Sunday School: 9:45 a.m. Worship: 11:00 a.m. Training Union: 6:00 p.m. Evening Worship: 7:00 p.m. Wednesday Prayer Meeting: 7:30 p.m.
CALVARY BAPTIST MISSION 5th and Main -- Rev. I.S. Ansley, pastor Sunday School: 9:45 a.m. Worship: 11:00 a.m. Evening Worship: 7:30 p.m. Wednesday Prayer Meeting: 7:30 p.m.
FIRST BAPTIST Sixth and Summitt -- Rev. Bill Foil, pastor Sunday School: 9:45 a.m. Worship: 11:00 a.m. Training Union: 6:00 p.m. Evening Worship: 7:00 p.m. Wednesday Prayer Meeting: 8:30 p.m. (30 mins. earlier, Oct. 1 - April 1)
MEXICAN BAPTIST MISSION 4th and Woodland -- Rev. Donnie Carrasco Sunday School: 9:45 a.m. Worship: 11:00 a.m. Training Union: 5:00 p.m. Evening Worship: 6:00 p.m. Wednesday Prayer Meeting: 8:00 p.m.
ST. THERESA'S CATHOLIC CHURCH 16th and Cleveland -- Father Richard Roth Mass: 8:30 a.m. and 10:30 a.m. Confession: Saturday 7 p.m. Evening Mass: Wednesday, 8 p.m.
SIXTH ST. CHURCH OF CHRIST 502 W. Sixth Bible Study: 9:30 a.m. Worship: 10:30 a.m. Evening: 6 p.m. Wednesday evening: 7:30 p.m.
REDEEMER LUTHERAN CHURCH 13th and Virginia -- Otto Kretzman Sunday School: 10:00 a.m. Worship: 11:00 a.m. Rhea Immanuel Lutheran Church -- Worship 9:30 a.m. Sunday School 10:30 a.m.
UNION CONGREGATIONAL CHURCH 6th and Cleveland -- Rev. Paul Mohr Sunday School: 10:00 a.m. Worship: 11:00 a.m.
TENTH ST. CHURCH OF CHRIST 10th and Euclid Sunday Worship: 10:30 a.m. Evening: 7:00 p.m. Wednesday Evening: 8:30 p.m.
SIXTH ST. IGLESIA de CRISTO 408 W. Sixth, M.R. Zamorano Bible Study - 9:30 a.m. Worship 10:30 a.m. Evening 8:00 P.M. Thursday Evening 8:00 p.m.
FIRST METHODIST 8th and Pierce -- Rev. James Price Sunday School: 9:45 a.m. Worship: 11:00 a.m. MYF: 6:00 p.m. Evening Worship: 7:00 p.m.
UNITED PENTECOSTAL CHURCH Fifth and Ashland -- Rev. W.H. Dean, pastor Sunday School: 10:00 a.m. Worship: 11:00 a.m. Wednesday Evening: 8:00 p.m. Sunday Evening: 8 p.m. Friday Young People: 8:00 p.m.



At this season of each year we are reminded of the many blessings which we have to enjoy. Think each one of us would agree that when we start counting our blessings we start the list with loved ones, friends, neighbors and others who care.

The following poem is one of those jewels whose author is unknown, but I like the thoughts which it expresses and would like to share it with our readers.

LET'S BE FRIENDS
 If nobody smiled and nobody cheered
 And nobody helped us along,
 If every man looked after himself
 And good things went to the strong,
 If nobody cared just a little for you
 If nobody thought about me
 And we all stood alone in the battle of life
 What a dreary old world this would be.

Life is sweet because of the friends we've made
 And for the things in common we share
 We want to live on not because of ourselves
 But because of the people who care,
 It's living and doing for somebody else
 On that life's splendor depends
 And the joys of living when you've summed them all up
 Is found in the making of friends.

According to a report from Mrs. Ethel Bengler early this week a very nice and generous contribution of groceries, clothing and useful items for girls of all ages were picked up by the truck which came from Girlstown Tuesday. Many of these necessities had been taken to the Ellis Tatum home in the west part of town.

Boxes which had been placed in local grocery stores held items which had been contributed by grocery shoppers for the past several weeks. Mrs. Bengler wishes to express the appreciation of all members of Black Study Club, sponsors of this project, to the merchants and individuals who cooperated in this community wide effort.

Everything which is done for the residents of Girlstown is appreciated very much by the 75 girls who live there and the staff of workers who serve as supervisors, house parents, office workers and in other capacities.

Several clubs, organizations and individuals are now busy making articles and getting them ready to take to the home before Christmas. Cookies, candy, popcorn balls and other goodies are being prepared.

Someone from Friona will take all the things contributed to make Christmas a happier season for the girls to Girlstown before the annual Christmas party.

If you are interested in supplying hose, toilet articles and other items needed by growing girls, all you need do is contact any of the following for pick up and delivery: Mrs. Ellis Tatum, Mrs. Ethel Bengler, Mrs. Joe Moyer, Mrs. A.H. Boatman or Mrs. Glenn Floyd.

Another project which was designed to bring Christmas cheer into the lives of a number of unfortunate youngsters, came to a close last week. This was the "Toys For Tots," which is sponsored annually by members of Amarillo's Fire Department.

Members of New Horizons Junior Study Club sponsored a local drive and collected a number of toys which needed repairing and repairing and took them to Amarillo where the firemen maintain a workshop.

The response to the appeal for toys was very good and members of the club appreciate the cooperation of local people.

I'm wondering if perhaps we should have had our first annual "Decorate Your Mailbox" contest this year. Since mailboxes are very new in our town, many people have taken advantage of having a post in the front yard and have begun their Christmas decoration there.

After one sees the mailbox decorations, he automatically looks at the front door and generally finds the decor carried out there. Then, when you visit in one of the homes you find the same color scheme carried out inside and on the tree.

The artistic abilities of many of our residents are being put together to make holiday decorations all over town.

Those who missed the basketball tournament recently missed an opportunity to see some very fine teams compete. With only two exceptions the games I saw were examples of good sportsmanship and cooperation.

The Chieftains added a beautiful trophy to the collection displayed in trophy case and are to be commended.

Even though the Squaws didn't win a trophy, everyone who saw them playing or serving as hostesses at the games could be proud of them.

If you haven't seen the billboard in the area of the construction site of Friona Center, drive out Highway 60 and take a look. This is going to be a fine addition to our town and when the center is completed shoppers from the area should be able to find just about anything they want to buy in Friona and its environs.

Since Monday evening's City Council meeting, the shopping center location is within the city limits, so now we can say, "In Town," "Down On The Highway," or "In The Shopping Center."



We hope everyone in the family, from Grandpa right on down to Rover, has a wonderful holiday season!

HUB STORE
 Mr. & Mrs. Glen Williams

Debbie Pierce Shower Honoree

A miscellaneous bridal shower in the home of Mrs. C. M. Phipps, 1305 West Fifth Street, Monday afternoon from 2 to 4 p.m. was a courtesy for Debbie Pierce, who became the bride of Jesse Shirley Saturday afternoon.

Guests were greeted by Miss Pierce, her mother, Mrs. John M. Pierce, Dumas, and Mrs. Christine Shirley, mother of the groom.

Mrs. H.E. Lindley, Hereford, maternal grandmother of the groom, was a special guest.

Club Meets In Ellis Tatum Home

The Thursday afternoon meeting of Black Study Club was held in the home of Mrs. Ellis Tatum. Louise Wilson, home service advisor for Southwestern Public Service Company, presented a demonstration of food preparation on small electrical appliances.

Following the program was a lullaby shower with Mrs. Tommy Tatum and Mrs. Cleatus Rhodes as honorees.

Those present included Mesdames Helen Fangman, Ethel Bengler, Clyde Hays, Royce G.

Mrs. Cliff Allmon Elected President

At the annual Christmas luncheon of Black Study Club, which was at Farmer House Restaurant Thursday at 1 p.m. new officers for the coming year were elected. Mrs. Cliff Allmon was elected to serve as president.

Other officers elected to serve with her were Mrs. J.R. Braxton, vice president; Mrs. Ethel Bengler, secretary-treasurer; Mrs. Helen Fangman, parliamentarian; and Mrs. Johnny Mars, reporter.

Outgoing officers are Mrs. Tommy Tatum, Mrs. J.R. Braxton, Mrs. Ellis Tatum, Mrs. Ethel Bengler and Mrs. Rosco Ivie.

After the luncheon, there was a gift exchange. Then secret pals were revealed and names were drawn for new secret pals. Mrs. J.B. Sneed Jr., Spearman, and Wendy Tatum were guests.

Members present included Mesdames Bill Carthel, Helen Fangman, Ethel Bengler, Royce G. Welch, Glynn Hamilton,

Sending Greetings

"Merry Christmas!" The custom of extending holiday greetings to friends undoubtedly goes back many years, but the Christmas card as a means of expressing those greetings is a relative newcomer to Christmas traditions.

Christmas cards had their beginning only 122 years ago in England, but despite the comparatively recent start, saying "Merry Christmas" in card form was a custom that quickly caught the public fancy.

The wish to say, "Merry Christmas" to friends and neighbors is strong, and the ways of expressing it are many. Today's edition of this newspaper, for instance, is one big "Merry Christmas" card. In which businessmen of this community offer special greetings and words of appreciation to their customers and friends.

Mrs. C.A. Saulcy, Hereford, was also present.

Other hostesses were Mesdames Truett Johnson, J.C. Claborn, Jack Tomlin, A.L. Black, Karon Blackerby, Clarence Monroe, T.I. Burleson, Cordie Potts and Marion Fite.

Refreshments of hot spiced punch and cookies were served from a table which was covered with a white cloth and centered with a Christmas arrangement. The colors red and white were carried out in the decorations and refreshments.

Weich, Glynn Hamilton, Tommy Tatum, Johnny Mars and the hostess.

Missionary To Speak Here Sunday Evening

The Reverend W.L. Armstrong a member of the North-west Texas Conference of the Methodist church who is on furlough from his work as a missionary from Sumatra will

speak at Friona United Methodist Church Sunday evening, December 29.

The Armstrongs are living this year in Abilene. Their three children are attending public school there while Reverend and Mrs. Armstrong are spending the year in study and in speaking at different churches telling the missionary story. All of the family plans to be here Sunday night.

Everyone is invited to this service which will be a covered dish meal beginning at 6:00 Sunday evening in Fellowship Hall of the church.

Mika Maddox Born Friday

Coach and Mrs. Cecil Maddox became parents of a baby girl at 8:45 a.m. Friday, December 20, at Farmer County Community Hospital. She was

named Mika Michelle and weighed 8 lbs. 4 ozs.

Grandparents are Mr. and Mrs. C.W. Phillips, Olton, and Mr. and Mrs. P.L. Miller, Sherman.

Society

Sixty Present For Family Get Together

Sixty persons were present for the annual Phipps family Christmas get together at Federated Club House Sunday. Dinner was served and the afternoon was informally spent.

Those present were Mrs. Charlie Phipps and Mrs. Glen Williams and Randy, Muleshoe; Mr. and Mrs. Virgil Phipps and children, Ulysses, Kansas; Mr. and Mrs. Kenneth Ferguson and

family and Bryan Jameson, Fort Worth; Mr. and Mrs. Aaron Mayo and Mr. and Mrs. Mickey Wilson, Lubbock; Mrs. Conrad Williams and son, Goodland; Wenonah Williams, Denver; and Mr. and Mrs. Tex Phipps, Fort Ord, California.

Also Mr. and Mrs. E.G. Phipps and family; Mr. and Mrs. C.M. Phipps and Gary; Mr. and Mrs. Dwan Phipps and Pam; Mr. and Mrs. Earl Jameson and family, Mr. and Mrs. Bill Bandy and family, Mr. and Mrs. G.A. Collier Jr., and Trey, M., and Mrs. Dale Houlette and children and Mr. and Mrs. Phil Phipps and Quint.

Charlie Phipps, Muleshoe, and Nick and Greg Collier were unable to attend due to illness.

Season's Greetings



PORTER & SONS

Hi Ho! Merry Christmas

WE'D LIKE TO DASH RIGHT ON IN TO WISH YOU, OUR FAVORITE CUSTOMERS, THE BEST OF THE HOLIDAY SEASON!

Sanitone **GIB'S DRIVE-IN CLEANERS**
 Certified Master Drycleaner 622 Main Phone 247-3150

Season's Greetings

JOHNNY'S AUTO ELECTRIC

Old-Time Wishes

Good cheer, prosperity and good health -- these are our wishes for all our customers!

WEBSTER'S UPHOLSTERY
 Ronnie and Jean Webster.

CHECKING OUT BEST WISHES!

We hope Santa is generous to everyone!

ALLSUP'S 7-11 GROCERY
 We Will Be Open On Christmas Day For Your Shopping Convenience

MERRY CHRISTMAS!

From Project Christmas Card

Sponsored By Modern Study Club And The Friona Star

Dr. & Mrs. R.S. Alexander, Robert, Jr., Cindy & Andy Melba & Charles Allen
Mr. & Mrs. A.W. Anthony
Mr. & Mrs. A.W. Anthony, Jr. & Family
Ernest & Evelyn Anthony
Jean & Ora Mae Anthony
The Deon Awtreys
Mr. & Mrs. Ross Ayers & Ann

The Bill Bailey Family
The Mack Bainums, Dalhart, Texas
Tina Bainum and Family
Mr. & Mrs. Wesley Barnett & Children
Estis, Zonah, Troy & Barbara Bass

Martha Bates
Steve, Mary, Carol & Mark Bavousett
O.J., Declmae, Jay & Ramey Beene

Mrs. Ethel Benzer
Black Grain Co.
The A.L. Black Family
Claude & Jo Blackburn
John, Katherine & Brenda Blackburn
J.C., Dorothy, Bobit, Mark & Amy Blankenship

Mrs. A.H. Boatman
Mr. & Mrs. Ed Boggess
James & Blanche Boyle
Mrs. Lena Bracken & Rudolph
The Bill Brandt Family
Mr. & Mrs. J.R. Braxton
Wana, Byron & Galen Brewer
Keith, Bettie, Phil, Rene & Greg Brock

Mr. & Mrs. Gary Brown & Jeff
Mr. & Mrs. W.O. Brown
Bev & Opal Buchanan
Mrs. Jo Buchanan & Children
T.I. & Melba Bruleson
John & LaVerne Burrow
Pete, Myrl & B.K. Buske
The W.D. Buske Family

Dalton & Estelle Caffey
Bill Carmack & Family
The David Carsons

The Bill Carthel Family
Keneth, Mary Lee & Jerry Cass
Earl & Stella Chester
Mr. & Mrs. Jack Clark & Janice
Mr. & Mrs. Jim Roy Clements & Children
Roy & Martha Clements
Jim & Sally Cocannouer
Leonard, Thelma & Becky Coffey

Mr. & Mrs. Leon Coffey
Mr. & Mrs. W.F. Cogdill
Mr. & Mrs. James Collier
Joe & Lucille Collier
C. Cranfill
Dr. & Mrs. Lee Cranfill & Family, Dumas, Texas

Mr. & Mrs. Bob Crozier & Family
Cummings Farm Store
Doyle, Judy, Scott, Terri, Kirk & Lisa Cummings
The James Cunninghams

Mr. & Mrs. Roy Daniel
Mr. & Mrs. Ron Davenport
Mr. & Mrs. C.W. Dixon
Jane & Jim Dixon, Melodi, Milton, Milli & Mendjan
Mrs. Bertie Doak
Arthur, Luella & Peggy Drake
Baker, Margaret, Phillip & Sharla Duggins
Maurine Duan & Cayce, Jr.

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Mr. & Mrs. Eugene Ellis
Eufaula & Dan Ethridge

Hap & Julia Fairchild
The Joe Fallwells
Helen & Charles Fangman
Mr. & Mrs. Alton Farr
Marion & Ruthie Flite, Terry & Bruce
Raymond & Marie Fleming
Orma Flippin
Gerald, Jana & Jason Floyd
The Glenn Floyds
Thelma & Howard Ford
Mr. & Mrs. Paul Fortenberry & Family
Wesley & Rhea Foster

Deke, Pudge, Dunny & Sally Kendrick
Mrs. H.C. Kendrick
The J.E. Knight Family

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Agnes & Virginia Fulks

John & Zora Gaede
Mr. & Mrs. T.C. Gardner
Wendell, Martha, Donna, Dickie & Susan Garner
J.T. & Lillah Gays Gee
Clyde & Lola Goodwine
Bernard & Lynn Gowens & Boys
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The Wendell Gresham Family

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Herman, Nancy & Brent Jesko
Herschel & Edith Johnson
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Mrs. Edith Lillard
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Wes Long Family
Taft & Velma Lovett

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Marty, Virginia, Nancy, Peggy & Connie Martinez
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Eune, Lonita, Robin & Lewie Don Martin

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The W.M. Massie Family
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Larry, Genie, Doug & Brad Moyer
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Mr. & Mrs. Curtis Murphree & Family
The Robert Neelleys
Jack, Iola, Rex & Roger Nelson
Lois Norwood & Mrs. Dora Norwood
Dr. & Mrs. Norman Nossaman & Family, Dimmitt, Texas

Russ & Nora O'Brien
Ann, M.C., Paige, Shawn, Nikki & Laue Osborn
Claude & Katy Osborn
Mr. & Mrs. Ernest Osborn & Joel
Rob, Joy, Robert, Mark & Matt Osborn

Ilene & Sloan Osborn
Hank Outland

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Cassey, Marie, Darla, Leslie Perkins & David Durr
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Jo Phillips, Mesquite, Texas
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L.D. & Irene Pope
Cordie & Helen Potts, Larry & Jay
Tom, Martha Mae, Melissa & Priscilla Pruett
The Benny Pryors

Ralph's Shop, Ralph & Dean Broyles
Troy & Mattie Bell Ray
Lloyd, Betty Louise, Larry, Rickey, Roy Don & Sheri Recctor
Bud & Juanita Reed
Mrs. Fay Reeve, David & Carol
Mr. & Mrs. Floyd S. Reeve, Debbie & Angela

The Ansel Renners
Aubrey, June & Tim Rhodes
Mrs. Eva Roberson & Marie
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Martha & Charles Russell

Mr. & Mrs. Melvin Sachs
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Mrs. Malinda Schlenker
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Mr. & Mrs. J.L. Shaffer
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Mr. & Mrs. Tom Shelton, Jimmy & Sherrile
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The Dale Smith Family
David, Betty, Sharon & Roy Don Smith
Mr. & Mrs. Hoyt Smith
Mr. & Mrs. Lewis Smith & David
Ralph & Faye Smith & Daughters
Shirley, Sue, Lynn, Tamie & Monte Smith
Mrs. Hattie Snead
Rene & Jinx Snead
Mrs. Fannie Southall
Mr. & Mrs. Don Spring & Children

Ethel Ruth & Frank Spring
Dr. & Mrs. Lee Spring, Gigi & Sandy
Dr. & Mrs. Paul Spring, Susie & Johnny
Rita, Doug, Holly & Iris Stephenson
Glen Stevick & Family
Mr. & Mrs. Bill Stewart
The Steve Struve Family

Betty & Joe Talley
The Calvin Talleys
The C.W. Tannahills
Leta Tannahill
Gerry, George & Lisa Taylor
Lillie Taylor
The John Terry Family
The Dave M. Thompson Family
Mrs. Viola Trelder
The Frank Truitts

The Felix Veras
Lucy Vestal
Mr. & Mrs. Phillip Weatherly, Penni, Park & Pepper

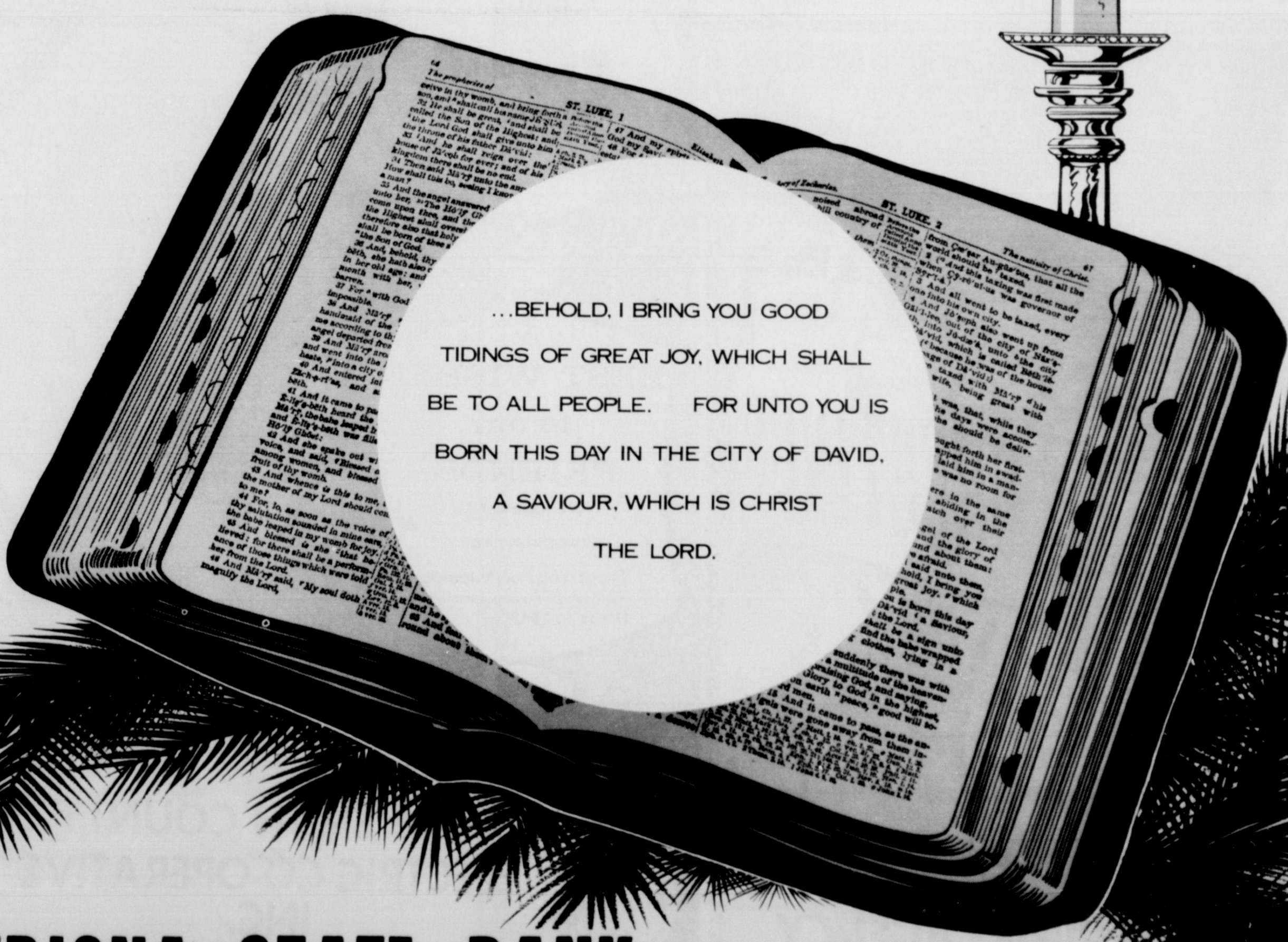
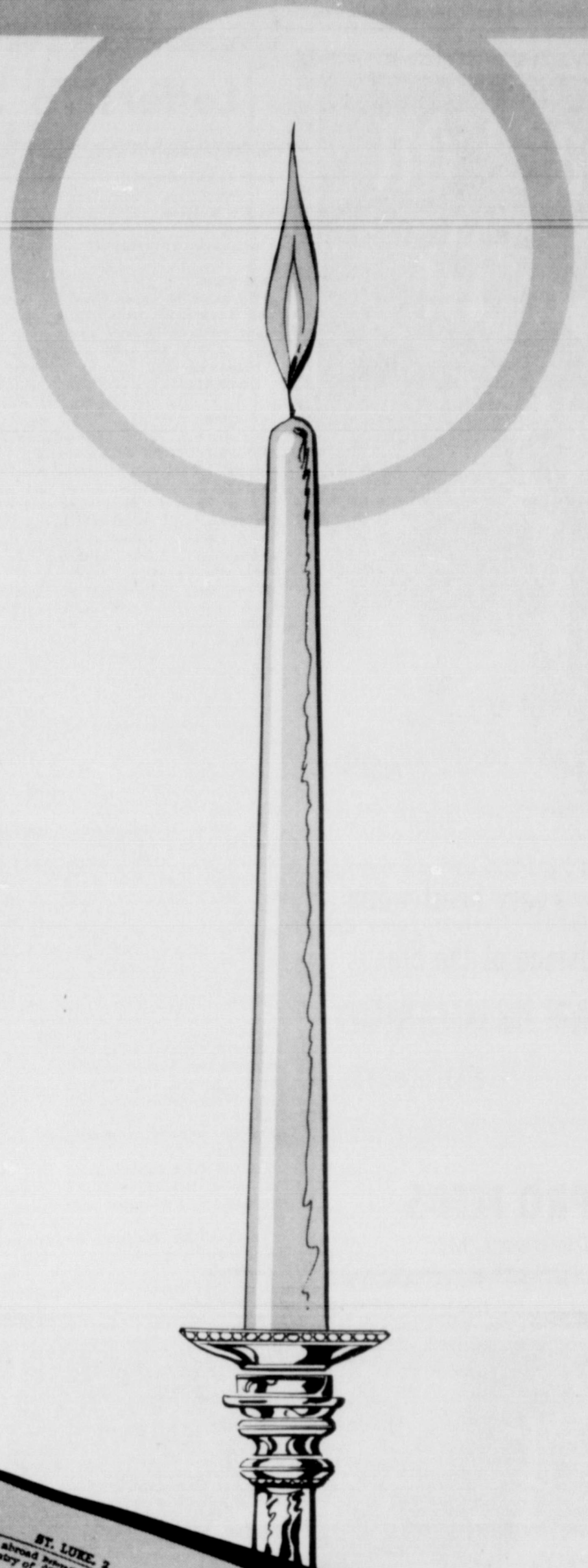
Tonya Webster
Louis, Mamie Lou, Jan, Gay, Holly & Lynn Welch
Lucy Welch
Mr. & Mrs. F.S. White, Sr.
John F. & Sue White & Family
Otha & Grace Whitefield
Mr. & Mrs. Dale Widner & Jason

Dale, Linda, Tammy & Shell Williams
Natalie & T.A. Williams
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E.Roy, Faye & Terri Lynn Wilson
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Louisa & Ralph Wilson
Mr. & Mrs. Woodrow B. (Woody) Wilson
The J. Lee Witten Family, Jo, Lee, Brian & Danny
Mr. & Mrs. Clyde Woodard & Family
Mr. & Mrs. W.C. Wooley, Jr. & Boys
The Jarrell Wrights
The John Wrights

The Troy Youngs
Mr. & Mrs. Jerry Zachary & Joe
Virgil, Mary Kate & Alan Zeman
Anonymous



Message of Hope for a Troubled World...



... BEHOLD, I BRING YOU GOOD
TIDINGS OF GREAT JOY, WHICH SHALL
BE TO ALL PEOPLE. FOR UNTO YOU IS
BORN THIS DAY IN THE CITY OF DAVID,
A SAVIOUR, WHICH IS CHRIST
THE LORD.

FRIONA STATE BANK

Serving A Great Irrigation And Beef Production Area.

Peace on Earth



May every heart warm
to the radiance of the Star...
and feel His glory today
and always.

HI-PRO FEEDS
Ron Davenport, Mgr.

Letters To Santa

Dear Santa Claus,
I want a Baby Winkle, And a Kiddle Kologne and a Bible.
Love,
Stephanie Gay Schueler

Dear Santa Claus,
How are you doing? I am fine. I have been a pretty good boy this year except for just a few times.
Here is my Christmas list, Race track, Lumptruck for Terry, Combine, Trampoline, another GI Joe, Etch-A-Sketch, Busy Buzz-Buzz, Musical See-And-Say,
My daddy wants a pair of boots and some working clothes Randy and Jerry a new race-track. Grany and Granddaddy a new big stereo, I want Joe and Doyce and Laverne some new working clothes, Aunt Jinnie some pins, I guess a new car for Christmas for Helinda and Howard.
Thank You, Santa Claus,
Chris Mabry

Dear Santa,
My name is Jena Kay, I live in Friona. I am 9 years old. I have been a good girl this year. If you should have this, this is what I want: A pretty doll, an operation game, a popcorn popper and an old maid cards.
Love,
Jena Short

Dear Santa Claus,
My name is Kelli Jan, I am four years old. I have been a good girl this year and I hope you come to visit me.
If you should happen to have these things, this is what I want. I would like a purple bicycle with the little training wheels, a vacuum cleaner for a little homemaker, a pretty doll, playhouse for dolls, little homemaker oven, cooking set, radio, and a game set.
When you come to see me, I will have a surprise for you. Good-bye til Christmas and be careful.
I love you,
Kelli Jan Short

Dear Santa Claus,
I want a Mageret suit and a play electric mixer for Christmas.
We have moved to where C.L. Vestal use to live. I am a good girl.
Love,
Diane Westbrook

Dear Santa,
I have been a fairly good girl this year so I think I deserve a present too. Although I am twenty years old, I still believe there is a Santa Claus or else I wouldn't be writing this letter.
I would like a scrabble game set and a deck of cards. I promise I will take good care of it.
That's all for this year. Be careful and I love you.
Sincerely,
Mary Lynn Short

Dear Santa,
I wish you were here with me. I love you.
Love,
Sally Stevick

Dear Santa,
My name is Kim Taylor and I have been a good girl. I would like for you to bring me a Barbie house, Baby Small-Talk and a car coat with a hood.
Thank you,
Kim
P.S. I would also like an etch-a-sketch.

Dear Santa,
I think I have been pretty good this year. These are the things I want - easy bake oven I want a white fuzzy coat and a white kiddle kologne, some pajamas, some socks, a white full slip, some shoes, I war size one. I know that my mommy and daddy will bring me some of these things, but you may bring what you like.
Love,
Mika Wheeler

Dear Santa,
My name is Sonya Gore. I have been a good girl. Please bring me a silly sand.
Love,
Sonya Gore

Dear Santa,
I want a "jussy cat" Doll. I want some Barbie Houses too. My Boys (brothers), Philip and Danny want a transistor radio and a tape recorder, I like you and I've been good all year. The boys have been good too. Don't forget the little orphan children all over the world. I hope we have a snowy Christmas. Tell Rudolph, hi.
Love,
Tawnya Hland

Dear Santa,
My name is Tory Taylor. I am three years old and I want a choo-choo train and a stop light, a slinky.
Thank you,
Tory Taylor

Dear Santa,
Thank you for everything you have given me. This year I would very much like a baton, a kodak camera that says yes when you snap the picture and most of all, I would like very much is a bicycle that has hand brake and three speed gear shift and banana seat. And may be a trampoline. I love you,
Love,
Linda Anthony

Dear Santa,
I wish we could have Baby Magic dolls. Sharlene also wants a Tippy-Toe doll. I would like a Nurse Kit and Rings and Things and a Homemaker Grill.
Merry Christmas,
Shannon Ranae Parr

Dear Santa,
My name is Kim Taylor and I have been a good girl. I would like for you to bring me a Barbie house, Baby Small-Talk and a car coat with a hood.
Thank you,
Kim
P.S. I would also like an etch-a-sketch.

STORY OF THE STOCKINGS

"The stockings were hung by the chimney with care, in hopes that St. Nicholas soon would be there..."
It's not known how this tradition got its start, but there is a lovely legend about the custom's beginning.
It seems that in the town where the "first" Saint Nicholas lived, there was a merchant who had three daughters who were not married. In those days, the 4th century, a maiden had to have a dowry before she could marry. And the merchant was bankrupt.
Nicholas, who was then a boy, heard of their plight. He went to the house late one night and dropped three bags of gold down the chimney. They fell into the girls stockings which were hanging by the fireplace to dry.
The gold was enough for the girls' dowry so they were married and lived happily ever after taking care of their poor father as well.

Joy TO THE WORLD

And on earth peace, good will toward men.
We join the chorus of Christmas greetings in wishing you the happiest of holidays!
May the New Year be peaceful.

E-Z WAY LAUNDRY
118 E. 9th Friona, Texas

A message for Christmas
To you, our good friends and customers, we're extending warm wishes for a bright and merry holiday season abounding with good cheer, fellowship and joy. And with deep appreciation, we send along our many thanks for your thoughtful consideration all year. Serving you has indeed been our deepest pleasure and privilege.

ETHRIDGE-SPRING AGENCY
Serving Friona Since 1934.....

*Dan Ethridge *Frank Spring
*Lois Norwood
*Bill Stewart *Wendell Gresham

Willie Wired hand Says...

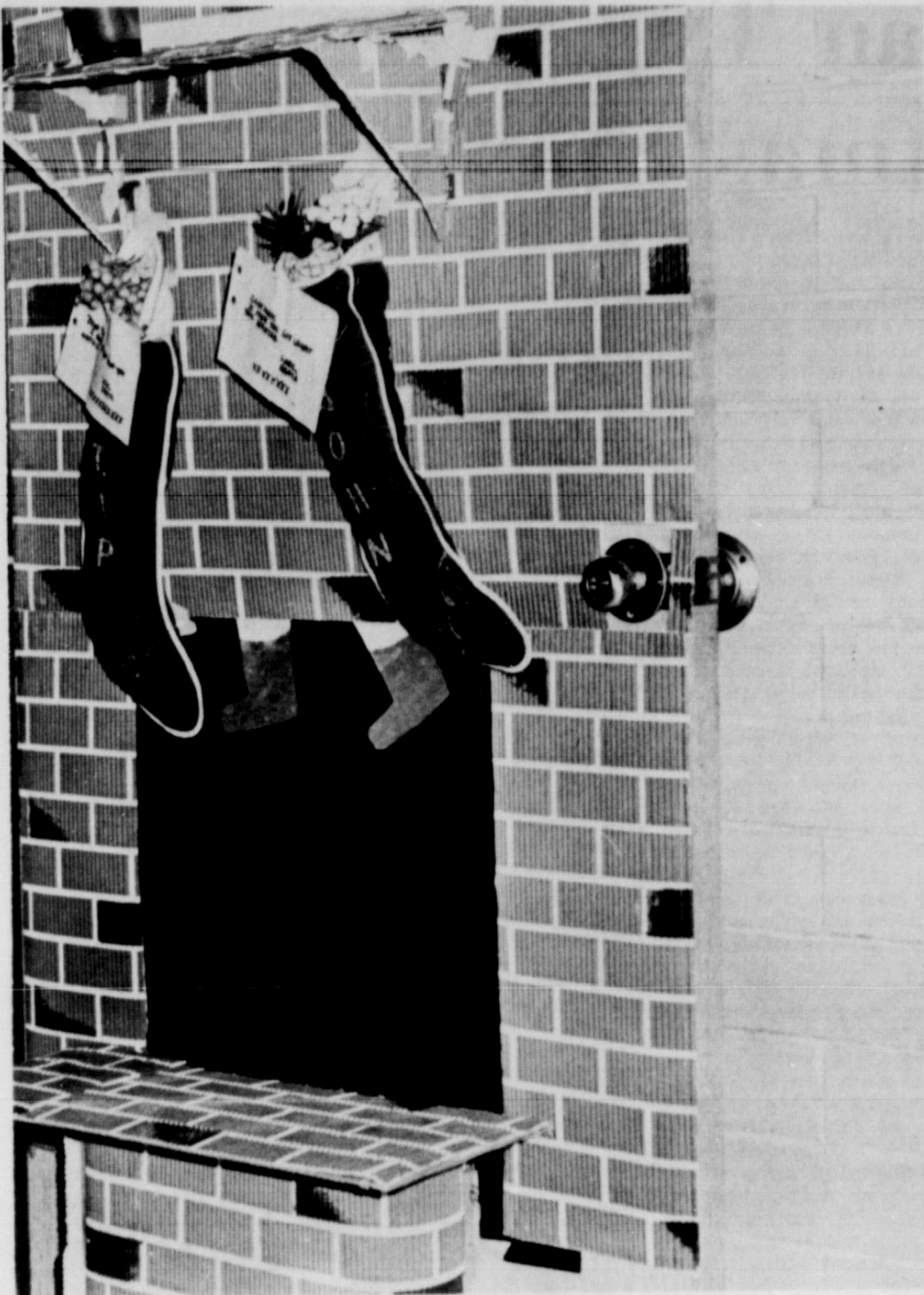
BEST WISHES to our FRIENDS.
We appreciate your patronage.
Thank You For Allowing Us To Serve Your Electrical Needs In 1968.

DEAF SMITH COUNTY ELECTRIC CO-OPERATIVE INC.
"Helping Texas Grow"
Serving Pomer, Castro, Oldham And Deaf Smith Counties

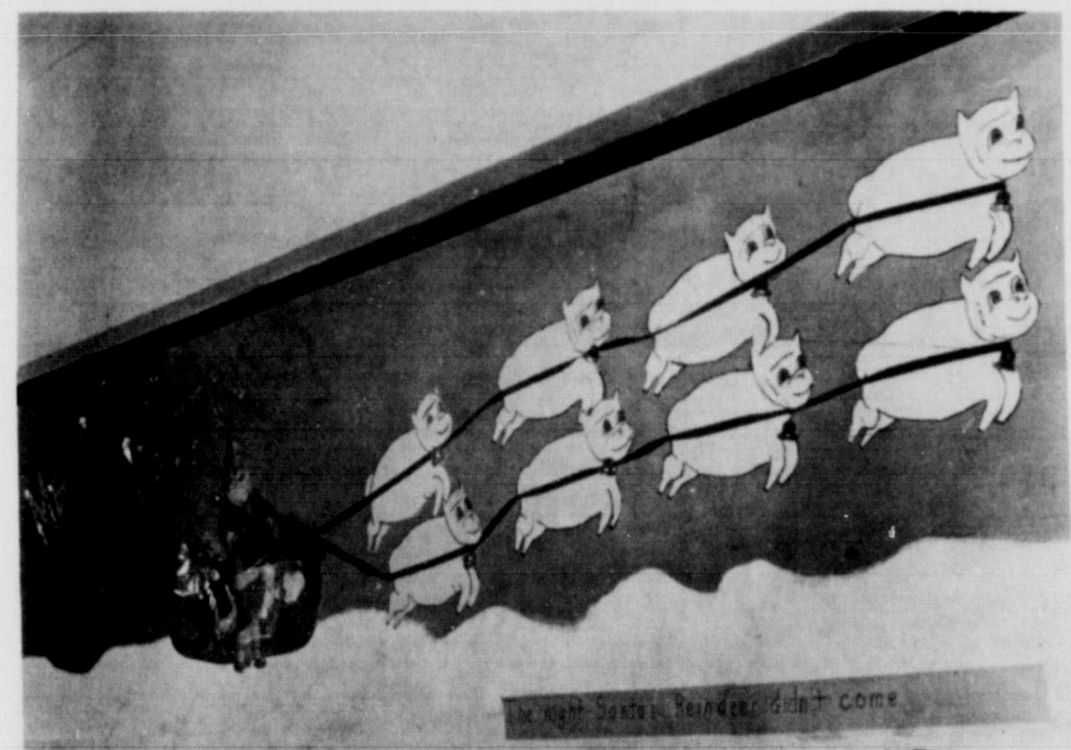
Festive Decorations Brighten Friona School Hallways



HOLIDAY WISHES. . . Mrs. James Hamilton's fourth grade room in the grade school building featured a decorated bulletin board entitled "A string of good wishes from Room 107," using individual pictures of the home-room children to make up the "string."



FIREPLACE DOOR. . . The door to Mrs. Teddy White's room in Friona Junior High was decorated as a fireplace, complete with stockings filled with presents from Old Saint Nick.



CHRISTMAS STORY PORTRAYED. . . Santa's sleigh, being pulled by sheep is the bulletin board portrayal of a Christmas story, "The night Santa's reindeer didn't come." The decorations are in Mrs. Otho Whitefield's room in the primary building.

Joy

In the spirit of the Season we wish you true happiness. Merry Christmas to our many friends!

CUMMINGS FARM STORE

To all of our many friends, with all of our sincere thanks:
Best Wishes for a season of happiness

WELCH AUTO SUPPLY
FRIONA

Nelson and Lorraine Welch
John and Kathrine Blackburn

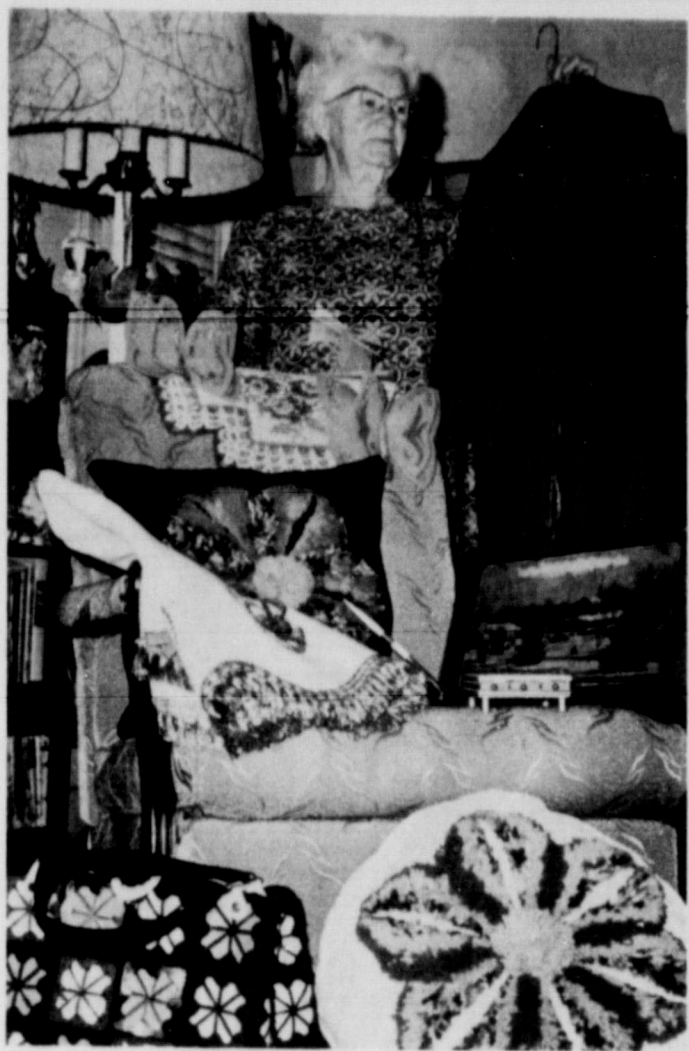
Frankie Allen
Cary Jackson
Fred Ferguson

The joyous Christmas Season is here again... to brighten our hearts, to lighten our cares.

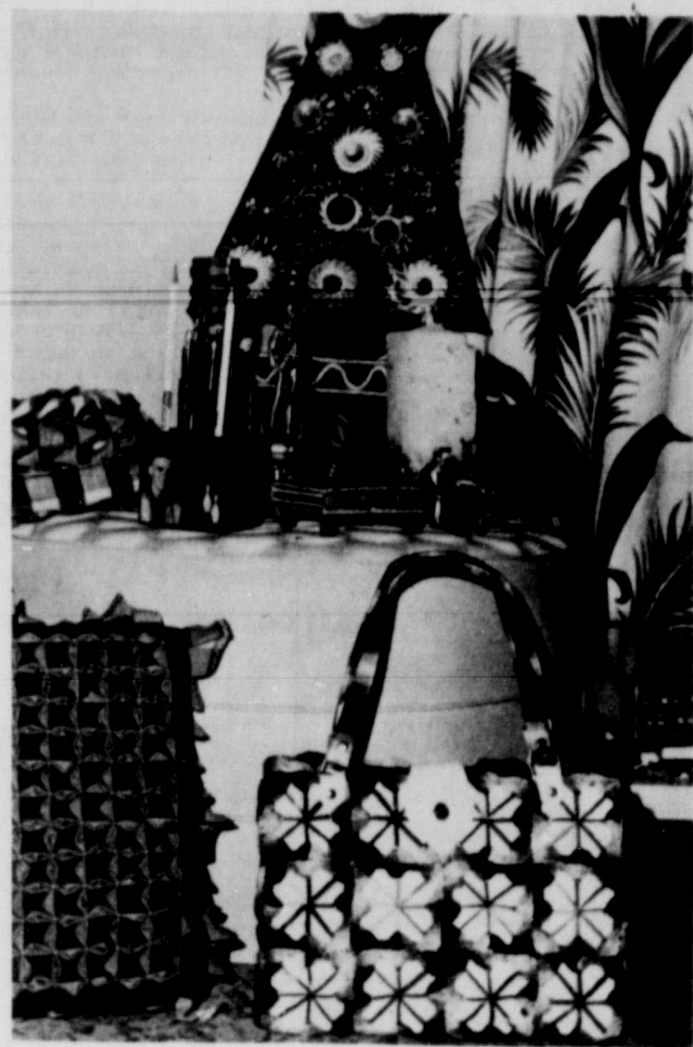
Peace on Earth

To all our wonderful friends, we hope this glorious holiday will bring everything that makes for a life of happiness and contentment.

Claborn's
Funeral Home — Floral



MERRY CHRISTMAS, EVERYBODY. . . Mrs. A. H. Boatman has made numbers of gifts for members of her family, Eastern Star members, neighbors, friends and residents of Gristown during 1968. She is pictured here holding a robe which has recently been finished. It is red brushed nylon with velvet ribbon trim. Gifts on the chair include a felt holiday table cloth, tufted pillow, tile match box holder, decoupage picture, which is really a cutting board and a pen holder. The butterflies were made for package decorations and the recipe holder will be presented to some lucky homemaker. The purse sitting on the floor was made of plastic squares cut from bleach bottles and colored yarn.



MORE OF THE SAME. . . The Christmas tree in the background was cut from fibre board and covered with red felt. The brighteners were cut from tin can lids of different colors and centered with blobs of plastic which were glued on. This tree has been standing in Mrs. Boatman's front window as a decoration. The smocked pillow on the floor and the smocked hat at the left will be welcomed by some fortunate person. The pencil holder was made from a block of wood with holes drilled in one side of it and pictures of her great-grandchildren are decoupage on the sides. She also made the candle and the pin cushion in front of it. The gaily-wrapped packages on the right are awaiting delivery.

OLD-FASHIONED Greetings

from all of us at Big T Pump Company

Home Office - Hereford
Friona Branch Office
Dimmitt Branch Office
and the Drilling Division

BIG T PUMP COMPANY

Holiday Greetings

from

Ruthie's
Ladies & Children's Wear

Mrs. MARION FITE

Friona, Texas



What's The Nicest Thing About

Christmas

- * Is it the tree or those who light it's lights?
- * Is it the package or the one who ties it bright?
- * Is it the music or those who sing the words?
- * Is it the turkey or those who cook the bird?
- * Is it the Mistletoe or whom you kiss beneath it?
- * The merry window or the folks who wreath it?
- * The Santa Suit or is it who wears it?
- * Is it the day . . . or is it he who shares it?
- * All Christmas things are wonderful, it's true . . .
- * But the NICEST THING of all is YOU!

We Pause At
This Time To Thank
Our Many Friends And
Customers Who Have
Favored Us During
The Past Year



HI-PLAINS FEED YARD Inc.

Friona, Texas



FESTIVE PARTY. . . Mr. and Mrs. Ross Ayers pose at the punch bowl during a recent Christmas party in their home. Approximately 30 guests were served hors d'oeuvres, punch and coffee. Mr. Ayers was decked out in a brightly colored sport jacket from Hawaii sent to him by a group of National Guardsmen serving in the Hawaiian battalion.

SANTA LETTERS

Dear Santa,
My name is M'Lynda London. I am eight years old. I want Tippe Toes, skates and a talking Barbie. Thank you for last year's gifts.
Love,
M'Lynda

How are your reindeers? I am a little girl. I am 6 years old. I have been very, very good. Please bring me a hoola-hoop.
Love,
Rene Brock

Dear Santa,
My name is Olga Zamora. I am in the first grade. I have been a good girl. Please bring me a Lucky Locket Kiddle, a bicycle, and a washing machine.

Dear Santa Claus,
My name is Jay. I am in the first grade. I have been good. Please bring me a mini-bike, a hot wheel track with cars, black western boots, and a western suit.
Love Jay



Dear Santa,
My name is Cindy. I am in the first grade. Please bring me a bicycle. Please bring my siste a walking doll.

No One Is Indifferent

Charles Lamb put it very concisely when he said that "No one ever regarded the First of January with indifference."

Curiosity, hope and superstition have marked man's observance of the New Year for centuries.

Among superstitious beliefs was that "dipping" provided an insight into the future. Dipping involved the opening of the family Bible while the head of the house, with eyes closed, indicated a passage with his finger; the text, supposedly properly interpreted, was supposed to foretell the good or bad luck in store in the months ahead.

Man has always been as curious about what the future

holds as he has been eager to learn about all things unknown. Have you ever noticed how many "forecasters" are present at New Year parties and gatherings? Almost everyone can tell you what is going to happen in the world of business and finance, in politics, in affairs of state, in our relations with other countries around the world.

Be indifferent about the New Year? It's hardly possible. Try as you may, you cannot help but dwell for a moment upon the personal events and happenings of 1967. And, you cannot deny that you have some hopes and plans for 1968. We hope that is a very good year for you.

Santa Letters

Dear Santa,
How are your reindeers? I am a little boy. I am 6 years old. I have been very very good. Please bring me a race car track.
Love,
Doug Massey

Dear Santa,
How ar: your reindeers. I am a little girl. I am 6 years old. I have been very, very good. Please bring me a Tippy-Toes doll.
Love
Sylvia Bermea



Santa Letters...

Dear Santa,
How are your reindeers? I am a little girl. I am 6 years old. I have been very good. Please bring me a Tippy-Toes doll.
Love,
Jaye Stevens

old. I have been a very good boy. Please bring me cowboy gun.
Love,
Julius Williams

Dear Santa,
How are your reindees? I am a little boy. I am 6 years old. I have been very, very good. Please bring me a hot wheels.
Love,
Stan Powell

Dear Santa,
How are your reindeers? I am a little girl. I am 6 years old. I have been very, very good. Please bring me a hoola-hoop.
Love,
Charity Mays

Dear Santa,
How are your reindeers. I am a little boy. I am 8 years old. I have been very, very good. Please bring me an Easy bake oven and Suzy Homemaker grill and a washing machine and a walking doll.

Dear Santa,
My name is Diana. I am in the first grade. I have been good. Please bring me an Easy bake oven and Suzy Homemaker grill and a washing machine and a walking doll.



MAY THE STAR OF
BETHLEHEM LIGHT THE
WAY OF THE WORLD AT
THIS HOLY TIME, TO PEACE,
GOODWILL AND UNDERSTANDING
AMONG ALL MEN AND NATIONS.



LELAND HUTSON
Main Street - Phone 247-3270
FRIONA, TEXAS



Just want to say, folks, it's that time of year
For greeting good friends and wishing them cheer.
May your holiday season be merry and bright
May your fondest plans turn out just right!
Yes, here's to the season of carols and holly
Here's to a Yuletide that's prosperous and jolly!

Country Club Gin
West Friona Grain, Inc.

Merry

Christmas

Yes, It's True We've Been Wishing Our Friends A Hearty "Merry Christmas" For A Long Time. Each Season's Greetings Seem 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!"

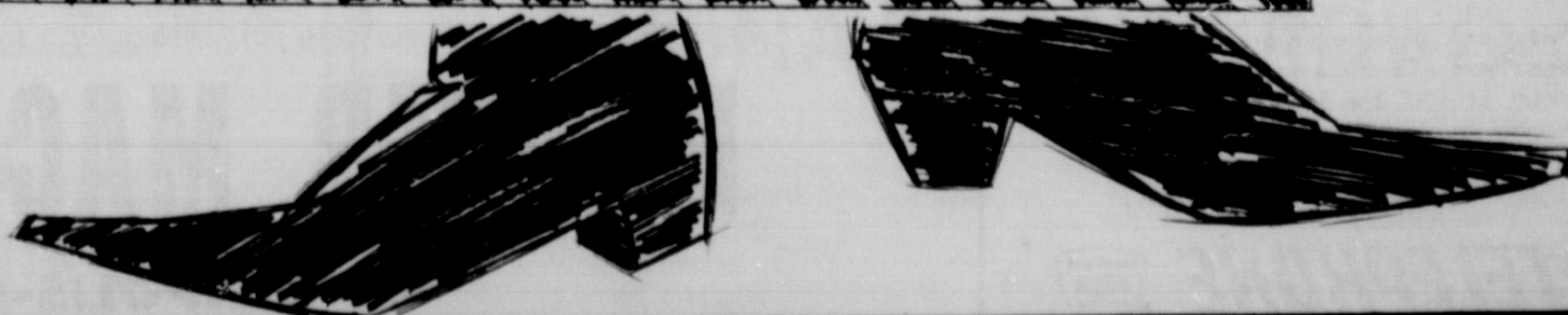
**FRIONA
CONSUMERS**



This Christmas Greeting From Our Directors And Our Employees

DIRECTORS
Billy Dean Baxter
Roy Miller
Johnny Hand
Geo. W. Jones
Melvin Southward

EMPLOYEES
Buddy Lloyd
Sam Williams
Raymond Auburg
Donita Martin
Dennis Auburg
Wayne Mills
Albert Chesher
Hollis Robertson
Rufus Martin





ANNUAL AFFAIR . . . Mrs. Earl Drake poses with two home economists from Southwestern Public Service at the annual Festive Foods demonstration in the Drake home. Mrs. Drake has hosted the food demonstration party each Christmas season for a number of years. The home economists from Amarillo who demonstrated several recipes as well as the interesting decorations and gift wraps seen here are Mrs. Shirley Paquin and Mrs. Louise Wilson. Approximately 30 women attended the party and received a gift of a cookbook each.



PROGRESSIVE DINNER - A familiar scene around Friona during the Christmas season is the members of various clubs and organizations gathering around the heavily laden buffet table. Here are members of Progressive Study Club, Mr. Tom Purrett, Mrs. Von Edelman and Mrs. Glen Phillips are shown as they attended the club's annual Progressive Dinner last week. Courses were held in the homes of Mrs. Bill Ellis, Mrs. Lee Spring and Mrs. Clarence Monroe.



Dear Santa Claus,
My name is David Fleming. I am in the first grade. I have been good. Please bring me popcorn machine, hot wheels, track and cars.
Love,
David

Dear Santa,
I'm 9 years old. I help my mother. I want a easy-bake and a thumblena doll. One coloring book. That is all.
Thank you, Santa
Elizabeth Zamora

New York (NAPS)—If you are planning to brighten up this Christmas with a puppy, be sure you pick a breed that fits in with your home, as well as your plans for him.

Important to consider are such factors as large vs. small, short vs. long-haired; male vs. female, and what to look for and avoid in choosing a puppy.

A three-part "Puppy Buyer's Kit" may be obtained by sending 25 cents (for postage and handling) to Gaines "Kit", P. O. Box 1007, Kankakee, Illinois 60901. In it are a color chart describing the 115 AKC-recognized breeds as well as the booklets "Where to Buy, Board or Train a Dog" and "Welcoming Your New Puppy."

Dear Santa,
My name is Kyle Barnett. I am in the first grade. I have been good. Please bring me a popcorn machine and ice machine.
Love,
Kyle

Dear Santa,
I'm 4 years old. I'm a good girl. I want a doll, train, toy little bike and a 3 bows. That is all.
Thank you, Santa
Elida Zamora

Dear Santa Claus,
My name is Sharla Duggins. I am in the first grade. I have been good. Please bring me a Tippy-Toes and a talking Barbie, and a Suzy Homemaker washing machine.
Love,
Sharla

Dear Santa,
I'm 6 years old. I'm a good boy. I want a bike and a gun and rollerskates and a coloring book.
Thank you, Santa
Mack Zamora

Dear Santa,
My name is Velma Flores. I am in the first grade. I have been good. Please bring me a bicycle.

Try Sardine Recipe For Treat

MAINE SARDINES
RAVIGOTE
-a hot entree-

- 1- 3 cup consomme or dry white wine
- 1/4 cup cider vinegar
- 1 small white onion, minced
- 1/4 cup butter or margarine
- 1/4 cup flour
- 2 cups milk
- 1/4 cup heavy cream
- 1 teaspoon minced chives salt and pepper to taste
- 3 cans (4 oz. ea.) Maine Sardines
- 1 package frozen peas cooked
- 1/2 cup grated Parmesan cheese

Combine consomme or wine, vinegar and onion. Simmer until reduced to about 1/3 cup liquid. Make a cream sauce by melting butter or margarine, stirring in flour and cooking until mixture bubbles. Add milk and stir until mixture thickens. Stir hot cream sauce into hot wine mixture. Simmer gently for about 4-5 minutes. Whip heavy cream very slightly to give it body and stir into sauce. Add chives. Season with salt and pepper to taste. Drain sardines and place in casserole. Pour sauce over sardines. Garnish with peas and grated cheese. Place in hot oven (450 degrees F.) for 10 minutes until cheese is bubbly.
Yield: 4 servings.



MERRY CHRISTMAS

May men everywhere share the wonder and glory and blessings of this Christmas season.



RUSHING INSURANCE COMPANY

Season's Greetings



As Christmas approaches . . .

. . . all of us see many changes in this world of ours. But the relationship with the people we serve remains unchanged . . . for we can progress only as we earn your friendship. The Christmas season, dedicated to good-will among men, is an appropriate time for us to voice our thanks, and to tell you how much we have enjoyed serving you. All of us here at General Telephone wish all of you and yours a very

Merry Christmas and a Happy New Year

Calling long distance to express a very personal Holiday Greeting?

Wonderful idea, to say "Merry Christmas" and a "Happy New Year" via long distance. More and more people are doing so, now that long distance costs so little. To insure your calls going through promptly, make them BEFORE the Holiday, for your friends or relatives will welcome your voice any time at all. So call early — BEFORE the Holiday!

GENERAL TELEPHONE

May the timeless beauty of the holiday season enrich your life and bring peace into your heart. To you and all your loved ones, we extend our very best wishes for a joyous and prosperous Christmas!

MAURER MACHINERY



MINNEAPOLIS-MOLINE

Importation Of Water Is Big, Important Job

Getting an additional source of water for West Texas and Eastern New Mexico is not a little job and it is not a job for little people. We can only develop as big as we dream. If we are going to develop big enough solutions to future problems by the time these problems are on us, we must dream big now. Dreams without action are just dreams. Dreams with action can become a reality.

Studies from many sources have pointed out that our underground water supply is dwindling away. Other studies have pointed out the economic impact of losing this water without having an assured source of supply of imported water. All studies seem to agree that at present forecast use rates, our water supply and economic growth will reach a critical period about 1980-1985. This is not far away.

Much must be done if we are to get water by the time we need it. It can be done and we at Water, Inc., think it will be done. First, we need the help of everyone who lives on the Plains and who will be the primary beneficiaries of the program. Second, we need the support of the whole state as we realize that water for the west can only come as part of a state-wide water development program. Benefits to the west are benefits to the state and to the nation. Third, we must secure the assistance of enough states who have similar water problems to assume Federal participation.

We must make our requirements for water known and we must make known our determination to explore every possibility of satisfying these requirements.

With streams flowing hundreds of millions of acre-feet of water into the Gulf of Mexico and the two oceans each year, there must be surplus water available to satisfy our total yearly needs of 16-18 million acre-feet. We must locate this surplus and devise a way to get it to our area at a price we can afford to pay.

The Corps of Engineers of the U.S. Army and the Bureau of Reclamation of the Department of Interior have been given almost \$ 1 1/2 million to de-

termine if there is surplus in the Mississippi and how to get it to West Texas. They are working diligently on this program now. The state Water Development Board is revising the 1966 Preliminary Texas Water Development Plan. Import water is sure to be a major item in the new plan. These are the first steps. These plans will develop only if we expend the effort to make them develop.

We must convince our state officials and the Federal agencies and elected officials that we have a requirement, a determination to fulfill that requirement and an economy which will allow us to pay for what we get. You can best show that determination by adding your voice to those of us in Water, Inc., who are working to bring additional water to our area.

Letters To Santa

Dear Santa,
I would like to have a stingray bicycle and Tippy Toes and a zoom-loom.
Love,
Priscilla

Dear Santa,
I want a B-B gun, and a Walky Talky and an airplane. I am a good boy. And I have a sister and a brother. I am 7 years old.
Love,
Park Weatherly

Dear Santa,
I am eight years old. I have two brothers. One of them is a baby brother. One of them is in the first grade. I want a new born thumbelina and an easy curl and a tape recorder. I am a good girl.
Love,
Kim Frye

Dear Santa,
My name is Sarah Mears. I am in the first grade. I have been good. Please bring me an Easy Bake oven and a Tippy Toes.
Love,
Sarah Mears

On The Farm In Parmer County



RONNIE McNUTT
County Agent

COUNTY LIVESTOCK SHOW SET

The date, Feb. 13-15, has been set for the Parmer County Junior Livestock Show. At this meeting to set the show date, it was also discussed and approved to set up a Parmer County Junior Livestock Association. This association will be governed by a board of directors made up of men representing both 4-H Clubs and F.F.A. Chapters from over the county.

Dwain Menefee of Friona was elected president of the Association, Delbert Garner of Farwell was elected Vice President and Bob Riethmayer of Friona was elected Secretary-Treasurer of the Association.

A meeting in January will be held to finalize plans for the 1969 Stock Show.

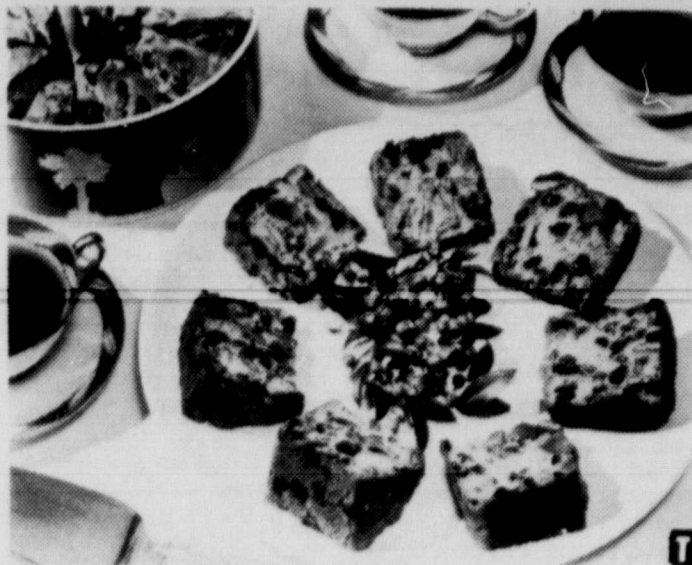
CATTLE NUMBERS
Cattle numbers are expected to hold about steady this year, continuing the pattern of the past few years. A record 109 million cattle and calves were on farms at the start of 1965. This was almost 18 million head above the last low point, in 1958. The inventory at the start of 1968 was just slightly less than 109 million. Changes in the national herd during 1968 probably have been imports, and this year's calf crop—probably are being about offset by increases in the number of cattle slaughtered.

Stockmen have increased beef cow numbers each year since 1958, but the gain in recent years has slowed considerably. Last year, 0.6 million beef cows were added. Increases several times this size were common in the early 1960's as beef herds were being rebuilt from the low in 1958. A decline in the number of dairy cattle this year is again offsetting growth in the beef herd.

Trends toward a smaller dairy herd and a larger beef herd are expected to continue in 1969. And as in other recent years, these trends probably will about offset each other. Dairy farmers likely will have

fewer cows; beef producers probably will step up output, and keep more cows.

Beef output likely will rise again in the coming year because of continued gains in fed cattle marketings. Also, calf slaughter declines and more calves are fed to maturity before being slaughtered, total beef production rises.



It's heaven sent. Paradise All Butter Fruit Cake is a round-the-clock holiday treat. For a mid-morning coffee break, a dessert, or a latetime snack—it's perfect from AM through PM. Since you never know when friends will stop by, keep several ready to serve, and when you do, try these recipes.

A Celestial Treat...Paradise Fruit Cake

PARTY SANDWICHES
Cut Fruit Cake into thin slices and spread brandy hard sauce or softened cream cheese between them.

FRUITCAKE-WINE MARLOW
Combine 1 1/2 cups of diced marshmallows, 2 cups Fruit Cake cubes, 2 tablespoons of Muscatel, 1/4 teaspoon nutmeg and 1 cup whipped cream.
Allow to stand several hours before serving.
Chill if desired.

FRUIT CAKE A LA MODE
Serve with a sherry butter sauce. Place a large scoop of ice cream on slices of Fruit Cake. Spoon 2 tablespoons of the sauce over each serving.
To make the sauce, combine 1/4 cup of melted butter, 1 cup of sugar, and two tablespoons water in a saucepan.
Cook until thick and blended, stirring constantly.
Add a tablespoon of lemon juice and grated lemon rind, a dash of nutmeg and 1/4 cup sherry.

NOEL



As the Wise Men did on that first Christmas long ago, let us rejoice anew at the miracle of God's love for us.

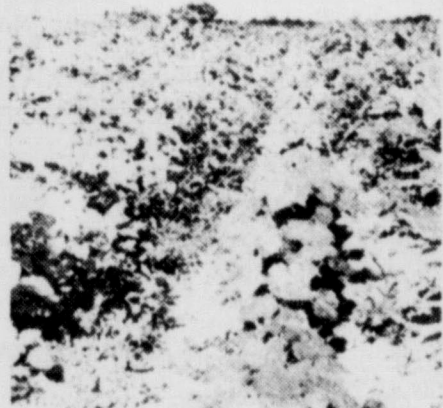
From All The Folks At
FRIONA WHEAT GROWERS, INC.

Directors:
Ralph Wilson
Curtis Murphree
E.L. Fairchild
W.M. Massie
Ernest Osborn

Arthur Drake, Mgr.

Employees:
Nancy Norwood
Charlie Wise
Wesley Hardesty
Edward Spring
Euldee Armstrong

You Don't Have To Believe Us...



Without Treflan[®]



With Treflan[®]

SEE FOR YOURSELF

Treflan[®] Does The Job Well!

Treflan[®] has proven itself to literally thousands of growers who have used it. It's the most dependable cotton herbicide you can buy. That's why your local dealer recommends it. He'll be happy to explain all the FACTS about Treflan[®] and how it can work for you in your field. A winter application of Treflan[®] NOW, cuts you way ahead by spring. Treflan[®] is the weed killer that controls all annual grasses, including watergrass, Johnson grass (from seed) and many broadleaf weeds. And now TREFLAN[®] IS GUARANTEED... in writing! Find out ALL about it from your local qualified dealer.



YOUR QUALIFIED DEALER

RED BARN CHEMICALS, INC.

Court House Notes

O&G L - Willie W. Williams - Shell Oil Co. - NW 1/4 Sect. 38, Blk. B, Synd
 O&G L - Roy F. Melugan - Shell Oil Co. - E 1/2 Sect. 28, Blk. A, Synd
 O&G L - Oakley D. Stevenson - Shell Oil Co. - NW 1/4 Sect. 5, Blk. A, Synd
 O&G L - Travis Dyer - Shell Oil Co. - S 1/2 Sect. 24 & SW 1/4 Sect. 27, Blk. A, Synd
 O&G L - Clarence L. Jones - Shell Oil Co. - S 1/2 & S 1/2 NW 1/4 Sect. 27, Blk. B, Synd
 O&G L - Wilton S. Wilks - Shell Oil Co. - S 160 ac. Sect. 8, & N 80 Ac. Sect. 9, Blk. B, Synd
 O&G L - Euell Hart - Shell Oil Co. - S 1/2 Sect. 36, Blk. B, Synd
 O&G L - Tommy Williams - Shell Oil Co. - E 1/2 Sect. 37, Blk. B, Synd
 O&G L - A.J. Jarrell - Shell Oil Co. - NE 1/4, Sect. 10 & N 1/2 Sect. 11, Blk. A, Synd
 O&G L - W.H. Jarrell - Shell Oil Co. - W 1/2 & SE 1/4 Sect. 39, Blk. B & NW 1/4 Sect. 7, Blk. A, Synd
 O&G L - E.J. Hodges - Shell Oil Co. - NE 1/4 Sect. 39, Blk. B, Synd
 O&G L - R.M. Curry - Shell Oil Co. - S 1/2 Sect. 11, Blk. A, Synd
 O&G L - G.F. Trimble - Shell Oil Co. - S 1/2 Sect. 11, Blk. B, Synd
 O&G L - Amos T. Shockley - Shell Oil Co. - NE 1/4 Sect. 26, Blk. B, Synd
 O&G L - John W. Lorenz - Shell Oil Co. - NW 1/4 Sect. 6, Blk. A & W 232.4 Ac. of S 532.18, Sect. 9, Blk. B, Synd
 O&G L - Sam Aldridge - Shell Oil Co. - E 1/2 Sect. 27 & W 1/2 Sect. 28, Blk. B, Synd
 WD - D.E. Wise, et al - Charles E. Allen, Tr. - Lot 12, Blk. 45, Friona
 O&G L - O.H. Jones - Texaco, Inc. - W 1/2 of Sect. 10, T11S; R3E
 O&G L - Clara Belle Crain - Texaco Inc. - N/240 ac E 1/2 of Sect. 10, T11S; R3E
 WD - Matilde Martinez - Felix Vera - Lot 2, Blk. 69, Friona
 DT - J.G. & Minnie Evans, Tr. - Connecticut Mut. Life - All Sect. 6, Harding, S 1/2 Sect. 26, T2N; R2E, Synd E, 160 ac. Sect. 2, T1N; R2E
 DT - J.B. Roberts - City Nat'l Bank - Lots 17 thru 20, Blk. 3, Farwell
 O&G L - T.M. Ruckman - Shell Oil Co. - All Sect. 8, Blk. A, Synd
 O&G L - H.M. Moss - Shell Oil Co. - All NE 1/4 Sect. 27 & SW 1/4 Sect. 37, Blk. B, Synd
 O&G L - Elmer M. & Leon Langford - Shell Oil Co. - All N 1/2 Sect. 24, Blk. A, Synd
 O&G L - Elmer M. Langford - Shell Oil Co. - All S 1/2 & NW 1/4 Sect. 9, Blk. A, Synd
 O&G L - Willis Hester - Shell Oil Co. - SE 1/4 Sect. 10, Blk. A, Synd
 O&G L - D.C. Melugin - Shell Oil Co. - S 1/2 & NW 1/4 Sect. 22, and N 1/2 & SE 1/4 of Sect. 23, Blk. A, Synd
 O&G L - Williams, Don H. - Shell Oil Co. - All Sect. 28, Blk. B, Synd
 O&G L - Elmer L. Hargrove - All Sect. 22, and NE 1/4 Sect. 23, Blk. B, Synd
 O&G L - John S. & Johnie Bert Williams - Shell Oil Co. - Sect. 7 & E 299.78 of S 532.18, Sect. 9, Blk. B, Synd
 O&G L - Mary Pipes Hester - Shell Oil Co. - E 1/2 & SW 1/4 Sect. 25, Blk. B, Synd
 O&G L - J.S. Triplett, Jr. - Shell Oil Co. - S 1/2 & NW 1/4 Sect. 23 and NE 1/4 Sect. 12, Blk. B, Synd
 O&G L - Leslie McCain - Shell Oil Co. - NE 1/4 Sect. 21, Blk. B, Synd
 O&G L - Charles E. Trimble - Shell Oil Co. - 101.4 ac. Tr. out Sect. 8, Blk. B, Synd
 O&G L - F.R. Burnett - Shell Oil Co. - W 1/2 Sect. 21, Blk. B, Synd
 O&G L - Security State Bank & Trust Co. - Shell Oil Co. - Sect. 4, Blk. C, Rhea
 O&G L - Vernon C. Willard - Shell Oil Co. - S 1/2 - sect. 3, Blk. C, Rhea
 O&G L - Lonnie Jo Fowler - Shell Oil Co. - N 1/2 Sect. 13, Blk. A, Synd
 O&G L - Leslie McCain - Shell Oil Co. - NE 1/4 Sect. 5, Blk. A, Synd
 O&G L - Amos T. Shockley - Shell Oil Co. - N 1/2 of NW 1/4 Sect. 27, Blk. B, Synd
 ML - J.T. Gee - Teddy L. White - Lot 9, N 1/2 of lot 8, Blk. 19, Friona
 WD - John C. Claborn - Homer O. Lindeman - Lot 11 and 12, Blk. 18, Friona
 DT - Homer O. Lindeman - Hi-Plains Savings & Loan - Lot 11 and 12, Blk. 18, Friona
 DT - Kenneth S. Moore - First Federal Savings and Loan - Lot 1, Blk. 2, Western Add, Friona
 O&G L - Leroy Johnson - Texaco, Inc. - W 1/2 Sect. 12, T6S; R3E
 O&G L - A.G. Thorn - Texaco, Inc. - Sect. 13, T11S; R3E
 O&G L - A.S. Crain - Texaco, Inc. - SW 1/4 Sect. 11 & S 1/2 of SE 1/4 Sect. 10, T11S; R3E
 O&G L - Lee Dennis Jesko - et al - Texaco Inc. - SW 1/4 Sect. 15, T11S; R3E
 O&G L - Lucy Jesko et al - Texaco Inc. - Sect. 14, E 1/2 & NW 1/4 Sect. 15, N 1/2 of Sect. 22, W 1/2 of N 345.5 ac. Sect. 23, T11S; R3E
 O&G L - Donald R. Jesko, et al - Texaco Inc. - E 1/2 N 345.5 ac Sect. 23, T11S; R3E, Synd
 O&G L - Lucy Jesko, et al - Texaco Inc. - E 1/2 N 345.5 ac Sect. 23, T11S; R3E, Synd
 DT - L.T. Utsman - Security State Bank - Lots 7, 8, 9, 13, 14, 17, 18, 19, Blk. 7, Farwell
 WD - J.A. St. Clair - Joe A. Helton - Lot 15 or Blk. 4, Mimo Add, Farwell
 DT - Jon Mack Roden - First Fed. Sav. * Loan - Lot 28, Blk. 1, Western Add, Friona
 WD - Wayne Webb - Elbert L. McCutchan - Lot 1, Blk. 62, Bovina
 DT - Arthur J. Turnbough - E.W. Chester - Lot 3, Blk. 5, 1st. add. West Loop Dr. Friona
 WD - E.W. Chester - Arthur J. Turnbough - Lot 3, Blk. 5, 1st. add. West Loop Dr. Friona
 WD - Don R. Glenn - V.E. Patterson - Lot 12, Blk. 28, Friona
 DT - V.E. Patterson - North State Bank - Lot 12, Blk. 28, Friona
 DT - Robert Joseph Buchwald - American Mortgage Co. - N 100' of lot 10, Blk. 3, Welch Ac. Friona, #1
 DT - Pao Inc. - L.D. Cannon - NE 1/4 & NW 1/4 Sect. 25, T6S; R3E, N 1/2 of NW 160 ac. Sect. 30, T5S; R4E
 WD - L.D. Cannon - Pao Inc. - NE 1/4 & NW 1/4 Sect. 25, T6S; R3E, N 1/2 of NW 160 ac. Sect. 30, T5S; R4E
 DT - James M. Readheimer - First National Bank - Sect. 5, and 6, Blk. B, Synd.
 Fed. Tax Lien - U.S. vs Kenneth B. & Erdice E. Watkins - SR

Yule Music Blends Joy, Reverence

Across the centuries, man has looked to music to express his happy feelings at Christmas time.
 From the medieval "Hail, Mary, full of grace" and "Mervele nocht, Josep" to the modern "White Christmas" and "Rudolph the Red-Nosed Reindeer," songs have been a favorite part of Christmas celebrations.
 In the tradition of Christmas music, there are simple carols, blending reverent wonder with quiet joy - Martin Luther's "Away in a Manger," for instance, or the mid-nineteenth century hymns, "It Came Upon a Midnight Clear," "We Three Kings of Orient Are" and "O Little Town of Bethlehem."
 There are merry songs, celebrating the jolly mood of the Yuletide, such as the time-honored "Deck the Halls," or the modern "Rudolph" and "Frosty the Snowman."

In Tudor Times . . .

In England during Tudor times, Christmas celebrations began on All Saints' Day, November 1, and continued until Candlemas, on February 2. "The Lord of Misrule" acted as master of ceremonies at the Yuletide festivities.
 Much of the music for all this merrymaking was extemporaneous. Many songs were passed on by word of mouth from generation to generation - songs such as "The Boar's Head Carol," referring to the "boar" or pig which was traditional at the Yule feast, and "The First Nowell."



GREETINGS

Our warmest wishes to you and your family for a holiday season that's brimming with glad times and good fellowship. May your blessings be many, enriching your days and bringing you joy.

STRICKLAND'S TIP TOP STATION

Friona, Texas



AT CHRISTMAS
The Best to You!

★ We hope Santa is good to all our friends this holiday season . . . you deserve the very finest!

FRIONA MOTORS

Mr. & Mrs. Cordie Potts
 Mr. & Mrs. Oscar Baxter

Troy Young
 Ronald Smiley
 Steve Grundy

Joe Bob Mann
 Pablo Perez

C.H. Veazey
 Preach Collier
 Gaylord Stowers



A Joyous
Christmas

The glowing light of the wondrous star shone down upon a humble stable at Bethlehem, revealing to the Wise Men, and to all, the Hope and Promise of the world. We wish for you, on this Christmas Day, hearts happy and joyous as the Wise Men's.

HI-PLAINS

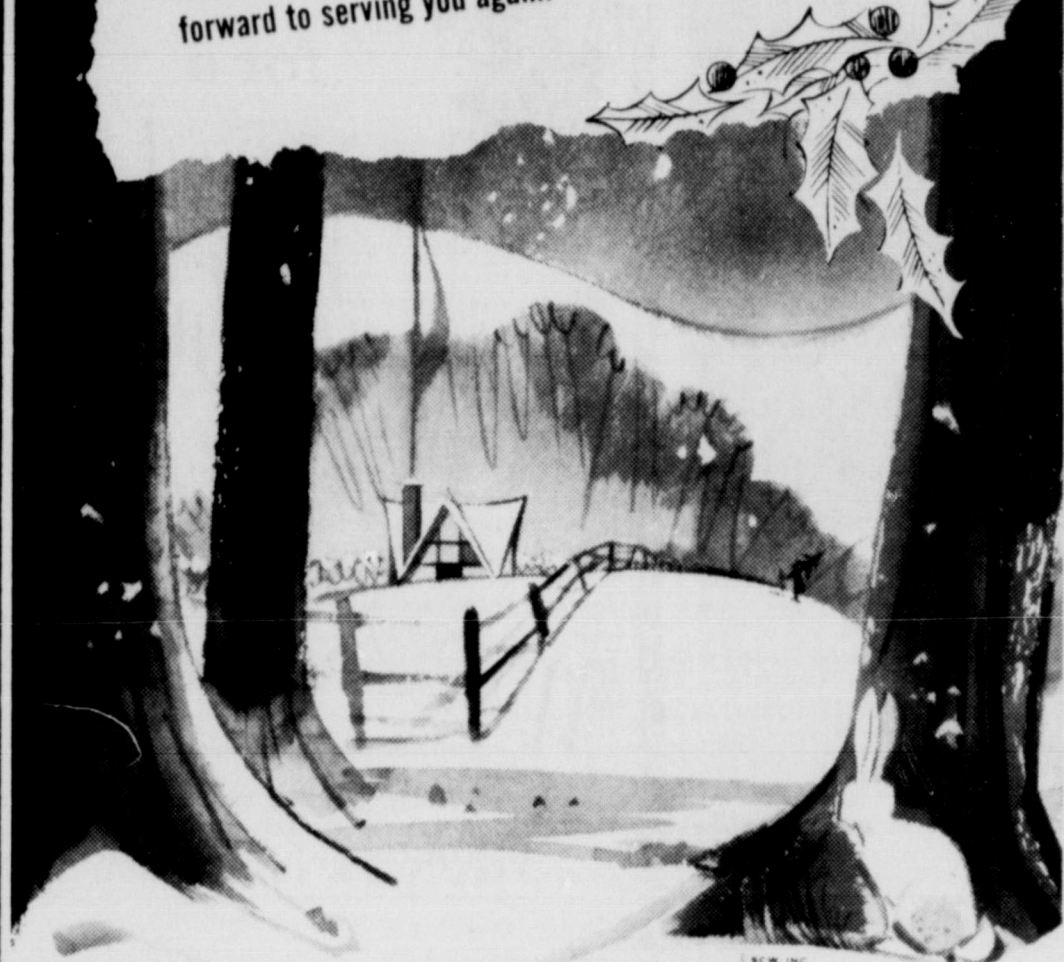
SAVINGS and LOAN
 ASSOCIATION

4th and Sampson

Hereford

Greetings of the Season

We welcome the opportunity to wish you, our friends and neighbors, the best of everything at Christmas and to thank you for your patronage in the past. We look forward to serving you again!



HERRING IMPLEMENT CO. INC.

Lore and Legend Express Happy Mood of Season

From home to home, from country to country, Yule celebrations abound. The happy traditions of gift giving, home decorating, carol singing, card sending, candle lighting and tree-trimming express the merriment of the season.

Popular folk customs of nation after nation have been absorbed into the international legend and lore of the Yuletide. Yet virtually every nation — and every home and family, too — has its special way of celebrating Christmas, and its special memories of Christmas past.

Carrying in Straw

Straw is a traditional part of Christmas celebrations in Sweden — in probable remembrance of the first Christmas when there was straw in the manger.

While "carrying in the Christmas straw" is a tradition rather than a modern custom, Swedish people still make straw and wooden figures to hang on their Christmas trees.

"San Tan Lou Yin"

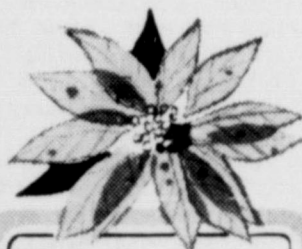
In Hong Kong, Santa Claus goes by the name of "San Tan Lou Yin."

Baking the Pie

"The devil dares not show himself in Cornwall at Christmas time lest he should be baked in a pie."

This old English saying takes its humorous inspiration from the wide variety of ingredients actually used in the mince pies and other Christmas pies of early England, according to the editors of *The New Book of Knowledge*.

One 14th-century recipe for a Christmas pie included: a pheasant, a hare, a capon, two partridges, two pigeons, two rabbits, beef meat balls, eggs, pickled mushrooms, seasonings and spices, all in a pastry crust.



Plant Wins Yule Favor

One plant particularly favored at Christmas in the United States and Canada is the poinsettia. The holiday colors of this green shrub with its star-shaped red clusters make it an appropriate symbol of the season.

If it had not been for the interest of an American diplomat, Dr. Joel Poinsett of Charleston, S.C., the poinsettia might never have attained popularity. Serving as the first U.S. minister to Mexico in 1828, Dr. Poinsett discovered this tropical plant. Impressed with its beauty, he brought it back to the United States and introduced it into cultivation. Later, the plant was named the "poinsettia" in his honor.

Albert Ecke, a California farmer, developed and improved the plant, and first marketed it in 1906. Since then, it has become a favorite Yuletide decoration.

The Hong Kong department stores employ elderly men who are specially costumed for the season. Just like Santa Claus, San Tan You Lin is present for the purpose of holding the youngsters on his knee and listening to their requests for gifts.

Until about 565 A.D., the use of evergreens for decorations at Christmas was forbidden by church authorities.



MISS U.S.A., Dorothy Catherine Ansett of Kirkland, Washington, finds United States Savings Bonds the perfect Gift solution. "You never have to worry about size and color preference," says Dorothy, "and you know your gift will be a welcome one. Give Savings Bonds for Christmas."



HO, HO, HO... And down the chimney he goes. No need to wonder how he makes it because, as everyone knows, Santa always brings goodies to good little boys and girls.

Trees Live and Bloom In Legends of Yuletide

Almost every kind of tree has a legend relating it to the Nativity or the life of Christ.

The cherry tree, says "The Cherry Tree Carol," bent down its boughs for Mary to pluck the fruit.

The Glastonbury Thorn blooms at Christmas because, legend says, St. Joseph of Arimathea, on his arrival in England, drove his staff into the ground, while he was carrying the Holy Grail, the chalice used at the last supper.

The staff took root and grew into a thorn tree.

JOY to the WORLD



The Lord is come! Let us go and worship the Babe Who brings His message of peace and love to all nations once again! May He bless you and yours at this holy season!

KENDRICK OIL CO.



PHILGAS



OLD-TIME GREETINGS

Here's a wish that's as old-fashioned as a Yuletide carol and that's every bit as sincere: Merry Christmas to all our friends and patrons!

ADAMS DRILLING, INC.

East Highway 60

Friona, Texas

noël

At this season of joy our Heavenly Father, we render thanks to Thee for the gift of eternal life given so freely in the person of Thy Son, Jesus Christ. May we humbly, by faith accept Thy gift.

Amen.



The **ELECTRIC** Company



U. S. Savings Bonds and Freedom Shares—the gifts that keep on giving.

Over \$14,000 has been given to Farmer Co. Community Hospital through Project Xmas Card.

Give a "combination package" this Christmas—buy U. S. Savings Bonds and Freedom Shares at your bank.

NEW YORK — Every 24 seconds a fire breaks out somewhere in the United States.

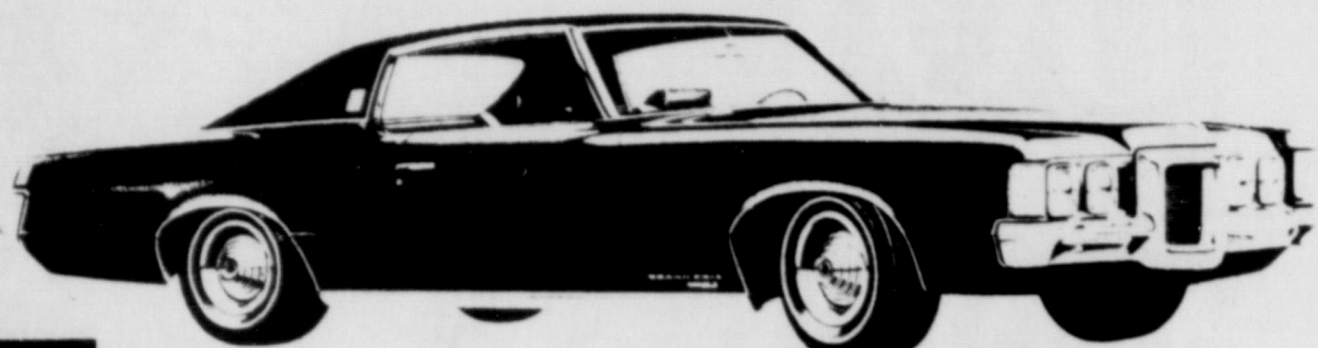
George Long Says ---

"THANK YOU"

to all his friends and customers for their 1968 business on

PONTIACS, RAMBLERS and GMC PICKUPS

And Wishes Each One A Merry Christmas And A Happy New Year.



V The year of the great Pontiac break away

L-O-N-G Trades Are Still In Effect!

**Pontiac - Rambler - GMC
East Highway 60-70-84 - Clovis
Home Phone - Farwell 481-3876**

RIERSON



REEVE IN HANDBELL CHOIR. . . David Lee Reeve is pictured here with other members of the Handbell Choir of the McMurry Indian Band, which is currently on a tour of West Texas cities and appeared in concert at Polk Street Methodist Church, Amarillo, Sunday evening and at Palo Duro School at 8:30 a.m. Monday. Another Frionan, Kara Beth Sides, is also a member of the band. Parents of the two freshmen students at the Abilene college are Mrs. Faye Reeve and Mr. and Mrs. Billy Sides.

BEST WISHES
for a
Merry Christmas

We wish you the good cheer of this holiday season. And may the New Year bring to your family success and lasting happiness.

TAYLOR & SONS
BLACKSMITH



Santa Claus is here! His pack is brimming with gifts of joy and laughter . . . gifts of happy hours . . . gifts of friendship and good will. We would like to add our warmest thanks to you, our valued customers, for your kind patronage. From jolly old St. Nick and us, Merry Christmas.

CONTINENTAL GRAIN CO.

Hank Wheeler, Mgr.

*Frionans On Tour
With College Band*

David Lee Reeve and Kara Beth Sides of Friona Texas, are currently touring West Texas towns and cities as a member of the McMurry College Indian Band. Reeve is the son of Mrs. Fay L. Reeve and is a freshman student at the Abilene College. His major is Chemistry. Miss Sides is a freshman math major. The band makes twice yearly tours visiting churches and schools in the West Texas-New Mexico area with both worship services and secular concerts. The band is directed by Dr. Raymond Dymun.



JOY AT CHRISTMAS

This Christmastide, may the peace and contentment that comes with love, understanding and good will towards our fellowmen prevail throughout the world. And for you and yours especially, may the meaning of Christmas be deeper, its hopes brighter than ever before.

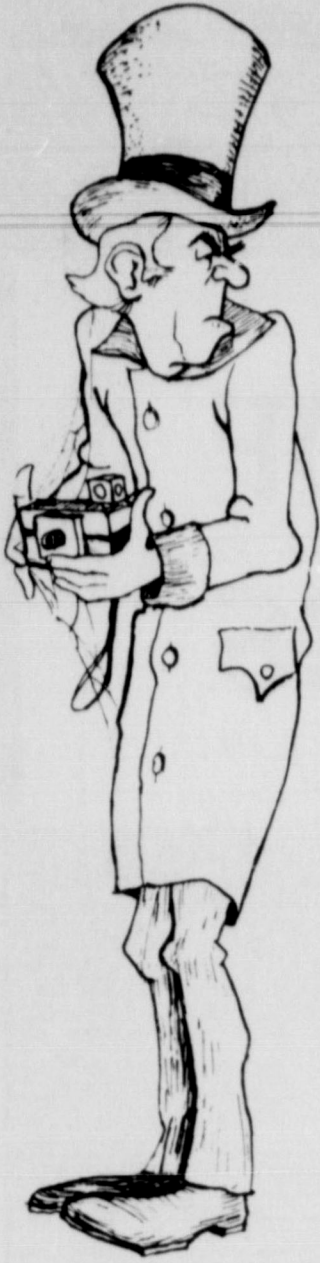
NUNN LUMBER CO.

"Complete Building Service"

1000 Main

Ph. 247-2727

Don't Be A Shutter Scrooge



What's a "Shutter Scrooge"?

He's the fellow who assembles a few meager slides from a vacation or family event, to find that the wife not only had her eyes closed, but stuck her tongue out during a classic shot in front of the Christmas tree.

Or worse, one of the kids completely blurred the ONE shot taken of the family snow man.

This unhappy shutter-bug is still under the illusion that quality color films cost a lot of money and that one slide, or a scant foot of movie film had better be enough!

Nothing could be further from the truth, advise a amateur photographic experts from 3M Company, manufacturers of Dynachrome color slide and movie films. Now that quality films can be purchased for a reasonable price (with processing included in the case of Dynachrome), home photo enthusiasts are advised to shoot each important scene twice even three times, perhaps from different angles, to assure good photographic quality — as well as an interesting selection of scenes.

Now maybe even "Shutter Scrooge" will take heed of the ghost of pictures past.

Dear Santa,
We have all been good boys, please send us blonde and a redhead. (36-24-36)
The gang at Oklahoma State Tech
P.S. We're not proud, if your out of the above, a brunette will do.

Dear Santa,
I'm 7 years old. I want lockeykidho and a bike and a party doll.
That is all,
Thank you, Santa
Olga Zamora

Dear Santa,
I'm 5 years old. I help my mother. I want a truck and a bike and an electric car and a coloring book.
Thank you Santa,
Valentin Zamora

Dear Santa,
I'm 4 years old. I help my mother. I want an electric car and 3 bows and a doll. That is all.
Thank you, Santa,
Irma Zamora

Dear Santa,
I am a good girl. I am 10 years old. I want a easy-bake, and a game of hands down - and a doll. Thank you, Santa
Sylvia

Dear Santa,
For Christmas I want an easy bake. My name is Linda Blanco. I am 6 years old.
Thank you, Santa
Linda Blanco

Dear Santa,
Im' eight years old. I want a bike and a tipt toy truck and a coloring book. Thank you, Santa,
Joe Zamora

Dear Santa,
My name is Debbie. I want a doll. Her name is Pussycat. I have been good, Santa.
I Love You, Santa.
I'm sorrow that you have to do all that work.



Dear Santa,
Here I am writing to tell you Hi and to tell you what I want for Christmas. There are a lot of things but most of all I want Tippy Toe the doll that I want most of all.
Yours Truly,
Linda R. Bejarano

Dear Santa Claus,
My name is Gay Clark. Please bring me a watch, and a desk for Christmas.
Rondee, my little brother, wants a wagon with sideboards, and a fire gun.
Love,
Gay and Rondee Clark.

Dear Santa Claus,
My name is Ricky. I am in the first grade. I have been good. Please bring me an ice cream machine, and Hot Wheel track and cars.
Ricky Redfearn

SANTA LETTERS

Dear Santa,
My name is Julie Owen from Friona, Texas. I am eight years old. I am in the second grade. I want a pogo stick, and a dolly walks her doggy, and an umbrella.
Love,
Julie

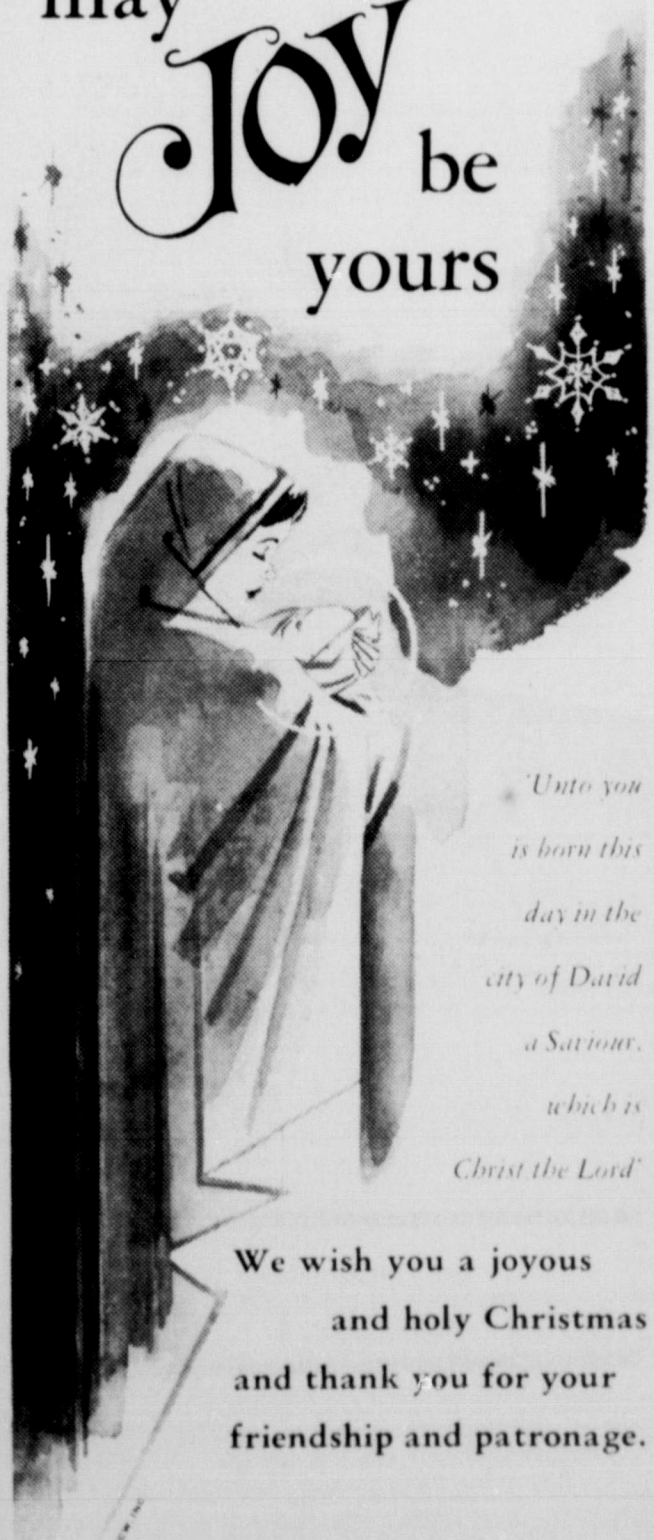
Dear Santa Claus,
My name is Kathy. I am in the first grade. I have been good. Please bring me a Barbie, dishes and go-go girl.

Dear Santa,
My name is Mark Nazworth. I am the first grade. I have been good. Please bring me an electric train, and an electric guitar.

Dear Santa,
I have been a good girl and want you to bring me a Tippy Toes doll, a spirograph, Suzy Homemaker oven and a Granny gown and house shoes.
Love,
Kim Beavers

Dear Santa,
I want baby first step and I want creepie people. And I want a vanity set. And I want tippy toes.
From Karen

may **Joy** be yours

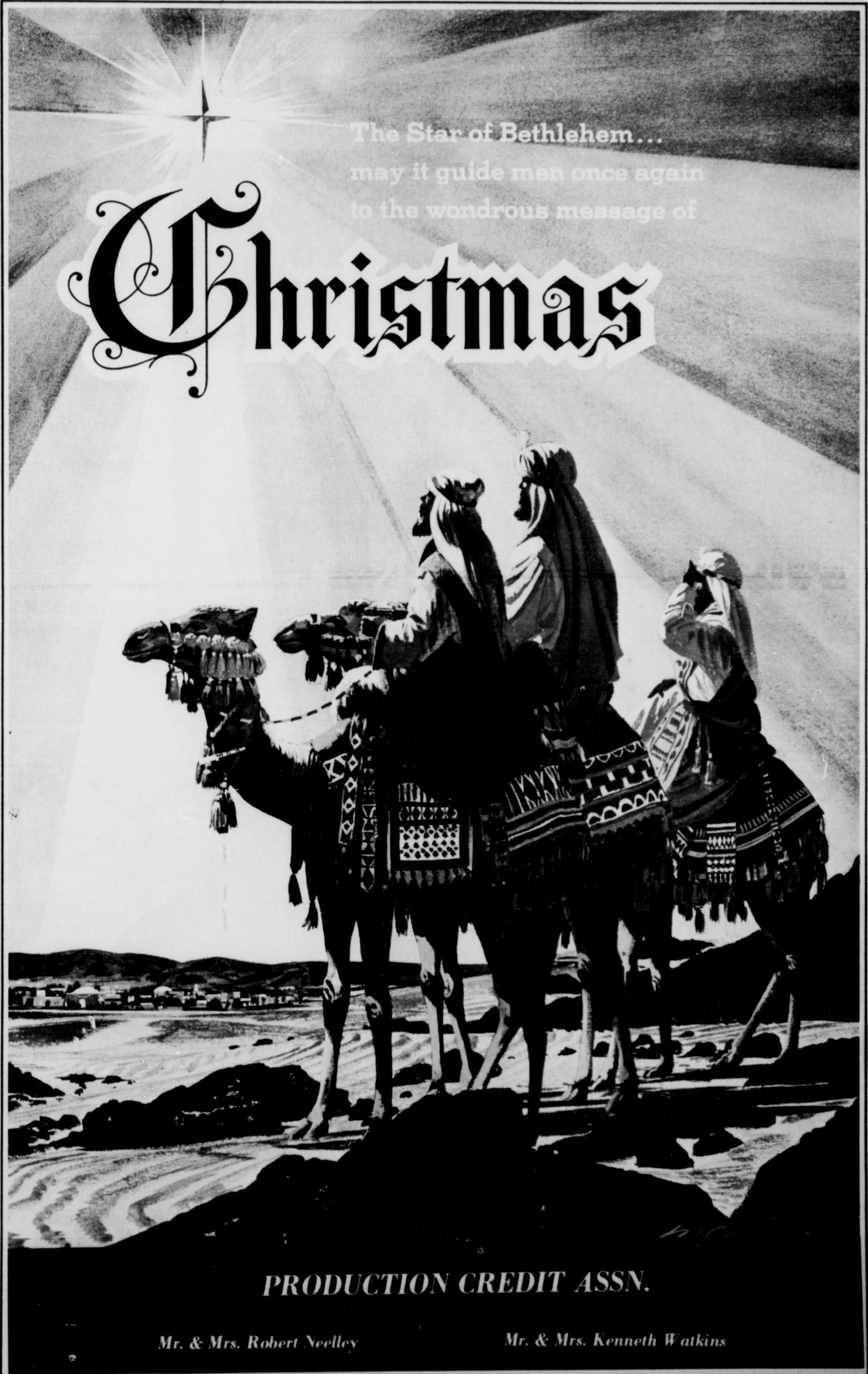


"Unto you is born this day in the city of David a Saviour, which is Christ the Lord"

We wish you a joyous and holy Christmas and thank you for your friendship and patronage.

CROW'S SLAUGHTER PLANT

Friona, Texas



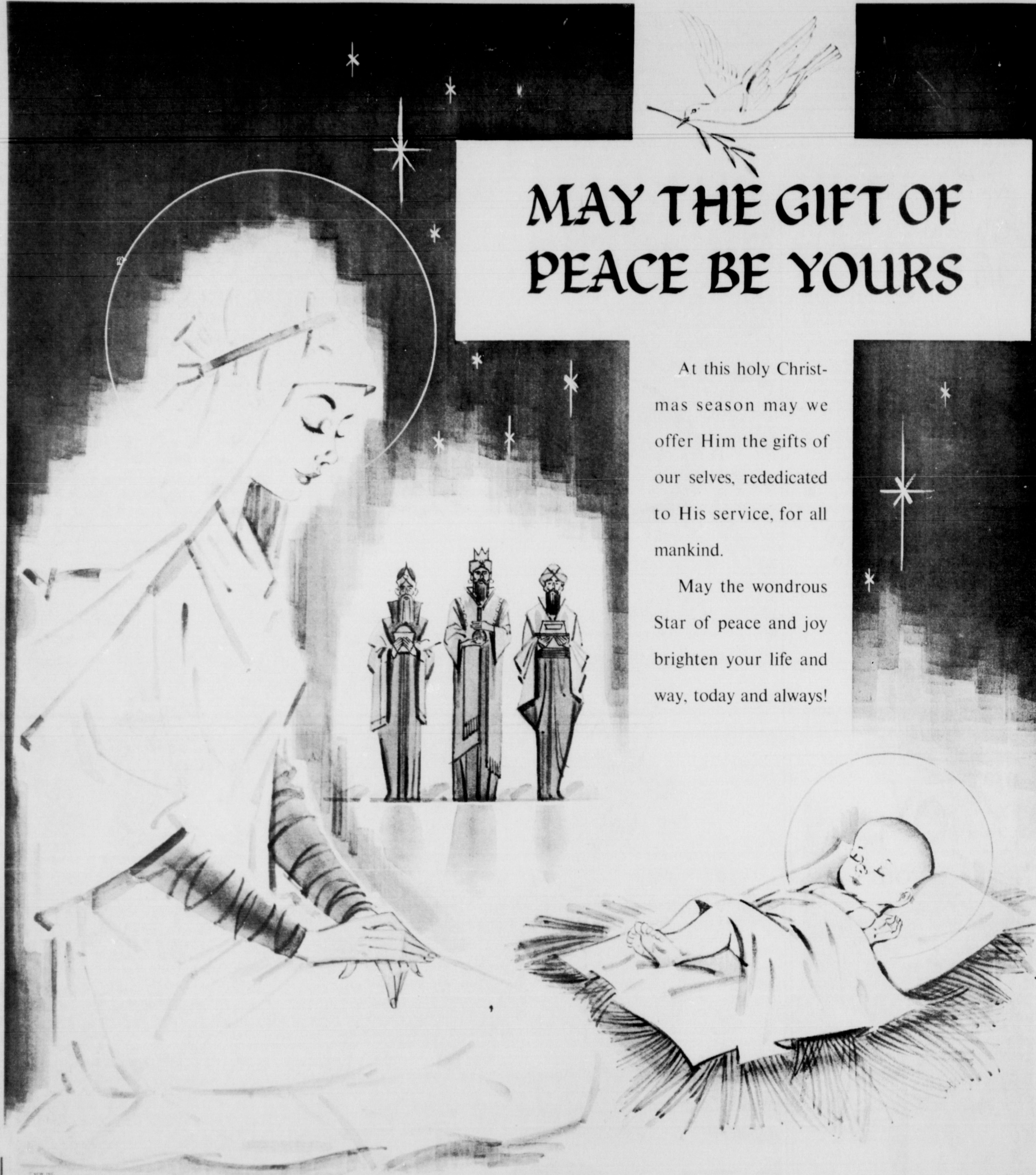
The Star of Bethlehem...
may it guide men once again
to the wondrous message of

Christmas

PRODUCTION CREDIT ASSN.

Mr. & Mrs. Robert Neelley

Mr. & Mrs. Kenneth Watkins



MAY THE GIFT OF PEACE BE YOURS

At this holy Christmas season may we offer Him the gifts of our selves, rededicated to His service, for all mankind.

May the wondrous Star of peace and joy brighten your life and way, today and always!

THE FRONA STAR
WEDNESDAY, DECEMBER 25, 1968
PAGE 14, SEC. II

CHESTER GIN CO.

Earl Chester, Owner