

Merry Christmas

FROM

The FRIONA ★ STAR

Volume 48, Number 11

THE FRIONA STAR, THURSDAY, DECEMBER 21, 1972



THE BILL ELLIS FAMILY



THE J.C. BECK FAMILY



MR. AND MRS. GLENN FLOYD



MR. AND MRS. TERRY COPLEY



MR. AND MRS. TOM LEWELLEN

Publishing Business Is Family Affair In Friona

Like many businesses in small towns and cities, the Friona Star is a family affair. However, our business involves several families. Editor and publisher Bill Ellis takes care of most of the general news and advertising. Wife Carol does advertising layouts, plus paintings which she displays in the Star Art Gallery.

The Ellis kids, Laura and Stanley, like to insert papers, especially when there are extra sections like this week.

Wahleah Beck is bookkeeper and "Girl Friday" for the Star. Husband J.C. is the Santa Fe Agent. Daughter Vicki is a freshman student at Texas Tech, and has worked part-time for the Star, while Cris is currently #1 janitor for the firm.

June Floyd is women's new editor. Her kids are all grown, but all at one time or other helped out around the Star.

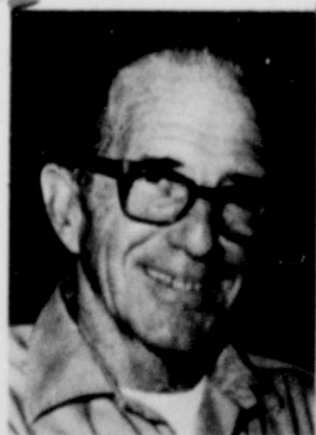
Vickie Copley runs the Star's new composing machine. Her husband, Terry, is manager of Panhandle Concrete Co. here.

Elva Lou Lewellen sets and makes ads for the Star, a job she has done for several years. Her husband Tom is county commissioner, and was in the news this year.

Dale and Laura Hart and their daughters, Karene, Holly and Evelyn, are responsible for mailing the Star each week and placing the newspapers on the newstands. In addition, Laura is mail carrier on Route 2, so she personally delivers a number of subscribers' copies of the paper each week.

Nelson Lewis and Albert Lindley contribute columns to the Star each week. They are family men also, and each one indicates that their families are their main critics.

That's our family business. The remainder is made up of our readers and advertisers, and we regret that we could not picture all of these as well.



NELSON LEWIS



ALBERT LINDLEY



THE DALE HART FAMILY



CANDY CAIN, the Christmas Kid, cuddled close to kind Kris Kringle and cooed, "Candy, how kosher!" Candy [1], came last Christmas to the Cains, Ron and Kathy.

Friona Flashbacks

...from the files of the Friona Star

45 YEARS AGO—DECEMBER 23, 1927

The second car load of Jersey milk cows to be shipped here during the past two weeks arrived on Wednesday morning and are being placed on Parmer County farms this week. The cows are being bought by farmers of this county and are coming from the famous Bob Malone herd at Plainview. Most of the cows are being bought by farmers in the Friona neighborhood.

35 YEARS AGO—DECEMBER 24, 1937

While hunting over on Landergrin Ranch at Sand Point, several miles northwest of Friona on Friday of last week, L.F. Lillard experienced the rare sensation of bagging two large bobcats. Mr. Lillard was accompanied on this hunting trip by Jim Griffith and J.R. Roden, both of this locality, and the three were out for the prime purpose of bagging a few quail for their respective dinner tables. Mr. Lillard stated that he has hunted deer, wild turkeys, geese, ducks, rabbits and other large and small game here and in New Mexico, but this is the first time he has ever had the thrill of any fierce animals such as the two bobcats were.

30 YEARS AGO—DECEMBER 18, 1942

Dear Santa Claus-I am six years old now, Santa. I need a tool chest and paint tray and an airplane. Please don't forget Eugenia Ray, Rosemary and Joe. Your friend, Jimmie Dixon.
Dear Santa-I would like for you to bring me a dolly with a coat and bonnet and a little horn like brother's. Please bring my baby sister Karen a doll and a rattle. You little friend, Phyllis Ann Treider.

20 YEARS AGO—DECEMBER 25, 1952

Dear Santa-Please bring me a set of guns and a cowgirl doll with lots of clothes. Bring all my friends the things they ask for, Jimette McLean.
Dear Santa Claus-I am 8 years old and tried to be a good boy. I want a BB gun and a football and a pair of boots, a real pocket watch and a road grader. Larry Mabry.
Dear Santa-I want a cap rifle. I want a pair of guns and bring my mother and daddy something nice, and bring John home. I want a football suit, too. Your friend, Mike McKee.
Dear Santa Claus-I want a sweetheart bracelet and a Tony Doll. Willene Baxter.

15 YEARS AGO—DECEMBER 23, 1957

Dear Santa-Please bring me a gun and some Lincoln logs. I will try to be good. Love, Jay Potts.
Dear Santa-Please bring me a Lone Ranger set with his hat, and mask, and two guns, and a Roy Rogers set with guns and hat, and a machine gun and a punching bag. Thank you, Danny Kendrick.
Dear Santa-I would like for you to bring me a big horn, a bowling set, some candy and other toys. Your friend, Scott Lillard.

10 YEARS AGO—DECEMBER 20, 1962

Dear Santa-I am a good girl. I would like for you to bring me an Etch-a-Sketch, a Barbie doll and some clothes. Love, Pam Lewellen.
Dear Santa Claus-I would like a Barbie and Ken doll and some nice clothes and a sports car for Barbie and Ken. Love, Lana Renner.
Dear Santa-I am a little boy, five years old. I want a ball zoster with batteries. I try to be a good boy. Love, Roy Smith.

The FRIONA ★ STAR

Founded in 1925 by John W. White

Published Every Thursday at 216 South Street
Friona, Texas, 79035

Member, Texas Press Association; Member, Panhandle Press Association; Member, West Texas Press Association.

Prize-winning newspaper, Panhandle Press Association, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1967, 1968, 1969. Prize-winner in Texas Press Association, 1962, 1963, 1964, 1965, 1966, 1967, 1968, 1969. Prize-winner in West Texas Press Association, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1967, 1968, 1969. First place General Excellence winner, West Texas Press Association, 1961, 1962, 1963, 1964, 1965.

Second class postage paid at Friona, Texas, 79035.

SUBSCRIPTION RATES

Parmer County, adjoining counties: \$5 per year. Elsewhere: \$6 per year.



Bill Ellis, Editor & Publisher
Wahleah Beck, Bookkeeper
June Floyd, Women's News



Pause and Reflect

By Nelson Lewis

ACCORDING TO MY CALENDAR this 21st of December is the first day of winter.

By Golly, you could have fooled me! Mornings of near Zero, several inches of "probable snow flurries," and days of freezing rain mean "winter" to me! Mother Nature is no respecter of calendar dates in this year of 1972, nor was she very considerate of the Pilgrim Fathers who landed at Plymouth Rock on this day in 1620. The harshness of the New England winter took its toll of lives and stifled ambition.

Before landing the company gathered in the main cabin and signed the "Mayflower Compact," a document setting forth the rights and responsibilities of the individual.

This "compact" was a throwback to the Magna Carta of 1215, the first signed admission that a common born man had a right to independence.

History seems to shuffle along at a snail's pace; however if we take a close look there are really Giant strides now and then. From the Magna Carta to the Mayflower Compact to the Constitution of the United States little more than 500 years had elapsed.

Once the Iron Curtain of Serfdom was breached a torrent of freedom seekers poured through, culminating in the establishment of independent democracies around the World. Unfortunately, several of these governments have listened too long to the treacherous siren song of Communism.

Time will prove the fallacy of the Marxist-Leninist brand of "forced togetherness" just as it will attest to the worth of honest cooperation by men of good will.

ALTHOUGH WE ARE JUSTLY PROUD of our republican form of government there still exists danger signals that merit our attention.

In the past four decades the costs of our government has spiraled from 15 to 40 percent of our national income.

Most of us agree that we are not getting value received from the nearly half of personal income spent on Federal, State and Local taxes.

But as long as we demand everything from Uncle Sam then we will have to pay the price.

We must face the truth—Big Brother Government is the problem—not the solution!

The Pilgrims thought that their problems had been left in Europe and England, three hundred and fifty two years later we still experience the heavy hand of Big Government. A Wintery thought, isn't it?



Sincerely Yours

By Rev. Albert Lindley

HAVE YOU SEEN THESE LITTLE "Private Prayers Before Public Worship"?

I found these listed in HE SENT LEANNESS, by David Head. Have they been yours?

O God, I hope the sermon doesn't last more than fifteen minutes."

"Please Lord, grant that I did turn the oven down."

"If I'd known he was preaching, I'd have come this evening instead."

Well, whether these may have ever been yours, possibly you have at least "thought" them good and hard. . . Ha!

Of course, this kind of person is missing the whole meaning and purpose of the Worship Service. I have the feeling that spiritually, they haven't even arrived, yet.

Surely you can tell by now that this being the last time to visit with you in this manner before Christmas, that I would not wish to miss this opportunity to wish for you and yours, a wonderful experience of Christ-love and then secondly, to hope that Christmas won't find you present but in a totally different mood of understanding for what Christmas might bring to your experience.

Frinstance, I can well vision someone waking on Christmas morning and saying . . .

"O Lord, if this is all there is, I'd just soon we all skipped it next year. . ."

But I trust it won't be your experience.



Warm Christmas Wishes

A cozy setting makes home the place for every heart during the Christmas season.

DALE HOULETTE MOBIL
WILLIAMS MOBIL STATION

Want Ads

DEADLINE TUESDAY
AT 5:00 p.m.

CALL NOW!!!

247-2211

YOUR BEST MARKET PLACE

WELCOME TO FRIONA



Our newcomers this week are Mr. and Mrs. Randy Thomas, who moved to Friona in August from Borger. Thomas is assistant office manager at Missouri Beef Packers, Inc. He is a native of Borger, and Mrs. Thomas is from

Phillips. Thomas is a graduate of West Texas State University and she is a graduate of Amarillo College. The couple lives in the Friona Apartments, number 34, and are Baptists.

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

HOUSER
GROCERY & MARKET

HIGH PLAINS
DEVELOPMENT CO.

NEED A HOME?
CALL 372-0233, Amarillo OR 247-2511, Friona

REEVE CHEVROLET
New and Used Cars
FRIGIDAIRE APPLIANCES

The FRIONA
★ STAR

FRIONA WHEAT GROWERS
Elevator Service
Field Seeds

Yes Folks,
There's
A New
Neelley
On The
Way ...



New Babies Sure Keep You Busy
You Rock'em, You Feed'em,
You Launder Their Dodies,
You Fuss With Their Blankets,
Their Sheets And Their Nighties,
You Powder Their Bottoms
You Burp'em For Bubbles
But, Gosh, How The Pleasures
Outnumber The Troubles!

CONGRATULATIONS TO THE ROBERT
NEELLEYS ON INFANTICIPATION!

(Paid for by 'Friends' of Robert Neelley)



CHARTER PRESENTED. . . Albert Cupell, center, is shown receiving the charter for the new Friona Jaycee chapter. Arthur Oswald, right, president of Texas Jaycees, and Joe Campbell, national director, made the presentation.

Jaycees Chartered, Officers Installed

Arthur Oswald of Pasadena, president of the Texas Jaycees, served as installing officer for the Friona Jaycees at their charter installation banquet last Saturday night.

A good crowd of local friends, out of town Jaycees and dignitaries attended the installation ceremony.

Oswald challenged the new chapter to be "Number One" in everything it attempts to do. "You want to be the number one civic club, and make your community number one while you are at it," he stated.

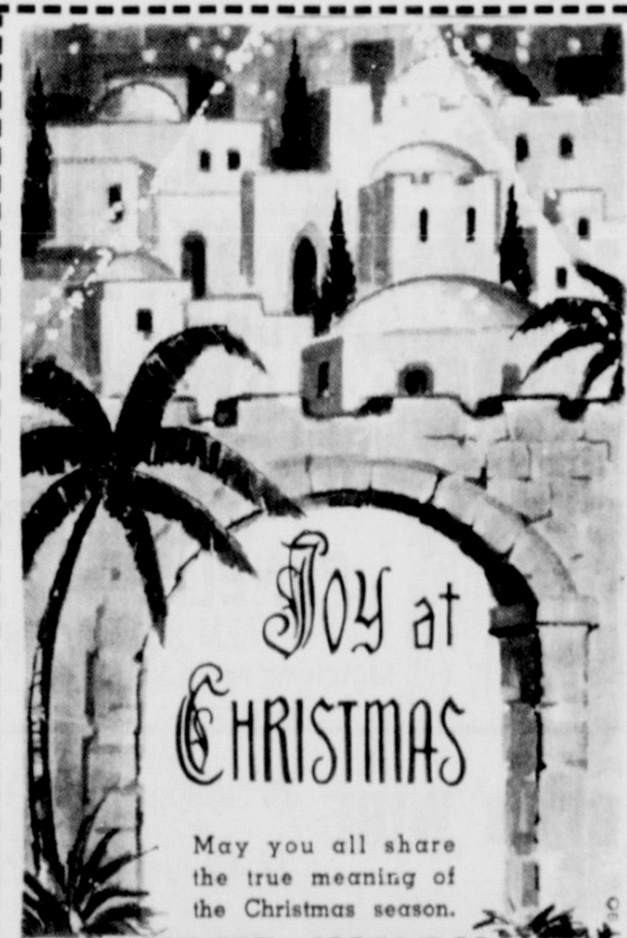
Installed as club president was Albert Cupell. Glen Stevens is internal vice president, and Paul Galyon is external vice president. Don Segovia is the club secretary; Billy Peek is treasurer, Charlie Bell is state director and Don

Gatlin is chaplain.

Also recognized were the Jaycee-ette charter officers—Mrs. Albert Cupell, president; Mrs. Leslie Pithen, vice president; Mrs. Larry Taylor, secretary; Mrs. Wayne Tunell, treasurer and Mrs. Paul Galyon, state director.

Also in attendance was Joe Campbell, administrative national director for Texas District 1, from Midland.

A steak dinner was enjoyed by those attending the banquet.



May you all share the true meaning of the Christmas season.

BURKE INMAN TRUCKING

Hereford, Texas

Xmas Lighting Winners Told

Friona Chamber of Commerce announced the top three winners in the Chamber's annual Christmas Lighting Contest, which were judged Tuesday night.

First place and \$60.00 went to the Ray Landrums, who live southwest of the city. Second place, and \$40.00, went to the Charlie Wise residence, 603 Ashland, and third place, \$25.00, will be paid to Robert Garza of 1508 N. James.

The Star hopes to publish pictures of the winning homes in the edition of December 28.

Trebelaires To Fill TV Slot

The Trebelaires, Friona singing group, will be featured on the Saturday edition of KGNC-TV (Channel 4) Farm & Home program.

The group will present a program of Christmas music, from 3 to 3:30 p.m.

The girls are directed by Eva Miller.

Lazbuddie Man Dies In Wreck

Services for Joe Signor (Sig) Kimbrough, 37, were held last Saturday in Muleshoe's Richmond Hills Baptist Church.

Kimbrough, a lifelong resident of the Lazbuddie community was killed last Thursday night north of Muleshoe on Highway 214 when his station wagon collided with the rear of a truck on the icy, fog shrouded highway.

Reports said the truck was stopped on the highway at the time of the wreck, and visibility was measured around 50 feet.

A farmer, Kimbrough is survived by his wife and eight children.

Survivors include his wife, Maxine, four sons, Chris, Chet, Bret and Joe Signor II, and four daughters, Debbie, Deann, Denise and Lesa, all of the home.

Kimbrough's parents, Mr. and Mrs. Finis Kimbrough, also survive, along with two sisters, Mrs. Ed Nichols of Muleshoe and Mrs. B.G. Houd of Lubbock.

Burial was in Bailey County Memorial Park.

Blevins Rites Held Locally

Funeral services for Walter Lee Blevins, 61, were conducted Sunday at 10th Street Church of Christ here.

Blevins died last Friday after a lengthy illness. Leland Hutson, assisted by Terry Brown of Sixth Street Church of Christ, officiated. Burial was in Friona Cemetery, under direction of Parsons-Ellis Funeral Home.

Blevins was a retired farmer. Survivors include his wife, Buena; a daughter, Mrs. Joy Romine of Fort Worth; a son, Ernest Lee Blevins of Fort Worth; a stepdaughter, Mary Ellen Koger of Aurora, Colo.; four sisters, Mrs. Fred Underwood of Pasadena, Mrs. Ray McBee of Henrietta, Mrs. Uel Dee Armstrong of Henrietta and Mrs. Paul Watson of Bakersfield, Calif.

Businesses Announce Holiday Plans Here

Friona businesses have scheduled closing dates in relation to the Christmas holidays, but the pattern is almost as varied as the number of businesses. The survey was made by the Friona Chamber of Commerce.

A number of businesses will close on Saturday and Monday. The utility companies, Pioneer Gas, Southwestern Public Service and the City Hall, will close at noon Friday, and re-open on Tuesday.

Those planning to close Saturday and Monday include Gib's Cleaners, Friona State Bank, Friona Texas Federal

Credit Union, Ethridge-Spring Agency and Kendrick Oil. Scheduled to be closed both Monday and Tuesday are The Hut and Rockwell Bros. Lumber Co.

Closed Sunday and Monday will be Holiday Restaurant and Friona Snack Bar. Earl's Farmer House will close Sunday, Monday, Tuesday and Wednesday.

The Friona Star will be closed Friday, Saturday and Monday.

Everyone else, it appears, will at least be closed on Monday, with the exception of Allsup's 7-11.

Temperatures

Day	Hi	Low
Thursday	45	20
Friday	30	9
Saturday	32	14
Sunday	40	16
Monday	50	16
Tuesday	60	28
Wednesday	59	28

Moisture-Three inches of snow, .14 inch moisture on Thursday, December 14.



Buick - GMC - Pontiac
John Orsborn
Buick - GMC - Pontiac

25 Years In Hereford
See Us And SAVE

142 Miles St.-Hereford-Phone 364-0990



Christmas Greetings

When the crisp fragrance of evergreens scents the air...when the lights of the holiday home say, "Welcome"...that's Christmas! Hoping it's merry and bright, full of delight, for our appreciated patrons, we send greetings and gratitude.



We Wish To Thank All The Wonderful People Who Made Our Open House Last Sunday A Great Success.



Deaf Smith Electric Cooperative, Inc.

Cattlemen —

Your local used Cow dealer would like to apologize for our service or lack of it recently. We have been unseasonably busy and did not have the necessary equipment or the man power to handle the situation.

Please

bear with us! We are here to stay and promise to improve. Let's hope The Sun Shines on all of us for awhile.

THANK YOU,

Friona Bi-Products

★ READ and USE CLASSIFIED ADS ★

PH. 247-2211

Reader Ads First insertion, per word 2¢
 Additional insertions (no copy change), per word 1¢
 Minimum charge \$1.25
 Classified display (boxed ads) 8 pt. type under a specific heading, 1 column width only, no art or cuts. Per column inch \$1.50
 Repeat insertions without copy changes, per col. inch \$1.25
 Cards of Thanks same as classified word rate, minimum charge \$1.25

DEADLINE for classified advertising in Thursday's issue 5 p.m. Tuesday.

Check advertisement and report any error immediately. The Star is not responsible for error after ad has already run once.

JOHN F. WHITE
 BOOKKEEPING AND TAX SERVICE
 ANNOUNCES THE RELOCATION OF HIS OFFICES
 TO
 304 WEST 12TH STREET
 FRIONA, TEXAS

TELEPHONE (806) 247-3276

DICKEY'S DOZER SERVICE

Dirtwork--All Kinds
 Bull Dozers--Scrapers
 Motorgraders--Crane-Dragnline
 See or Call Floyd Dickey
 S.E. 4th & Belsher Dimmitt, Texas
 Phone Office: 647-4553 or Home: 647-4565
 51-tfnc

Bingham Land Company
 "Service Beyond A Contract"

COMPLETE REAL ESTATE SERVICE

JOHN BINGHAM CARROL GATLIN
 Home 247-3274 Home 247-3641
 Office 247-2745 Office 247-2745

ANNOUNCEMENTS

Well Drilling

For the Best in Know How & Experience for Drilling Pump & Gear Head Repair Contact:

BAND INSTRUMENTS, new and used. Rentals and/or easy terms. Professional repairs. Also pianos and organs. If you are thinking about learning a musical instrument... see us first.

PHILLIPS HOUSE OF MUSIC
 715 Main, Clovis, New Mexico
 Phone 763-5041 46-tfnc

Big T Pump

247-3311 or Bob Clark, 247-3236. Distributor for Worthington Pumps. 50 tfnc

Portable Disc Rolling

Lewis Gore
 295-6188
 Box 984
 Friona, Texas
 25-tfnc

MOTHER'S DAY OUT

Leave your youngsters at the First Methodist Church on Thursdays and have a day to yourself. 9:30 a.m. to 3:30 p.m. \$1.50 for one child, \$2.00 for two per family, etc. Bring a sack lunch for each child. Check last week's Star for details or call the Church office 247-3045. 51-tfnc

Needlepoint & Supplies
 Still Stocked at
ALLEN'S JEWELRY
 3-tfnc

THE STAR ART GALLERY is temporarily out-of-business. "Thank you" to all the customers who purchased paintings for Christmas presents. I will have more paintings in the shop in a few weeks.

Carol Ellis
 12-tfnc

Automotive

FOR SALE... 1972-125 Pontiac, \$750.00. Like new. Phone 247-3658. 7-tfnc

FOR SALE: 1968 Volkswagen Beetle. Good tires, vinyl interior. Phone 247-2531. 8-tfnc

FOR SALE: El Tiger 4 hp. mini-bike. Excellent condition. \$100.00. Leon Coffey. Phone 247-3483 after 6. 8-tfnc

FOR SALE: 1963 Dodge Pickup, \$50.00. Phone 247-2597. See at 912 Maple. 7-tfnc

FOR SALE

Real slick 1958 F800 Ford truck. Big engine, 5 speed transmission and 3 speed auxiliary. 40 ft. Hobbs trailer, real good tires, grain boards, new floor. Call Terry Copley, 247-3593 or 247-2833. 9-tfnc

FOR SALE... 1969 Chevrolet Impala. Carl Fairchild. 12-tfnc

FOR SALE

1972 Yamaha 175cc. 700 miles. Like new. Jerry Hinkle. 810 West Fifth. 247-3863. 11-2tc

FOR SALE... 1929 Ford Model A Roadster. Ruckey Rector. Call 265-3420. 12-2tc

FOR SALE... 1965 Chevrolet Pickup with camper. Good condition. Long wheel base. Phone 247-3608. 11-2tc

FOR SALE

Good cabinet model Singer Sewing Machine. \$40.00. Like new. Frigidair Refrigerator. \$75.00. Phone 265-3539. 11-tfnc

FOR SALE... Early American love seat, Ethan Allen coffee table, two end tables. Phone 247-3283. 1501 W. 11th. 11-2tc

FOR SALE... Gibson electric guitar. Extremely good condition. Noel White, 247-2577 after 6. 12-2tc

FOR SALE... 1 pony and 1 kid horse. Call 247-3481 after 6 p.m. 12-tfnc

CARDS OF THANKS

Our deep appreciation to Dr. Paul Spring, and the staff of Friona Hospital. Also, a special thank you to Bro. Hutson and Bro. Terry Brown for their comfort in our sorrow. May we also thank all the good neighbors and friends for their kind thoughts and deeds during this trying time. God bless each one.

Mrs. Lee Blevins & Family
 12-1tc

HELP WANTED

HELP WANTED... Distributor for Clovis News Journal. Home delivery and racks. Plus gas expense. Call 763-3431, collect. Ask for circulation department. 11-tfnc

HELP WANTED... JH-Pro Feeds, Phone 247-2782, 6-tfnc

J. B. SUDDERTH REALTY

304 THIRD ST. Box 627
 Farwell, Tex.
 Ph. 481-3288 or
 505/763-5575 Unit 5408

We Need New Listings Now

640 acres, irrigated, well improved, good water area, southwest of Missouri Beef on highway near Friona.
 640 acres irrigated, on highway north of Lubbock.
 410 acres irrigated, good water area, on highway, well improved, between Farwell and Bovina.
 673 acres irrigated, good water area, on highway, well improved, between Farwell and Bovina.
 160 acres, near Lariat, irrigated, good water area, priced for immediate sale to settle an estate.
 160 acres, north east of Farwell, irrigated and allotted, some grass. \$375.00 per acre.

WANTED: 2-160 acres south of Bovina, 320 acres south of Farwell (5 miles)

J. B. SUDDERTH REALTY

DR. R. B. TANDY
 Announces the opening of
TANDY CHIROPRACTIC CLINIC
 102 East Avenue C, Muleshoe, Texas
 Open Monday through Friday
 9 to 12--2 to 5
 Phone 272-3642. 1-tfnc

DO YOU KNOW LIVESTOCK FEEDING? One of nation's largest and best known feed manufacturers will soon have opening for wide-awake local sales and service representative. Thorough on-the-job training and research cooperation. Full-time work. A real opportunity for the right person, and we can prove this by nearby examples. Excellent employee benefits. Home nights. Definitely not high pressure sales work. Must be service-minded and enjoy working with livestock feeders. Will require person who is interested in and capable of operating own feed business successfully. Confidential. Can arrange evening appointments. Write Box 6173, Lubbock. 12-2tc

LOST AND FOUND

Please help us find our lost dog! He is a west highland white terrier, 11 inches tall, weighing 14 lbs. and wearing no collar. (Looks similar to a Scottish terrier, solid white.) We are offering a reward. 247-3753 1101 Etta, Friona
 Larry Knowles

FOR RENT

FRIONA MOBILE ESTATES... Friona's newest and largest mobile home park. Located at 802 East 11th. 8 Bks. east of Main on Highway 60. Call 247-2745 or 247-3274 at night. 23-tfnc

PETS

FOR SALE... male Peek-a-Poo, nine weeks old. See at 1103 West Sixth. 11-tfnc

APARTMENTS

FOR RENT: 2-Bedroom apartment. No pets. Single or couple. \$75.00 month. 1205 Washington. 9-tfnc

REAL ESTATE

FOR SALE BY OWNER, Billie Long Homer, three bedroom brick; 2 baths, double garage; outside storage, fenced backyard. Phone 247-2213 or 247-3719. 42-tfnc

FOR SALE
 Small house on 70' lot, \$3000, Dean Blackburn, 247-3246 or 247-3250, 7-tfnc

Know the joy of leasing a High Quality Ford

You can enjoy this pleasure by leasing it from us. That way, you eliminate a down payment, and enjoy carefree car driving because we see that your car is properly serviced. We do this for you because we're part of the largest dealer leasing organization in the world. You get the Ford of your choice at rock-bottom cost. You get top dollar for your present car, and we take care of the service. See us today! You can lease a Ford.

LEASING

"CARS AND TRUCKS"

FRIONA MOTORS
 Phone 247-2701

NEED A HOME LOAN?
 SEE FIRST FEDERAL
 FIRST FEDERAL SAVINGS
 AND LOAN ASSOCIATION

801 Pile St.
 762-4417
 Clovis, New Mexico

Stop in and see the new Norge appliances.

BILL'S SERVICE CENTER
 6th & Main-247-3120 11-tfc

DENNIS OFFICE MACHINE SERVICE

620 Park Ave.
 HEREFORD, TEXAS 79045
 Phone 364-4920 12-4tc

FOR SALE BY OWNER: 2-Bedroom house, living room, kitchen, bath, large utility room or extra bedroom, garage, large garden space. Newly decorated. Good income property or for home. 209 E. 12th St. \$6,500, \$2,000 down. Call 247-3172. 9-tfnc

FOR SALE: 3-Bedroom Brick, bath & 3/4, located 1403 N. Elm. Fenced. Phone 247-3096. 10-tfnc

FOR SALE: 3-bedroom brick with fireplace. Fenced backyard 1 1/2 baths. Call 247-3208 or 247-3704 after 6. 8-6tc

FOR SALE: male collie dog, about one year old, answers to the name of Kip. Has collar with name in El Paso address. John Renner, Phone 265-3423. 12-1tc

FARM DISCOUNT LUMBER & SUPPLY OF HEREFORD Can Save You Money!

ELECTRIC FENCE MATERIALS

14 Ga. WIRE 1/2 MILE \$10¹⁹
 17 Ga. WIRE 1/2 MILE \$5¹⁴
 NO. 56 Holdem Charger \$19⁹⁵

4' x 8' PREFINISHED PANELING
 ALMOND \$2⁸⁸
 Matching Mouldings In Stock

BARB WIRE 14 Gauge \$9⁹⁵
 17 Gauge \$4⁹⁵

58" BULL FENCE 165' Roll \$76⁹²

FARM DISCOUNT LUMBER & SUPPLY
 Ph 364-6002
 Hiway 385 South Hereford, Texas

NOTICE

The School Tax Office will be open next Tuesday through Friday, December 26 through December 29, for the convenience of taxpayers wishing to pay their taxes during 1972.

Porter Roberts
 Tax Assessor--Collector
 Friona Independent School District
 High School Building

BUSINESS DIRECTORY

ADAMS DRILLING CO.
 WATER WELL DRILLING

Layne Pumps, Inc. Pump & Gears Sales & Service Head Repairs All Makes

Dial 247-3101
 Friona Nights 247-2513 Texas

BARTLETT & POTTS
 AUCTION SERVICE
 Specializing in Farm Sales

Houston Bartlett, Route 1, Davina, Texas Phone 247-6699
 Larry Potts, Rt. 2, Friona, Texas Phone 295-6633

TELEX
CLOVIS HEARING AID CENTER
HEARING AIDS

*Batteries *Molds *Free Hearing Tests
 SERVICE ALL MAKES

416 Mitchell Phone 761-6990 9-tfnc

OWENS ELECTRIC
 Electric Contracting--Sales and Service of

New and Used Motors and Controls
 Magnetos--Generators--Starters
Loan Motors Available
 Off. Phone 364-3572
 809 E. 2nd Hereford, Texas

PROFESSIONAL POSTERS LETTERING COMMERCIAL ARTWORK

Call Carol Ellis 247-3053

J. B. SUDDERTH REALTY

640 acres, irrigated, well improved, good water area, southwest of Missouri Beef on highway near Friona.
 640 acres irrigated, on highway north of Lubbock.
 410 acres irrigated, good water area, on highway, well improved, between Farwell and Bovina.
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WANTED: 2-160 acres south of Bovina, 320 acres south of Farwell (5 miles)

J. B. SUDDERTH REALTY

STOP FROZEN PIPES!
 Use WRAP-ON ELECTRIC HEAT TAPES

NO TIME LIMIT
FREE REPLACEMENT GUARANTEE!

Available At
ROCKWELL BROS. & CO.
 "Lumbermen"

12-2tc

WANTED

WANTED... Babysitting in my home. Will consider infant care. Vickie Hawkins, 912 Maple, Phone 247-2597. 40-tfnc

WANTED TO RENT OR LEASE... Irrigated land. John Mitchell. 806/965-2160. 1-tfnc

REAL ESTATE LOANS

NEED A FARM OR RANCH LOAN? See Ed Hicks Phone 247-3537 or 247-3189. 23-tfnc

Dear Santa Claus, We have tried to be good little girls. I am Tammy Chapman and I'm four years old. I want a Beans doll, filling station and riding worm. My sister, Toni, who is two years old wants a Beans doll, riding tractor and blocks. Tina 4 months old would like a baby doll. Bring us anything else you want to. Some nuts, fruits



DAVID HAMIL

REA Administrator In Visit With Son

The head of the Rural Electrification Administration, David Hamil, visited in Friona last week, with his son and family. Mr. and Mrs. Jack Hamil.

The elder Hamil was in the area to assist with open house ceremonies at Deaf Smith Electric Cooperative in Hereford. He was accompanied here by his wife.

Hamil has recently received his re-appointment as REA administrator from President Nixon. He previously served in this capacity under President Eisenhower, and resumed the position in 1969 in the Nixon administration.

A native of Colorado, Hamil says he has been familiar with this area for a number of years, and is not at all surprised to see the tremendous growth of the area in cattle feeding and beef packing.

New ASCS Committeemen Named By Election

Results of the election of ASCS Committeemen who will serve Parmer County for the coming year is as follows—

Elected as County Committeemen—Jimmie Heard, chairman; John Agee, vice chairman; David Grimsley, member; E.A. Parham, first alternate; and Carl Schlenker, second alternate.

Those elected to serve as Community Committeemen for the coming year are—

Community Committeemen for Community "A"—Wesley Barnett, chairman; Ernest Anthony, vice chairman; Floyd Reeve, member; Carl Schlenker, first alternate; and Jerry London, second alternate.

Community Committeemen for Community "B"—Gary Hicks, chairman; Kenneth McGehee, vice chairman; Jerry Don Glover, member; Jerry Smith, first alternate; and R. Dan Smith, second alternate.

Community Committeemen for Community "C"—Donald Christian, chairman; Leon Billingsley, vice chairman; Gerald Norton, member; Ted Magness, first alternate; and Leslie McCain, second alternate.

It is the responsibility of the ASCS Committees to assure that the farm programs are administered fairly and equitably to all participants in accordance with applicable law.

NEW HAMIL... Peggy Hamil shows Mr. and Mrs. David Hamil of Washington, D.C. their newest grandchild, Christopher John, who was born earlier this month. Jack Hamil is at the far left. The elder Mr. Hamil is head of the Rural

Electrification Administration in Washington. The Hamils were special guests at the open house for Deaf Smith Electric Cooperative's remodeled building last Sunday.

and candy. Don't forget the other children. We will leave milk and cookies on the table. Love, Tammy, Toni & Tina Chapman



OPEN HOUSE GUESTS... Fireman Ronald Smiley, center, shows Raymond Euler some of the Fire Department's life-saving equipment during the open house last Sunday for the new fire station. Some 150 families toured the new city facility.

HAIR SPRAY

Josephine's tiara may be a little steep for most pocketbooks, but how about a delicate spray of jewels that can nestle in her hair? She'll really shine from top to toe. Stop in at your local jeweler's and see his selection.

Services Scheduled

For June M. Wallace

Funeral services will be held at 11 a.m. Thursday at Rhea Lutheran Church for June M. Wallace, who passed away Monday in a Clovis hospital.

Wallace, 62, who operated Rhea Engine Service for about six years, was living in Texico at the time of his death. He suffered from diabetes and a liver disorder.

Survivors include three daughters—June Osborn of Clovis, Peggy Williams, Littlefield and Carolyn King of Friona. Ten grandchildren also survive.

Other survivors include three brothers, Pete Wallace of Monroe, La., Jerry and W.J. Wallace of Houston. Also, three sisters—Mary Lee Estella, Thelma Camp and Louise English of Monroe, La., and Docie Hawkins of Crossett, Ark.

Palbearers will be C.S. Drager, Floyd Schueler, Raymond Schueler, Guy Sanders, Dean Sanders and Chris Drager.

Burial is to be at Rhea.

HOSPITAL REPORT

ADMISSIONS—

E.E. Taylor, Friona; W.A. McCormick, Bovina; L.J. Carthel, Hart; Shorty Jones, Friona; Elaine White, Friona; Ima Jones, Friona; Nita Minshew, Friona; George L. Chinnault, Ft. Worth; Alta Tyler, Melrose, N.M.; Celia Dee Loflin, Friona; and Duane Baize, Friona.

DISMISSALS—

Jennie Johnson, Jean Bentley, Delmer Renner, George McKinney, Elaine White, E.T. Dement, Rufus Vinson, Mrs. Jack Hamil and baby boy, Nita Minshew, Mae West, E.E. Taylor, Henry Armstrong, L.J. Carthel, George Chinnault, Shorty Jones, Ima Jones and Celia Dee Loflin.

PATIENTS IN HOSPITAL—

Duane Baize, Emma Elmore, W.A. McCormick and Alta Taylor.



GREETINGS for Christmas
Best holiday wishes and sincere thanks for your confidence.

ED HICKS REAL ESTATE

Effie and Ed

618 Highway 60 Phone 247-3537

FRESH FRUIT FOR CHRISTMAS
Fresh Load Of Tree-Ripened Fruit From The Valley

NAVEL ORANGES
40 Lb. Box \$5.50

RUBY RED GRAPEFRUIT
40 Lb. Box \$5.50

JUICE ORANGES (With Seeds)
40 Lb. Box \$4.50

TANGERINES 30 Lb. Box \$6.00

For Order And Delivery Call
Ralph Robinson - Hub 265-3587
Dee Clark - Hub 265-3616

Merry Christmas to all!

To each of you, a holiday filled with its own special excitement and enchantment. From us, many thanks for your patronage.

WELCH AUTO SUPPLY

John Blackburn
Kathrine Blackburn

Nelson Welch
Lorraine Welch
David Darnell

Fred Ferguson
Frankie Allen
Arlen May

MERRY CHRISTMAS

Just a last minute check. Santa wants to make sure every detail is just right so you can have the merriest, happiest Christmas ever!

Gib's Cleaners

Merry Christmas

We hope that Santa's good to you & brings you the best of everything!

We Greet Our Many Customers During This Season Of The Year.

ADAMS DRILLING

Boys Tournament Box Scores

Chiefs 17 25 26 14-82 Bandy 11-1-23, Martin 0-0-0,
B. Ranch 5 15 15 11-49 Strickland 1-1-3, Cleveland
7-1-15, Wiseman 0-0-0, Lee
0-0-0, C. Bandy 0-0-0. Tot.
29-3-61.

Bartlett 10-2-22, Bailey
1-2-4, Bandy 5-6-16, Martin
0-2-2, Strickland 3-0-6, Min-
shew 0-0-0, Cleveland 6-2-14,
Wiseman 1-7-9, Lee 2-4-8, C.
Bandy 0-1-1. Tot. 28-26-82.

Chiefs 16 11 16 9-52
Pan. 11 15 12 11-49

Bartlett 6-0-12, Bailey 3-0-6,
Bandy 8-4-20, Strickland 4-0-8,
San-Fr. 4 12 10 18-44
Cleveland 3-0-6, Wiseman
0-0-0, Lee 0-0-0. Tot. 24-4-52.



WIN TOURNAMENT. . The Friona Chieftain basketball team won their first tournament in six years for FHS last weekend at Vega. Team members proudly pose with the trophy. In the front are Louis Lee, Rex Minshew, Mike Martin, James Bartlett and Kevin Wiseman. Standing are Coach DeBord, Gene Strickland, Johnny Bandy, Dale Cleveland and Willie Bailey. The team also downed Muleshoe here Tuesday, for an 8-5 season record.

Chiefs Pull Upset-Win Tournament

The Friona Chieftain basketball team rose to its highest point in some six years by winning first place in the Vega Invitational basketball tournament last week.

It was the first tournament championship for a boys varsity team since the 1966 eagles won their own tournament and also the Springlake tourney.

PULL UPSET

And the Chiefs pulled off quite an upset in winning the meet. They downed defending state Class A finalist Sanford-Fritch, 61-44 in the semi-finals. The Eagles, with all starters returning from last year's state team, went into the game with an unbeaten 9-0 record.

"The kids went out and played their best defensive game of the year. We were able to stop their running game. We broke their full-court press, and did a great job of half-court defense," said Coach Ray DeBord, who was proud of his team's performance in the tournament.

DeBord said the Chieftains extended a great effort in the

tourney, including great teamwork. "We have improved tremendously since the beginning of the season," he said.

In the first round of the tournament, the Chiefs blistered Boys Ranch, 82-49, in a game that was a mismatch from the first. James Bartlett drilled in 22 points to top the Chiefs, in his best game of the season. Bartlett hit several shots from the corner.

Although hitting only 35 per cent from the field, the Chiefs hit a blazing 87 per cent of their shots from the foul line—26 of 30. This was their best showing on free shots this season.

In the Sanford-Fritch battle, Friona hit a commendable 45 per cent from the field, 29 of 65 attempts. The Chiefs scored all but three of their points on field goals.

EDGE PANHANDLE

The Chiefs edged Panhandle, 52-49 in the tournament finals, although the game was perhaps closer than it should have been. The game was a physical one, with Friona being called for 18 fouls, to only four against Panhandle.

Freshman Girls Romp To Win

The freshman Squaws, unbeaten for the season, romped to an easy 63-22 win over Littlefield here Monday.

Terri Patterson was the team's leading scorer with 26 points. She was backed up by Nanette Fallwell's 13 points and Jeanie Nelson's 13 points. Top rebounder for Friona was Paula London with six.

Friona 22 8 12 21-63
Littlefield 9 4 1-22
Patterson 8-10-26, Fallwell
7-1-15, Rodgers 0-3-3, Nelson
6-1-13, Singleterry 3-0-6,
RB-London 6, Thorn 5, Fulks 3,
Cunningham 3, Hughes 2.

Eighth, Ninth Grade Braves Lose In Tourney

Friona's eighth and ninth grade boys were entered in the Muleshoe tournament last weekend and met Morton in their first games and were both defeated. After the weather turned so bad Muleshoe shortened the tournament and made it a single elimination, so Friona was through after one game.

The eighth grade game was Morton all the way as they jumped off to a 4-0 lead and never trailed as they went on to win 79-40.

The ninth grade game was much closer, even though Friona never led. Friona did tie

it at 26-26 on a bucket by Mike Bartlett with 5:30 left in the third quarter. Morton went on to win 58-46.

SCORE BY QUARTERS

Eighth Grade
Friona 11 26 36 40
Morton 19 42 64 79
Sammy 5-4-14, Mark 1-2-4,
Leslie 5-0-10, Lester 2-0-4,
Keith 2-0-4, Jerry 1-0-2; Cris 1-0-2.

Ninth Grade
Friona 7 20 34 46
Morton 12 26 44 58
Davy Carthel 23 pts; Roy
Smith 12 pts; Kent Miller 5 pts;
Doug Norwood 4 pts; Mike
Bartlett 2 pts.



Seasons Greetings And
Sincere Best Wishes
From
**THE HOLIDAY
RESTAURANT**

We will be closed from 1:00 p.m.
Saturday until Tuesday.
Santa will be here at 2:00 p.m.
Saturday with treats for the
children.

Greetings of the Season

with many
thanks for
your loyalty
and good will

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.

BLACK GRAIN CO.

Peace on Earth

As we celebrate the birth of the Infant
King, let us rededicate ourselves to the
goal of peace on earth among all men.

PARSONS-ELLIS FUNERAL HOME

Christmas Greetings

*The Chieftain Staff Wishes A Very Merry
Christmas And A Happy New Year To
The Following Merchants And Businessmen
Who Have Helped Sponsor Our 1973 Annual:*

<ul style="list-style-type: none"> Adams Drilling Allen's Jewelry Allsup's Aztec Drive Inn B & B Trucks Bateman Grocery Ben Franklin Benger Air Park Big Nick's Big T Pump Bill's T.V. and Appliance Bingham Land Co. Bi-Wize Drug Black Grain Co. Boeckman Construction Bovina Feeders Brookfield Drilling Buddy's Electric Carroll's Office Supply Cattle Town, Inc. Chester's Gin City Body Shop Claborn's Floral Clifton Harper & Sons Conoco Cook Oil Co. Crow's Meat Co. Cunningham Electric Service Dale Houlette Mobil Oil Warehouse & Station Don's Medicine Chest Don's Tasty Cream Ed Hicks Real Estate 	<ul style="list-style-type: none"> Ethridge-Spring Agency Eva Miller First State Bank of Bovina Forensics & Thespians Foster's Friona Consumers Friona Industries Friona Motors Friona Parts and Service Friona Star Friona State Bank Friona Wheat Growers Gib's Drive-In Cleaners Grady Dodd Texaco Hick's Plumbing & Heating Hi-Pro Feeds, Inc. Houser's Food Market Hub Grain Co. Johnnie Walters Jones Motor & Supply Kelley's Radiator Kendrick Oil Co. Kerr McGee Lakeside 66 Lee's Barber Shop Lewellen Construction & Spraying Maurer Machinery Missouri Beef Monsanto Murphree's Texaco Nellie Jane's Parmer County Auto Repair 	<ul style="list-style-type: none"> Parmer County Farm Bureau Parmer County Implement Parmer County Pump Co. Piggly Wiggly Pioneer Cattle Order Buyers Plains Hardware Pre-Feeders, Inc. Production Credit Association Reed's Cleaners Reeve Chevrolet-Olds Rockwell Bros. Roy's Tire Shop Rushing Insurance Ruthie's Sherley-Anderson Grain Smiley's Motel 3-Way Chemical Tannahill Trucking Taylor & Sons Taylor's Barber Shop Terry's Shop The Hut Tri-County Elevator Walt's Printing Webster's Upholstery Welch Auto Supply West Friona Grain White and Sons Chevron Station White's Auto White's Grocery Young's Service Center
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Carl Evans Selected FHS Student Of Month

Carl Evans, a senior in Friona High School, has been selected as student of the month. He is the son of Mr. Herb Evans.

Carl is active in his school work and many activities such as Thespians, Foreign Language, National Honor Society and the Annual Staff Photographer.

He was a member of the all star cast in Thespians and was selected most reverent and spiritual by his classmates.

Carl's hobbies include swimming, motorcycles, piano and he is active in speech.

The Student-Faculty Congress would like to congratulate Carl for being selected as "student of the month."



CARLEVANS



WINNING DOOR... The senior class door took first place in the door decorating contest at Friona High School. The door features a large stocking filled with gifts.

Junior Girls Split Games

Friona seventh and eighth grade girls split games with Littlefield here Monday night. The eighth graders won, 46-28, but the seventh dropped a 23-17 score.

Jackie Rando signed the nets for 30 points for the eighth graders, with Diane Bennett adding 10 points.

Linda Nelson was high scorer for the seventh grade with eight points.

.....
Friona 14 10 10 12-46
Lfd. 8th 4 10 4 10-28
Jackie Rando 12-6-30; Diane Bennett 4-2-10; Janice Peak 2-0-4; Jaton Widner 1-0-2.

.....
Seventh Grade
Friona 4 7 5 1-17
Lfd. 7th 13 4 2 4-23
Linda Nelson 3-2-8; Betty Rando 1-0-2; Diana Clark 1-0-2; Cindy Cleveland 2-1-5.

Noon Prayer Call To Kick Off Program

"Beginning on Christmas, December 25th, the first part of phase 1 of KEY 73, Calling Our Continent to Repentance and Prayer, will go into effect," states Albert F. Lindley, Chairperson of the local organization of KEY 73.

"This plan will be to encourage every person to enter into a moment of prayer some time during the noon hour, daily, for two weeks, concluding on Saturday, January 8th," continued Brother Lindley.

The Noon Prayer Call is a specific KEY 73 emphasis through which hundreds of thousands of North American Christians will channel their prayers for the success of KEY 73 and for God's empowerment. "The most obvious purpose for the Prayer Call is the concentrated intercession of a half-million Christians each day for two weeks. The impact of that kind of prayer power on a world in need stretches the imagination and provides great hope," stated Lindley.

January 7 is designated as "Launch Week-end" in the churches of all participating groups across our North American Continent.

"Our local community group of advisors urge you to join in this prayer time as jointly we enter in a year long program which will seek to confront every person on the Continent with the claim of Christ for his/her life," concluded Brother Lindley.



Big T Pump Co., Inc., has been in business in your community 26 years. Almost from the beginning, we have tried to express our appreciation to all our customers at Christmas time with a small present that would be useful to the entire family.

This year the people at Big T came up with the plan of giving a scholarship to a deserving young person from your graduating class and who will be attending college and majoring in an agriculture related field.

In doing this, we want each one of you, our customers, to know and feel that you as an individual have also helped this young person achieve his goal by completing his education.



Big T is proud to announce to you during this Holiday season that you, our customers, have helped the following three young men, from the following communities, to attend the following Universities--



RICHARD SCHILLING,

attending West Texas University, from Hereford, Texas.



BILL BAILEY,

attending Texas A&M University, from Friona, Texas.



JERRY MATTHEWS,

attending Texas Tech University, from Dimmitt, Texas.

Big T wants to wish you and your family a Merry Holiday Season and happiness throughout this coming year and to say thank you for being a part in helping these well deserving young men with your support.

Big T wants you to know that we are proud to share this honor with you. Next year our hopes are that we can do this again for three more young people.

Best Wishes And Merry Christmas To All!

BIG T PUMP CO.

Hereford - Dimmitt - Friona

*** PROMPT DEAD ANIMAL REMOVAL ***
WE BUY BONES, FAT, GREASE

Plains By-Products

FRIONA, TEXAS 79035

Office
CROW'S MEAT CO.
Call Collect (906) 247-3333

Plant Phone 247-3713

Merry Christmas

We At Friona Motors Take This Means To Say Thank You To The Fine Folks Of The Friona Area For Your Patronage Throughout The Year.

FRIONA MOTORS

Your Home Town Ford Dealer

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Friona 14	10	10	12-46
Lfd. 8th 4	10	4	10-28
Jackie Rando	12-6-30	Diane Bennett	4-2-10; Janice Peak
2-0-4; Jaton Widner	1-0-2.		

Seventh Grade			
Friona 4	7	5	1-17
Lfd. 7th 13	4	2	4-23
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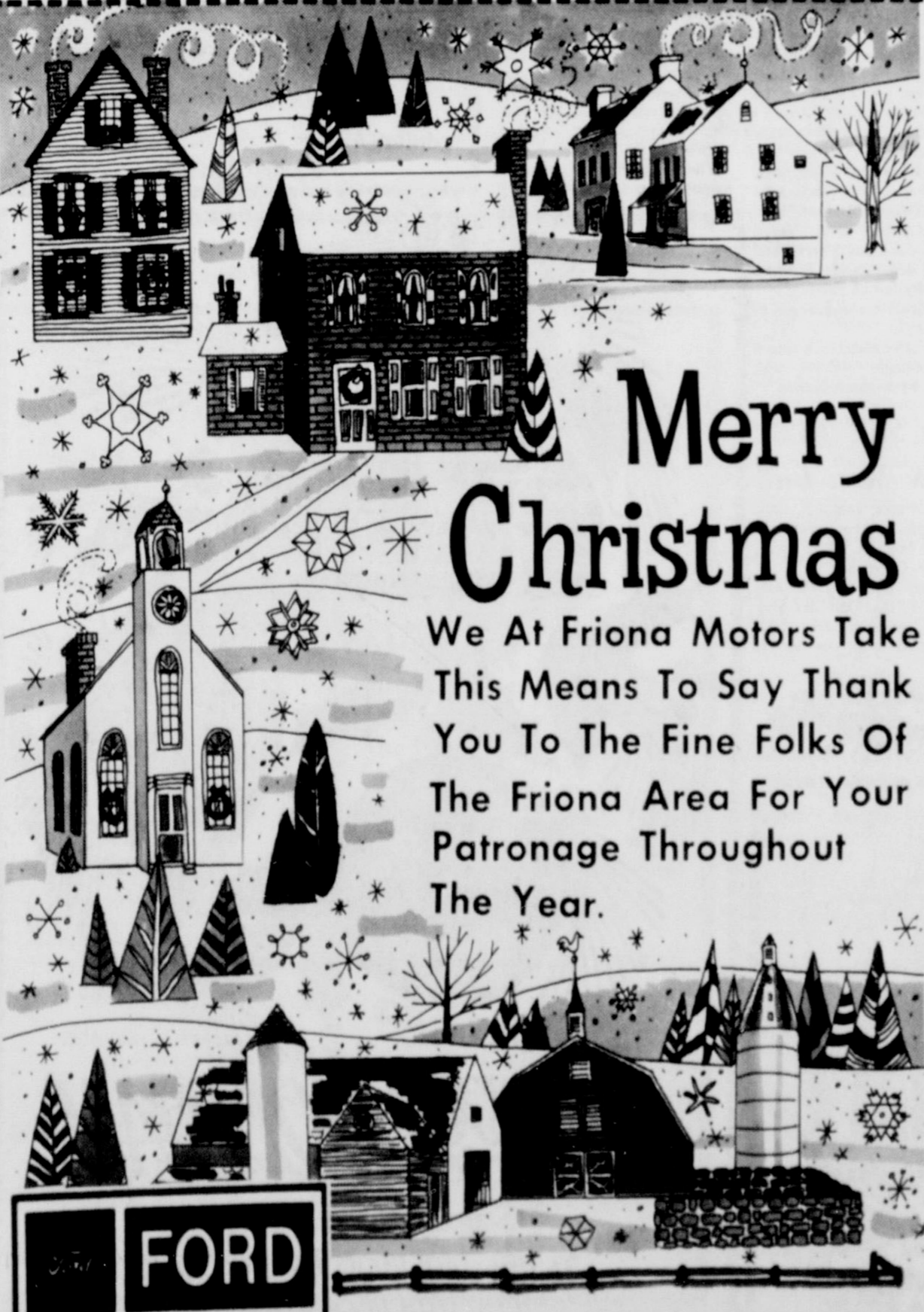
Hereford - Dimmitt - Friona

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WE BUY BONES, FAT, GREASE

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Merry Christmas

We At Friona Motors Take
This Means To Say Thank
You To The Fine Folks Of
The Friona Area For Your
Patronage Throughout
The Year.

FORD

FRIONA MOTORS

Your Home Town Ford Dealer

Lutherans Schedule Christmas Services

Almost every family of Redeemer and Immanuel Lutheran Churches will have a special part in the Christmas celebrations of their churches according to Pastor Kirchner. The Christmas Eve service will be at 6 p.m. at Redeemer and the youth will have the service, "A Right Side Up Christmas," explaining the proper way to celebrate Christmas. The Christmas Day service will be at 10:30 a.m. at Immanuel in the Rhea Community. The recent High School graduates are planning the entire service and will use forms of worship that are meaningful to them. The High School Youth have made a banner, "Glory to the New Born King," which will be displayed at the Christmas services. The Youth will also decorate the churches. The women of Redeemer are making more Christmas trees, reminding us of some particular aspect of our faith. The public is invited to their Christmas services.

First Son Born To Owen Drakes

Mr. and Mrs. Owen Drake became parents of a baby boy at 11:50 a.m. Tuesday at Parmer County Community Hospital. He was named Wesley Eugene and weighed 8 lbs. 10 ozs. Wesley is the first child for the couple. His grandparents are Mr. and Mrs. Earl Drake, Friona, and Mr. and Mrs. E.R. Coffman, Farwell. Mrs. Orma Coffman, Friona, is the maternal great-grandmother. Mrs. Drake is the former Melody Coffman of Farwell.



CHURCH BANNER. Rev. Duane Kirchner, pastor of the Redeemer Lutheran Church, admires the Christmas banner which young people of the church made for the holiday season.

Home Arts Club Elects Officers

The annual Christmas luncheon for members of Home Arts Club was held at noon Thursday in the home of Mrs. Ray Landrum. Following a demonstration of making decorative cookies by Mrs. Landrum, was election of officers.

The following officers were elected. They were Mrs. Carl Schlenker, president; Mrs. Alton Farr, vice-president; Mrs. Landrum, secretary; Mrs. A.S. Grubbs, treasurer; and Mrs. A.L. Outland, benevolence chairman.

Mrs. C.W. Dixon was a special guest.

Woodmen Make Presentation

In a formal ceremony at the fire station Saturday morning, Glendel Jones presented an American flag to the Volunteer Fire Department on behalf of the Woodmen of the World Unit 4503.

Ralph Shirley accepted the flag.

Members present were Mesdames Schlenker, Farr, Landrum, Grubbs, Outland, E.G. Adams, Bessie Boatman, H.R. Cocanougher, Ella Dukes, D.G. Hand, Dan Laceywell and Scott Barry and Lola Goodwine.

The next meeting of the club will be January 18 in the home of Mrs. Farr.

Dinner Honors Fellow Employees

Mr. and Mrs. Sam Williams hosted a steak dinner at K-Bob's Restaurant in Hereford Saturday evening.

Honored guests were employees of Friona Texas Federal Credit Union, which Mrs. Williams serves as treasurer.

Those attending were Mr. and Mrs. Ray White, Mr. and Mrs. Jimmy Maynard, Mr. and Mrs. Don Segovia and the host couple.

After dinner the group returned to the Maynard home for a game session.

A gift certificate was presented to Mrs. Williams.

Floyd Schlenker Will Graduate

Floyd Schlenker, 20, son of Mr. and Mrs. Carl Schlenker of 901 Jackson in Friona, will be among those students graduating December 22 from Texas State Technical Institute at Amarillo.

Schlenker, a graduate of Friona High School, will receive a diploma as a graduate of the TSTI Livestock and Ranch Operations program.

The Mid-Continent Campus of TSTI at Amarillo is one of four TSTI campuses in the state teaching technical and vocational careers.

Rudy Bermea Wins Turkey

Rudy Bermea, son of Mr. and Mrs. Joe Bermea, won the turkey given the St. Teresa's Knights of the Altar.

Additional gifts were presented to Rudy with the turkey as a surprise.

Janet Mingus Heads Music Organization

Janet Mingus has been elected President of Delta Omichron, a women's music organization at McMurry College.

The original purpose of Delta Omichron was to inspire closer friendship among women music students, encourage high scholarship, develop character and leadership, and stimulate greater growth in the performance and appreciation of good music.

As the fraternity progressed to international prominence, it proved itself to be an outstanding service group, dedicated to the development of the ideals of service and cooperation.

Janet is the daughter of Mr. and Mrs. Lloyd Mingus of Friona. She is a Senior at McMurry majoring in Music Education, and a 1968 graduate of Friona High School.

Past Presidents Are Special Guests

Special guests at the Tuesday evening meeting of Modern Study Club were past presidents who live here. Each past president spoke briefly on the highlight of her term of office.

Those attending were Mesdames Mae Magness, Wright Williams, Howard Ford, Frank Spring, Frank Truitt, Dan Ethridge, Wesley Foster, Charles Allen, Fay Reeve, Guy Latta, Sloan Osborn, H.K. Kendrick, Ernest Osborn, J.G. McFarland and George C. Taylor.

Theme of the meeting was "Christmas is a time for reminiscing." Group singing of Christmas carols was directed by Mrs. Sloan Osborn.

There was a gift exchange at the home of Mrs. Dave Thompson. Hostesses were Mesdames H.K. Kendrick, Leta Tannahill, Charles Allen, Elvin Wilson and George A. Jones, who are members of the social committee.

Refreshments of miniature sausage filled biscuits, fancy sugar cookies, cheese dip and punch were served.

Mrs. Ronnie Shaffer Is Honored Wednesday

A tea in the home of Mrs. Dale Houlette Wednesday morning as a courtesy for Mrs. Ronnie Shaffer and daughter, Dorinda, who are moving to Muleshoe.

Co-hostesses were Mesdames Mike Chaney and Don Powell. The serving table was covered with a red linen cloth and centered with a yuletide arrangement in red and gold.

Assorted fruit and nut breads were served with coffee and mint green punch.

Those attending were Mrs. Ralph Wilson, Mrs. Clyde Woodard, Mrs. Darrel Thompson, Mrs. Gene Wright and Jena, Mrs. Ed Clark, Mrs.

Larry Fairchild and Jeff, Mrs. Leon Massey and Mrs. Melvin Lloyd.

Also Mrs. Jerry Hinkle, Brent and Wendy, Mrs. Jimmy Maynard, Mrs. Bernard Gowens, Chris and Robin Houlette, Jeff Chaney and Brad Powell.

Party Honors Lorri Euler

Lorri Euler, who observed her thirteenth birthday Sunday, December 17 was honored with a birthday party Friday evening.

Festivities began with a pizza supper in the home of her parents, Mr. and Mrs. Raymond Euler. Later birthday cake was served with ice cream.

Then Miss Euler and her guests, Mindy Moseley, Treva Bridgeman and LaDonna Sprouse, went to the home of her paternal grandparents, Mr. and Mrs. Elmer Euler, for a slumber party. The group played games and listened to records.

Reeves Host Family Party

Mr. and Mrs. Floyd Reeve and daughters, Debbie, Denae and Becky, were hosts at the annual Drake family Christmas party, which was held in their home Sunday.

Others present were Mrs. Earl Drake, Mr. and Mrs. Arthur Drake, Mr. and Mrs. Owen Drake, Mrs. Jerry Brown, Jana and Sherri, and Mr. and Mrs. Jackie Stowers and Penny, all of Friona.

Also Mrs. Frances Howard of Abernathy.

In the afternoon there was a gift exchange, which was followed by a game session.

Fifth Son To Mr. & Mrs. Ball

Mr. and Mrs. James F. Ball, 1002 Maple, became parents of a baby boy at 10:10 p.m. Saturday, December 16.

He was named Dale and weighed 10 lbs. Dale has four brothers, Douglas, Larry, Jack and Harold; and one sister, Karen.



CLASS DECORATIONS. The Home and Family Living Class at Friona High School made this display from tin cans, paper plates and other discarded items. Their door also placed second in the decorating contest.

Christmas GREETINGS

Trees all a-glimmer, surprises in store! To the holiday shimmer, add our warm gratitude.

Tasty-Cream Drive In
Don and Nita Powell

Closed 5 p.m. Christmas Eve, Christmas Day & New Years Day

GREETINGS

We wish you an old fashioned Christmas full of good cheer.

Sondra's

Pat Evans		Bette Jones
Vonita Drager		Lavohn Kirk
Sondra Nichols		

GREETINGS

It's our favorite time of year — when we have the opportunity of wishing all our good friends a very merry Christmas!

SHERLEY-ANDERSON LAZBUDDIE ELEVATOR

Joe Moore, Mgr.

Greetings

Holiday time is aglow, in the hearts of young and old. Add to its warmth our bright "thank you."

Taylor and Sons
Blacksmith and Welding

HAPPY HOLIDAY

Sincere good wishes to you, our good friends and customers, this very joyous season.

BENGER AIR PARK

PIPER File Center

Vickie Schueler Feted With Bridal Shower

Vickie Schueler, bride-elect of Wayne Kube of Farwell was honored with a bridal shower at the home of Mrs. Norman Taylor in the Rhea Community.

Hostesses were Mesdames Gay Taylor, Ona Patterson, Helen Potts, Lorna Schueler, Velta Anderson, Mutzi Zieschang, Ruth Boyd, Mardee Grissom, Rosie Dittmar, Geneva Gustin and Lorraine Jarecki.

The serving table was covered with a hot pink cloth overlaid with a white lace

cloth, centered with a flower arrangement of white and pink carnations and baby breath. Crystal appointments were used in serving hot pink punch and assorted cookies.

A bridal candle made by Lorna Schueler was used on the registration table. Guests were registered by Pam Jarecki.

The honoree, her mother, Mrs. Walter Schueler, the groom-elect's mother, Mrs. Martin Kube of Farwell, and her grandmother, Mrs. E.O. Woolever of Littlefield were presented corsages of pink carnations. The honoree's corsage was a pink orchid.

Special guests besides the groom-elect's mother and the honoree's grandmother were Rhonda Bauer of Missouri, Liz Kaltwasser of Farwell.

Hostess gift was a mixer. Miss Schueler was also honored with a bridal shower at St. John's Lutheran Church in Lariat recently.

Hostesses were Mesdames Dot Deel, Mildren Haseloff, Pat Haseloff, Genny Blankenship, Mary Alice Ramm, Jean Patschke, Jerry Tims, Louise Foster, Bobbie Jones, Gladys Kaltwasser and Liz Kaltwasser.

Clifton Cole Born Recently

Clifton Edward is the name Mr. and Mrs. Tom Cole of El Paso chose for the baby boy who was born to them Wednesday, December 6.

The couple have two daughters, Tina and Trina.

Maternal grandparents are Mr. and Mrs. Lester Roth, Friona. The paternal grandparents are Mr. and Mrs. M. Cole of Yampa, Colorado.

Mrs. Roth has returned home after a visit in the Cole home in El Paso.

Shower Honors Mrs. E. Barker

Mrs. Eddie Barker, the former Yolanda Pedroza, was honored with a miscellaneous bridal shower in the home of Mrs. Teddy Fangman, 602 Arrah Avenue, from 3 to 5 p.m. Saturday, December 16.

Refreshments of assorted fruit cake slices, hot spiced punch and coffee were served from a table covered with a red linen cloth and centered with a Christmas arrangement.

Special guests were the honoree's mother, Mrs. Erin Pedroza, and mother-in-law, Mrs. Judge Barker.

Hostesses were Mesdames Waymon Wilkins, Floyd Wilkins, Earl Elam, Leon Massey, E.G. Phipps, Billy Joe Mercer and Teddy Fangman.

Cynthia Ann Phillips Weds Donny Ray Carthel

Repeating their wedding vows for memory, Cynthia Ann Phillips and Donny Ray Carthel were united in marriage Sunday afternoon, November 26, in the United Methodist Church of Farwell. Rev. W.T. Perry officiated at the double ring ceremony.

The bride is the daughter of Mr. and Mrs. Glenn Phillips of Farwell, and he is the son of Mr. and Mrs. Bill Carthel of Friona. Both are students at Eastern New Mexico University, Portales.

A fifteen spread candelabra, graced with palm fronds, spanned the rear of the altar and twin fifteen spiral candelabras flanked the sides. Lighting the white tapers were brothers of the couple, Thad Phillips and Davy Carthel.

Entering on the arm of her father, the bride paused to present her mother a rose before reaching the altar where she was presented in marriage.

The bride was attired in a floor length gown of antique ivory satin which featured a court length train, caught at the wrist in a peplum, sweeping backwards in oval fullness. The fitted bodice had a modified sweetheart neckline, long fitted sleeves which drew down to points at her wrists. Antique pearls, satin roses and leaves were hand sewn in a delicate floral spray at the neckline and at the wrists. Hand made by the bride's maternal grandmother, Mrs. O.N. Yearly, the gown was an original, worn by the bride's veil in her wedding.

A court length veil of illusion fell from beneath a mantilla of imported French handmade princess lace, re-embroidered with antique pearls. This, also worn by her mother, was first used as part of her grandmother's wedding ensemble.

The bridal bouquet was white rose buds, nestled in ivy, baby's breath and Stephanotis with a base of white satin leaves on a white satin Bible.

As something old, the bride carried an heirloom handkerchief, one which her mother, grandmother and great grandmother had carried in their respective weddings. She borrowed the white satin Bible from her mother and her garter, a gift from her sister, carried out the tradition for something new and blue.

Penny Phillips attended her sister as maid of honor. Her gown was floor length chiffon, with a bodice and long sleeves of vibrant purple. Attached to an empire waistline was a skirt of softly gathered, geometric shaded chiffon, featuring the various shadings of purple, pink, green, gold and blue. Each of the bridesmaids, Nancy Woods, Roswell, Mrs. Jana Cox, Midland, and LaShawn Sheets, Farwell, wore identical gowns, with the exception of the bodices, which were, respectively, blue, gold, and lime green. Each carried a long-stemmed red rose. Elva Whitesides, Farwell, as flower girl, wore an identical gown, with hot pink bodice. She carried a basket of love-knotted ribbons of complementary colors.

Danny Carthel of Gruver served his brother as best man and groomsmen were Ron Harkey of Abernathy, Mike Buchanan of Friona and the bride's brother, Craig Phillips, of Lubbock. Doug Carthel, another brother of the bridegroom, was ring bearer.

Ushers were Ray Norton, Farwell, Jim Bob Martin, Jeff Brown, Steve Low and Barry Nelson, all of Eastern New Mexico University and James Weatherly, Friona. Nicky Liethen, son of Mr. and Mrs. Mark Liethen of Farwell, was a junior usher. All men of the wedding party were attired in black tuxedos with deep orchid, ruffled shirts, with the exception of the groom, who wore an ivory brocade tuxedo coat with matching shirt and black trousers.

Organist for the afternoon was Mrs. Donald Christian of Farwell. She accompanied soloist, Jana Daniels of Eastern New Mexico University, as she sang "The First Time" prior to the entrance of the bride. Later, as the couple lit the



Mr. and Mrs. Donny Ray Carthel



VISITOR HONORED. Mrs. George Long, right, visited last week in the home of her sister, Mrs. Dave Thompson, left. Mrs. Long, who lives in London, was honored with a tea, at which two natives of England, Mrs. Walter Loveless and Mrs. Lee Spring (center) were guests.

Wedding Reminder

Friends and relatives of Vickie Schueler and Wayne Kube are being reminded that the couple plan to exchange wedding vows Wednesday, December 27.

The vows will be read at 7:30 p.m. in Immanuel Lutheran Church in the Rhea Community.

Methodist Women Honored

Members of the Faith Sunday School Class of Friona United Methodist Church hosted a tea honoring older women of the church in the home of Mr. and Mrs. Floyd Reeve Wednesday afternoon.

Christmas carols were sung by Jamie and Jill Herring, Stephen and Amy Smith, Denae Reeve and Bill White. Special guests were Mrs. A.S. Curry and Mrs. Della Osborn of King's Manor in Hereford.

Others present were Mrs. Ralph Durstine, Mrs. A.W. Anthony Sr., Mrs. Pearl Hand, Mrs. Olive Rector and Mrs. Jim Shaffer.

A corsage was presented to each guest. Refreshments of Christmas cookies, spiced tea and chocolate were served.



Tidings of Gladness AND Joy

May the spiritual joy of the Holy Season reside in your hearts and bring you outward happiness, inner contentment.

TO OUR LOYAL PATRONS... OUR WARM GRATITUDE

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Top "Country & Western"
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8-TRACK TAPES

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Unity Candle, Miss Daniels, accompanied Miss Katie Gill of Roswell on the guitar, sang "I Will Love You."

A reception for the guests was held in Fellowship Hall following the ceremony. Guests were greeted with a receiving line of members of the couple's families. The bride's table was laid with orchid lace over orchid taffeta. Scallops of wide, pastel orchid taffeta draped the sides, with a matching bow in the center. A cupid epergne with fresh flowers decorated the table along with the five tiered wedding cake which was topped with a miniature arrangement of fresh flowers.

Mrs. Nancy Blair and Miss Marsha Lovelace, both of Farwell, and Beverly Yearly, a cousin of the bride from Ft. Stockton, Texas, presided at the bride's table.

The groom's table was circular, with floor length overlay of deep purple taffeta, trimmed with orchid bows. The deep chocolate cake was circular, encrusted with silver almonds and clusters of lime green grapes. Coffee was poured from a sterling service by Mrs. Connie Fioli of Canyon, and the cake was served by Mrs. Danny Carthel of Gruver. Debra Garner, Farwell, poured punch from a sterling punch bowl. The punch table was done with the cloths matching the groom's table.

Hostesses for the reception were Mrs. A.D. Kirk, Jean Kirk, and Mrs. Bill Whitesides, Farwell, and Mrs. Irene Sheppard of Fort Worth. Junior hostesses were Quinetta and Johnette Yearly of Ft. Stockton and Ruth Whitesides, Farwell.

Special guests attending were the couple's grandparents, Mr. and Mrs. O.N. Yearly of Fort Worth and Mrs. Kate Phillips, Farwell, and Mr. and Mrs. H.V. McCabe of Dawn and Wayne Carthel of Hereford.

For a brief wedding trip to points in New Mexico, the bride chose a plaid floor length jumper. She is a 1970 graduate of Farwell High School and will receive her BS degree in physical education in August. He is a Friona graduate of 1970 and will earn his degree in the same field the following May.

The bridegroom's parents hosted a rehearsal dinner in Clovis Saturday evening with about thirty members of the wedding party as guests.

Prior to the wedding, the couple were feted with a number of pre-nuptial courtesies. A shower in Farwell was given at the United Methodist Church in early November with Messrs. Mark Liethen, Bert Williams, Don Williams, Dar-

rell Norton, Elmer Hargrove and Bob Anderson as hostesses.

A lingerie shower and salad luncheon in the home of Mrs. Gil Patschke was co-hosted by Messrs. Darrell Stephens, Jerry D. Owen, Bill Roberts, Sam Russell, Claude Coffey, Harry Sheets and Jim Wiman.

In the bridegroom's home community of Friona, a shower was held in the Community Room of Friona State Bank. Hostesses for the occasion were Messrs. Lois Weatherly, James Procter, Gene Welch, Johnny Mars, Travis Stone, Glyn Hamilton, George Frye, Charles Kirk, Clarence Martin, Leland Hutson, Ronald Smiley, H.K. Kendrick, Troy Young and T.A. Kelley.

'66 Graduates

Slate Reunion

Announcement has been made of plans for a class reunion for members of the 1966 senior class of Friona High School.

Festivities will begin at 7 p.m. Saturday, December 23, in the Community Room of Friona State Bank.



Merry Christmas MADEMOISELLE BEAUTY SALON

Mildred Rule
Lillie Taylor

Nita Galyon
Wessie Gee

Greetings

'Tis the season to be
jolly! And we send jolly good
thanks to all our friends.



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The Library Corner

BY MRS. BILL ELLIS

After the hectic rush of the Christmas holiday you may find yourself with some time on your hands. Between Christmas and New Year's would be a good time to settle down with a good book. What could be more appropriate during this time of families getting together than a book on family living?

The Library has a good selection of the books by Laura Ingles Wilder and Loula Grace Erdman. These popular authors use pioneer family life as the basis for most of their stories, which are enjoyed by young and old alike.

Also in the adult books on family life we have "My Father's House" by Keonhardt, "The Care and Feeding of Parents" by Pat Boone, "The Happy Time" by Fontaine, and "Of Human Bondage" by Maugham.

In the Junior sections we

Baby Girl Born To James Nixons

Mr. and Mrs. James I. Nixon of Portales became parents of a baby girl at 2:07 a.m. Thursday, December 7.

She weighed 5 lbs. 11 ozs. and was named Kasie Glyn.

Her grandparents are Mr. and Mrs. J.W. Looney, Portales and Mr. and Mrs. Douglas Parker, Earth.

Mrs. Ethel Mingus, Friona, Mrs. F.R. Bradford, Portales, and Mr. and Mrs. Curtis Gullege, Dumas are the great-grandparents.

have "And Now Miguel" by Krungold, "The Moffats" by Estes and "Mama's Bank Account" by Forbes.

Your Library staff and board wishes all of you the happiest of holidays.

It's A Boy For Procters

Mr. and Mrs. Dwayne Procter, 5517 17th. Street, Lubbock, became parents of a baby boy at 4:48 p.m. Monday, December 18. He was named James Wade and weighed 8 lbs.

James is the second son for the couple. His brother, Darran, is two.

Grandparents are Mr. and Mrs. James Procter, Friona, and Mr. and Mrs. Gerald Ramage, formerly of the Lazbuddie Community.

Mr. and Mrs. J.O. Peterson, Lamesa; Mr. and Mrs. Ramage, Post; and Mr. and Mrs. Beavers, Snyder, are the great-grandparents.

Mrs. J.E. Peterson, Lamesa, is the maternal great-great-grandmother.

Dear Santa,

I am 21 months old and have been a very good girl all year. For Christmas I would like for you to bring me a baby doll, an inch worm, and a Farmer Says. Most of all I want you to remember all the other boys and girls.

I love you,
April Angel Shackelford

Robin Clements Born In Hereford

Mr. and Mrs. Don Clements of Boise City, Oklahoma, became parents of a baby girl at 8:13 p.m. Thursday, December 14, at Deaf Smith General Hospital, Hereford. She weighed 7 lbs. 7 1/2 ozs. and was named Robin Noelle.

Robin is the first daughter for the couple. They have two sons, Brett, who is five and Chad, who is three.

Grandparents are Mr. and Mrs. Roy Clements and Mr. and Mrs. Hoyt Smith, all of Friona. E.W. Rogers, Amarillo, and Mrs. Mary Clements, Pampa, are the great-grandparents.

Mrs. Clements and Robin were dismissed from the hospital Saturday and went home Sunday after spending the night in the Smith home.

Watts Baby Born In Plainview

Mr. and Mrs. Lloyd Watts Jr., 2905 Edgemere Drive, Plainview, Texas, became parents of a baby girl at 8 p.m. Monday, December 4, at Hi-Plains Hospital, Hale Center.

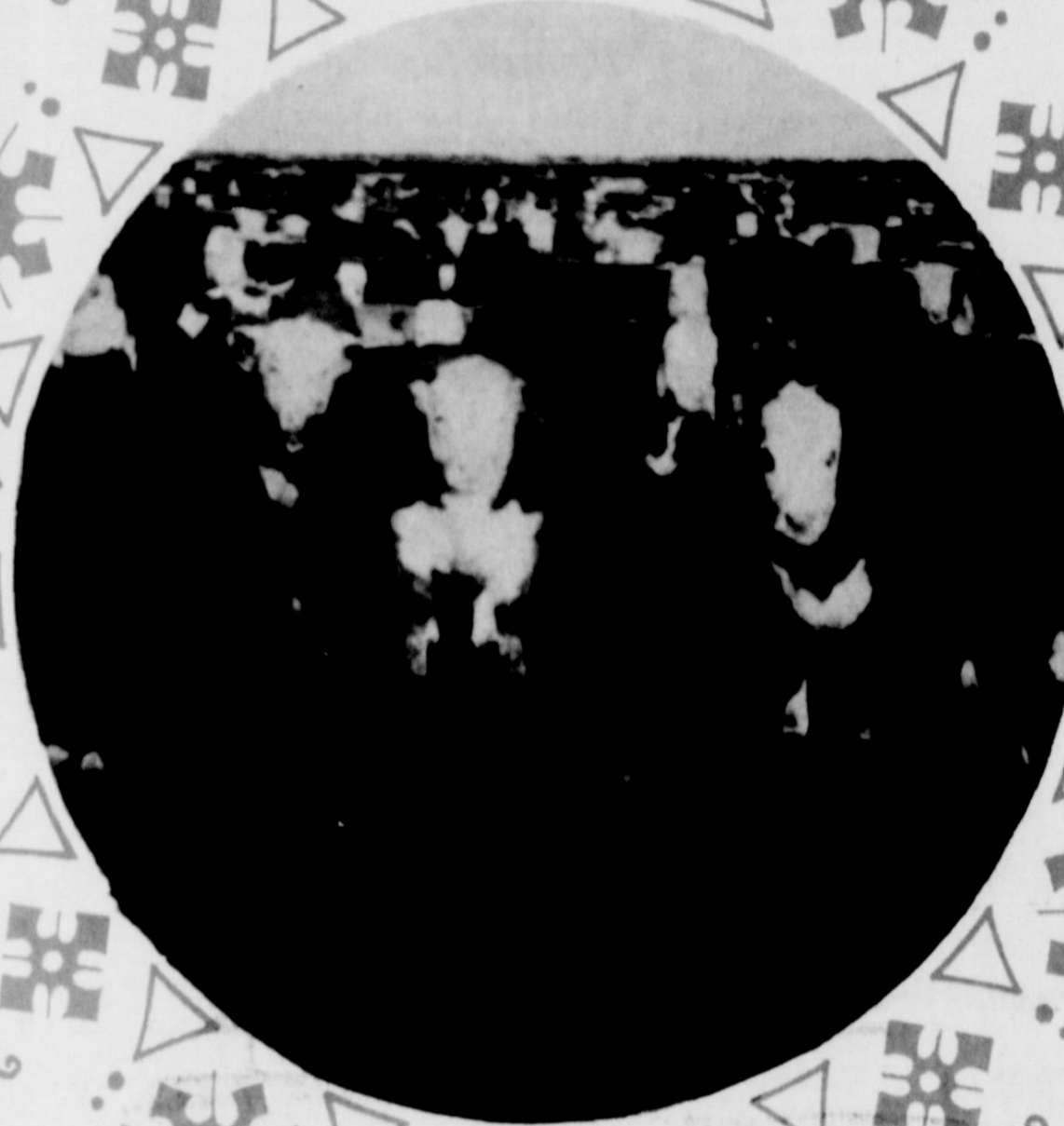
She was named Sheila D'Aun and weighed 6 lbs. 5 1/2 ozs. Sheila has one sister, Keeley Denese, who is three.

Her grandparents are Mr. and Mrs. Charles Howell of Drumright, Oklahoma, formerly of Friona, Lloyd Watts, Plainview, and Mrs. Ramona Ferguson, Oklahoma City.

Mr. and Mrs. Moss Howell of Dimmitt are the great-grandparents.

Mrs. Watts is the former Darla Howell.

Season's



Greetings

As the excitement of another Christmas mounts and the spirit of joy and wonderment reaches into the hearts of everyone, we send our heartiest greetings, with sincere thanks for the privilege of serving you.

IT'S OUR FAVORITE TIME OF YEAR . . . WHEN WE WISH ALL OUR FRIENDS A VERY MERRY CHRISTMAS!



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Friona Bi-Products



Best Wishes this Christmas

Smiling faces. Family pleasures. Happy voices raised in joyous carols of the Christmas season. May we add an extra note of best wishes and thanks.

Walker Refrigeration Service

Hereford, Texas



FROM PROJECT CHRISTMAS CARD

Sponsored By Modern Study Club And The Friona Star

DEAR FRIENDS,

In the Spirit of this Season, We have contributed the money usually spent by our family for Christmas cards and postage, to be used to buy equipment for the Parmer County Community Hospital. This is our Christmas Card to you.

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Della Light
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Melvin & Janet Lloyd, Terri, Karen & Mary
Jerry, Celia, Teresa & Brent Luffin
Jerry, Raye Jean, Micah & M'Lynnda London
Mrs. Margie London and Janie
Talt & Velma Lovett

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Lillian McLellan
The Walt Mabry Family
The Johnny Mars Family
The Clarence Martins
The Lawrence Martins
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Herb Evans & Family
The Tom Jarboes
Tom and Jackie Carlan and Marsha
Anonymous
Cecil & Jessie Sisk
Gerald, Jana & Jason Floyd



MAKING FRIENDS . . . Kelly and Karen Weid, daughters of Mr. and Mrs. Bobby Weid, are shown getting acquainted with Santa Claus during his stop in Friona last Saturday.

Letters To Santa Claus

Dear Santa,
I have been a good girl. Please bring me a doll and a bike. I love you.
Cynthia Cadena

Dear Santa,
I have been a good girl. Please bring me Go-go boots and pants. Please bring Frankie a truck and sister a record player and my brother a football and my other brother shoes and my baby sisters want shoes. And those are all I have. And I love you.
Dave Castillo

Dear Santa,
I have been a good boy and I love you. Please bring me a truck. You know what my brothers and sisters want.
Love,
Juan Degallado

Dear Santa,
I want a rifleman gun and a moon rocket. I want to get Timmy a little dump truck. I love you. Please bring Alfred a r-r-ing car and a race track. That's all.
Denny Dueck

Dear Santa,
I want a Barbie doll and my sister too. My brother wants a Chu-Chu train. We love you.
Shella Felder

Dear Santa,
I want a gun. I be good and don't fight. Please bring Michael a truck.
Love,
Ruben Villanueva

Dear Santa,
I want a hat of Cowboys and guns and a suit of a Cowboys and boots and tennies. My brother is goot one is in 4th and I in first. His name is Ricky and others name is Tersol. And one Gerald and little Danny and Roy. And sisters name is Mary Ann. Please bring them boys.
Love,
Mike Carrillo

Dear Santa,
I want a gun and what you put your gun is. And I want a hat and a necktie that you put around your neck, a 'shaps' you put around boots. And some gloves. Mom is going to buy for my brothers and sisters. I love you.
Charles Walker

Dear Santa,
I love you. Please bring me a dolly. I have been a good girl. My brothers and sisters have been good. Please bring them a present too.
Love,
Tricia Small

Dear Santa,
For Christmas I want a bike and a football suit.
Love,
Hector

Dear Santa,
Will you bring me a gun set and a cowboy suit and hat, and a car and a farm set.
Yours truly,
Rickey W. Pearsen

Dear Santa,
I want a Ken doll and a booby trap game. Also a house boat for Leann.
Love,
Carol Ann Bennett

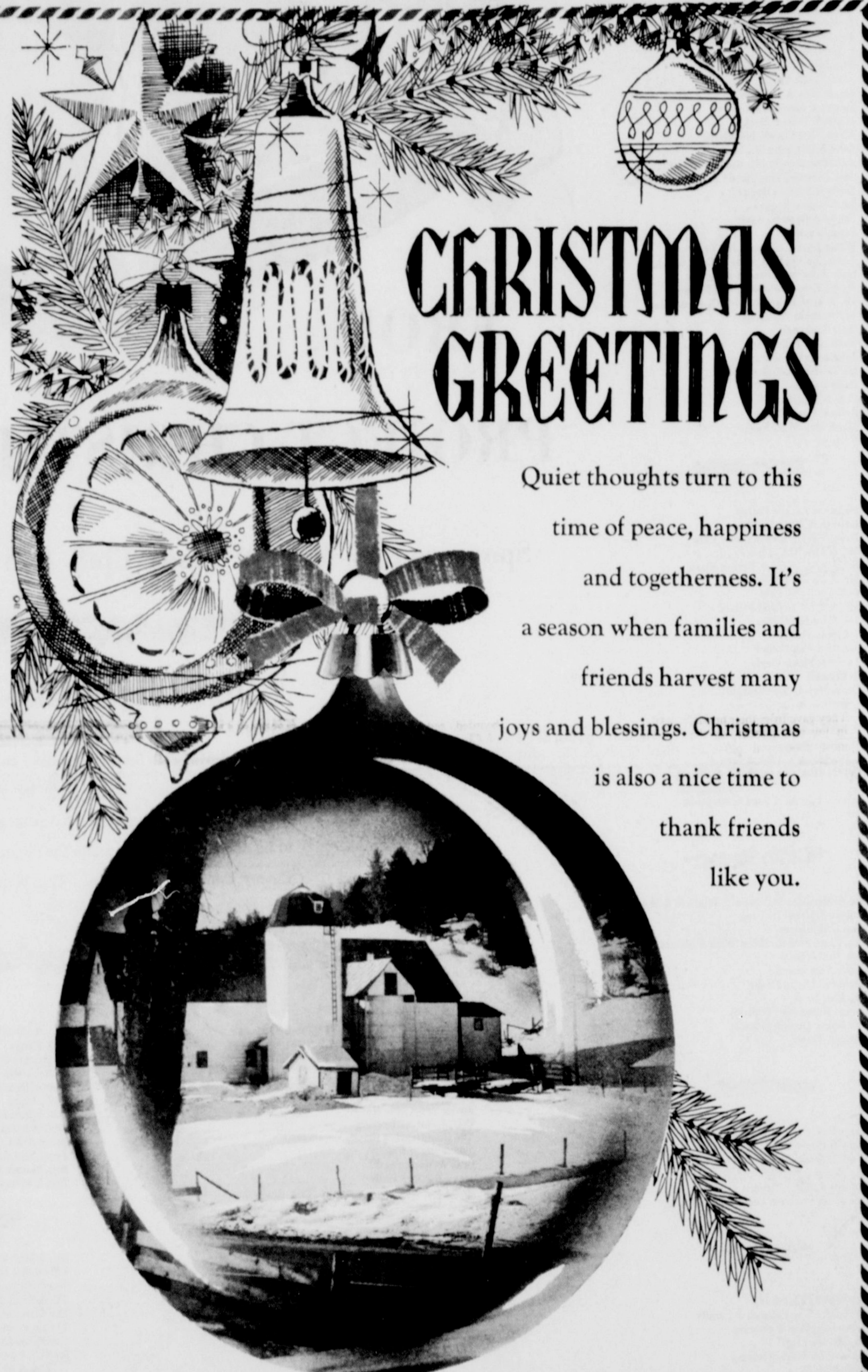
Dear Santa,
I have been a good little girl. I want a stove, and dishes and a baby doll and a play house. And don't forget to bring Jr. and car and Noelia some pretty shoes.
Sincerely,
Noami Velasco

Dear Santa,
I love you. Please bring me some mens clothes.
Love,
Samuel Howard

Classics Provide Yuletide Melodies

In this century, hymns and carols of the Nativity have been composed by Peter Warlock ("Bethlehem Down") and Gustav Holst ("Mid-Winter")—among others. Often, hymns and carols have been set to the music of classic composers. One example is, "While Shepherds Watched Their Flocks by Night," by Nahum Tate. Music for this came from Handel's opera, "Siroe," as adapted by Richard Storrs Willis.

JINGLE, BELLS
Most-sung American secular carol is "Jingle, Bells," written by James Pierpont of Massachusetts in the 1850's.



CHRISTMAS GREETINGS

Quiet thoughts turn to this time of peace, happiness and togetherness. It's a season when families and friends harvest many joys and blessings. Christmas is also a nice time to thank friends like you.

PEACE to all this Christmas Season and Joy in every moment.
REED'S CLEANERS
We Will Be Closed Dec. 25 & 26

At **HICKS PLUMBING** We Take As Much Pride In Our Work As We Have In Our Grandbabies . . .

KEVIN HICKS
ANDRE ELMORE
RENEE ELMORE
JASON HICKS
BRAD HICKS

Christmas Greetings
To A To All Our Wonderful Friends From
HICKS PLUMBING, HEATING AND AIR CONDITIONING

BRUEGEL & SONS ELEVATOR **BRUEGEL BROS. GIN**

"Serving The Magic Triangle"
The Best Farmland, And Best Farmers
On Earth!



IT HAPPENS IN TEXAS!

TEXAS SAFETY ASSOCIATION

A CHRISTMAS TREE can be the glittering symbol of the holiday spirit or a fiery torch which can destroy your home. Don't risk disaster! Double check the wiring on your Christmas lights before you string them on the tree, and make sure electrical plugs and sockets are in good repair.

'Wise men' began custom of exchanging Christmas gifts

Christmas is gift-giving time, and has been for centuries. But how, the children ask, did the custom originate?

With gold, frankincense and myrrh — these were the gifts of the Magi, the wise men who followed the Christmas star to find an Infant King. When they reached Bethlehem, they gave their treasures to the Holy Child.

Their offerings were the first Christmas gifts — the start of a warm tradition that flourishes to this day.

Because the wise men brought gifts to the manger, the tradition of Christmas giving is a hallowed one. They gave from their hearts, in joy and wonder, as the most thoughtful gifts are

still given today.

The legend of Santa Claus also contributes to our Christmas gift-giving custom. His story varies from country to country, but the most popular tradition says the first Santa Claus was St. Nicholas, a bishop in Asia Minor in the fifth century.

As legend has it, the bishop determined to help three daughters of a poor man by providing them with dowries so they could get married.

Secretly, the good saint crept to the roof of the family home to throw a bag of gold down the chimney each Christmas Eve for three years until all the girls were wed.

The story says that on the third Christmas, the father

waited on the roof and caught the bishop in the act of tossing the gold down the chimney. Although St. Nicholas wanted his gifts to be anonymous, the grateful man told everyone of the saint's generosity.

Thus, as the years passed, St. Nicholas became the patron saint of children and the spirit of Christmas giving. Old paintings and statues show him on horseback in his bishop's robes, delivering gifts to good children on the eve of his feast day, December 6th.

The story of St. Nicholas was brought to America by the Dutch, and gradually evolved into the white-bearded, red-suited symbol of Christmas we know today.

Club Members Have Luncheon

Sixteen members of Black Study Club and three guests attended the annual Christmas luncheon at El Monterrey in Clovis Thursday at noon.

Following the gift exchange names of club pals for the year were revealed and new names were drawn.

Mrs. Alan Hamilton, a new member of the club was present as were Mrs. Jerry Loflin and Holly and Wendy Tatum, who were guests.

Others present were Mesdames Dick Rockey, Gene Welch, F.W. Barnett, Harry Lookingbill, Teddy Fangman, Helen Fangman, Ellis Tatum, Bill Carthel and Travis Stone. Also Mesdames Johnny Mars, Tommy Tatum, Clifford Allmon, Teddy White, Lois Weatherly and Glyn Hamilton.

JOY



at CHRISTMAS

An old-fashioned greeting from

KELLEY'S RADIATOR



We wish you a Christmas that's happy and filled with every good thing
We wish you a Christmas that's cheery with the warmth friendships bring

We will be closed Christmas Day.

Houser

GROCERY & MARKET



Merry

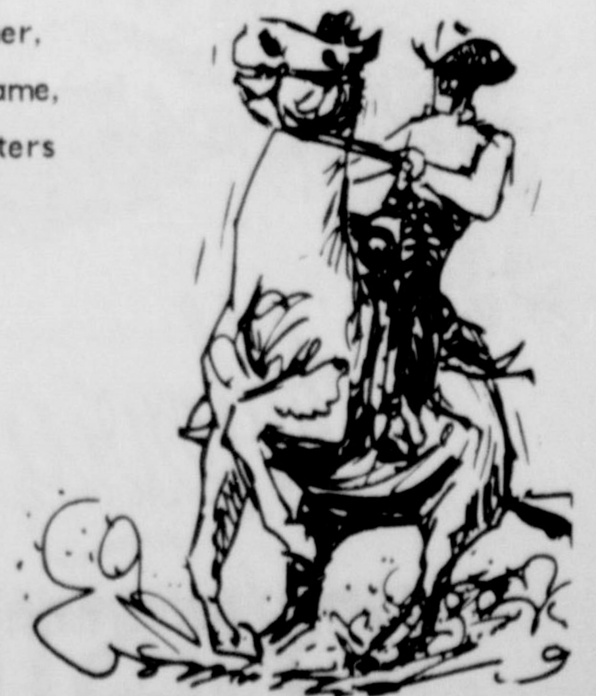
Christmas

YOU ALL

May your crop of calves grow bigger,
And your range grass never fall,
May your waterholes stay open,
May you ride on easy trail,

May you never reach for leather,
Nor your saddle horse grow lame,
May you dab your loop on critters
With your old unerring aim,

May your stack of chips grow taller,
May your shooting eye stay true,
May good luck plumb snow you under,
That's our Christmas wish to you.



HI-PLAINS FEED YARD

EARL ELAM, Manager



I FORGOT. . . Donna Gatlin appears to have forgotten her request of Santa Claus, while brother Steven waits his turn to talk with the jolly old gentleman. They're children of Mr. and Mrs. Don Gatlin.

Letters To Santa

Dear Santa,
I am in the second grade. My teacher's name is Mrs. Lovett. She is nice to me. I love you Santa so much. Santa I want a Baton for Christmas.
Sally Castaneda

Dear Santa,
Why do you live at the North Pole? I want a bicycle. I want a trampoline.
Love,
Jeffrey Taylor

Dear Santa Claus,
I have been a very nice girl this year. I would like very much to have a bike, and a doll, and a purse, and a stuffed Burger King.
Your Friend,
Darla Pennington

Dear Santa,
I would like to have a Hi Dottie, a buggy and a sewing machine. Thank you for being so nice to me.
Love,
Stacey Loftis

Dear Santa,
I am writing this letter for my sister and my brother and me. My sister needs a musical toy, a walker, and leave her some candy canes in her stocking too. My brother wants a toy motorcycle and a set of guns. He also wants some apples a banner and oranges. I want a baby tender love, a playhouse and a bicycle. I also want a jump rope, an orange, a banne and apple in my stocking too.
With all our love,
Katie Lou Eddins

Dear Santa Claus,
I want for Christmas a Beautiful Cynthia doll and a ice skates and a Tranpalen and that is all I want. I am in the third grade. I live at 905 West 6th Street. My whole family will be at my house. See you next year. I love you. I have been good.
Love,
Christie Ann Wiseman

Dear Santa,
I want a tape recorder. I live at 902 Summitt.
Love,
Winfield Davenport



GOOD BOYS. . . Brent and Steve Gatlin, a pair of cousins, seemed to be enjoying their visit with Santa Claus during his tour of Friona last Saturday. Brent belongs to the Carroll Gatlins, Steven to Mr. and Mrs. Don Gatlin.

Yule Lives In Legend And Lore

Twinkling on trees, glowing from windows, glittering everywhere, Christmas lights reflect, today, the candles of an earlier time.

A candle in the window can light the Christ Child on his way, says Irish legend.

Nativity scenes in homes and churches depict the animals of the Manger—and on Christmas Eve, the cattle, the sheep and all the animals present at the Nativity are given the gift of speech.

So says the lore of Christmas.

Blossoming on the holiday scene, greens and flowers spread their beauty and fragrance, reminding all of the living wonder of Christmas.

In legend, all flowers bloom at midnight on Christmas Eve, just as they did more than 2,000 years ago.

The legend and lore of Christmas expresses the sim-

ple faith that lies at the heart of this happy, holy time.

Some of the most delightful of legends are told in carols.

From France comes the "Carol of the Birds." Its words recount how the birds flew to Bethlehem to behold the Christ Child. Each bird, as it flew, sang a special song of praise and rejoicing.

There's a "Carol of the Flowers," too. Summoned to the presence of the newborn King, every flower blossomed, and each blossom was a symbol of the Little One's virtues.

Seafaring peoples, in their own way, related nature's wonders to the miracle of the Nativity, through carols.

"I Saw Three Ships Come Sailing" tells of ships crossing the sea on Christmas morn, bearing Jesus, Mary and Joseph.

New Law Increases Benefits To Widows

"Prior to the passage of the 1972 Amendments to the Social Security Act (signed into law last month), much publicity was given to the provision concerning the amount of widow's benefits according to Carl H. Thompson, manager of the Clovis social security office. "Under the old law, the maximum widow's benefit was 82 1/2 percent of the amount of benefits her husband would have received had he lived to age 65 and retired. A widow who applied at age 62 or later

received this 82 1/2 percent amount. Under the new amendments, this amount will be increased to 100 percent, PROVIDED the widow didn't become entitled to benefits until she was 65.

"For the widow who originally started receiving benefits when she was 62, no increase is possible under the new law. Only those who received their first benefit for a month after their 62nd birthday will receive any increase. Benefits will range from the 82 1/2 percent figure shown above to the 100 percent figure, depending on which month between age 62 and 65 she first became entitled to widow's benefits.

"Any increase in benefits due will be automatic—no application nor inquiry should be made. The first increased check possible will be for the month of January, 1973.



Snow-covered scenes
and glistening
tree tops make dreams
of Christmas
wonderment
a living joy
to young
and old
alike.



May the
season abound
in many
joyful moments
for everyone.

Merry Christmas
CHESTER GIN

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.

IMPERIAL LIVESTOCK SUPPLY
"Everything For The Stockman"

E. Hwy 60
Hereford, Texas
Phone 364-1714

Stockyards
Clovis, N. M.
Phone 762-0731

Stockmen Have Reason To Dread Area Winters

[Reprinted from West Texas Livestock Weekly.]

To a city dweller, even a professional meteorologist or TV weather reporter, the preoccupation of ranchers and farmers with sky and wind must seem almost psychopathic. It's hard to imagine how interested you can be in climate unless you're so completely at its mercy that a sudden change in it can bankrupt you.

And nowhere, at no time, do agricultural producers exhibit more anxiety about the weather than they do at this time of year from about Lubbock, Tex., to the Dakotas. Sudden blizzards through this great stretch of plains country have wiped out livestock fortunes in a week's time.

Take the first of January, 1949. Russell Hays, erstwhile San Angelo trader who had pyramided good deal upon good deal until he was handling sheep on about as big a scale as anybody around, was feeling good. He was wintering over 16,000 lambs near Sydney, Neb. He'd sent them to wheat fields there in early November. Grazing was good, death losses were negligible, and it looked as if Russell, spending most of his time in San Angelo, could afford to bask in Phoenix or Florida if he liked.

BLIZZARD HITS

Then on Jan. 2, a blizzard struck. For almost two months, the thermometer hovered around freezing or below as howling winds piled increasing snow in impassable drifts. Russell hurried to Sydney, but that's as far as he could get. The snow was too deep to get out of town. The Air Force provided C-47 cargo planes which hauled hay from the Denver stockyards to drop on the 11 bands of Russell's sheep scattered across the bleak wheatlands. He knew he was

losing lambs by the hundreds, perhaps thousands.

Russell accompanied one of the planes from which GIs were to kick the bales. He was asked whom should be notified in event something happened to him during the flight. "Notify my banker," he said, giving the name of a Denver lender. "He'll sure be interested."

12,000 DIE

When the snow finally melted, insurance adjusters counted over 12,000 dead lambs.

A similar experience is vividly remembered by Charlie Waller of Roswell, N.M. He was wintering a large string of lambs in Kansas when the blizzard dumped deep snows which high winds turned into rooftop-high drifts. Hay was airlifted to his sheep, too. But relatively few of the dropped bales did the stock any good; when the bales hit the snow they were buried and the wind quickly covered the holes where they landed. Out of several thousand lambs he put on the wheat, a remnant survived. He tried feeding these at his pens in Roswell as well as in the Cornbelt, but they never got fat. They'd suffered too much.

The most memorable cattle loss in recent history occurred in March of 1957 when a three-day blizzard left long untallied piles of dead animals through eastern New Mexico, the Texas Panhandle, southwestern Oklahoma and western Kansas.

That storm put many an old timer to guessing as to how it could have killed so many more cattle than other far worse blizzards they'd weathered. Various ranchers told West Texas Livestock Weekly they figured the cattle suffocated as the snow melted around their nostrils and then

were frozen in the bitter wind. Some New Mexico cattlemen said they'd performed autopsies of sorts and found "mud balls" in the throats of their stock.

SUFFOCATED

The late George Blackstone of San Angelo, who wasn't in this blizzard but had seen a lot of bad storms in Oklahoma and Kansas, favored the suffocation theory. "It's sort of like sticking your head out of a car going 80 or 90 miles an hour," he opined. "The air's going past so fast you don't get any of it."

At any rate, rendering plants from far and wide couldn't haul in the dead cattle, so they were piled in huge trenches in the greatest livestock disposal operation since the boy-and-bury program initiated by Franklin D. Roosevelt during the Great Depression. Various government agencies, including the National Guard, were enlisted to help remove the carcasses.

Foster Zimmerman, agricultural agent in Union County, N.M., was pestered by farm reporters all over the country for an estimate of death losses. "I told them we weren't counting the dead ones," he said. "Hell, we're still trying to find out how many we have left alive."

Later, it was estimated 15,000 or more cattle died in Colfax and Union counties alone.

John and Jimmy Morrow, ranching in the Clayton area, lost all but 22 head out of a string of 325 choice quality heifer and steer yearlings, their own raising. Forest Ateley lost over 200 on his ranch near Gladstone, N.M.

A short distance away, in the Sunray, Tex., area, various operators counted their losses in the hundreds. There were a lot of cattle on Panhandle

wheat that year. Some owners found their part or all of their strayed cattle 25 miles downwind from their home pastures. Big losses occurred from near Amarillo to the Garden City, Kan. area.

STARTS AS RAIN

That storm started out Friday, Jan. 22, in the form of a gentle rain, just right for the wheat, but turned to snow and sleet that evening. Cattle died for two days, then the weather became balmy. Only the hoofs and horns protruding from fence-drifts gave hint that

anything was wrong. It was duly recorded in WTLW that one longtime cattleman, veteran of all the vicissitudes to which his profession is heir, simply broke down and cried like a kid when he saw how many of his best cows were dead.

Another, equally hard hit, reacted the other way. "I don't care if I never see one of the sonabitches as long as I live." Next day both were busy trying to buy cattle to replace those gone with that weird wind.



WOULD I KID YOU? ... Jan Douglas, daughter of Mr. and Mrs. J.B. Douglas, was anxious to see Santa and convince him she had been a good girl during the past year.

Merry Christmas to all!

To each of you, a holiday filled with its own special excitement and enchantment. From us, many thanks for your patronage.

CUNNINGHAM'S ELECTRIC SERVICE

Mr. and Mrs. James Cunningham and Joe
Mr. and Mrs. Dale Cunningham
Shelly-Corey-Sherry

GREETINGS

IN THE TRUE CHRISTMAS SPIRIT, WE JOIN ALL MEN OF GOOD WILL IN PRAYERS FOR LASTING PEACE. GRATEFULLY, WE THANK EVERYONE FOR THE TRUST AND CONFIDENCE THAT HAS BEEN EXTENDED TO US.

HERRING IMPLEMENT CO.

at Christmas

Old-fashioned ways of warm cordiality have a special meaning at Christmas. In this old-time spirit, we wish you holiday joy, ever-new, rich in the blessings of home, family, friends. Merry Christmas!

Rushing Insurance Agency

721 Main Phone 247-3370

For Holiday Shopping—

Cotton Smocks Head Most-Wanted List



THE SMOCK SET—Holiday '72 means smocks. And these of cotton eyelet are dressy enough for any occasion. Big sister's soft ecru-colored French schoolgirl smock tops pink pants of brushed cotton denim. Little sister goes for pink too, in her ruffled smock and pants. Both outfits are from Cinderella's holiday collection.



After more than half a century of silence, Raggedy Ann and Andy talk. Just pull a string (left) and they actually speak to you about being kind and friendly. Knickerbocker also made lovable marionettes out of the famous redheads by adding a few strings and a simple-to-manipulate control paddle (right). Other new Raggedy Ann and Andy dolls this year include little 7-inch miniatures as well as bean bag versions.



Santa Letters...

Dear Santa,
I want a bicycle, snow cone machine and apple cider.
Love,
Jennifer Smith

Dear Santa,
I want a Cookie Doll, and a sewing machine and a play family school house. I love you and I'll leave something to eat.
Wendy Tatum

Dear Santa,
I want a play family airport, highchair and a Cookie Doll. I have been a good girl and I will leave you some cookies and milk.
I love you,
Holly Tatum

Dear Santa Claus,
I want a sewing machine, Tearful Baby Tender Love, and a stroller. Please bring Guy a little car. Bye.
Glenda Ellis

Dear Santa Claus,
I want a Hi Dottie, Easy Bake Oven and a sewing machine. Don't forget Glenda and Guy. We love you.
Sarita Gay Ellis

Dear Santa,
I want a hot rod, farm set, two tow trucks, train, football, basketball, two walky-talkys and radio.
Harvey

Dear Santa,
I would like a bicycle and a game of Life.
David Hough

Dear Santa,
My name is Cindy Campbell. I am 8 years old. I would like to have a bicycle and a doll for Christmas. I have been a pretty good girl. I also have 3 little brothers. They are 6 years, 4 years and 1 year old. They are waiting for you to come. Please bring some nice toys to them.
Love,
Cindy

Dear Santa Claus,
Hope you have a nice Christmas. I wish you would bring me a sweet little dreamer doll, a coke machine, a grip gnop. That is all.
Thank you,
Kay Gaines

Dear Santa,
I want a B-B gun and a lot of hot wheels and boxing gloves.
Noe Reyes

Dear Santa Claus,
For Christmas I want a Barbie Beauty Center. It cost \$7.88 and I also want a Barbie camper it cost \$8.99.
Love,
Phyllis

Dear Santa,
How are you. Do you know what I want for Christmas? I want a fat track and a bicycle and a watch and I am 10 years old.
Your friend,
David Bernea

Dear Santa,
I love you very much. I want a Timy Tell for Christmas.
Love,
Patty Hinton

Dear Santa,
I would like a baby doll that you can wash. I would also like a pair of moccasins.
Thank you,
Diane Johnston

Dear Santa Claus,
I want an easy bake oven for Christmas.
Yours truly,
Tonda Sue Williams

Dear Santa Claus,
I want a baby doll who drinks milk with a bottle, a guitar, and a carriage for the baby.
Thank you,
Sonya Fountain

Dear Santa Claus,
I have been a good boy. I want a car and some candy and nuts.
Thank you,
Tommy Ramirez



AND I WANT... Sammy Wilson informs Santa Claus that his main wish for Christmas is a toy truck, during his visit with St. Nick last Saturday.



FOR JUNIOR AND SIS at Christmas—a clock-radio with waker-upper alarm for each. Trim line Concertina set, from Zenith, offers her the best in FM-AM radio listening. He'll be intrigued by his AM radio and computer-inspired tape read-out digital clock. It runs continuously with silent precision.



May Santa bring you your heart's desire—you deserve nothing but the best!
Thanks for your patronage!

DODSON BODY SHOP

Connie, Laqueta, Shae, Sherri Stacie and Sunny

CHRISTMAS GREETINGS

May the Christmas season be filled with contentment and joy for you and your family.



In The Warmest Spirit Of The Holiday Season We Say Thank You To Our Fine Friends And Patrons.



May the blessings of our Lord shine upon you

FRIONA WHEAT GROWERS, INC.

Arthur Drake, Mgr.

Directors:
A. W. Anthony, Jr.
E. L. Fairchild
Leroy Johnson
Louis Welch
E. F. Osborn

Employees:
Charlie Wise
Ronald Smiley
Wesley Hardesty
Edward Spring
Precordo Rodriquez

PARMER COUNTY FARM BUREAU

Visitor From England

Honored With Coffee

Mrs. George Long of London, England, spent last week visiting in the home of Mr. and Mrs. Dave Thompson, 1609 West Tenth. Mrs. Long and Mrs. Thompson are sisters. A coffee in the Thompson home from 9:30 to 11 a.m. Wednesday was a courtesy for Mrs. Long.

Others present were Mrs. Sloan H. Osborn, Mrs. George Taylor, Mrs. Marion Fite, Mrs. Claude Osborn, Mrs. Richard Vaughan, Mrs. Bill Ellis, Mrs. Glenn Floyd, Mrs. Curtis Murphree and Mrs. Thompson.

Sausage lengths, hot rolls and English Pudding Bars were served with coffee. The table was centered with a Christmas arrangement and covered with a green cloth.

Ornament Exchange Is Party Highlight

Highlight of the Tuesday evening meeting of Progressive Study Club was an exchange of Christmas ornaments. Each member present brought a unique ornament for this part of the program.

Following the answering of roll call with, "As a Christian, what most concerns me about our welfare program?" in the home of Mrs. J.C. Beck, appetizers were served.

Mrs. Darrell Simpson presented the meditation before the main course was served in the home of Mrs. Charles Bell. Then dessert was served in the home of Mrs. Hollis Horton and the Christmas ornament exchange followed.

Other club members attending were Mrs. Steve Bavousett, Mrs. Ralph Reed, Mrs. Von Edelman, Mrs. Medford Griffin, Mrs. Jimmy Mabry, Mrs. Bill Loanman, Mrs. Clarence Monroe and Mrs. Tom Pruett.

CANING EVIL

Because candy canes have the legendary ability to ward off evil, they became part of Christmas, bringing good.

UNDER THE PALM

Some say the traditional Christmas tree was once a palm with 12 parts, each part representing one of the 12 apostles.

IT'S RICH

Mince pie symbolizes the riches of the East, brought by the Wise Men.

IT HAPPENS IN TEXAS!



TEXAS SAFETY ASSOCIATION

HOUSEHOLD ACCIDENTS INCREASE AND REMEMBER—the berries of the mistletoe are extremely poisonous so keep them out of children's reach.



Letters To Santa

Dear Santa Claus,
I want a baby, a carriage, and shoes for the baby. I want a baby that talks, some fruit, some candy, and some shoes, also an orange and an apple in a stocking.

Thank you,
Cynthia Gonzales

Dear Santa Claus,
I want a race car, a fire truck, a truck, a tricycle, a candy cane, and an orange. Please bring a little camper to my little brother who is named John Lee.

Thank you,
Kurtis Marinez

Dear Santa Claus,
I want some candy, a little Santa Claus, and a Barbie doll. I have been a good girl. Please bring my baby sister a present, too.

Thank you,
Bertha Perez

Dear Santa Claus,
I have been a good boy. I want a truck, a car, a tractor, and some candy and nuts. Please bring my little brother a truck.

Thank you,
Jesus Trevizo

Dear Santa Claus,
I want a race car, some guns and candy. For Rhonda, my sister, please bring a telephone, a big baby doll, a tea set and some candy.

Thank you,
Randy Mullins

Dear Santa Claus,
I want a doll and a carriage for the baby. I also want candy and nuts. I want a cap and shoes and socks for the baby.

Thank you,
Hilda Guillen

Blender unit makes good Yule gifting

The newest concept in kitchen appliances — portable, multi-purpose food preparation systems — will activate festivities in every lucky home where a Ronson Whisper Drive Dial-The-Speed Appliance Power Center arrives for the holidays.

This versatile new unit operates not only a blender carafe, but four optional attachments for juicing, sharpening knives and scissors, grinding coffee beans and crushing ice, as well.

Its unique control dial provides infinite speed selection through the full

range of 24 numbered positions, with specially marked settings for the four optional attachments.

The Whisper Drive Dial-The-Speed Appliance Power Centers are loaded with unique design, operating and safety features that put them in a class by themselves. But the most important difference of all is the basic concept: five appliances, all driven by one quiet, powerful motor.

It makes sense. It also makes holidays — and ordinary days — more fun for the chief cook and bottle-washer.

Begins in Italy

Christmas belongs to the people. So thought St. Francis of Assisi.

His way of helping his Italian parishioners grow closer to Christmas was to create the very first *presepe*, or Christmas crib.

His carol, "The Song of the Creatures," made the Nativity still more real to them since it told of the lowly animals which were part of their lives and livelihood.

All this happened early in the 13th century. From that time, the idea of the creche or crib has spread to virtually every country on the globe.

Today, especially in Latin America and Europe, the manger scene sets the theme for a holy and happy Christmastide.

GREETINGS

It's our favorite time of year — when we have the opportunity of wishing all our good friends a very merry Christmas!

WESTERN AMMONIA

MERRY MERRY

CHRISTMAS

It's beginning to look a lot like Christmas! Santa's all decked out and ready to bring bundles of goodies your way for a happy holiday. And, tucked into his sack are hearty thanks from us, along with jolliest wishes for a merry, merry Christmas season.

WHITE'S SUPER MARKET

Our Aim Is To Please In Every Way

WE DELIVER **WE GIVE GUNN BROS STAMPS**

Double Stamps On Wednesdays With Purchase of \$2.50 Or More

Phone 247-2250

Merry Christmas

FROM ALL OF US AT

ELECTRICITY—IT DOES SO MUCH GOOD

The Electric Company

FOR SO MANY PEOPLE



VISIT SANTA. Kiley and Toby Gibson enjoyed their visit with Santa Claus during his stop in Friona last Saturday.

LETTERS TO SANTA CLAUS

Dear Santa Claus,
I want a B-B gun and a stick shifter. I love Santa.
Terry

Dear Santa,
I want a Libbey Children's Melamine Dining Set, Horseman Doll. I want a Goldberger Doll with layette-trayette. I want a guitar. I want a Shaggy Dog Radio. I want an Alarm Clock.
Love,
Dawn

Dear Santa,
How are you? I want a Hi Dottie Doll. My sister wants a new doll. Our baby likes musical toys. We will leave some cookies and milk for you.
Love,
Terri Lynn Bass

Dear Santa and Helpers,
I want please for you to bring me a machine gun. My little brother would like a guitar too. I will be at my grandma's and grandpa's house so come and see me in Panhandle. Chris and me love you.
Alan

Dear Santa,
My name is Celia and I am 6 now. I have been real good this year. My sister, Sheila (she is 4) and my little brother, Eddie (he is 1 year) have been real good, too.

This is what we want for Christmas this year. Sheila and I would like a Barbie styling head. We thought a "Filbert" rocking horse would be just right for Eddie.

That is all we want from you. We are looking forward to getting our presents and seeing what surprises you leave in our stocking. We will leave you some cookies and milk.
Thank you.
Love,
Celia, Sheila, Eddie O'Brian

Dear Santa,
I have been thinking of you. Oh I forgot to tell you that I want some walkie talkies and hair styling set. We are going to have a Happy Christmas because daddy is home. I hope you have a Happy Christmas. We all love you Santa. Daddy is doing pretty good. I am having fun in Friona, Texas sliding on the ice.
Love,
Stacy

Dear Santa,
How is Rudolph? I have been a good girl. Please bring me a green bicycle, and a little doll in my stocking. I love you and Mrs. Santa Claus.
Love,
Paula Benham

Dear Santa,
For Christmas I want a baby kitten, a bicycle, a giant stuffed animal, Amie, twister game, coke machine, and especially something for my mother and father. My mother wants a blue floor length gown and robe. But I don't know what my father wants.
Please get these 2 last things for me.
Kimber Britting

Dear Santa Claus,
I want a football suit and a new football and a pair of cleats. I love you.
Lance

Jr. High

- Jan. 4-LaPlata-there-7, 8, 9, boys-5:00 girls open
- Jan. 8-Morton-there 7, 8, 9, boys-5:00 Canyon-here 7, 8, 9, girls-5:00
- Jan. 11, 12, 13, Canyon tournament for 9th girls Littlefield tournament for 9th boys
- Jan. 11-Canyon here 7, 8 girls-5:00
- Jan. 15-Muleshoe there 7, 8, 9, boys-5:00 here girls 7, 8, 9, -5:00
- Jan. 18, 19, 20 Olton tournament for 8th boys and girls
- Jan. 18, 19, 20 Hereford tournament for 7th boys
- Jan. 22-Olton-here 7, 8, 9, boys-5:00 there 7, 8, 9, girls-5:00
- Jan. 25, 26, 27-Dimmitt tournament for 9th boys and girls
- Jan. 25, 26, 27, Olton tournament for 7th girls
- Jan. 29-Dimmitt there 7, 8, 9, boys-5:00 here 7, 8, 9, girls-5:00
- Feb. 5-Littlefield here 7, 8, 9, boys-5:00 there 7, 8, 9, girls-5:00
- Feb. 12-Morton here 7, 8, 9, boys-5:00 Canyon there 7, 8, 9, girls-5:00



O holy night...

The Star shone brightly to welcome the Newborn Babe. May your Christmas be filled with the Light of His Love.

Nellie Jane's

Mr. and Mrs. Tom Shelton

Best Wishes for Christmas

We're delighted to have this opportunity to send the season's best wishes to you. Have a Merry Christmas.

Cora's Beauty Shop

Best Wishes

OUR THANKS AND BEST WISHES OF THE SEASON GO TO OUR MANY LOYAL AND FRIENDLY PATRONS. MAY THE COMING YEAR BE ONE OF GREAT JOY FOR YOU AND FOR YOUR ENTIRE FAMILY.

BI-WIZE

Resall

DRUG

Rx

We prescribe Only the Best!



Christmas Jay

It is the time of Our Dear Savior's Birth... and the world over people share the peace, love, contentment that illuminated the first Nativity Scene.

For Joy You've Given Us, Our Sincere Gratitude.

ROCKWELL BROS. & CO.

O.F. Lange, Mgr.

"LUMBERMEN"

Friona

Will Close
Mon. & Tues.
Dec. 25-26

IT HAPPENS IN TEXAS!



TEXAS SAFETY ASSOCIATION

INCREASED HIGHWAY TRAFFIC during the holidays an cause driver frustration and anger to mount to a dangerous level. Take it easy. Don't loose your head on the highways during the holidays.



YES, I'VE BEEN GOOD. . . Laura Jesko, daughter of Mr. and Mrs. Lee Jesko had no inhibitions while visiting with Santa Claus last Saturday in Friona.

Beverage server desk set welcomed by all on list

Whether the man on your Christmas list is a young executive on the way up or someone who has already "arrived," he'll welcome this handsome and practical beverage server set. Made by Thermos, the server is insulated just like their Thermos brand vacuum bottles, to keep water cold or coffee and tea hot, hour after hour.

Equally suitable for office or home, this striking accessory is attractively styled in black with a chrome base and hinged lid. It holds a generous 20 ounces and has a convenient tray and two glasses.

The fairer sex will be delighted with this good-looking set, too, for hot or cold beverage service at bedside or table, on patio or desk.

How to Keep Yule Plants

Yes, those cherished holiday plants can keep on growing into next year.

As a tropical plant, poinsettias like plenty of water and warmth—70 to 80 degrees. Be sure to keep these plants in a warm place at night.

Though they blaze with fiery-red-colored balls, Jerusalem cherries are rather cool natured. For them, the temperature should be held at 60 to 65 degrees. Avoid over-watering.

LETTERS TO SANTA CLAUS



LET'S SEE, NOW. . . Bill Bell, son of Mr. and Mrs. Charlie Bell of Friona, forgot his prepared speech when confronted with Santa Claus, but was able to make his main requests known.

Dear Santa,
I want a doll that grows hair in the back. I love you.
Irene Montez

Dear Santa,
I want some shoes and a doll.
Lisa Guerra

Dear Santa,
I have been a good boy. Would you please bring me a train, guns with some spurs. On the T.V. will be cookies and milk.

Thank You,
Henry Martin

Dear Santa,
I want a train and some belts for my father and a buttonner for my mother and my brother wants a play rifle and he wants a train and my other brother wants a wallet and a flashlight and a power telescope and a coin purse and a cub scout ring and a cub scout pioneer sleeping bag and a cub scout travellite day hike bag and a cub scout official canteen.
Donovan and Mark and George

Dear Santa Claus,
Bring me a sewing machine for Christmas and a coke machine too.
Gloria Cruz

Dear Santa,
I want a cowboy suit and a Christmas tree for my house and a batch of candy. I love you.
Richard

Dear Santa,
I love you. Please bring me a drum and a gun.
Love,
Tony Morin

Dear Santa,
I want a easy bake and a beautiful Crissy, people maker set, kiddies mod music maker and big mouth singer.
I love you,
Patsy Aragon

Dear Santa,
I want a easy bake oven and some dishes and a Crissy doll. I have been a good girl.
Your friend,
Ranee

Dear Santa,
I love you. Please bring me a Barbie doll.
Love,
Becky Rodriguez

Dear Santa,
I love you. Please bring me a cowboy hat and a gun.
Love,
Nathan Felder

Dear Santa,
I love you. Please bring me a B-B gun and a drum.
Love,
Eddie Campbell

Dear Santa,
For Christmas I want a camping outfit. I like you.
Your friend,
Quint Phipps

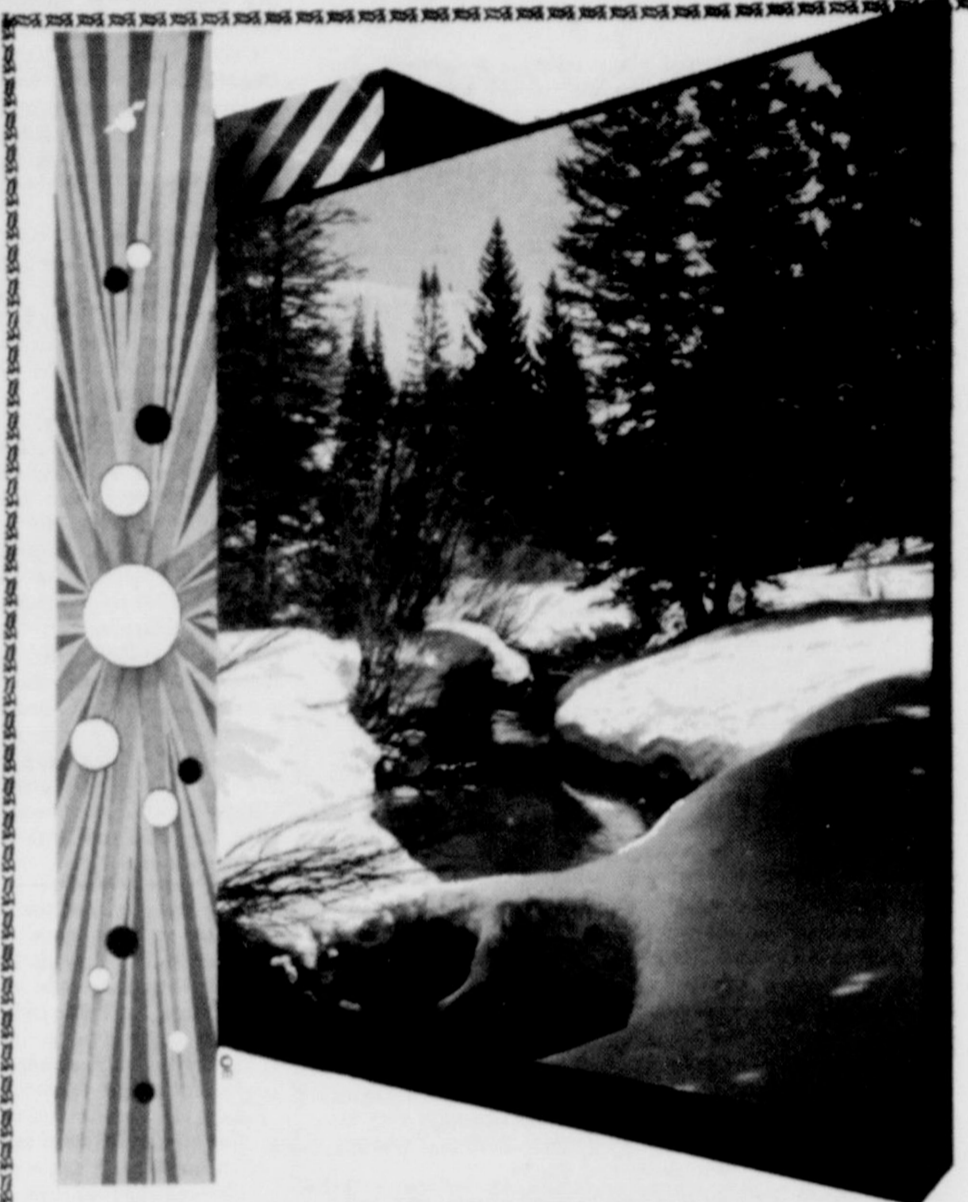
Dear Santa Claus,
I have been a very nice boy this year. And I would like very much to have a truck and a toy farm.
Your Friend,
Jimmy Pennington

Dear Santa,
I want a train set, football suit (Chicago Bears), race set, roller coaster and motor city.
Love,
Doug Carthel

Dear Santa,
I want a football suit, camera, coke machine and a Hasbro stick shifter. Thank you for my presents.
Love,
Matthew

Dear Santa,
Please bring me a Barbie Beuty Center, and my little sister, Shona, an inchworm.
Mr. and Mrs. Santa I want to wish you a Merry Christmas.
Love,
Delisa

Dear Santa Claus,
I love you. I have been good. I want you to bring me a baby doll and a carriage, a rocking chair and a telephone, and a tea set. I want some candy and nuts and fruit.
Thank you,
Robin Lynn Barnes



MERRY CHRISTMAS

The freshness of new fallen snow awakens deep reflections of holiday sentiments. We express the hope that good will and brotherhood prevail to bring lasting peace among us. The best of the season to you and sincere thanks for your loyalty.

JOHN BINGHAM LAND COMPANY



HOLY NIGHT

Rejoice. Rejoice. The Prince of Peace has come. He brings great joy. Many thanks to all our loyal friends for the joy of serving you.

PANHANDLE CONCRETE CO., INC.
210 E. 5th. St. Phone 247-2833
TERRY COPLEY, MANAGER

Christmas Greetings...



... to all our fine customers! We hope your holiday stocking is stuffed with lots of goodies! Best wishes from everyone at

3-Way Chemical, Inc.
Friona Bovina Pleasant Hill
Marion Fite Ed Hutto Jerry Cryer

CHRISTMAS GREETINGS



To Our Good Friends And Customers From



We will be closed Dec. 24, 25, 26, and 27, for our staff to have some time with their families. Thank you for your patronage during the past year.

Come to see us Thursday, Dec. 28



**At Home In
Parmer County**
Jana Pronger

If St. Nicholas, or Kris Kringle, was as good as legend supposes, his success surely was based on care and common sense.

Today's shoppers could take a hint from him. A specialist with the Extension Service stressed the need for careful consideration in shopping for Christmas toys.

Selecting play materials for children requires the same selectivity as any other Christmas item.

Safety is the utmost of importance. Toys should be built so that nothing can be pulled off and swallowed or be broken off, leaving sharp edges.

Choosing well-constructed play materials is advised. For example, toy hammers and mallets should have securely fastened handles, and the wheels on wooden toys should be fastened well, preferably with screws.

For cords and strings, non-conducting material such as cotton should be utilized; however, any string can carry electricity when wet.

Toys having keys should be made so the key won't revolve when the toy is working.

Another consideration is the child's use of the toy. The child needs to be able to manage it by himself.

A toy for any age should give the child a feeling of adequacy and set the appropriate standard for physical and mental development. Most mechanical toys are too intricate for children under four years of age.

Nor should toys be too restrictive. Instead, they should stimulate imagination and make-believe, encourage quiet play and/or vigorous body activity, and allow for playing alone and in group activity.

Pets and toy gardening equipment fit this category. The toy also needs to fit the child's stage of development. Although toys are usually marked with an age range, this can vary with the individual child's development.

Pre-schoolers, for example, need activities to develop large muscles. Thus, their toys should stimulate imaginative play and require use of their hands.

Young elementary children also need play materials which develop large muscles. In addition, they require activities and toys that help encourage social development, such as stories. Arts and crafts also can help the child coordinate fine muscles.

Team sports offer group development for older elementary children. Also, through hobbies, painting and musical toys, these youngsters may acquire other skills.

Toys are instrumental in role playing, an important part of the child's development which helps him identify with his parents. Because of this, puppets, dolls, dress-up clothes and housekeeping kits are popular.

Role playing is especially important for boys who need to identify with men and their occupations.

Often the son is unaware of just what his father's job is. Therefore, it is sometimes difficult for him to identify with his father except through role-playing toys, such as fireman, policeman, engineer, pharmacist and doctor.

A reminder to shoppers is to keep in mind where a particular toy gift will be used and stored. If the family lives in a small apartment, chances are there is not enough room to set up a big play house or store a hundred-piece farm set.

Santa may have two lists he checks twice, and toy shoppers might follow his example.

Another specialist with the Extension Service suggested a check-list on toy construction, safety, and suitability.

The lure of the toy counter is sometimes overwhelming, so

HIGHWAY CHIEF

**O. L. Crain Retires;
Replacement Named**

George C. Wall, Jr., a 24-year veteran with the Texas Highway Department, today was named district engineer in Lubbock succeeding Oscar L. Crain who is retiring.

State Highway Engineer J.C. Dingwall said Wall will be acting district engineer effective February 1, becoming district engineer on April 1.

Crain joined the Highway Department in 1931. He served in various engineering capacities in the Bryan, Del Rio and Lubbock districts, becoming district engineer in Lubbock in 1958.

"Oscar Crain's ability as an engineer and administrator has been demonstrated in the well-balanced rural and urban highway systems in the districts in which he has served," Dingwall said.

Wall is a native of Paris. He attended public schools there and received a B.S. degree in Civil Engineering from Texas A&M University in 1949.

He began work with the Highway Department in Fort Worth in 1947 and served in various capacities in that district. In 1960, he was appointed assistant district engineer at Tyler, his present assignment.

He served in the U.S. Army from 1943 to 1947. He and his wife, Georgette, have two sons. They are affiliated with the Presbyterian Church.

As district engineer, Wall will be in charge of Highway Department activities in 17 South Plains counties-Gaines, Dawson, Yoakum, Terry, Lynn, Garza, Cochran, Hockley, Lubbock, Crosby, Hale, Lamb, Bailey, Floyd, Parmer, Castro and Swisher.

**Santa
Letters**

Dear Santa,

Please bring me a Barbie and a house and a store. My brother "him" wants a helmet. His name is Joel.

Love,
Orpha Jass

Dear Santa,

Please bring me a Go-Car. And bring the others a present also. I have been a good boy and I love you.

Love,
Johnny Wilkerson

Dear Santa,

I am a good boy and I don't fight with my brother. Please bring me a trailer big. I play with my brother good. I didn't come to Halloween but it was cold, but I be here Christmas. Bring Larry a Mustang big like Mrs. I love you.

Alfredo Bautista

before you buy, ask the following questions--

- Is the toy well made? If it isn't, don't buy it.
- What will the toy do for the child, or to the child?
- Why should the child be interested in it? Keep in mind the child's age, interests and abilities.
- How long will he be interested in it?
- Is the toy safe, strong, durable, sanitary and attractive?
- Is it simple in construction, not too large, too small, too heavy, too complicated, or too difficult to handle?
- Can the toy be used in a variety of ways (mechanical toys often limit the things a child can do with them)?
- Can the child manage the toy himself?
- Is the toy suited to the child's stage of development?
- Does the toy offer variety to meet some of the child's needs?
- For instance, does it stimulate imagination and make-believe, encourage quiet play or vigorous body activity, or include experiences with nature, such as pets, gardening, water or sand?
- Is the toy designed for playing alone or for group activity?
- Is the toy suitable for the play space and storage facilities?
- And finally, are you buying the toy for a child or for yourself?



**On The Farm
In Parmer County**
MACK HEALD
County Agent

Yes, the end of the year is rolling around once again, and farmers and ranchers should take a critical look at their tax situation before the final curtain goes down on 1972.

Agricultural producers can save numerous tax dollars by taking a careful look at their business transactions since January 1st of this year and by taking certain steps before December 31st.

The main objective of producers should be to attempt to level their income from year to year so as to avoid a drastic increase or decrease in their taxable income.

Since farm prices have been somewhat higher this year than in past years, farm income may be up considerably in some instances. If this is the case, a number of legitimate devices may be used to lower taxable income.

A key means is to accelerate deductible expenses by buying all or part of next year's feed, seed, fertilizer and other farm supplies before the end of this year. There are certain guidelines to follow regarding such purchases and producers can contact a tax consultant on these.

Several key expense items to consider in reviewing your tax situation include costs for soil and water conservation, and land clearing. Soil and water conservation costs are deductible up to the maximum of 25 percent of gross income from farming in any year. Land clearing costs can only be deducted up to a total of \$5,000.00 or 25 percent of the net farming income.

Paying off all interest that is allowed is another means of reducing taxable income. Of course, these deductions are limited to the current year plus one year.

Producers may also want to consider purchases of farm machinery and equipment to take advantage of certain tax reduction incentives under present laws, such as fast depreciation and investment credit.

Another means of reducing tax dollars for 1972 is to delay income from this year to the next. For instance, grain and livestock can be sold under deferred sales contracts before the end of the year with payment made next year.

Installment sales can also help spread taxable income over a period of years so that a pro rata part of each payment can be taxed yearly at a lower rate. Such sales must involve either real property or personal property over \$1,000.00.

If producers are confronted with a considerably higher income this year than in the past few years, the technique of income averaging may be applied so that excess income is taxed at a lower than normal rate.

Regardless of what tax management methods are used to lighten the tax burden of 1972, good records of all transactions are "a must."

Record keeping is a vital part of the overall management aspect of a farming or ranching operation. Producers must be able to identify the source of all their receipts, regardless of whether cash or property, and they must have a record of all expenses. Anything less than that can be a serious handicap when the time comes for filing your income tax return.

Remember outdoor pals with eatable delights

Christmas is a time to give—even to the feathered friends that delight everyone through the year. They can be remembered during the holidays with suet trees. Mount little evergreens in stands and tie suet to them

along with home made decorations. Place them on the lawn and birds will flock for the Christmas meals.

But, remember if some unexpected squirrels invite themselves for a nibble, it's Christmas for them, too!



**Christmas
Cheer**

It's always a pleasure to greet friends at this holiday season and wish them the best: health, wealth, and happiness!

WHITE'S
THE HOME OF GREATER VALUES

HOME OWNED AND OPERATED BY
LELAND HUTSON
Phone 247-3270
Friona, Texas




Merry Christmas

Christmas tranquility holds a message for all of us.

In the midst of this season we take time to appreciate and be grateful. And as we pause, one thing comes to mind...how much we value your friendly support!

HUB GRAIN

FLEMING & SON GIN **FLEMING FERTILIZER**

MBP, Iowa Beef In Merger Discussions

Iowa Beef Processors, Inc. and Missouri Beef Packers, Inc. jointly announce that preliminary talks are being held between the top executive officers looking toward the possibility of combining the two companies.

No agreement has been reached as to either the most advisable form of the transaction, the basis for exchanging shares or otherwise adjusting for ownership interest of the two companies.

While no agreement has been reached, an independent study has recommended a possible exchange for a merger of approximately two-thirds share of Iowa Beef stock for one share of Missouri Beef stock.

Even if an agreement should be reached, there would be many practical and legal matters to be resolved, and approval of such transaction by the stockholders of each company would be required.

Iowa Beef Processors is essentially engaged in beef processing and fabricating, while Missouri Beef Packers is principally engaged in beef slaughtering. Missouri Beef operates plants in Missouri,

Kansas and Texas and has a plant under construction near Boise, Idaho.

Iowa Beef operates plants in Iowa, Nebraska, Minnesota and Kansas. The common stock of Missouri Beef is listed on the American Stock Exchange and the common stock of Iowa Beef is listed on the New York Stock Exchange.

Gourmet shops cook up some gift ideas

Any gourmet cooks on your Christmas gifts list? If so, there is a whole exciting world of accessories to gift even the most discriminating chefs.

Among useful items are: professional-type Wok sets, for preparing oriental dishes; a two-way bread-maker kettle; souffle dishes; noodle makers; and a folding omelet pan.

Useful and decorative kitchen aids comprise other items from which to select presents. Among these are metal pan racks, a hanging peddlers' scale,

New talking football game involves family, dad too

Trying to get a football-minded father away from the television set during a game broadcast can be like trying to run through Merlin Olson: it isn't easy, and it can be downright unsafe.

Unless, of course, you have something to offer him in its place, like a football game he can participate in without having to run through Merlin Olson. Mattel's new Talking Football Game is pretty good at involving fathers — and the rest of the family — in the action. It's a game of strategy, with a wide variety of recorded outcomes of whatever plays the quarterback and his opposing defensive playcaller elect to run (or throw, or kick) against one another. Enough possibilities are available that no two games come out the same.

Play-by-play
The voice of famed sportscaster Dick Enberg announces the result of each play, as the appropriate recording is placed in the game's self-contained record player. The players mark the progress of the ball on a miniature football field.

The Talking Baseball Game brings the same play-by-play strategy into the playroom, with a combination of 274 plays available to keep all of the players on their toes.

For a smaller enthusiast, America's new outdoor action hero, Big Jim, is a sure winner. This 9 1/2-inch sports figure has amazing body action: when a lever on his back is depressed, his arm will separate his toy karate board, pitch a ball or swing a hatchet. His arm bends to reveal bulging biceps.

Big Jim's black friend, Big Jack, has the same amazing action features; each can be supplied with a wide variety of athletic equipment and uniforms including the gear and garb for karate, baseball, soccer, football, scuba diving, race driving, hockey, skiing, hunting and gymnastics.

Wide range
Other accessories that



The lake in the living-room rug has to be imaginary — but it doesn't bother Mattel's Big Jim as he sets out to catch a breakfast trout. Nourishing this youngster's imagination are all the elements of a real woods campground, contained in the Big Jim Sports Camper set. Big Jim with muscles to match his outdoorsy nature, really wields his hatchet — or his casting pole — when his arm mechanism is activated.

provide a whole range of play experiences include a Big Jim Rugged Rider Motorcycle, a Sports Camper complete with camping, boating, hunting and mountain rescue gear, and a Dune Devil, a tough dune buggy.

For small aviators, Mattel adds to the sky — indoors and outdoors — the Vertibird and the Dareplane. The Vertibird power helicopter has dual flight controls and allows a child to guide the helicopter through a wide range of maneuvers. Included is a landing pad and a space capsule and astronaut with lifecraft for splashdown recovery operations.

Stunt plane
Dareplane climbs, swoops, and dives and is completely safe for indoor flying. The stunt plane set is equipped

with plug-in dual controls, and its own runway.

Always welcome to the small racing buff are additions to their miniature vehicle collections. New Choppers are power-charged Sizzlers motorcycles: these finely detailed choppers run on Hot Wheels track and have steerable front wheels, for off-track racing. Miniature powered racing machines, the new Hot Shots throw a trail of safe sparks as they go.

Other happy additions for the collectors are any of the new Hot Wheels or Sizzler cars, Fast Track accessories or RRRumblers, the world's fastest metal motorcycle toys.

On the playing field, in the wilderness or on the race track — make it a sporting Christmas.

Letters To Santa

Dear Santa Claus,
I want a race car, a camper and some candy.
Thank you,
Oscar Hernandez

Dear Santa Claus,
I've been a good boy. I want candy, a blue truck, a purple car, and a red trailer, a bicycle, a wagon. Please bring my little sister a tractor.
Thank you,
Michael Raymond

Dear Santa Claus,
I've been a good boy. I want some drums, a motorcycle, a tractor, and some candy. Please bring my sister a little doll.
Thank you,
Pete Castenada

Dear Santa Claus,
I've been a good girl. I want a dolly, a toy box, a bicycle, and dishes.
Thank you,
Rachel Perez

Dear Santa Claus,
I want a Barbie doll, some candy, and some nuts. Please bring my baby brother a little car.
Thank you,
Sylvia Duran

Dear Santa Claus,
I want a race car, a truck-camper, and a tractor, a combine, candy, and nuts. Bring my little sister a doll.
Thank you,
Martin De La Torre



Merry Christmas

Home is where hearts are... especially during Christmas. Our hope is that every home is filled with the warmth of the true Christmas spirit. Many thanks to everyone.

BIG T PUMP CO.

SC District Sponsors Annual Essay Contest

ATTENTION BOYS AND GIRLS 18 YEARS OLD AND UNDER! The Parmer County Soil and Water Conservation District is sponsoring an essay contest with CASH PRIZES. The Contest or the cash awards will not affect your participation in interscholastic league events.

The title for this year's essay will be "Natural Resources—Meeting the Needs of People." The essay may be up to 300 words and must be written in ink and in longhand. The essays will be judged on content (80 per cent), and grammar (20 per

cent). A cover sheet is required for each entry. It must contain the following information—

- A. full name of contestant
- B. home address and telephone number
- C. name of school and number of local SWCD (Parmer County SWCD No. 140)
- D. name of parents

The essay must be in the Parmer County SWCD office, Box 788, Friona, Texas 79035 by February 1, 1973.

For more information contact the Soil Conservation Service office in Friona or your school superintendent.



A Child is Born...

Wrapped in swaddling clothes and lying in a manger, the Christ Child came into the world to lead the way to peace, love and happiness.

BOVINA WHEAT GROWERS -RHEA

CHRIST IS BORN IN A MANGER

LUKE 2:1-7

From THE LIVING BIBLE

About this time Caesar Augustus, the Roman Emperor, decreed that a census should be taken throughout the nation. (This census was taken when Quirinius was governor of Syria.)

Everyone was required to return to his ancestral home for this registration. And because Joseph was a member of the royal line, he had to go to Bethlehem in Judea, King David's ancient home—journeying there from the Galilean village of Nazareth. He took Mary, his fiancée, who was obviously pregnant by this time.

And while they were there, the time came for her baby to be born; and she gave birth to her first child, a son. She wrapped him in a blanket and laid him in a manger, because there was no room for them in the village inn.

Illustrations from TAYLOR'S BIBLE STORY BOOK



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

ASSEMBLY OF GOD

4th and Ashland-Rev. C. L. Bates, 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: 7:30 p.m.

CALVARY BAPTIST MISSION

5th and Main-Rev. L.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 Summit-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 p.m.

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 p.m.

NEW ZION BAPTIST CHURCH

Highway 60 & Pierce-Rev. L.V. Mays, pastor
Sunday School: 10:00 a.m. Morning Worship: 11:00 a.m. Wednesday Evening Services: 8:30 p.m.

ST. TERESA'S CATHOLIC CHURCH

16th and Cleveland-Father John Coppinger
Mass: 10:30 a.m. Confessions: Sunday, 10:00 a.m.

SIXTH ST. CHURCH OF CHRIST

502 W. Sixth-Terry Brown, Preacher
Bible Study: 9:30 a.m. Worship: 10:30 a.m. Evening: 6 p.m. Wednesday evening: 8:00 p.m.

LUTHERAN CHURCHES

Rev. Duane Kirchner
REDEEMER LUTHERAN 13th & Virginia, Friona
Sunday School, 9:45 a.m. Worship, 11:00 a.m.
IMMANUEL LUTHERAN Rhea Community
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

10th and Euclid
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: 8:00 p.m.

FRIONA UNITED METHODIST CHURCH

8th and Pierce-Rev. Albert Lindley
Sunday School: 9:45 a.m. Worship: 11:00 a.m. N.Y.F.: 6:00 p.m. Evening Worship: 7:00 p.m.

UNITED PENTECOSTAL CHURCH

Fifth and Ashland-Rev. William Young, pastor
Sunday School: 10:00 a.m. Worship: 11:00 a.m. Wednesday Evening: 7:30 p.m. Sunday Evening: 7:00 p.m. Friday Young People 6:00 p.m.

Progressive Dinner Is Party Highlight

Highlight of the annual Christmas party for the Young Adults Department of First Baptist Church Monday evening was a progressive dinner. Appetizers were served in the home of Mr. and Mrs. Charlie Bell.

Then the group went to Fellowship Hall of the church for the main course. From there they went to the home of Mr. and Mrs. Charles Sanders for the dessert course, which was preceded by "The Original Christmas Story," by Mrs. Dave Thompson.

Those attending were Rev.

and Mrs. Charles Broadhurst, Mrs. Norman Ferguson, Mrs. Jerry Teel, Mrs. Charles Faulkner, Mrs. Mickey Griffin, Mrs. Shirley Ramirez and Mrs. Jim Roy Wells.

Also Messrs. and Mesdames Charley Bell, Danny Black, Albert Cupell, Dale Gober, Keith Stephens, Dave Thompson, Carroll Gatlin, Johnny Grant Mars, Mike Stephens and Davey Thompson.

Also Mr. and Mrs. Claude Osborn, Mr. and Mrs. Raymond Cook and Mr. and Mrs. Charles Sanders.



TREBELAIRES. . . The 1972-73 edition of Eva Miller's Trebelaires are shown above as they entertained for the Friona Lions Club last Thursday. From the left are Carolyn Murpree, Lisa Taylor, Pattijon Talley, Vicky Pryor, Pam Lindley, Gayla Self, Cinda Johnson, Dorothy Johnston and Debbie Bengé. Not shown is

Cindy Barnett, who was accompanying the group at the piano. The popular singing group, which has been featured on numerous Christmas programs locally, will present a 30-minute program of Christmas music at 3 p.m. Saturday, December 23, on KGNC-TV, Channel 4.

Fulghams Host Family Party

Mr. and Mrs. W.B. Fulgham, 503 Arrah, hosted their annual Christmas family party in their home Sunday.

Guests were Mr. and Mrs. Dwan Thomas, Mike, Janice and Kathy and Mr. and Mrs. Doug McGregor, all of Clovis.

Also Mr. and Mrs. Jack Fulgham, Shannon and Sandy of Hugoton, Kansas and Mrs. Bill Kent and Wade of Dimmitt.

Mrs. Thomas, Jack Fulgham and Mrs. Kent are children of the host couple.

Party Held In Buske Home

A Christmas party in the country home of Mr. and Mrs. W.D. Buske Monday evening was hosted by Mrs. Buske, Mrs. J.C. Beck and Mrs. David Smith. Guests were members of the Ruth Sunday School Class and their husbands.

Following the gift exchange, refreshments were served by the hostesses. A game session followed.

Those attending were Mr. and Mrs. Johnny Mars, Mr. and Mrs. Joe Lewellen, Mr. and Mrs. Jim Johnston, Mr. and Mrs. Richard Collard, Mr. and Mrs. Buddy Wiseman, Mrs. Jim Carey, Mr. and Mrs. W.D. Buske and Mr. and Mrs. J.C. Beck.

On key this season... good tidings for all, and a warm "thanks," to our many patrons.

Chalet C' Bonte
Cecil & Jessie Sisk

GREETINGS

In most grateful appreciation, we wish you and your family all the peaceful joy and happiness of that Holy Night when hope was given to all mankind.

Carrol's
Printing Office Supplies Gifts
FRIONA, TEXAS 79035

Santa Letters

Dear Santa,
We love you. Will you please bring me a talking doll and that waka and can chat. We want her and you can bring a puzzle for my sister.

Modesta

Dear Santa Claus,
I want a rocket and a big sail boat. I like you Santa. Please bring my little sister a doll and my big sister a talking doll.

Thank you,
Gilbert Guerra

Dear Santa,
I want a big raggedy ann doll. I want a sweet chuche doll. I want a light bright. I want a super shifter. I want a long blonde wig.

Tori Self

Dear Santa,
Please bring me a football suit and a record player and a reel. I have been a good boy. Remember the other boys and girls.

Love,
Kevin Beavers



Decking Halls Has History

"Christ was born on Christmas day, Wreath the holly, none the bay."

From England of long ago come the words of this carol, showing the early role of the bay tree and its greens in decorating for Christmas.

Its use harks back to ancient Greece, when both the bay and the laurel bedecked homes and public places in symbol of triumph. As traditional Christmas greens, they reflect the same joyful spirit, say the editors of the Grolier Universal Encyclopedia.

Holly, of course, is still popular as Yuletide greenery. But nowadays, when it's time to deck the halls, bay leaves are more likely to spice holiday cookery, rather than holiday decorating.

Greens Have Meaning

Greens that adorn home, streets and stores at holiday time entered the lore of Christmas from pagan rites of old.

The ancients believed that each green had its own significance, and an ability to do certain good—or evil—things.

Ivy, they thought, was festive. Its convivial nature came from Bacchus.

Yew and cypress had the highest virtues. Theirs was the quality, and the symbol, of eternal life.

Mistletoe Has Powers

Mysterious powers by the dozens have been credited to mistletoe, among them the power to heal, to ward off evil, to summon ghosts and force them to answer questions.

At present, the most prized property of mistletoe is the license it gives for plenty of Yuletide kissing. Fortunately, there's plenty of mistletoe.



Sweet fashion



Fun/Fashion Fragrance Fantasy — Jewelry-styled creme perfume gifts for women and a sequentially-numbered Scottish Royal Highlander deodorant of Sandalwood Cologne for men — all by Max Factor. The Golden Fish Hypnotique fragrance locket (left) combines whimsy with elegance and the tempting Teddy Bear Hypnotique creme perfume compact is a fascinating rendition of a child's traditional toy.

Season's Best to All

Hope your holiday basket is filled with joy!

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

Greetings FOR Christmas

Special delivery!
It's a friendly message brimming with the best of holiday cheer. We hope this Christmas is the merriest and happiest for you and all your loved ones.

Bill Stephens
Paint Contractor

Best Wishes for Christmas

To you... the family, too!
We wish the merriest and brightest.

BATEMAN GROCERY
Mr. & Mrs. Dewey Bateman
Hub

CHRISTMAS GREETINGS

Have a merry season full of love.

Serving you is a joy for us!

**MONSANTO
AG CENTER**

Blessings



This Holy Season is filled with many spiritual gifts. May you reap all of them.

TEXACO INC.
Grady H. Dodd, Consignee



IS THAT MINE? . . . Jon Outland, two-year-old son of Mr. and Mrs. H.L. Outland Jr., is shown receiving his present from Santa Claus at the Friona Firemen's annual Christmas party last Thursday.

Class Members Host Progressive Dinner

Members of the Homemakers Sunday School class of First Baptist Church were hostesses for a Christmas Progressive Dinner Friday evening. Guests were husbands of the class members.

The appetizers were served in the home of Mr. and Mrs. Don Powell. Then the group went to the home of Mr. and Mrs. Calvin Talley for the salad course. Then the main course was served in the home of Mr. and Mrs. Sam Mears.

From there they went to the country home of Mr. and Mrs. Phillip Weatherly for the dessert course.

The teacher, Mrs. Calvin Talley, was presented with a gift. Those attending were Mr.

and Mrs. Don Powell, Mr. and Mrs. Calvin Talley, Mr. and Mrs. Sam Mears, Mr. and Mrs. Jimmy Maynard, Mr. and Mrs. R.D. Clark, Mr. and Mrs. Charles Self, Mr. and Mrs. Doyce Barnett, Mr. and Mrs. Delton Lewellen, Mr. and Mrs. Leon Coffey and Mr. and Mrs. Bill Ellis.

Also Rev. and Mrs. Charles Broadhurst, Mr. and Mrs. Dale Hart, Mr. and Mrs. Clarence Monroe, Mr. and Mrs. M.C. Osborn, Mrs. Louise Hawkins and Mrs. Richard Adkins.

Bridge Club Party Hosted By Reeves

Mr. and Mrs. Glenn E. Reeve Sr. hosted the annual Christmas party for Couples Bridge Club. They were assisted by Mr. and Mrs. Glenn E. Reeve Jr., Mr. and Mrs. Don Reeve and Mr. and Mrs. Joe Reeve.

Refreshments of Christmas candy and cookies, chips and dips, spiced tea and coffee were served.

Others attending were Mr. and Mrs. Dan Ethridge, Mr. and Mrs. J.T. Gee, Mr. and Mrs. Ron Davenport, Mr. and Mrs. David Lee Carson and Mr. and Mrs. Gary Renner.

Also Mr. and Mrs. Carl Maurer, Mr. and Mrs. Bill Stewart, Mr. and Mrs. Cecil Maddox and Gaylord Maurer.

During the business session Mr. and Mrs. Ron Davenport were elected to serve as club president and secretary during the coming year.

Christmas Party In Russell Home

Fifteen members of Friona Woman's Club met in the home of the president, Mrs. Charles Russell Wednesday for the annual Christmas party.

Following the roll call, Mrs. C.W. Dixon directed a prayer for peace.

"The Story of Joey" was presented by Mrs. Joe Moyer. Mrs. Carl Maurer presented, "Ballad of Belfana."

A gift exchange and refreshment course followed.

Then on Saturday Mrs. Russell, Mrs. Dixon and Mrs. Bessie Boatman took gifts to Giristown, U.S.A.

YULE SCENT

To give the home a real Christmas tree aroma, spray frequently with pine or bayberry air freshener.

Letters To Santa

Dear Santa Claus,
I want a truck, a car, a tractor, some candy and some peanuts. I want a ball. I've been a good boy.

Thank you,
Isidro Rodriguez

Dear Santa Claus,
I want a car, candy, pennies, and a monkey. I want a coat and a dog. Please bring a car to my little brother and a doll to my little sister.

Thank you,
Donnie Carrasco

Dear Santa Claus,
I want a Barbie doll, a lunch room, a Barbie with a camper, some candy, and a piano. I want some candy. Please bring a little camper to Frankie.

Thank you,
Gracie Bautista

Dear Santa Claus,
I want a Barbie for Christmas and a easy bake oven.

Darlene Drager

Dear Santa,
I would like a smash-up derby set, electric football game and Dallas Cowboy suit. Please bring Devera a wetting doll and a bottle of perfume. Also please bring Chad a teddy bear.

Love,
Shain Rhodes

Dear Santa Claus,
I want a piano, nuts, candy, and apples. I have two sisters. They want a buggy. I have a baby sister who wants a big doll.

Thank you,
Elsa Madrid

Dear Santa,
I have been a good boy. I am 4 years old. Would you please bring me a football suit and a drum set, and a guitar pick. That's all.

Love,
Daniel Gowens



Season's Greetings

We thank you for your patronage

Viv's Lunchette
P. W. & Vivian Hughrs

Christmas Greetings...



... to all our fine customers!
We hope your holiday stocking is stuffed with lots of goodies!

WALT'S QUALITY PRINTING, INC.
Mr. and Mrs. Walter Cunningham
Cathy and Christy



Christmas...

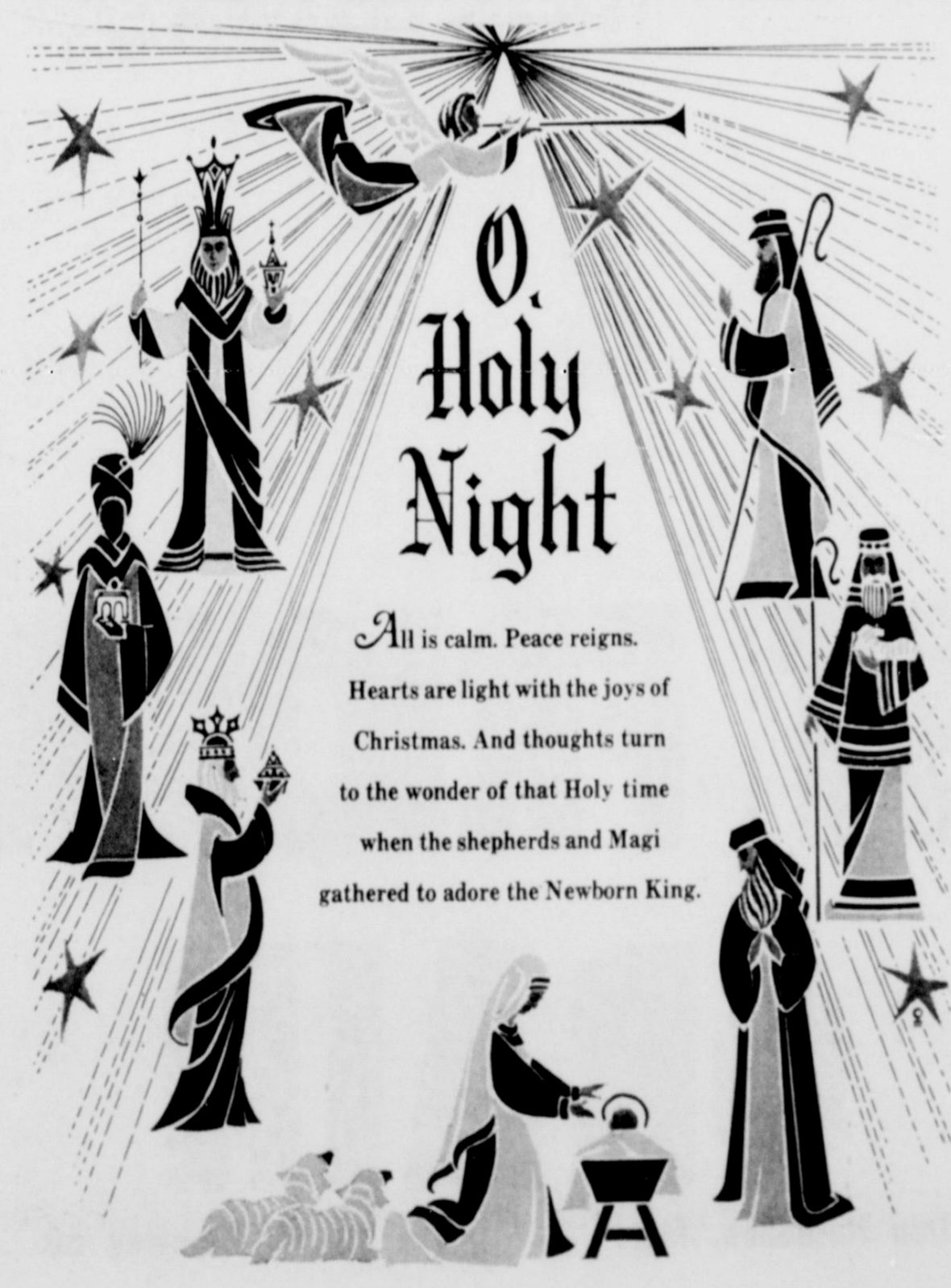
Old-fashioned ways have a special meaning at Christmas. And, in this old-time spirit, ever-new, we wish you and your family the happiest holiday. Merry Christmas!

Ethridge-Spring Agency

INC. The BIG Difference

INSURANCE - REAL ESTATE - LOANS

FRIONA - PH. 247-2766

O Holy Night

All is calm. Peace reigns.
Hearts are light with the joys of Christmas. And thoughts turn to the wonder of that Holy time when the shepherds and Magi gathered to adore the Newborn King.

KENDRICK OIL CO.

66 **PHILGAS**

OLD-FASHIONED Greetings

FOR A HAPPY HOLIDAY

We hope the joyful light of Christmas shines bright in your home, making every moment a happy and memorable one.

Your past friendship is one of our most treasured possessions. It is our hope to continue to deserve your good will in the future.

*With many good wishes
for Christmas*

TRI-COUNTY
ELEVATOR

Black



EAST FRIONA
GRAIN

Don Huckabee, Mgr.

W. Highway 60

DIRECTORS

Clarence Martin
V. E. Nichols
W. S. Ingram

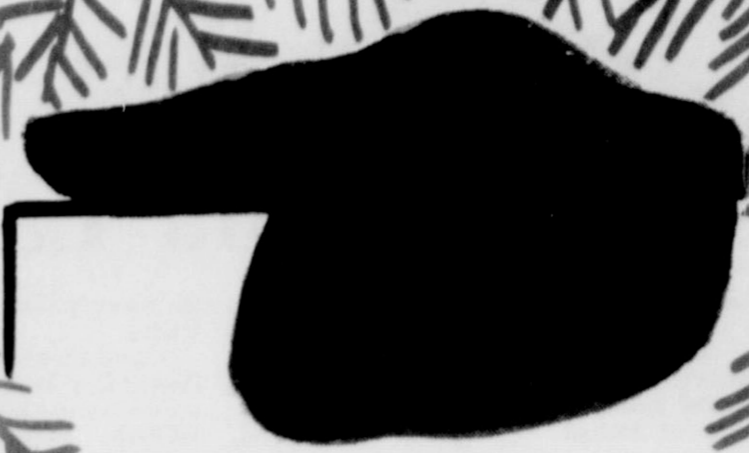
Lois Weatherly
Sloan Osborn
Ralph Shelton

John W. Renner





"MERRY CHRISTMAS!"



The Best Of Wishes
For A

Happy Christmas

And Prosperous

New Year,
We Want You To

Know That We
Appreciate

Your Good Will
This Past Year
And The

Oppportunity You
Have Given

Us To Serve You.



FRIONA CONSUMERS



FRIONAN'S MOTHER

Granny Wise Recalls Oklahoma Land Rush

[Editor's note: The following feature story about Josie Wise appeared in the McAlester (Okla.) DEMOCRAT recently. Mrs. Wise is the mother of Charlie Wise of 603 Ashland, Friona.]

BY CLYDE H. DUNCAN
Special Staff Writer
McAlester Democrat

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Josie Wise was born and "brung up" around Harrison, Arkansas. That's what she told this writer last week as she sat in her comfortable old rocker in her home with her son, Ira Wise, a spry young man of 68, just off of Highway 113, two miles south of Indianola. Next door to mother and son Wise lives Mrs. Wise's daughter-in-law, Lessie. It is a tight-knit little family group, and you can bet all of the funds in your old jeans that these people are looking forward to Monday when "Grannie," as some of them call her, will be celebrating 91 years of living here among us "pale-faces." She is one-quarter Cherokee, and is just as proud of that Indian heritage as Franklin Delano Roosevelt used to be of attending Harvard. The only difference is that Mrs. Wise doesn't brag as much about her background. She probably will if she ever becomes President. She's in excellent health and rarely needs a doctor.

"I was married the year McKinley was killed," she said as she adjusted herself to the comfortable rocker. "I was married to W.C. Wise. He got the license at Berryville, Arkansas and we were married at Green Forest in Arkansas." Well, "Granny" Wise didn't have to tell this writer about that Carrol county Arkansas. Few men get through that area without getting married. Carrol County, Arkansas—with its many beautiful women—long has been a bachelor's hazard. It proved so to W.C. Wise.

Right after they got married, Mr. and Mrs. Wise moved on west to Oklahoma, part of a four wagon caravan, stopping at Westville on the Arkansas-Oklahoma border. Mr. Wise in those days was engaged in public works, which included sawmilling, and when work played out in that he took to the soil and did a bit of tillage. We don't have people quite that versatile any more. When the check for the "soil bank" fails to show up we just loaf a few months in the pool hall until the government figures out something more lucrative for us. Mr. and Mrs. Wise didn't have it quite that soft, and that is the reason that today we have Oklahoma, because they just didn't stop until they had built a state, and in 1907 were present at the christening and the land rush.

WERE PIONEERS

All this is by way of saying that "Grannie" Wise, as well as her husband for 41 years, were the state's real pioneers. They were the kind of people which gave the state its character, made it proud of its heritage. These kind of people made Oklahoma a sort of buffer zone between the United States and Texas. The rest of the Union is proud of Oklahoma. And those of us who live in Oklahoma, or closeby, are equally proud of

the pioneer families, such as the Wises.

In the 41 years of married life Josie and her husband lived in various communities including Westville, Hanna, Crowder, Caney, Massey, Blocker and Tannehill, with five years spent at McKinney, Texas. When Mr. Wise was working in the woods with sawmill rigs often his wife was the camp cook. You know she was a good one, and there's no doubt that wherever Josie Wise went with her recipes, which she carried in her pretty head, went that one for buttermilk biscuits.

DIVORCES FEW

No wonder divorces were so few back in Josie's young married life. "Pshaw, I can recall when we used to have to keep the houses all shut up to keep the panthers out, and keep them from attacking our young children," she said as a smile played over her face. She added, "You see Ira there, my son, well once he was sucking on a chicken drumstick and a laughing hyena came right in the house and grabbed his hand. Fortunately I saw the scamp, yelled and the old thing took off without hurting Ira any except a few small scratches. Well, I don't know what a hyena would want with Ira. But the wild animals were pretty common then, and the sawmillers drove them out of their woods and they came in to the houses. They were just hungry I guess."

"I had a lot of good luck raising my family," Mrs. Wise said. "I had six sons and three daughters, and one son who passed away at the age of twelve. Seventeen of my children and grandchildren have fought in this country's wars, four of them serving overseas. My great grandson Benny Nevin will soon go overseas. He is in the Army now. One time I counted up all

of the people in my family, and I found that there were about 158 of them, there's probably a lot more now. One of my nephews, son of my sister, C.H. Osborne, who lives in Kingsburg, California, writes that he soon will visit me. He hasn't seen me since he was four years old, and he is now in his late sixties, or seventies. I sure will be happy to see him again."

RECALLS STORM

One of the most vivid memories that this dear old lady possesses is "the year that McAlester was blown away." She cannot recall what year it was but says that she once had a newspaper which had devoted a full page to it, but she loaned the newspaper to someone "and they never brought it back." She says that the whole north end of McAlester was blown away and "that is what started the cemetery." She adds, "They had to have a place for burying the dead."

T.E. Whitfield's wife, Juanita, is a Wise granddaughter, and heads a one-woman cheering section for "Grannie." She's the one who alerted this writer to the story possibility in "Granny" and her doings. She came to "Grannie's" place for the interview, and though she has probably heard Mrs. Wise's stories many times in the past she seemed to never tire of listening to her, and all the while probing the old lady's memory for more of her glorious memories. Mr. Whitfield works on the Jim Miller Angus Ranch, and Mrs. Miller, or Juanita, is a substitute teacher at Tannehill School and is active in any and everything pertaining to that community. She herself seems to be one of those "self-starting" kind, and could probably on a moment's notice whip up a pretty good batch of buttermilk biscuits herself.



"GRANNY" WISE, who is 91 years old, has truly been one of eastern Oklahoma's pioneers. In good health and looking toward many more years, she lives near Indianola with her son, Ira, who himself is 68. She is shown here relaxed and talking about the "old days" when she was part of a four-wagon caravan that "invaded" Indian Territory. She is one-fourth Cherokee.

SEVERAL ANTIQUES

When "Granny" Wise came to Oklahoma in that four-wagon caravan, at the turn of the century, there probably were a lot of family heirlooms among the pots and pans. Quilts, hames, collars and saddies, but one thing she didn't store in the wagons, but carried in her head.

"I keep telling Ira," she said with a smile, "that he should get out one of these days before the sap gets too low and get me some persimmon bark so I can make up a batch of a mouthwash. I don't know how

much wild cherry bark I have boiled down to make cough syrup, and you can't beat elder bark for salve, and of course sassafras for thinning the blood in the spring is a world beater. Ira, though, says barks and herbs are mighty hard to find any more. We're just gittin' too blamed civilized." Maybe Ira is kept busy trying to find that hyena that tried to tote him off. There you have her, "Granny" Wise, who recently pushed into the tenth decade of a life that is truly monumental. "Happy Birthday to you, Granny Wise."

Christians Celebrate Holy Day With Prayer and Thanksgiving

For those who celebrate Christmas as a holy day, the holiday is greeted with rejoicing, with prayer and thanksgiving, in church and private devotions.

The word "greeting" has a special significance here, for herald angels singing to shepherds in the fields and a star shining in the heavens truly brought greetings—according to the Revised Standard Version of the Bible, "good news of great joy which will come to all people."

Long before the December 25 birthdate of Christ was celebrated in devotions, it had marked a season set aside for another kind of greeting. In Northern Europe, Teutonic tribes of pagan times greeted the rebirth of the sun, of the winter solstice.

Earliest celebrations of Christmas combined some of the ancient pagan traditions. By association with Christian beliefs, old customs of greeting the sun became symbolic of a recognition—a greeting of faith, hope and life eternal.

Letters To Santa

Dear Santa,

Please bring me a piano, an inch-worm and some house shoes for Christmas. Don't forget all the other little boys and girls who have been good all year.

I love you,
Robin Houlette

Dear Santa,

I have been a good boy this year. Please bring me a guitar, a viewmaster and a roadway to drive my matchbox cars on.

I hope you have a joyous Christmas.

Love,
Chris Houlette

Dear Santa,

I am in the second grade and I am 8 years old and I want a Raggedy Ann doll and I want a luv Pup and I want a beauty parlor hair styling make-up set. Santa, I'll never forget you. I like all the toys you gave me. I love you Santa.

Carrie Schueler

Dear Santa,

I am 3 years old. Please bring me some dishes and little baby doll.

Thank you,
Rena

Dear Santa,

I am 4 years old. Please bring me a record player and airplane that flies. Oh yes! Santa don't forget the Record-"Funny Face."

Thank you,
Tony

Dear Santa,

I am a 7 year old boy and I have been very good this year. I would like a Super Star Funny Car and Fat Track.

I hope to see you Christmas Day.

I love you,
Jeff George

Dear Santa,

Please bring me a Barbie doll and a guitar. My brother Kevin wants a motor cycle and a road grader. We have been good kids.

Love,
Sharon Frye

Greetings

We sincerely wish you a most "Interest-ing" Yule, and we take pleasure at this time in expressing our appreciation for your patronage.

FIRST FEDERAL
SAVINGS & LOAN ASSOCIATION of CLOVIS
HOME OFFICE: 801 Pile St. CLOVIS, N. MEX.
BRANCH OFFICE: 2nd and Abilene St. PORTALES, N. MEX.

Christinnas Greetings

May sleighbells, laughter and the splendor of a snowy countryside bring you happy joys and a memorable Christmas.

We Thank All Our Friends And Neighbors For Their Loyal Patronage All Year. We enjoy being of service to you.

CROW'S MEAT CO.
Mr. And Mrs. W. S. Crow And Employees

Joy to the World
George F. Root

1. Joy to the world, the King is born,
Whom angels praise in heav'n above,
Whom shepherds feed in fields as green,
And to the oxen and the asses bow,
Who know no guile, and understand
The things that God has planned.

2. Joy to the world, the Lord is here,
The first-born Son of Mary's care,
Whom saints adore, the infants feed,
And to the shepherds and the oxen lead,
To bring good tidings of great joy,
Which shall come unto the world.

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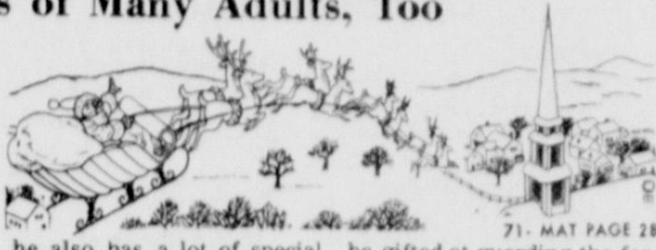
By Any Name, Santa Always Pleases Children, Guards Fortunes of Many Adults, Too

When what's-his-name arrives in town, everyone is glad to see him.

Who's that again? Oh, Santa Claus, of course. Or he could be—depending on where he is—St. Nick, Pere Noel, Father Christmas, St. Nicholas, Kris Kringle.

Washington Irving called him Father Knickerbocker. To Russians, he's Grandfather Frost.

This magical man of many names not only brings gifts,



he also has a lot of special gifts and powers, according to the lore of Christmas.

Santa inherits his powers from St. Nicholas, a fourth-century bishop.

Consequently, he's said to

be gifted at guarding the fortunes of children, merchants and sailors. He takes a special interest in helping single girls find husbands, and the earliest pawnbrokers called him their patron.

Letters To Santa

Dear Santa,
I want a football.

Jerry

Dear Santa Claus,
I know you are very busy if you have time will you please bring me a B.B. gun and some clothes and nuts and candy and a stocking to hang on the tree and a belt.

Wayne Barnes

Dear Santa,
I want a tractor and a motorcycle. I have been "goot." I want a doll for my sisters and a mustang and I love you.

Love,
Moises Ramirez

Dear Santa,
I'm being good and bring me a house and a Barbie. I already have my Christmas tree and I love you.

Mimi Ramos

Dear Santa,
Will you please bring a baby doll and a baby doll carriage and lots of candy and please bring my brother a bike.

Sincerely,
Julie Soliz

Dear Santa,
I have been a good little boy. I want a truck, and candy and bring my sister a doll.

Sincerely,
Lupe Alvarez

'Greetings' Say It's Christmas

All the merriment, all the magic, all the glory of Christmas comes now to the people of this community, like a wonderful package of gifts they can share and enjoy. The wrappings on the package glow with brightest promise—joyful music in the air, gleaming lights and gala decorations, fun and festivity, trees and greens and all the trimmings for a Christmas just brimming over with the good things and glad times that the season inspires.

Now that the long-awaited moment has arrived, what does this community Christmas package hold? The tag gives a clue. It reads, "Greetings, good will and good wishes—Merry Christmas!"

In the community, in the home, in business and social relations, the true spirit of Christmas begins and grows from greetings.

The greetings may be—as evidenced by this special Christmas Greetings Edition—an expression of good will and gratitude from business people of the community, who are sincere in their desire to impart special appreciation of their patrons' confidence and trust.

But whether it's a cheery "Merry Christmas" to a new acquaintance, a warm exchange of season's best wishes with an old friend or still deeper exchange of felicitations with a loved one, the holiday greeting embodies the guiding spirit of "Peace on earth, good will toward men."

Enchanting as they are, gifts, parties and other such gaieties are but the outer wrappings of the holiday package that means Christmas, with its message of fellowship, friendship and love.

LETTERS TO SANTA CLAUS

Dear Santa,
I love you. I am in the second grade. My name is Carol. I wish you would give me what you want me to have.

Carol Dement

Dear Santa,
I want a football suit and cletes and a football and a walkey talkey.

Mark

Dear Santa,
Please bring me some boots and a bicycle and a Barbie doll.

Darynda Eakins

Dear Santa,
I love you. Please bring me a gun.

Love,
Paul Calton

Greetings



At this most joyous of seasons, it's a pleasure to take the opportunity to wish a very merry Christmas to all our good friends!

REEVE CHEVROLET - OLDS

Your Transportation Counselor Since 1938



In the true spirit of this season, we extend our good wishes, sincere gratitude.

BEN FRANKLIN

FRIONAN'S MOTHER

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DIVORCES FEW

No wonder divorces were so few back in Josie's young married life. "Pshaw, I can recall when we used to have to keep the houses all shut up to keep the panthers out, and keep them from attacking our young children," she said as a smile played over her face. She added, "You see Ira there, my son, well once he was sucking on a chicken drumstick and a laughing hyena came right in the house and grabbed his hand. Fortunately I saw the scamp, yelled and the old thing took off without hurting Ira any except a few small scratches. Well, I don't know what a hyena would want with Ira. But the wild animals were pretty common then, and the sawmillers drove them out of their woods and they came in to the houses. They were just hungry I guess."

"I had a lot of good luck raising my family," Mrs. Wise said. "I had six sons and three daughters, and one son who passed away at the age of twelve. Seventeen of my children and grandchildren have fought in this country's wars, four of them serving overseas. My great grandson Benny Nevin will soon go overseas. He is in the Army now. One time I counted up all

of the people in my family, and I found that there were about 158 of them, there's probably a lot more now. One of my nephews, son of my sister, C.H. Osborne, who lives in Kingsburg, California, writes that he soon will visit me. He hasn't seen me since he was four years old, and he is now in his late sixties, or seventies. I sure will be happy to see him again."

RECALLS STORM

One of the most vivid memories that this dear old lady possesses is "the year that McAlester was blown away." She cannot recall what year it was but says that she once had a newspaper which had devoted a full page to it, but she loaned the newspaper to someone "and they never brought it back." She says that the whole north end of McAlester was blown away and "that is what started the cemetery." She adds, "They had to have a place for burying the dead."

T.E. Whitfield's wife, Juanita, is a Wise granddaughter, and heads a one-woman cheering section for "Grannie." She's the one who alerted this writer to the story possibility in "Granny" and her doings. She came to "Granny's" place for the interview, and though she has probably heard Mrs. Wise's stories many times in the past she seemed to never tire of listening to her, and all the while probing the old lady's memory for more of her glorious memories. Mr. Whitfield works on the Jim Miller Angus Ranch, and Mrs. Miller, or Juanita, is a substitute teacher at Tannehill School and is active in any and everything pertaining to that community. She herself seems to be one of those "self-starting" kind, and could probably on a moment's notice whip up a pretty good batch of buttermilk biscuits herself.



"GRANNY" WISE, who is 91 years old, has truly been one of eastern Oklahoma's pioneers. In good health and looking toward many more years, she lives near Indianola with her son, Ira, who himself is 68. She is shown here relaxed and talking about the "old days" when she was part of a four-wagon caravan that "invaded" Indian Territory. She is one-fourth Cherokee.

SEVERAL ANTIQUES

When "Granny" Wise came to Oklahoma in that four-wagon caravan, at the turn of the century, there probably were a lot of family heirlooms among the pots and pans, quilts, hames, collars and saddles, but one thing she didn't store in the wagons, but carried in her head.

"I keep telling Ira," she said with a smile, "that he should get out one of these days before the sap gets too low and get me some persimmon bark so I can make up a batch of a mouthwash. I don't know how

much wild cherry bark I have boiled down to make cough syrup, and you can't beat elder bark for salve, and of course sassafras for thinning the blood in the spring is a world beater. Ira, though, says barks and herbs are mighty hard to find any more. We're just gittin' too blamed civilized." Maybe Ira is kept busy trying to find that hyena that tried to tote him off. There you have her, "Granny" Wise, who recently pushed into the tenth decade of a life that is truly monumental. "Happy Birthday to you, Granny Wise."

Christians Celebrate Holy Day With Prayer and Thanksgiving

For those who celebrate Christmas as a holy day, the holiday is greeted with rejoicing, with prayer and thanksgiving, in church and private devotions.

The word "greeting" has a special significance here, for herald angels singing to shepherds in the fields and a star shining in the heavens truly brought greetings—according to the Revised Standard Version of the Bible, "good news of great joy which will come to all people."

Long before the December 25 birthdate of Christ was celebrated in devotions, it had marked a season set aside for another kind of greeting. In Northern Europe, Teutonic tribes of pagan times greeted the rebirth of the sun, of the winter solstice.

Earliest celebrations of Christmas combined some of the ancient pagan traditions. By association with Christian beliefs, old customs of greeting the sun became symbolic of a recognition—a greeting of faith, hope and life eternal.

Letters To Santa

Dear Santa,

Please bring me a piano, an inch-worm and some house shoes for Christmas. Don't forget all the other little boys and girls who have been good all year.

I love you,
Robin Houlette

Dear Santa,

I have been a good boy this year. Please bring me a guitar, a viewmaster and a roadway to drive my matchbox cars on. I hope you have a joyous Christmas.

Love,
Chris Houlette

Dear Santa,

I am in the second grade and I am 8 years old and I want a Raggedy Ann doll and I want a luv Pup and I want a beauty parlor hair styling make-up set. Santa, I'll never forget you. I like all the toys you gave me. I love you Santa.

Carrie Schueler

Dear Santa,

I am 3 years old. Please bring me some dishes and little baby doll.

Thank you,
Rena

Dear Santa,

I am 4 years old. Please bring me a record player and airplane that flies. Oh yes! Santa don't forget the Record-"Funny Face."

Thank you,
Tony

Dear Santa,

I am a 7 year old boy and I have been very good this year. I would like a Super Star Funny Car and Fat Track. I hope to see you Christmas Day.

I love you,
Jeff George

Dear Santa,

Please bring me a Barbie doll and a guitar. My brother Kevin wants a motor cycle and a road grader. We have been good kids.

Love,
Sharon Frye

Greetings

We sincerely wish you a most "Interest-ing" Yule, and we take pleasure at this time in expressing our appreciation for your patronage.

FIRST FEDERAL
SAVINGS & LOAN ASSOCIATION of CLOVIS
HOME OFFICE: 801 Pile St. CLOVIS, N. MEX.
BRANCH OFFICE: 2nd and Abilene St. PORTALES, N. MEX.

Christmas Greetings

May sleighbells, laughter and the splendor of a snowy countryside bring you happy joys and a memorable Christmas.

We Thank All Our Friends And Neighbors For Their Loyal Patronage All Year. We enjoy being of service to you.

CROW'S MEAT CO.
Mr. And Mrs. W. S. Crow And Employees

Songs of Season Carrying Merry, Modern Message

As families and friends gather to sing carols, as carolers roam from home to home, as happy notes ring out in church services and other gatherings, the familiar and favorite songs of the season celebrate the pure joy of Christmas.

Busy about his holiday tasks, one singer alone might "carol joyfully," just for the gladness of it. The Christmas treasures of heart and spirit are his in fullest measure, for carols belong to people everywhere, and most especially to every individual.

Carols are simple and sincere, merry and joyful, usually religious and sometimes secular. Some carols are ancient indeed and some are of today. But whatever a carol's age or origin, one thing is always true.

All carols are modern. Their spirit is that of the first of all Christmas songs, "Glory to God in the highest, and on earth peace, good will toward men," sung by an angelic chorus.

Their message, like the age-old Christmas story, is as fresh and new as tomorrow.

Hymns Were Latin

By its very character, a carol brings "Glad tidings of great joy" or, to put it more simply, "Good news." The French carols known as "Noels" express this with the use of the word "Noel" or "Nowell" as a refrain—and "Nowell" means "news."

Scholar's Latin was the language of the first Christmas hymns, the forerunners of present-day carols.

Typical of those ancient hymns is a leaf from an illuminated manuscript, now in the Library of The Metropolitan Museum of Art, New York City.

The leaf features a dramatic initial letter, illustrating the Nativity scene and "illuminated" by touches of gold. It's the work of an unknown 15th-century Italian artist.

The hymn celebrates the birth of Christ, Son of God and Saviour of Man. Its source is an Antiphony, or collection of antiphons—songs to be sung in response or in alternate parts.

Though the Latin words may look complicated to a nonscholarly eye, the music is simplicity itself—notes for a basic melody.

Simple as it is, this hymn comes from an era which saw the beginning of greater complexity in music. Toward the end of the 15th century, church music became not only a religious inspiration but a moving force in musical development.

Rhythms became more complex, and counterpoint began to evolve.

Changes took place in the language of Christmas song, too, for Latin was no longer a language understood by all.

The solution? "Macaronic" carols, which may suggest something to eat—but "macaroni" adds a "c" to become "macaronic" and gain a new meaning—"in two languages."

Macaronic carols combined Latin with a language that the common people understood.

Dancing with Joy
A Christmas carol might also be a Christmas dance.

Origin of the word "carol" itself seems to trace back to the French word, "caroler" meaning to dance, and carols of yesteryear may have been sung by carolers dancing in a circle.

Full of rejoicing, the carols we sing today literally dance with holiday merriment.

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Singing "Wassail"

Traditionally, carols go with the feasting and toasting that are part of holiday cheer, for a "wassail bowl" is any festive beverage, and a "wassail" is also a carol.

The "wassail" was one of the earlier forms of English carol—named, probably, for the Anglo-Saxon "weshal," translated as "to be hale or hearty."

It's Entertainment

That carols have always been popular music, in the modern sense, is illustrated by the mystery plays of medieval England, say the editors of the New Book of Knowledge.

At first, carols were sung between the acts, just as music might be provided during intermission, at a play or movie.

Soon, people demanded more. In response to their enthusiasm, carols were sung on stage, as part of the entertainment.

The leader had a portable organ and led the singers in a procession across the stage. Swept away by the spirit of the carols, the audience sometimes joined in, and the procession moved into the streets, singing.

And today, that same enthusiasm leads people everywhere to join in the singing of beloved carols.

NOSING AHEAD

Dasher? Dancer? Santa's most famous reindeer today is Rudolph of the red nose, from the 1939 song by Johnny Marks.

PROOF OF PUDDING!

In European countries, finding an almond in the holiday pudding means marriage next year.

Dear Santa,
I have been a good little boy. I want for Christmas a big tractor, car, train and lots of candy and don't forget my little sister wants a doll house.

Sincerely,
Edward Martin

Dear Santa,
I have been a good little girl. I want a bike, and beautiful doll. And bring Gloria a little baby doll.

Sincerely,
Diana Cruz

Dear Santa,
I have been a good boy. I want a dump truck and a tricycle, a tractor. My mother wants a dress and daddy some pants and I want lots of candy and fruits.

Sincerely,
Steven Polk

Dear Santa,
I am a good little boy. I want a little truck, a train, a ball and lots of candy and fruits. And bring Jessie a bike please.

Sincerely,
Noe Lara

Dear Santa,
I have been a good girl will you please bring me a bicycle and a doll and I want candy and fruits. And don't forget my five brothers and sister. Please bring them something nice.

Sincerely,
Christina Guerra

Dear Santa,
Please bring me a Barbie doll and house shoes. My brother wants a train and a gun. We love you.

Beth Collier

Dear Santa,
I want a football suit and I want a baseball and a ball.

David

Dear Santa,
I love you. Please bring me a drum set.

Love,
Jerry Lanier

Dear Santa,
I love you. Please bring me anything you want me to have.

Love,
David Salinas

Dear Santa Claus,
I want for you to bring me a little tractor if that's not too much trouble.

Nati Mendoza

Dear Santa,
I am 8 years old. Please bring me a doll with long hair and shoes and clothes and one dollar.

Thank you,
Emma Salinas

Dear Santa,
I want a crash-bang, derby set, a watch, imposter, air devil, birdie bird airplane and tape recorder, super star electric train, sizzler train, chop cycle, record player and new cars for race track you brought us last year.

Love,
Tim Kirk

Dear Santa,
I want a bike and a poggun and a TV and a lightbright, and a dog and a blanket.

Brian

Dear Santa,
I would like a baby Tender Love, and a dollken fashion doll and a tom thumb, cash register. I would like a Buck Owens album for my grandma, some shaving lotion for my grandpa, and a world globe for my mother.

Thank you,
Jo Ann Fabela

Dear Santa Claus,
I would like a fire engine and a Long Ranger bike and a police car, a new play rifle, a new walkie talkie, a camera, a new mickie mouse watch and markal the mustang and a train for this Christmas Day.

Henry Guillen

Dear Santa Claus,
I want a talking Crissy doll and a lazy dazy doll and a soft and lifelike doll.

Estela Lucero

Dear Santa,
Please bring me a train and a play gun. I have been good. I don't know what the others want but you do, so please bring it. I love you.

Mark Salas



Christmas greetings

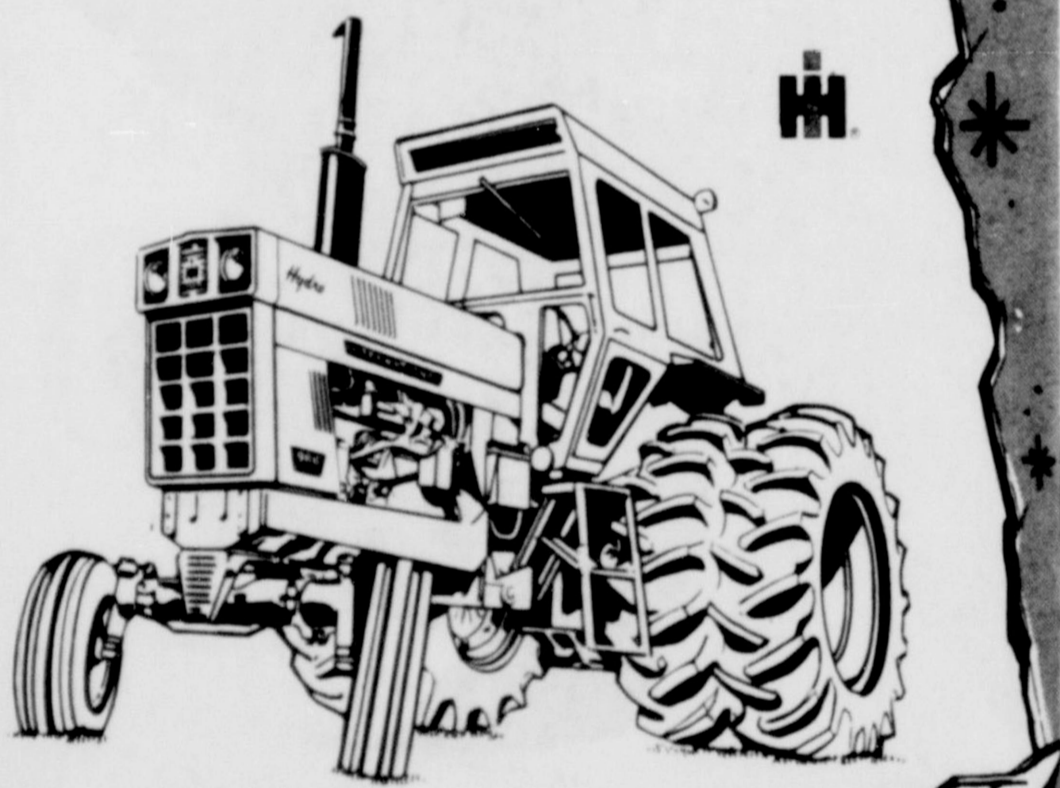
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FRIONA TEXAS FEDERAL CREDIT UNION

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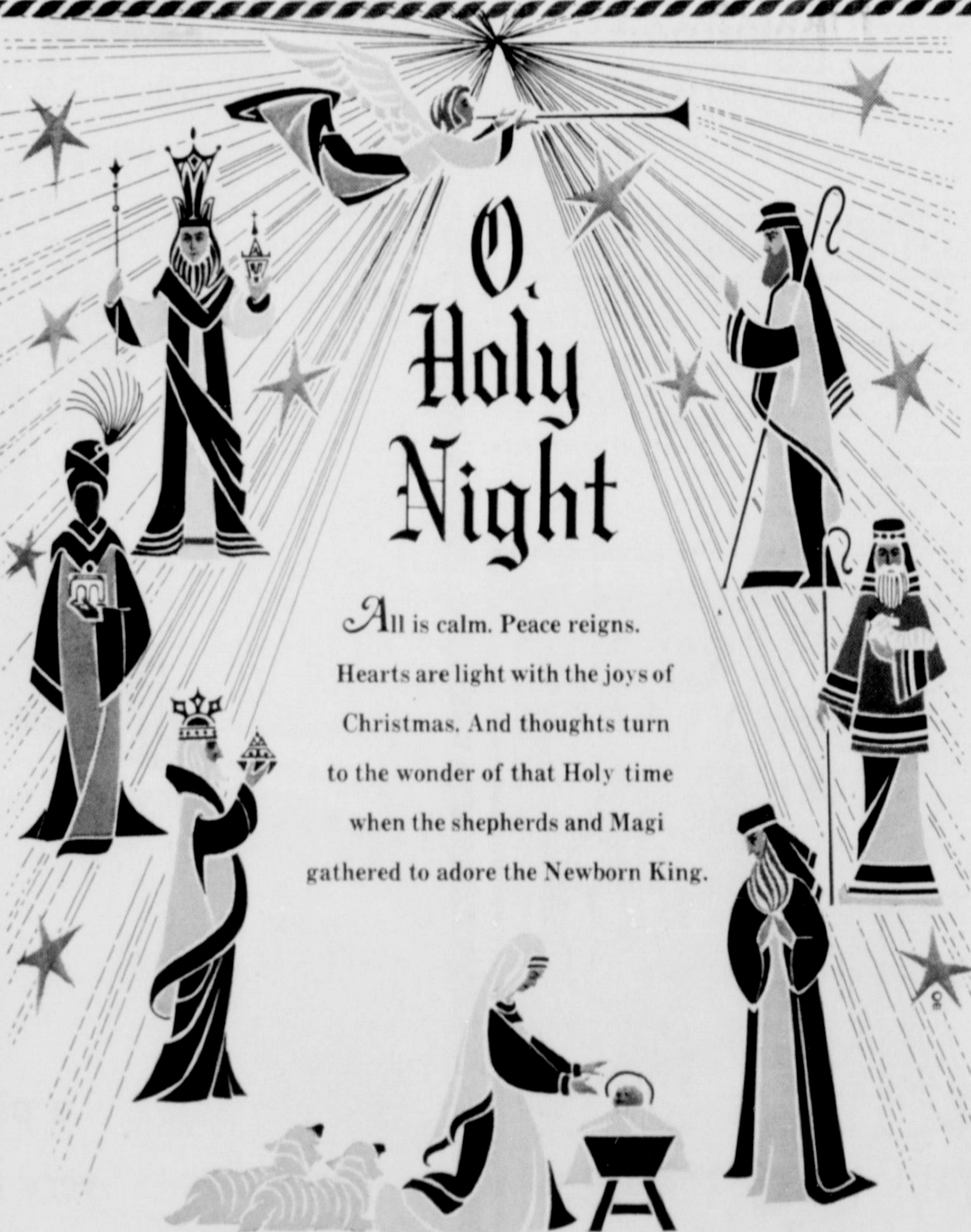
Why Not Start Your Christmas Fund Now For 1973?

What Would Make Christmas Happier Than A New I-H Farmall Tractor...



TREAT YOURSELF THIS YEAR, DAD. YOU DESERVE IT!

PARMER COUNTY IMPLEMENT CO.

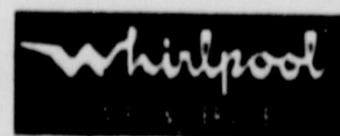


O Holy Night

All is calm. Peace reigns. Hearts are light with the joys of Christmas. And thoughts turn to the wonder of that Holy time when the shepherds and Magi gathered to adore the Newborn King.

BILL'S TV & APPLIANCE

RCA



521 Main

Friona

Phone 247-3035



Why Did Wise Men Bring Frankincense And Myrrh?

BY D.A. "ANDY" ANDERSON
Head, Information and Education
Texas Forest Service

The men who wrote the Bible were of many sorts—doctors, priests, historians and lawgivers. Nonetheless, they spoke a common language when they praised the wonders of creation—clouds, stars, mountains, animals, and especially the trees, flowers and other plants. They were all understanding of nature.

Perhaps more attuned to nature than some, however, were the Wise Men, whom we hear so much about during the Christmas season. As shepherds, they led a simple life away from others. In their solitude, they had much opportunity to observe and reflect on the workings of nature. And, at night with their flocks, they watched the ever-changing pattern of the stars in the sky above.

The Wise Men, from the land of Arabia or some part of the Parthian Kingdom, were also knowledgeable about the prophecies of the Old Testament, which told of the coming of the Messiah. Thus, with divine guidance, they become convinced that a certain star which they beheld in the heavens was a token of the birth of the great King.

Part of the wonderful Christmas story of the Wise Men is preserved for us in the writings of St. Matthew. The Wise Men had seen and followed the star that went before them to where Christ was born in the city of Bethlehem. And here they came to pay Christ homage through worship and offering of gifts.

To quote St. Matthew—"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."

Looking upon gift-giving in a materialistic way, we might question why the Wise Men presented gifts of frankincense and myrrh to the young child. Gold, of course, could provide financial needs. But what made frankincense and myrrh so special? Detailed answers to this question can best be left to theologians. Some of them say the gifts were emblematic of divinity, regal office and manhood of Christ. Another theologian states, "they offered him incense as their God; gold as their King; and myrrh as united to a human body subject to suffering and death." Still others say that the Wise Men offered what they held in most esteem among themselves—products produced in their own country.

It is particularly interesting to note that both frankincense and myrrh are the products of trees, the uses of which go back into antiquity.

Frankincense is an aromatic resin with a bitter, acrid taste that exudes from several trees of the genus *Boswellia*. Such trees are abundantly found on the Somali coast and in South Arabia. Cuts or wounds are made in the tree trunks, where the accumulated resin coagulates in globules. These are then easily scraped from the tree.

Frankincense was used as an incense in religious ceremonies by the Egyptians, Persians, Babylonians, Assyrians, Jews, Greeks and Romans. It is still widely used today as an incense. It is also used in the East as an external application for tumors and sores, and in China, as an internal remedy for leprosy and other diseases.

Myrrh is a bitter, resinous exudation obtained from trees of the genus *Balsamea* or *Commiphora*. These spiny plants grow in Arabia and Abyssinia.

Since ancient times, myrrh has been used as a perfume, for embalming purposes and as a religious anointing oil. It is occasionally used in medicine to increase appetite and stimulate the flow of gastric juices, and as a constituent of mouth wash.

It is of interest to note that myrrh played a part at Christ's crucifixion and upon His mortal death. As reported by St. Mark—"and they gave him to drink wine mingled with myrrh; but he received it not."

In St. John, the story is told—"And there came also Nicodemus, which at the first came to Jesus by night, and brought a mixture of myrrh and aloes, about a hundred pound weight. Then took they the body of Jesus, and wound it in linen clothes with the spices, as the manner of the Jews is to bury."

Although we do not know the true significance of frankincense and myrrh as gifts to the Christ Child, we know that they were commodities of commerce highly valued for use in religious ceremonies and for their medicinal properties.

As men close to nature, it is possible that the Wise Men collected, in their wanderings, as shepherds, the same myrrh and frankincense which they presented as gifts.

Whatever their significance, they were gifts from the heart to one whose coming they sought.

READY FOR YULE
"Christmas tree" is the actual name of a plant that grows in New Zealand.

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DECORATIONS... Christmas decorations went up in Friona earlier this month, just in time for the early snows. City employees are shown as they put up the decorations on Main Street.



Santa Letters...

Dear Santa,
I have been a good boy. Will you bring me a bicycle and a doll for my baby sister.
Rudy Bermea

Dear Santa,
I want a bike and I want a doll.
Love,
Patsy

Dear Santa,
I want a Baby Tender Love and clothes.
Love,
Susan

Dear Santa,
I would like a train and some track for Christmas.
Chencho Basquez

Dear Santa,
For Christmas I would like to have a birthstone set, a purse, and I would like to have some hip huggers.
Thank you,
Becky McLellan

Dear Santa,
Please bring me a guitar, some skates, a rifle, farm set and a construction set. Bring all the other children some toys too. I am five.
Love,
Mitchell Gibson

Dear Santa,
I am a little girl 5 years old. Please bring me a Tender Love Doll that cries and smiles. And a Barbie Beauty Parlor set. Also a Fisher-Price airport and 2 telephones to talk from room to room. If you can I would like a nurse set. Also fruits and nuts. Please don't forget Jason my little nephew.
Love,
Tammi Dawn Kelley

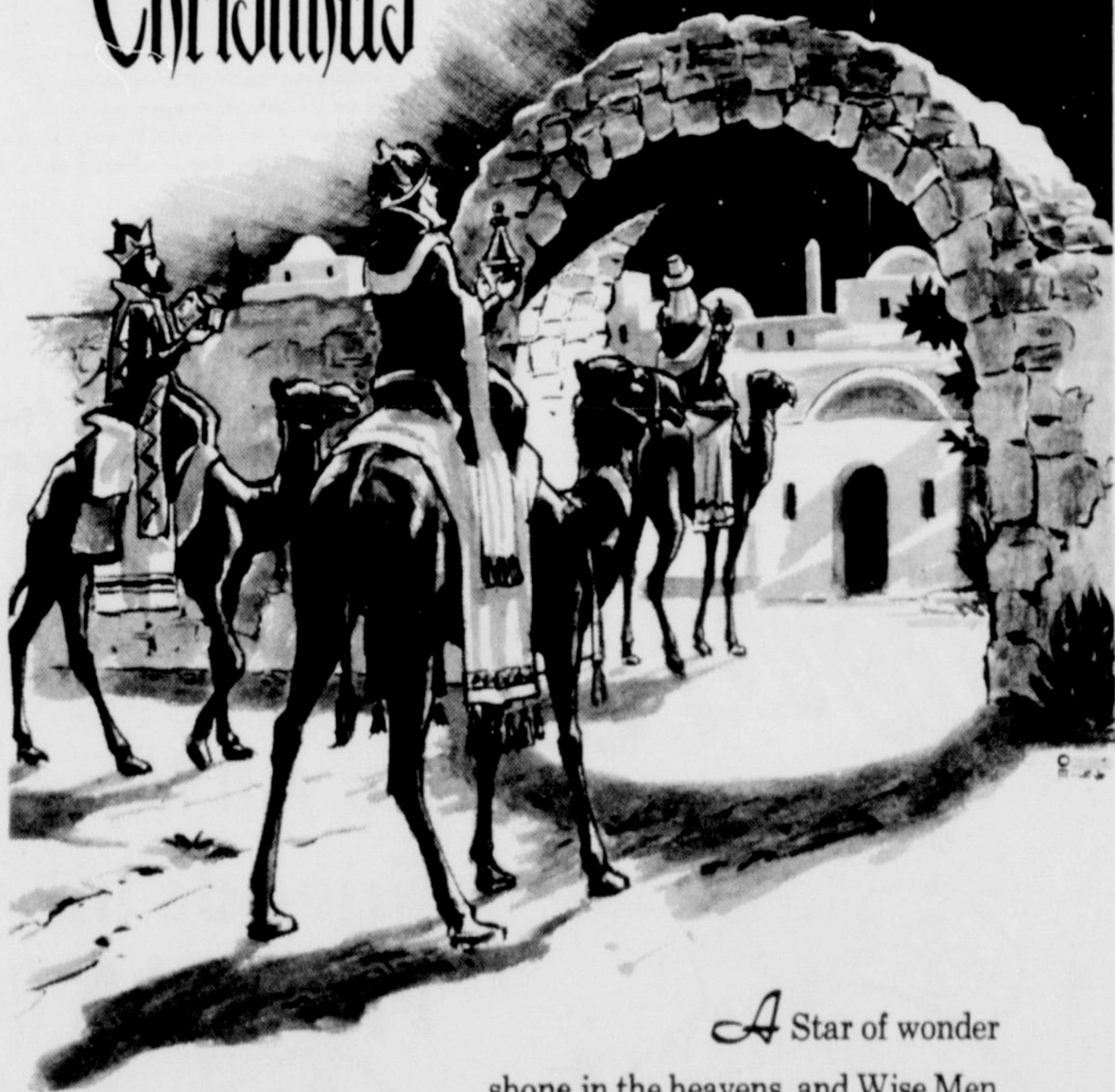
Dear Santa,
I want you to bring me a racing car.
Leo

A HEAP OF GOOD WISHES

Heigh-ho the merry-o!
It's Christmas once again. And jolly Santa rides the range, carrying our good wishes and gratitude.

Season's Greetings
From
GOODPASTURE, INC.
Percy Wilson, Mgr

A Joyous Christmas



A Star of wonder shone in the heavens, and Wise Men from the East came to worship a newborn King. May this spirit of reverence and rejoicing spread its wonder throughout your daily lives. Merry Christmas to all our friends and cherished patrons.

**WEST TEXAS RURAL
TELEPHONE
CO-OPERATIVE**

Merry Christmas



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.

FRIONA FEED YARDS - PACO FEEDS

LETTERS TO SANTA CLAUS

Dear Santa Claus,
My name is Jessie Reyna. I am 7 years old and I want Santa Claus to bring me a truck and I like you Santa Claus.
Jessie Reyna

Dear Santa,
I love you. Please bring me a doll.
Love,
Christina Crutchfield

Dear Santa Claus,
I would like for you to bring me a Barbie Doll. My sister wants a doll that has makeup. That's all we wish for.
Dianna Lee Madrid

Dear Santa Claus,
My name is Rosemary Reyna and I am 8 years old and I want Santa Claus to bring me a doll and I like you Santa Claus.
Rosemary Reyna

Dear Santa,
I love you. Please bring me a car.
Love,
David Rodriguez

Dear Santa,
I want a Barbie and a doll to play games and new skates.
From Shelly

Dear Santa,
I am 6 years old. I am in the first grade. I have been a good boy. Please bring me a football suit and a record player. Please remember the other boys and girls.
Love,
Cameron Beavers

Dear Santa,
I love you. Please bring me ten cars.
Love,
Jessie Nova

Bye,
Vilma Cruz



ANGEL CORPS MEMBER... Darlene Denney [center], daughter of Mr. and Mrs. H.R. Denney of 1212 Columbia, Friona, is one of fourteen coeds who comprise the Angel Corps [women's division] of the R.O.T.C. Department at West Texas State University. Miss Denney is a sophomore student at WTSU. [WTSU Photo]

Intangible Gifts Are Bringing Best Blessings, in Abundance

Among the treasures and pleasures of Christmas, gifts loom large—as all who greet the Yuletide as a season of laughter and a time to be glad of heart well know.

Tangible gifts, large and small, have their place in the holiday scheme of things. They're the outgoing expression of the generous Christmas spirit.

It's the intangible gifts, though, that seem to shine most radiantly. Christmas

after Christmas.

The delighted smiles of children and the wonder in their eyes, the privilege of aiding the less fortunate, the opportunity to cherish and strengthen friendships and family ties, the renewed spirituality, the solid foundations of health, happiness and love, faith and hope—these are the intangible gifts.

Blessed indeed is the Christmas that brings an abundance of such gifts!

DRESSING THE QUEEN

Once, it was customary for people to give their country's rulers clothing for Christmas, and Queen Elizabeth I acquired a large part of her wardrobe this way, historians say.

CHOOSING LOG

Ash was the wood chosen for some of the first Yule logs, because Christmas lore said that the Christ Child had been bathed and dried before an ash-wood fire.

NOEL

WE HOPE YOUR CHRISTMAS IS BRIGHT & GAY!

CITY BODY SHOP

Leonard & Leon Coffey



Whether she's entertaining on Christmas Day or after New Year's, she'll want to do so in a handsome new robe. Above done in Celanese Arnel® triacetate and nylon fleece, as designed by Bill Tice for Royal. Available in navy with rose trim.

Trees Flourish In Festivities

Of all the customs of the Yuletide, none flourishes more merrily than the Christmas tree. It's a happy holiday tradition to set up a tree, string it with lights, deck it with ornaments and crown it with a star.

Legendary suggestions about the origin of the tree are plentiful. Just about every country has one to offer.

The pine trees of the Roman Saturnalia, the great tree of Yggdrasil in Norse mythology and the evergreens the Egyptians used to adorn their homes at the winter solstice are but a few of the possibilities.

In Scandinavian mythology, the three roots of Yggdrasil bound together the home of the gods, the land of mankind and the netherworld.

Though where the Yule tree began can't be pinpointed, it first showed up as an accomplished fact in the 16th century. Strasbourg manuscripts of that era describe decorated trees as a regular, established part of the Christmas season.

The custom of the tree was probably brought to the New World by Hessian soldiers fighting for the British in the Revolutionary War.

The chronology of the Christmas tree in America reveals these highlights, as compiled by the editors of Encyclopedia International.

1856 First Christmas tree in the White House introduced by President Franklin Pierce.

1909 People of Pasadena, Calif. erected a towering tree on Mount Wilson.

1912 Community trees decorated in Madison Square Park, New York City, and on the Common in Boston.

1913 "Children's Christmas Tree" placed in Independence Square, Philadelphia.

1920 Giant deodar cedars create a mile-long panorama of lighted trees, on "Christmas Tree Lane" in Altadena, Calif.

1923 First National Community Christmas Tree inaugurated by President Calvin Coolidge.

1926 National Christmas Tree designated by U.S. Department of Interior. It's a "Sequoia gigantea," or coniferous evergreen, in King's Canyon National Park, Calif.

1933 First Rockefeller Center Christmas tree erected—a 70-foot high Norway spruce with 1,200 colorful lights. Since then, huge Christmas trees—usually Norway spruce—have been a tradition in this New York business-entertainment complex. Tallest ever was a 90-footer, in 1948.

1947 Minneapolis celebrated with a tree made of water-pipes. 135 trees placed in the pipes served as limbs.

1950 A Seattle shopping center set a record for the highest tree, with a 212-footer.

Canadians celebrate with a National Christmas Tree on Parliament Hill in Ottawa.

Tidings of Joy

FRIENDLY Christmas Greetings

We take pause from everyday routine to celebrate the Christmas holiday. And we welcome this opportunity to extend our warmest wishes and thanks to all. Hope your Day is a happy one.

E-Z WAY LAUNDRY

118 E. 9th Friona

GREETINGS

Over the fields and through the snow-covered countryside go our warmest Christmas wishes. In this tradition, we greet our friends and customers, with hopes for your holiday happiness, and with genuine appreciation for your good will.

BIG TEX CATTLE & GRAIN INC.

Summerfield

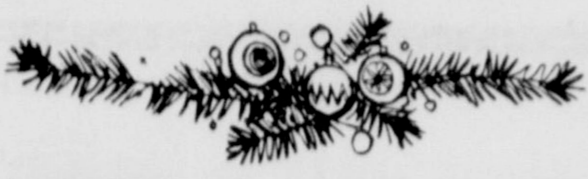
Merry Christmas

To All My Friends In FRIONA And PARMER COUNTY

Remember Me - - I'll Be Back **DICK DAVIS**

DACO

"personalized advertising"



LETTERS TO SANTA CLAUS

Dear Santa,
My name is Tonya Cupell and I am 2 years old. I have been a good girl this year and would like a baby doll, and a rocky horse for Christmas.
Please remember all the other children too.

Love,
Tonya

Dear Santa Claus,
I like the coloring book of the night before Christmas. For Christmas I would like a guitar and granny boots and a surprise.

Love,
Becky Myers

Dear Santa,
Toby wants some guns and shirts. Clay wants some guns and shirts. Vilina wants a doll and a record player.

Vilina Dutton

Dear Santa,
Do you have your Christmas tree up? I do have mine up. I do have presents under it. I want a tractor, road grader and Red Ryder BB Gun and hot seat.

Love,
Denver Ray Redwine

Dear Santa,
My mother is writing this letter because I cannot write yet.

I am 4 years old. I have two brothers who are 6 and 7. Their names are Henry and Ed. They go to school now. They have been pretty good boys.

They want a train, Toy Louder, guns, farm, and black board.

I would like a doll house, dishes and doll clothes. I have been a pretty good girl too.

Santa, there will be cookies and milk on the T.V.
Hope to see you Christmas.
Thank you,
Rebekah Sue Martin

Dear Santa,
I want a candle maker and a necklace and a dresser and a Debbie doll.

Love,
Judy McLellan

Dear Santa,
My name is Brad Graham. I live at 1101 4th Street. I have been a good boy. I would like to have some toys like a train, a truck and Rock 'em Sock 'em Robots, and Hasbro Stick Shifters.

Love,
Brad

Dear Santa Claus,
I would like to have a motorcycle, a basket ball and basket, also I would like a guitar and pick also a T.V. and lunch pail and a new dresser and a football and lots of paper, a chain and collar for kitty, a boat, pair of boots and hat and a drum.

I Love You,
Shaun Carnes

Dear Santa Claus,
How are you? I want a doll for Christmas. I would like some dishes too. I want a doll that cries, walks, talks and she sets down. Do you have a cradle for my doll?

Love,
Grace Bonsal

Dear Santa,
I want you to bring me a Tender Love doll and I want you to bring me a purse. We already have our Christmas tree up. You can leave the presents under the Christmas tree.

Ortence Arias

Dear Santa Claus,
I love you and I've been a good boy and Merry Christmas. I want a candle making kit, a master piece game, and three football posters. I haven't been too bad.

Love,
Andrew Fleming

Dear Santa Claus,
I love you, and I've been a good boy. I want an electric train, an army set. My big brother Andrew wrote this. I am four years old. I live in Friona, Texas.

Love,
Bruce Fleming



AUXILIARY CHRISTMAS PARTY. Mrs. Bob Alexander, president of the Hospital Auxiliary, looks on as Mrs. Paul Spring and Mrs. Lee Spring serve Mrs. A.L. Outland at the annual Auxiliary Christmas Party held last Friday at the home of Mrs. Lee Spring. The three local doctors' wives were hostesses for the event.

Well-Loved Carols Ring Out Everywhere

"Joy to the world! The Lord is come!"
"It came upon the midnight clear, that glorious song of old."

"Silent night, holy night, All is calm, all is bright."
"Oh come, all ye faithful, joyful and triumphant."

Throughout Christendom, the words of these well-loved carols are familiar even to little children, and they'll be heard this Christmas wherever carolers get together.

"Joy to the World" was written by Isaac Watts (1674-1748), English hymnist.

Watts, who is known as the creator of the modern hymn, wrote nearly 600 hymns. Many of these still appear in Protestant hymnals, says the Encyclopedia Americana.

"It Came Upon the Midnight Clear" is the work of Edmund H. Sears, a Unitarian minister in Massachusetts, more than a century ago.

Perhaps the most famous of Christmas carols, "Silent Night" was first sung on Christmas Eve, 1818, to guitar music.

Mice in the bellows had silenced the organ of a tiny Austrian church. Father Joseph Mohr met the challenge by writing "Silent Night." His organist composed a melody for guitar.

Father Mohr's inspiration—aside from the mice—was the vast, still beauty of the snowy mountains around the village.

"Oh come, all ye faithful" is translated from the Latin, "Adeste Fidelis," and its exact beginnings are shrouded in the mists of time.

Historians say it may have been written by Saint Bonaventure, in the 13th century.

IT'S LEGAL
Alabama was the first U.S. state to make Christmas a legal holiday, in 1836.

Yummy knits



Christmas '72 is a holiday confection in yummy pastels from Russ Girl. Overall knit acrylic shrink and shirt match, plaid acrylic pants. All machine-washable.

Merry Christmas to all

Happy carolers raise their voices to add a cheery Christmas note. It's full of good wishes and spirited hopes that this Yule is the best ever for all of you!

PLAINS HARDWARE

Merry Christmas

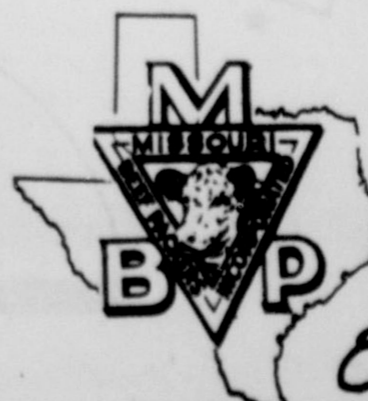
❄️ *At this joyous time of year, we extend our warmest wishes*

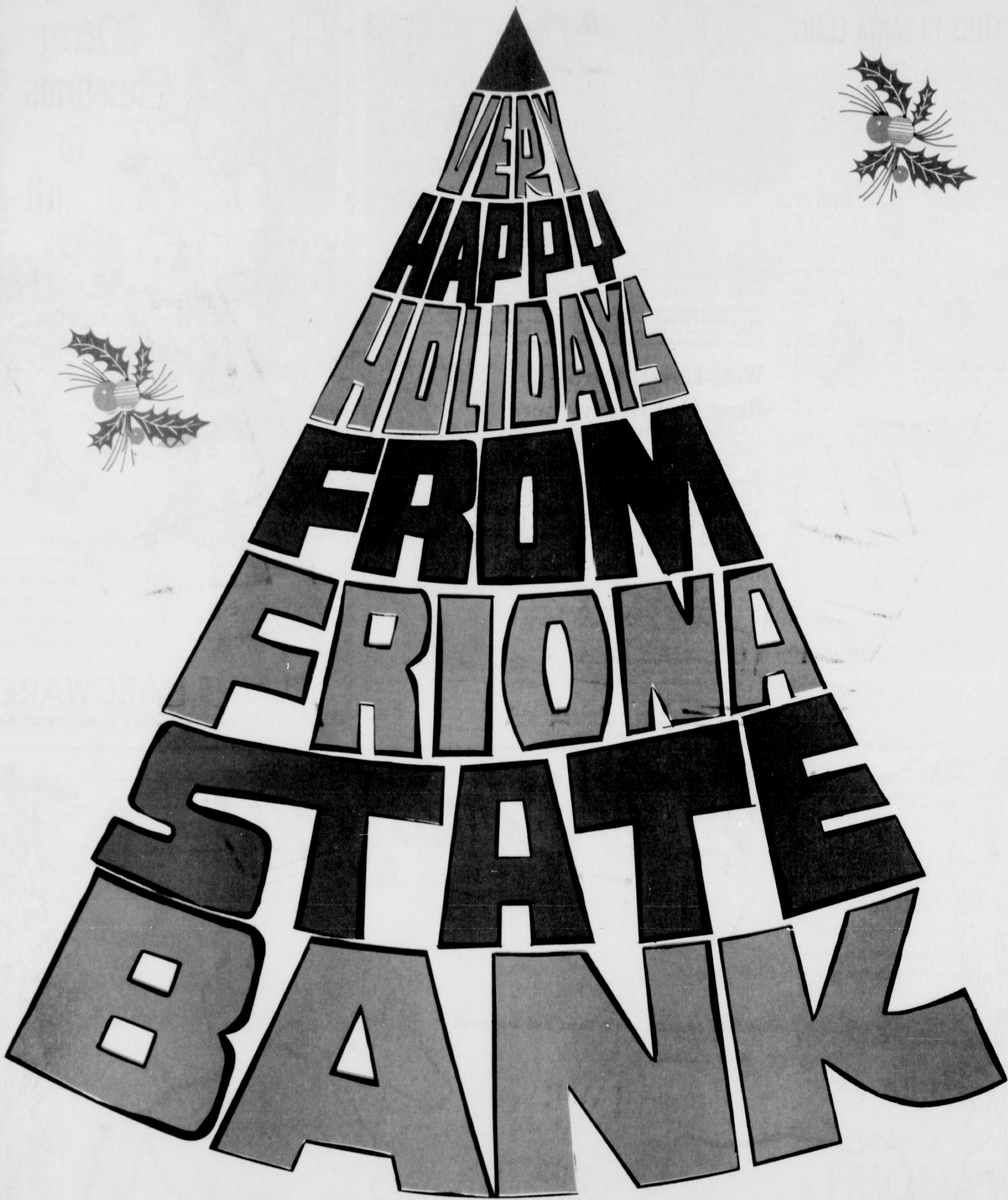


FROM ALL OF US AT

MISSOURI BEEF PACKERS

FRIONA PLANT



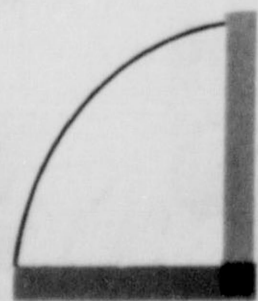


**VERY
HAPPY
HOLIDAYS
FROM
FRIONA
STATE
BANK**

Friona State Bank offers
holiday greetings to the most
important folks in our business.

YOU

You are the folks we depend on
and we want to express our
thanks for your business by
wishing you a happy and
prosperous holiday and new
year.



FRIONA STATE BANK