

We did not make the hunt, but from talking to some of our friends who did, it is evident that hunters are not likely to extinguish the pheasant population this season in Parmer County.

Several told us that about all they got out of the season's opening day lastSaturday was a lot of exercise, along with tired, cold feet.

Due to the muddy conditions, the hunting hasn't been the very best this time around.

However, local nimrods have another weekend on the season, and things might improve.

Friona Consumers has received some entries in the annual tailfeather contest, proof that some hunters got their bird. As of this writing, Robert Osborn, now of Amarillo, has

the longest feather entry. The recent scare over the use of "DES" by feedlots in their feeding program has brought about the usual fanfare by the Federal Drug Administration, and the FDA has imposed some rather harsh rules on the feed-

torial in the Animal Nutrition and Health publication by Dick Beeler, the writer pointed out that the drug DES is really a commonly used hormone in medicine, and it has not actually been proven as a cause of cancer, as the "scare" stories implied.

and affects many of our readers the most part. in one way or another, we are quoting the entire editorial as an ice storm all day last Wed-

"As in the case of DDT,

"On October 12th, FDA increased the withdrawal period FDA's own admittance that the inery to be used. "48-hour period is scientifi-

cally adequate when observed." "The new ruling came after laboratories detected DES residues in 10 of 2500 cattle and dition remained throughout the sheep sampled in April, May, day, until snow flurries began June and July, Detection came following the instigation of a new 2 parts per billion of DES. All of the positive samples were in the liver and NO positive sam- sture, and moist conditions ples have ever been found in stalled off the delayed harvest muscle tissues that are most even more.

generally consumed as meat "As in the case of DDT, only the scare aspects of the DES story are being told and the sugar beets are as yet unnone of the scientific or bene- harvested. ficial aspects are ever men-This is an important tactic in the banning of anything,

"Extension of the withdrawal period will hardly work any hardships on the beef industry -but a total ban of DES wouldand the only strong voice we've heard in defense of DES has been Dr. Wise Burroughs, Iowa State University ruminant nutritionist who developed the practice of using the hormone in beef feeding.

"Dr. Burroughs points out that at the level of 2 parts per billion, a person would have to eat a half ton of liver a day to receive a therapeutic dose.

"(DES is a commonly used hormone in medicine. A dose of 2 mgm daily is often given to women suffering from menopausal symptoms and has not been demonstrated to produce can-

"Dr. Burroughs also pointed out that some animals have this level of stilbestrol in their liver as a result of natural estrogenal

"None of the newspapers car rving the scare headlines have bothered to point out any of these scientific facts.

"Nor, in their devotion to consumerism, have they pointed out the benefits of DES, Since 1954, more than \$1 billion in feed sayings have been realized thr- old contract three years as of ough the use of DES. The hor- Wednesday, December 15. mone is now being used in 80-85 of all cattle being fed in U.S. mally the first of the week.

"If cattlemen had to stop ing of the Wilson plant would using DES in their feeds, they'd have several options for coping Frione's MBP plant. "Naturwith the situation in order to produce the same amount of

"However, the alternatives would lead to higher prices for beef and an additional cost to (Continued on Page 7)



So Good To See You . . .



Sure, I've Been Good . . .



Then I Want A . . .

The FRIONA * STAR

Volume 47, Number II

Thursday, December 16, 1971

FRIONA, TEXAS, 79035

12 Pages

Winter Keeps Grip Here

The weather continued to be unsuitable for outdoor activi-Since this problem is timely ties during the past week, for

> The area was enveloped in nesday, and also early Thurs-

No major traffic mishaps slowly but surely the FDA is were recorded, which was exmaking its way toward banning ceptional, considering the icy the use of DES in cattle feed- conditions. However, a Friona man did suffer a broken leg early Wednesday.

The weekend brought fair from 48 hours to seven days -- weather, although fields still an action taken in spite of were too wet for farm mach-

Then on Tuesday, a new front again brought snow flurries, al-Consumer & Marketing Service light, Tuesday found the area enveloped in a fog, and this conabout midafternoon

Big, downy flakes fell for selaboratory analytical procedure veral minutes, but due to the which is sensitive to a level of ground temperature, the ground did not cover at Friona.

However, the additional moi-

Some maize remains unharvested, and a major portion of the cotton, and a great deal of

Date	Hi	Low
Thursday	30	23
Friday	49	28
Saturday	49	28
Sunday	55	24
Monday	48	25
Tuesday	62	25
Wednesday	35	29
Precipitation:	.01 Tuesday.	

Beef Packers faced an obstacle

this week, as the company's

contract with Amalgamated

Meat Cutters and Butchers Wo-

rkmen of North America, P-777

was set to expire at midnight

some three weeks ago, were

continuing between the plant and

union officials this week, as they

attempted to come up with a con-

tract suitable to both parties pr-

The meat cutters at Missouri

Beef have been working on their

The plant was operating nor-

McLean stated that the clos-

for to the deadline.

Wednesday.

BITE OF SNOW, . . . John Carson, son of Mr. and Mrs. David Carson, tries to catch a falling snowflake during Tuesday afternoon's snow shower in downtown Frions.

United Fund Drive Now In Full Swing

General Chairman Steve Bavousett urged all UF workers to proceed with their contacts, so that the drive may be completed as quickly as possible.

Bavousett said on Tuesday that actual deposits for the 1971

Plant, Union Facing

Deadline On Contract

Negotiations, which began in our local operation, but it is

ona plant said.

McLean indicated that the

mostly seasonal," he said.

apparently was the result of the

price freeze which affects the

price the plant may charge for

its product, but left the price

of cattle uncontrolled, Losses

in its operation were cited by

It has been reported that the

two weeks, but officials refused

company officials.

The Friona Area United Fund drive amounted to only around drive continued in full swing this \$1,000. "However, there undoubtedly has been much more than this collected, but not turned in and deposited as vet." Bavousett said,

> Another problem has been the weather, which has curtailed collections considerably. The country roads have been wet, and this has hampered the work in the rural areas

> The goal for the 1971 United Fund drive is \$6,450, which is the same total as the 1970 drive. Organizations benefitting from the United Fund include

the Girl Scouts, Boy Scouts, Salvation Army, U.S.O., Texas United Fund and local emergen-

With the neighboring Wilson ally, this could put some extra Packing plant at least tempor- cattle on the market, However, arily closed, Frions's Missouri I don't expect any change in our Skin Disease operation because of their shutdown," the manager of the Fri-

The scables problem which holiday season was always a has caused several area counslow time for the beef market. ties, including Parmer, to be "We have had some reduction placed under quarantine, may cause area feedlots a good deal of extra work, which in the long Closing of the Wilson plant run is useless.

"Scables is a skin disease. and doesn't affect the meat at Since all of our animals go into the packing plants, I can't see why all the fuss is being made," says Earl Elam, manager of Hi-Plains Feed

Wilson plant would re-open in The usual entering health procedures used by the feed to say for sure. The Hereford yards should serve to elimi-

SPEAKER NAMED

Chamber Sets Banquet; **Board Election Called**

merce announced the date and Company, the name of the speaker for its Committees were appointed and Floyd Reeve. annual banquet, and set the whe- to organize the other facets of els in motion for the election of the annual banquet. four new directors, at the

The annual banquet will be Chamber's board. held the evening of February 29,

was visited last Saturday af-

ternoon by a CH-47 Chinook

a training mission with a busi-

ness stop in Friona Cowan,

up some supplies for his

While visiting here during

National Guard Armory in Gr-

Thanksgiving, Sgt. Cowan pur-

chased two freezers from Fri-

ons's White's Auto, where Do-

zier is employed. It was his

intention to send a truck for the

freezers, but in the meantime,

the Saturday training mission

came up, and it worked out that

he could land the sircraft in

Friona and pick up his goods.

and Prairie

Dozier of Frions, was picking storm

Army Cargo Helicopter.

Ballots are to go into the

of four new directors to the Houser. Holdover directors ty owners involved in right-of-

Eight names will be on the Murphree, Glenn E. Reeve, Jr., 214 overpass project, and it 1972. Speaker will be J.H. Gil- ballot. They are Carrol Gatlin, Ron Devenport and H.K. Ken- appeared that condemnation lie, who is the public relations Don Huckabee, Dale Cary, Gay-

The "Chinook" helicopter, a

double-prop craft, is a cargo

helicopter, and is capable of

ter was used last winter when

bales of hay were dropped in the

Sgt. Cowan said the mission

enabled his crew to have a first-

hand view of this area from the

air, and to familiarize them-

Friona Visited By

Army Helicopter

The helicopter, commanded carrying a jeen and 24 men very

by ISG T. A. Cowan, was mixing comfortably. This type of 'con

who is the father of Mrs. Calvin Pampa area during a snow-

Friona's Benger Air Park ber of the 149th Battalion.

In other business, the direc-

tors discussed the printing of

sible locations.

The Friona Chamber of Com- official for Phillips Petroleum lord Maurer, M.C. Osborn, nate \$25.00 to Project Christ-Ronnie George, A.L. Outland mas Card, the annual drive that benefits Parmer County Com-The four board members munity Hospital,

whose terms are expiring are City Manager A.L. Outland Carl Schlenker, Dr. Jon M. reported that negotiations had monthly board meeting Tuesday mail this week for the election Roden, Ralph Shirley and Marc hit a snag with certain properare Wendell Gresham, Ray way purchase for the Highway

in some cases The board voted to endorse a city maps, which could be dis- statement by J. Fike Godfrey, tributed in the chamber and city executive vice president of the offices, as well as other pos- West Texas Chamber of Commerce, to the Texas Air Control

The directors voted to do- Board

Hospital Fund Stands At Less Than Halfway

Card, which is Saturday.

selves with the area, in the event that they should be called on for \$1,600 short of this year's goal any such missions again this

The helicopter and crew were at Benger Air Park about an hour, while the supplies were deadline," Mrs. Williams said. December 23.

Residents of the area arere-Last year, the project raised minded of the deadline for con- over \$3,600 for a heart monitributing to Project Christmas tor for Parmer County Commu nity Hospital. This year, the Jane Williams of FrionaState money has been earmarked to

Bank said Tuesday afternoon pay for a new heating and coolthat the contributions stood at ing system for the hospital's something over \$1,200 at that operating, emergency and detime. This is still around livery rooms. Contributors to the fund will

"However, most of the mon- have their names listed on a ey customarily comes induring full-page Christmas Greeting in the last few days prior to the the Friona Star of Thursday,

Sgt. Cowan and his crew of five men were on a cross-country mission when they landed in Frions for their supplies. Sgt. Cowan is under the command of Adjutant General Ross Avers.

HELICOPTER STOPS, . . . A U.S. Army helicopter stopped in Friona last Saturday, while on a training mission, to secure supplies for a National Guard armory in Grand Prairie. Elvie Jennings of Benger Air Park looks the craft over

a Friona native. He is a mem Santa Sets Final Visit Affects Area

Santa Claus will make his fi nal appearance in Friona on Saturday, prior to returning to the North Pole to prepare for his visit on Christmas Eve.

Once again this week, Santa plans to visit with local children up and down Main Street, as he checks into the local stores. He will find out what they want him to bring them for Christmas, and also will dispense candy to the youngsters.

Santa appeared here last Saturday, and hundreds of local children came to see him, Santa's appearance is sponsored by merce and Agriculture.

facility has a kill capacity of the Frions Chamber of Comnate scables, should an animal probably have little effect on 1,200 head per day, and employed some 200 people.

Join 'Xmas Project' By Dec. 18

Friona Flashbacks

...from the files of the Friona Star

40 YEARS AGO -- DECEMBER 18, 1931

S. F. Warren, Friona's leading poultry breeder, took a number of his prize-winning Rhode Island Reds to the Slaton poultry show last week, and bore away a number of the best prizes. This is the fourth show he has attended, all with good results. The others were the Tri-State, Amarillo: South Plains, Lubbock; and Tri-County, Hereford.

35 YEARS AGO -- DECEMBER 18, 1936

O.C. Jones this week announces the opening of a Dodge-Plymouth agency here at Friona, with office and show rooms at his garage on Euclid Avenue, Mr. Jones will include at his agency both sales and service, and will also carry a stock of parts for these two popular makes of cars. Mr. Jones is a member of our city commission and one of our prominent machinest citizens.

30 YEARS AGO - DECEMBER 19, 1941

Parmer County farmers are being urged to check over their farm machinery at once in order to see what necessary repairs can be made before spring planting; and then get their order for repairs and parts in the hands of their dealers at the earliest possible moment. Farmers also have been asked to assist in the national scrap iron collection campaign, to help supply iron and steel scraps to speed war industries.

25 YEARS AGO -- DECEMBER 13, 1946 At a regular meeting of the city commission on Monday night at the city office, the city officials decided that the city was in need of an official Nightwatchman, and accordingly, C.M. (Charley) Jones was secured for the position. His appointment was made to become effective at once.

County commissioners F.T. Schlenker of Precinct 2, and W.H. Flippin of Precinct 1, accompanied by Mrs. Schlenker and Mrs. Flippin, spent a part of last week at San Antonio, attending the state convention of County Judges and Com-

> 20 YEARS AGO -- DECEMBER 13, 1951

"This wagon last hauled cotton in 1917, so it ought to get the job done now!" remarked Fimer Euler last week when he brought in a load of his cotton via wagon to the North Plains Gin at Frions. Euler is realizing from one-half to three-fourths bale per acre on his 320 acres planted to cotton southeast of

15 YEARS AGO -- DECEMBER 13, 1956

The Frions Greenhand Farm Skills team placed first in the state contest which was held last weekend at Huntsville. The skill which the team demonstrated was debeaking poultry. They removed a portion of the upper mandible of the beak, Members of the team are Ronnie Wood, Don Clements, Jimmie Beinum and Gerald Daniel. They were accompanied to Huntsville by J.T. Gee, chapter advisor, and Gerald Floyd.

10 YEARS AGO -- DECEMBER 14, 1961

Friona shoopers will take home 60 turkeys which will be given away in the giant drawing Saturday afternoon in the City Park. Merchants will be distributing tickets to the drawing at their respective businesses. Holders of the winning tickets must be present to claim their turkey. The event is sponsored by the Friena Chamber of Commerce.

5 YEARS AGO -- DECEMBER 15, 1966

Baker Duggins, counselor for the Friona school system, has been invited for a three-day trip to the United States Military The academy is paying for expenses, which will enable Duggins to serve as a field consultant for the West Point Academy in this area.



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Pause and Reflect

By Nelson Lewis

Lives of great men all remind us

We can make our lives sublime, And, departing, leave behind us

Footprints on the Sands of Time. Only the events of a far distant future coupled with an accurate

chronicle of our times will determine Richard Milhouse Nixon's

degree of greatness. Whatever acclaims his devout followers may declare in his favor or however dark his opponents may color his motives, one facet of his presidency will remain forever engraved upon our lives and our memories: -- his appointments to the Supreme Court veered the course of the Ship of State away from a collision course with domestic disaster into the relatively calmer waters of Constitutional Government.

Being granted a seat on the Supreme Court is not only the highest honor that can be bestowed on a citizen it is also a burden of awesome responsibility.

No body of men, no matter how carefully selected, can render decisions pleasing to all of two hundred-twenty million

One hundred eighty years ago the authors of the Bill of Rights recognized the perils to be faced by an emerging nation and very sensibly included in the first amendment the right to

Suppose we the people accepted without comment every opinion, law, rule, guideline and regulation pouring forth from Washington, D.C.

What would become of our freedom of choice? We would be a nation of men and not of laws.

Our fate could parallel that of Germany under Hitler, Italy serving Mussolini, Cuba obeying Castro, China following Mao, or Russia subjugated by the four percent of its population wh carry Communist party member cards.

However much we may deplore certain interpretations of our constitution we must bear in mind that our system of "three branches" and the built in "checks and balances" remains a model for all newly-formed governments.

We proved the system would work even if we do have a knock-down, drag-out, family fight every four years.

Many times we have been warned that our demise as a

nation will not come from outside forces. The course of internal ev ...ts is of such enormous magnitude that the selection and approval of stalwart statesmen to

the high court cannot be overestimated. Let us hope that President Nixon has chosen wisely and well,

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Baptist Church Sets Music Program Sunday

The Church Choir of the the world. First Baptist Church, Friona, Untold" Sunday evening at 7:00

Eugene Clark, a complete in- and Bill Myers. Accompaniests valid, wrote the cantata by dictation to a secretary. The can- Mrs. Eva Miller and Gary Mintata presents the true story of gus. Jesus' birth -- the Saviour of peto be Christ's witnesses around

The music will be under the will present the Christmas Can- direction of Bill Myers, the chtata, "The Greatest Story Yet urch's Music Director. Soloists include Mrs. Janet Lloyd, Mrs. lo Witten, Carrol Gatlin

Myers and the Choir cordiople and challenges Christians ally invites the public to attend the musi

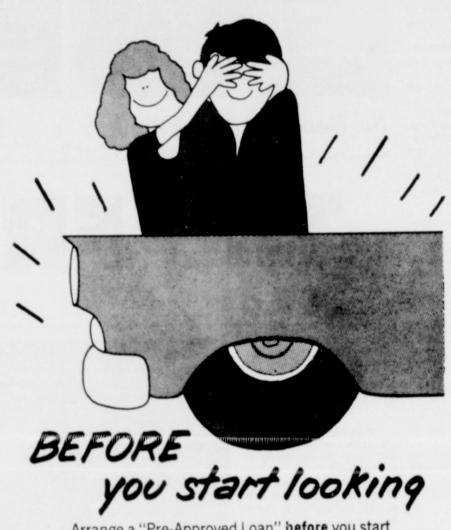
Two FHS Bandsmen Make All-Regional

regional level to advance to area try-outs for the All-State Band, Janice Hayes will represent the Mingus will advance to area try-outs on trombone. In adfor the performance will be first alternate on clarinet.

Area try-outs are in Lubbock qualify at these try-outs, they freshmen.

Two Frions High School band will be in the All-State Band students have qualified at the and attend the Texas Music Educator's Association Convention to be held in Fort Worth, February 9-11, for the purpose region on piccolo and Gary of participating in the All-State Concert.

Gary Mingus qualified for dition, Hope Mays qualified as All-State last year as a sophomore. He was Friona's first All-State band student. Janice on January 22. If the students Hayes and Hope Mays are both



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WELCOME TO FRIONA



Mr. and Mrs. George Sanders moved to Friona recently, to manage the Friona Apartments, Mr. and Mrs. Sanders are originally from Alamogordo, N.M. They have three sons, Harold, Jimmy and George, Jr., who all live in Albuquerque, N.M. Mr. and Mrs. Sanders are Baptists, and live in Apartment 38 of the Apartment complex.

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Elevator Service Field Seeds



Mrs. Rury's Rites Held

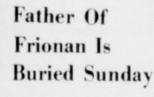
Funeral services for Mrs. Roma Rury, 68, who died ather Bovina home Friday, were conducted from Bovina Church of Christ at 2:30 p.m. Monday with Cecil Bunch officiating.

Mrs. Rury, who was a native of Eldorado, Oklahoma, was a member of Bovina Church of

She is survived by three sons, Orlando Rury of Austin; Don Rury of Clovis: and Jimmy Rury of Lamesa; two daughters, Mrs. Muriel Stowers, Bovina, and Mrs. Jan Gamble. Amarillo; one brother, Lowell Hale of Yuma, Arizona; one sister, Mrs. Wilma Hankins of Wichita Falls: 19 grandchildren and 14 great-grandchil-

Pallbearers were Bobby, Roy Lee, Jimmy Don and Gaylord Stowers, Dave Emmons and Robert Gamble.

Burial was in Mission Garden of Memories Cemetery at Clovis with Claborn Funeral Home in charge of arrange-



Funeral services for W.G. Swain, 75, of Brownfield were conducted from First Baptist Church there at 2:30 p.m. Sunday with Rev. Pat Cummings, pastor officiating.

Swain, who was the father of Mrs. Ray White, Friona, died at Brownfield General Hospital at 4:15 a,m. Saturday following a long illness. He was a farmer and a stucco and cement contractor prior to his retirement.

Other survivors include his wife, Rena; one son, Graham Swain, Brownfield: three daughters, Mrs. EstellClark, Lubbock; Mrs. Billie Brian, Del Rio, and Gladys Swain, Brownfield and nine grandchildren.

Burial was in Terry County Memorial Cemetery.

Jamless Locks

To prevent sticking and jamming of door locks that must operate in corrosive atmospheres, cylinders of high-quality locks are made from a copper-nickelzinc alloy called nickel silver.

nna Lee Carroll, Herschel Johnson, Scotty Scaff, Elmira Samuels, Sam Morgan, Elizabeth Riddle, Dora Phipps, Gary Dosher, Della Daniel, Howard Williams and Diane Lumbrera.

Patients In The Hospital:

Abraham Escobedo, Marcus Garza, Sandra Glover, Carmen Garza, Linda Griffin and baby girl, Carrie Gray, Kelvin King, Brian Osborn, J. Ray Scott and

TICKET WINNERS, . . . The above sponsors of the Friona Star's football contest emerged as sponsor winners in the annual drawing for Cotton Bowl and Sun Bowl tickets. Howard Fleming (top), representing Fleming & Son Gin, won the Cotton Bowl tickets, and Earl Elam of Hi-Plains Feed Yard, holds

HOSPITAL REPORT

Dora Phipps, Muleshoe: Lin- Sandra Glover, Friona: Marcus da Griffin, Friona; Candace Garza, Friona; Brian Osborn, Dirr, Friona; Sam Morgan, Friona; and Billie Fairchild, Bovina: Herschel Johnson, Fri- Friona,

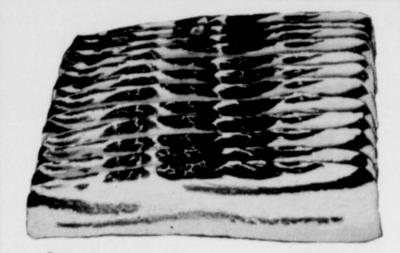
ona; Scotty Scaff, Lariat; Gary Dosher, Farwell: Diane Lum- Dismissals: brera, Bovina: Abraham Es-

Linda Cruz, Margaret Crook

cobedo, Friona; Kelvin King, and baby girl, Ruth Schwab, Billie Fairchild See your NK dealer about a fabulous holiday to... The choice is yours when you buy and plant Northrup King Seeds **Get Complete Details Today! Expires** December 31, 1971

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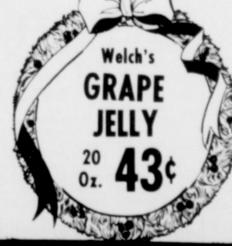
2 Lbs. 15¢

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Detergent

Giant Size

79¢



Gold Medal

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Houser

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house, barn & corrals, loading chutes, 29% dwn. Good business locations: .9 A., railroad access on Am-

arillo Hiway We have 2 & 3 bdrm, homes listed for sale or trade, Perfect 1 acos Ast of arwell.

320 A, 2-8" wells. 50 Acres grass. Balance cultivated, Near Farwell.

160 A.-Very good irrigated. Well improved. East of Farwell.

340 A. Irrigated. North of Bovina 640 A.-N.E. Farwell. 5-8" wells.

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Thank you so very much and may God bless and keep you Carrol & Myrna Gatlin 11 - lt

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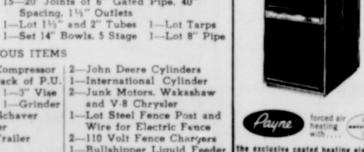
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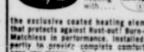
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Yule Log Among Oldest Customs

The Yule Log's beginning can Frions exes on Sunday, December 26. traced centuries back. It is enerally believed that the traditional burning of the Yule Log was handed down to Scandinay. ian countries from Englishspeaking countries.

The Scandinavian feast of Winer Solstice was observed by the kindling of huge bonfires to the god Thor. In England the Yule Log was burned amidst great noise and song. The large castle estates had minstrels to sing to the log, but where no minstrels were available, it was customary for the family members to salute the log themselves.

Because of our modern living onditions the burning of the cording to Carl Schlenker, pre-Yule Log here in America is vir- sident of the exes. tually non-existent.

invitation to the ex-teachers. Sometimes we fail to make it Now is the time to clear that they are invited; but they are as much a part of our "Exes" as anyone," Schlenker SEVS.

All former students and teachers are urged by Schlenker to attend the meeting, which will feature a short business meeting, election of new officers, and a drawing for a door prize.

> The door prize is an all-wool "Chieftain Blanket," to be awarded to someone attending the event. A survey will also be held to determine the person coming the farthest distance to

Friona High School ex-students

and teachers will be held on Sun-

day, December 26, at 3 p.m. at

the high school cafeteria, ac-

"We want to issue a special



DOOR PRIZE. display the pretty Chieftain blanket that will be given as a door prize at the annual meeting of

Officers other than Schlenker

are Lloyd Mingus, vice presi-

dent: and Mrs. Cordie Potts.

secretary. Mingus is due to

become president, and Mrs.

Potts will be elevated to vice

president. A new secretary

former students and teachers

of the meeting, especially if

they are in contact with those,

or correspond with some, who

might not otherwise hear of the

Residents are urged to tell

will need to be elected.

Friona Exes To Hold

Meeting December 26

Senior Citizens To Be Feted With Luncheon

cipient.

ance is sponsoring a "Get Together" for the Senior Citizens of this community, on Tuesday, December 21, beginning at 11

It will be the first of what might be an organized group for Senior Citizens within the com-

For convenience of location, facilities and a floor even with the outside ground, the meeting will be held in the Fellowship Hall of the Union Congregational

A time of games, dominoes, knitting, visiting, etc., will follow the business of further organization, a devotional and lun-It will conclude at any time one desires to return

The lunch is to be provided by those attending by way of part of the community or not, bringing a covered dish of their choice. No direction is given here as this type of meal will work out very well.

"Also, we want to encourage the many in our community who

The Friona Ministerial Alli- ing a covered dish. We want you to come anyway, as there will be provisions for you already made. We are interested in your feeling the freedom to come and enjoy the time of fellowship with those you may not have seen in some time," stated Albert F, Lindley, pastor of the Friona United Methodist Church, program chairman,

FIX UP OLD

TOYS, TREAT

YOUNGSTERS

IN HOSPITALS

When all is said and done,

For whatever reason the Cre-

means of a check (though

that is very welcome, too)

but by means of personal-in-

If transportation is needed either to the meeting or following the fellowship, this may be obtained by calling your pastor, or 247-3045 or 247-3046.

"This is one group that you can't be a part of unless you are old enough," stated Lindley. He continued with the idea, "We are hopeful that all of the 'older youths' of our community, whether they are able to be an active will feel welcome to be part of this program. It may continue to meet, weekly, bi-weekly, or monthly, but the fact that it seeks to meet a real need for fun and fellowship for our Sen-

Merlin Mystery Show

Set Here Thursday

The Great Merlin Mystery Show will be performed at 8 any supernatural powers and p.m. Thursday, December 16 at answers questions, as he says, the Junior High Auditorium, Admission to the show is \$1.00

\$1.00 if purchased in advance, or \$1.50 at the door. The program is sponsored by the Frithere is no gift quite as wonona High School Fland. derful as giving of yourself. The Great Merlin will attempt to answer such questions as of his famed hypnotic demon-"Are there really such powers

ator may have, when we give our energies, our hearts to something or someone else, clairvoyance?" and "Can the we share the joys perhaps to greater degree than the re-This Christmas plan to bring a little happiness to the less fortunate, not by

Merlin has arnused and befuddled audiences for years by. among other things, reading the degrees below zero to 120 deminds of people right in their own seats in the audience. It is said that Merlin's mental powers are 100 years in advance of our time. His demonstraquestions submitted to him by people in the audience. Apparently he receives the questions and then answers the questions according to visions that he sees in a crystal ball.

simply through extra-ordinary development of his natural psyfor students. Adult tickets are chological faculties. Of course this may be perfectly natural for Merlin but absolutely supernatural for others less wonder fully endowned

Merlin will also present many strations including mass hypnoas E.S.P., mental telepathy and sis using volunteers from the veil of the future be lifted so son to become intoxicated on a that we can catch a glimpse of glass of ordinary water; another to eat an onion believing it to be a peach. Those who volunteer to be hypnotized will feel the weather change from 40 grees above zero, all in the tw-

After it's all over, the vol unteers remember the demonstration as though it had taken place in a dream, Merlin who often hypnotizes individuals with a single glance, claims that as a form of mental vibration if you can concentrate he can read your thoughts and hypnotize you, Curtain time is 8 p.m.







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Business & Professional Review



Leonard Coffey and Melissa Pruett

Leon Coffey

City Body Shop Now In 21st Year In Friona

When Clovis Fender and Body Works decided to expand in 1949, and Leonard Coffey was sent to manage its Friona office, this turned out to be a new business for

Coffey had begun working for his cousin, F.H. Paschal, in 1944, at Clovis Fender and Body Works. In 1949, Paschal learned that Clarage Fallwell, who previously operated a body shop here, was going out of business, and decided to ex-

Coffey was sent to Frions to run the business, "I didn't like the idea at first, but it soon became apparent to me that Friona was a growing town, and after about six months.] bought my cousin out, and was in business for myself," Coffey says.

Today, City Body Shop is a partnership between Leonard and his brother, Leon. Leon, the younger brother, worked for the company here from 1952 to 1955, when he moved to Snyder for five years.

In 1960, Leon moved back to Friona and became a partner in City

Leonard remembers that George Brock was one of his first local

"We had done some work for him n our shon at Clovis. When he earned we had put in a body shoo in

in 1950. He shared the building with M. H. Sylvester's garage, which was

almost totally destroyed. Coffey credits the Frions Volunteer Fire Department in saving his

After the fire, City Body Shop moved to the 500 block of Euclid in ing. In 1961, the Coffeys bought the property. Then in 1967, they built their new 40x90-foot building at the

The Coffeys have seen several changes in their business in the 22 years they have been involved in it. A major change has been in the way automobiles are built. Cars used to have protruding fenders -- but not to-

"I think cars are built a lot better than they used to be," says Leonard, pointing out that it is nothing these days for a car to be driven over 100,000 miles. This was considered quite an accomplishment a few years

In 1956, City Body Shop added automobile air conditioning to its list of services provided. This was about the time that air conditioning came into its own in the automotive indus-

Other facets of the business, auto glass, and painting, go hand-in-hand with regular body work.

From an original staff of two. City Body Shop has grown to one of seven today, which includes two Distributive Education students.

The Coffeys, even prior to the school's Distributive Education program, have always had some high-

school age boys employed. They have trained several boys along the lines of auto body work, and some have made it a career.

Leonard Coffey was born at Ralls, and attended school at Melrose, N.M. While in Friona, he has belonged to the Frions Lions Club and currently is on the loan committee of the Friona Texas Federal Credit Union.

Leonard and his wife Thelmahave had three daughters graduate from Friona High School. They are Carol, Kay and Becky. Now, they have a fourth daughter, Kellianne, who is

Leon Coffey was also born in Ralls, and went all through school at Melrose, where he was a state officer in the FFA chapter in high

Following his graduation from high school, Leon spent two years in the U.S. Marines. After he came to Friona, he married the former Laura Nell Hardesty. They have two children-Roger, who is 11, and Janice, nine.

Leon is an original member, and secretary of the Friona Four-Wheelers.



Walt Dittmar, Fred Ward, Chuck Sprouse and Larry Fallwell

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Star Lites . .

(Continued from page 1) consumers of \$300 to \$460 million annually, according to USDA-ERS estimates.

"Nevertheless, a band of consumer, environmental and welfare organizations has already filed suit in Washington asking the federal district court there to ban the feeding of DES to cattle and sheep. The group accuses the bovernment of failing to protect the public from mis-

"If the script sounds familiar, you're right. You've read it before. Only the initials have been changed."

Our children, like most everyone's, are beginning to watch the Christmas specials on television. Sometimes, as you know, the actual programming doesn't follow the TV log to the letter. A recent night seemed to be particularly plagued with this problem

After about the third attempt to find a program that was supposed to be coming on, mother threw up her hands in disgust. Son Stanley tried to soothe her: "They're fust not following the menu tonight, Mother," he explained.

Eighth Grade Girls Second At Muleshoe

The Friona eighth grade Maidens placed second in the Muleshoe tournament last week, winning over Olton, 41-20, but falling to Dimmitt in the finals, 26-23. This was their first loss of the season.

Nanette Fallwell and Terri Patterson tied for scoring honors against Olton, and Miss Patterson scored 17 in the Dimmitt game for high honors.

On Monday in the local gym, the girls avenged their loss to Dimmitt with a 32-23 win, as Terri Patterson again led the way with 20 points.

The Maidens are now 9-1 for

this season. Last season as seventh graders, the team was 12-2, with their only losses being to eighth grade teams in the local tournament.

Fallwell, 6-2-14; Patterson,

3-11-17: Rodgers, 1-0-2.

Fallwell, 2-3-7: Patterson, 6-8-20: Rodgers, 0-2-2: Bau-

Band Sets Xmas Music

The Frions High School band has scheduled a Christmas Assembly program at the high school gymnasium on Friday at

will play, according to Charles Faulkner, director. The pub-



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B-Team Falls At Littlefield B.Girls Win

The Friona B-team lost to the Littlefield team there Tuesday, December 14. The game was close for the first quarter and midway through the second, then Littlefield started pulling ahead and held a seven point halftime lead. Friona's last lead was 10-9 with 1:57 left in the first

Littlefield's longest lead was 20 points, 44-24, with 1:18 left in the third quarter. Friona drew 20 fouls and Littlefield

12 21 28 37 15 28 44 54 Littlefield James Perea, 6-1-13; Kent Patterson, 3-1-7; Gary Land, 2-1-5: Bill Fallwell, 1-1-3; Ricky Carr, 2-0-4: Terry Mabry, 1-1-3: Bobby Lewellen,

In a game at Dalhart Tuesday night, the girls' B-team scored a hard-fought, 34-32 win over the Dalhart B-team.



SQUAW GUARDS, . . . The girls who are maning the guard end of the floor for the Fiona Squaws this season are pictured above. In the back are Terri Bingham, Vicki Ulen and Janice Milner. In front are Linda Martin, Cindy Hutson, Kathy King and Veca Welch. The Squaws open their

Eighth, Ninth Grade Boys Win Over Stanton

their fourth game of the season

men a 4-0 season record. All

longest lead was 29 points, 59-

30 with 1:45 left in the third

quarter. The final score was

Friona's freshmen have

Clay Bandy, 12-3-27; Date

2-1-5: Kevin Welch, 2-1-5: Ge-

ward Burchett.

23 40 63 69

6 22 38 51

scored 232 points in their first

won their second game in four outings at Hereford against St- at Hereford's Stanton, Decemanton's eighth grade by a score ber 6. This gives the fresh. of 32-31, Monday, December 6.

Friona took a five point lead of Friona's team saw considbefore Stanton scored. Friona erable action as Friona held a led until Stanton tied the game 19-3 lead with 3:20 left in the for the first time with 1:03 left first quarter. This game saw in the first half at 20-20 which 45 fouls called and 70 free thrwas the half time score. Stan- ows taken, Friona had 22 fouls ton's only lead of the game was and Stanton 23. Friona made 22-20 with 30 seconds gone in 15 of 36 free throws while Stanthe third quarter, 15 seconds la- ton made 15 of 34. Friona's ter Davy Carthel tied it at 22-22. Stanton was able to tie the score twice more, 24-24 with 4:30 left in the third quarter and 69-51. 29-29 with 2:40 left in the game, but could never take the lead. Kent Miller broke the 29-29 tie four games averaging 58 points with 24 seconds left in the game a game while their opponents on a couple of free throws. Roy have scored 155 giving them a Smith put the icing on the cake 38-3/4 point average. with four seconds left on the clock with a free throw, giving Friona a 32-29 lead, Friona fouled at the buzzer and Stanton had a one and one shot and made both of them but Friona kept the Cleveland, 5-5-15; Dee King,

13 20 27 32 ne Strickland, 1-3-5; Mitchell 5 20 24 31 Wiseman, 2-0-4: Joe Odom, Davy Carthel, 5-4-14: Roy 1-0-2: David Hutson, 1-0-2; Edger, 1-3-5; Kent Miller, 1-2-4; Clark, 0-1-1; Robin Baize, 0-

Boys Open District Play With 73-48 Win

Friona's Chieftains won their opening conference game of the season by defeating Littlefield at Littlefield December 14 by a score of 73-48.

Littlefield took the lead with 37 seconds gone on the clock. Willie Bailey tied the score and James Bartlett got two quick Friona baskets to give Friona a four po-Littlefield again took the lead,

14-13, with 1:48 left in the quarter, and held a 16-15 lead at the end of the quarter.

The score was tied three times (18-18, 22-22 and 24-24) and changed leads three times during the second quarter.

Friona took the lead, 28-27 with 1:51 left in the second quarter and never trailed in the game after this. Littlefield's longest lead of the game was three points (16-13, 18-15 and 27-24).

Friona's longest lead was the final score. Johnny Bandy led the scoring with 31 points, and also led the rebounding with 15 and James Bartlett has 7 as-

OVER LITTLEFIELD

The Squaws took a 47-30 nonconference win over Dalhart Tuesday night, as a warmup to district play which starts for them Friday against Dimmitt. Diane Day scored 18 points

to top Friona in scoring

. . . . 8 13 14 12--47 Dalhart

Johnny Bandy, 11-9-31; James points which they had twice, Bartlett, 7-2-16: Ronnie Mc- 51-41 with 1:22 left in the game Pherson, 4-2-10: Willie Bailey, and the final score of 53-43. 2-4-8: Larry Fallwell, 2-0-4:

a ten point lead, 12-2. The Idalou game started off fairly slow but caught momentum as it went along. Friona took the lead and never trailed in the game even though Idalou pulled within one point three different times, 3-2 with 5:31 in

in first quarter. This was Idalou's first loss of the season. Friona took the lead in the Canyon game on a basket by Patricia Phipps with 50 seconds gone on the clock. Can-

yon took the lead 5-4 with 5:58 left in the first quarter and never trailed even though Jill Riethmayer tied it at 5-5 on a free 3 8 3 16-30 throw with 5:51 left in the first quarter. Canyon took a 15-8 first quarter advantage. Frione pulled within one (19-18) 15 34 55 73 with 4:10 left in the first half. 16 31 40 48 Canyon's longest lead was ten

in the Tulia tournament by

losing to Canyon in the finals by

a score of 53-43. Friona won

their first two games in the to-

urnament by downing Clarendon

81-23 and Idalou 63-32. Diane

Day, Friona's top scorer, got a

badly sprained ankle in the Ida-

lou game which hurt the entire

team by her being slowed for the

finals with Canyon, Turnovers

were a big factor in the Canyon

The Clarendon game was a

runaway from the beginning with

Friona scoring the first twelve

points and held a 26-4, first

quarter lead. Friona's entire

team saw action in the game with

the reserves playing all of the

last half. Friona's longest lead

was the final score of 81-23.

The closest Clarendon ever

came to Friona was their first

basket with 4:12 left in the first

quarter which gave Frions only

first quarter, 5-4 with 3:37 in

first quarter and 7-6 with 3:09

Friona was trailing by only Louis Lee, 1-0-2; Kevin Wise- four, 45-41, with 2:49 left in the game but three fouls on Friona

couldn't get back.

Canyon had beat Muleshoe, 65-28, and Slaton, 67-50, to get to the finals. Slaton beat Idalou, 55-38 to take third place and Dimmitt downed Tulia, 69-56 for consolation honors.

26 56 70 81 Sharon Smith, 10-5-25; Diane Day, 9-1-19: Patricia Phipps, 4-3-11: Jill Riethmayer, 2-2-6; Darla Rhodes, 2-2-6: Carol 2-0-4: Jeannie Thompson, 1-0-2: Vickie Schueler, 1-0-2.

13 28 45 63 Idalou 6 15 22 32 Sharon Smith, 11-3-25; Darla Rhodes, 5-3-13; Diane Day, 5-2-12: Patricia Phipps, 4-1-9: Jill Riethmayer, 1-2-4.

8 23 31 43 Canvon Diane Day, 9-3-21; DarlaRhodes, 1-10-12: Jill Riethmayer, 2-2-6: Patricia Phipps, 1-0-2: Sharon Smith, 0-2-2.

Boys' Action

The Friona boys placed fourth in the Tulia tournament by beating Clarendon and then losing to Tulia in the semi-finals and then Dimmitt beat the Chiefs for third place.

Friona met a tough Clarendon team on Thursday and defeated them, 80-66. Friona fell behind in the first quarter after tving it at 2-2. Ronnie McPherson tied the game at 20-20 with 7:36 left in the first half, Clarendon then made the next nine points to have their longest lead of the game. Friona took their first lead of the game, 32-31, on a basket by Kevin Wiseman with 3:32 in the first half. James Bartlett hit the basket for 25 points in the first half to give Friona a 44-35 halftime score. He finished

with 34 for the game. Friona's

gave them six points that we 21 points, 75-54, with 5:29 left in the game. Friona met Tulia in their

Girls Second; Boys Fourth

In Tulia Tournament

game Friday. Friona's only lead of the game was 6-5 with 5:39 left in the first quarter. Friona drew seven fouls to two for Tulia in the first quarter, the second quarter saw each Clarendon team draw three giving Friona 4 10 19 23 ten while Tulia had five. The for Tulia, Tulia's longest lead Lee, 0-3-3; Willie Bailey, 0-Reeve, 2-2-6: Vandra Nichols, was 30 points (81-51) with 40 2-2. seconds left in the game.

Frions met Dimmitt in their Frions game Saturday for third place. Tulia Friona took a 3-0 lead, Dimhit a free throw with 6:10 leftin Louis Lee, 0-1-1; Carroll Cook, the third quarter and put Friona 0-1-1. 15 28 34 53 ahead, 33-32. This was when disaster struck, Friona scored Friona seven points, while Dimmitt Dimmitt scored 19. The last quarter saw

nament by downing Alamo Ca- 1-0-2; Mike Martin, 0-1-1.

The Friona girls won second and Canyon shooting one and one longest lead of the game was tholic 73-41 and Dimmitt 46-40. They defeated Tulia in the finals 86-60. Tulia had defeated Idalou, 86-70 and Friona to reach the finals. Idalou won consolation honors by downing Alamo,

17 44 69 80 20 35 54 66 James Bartlett, 15-4-34; Ronnie McPherson, 7-2-16: Jofinal count was 17 fouls for each hnny Bandy, 3-2-8; Kevin Wiseteam but it was too late for Fri- man, 1-5-7; Bill Bailey, 1-3-5; ona as the final score was 81-52 Larry Fallwell, 2-1-5: Louis

14 26 42 52 25 41 59 81 Johnny Bandy, 4-2-10; Mike mitt tied it up, again Friona Royal, 4-2-10; Kevin Wiseman, took a 7-3 lead, Dimmitt again 2-5-9; Ronnie McPherson, 4-0tied it up and then went ahead. 8: Larry Fallwell, 2-0-4: Ja-Friona never led again until the mes Bartlett, 2-0-4; Bill Baithird quarter when Mike Royal ley, 1-1-3; Willie Bailey, 1-0-2;

12 28 40 52 13 32 51 81 Johnny Bandy, 4-7-15; Bill Dimmitt score 30 while Friona Bailey, 6-1-13; Ronnie McPhscored 12 leaving the final sc- erson, 2-2-6: Larry Fallwell, 2-1-5; Mike Royal, 2-1-5; Ja-Muleshoe boys won the tour- mes Bartlett, 2-1-5; Louis Lee,

Seventh Grade Boys Take Third Victory

Friona's seventh grade boys Stanton seventh grade at Here- trailed in the game again.

ford Monday, December 6. The score at the end of the a basket by Sammy Felder with baskets by Leslie Broadhurst 25-19. and Lester Aven for Friona. Five points by Lester Aven and Frions five by Keith Martin made the Stanton

won their third game of the sea- the first quarter with 3:30 left son against one loss by beating on the clock and Frions never Friona's longest lead came on

first quarter was tied 4-4 on 3:40 left to make the score

4 14 20 25 4 7 11 19 halftime score 14-7 for Friona. Lester Aven, 4-2-10: Keith Friona had a nine point lead at Martin, 2-3-7: Leslie Broadthe end of the third quarter and hurst, 3-0-6: Sammy Felder, won by the score of 25-19. 1-0-2.

Sincerely Yours

By Rev. Albert Lindley

WILLIAM WARRANT WARRAN

Wow! Have you noticed how "in the Christmas spirit" everybody is getting? No, I don't mean the other kind of spirits -- which never have been able to understand why people, who sometimes drink very seldom during the rest of the year, decide that for some reason Christmas gives them a freedom to do so.

But simply everybody is in the spirit of it all. I even received a mid-week bulletin from another church today which was renamed for this season: "St. Scrooge's Scribblings."

Then ever since the announcer suggested that even preachers could be the KGNC-Santa Claus, I have been accused, but don't waste your dime on my phone call. . .. I'm

I know it is time for me to put up my outside decorations, the weather got bad again. . I don't know if starting to be good fust

two weeks before Christmas is long enough or not, but I'm at least making an effort. In the church, Christmas is a season of the year when just all kinds of things may be done or talked about. The possible texts for messages are end-

less and I suppose that in itself, it is symbolic of God's endless love, "which came down at Christmas". . . but I have the secure feeling that God's love has always been with us, from the very beginning. We are able to see it in a more graphic way

when it comes in the form of something or in his case, in the form of a person, I'm talking about God's love. You know, we can say "I love you" to our

spouse and it has meaning, but when you do something to show that love, it really takes on a deeper significance.

I have the feeling that many men really love their wives but don't talk about it much and probably don't do much to show it until the birthday or Christmas rolls around, and this is great, but it would also help to express that love all year long, wouldn't it? Boy, did I ever make points with the women

I heard of a church observing what they called the "Christ Gift" in which they would participate by giving a gift to the church equal to or exceeding the most expensive gift they gave at this Christmas. . . how does that grab

Could you? Would you?

The pastor told me that already a wife had called him about it because since her husband couldn't buy her the mink stole and give an equal amount of the gift to the church, she lost her stole. . , Ha! He is in trouble -the husband and the pastor.

I really do like the things that come so easily in the Christian church at this time of year, . .but why can't it come all year

Well, we all approach it differently, don't

What I might think is important, you might not and this too, is expressive of the God-Man relationship. (I'm going theological, now.) What God thinks is important, we don't always like and should I say it?, . . What we think is so all-fired important is probably, often an unacceptable act in his view. . But therein I see the basis of this whole idea, with God's love so wonderful and inclusive, it does call for a response.

Ever notice how "funny" you feel to receive a gift from someone and they are not on your "gift list"? Well, just think about what it is for our acceptance of his love and all, but to not respond to him with our own gifts, the gift of ourselves. . . . Yea, that ain't so funny to think about. .

May I leave you with the 4th stanza of a lovely Christmas hymn, IN THE BLEAK MIDWINTER?

What can I give him, Poor as I am? If I were a shepherd, I would bring a lamb; If I were a wise man, I would do my part; Yet what I can I give him: Give my heart, Isn't that lovely?

Do you? Can you? Have you? That's Christmas!

ASSEMBLY OF GOD

10th and Ashland -- Rev. J.M. Ashley, 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. R.C. Hester, 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:

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 Meet-

FIRST BAPTIST Sixth and Summitt--Rev. Charles Broadhurst.

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

MEXICAN BAPTIST CHURCH 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

ST. TERESA'S CATHOLIC CHURCH 16th and Cleveland -- Father Norman Boyd Mass: 10:30 a.m. Confessions: Sunday

SIXTH ST. CHURCH OF CHRIST

502 W. Sixth -- Bill Gipson Preacher Bible Study: 9:30 a.m. Worship: 10:30 a.m. Evening: 6 p.m. Wednesday Evening: 7:30

REDEEMER LUTHERAN CHURCH

13th and Virginia-Sunday School: 9:45 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

Euclid At 16th -- UCC -- Rev. Paul Lee

Sunday School: 9:45 a.m. Worship: 11:00 a.m.

TENTH ST. CHURCH OF CHRIST

Sunday Worship: 10:30 a.m. Evening: 7:00 p.m. Wednesday Evening: 8:00 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:

FRIONA UNITED METHODIST CHURCH 8th and Pierce--Rev. Albert Lindley Sunday School: 9:45 a.m. Worship: 11:00

a.m. MYF: 6:00 p.m. Evening Worship: UNITED PENTECOSTAL CHURCH

Fifth and Ashland--Rev. O.G. Stanton, pastor Sunday School: 10:00 a.m. Worship: 11:00 a.m. Wednesday Evening: 7:30 p.m. Sunday Evening 8:00 p.m. Friday Young People: 8:00 p.m.



Friona State Bank Ethridge-Spring Agency Chester Gin The Friona Star Hi-Plains Feed Yard Friona Clearview TV Friona Co-Op Gin Rushing Insurance Friona Motors Friona Consumers Crow's Meat Co. Bi-Wize Drug

GSPA Leader Confers On Grain Legislation

Elbert Harp, Executive Director of Grain Sorghum Producers Association, Lubbock, is in Washington, D.C. to confer with USDA officials and congressmen concerning the Strategic Grain Reserve Bill and Loan Rate Increase for the

Barley Bases Eligible For Grain Trade

Grain Sorghum Producers Association received word this week from USDA that barley bases can be traded for grain sorghum allotments. GSP A and ASCS officials had been seeking this change.

In a letter to GSPA from a USDA official, it was reported that, "For 1972, feed grain bases may be updated by the county ASCS committee if requested by the farm operator. Barley, as well as corn and grain sorghum, will be included in the updating for 1972 and such updating will be on an acre for acre basis. Thus, feed grain producers who have changed production from one feed grain to another since the base period and intend to continue this change may have their feed grain base updated. Requests for updating may be filed with the county ASCS committee after the producer receives his 1972 feed grain base notice."

SPECIFY

emergency situations. This year's large feed grain harvest has renewed the efforts of GSPA and other organizations to seek the additional loan rate

The House has passed the 1971 feed grain crop. GSPAhas Strategic Reserve Bill to puractively sought a strategic re- chase 300 million bushels of wheat and 25 million tons of feed grains for national food shortage purposes. It is expected that the Senate will approve the bill and then it will be ready for the President's signature.

> An amendment to the bill would raise wheat and feed grain loans 25% for 1971 and 1972 production. This would raise the national average loan to \$2.16 cwt. for grain sorghum. A possibility exists that some revision will be announced for the 1972 feed grain program if the bill is approved.

Mr. Harp and other area of ficials will be conferring with ASCS officials about the possi-Producers who set aside 10-20% above the required set-aside of. salad dressing and sauce. Cr-25% would be allowed to plant cotton on this 10-20% and sell it at market price without penalty.

Sale Reset

originally scheduled for last Wednesday but postponed, has been rescheduled for Monday, December 20, according to the auctioneer, Larry Potts.

Complete details of the sale can be found in an advertise-

DEEP RIPPER

Opens Soil, Leaves Trash On Top

Helps Prevent Blowing

Better Water Absorption

DEEP RIPPER

PARMER COUNTY IMPLEMENT CO.

Internal Reinforcements

At Strategic Points In Frame

At Home In Parmer County Jana Pronger

As the holiday season catches up with us we are usually pressed for ideas for all those meals through the season so this week I'm including salad recipes in my column from County Home Demonstration Club members.

Taco Salad -- from Mrs. Walter (Martha) Schueler, Rhes H.D. Club.

1 lb, ground meat can kidney beans, drained 1 small head lettuce 1 avocado, peeled 1 onion

1/4 to 1/2 lb. cheese French or Thousand Island dressing Dash Tabasco Sauce or Taco

Sauce l pkg. Tortilla Chips Brown meat; pour off excess fat. Add beans, set aside. Mix lettuce and tomato in large sability of planting cotton on feed lad bowl; add cut up cheese, avocado and onion. Then add beans and meat, Toss; add

umble tortilla chips in salad; toss lightly. Serves 6.

English PeaSalad--Mrs. Gilbert (Bobbie) Gilliam from Oklahoma Lane H.D. Club 1 can peas

4 boiled eggs 2 carrots radishes celerv sweet pickles onions cheese garlic salt black pepper Mix with mayonaise, as dres-

1 cup cold water

Jello Delight--Mrs. Walter (Rosie) Dittmar, Rhea H. D. Club 2 pkg, lime jello 2 cups boiling water

chill til soft, set-then add 1-13 1/4 oz. can crushed pinesmall can mandarin oranges 8 oz. sour cream

S-WCD Distributing New Work Program

The Parmer County Soil and tribution. State and local units Water Conservation District is of government and schools were now making distribution of its revised Program and Plan of Work.

At their last meeting the board of directors accepted the

the first to receive copies. Leon Grissom, Chairman, said copies are available to all

interested persons. Copies have been placed in the banks in the county, County Agent's office, ASCS office, PCA office Frions, and are available at the Soil Conservation Service Office in Friona.

The board has devoted many nours of its time to developing this Program and Plan, It outlines their objectives as a primary source of motivation in protecting all our natural re-

There is a brief history of armer County and its soil and vater conservation movement Also included is a general map of Parmer County, and pictures of good conservation practices being applied

in the county In the publication, the district recognizes the need for pollution control in our urban areas, wildlife conservation and onservation education.

This comprehensive environnental publication gives an update view of what has been in Parmer County and outnes realistic goals for the fu-

Court House Notes

cember 2, 1971, in County Clerk Office, Bonnie Warren, County

WD, Steve Messenger, Marion F. Fite, S1/2 lot 11 & lo 12, Blk, 36, Friona

ford Venable, NE 70 ft, lots 4, 5. Blk. 43. Bovina

WD, George C. Taylor, Artis Fallwell & Carl Bruegel, lot 19

AC 806-247-2721 Box 577 Friona, Texas 79035 Your local used cow dealer is friona bi-products farmers ranchers Gentlemen: Seven days a week dend stock removal please call as soon as possible. Thank you 247-3032

Parish Re-elected To **Head Grain Producers**

Special recognition awards

were presented to two outgoing

TOSPB members, Melvin Bar-

ton of Dimmitt and Charles

Heck, Jr. of Nazareth, and to

the two men who were re-elect-

The awards were given in ap-

preciation of their service to the

Board and the producers during

their first term of office which

they had completed.

K.B. Parish of Springlake, was re-elected Chairman of the Texas Grain Sorghum Producers Board in a meeting at Lubbock, Texas, on Tuesday, December 7, 1971, C.C. "Pap" Reed, Kress, was elected Vice-Chairman, and Larry Witten of Olton was re-elected Secretary-Treasurer of the group. · Representing Texas Agriculture Commissioner, John C. White, Bob Gray swore in four new board members for a sixyear term. They were; C.C. "Pap" Reed, Kress: A.R. Dillard, Hereford; Worth Jones, Hart; and Gerald McCathern, Hereford,

The 12-man producers board is charged with the responsibility of developing programs of research and market development, promotion and education for the grain producer, with the 5¢ per ton collected at the first point of sale or processing. No legislative work is carried on with these funds.

Research projects discussed were the continuance of weed studies, cattle and swine feed trials, greenbug and aphid control, breeding resistance into plants for insect control, new plant diseases now appearing on the High Plains, and the value of grain sorghum to pro-

CAROLERS WERE ONCE DANCERS

The first Christmas carols were danced to, according to Encyclopedia International. Carolers took hands and formed a ring, singing as they went round.

Oldest of all carols, it has been said was that sung by the heavenly host when the birth of the Saviour was announced to the shepherds on the plains of Bethlehem. Probably, the practice of singing carols at Christmas arose in imitation of this, as the majority of carols declared the good tidings of great joy, and the title of Noel, nowell or novelle, applied to carols,

SS Office Strives For Promptness

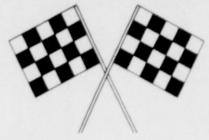
"The prompt delivery of social security checks to Parmer County's beneficiaries is one of the vital jobs of the Social Security Administration," J.C. Carabajal, social security Field Representative, said today.

Most delays are due to a change of address which was not reported to the social security office. In the majority of cases if the check is returned because of an incorrect address it can be remailed within 10 to 14 days providing the social security office is notified of the corrent

The Social Security Administration uses the latest methods to insure the prompt delivery of benefit checks but some are lost or delayed every month. Any beneficiary whose check has not come by the sixth of the month should telephone the nearest social security office promptly.

> Read and Use Classified Ads

MONROE WIN A FREE TRIP



(Men Only - Age 18 & Over)

How would you like to go to the famous 1972 Indianapolis "500" all expenses paid.

You just might be that lucky winner, Saturday, May 27th. Leaving on a chartered jet that morning, drinks and breakfast on the way up. Met by special busses to the track. After the race will visit "Gasoline Alley" garage area and see many of the cars and drivers. Returning that evening with drinks and dinner served on the way home.

Sound like a great trip? Well, it will be and here's how you could be that lucky winner.

Starting Now thru April 30 you will receive one chance for each time you drop your name in box located as you enter Friona Parts and Service.

Drawing will be May 1, 1972.

The more chances you have, the better chance you will have of becoming that "LUCKY CUSTOMER."

THIS TRIP GIVEN BY FRIONA PARTS & SERVICE





The trend for the past several years seem to have been for magazines to discontinue publication. A few years ago homemakers looked forward to receiving magazines in much the same way they anticipated visits from friends.

However, in recent years, it seems that the quality of so many favorites of a few years ago has deteriorated so much that the only thing left to do is to let the subscriptions expire. In the January 1972 edition of Family Circle there is an ad for a brand new publication. The name of it is Sphere/The Betty Crocker Magazine.

I plan to become a charter subscriber. Think it will prove most interesting and informative.

. . . . Friends of Rev. Wallace Kirby, a former pastor of Friona United Methodist Church, will probably be interested in knowing that he is presently pastor of Snyder's First United Methodist

This church will soon observe its 88th birthday and was organized one year before Scurry County was organized. This year's Christmas party and birthday party are to be com-

If anyone sees a wider grin on Grandpa Tom O'Brian's face this week, don't get the impression that he isn't proud of his five granddaughters. But, after having five girls in a row, any grandpa would be doubly proud of a brand new grand-

Tom's and Norene's daughter, Barbara and her husband, Tom Mason, have three daughters, Deens, Jan and Jeana; and their son Roy and his wife, Paula, now have two daughters, Celia and Sheila, and one son, whose name is Edward Ross. Edward Ross was born Sunday at Castro Memorial Hospital and will probably be released by the end of the week. His grandmother reported that he was "tiny" but had a good ap-

Things at the John Renner home will be brightened for a few weeks by the presence of their youngest son, Ted. He is serving in the United States Navy and is currently stationed on the U.S.S. Midway, whose home base is San Francisco.

. . . .

Ted arrived home Friday and expects to be here until a few days after Christmas.

Thanks to everyone who called last week with information requested by Mrs. Lloyd Fent, Route 1, Glencoe, Oklahoma. By now, I'm sure Mrs. Fent has the proper mailing address of her friend of long ago, Ada Parker Vaughn.



A Singer representative will be on hand to demonstrate the sewing of double knit fabrics on Singer's One Touch machine, designed for sewing on all fabrics, especially the popular double knits.



Two-Speed

*ELECTRIC SCISSORS

Boye And Dritz

Holiday Sparkle Silver & Gold

* DOUBLE KNIT 1/3 OFF Regular Price

*VELVET, VELVETEEN, CORDUROY, FAKE FUR, ALL ACRYLICS 1/3 OFF Fabrics

> Mrs, Nellie Pearl Shelton Mrs. Rose Ann Ray



,Mrs. W. A. Petree poses here with her little friend Joyce Romero and over 100 dolls which she has repaired and dressed ready for some little girls' Christmas surprise. Mrs. Petree specializes in old dolls and antiques which she has for sale in her home. Some of the dolls are Madam Alexander, Effenbee, Ideal and Horseman just to mention a few.



STUDENTS DECORATE, , , , Members of the Future Nurses organization are shown decorating windows at Parmer County Community Hospital. Those pictured are Lou Whaley, Glenna Holt and LaQuita Graham. This is an annual project of the group,

The Lonely Heart -

LET'S TAKE A LOOK AT THOSE

Double Wedding Ceremony Performed In Amarillo

The home of Mr. and Mrs. son of Mr. and Mrs. Jack Hud-Roy C. Gilbreth, 313 East 24th Street, Amarillo, Thursday evening was the scene of a double wedding. The single ring ceremony was read by Rev. A.G. Turner, pastor of Bethel Assembly, Amarillo.

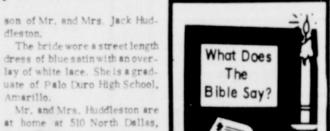
Zettle Gilbreth, daughter of the Roy Gilbreths, exchanged wedding vows with Bernie Deston, son of Mrs. Myrtie Deston and the late Everett Deaton.

The bride wore a white street length dress of brocaded cotton. Mrs. Deaton is a graduate of Amarillo High School

Mr. and Mrs. Deaton are at

Karen White, who is the daughter of Mr. and Mrs. Dale White, 2503 Walnut, Amarillo,

exchanged wedding vows with Tackie Huddleston, who is the



WEADACHE * MINTO

15 A 43

eive you unto myself' (Joh . . from heaven we look for the Savior' (Phil 3:20) ". . . unto them tha ook for him shall he appear the second time without sit into salvation" (Heb. 9:28)

ransform the living (1 Th. 4 righteous from the wicked a sheep from gosts: the right eous shall then be rewarde and the wicked banished to everlasting punishment (Matt

raise the dead, execute jud gment, separate the good from the evil and take vengeance of the wicked and reward the righteous, rational man should prepare for that awful even with all diligence (Matt. 24

Questions invited. Address What Does the Bible Say? Box 515, Friona, Texas.

Stanley Bishops To Be Honored

Mr. and Mrs. Tommy Edwards and Charlie Bishop will host a Silver Wedding Anniversary reception honoring their parents, Mr. and Mrs. Stanley Bishop, Sunday, December 26. Co-hosts will be Mr. and Mrs. Cecil Baker, Levelland.

The reception will be held from 2 to 4 p.m. at Federated Club House. Invitations are not being mailed locally, but relatives and friends are invited to

First Son Born To Joe Hefleys

Mr. and Mrs. Clifton Joe Hefley, 4303 19th Street, Lubbock, became parents of a baby boy at 1:57 a.m. Sunday at St. Mary's Hospital there. He was named Clifton Joe and weighed 8 lbs. 5-1/4 ozs. He is the first child for the couple.

L.G. Taylor, Muleshoe, formerly of Friona, is the maternal grandfather.

Paternal grandparents are Mr. and Mrs. Bill Hefley, Odes-



coat with luxurious fur trim. It's by John Anthony



SON OF FRIONANS IS HONORED, . . . A master sergeant in the U.S. Air Force, Jimmy D. Armstrong, is pictured here as he received a plaque from Lieutenant General Gordon M. Graham, commander of U.S. Air Forces Japan and Fifth Air Force. Sgt. Armstrong is a weapons technician with a unit of the Pacific Air Forces. He is the son of Mr. and Mrs. D.N. Armstrong of the Rhea Community.

Jimmy Armstrong Receives Plaque

Armstrong, son of Mr. and Mrs. sions, Graham, commander of U.S. School. Forces Japan and Fifth Air Force. Sergeant Armstrong

Master Sergeant Jimmy D. operational and training mis-D.N. Armstrong of Friona, He is a weapons technician

HAF

ding

fitted

and

colla

Was

Texas, recently received apla- with a unit of the Pacific Air que as a member of the Out- Forces, headquarters for air standing Load Standardization operations in Southeast Asia, Crew of the Quarter at Kunsan the Far East and Pacific area, AB, Republic of Korea, from Sergeant Armstrong graduated Lieutenant General Gordon M. in 1954 from North Hopkins High

His wife, Carmen, is the dauand other crewmen were cited ghter of Mrs. Maria Farnes of for their performance during 409 E. Ninth Ave., Hialeah, Fla.

E. S. A. Program **Guests Present**

The model meeting of the fall hool-room Christmas party and ter of E.S.A. was held Tuesday evening in the home of Mrs. James Andrews.

The program was presented by Bill Dillard and John Pat- Bill Nichols, Joyce Parker, terson of the Mental Health Center in Plainview.

The business meeting was WINTERIZED - Crompton's conducted by the president, ribless cotton corduroy in a Mrs. Andrews. Plans were distinctive rust and blue made for the coming Christmas dance and the annual Christmas projects of helping with a sc-

rush program of the local chap- giving gifts to needy children. Refreshments were served by the hostesses, Mrs. Paul Galyon and Mrs. Andrews.

Guests present were Mrs. Lana Grogan, Lois Norwood and Mrs. Jessie Lane.

Boost office morale. Tell the boss when someone is doing an especially good job.



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HABBINGAS TO BE HONORED, . . . Mr. and Mrs. Dick Habbings will be honored with a Golden Wedding reception in their home, 504 East Ninth, from 2 to 4 o'clock Sunday, December 19. The Habbingas were married in Abernathy, December 17, 1921 and have lived in the Friona area since

MR. AND MRS. ROBERT SAIZ

In a single ring ceremony at embroidered with pearls. She

bride of Robert Saiz, son of Mr. Lou Mercado, Silva Hernandez,

ding gown of white satin and Villarreal, Henry Hernandez,

and bell shaped sleeves. The David Mendoza, Mr. and Mrs.

collar and sleeve edges were Filp Montoya, Mr. and Mrs. re-embroidered with pearls. Pete Dias, Mr. and Mrs. Dan-

Her veil of imported illusion iel Saiz and Mr. and Mrs. jes-

of Alencon lace and was held in Mr. and Mrs. Saiz are at home

It was designed with a Manuel Velasco and Tony Rios.

Weds Robert Saiz

Christina Hernandez

vador Hernandez, Aquasconten- was the best man.

at 4:00 p.m. Saturday, Decem- nations,

ber 4, Christina Hernandez,

tes, New Mexico, became the

The bride wore a formal wed-

fitted bodice, stand up collar

was banded with a wide border sie Morales.

place with a lace caplet, re- here.

Fourth Street, Friona.

officiant.



The reception will be hosted by Mrs. B.D. Haynes and Mrs. J.P. McCombs, sisters of the couple, and Mrs. Glen Mingus and daughters, Glenda and Vicky. Invitations are not being mailed locally, but relatives and friends are invited to attend. A request is being made that there be no gifts, please,



Library Corner

BY MRS. VON EDELMON

The Story Hour children will have their Christmas party this Thursday. Then Story Hour will be discontinued through the holidays until January 13. Mark your calendar now so that you can remember to bring your pre-schooler for Story Hour January 13.

Due to the absence of the librarian, the library will be closed from December 24- January 3. Be sure to check out plenty of books to keep you busy

If you have books due during that period, the book drop will be available at all times. The junior readers might en-

joy reading "Christmas For Holly." A new adult autobiography we have is "Talking To Myself" by Pearl Bailey.

If you want to spend the holidays becoming informed, read "Fleecing The Lambs" about the New York Stock Exchange

Sixteen Attend Holiday Breakfast

home of Mr. and Mrs. Herschel Johnson, 208 West Fourteenth Street, Friday morning was hosted by Mrs. Johnson and Mrs. Decimae Beene.

Tables were covered with red linen cloths and centered with Christmas motifs.

Hot rolls, ham, sausage, eggs Benedict, cranberry cocktail and assorted jellies were served with hot rolls, butter, coffee

Others present included Mrs. Pearl McLean and Kathy: Mrs. Carl Schlenker and Carleen; Mrs. Tom Pruett, Melissa and Priscilla: Mrs. Bill Bailey and Beverly: and Mrs. Sloan Os-

Also Mrs. J.G. McFarland, Mrs. Glenn Floyd, Mrs. Bob Johnson and Mrs. Wesley Fos-

Frionans Present Amarillo Program

St. Teresa's Catholic Church carried a bouquet of white car-A group of Frionans, who at-Gloria Braillif was the maid daughter of Mr. and Mrs. Sal- of honor and Chayo Mendoza urch, presented a program at Grand Avenue Baptist Churchin Other attendants were Mary Amarillo Sunday evening.

Special music was presented and Mrs. Joe Saiz, 912 West Norma Villarreal, Anita Quinby a sister-brother combination, Carolyn and Jimmy Murtana and Isabel Rios, who wore phree. Others having parts on Father Norman Boyd was the formals of peach, pink and blue. Earl Graham; Rev. and Mrs. performed in April. Also Frankie Saiz, Sefarina

Charles Broadhurst, Lance and tend Friona's First Baptist Ch- LaDonna; George Taylor and Lisa: Mr. and Mrs. W.L. Cleveland and Cindy and Mr. and Mrs. Curtis Murphree.

Handel's "Messiah," often heard at the Christmas season, was begun in August, finthe program were Mr. and Mrs. ished in September and first

HOUSTON'S FABULOUS MOTOR INN 485 Beautiful Rooms 526-4161 antastic Pool



A new and unique gift to enjoy all year long. . . A membership in the health spa which will be open soon. Phone 247-3312 for information.

Sponsors were Mr. and Mrs.

MADEMOISELLE SALON & SPA

119 West Sixth St.

It's A Boy For O'Brians

Mr. and Mrs. Roy O'Brian, who live east of Hub, became parents of a baby boy at 4:46 p.m. Friday, December 10, at Plains Memorial Hospital, Dimmitt.

He weighed 4 lbs. 14 ozs. and was named Edward Ross. His sisters are Celia, 5, and Sheila, 3.

Paternal grandparents are Mr. and Mrs. Tom O'Brian, Route 1, Frions, and Mr. and Mrs. Monty Phillips, Dallas, formerly of Frions, are the maternal grandparents.

Kevin Prewett Is Born Sunday

Mr. and Mrs. Graham Prewett, 3802A 58th Street, Lubbock, became parents of a baby boy at 8:04 p.m. Sunday, December 12, at Methodist Hospital there. He was named Kevin Graham and weighed 7 lbs. 7 ozs.

Paternal grandparents are Lloyd Prewett, Arlington, Texas, and Mrs. Eleanor Prewett, Lubbock, Mr. and Mrs. Clyde Echols, Calera, Oklahoma, are the maternal grandparents.

Kevin is the first child for the Prewetts, who were former Friona residents.

It's A Girl For Hardings

Mr. and Mrs. Forrest December 3, at Parmer County Memorial Hospital, She was named Tracy Eleanor and weighed 8 lbs. 12 ozs.

Tracy, who is the first day. ghter for the Hardings, has two brothers, Forrest, 3 and Jimmy 1-1/2. Her grandparents are Frances Davis, Friona, and Mr. and Mrs. J.S. Alexander, Liberal, Kansas.

Sighting Robins

Christmas cards was the English robin -- possibly because English postmen, who delivered the cards, in those days wore "The Helicopter and How It red uniforms and were often called "Robin."



ENTERTAIN. . . . Kathy McLean is shown doing a solo number as the Trebelaires entertained at the Friona Lions Club last Thursday. A portion of the group is shown in the background

Trebelaires Schedule Two Christmas Concerts

Two upcoming programs of Mrs. Eva Miller and her Tre-

On Sunday, December 19, the beginning at 11:30 a,m

Christmas music are on tapfor by the entire group, there will be solos, duets and ensemble numbers in the concert. The public is invited to attend.

Members of the group this group will present a Christmas year are Carolyn Murphree, Concert at First Baptist Lisa Taylor, Nancy Martinez, Church, beginning at 3 p.m. Ann Hurst, Cindy Barnett, Car-Then on Christmas Day, the gr- leen Schlenker, Sally Kendrick, Harding became parents of a oup will present a program of Kathy McLean, Vickie Pryor, baby girl at 5:45 p.m. Friday, music on KGNC-TV, Channel 4, Debbie Benge and Dorothy John-

Trebelaires Present Study Club Program

ening meeting of Modern Study by Mrs. Bill Stewart. Club at Federated Club House was presentation of vocal selections by The Trebelaires, di-

rected by Mrs. Eva Miller. The group presented "Do You Hear What I Hear," Regney and Shavne: "The Little Drummer Boy," Simeone-Davis-Onarati: "Some Children See Him," Burt; and "A Jingle Bell Travelogue," arranged by GearEach member brought gifts

to be sent to the State Hospital at Wichita Falls. Other guests were Dena Short, Mrs. Doyce Barnett, Mrs.

Curtis Murphree, Mrs. Pearl McLean and Mrs. Carl Schlen-Refreshments were served by the hostesses, Mrs. Dave Th-

Mark Wood Born In Amarillo

Mr. and Mrs. Ronnie Wood. Perryton, became parents of a baby boy at 8:30 p.m. Sunday, December 12, at Hi-Plains Baptist Hospital, Amarillo, Hewas named Mark Taylor and weighed

6 lbs. 12 ozs. Mark is the second child for the Woods. His sister, Dana Kathryn, is 3-1/2 years old. Grandparents are Mr. and Mrs. Noyle E. Wood and Mr. and Mrs. George C. Taylor, all of Frions,

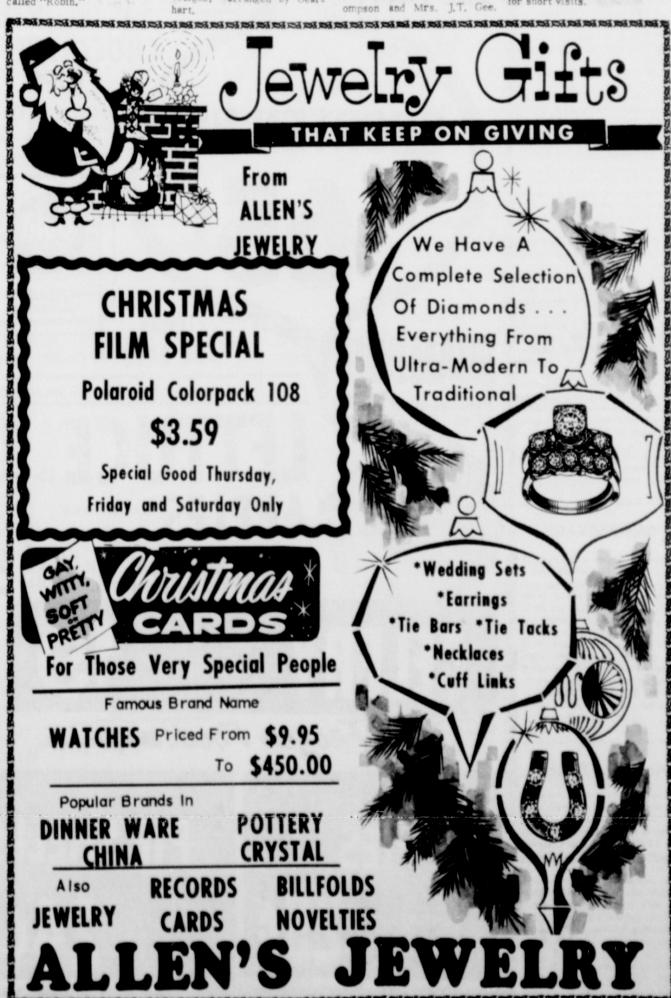
Mr. and Mrs. T.E. Wood and Mrs. J.B. McFarland, also of Frions, are the great-grand-

Hurst Home:

Doing "Fine"

Andy Hurst, who underwent heart surgery in Lubbock on November 30, returned to his home in Friona last Friday, and is reported as doing fine. Hurst will be recuperating

at home for a time. He has been able to be out of the house for short visits.





16 Wrecks Investigated

The Texas Highway Patrol investigated 16 accidents or rural highways in Parmer County during the month of November, according to Sergeant W.E. Wells, Highway Patrol supervisor of this area.

These crashes resulted in n persons killed and five persons injured.

The rural traffic summary for this county during the first eleven months of 1971 shows a total of 135 accidents resulting in four persons killed and 74 persons injured.

The rural traffic accident summary for the 60 counties of the Lubbock Department of Public Safety for November, 1971, shows a total of 576 accidents resulting in 20 persons killed and 292 persons injured. This was 19 less accidents, one more fatality, and two less infured than during October.

The 20 traffic deaths for the month of November, 1971, occurred in the following count ies: Hockley, four: Lubbock Palo Pinto, Hansford and Oldham, two each: Bailey, Carson, Childress, Lipscomb, Moore, Terry, Wheeler and Wilbarger, one each.

Tips For Goodwill **Business Gift-Giving**

Wives who help their husband in business, and office secretaries both face a confusing task abou now. It seems their leaders such denly remember Christmas an business gifts are yet to be selected wrapped and given.

Here are eight helpful points from the Specialty Advertising As sociation, to turn that particular chore into a pleasure.

1. Business gifts are goodwi ambassadors; they should be mod estly priced items given to show ap preciation and serve as a "thank you" in business relationships.

2. Each gift's value should be proportionate to the importance of each recipient, such as employees prospects or customers. Extravagan gifts are inappropriate and are considered in poor taste.

3. Choose only the highest quality gift possible, considering overal budget limitations. They should b useful, durable and dependable. 4. Choose your gifts individual

considering the tastes of each grou of recipients, or . . . preferably of each individual recipient.

5. Personalize each gift with

6. Package

7. Deliver each gift with a flair:
personally, when possible, or by
special messenger. It's also a good to
idea to have them presented at
the recipient's home rather than
his office. If in-person or messenger
delivery is out of the question ac-7. Deliver each gift with a flair delivery is out of the question, ac company each gift with a personall written note, or at least a greetin card in good taste.

8. When considering specifi gifts, keep in mind the recipient's family. There's a trend toward selecting gifts the entire family will

Gifts may range from modestly priced cuff link and tie-tack sets, glassware, wallets and automobile compasses to higher priced items such as gourmet food assortment packaged in reuseable container an electric drill set, a leather desi set, electric mixer or luggage

Your best bet in selecting the proper gift quickly and painlessly is through a business gift counselor. You can find these trained experts by looking up Advertising Specialties in the yellow pages of your phone book. Any of these experi-Your best bet in selecting the enced people will be glad to come to your assistance.

TINY PACKAGE

There has been a saying that "good things come in small packages," and exciting Christmas gifts are no exception to the rule. What bigger and more thrilling gift could you possibly give to a loved one than the whole wide wonderful world of sound, packaged in a tiny, modern, transistorized, miniaturized hearing aid, weighing barely an ounce! Don': let someone you love turn a deaf ear to Christmas—this year give a sound gift.

Holiday Apron

Looking for an inexpensiv Christmas gift you can make your-self that people love to receive? Virginia White, fashion consultant for the Faultless Starch Company, suggests making colorful hostess aprons quickly and easily. Use festive holiday reds and greens. tive holiday reds and greens. Simply take a half yard of cloth for each, hem the bottom, gather the top, and sew it to a matching or contrasting waistband made of two yards of two-inch grosgrain ribbon. A whisk of spray on starch and a touch of the iron is the finishing touch to make the apron gift-



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12 Oz.

APPLE SAUCE Cans

Shurfine

Darling

Kernel

Gold

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5 ° \$1.00 6 Crts.

IMPERIAL



SWEET PICKLES

Western 22 Oz. 59¢

CORN BREAD MIX Shurfine 10¢

7 1/4 Pkg. DISHWASHER ALL

2 Lb. 3 Oz.

Pkg. CLARDY DAIRY PRODUCTS



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