

SANTA VISIT SCHEDULED 17 TH

THE FRIONA STAR

Serving Friona and Parmer County • First in Local Pictures —• First in Local News —• First in Advertising

VOLUME 28, NUMBER 18

FRIONA, TEXAS, THURSDAY, DECEMBER 4, 1952

5c Per Copy

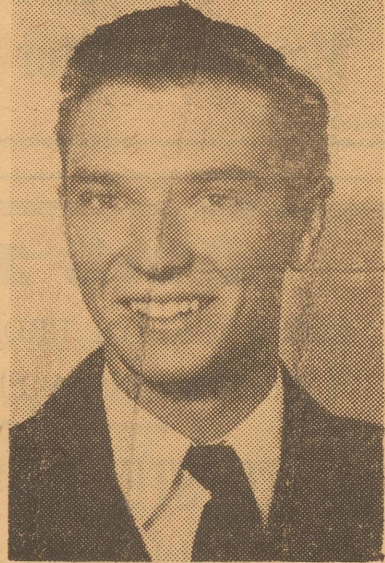
Column Left . . .

Mayor Charles Allen tells us that something must and will be done about so many people following the firetrucks to the fires.

MEET THE TEACHERS:

Whitfield, Music Teacher Comes from River Road

One of the more versatile personalities you'll contact among the faculty of the Friona schools or anywhere else for that matter is that of Billy Juan Whitfield. An instructor in public school music, Whitfield was reared a farm boy, has maintained his own herd of Jerseys, worked his way through college as a bus driver while studying English and education, together with music, and has ambitions to become a psychologist. See why we refer to him as versatile?



BILL WHITFIELD

Whitfield was born at Van Aylstine near Sherman, Texas, in 1928; he was the youngest of three boys born to Mr. and Mrs. H. T. Whitfield. He grew up in the Sannorwood vicinity and attended that school which was the largest consolidated rural school in Texas. There he was a 4-year member of the FFa, and he also played basketball there.

Attending college at WTSC in Canyon during the years 1947-51 Whitfield majored in Secondary Education and English, minoring in Primary Education and music. In 1951-52 he taught in the River Road school north of Amarillo.

As might be expected in one desiring to be a psychologist, Whitfield professes his main interest as people. Hobbies include hunting, fishing, traveling and playing the piano.

He is a member of the Methodist Church, and at the present time he spends most of his away-from-class hours at Pete's Service Station where he is employed.

Season Basketball Game Schedule Is Announced

- Dec. 4-6: Farwell tournament.
- Dec. 8,9,10,11,12,13: Whiteface tournament.
- Dec. 16: Friona at Farwell.
- Dec. 18: Friona at Adrian.
- Jan. 2: Lazbuddie at Friona.
- Jan. 3: Hereford at Friona, A and B boys.
- Jan. 8,9,10: Lazbuddie Tournament.
- Jan. 13: Bovina at Friona.
- Jan. 15: Canyon at Friona, boys A and B teams.
- Jan. 16: Friona at Vega.
- Jan. 20: Canyon at Friona, girls A and BB teams.
- Jan. 23: Farwell at Friona.
- Jan. 27: Adrian at Friona.
- Jan. 30: Friona at Lazbuddie.
- Feb. 3: Friona at Price College, boys A and B teams.
- Feb. 6: Friona at Bovina.
- Feb. 7: Price College at Friona boys A and B teams.
- Feb. 10: Friona at Canyon, A and B girls teams.
- Feb. 13: Vega at Friona.
- Feb. 17: Sudan at Friona.
- Feb. 19: District Basketball Tournament at Vega.
- Feb. 20: District Tournament at Vega.

In some recent instances the onlookers have even parked their cars between the trucks and the fireplug.

We agree that this thoughtless practice must be stopped. If your home was afire and at stake, surely you would not appreciate any needless hampering of the firemen's efforts.

(Continued on Back Page)

Friona Plans Reception for Airborne Santa As Letters to Kindly Gent Begin Arriving

The first letter to Santa was delivered to The Star this week.

David and Tony Smith of Route 1, Friona, wrote the letter.

If one of these youngsters will come to the Star office they will receive tickets for themselves and their parents to the Regal Theatre in Friona.

Congratulations to Tony and David Smith!

Mr. and Mrs. R. W. Means Jr. from Albuquerque spent the week end in the A. L. Black home.

The pastor from the Clovis Lutheran Church supplied for the Rhea church Sunday.

Natural Gas Irrigation Use Subject of Meeting

Parmer County farmers interested in natural gas for irrigation use are invited to a meeting at the Bovina school auditorium Monday night, Dec. 8, at 7:45. This session is announced by officials of the County Farm Bureau who have been negotiating for several months with officials of the West Texas Gas Company serving this area.

Spokesman for the evening will be C. I. Wall, president of the gas firm. Contracts now are available that make it possible for users to

Have you written Santa?

What with toys in all the toylands of the town, and with only 20 days left before the kindly old gentleman makes his visit, we should think it time to be writing him of your wants now, so that he will have plenty of time to read every letter.

Letters to Santa should be addressed to Santa in care of The Friona Star and they should be written so that we will receive them next week.

Every one of these letters will be printed in the Star before Christmas. If yours is not in next week's issue watch for it later.

We hope all of you will remember your mothers and fathers, your brothers and sisters, and even those less fortunate children in other lands.

But whatever you do, we hope you will write those letters real soon - And be real good boys and girls all the year long.

No doubt about it - holiday time has arrived in Friona, and Santa has sent assurance that he is cooperating with local merchants and organizations in a trip to see all the boys and girls at Friona on Wednesday, Dec. 17th at 2:30 in the afternoon. He will arrive at the airport and proceed to parade downtown to the Christmas tree where he will be assisted in giving out treats of candy, fruit and nuts by the American Legion members.

Complete details of the Santa Day in Friona will be found in the Star next week.

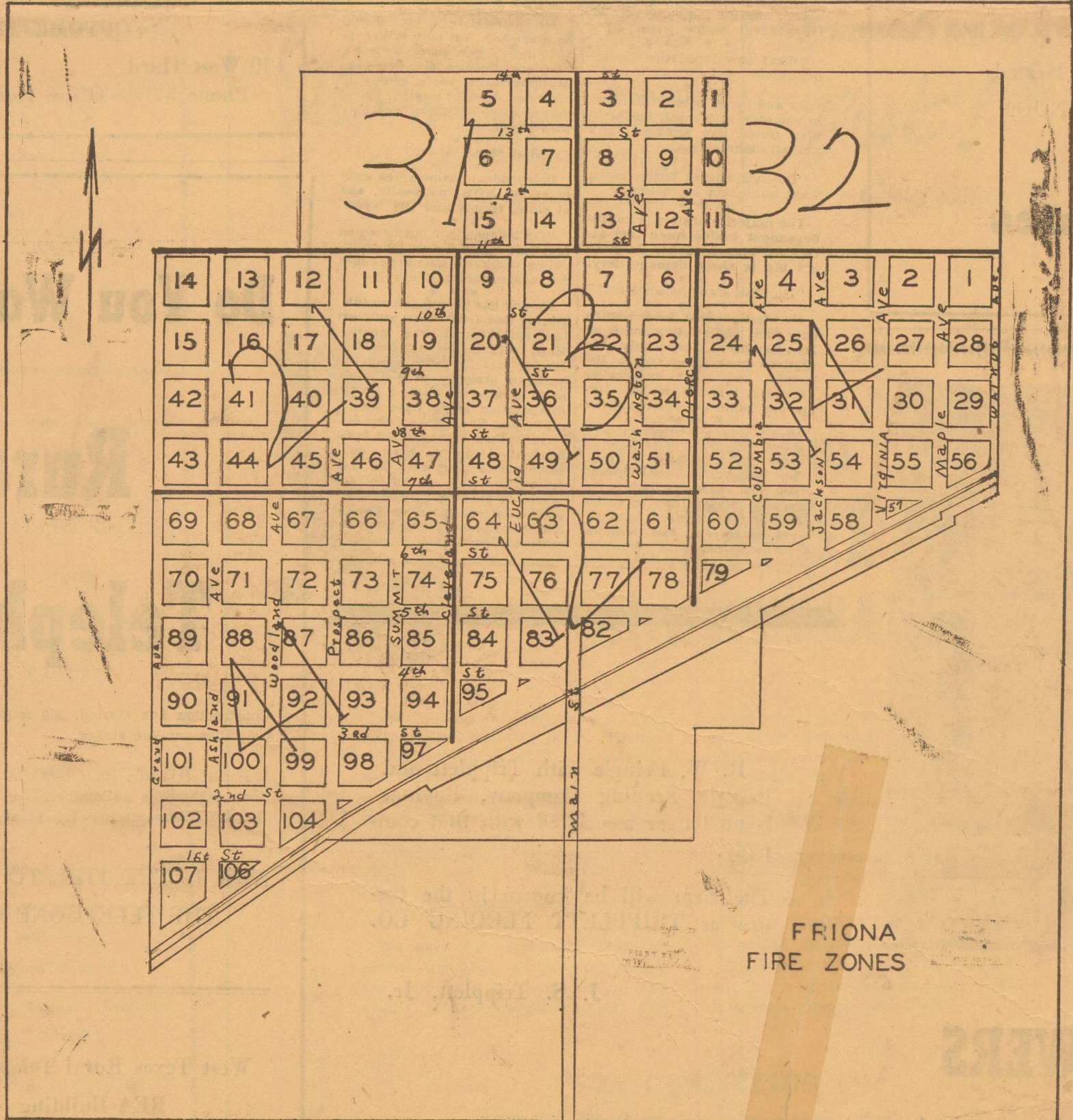
Again this year prizes will be awarded for home and business decorations and lighting. The Chamber of Commerce will give three cash prizes for inside residential lighting and decorations. The Villa Cafe will give two awards, \$5 and 2.50 in trade, for outside residential lighting. Other prizes will be announced next week.

Christmas street lighting will be strung early next week.

Christmas trees are on sale at many stores in Friona, the shelves have been stocked with the largest supply ever of appropriate gift merchandise and toys. The local merchants are to be commended for their success this year in securing a large variety of Christmas merchandise at prices comparable to those obtainable anywhere. Many of them are planning special features and inducements to show their appreciation to the folks who are trading at home.

From every angle - this will be a gala holiday season in Friona; don't neglect to be here on Santa Day, bringing all the children for the treats in store for them.

Friona Fire Zones; Clip This Map for Reference



In response to several requests, this fire zone map of Friona is being re-published; it was first drawn up in March of last year. Under the zone alarm system, locations of fires can be readily determined by the firemen and the public like. For example, should a call originate in zone 32, the siren would blast three times, pause, then sound two times. With the streamlined volunteer firefighting organization, regular practices, housing for the trucks, the large siren and this zoning system, Friona has a fire department of which it can well be proud. C. S. Bainum is fire-chief.

HOSPITAL NOTES

- Mr. P. B. Griffith, med. Friona
- Mrs. Joe Talley, surg. Friona
- Darrell Gene Matthews, med. Muleshoe.
- Mrs. E. E. Taylor, med. Friona
- Joyce Ann Hadley, med. Friona
- Mrs. Mary Charles, med., Bovina.
- Mrs. J. O. Latham, OB, Friona.
- Mrs. A. N. Walls, med., Farwell.
- Mrs. Henry Luecke, med., Sullivan, Missouri.
- Lex Huggins, acc., Farwell.
- Mr. Clyde Shanks, med, Friona.
- Mrs. Arlin Dilger, OB, Vega
- DISMISSED**
- Mrs. H. L. Scott.
- Mrs. Paul Fortenberry and baby boy.
- Lila Gay Buske.
- Mr. F. S. Pruitt.
- Mrs. Melvin Suderth.
- Mrs. Joe Taley.
- Mrs. E. E. Taylor.
- Joyce Ann Hadley.
- Darrell Gene Matthews.
- Mrs. J. T. Latham and baby girl.
- Mrs. Henry Luecke.
- Mrs. A. N. Walls.
- Mrs. J. H. Birchfield.
- Mrs. Mary Charles.

Railway Refuses Request Seven-Day Office Here

The Santa Fe railway has declined to act favorably on a recent petition submitted by area residents asking for seven-day service at the depot agency in Friona.

The petition carried 115 signatures.

Answering the petition for the railway, T. J. Anderson on Nov. 25th wrote Wright Williams as president of the Friona Chamber of Commerce, saying:

Your request has been given careful consideration and have confirmed that conditions at Friona are similar to those at other stations where the Agent is assigned five days per week. This is entirely contingent on the business requirements. We cannot consistently make exception at Friona at this time. If and when conditions justify, will be glad to give the matter further consideration.

Will be glad to discuss this with you and explain our position."

STORK FEATHERS

- Born to Mr. and Mrs. J. M. Latham a girl, Katherine Lee, Nov. 28, weighing 8 lbs., 9 oz.
- Born to Mr. and Mrs. Arlin Dilger of Vega, a boy, Dec. 3.

- Mr. and Mrs. Franklin Bauer.
- Mr. and Mrs. Glen Harrelson were Sunday guests in the home of Mr. and Mrs. Herman Schueler.

ADD TO YOUR FAMILY'S
READING PLEASURE THIS
YEAR... TAKE THE
STAR-TELEGRAM

AMON G. CARTER, Publisher
LARGEST CIRCULATION IN TEXAS
OVER 220,000 DAILY AND SUNDAY

NOW REDUCED

FROM \$18.00 A YEAR TO

\$13⁹⁵ BY MAIL
ONE YEAR

WHICH INCLUDES THE
BIG SUNDAY ISSUE
WITH TEXAS RANCH AND FARM

\$12⁶⁰ DAILY ONLY BY MAIL
ONE YEAR

ON THESE REDUCED ANNUAL
BARGAIN DAY RATES

YOU GET THE BEST—FOR LESS!

**DON'T DELAY—SEE YOUR
HOMETOWN AGENT TODAY!**

(OR ORDER DIRECT)

Personals

Mr. and Mrs. O. J. Beene and children returned home Tuesday from Paducah where they had been visiting his brother and family, Dr. William Beene. They also visited Rev. and Mrs. Jimmie Tidwell. O. J. went quail hunting.

Sunday visitors in the Floyd Schlenker home were Mr. and Mrs. C. R. Schlenker and Mrs. Elmo Dean and girls.

Dallas Coldiron of Hereford was a Friona visitor Wednesday.

Mr. and Mrs. Bobby Coker and family of Tucumcari were visitors in the Charlie Turner and Ray Coker homes over the week end.

Mr. and Mrs. Floyd Schlenker Mr. and Mrs. C. R. Schlenker and family, and Mrs. Elmo Dean and girls spent Thanksgiving with Mr. and Mrs. J. R. Schlenker and family at Portales.

Week-end visitors in the J. A. Taylor home were Billy and Dickie McKinney of Tucumcari. They are niece and nephew of Mrs. Taylor.

The Senior class of the Friona schools went to Clovis last Wednesday night, attending a show and skating.

Mr. and Mrs. Glenn Sparkman visited during Thanksgiving with her parents at Lawton, Oklahoma.

Visiting Mrs. Grace Hart Sunday was her niece and family, Mr and Mrs. Jimmy Sullivnt of Lubock.

Make a Candy Santa Claus



A clever Christmas Tree ornament or an extra gift for a young child may be a candy Santa Claus which you can make yourself. Aside from ingredients, all the equipment needed is a roll of clear cellophane, a piece of green or red crepe paper, and a small amount of cotton. The directions are given below for one large Santa, but you can make several small ones if you prefer, following the same instructions.

Candy Santa Claus
1/4 cup butter or margarine
1/2 pound marshmallows (about 2 1/2 dozen)
1/2 teaspoon vanilla
5 cups Rice Krispies

Cook butter and marshmallows over boiling water until syrupy, stirring frequently. Add vanilla; beat thoroughly. Put Rice Krispies into greased large bowl and pour on marshmallow mixture, stirring briskly. When cool enough to handle, shape mixture into "arms," "legs," "head," and "body." Wrap the various parts of the "body" in cellophane and twist ends. Tie at wrists with string and then tie head to body, arms to neck, and so on. Use bits of date for face, crepe paper for hat, cotton to decorate hat and for buttons, and large dried prunes for shoes.

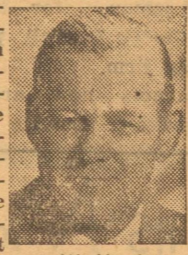
Yield: 1 Santa about 10 inches tall.

**WASHINGTON AND
"Small Business"**

—By C. WILSON HARDER

Since the election, this column has received a flood of mail from all over the country, asking questions on what small business wants from new administration.

Most of the varied questions have been answered by majority vote of independent businessmen through regular polls conducted by the National Federation of Independent Business with the individual signed ballots sent to Congress.



Here are some of the questions asked, and the majority vote of independent businessmen.

"What new legislation do independent businessmen want?"

By and large, none. Naturally, in common with most, businessmen would like stronger laws against communism.

"Do independent businessmen want anti-chain legislation?"

The majority answer is no. Independent businessmen feel attacking bigness solely because it's big is sheer demagoguery.

"Isn't this stand inconsistent?"

No. Independent businessmen only want long-existing anti-trust laws enforced, especially the sections prohibiting secret discounts, and other undercover practices between manufacturers and some big retail outlets.

"Isn't this a Pollyanna attitude?"

No independent businessmen claim this. There is a limit to the competitive vigor any operation depending upon hired management employing with businesses when competing with businesses.

where the owner is the active on-the-ground manager, if both operations have the same prices and rebates from suppliers.

"How can this be done?"

Appointment of a competent assistant attorney general in charge of the anti-trust division with immunity from pressure, thus ending constant dismissal of competent men from this post as witnessed in the past.

"Is this goal possible?"

Yes. In new Congress Small Business has many champions needing only strong public support.

"What about controls?"

All controls! OPS, etc. should be abolished. Not only failing to accomplish any good, they are harming independent business by imposing a costly burden of overhead. Besides wasting taxes, they are also curtailing Socialism with power.

"What about taxes?"

Independent businessmen want taxes cut NOW, nationally, and at state, county and city levels.

"Do independent businessmen feel that one of the major political parties has a stronger regard for independent business?"

No poll has been taken on this. During last GOP reign anti-trust law enforcement was lacking. Many feel this caused depression. During last 20 years much bipartisan progress at Congressional level was blocked at administration level. Both Democratic and Republican Congressmen, backed by organized independent business, have done some outstanding work for free enterprise, but too often the march to economic freedom, bipartisanly organized on Capitol Hill, has run into booby traps en route to Constitution Avenue.

Initial Auction of Hi-Plains Polled Hereford Asso.

**POLLED HEREFORD
SALE**

TUESDAY, DECEMBER 9 CLOVIS, NEW MEXICO

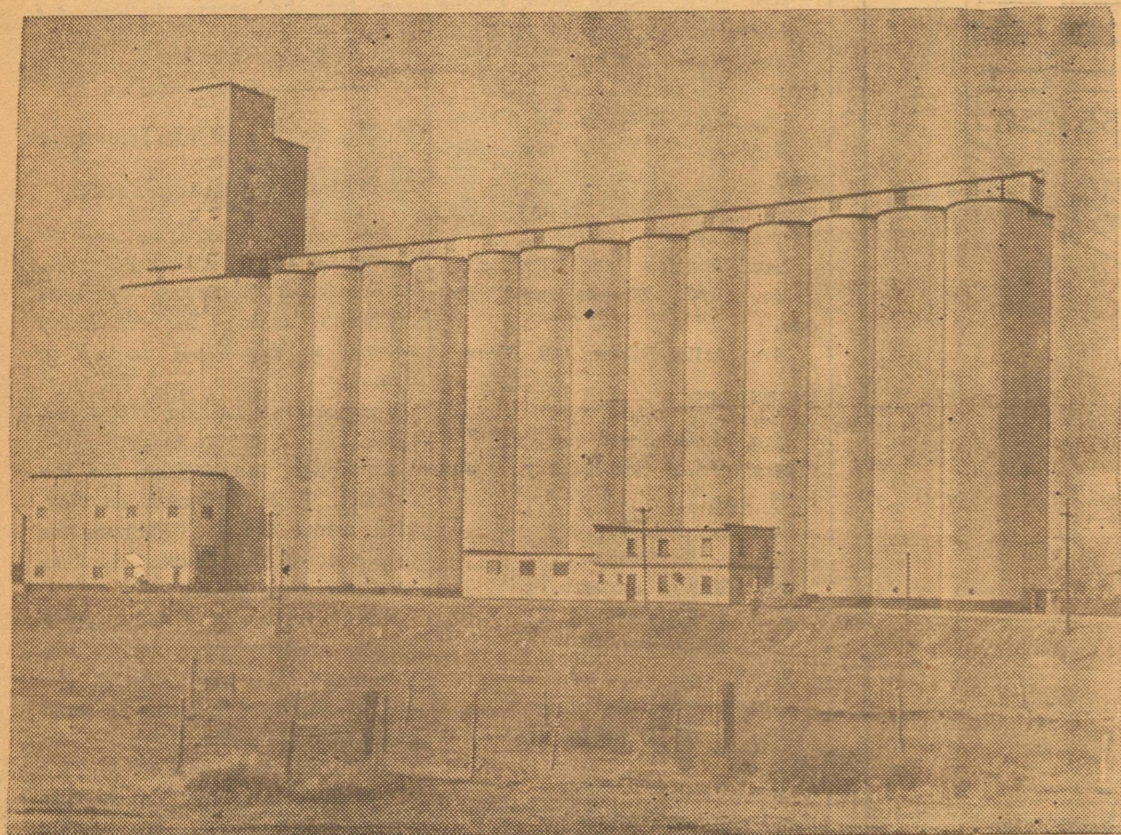
Curry County Fair Grounds

Show and Sale Will be held Inside Building Heated

SHOW BEGINS AT 10 A.M.; SALE AT 12 NOON

**66 Head
41 Bulls 25 Females**

21 Consignors - 5 States



FRIONA WHEAT GROWERS

Incorporated
Arthur M. Drake, Manager

R. W. Pringle with Tripplett and Pringle Feeding Company, Bovina, is no longer associated with that company.

The firm will be known in the future as **TRIPPLETT FEEDING CO.**

J. S. Tripplett, Jr.

NOW AVAILABLE

- NEW PUMPS
- NEW and USED PIPE
- CATTLE GUARDS

We Are Prepared and Equipped
To Repair and Rebuild Any
and All Makes Pumps
and Gear Heads

Phone 1577

DARREL HARKINS

1st Door West of Sears Elevator
On Highway 60
Hereford

**CHRYSLER
INDUSTRIAL MOTORS**

"Best for the Area"
See

Morrison Motor Company

Phone 4130

Muleshoe

DIAL 2032

FOR FREEDOM FROM DRUDGERY
BLUE JEANS A SPECIALTY

CITY STEAM LAUNDRY

Helpy- Selyf Service
FRIONA

DR. MILTON C. ADAMS

OPTOMETRIST

140 West Third

Hereford, Texas

Phone 37

Office Hours. 8:30—5:00

**Do You Want a
Rural
Telephone**

Construction has started. 150 miles of poles in the air and 575 miles of line staked.

We will serve the rural areas of Oklahoma Lane (Farwell), Bovina, Friona and Hereford. We anticipate cut-over for phone service May 1, 1933.

**NOW IS THE TIME TO SIGN UP BEFORE
THE TELEPHONE LINE IS BUILT**

West Texas Rural Telephone Co-operative
REA Building - Hereford

Phone 167

Public Works Projects Discussed As Means of Stabilizing Economy

WHAT CAN BE DONE TO PREVENT A RECESSION OR DEPRESSION

Much thought and effort is being employed by business and the Government, both the outgoing and incoming administrations as to proper measures to prevent a damaging recession or depression within the next ten to fifteen years. During the past decade our economy has substantially depended upon the preparedness and defense programs. During the first half of that period we were operating strictly on a war economy, while during the last half of the decade we have been operating on what might be termed a semi-war economy. These types of economy require tremendous expenditures

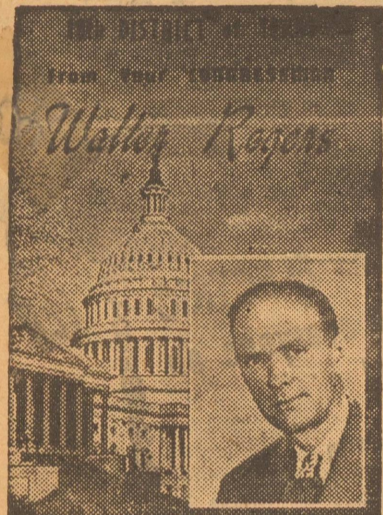
any or a sound economy is of little consequence in the final solution of the problem. The big problem is to keep a balance in our economy while we are leveling off and reaching a plane of stability. The preparedness program as planned should be leveling off and gradually receding insofar as expenditures are concerned. A reduction in that program of approximately ten billion dollars could result in a balanced budget. Any trimming of the budget on other expenditures could be employed for reduction of the public debt, or as direct relief to the taxpayer. The tapering off beyond that point will no doubt be gradual in order to prevent great economic damage to a large segment of our citizens and business. During the decade through which we have just passed the public works program has been at a minimum. Therefore, there is much work that could be done in the nature of public works installations. Much of it is very important. There are many places in the United States and of course in the 18th District of Texas that are in sore need of addition to public buildings because they have outgrown their old quarters. The increase in population has made many post office quarters wholly inadequate to carry the load. However, it seems to be the consensus of opinion among the older heads in government that this particular public work would not be sufficient to prevent a sizeable recession, should there be a substantial reduction in military and defense expenditures. Assuming that additional public works will be necessary to prevent widespread unemployment, which I certainly hope is not the case, much thought is being devoted as to what type of public

works will be most beneficial to this country on a permanent basis. The thought is to rout out and prevent the boondoggling and pork barrel schemes that provided employment at taxpayers' expense without permanent benefits. There is no doubt but that public works expenditures will include reclamation and similar projects. However, these will be closely scrutinized as to their overall benefit. Another interesting proposal is being made, or perhaps I should say being born. This proposal has to do with the construction of nation-wide super-highways; that is, two super-highways from the Atlantic to the Pacific and several such highways from the northern boundary of the United States to the Southern. There has been much talk around Washington during the past few years about construction of such highways by the Federal Government as public works projects. Some advocates of this proposal support the theory of making these super-highways toll roads similar in operation to the Pennsylvania and New Jersey turnpikes. Others support the theory that they should be free ways under the jurisdiction of the Federal Government. In either event there will be many, many problems growing out of such a proposal. These will include location of such highways, acquisition of the necessary land, participation of the states through which they pass in the payment for the land, jurisdictional questions concerning the travelling public, as well as the commercial operators, conflicts of laws between the several states through which the roads might pass, questions between interstate and intrastate commer-

ce along such roads, centralization of power insofar as the regulatory measures applicable, loss of certain states rights in regulation and enforcement measures, and numerous other questions. It is argued that such highways would not only provide necessary traveling facilities for the public, but would be most valuable as defense items. I have been advised by several sources in Texas that there are many individuals who are interested in building toll roads, and that one group is most anxious to obtain the rights to build a toll road from Dallas to Houston that will be privately owned, in other words a free enterprise project. It is entirely possible that if the construction of super-highways would require toll charges for use of the highways, such highways could be built by free enterprise on a nation-wide basis. However, such activities should not obstruct or impair the maintenance and construction of the free highways which have been built and should be built in this country. It is my hope that our economy can be handled so that private enterprise can and will provide the means to prevent wide spread unemployment and that the taxpayer will not be subjected to supporting public works projects not directly connected with governmental functions.

Mrs. Ralph Stark and Patsy, Marilyn and Dickie McKinney, DeWayne Taylor and Mr. and Mrs. Gary Harper and children of Black visited in the J. D. Burkett home at Hereford Sunday night.

Mr. and Mrs. Johnny Benger are visiting relatives in Paducah this week.



by the sovereign power. It is these expenditures that have provided employment for a tremendous number of people in this country. As all of you well know, these expenditures come out of the public treasury. This employment through these expenditures has created a money circulation and has caused much of the prosperity which we now enjoy. Whether this is termed a false econ-

DEARBORN HEATERS

ROPER RANGES

BUTANE-PROPANE

Sales and Service

BLANTON BUTANE INC.

BOYD'S

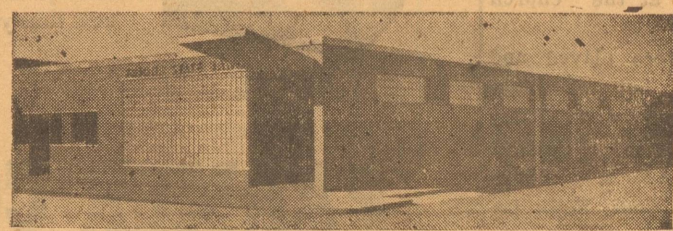
BRAKE SHOP

Complete Brake Service
Brake Shoe Exchange
Drums Refaced and Ground
Wheels Balanced
717 W. 7th - Ph. 4326
Clovis

Do You Pay Your Bills by CASH or CHECK ?

If you're one of those folks who has learned the advantages of our checking account, your checkbook enables you to pay bills by mail, to carry funds without risk of loss or theft, to keep an accurate account of expenses through check stubs, and get a receipt for every purchase in the form of a cancelled check. If you still run the risk and inconvenience of paying by cash, we urge you to come in and get details on a checking account today!

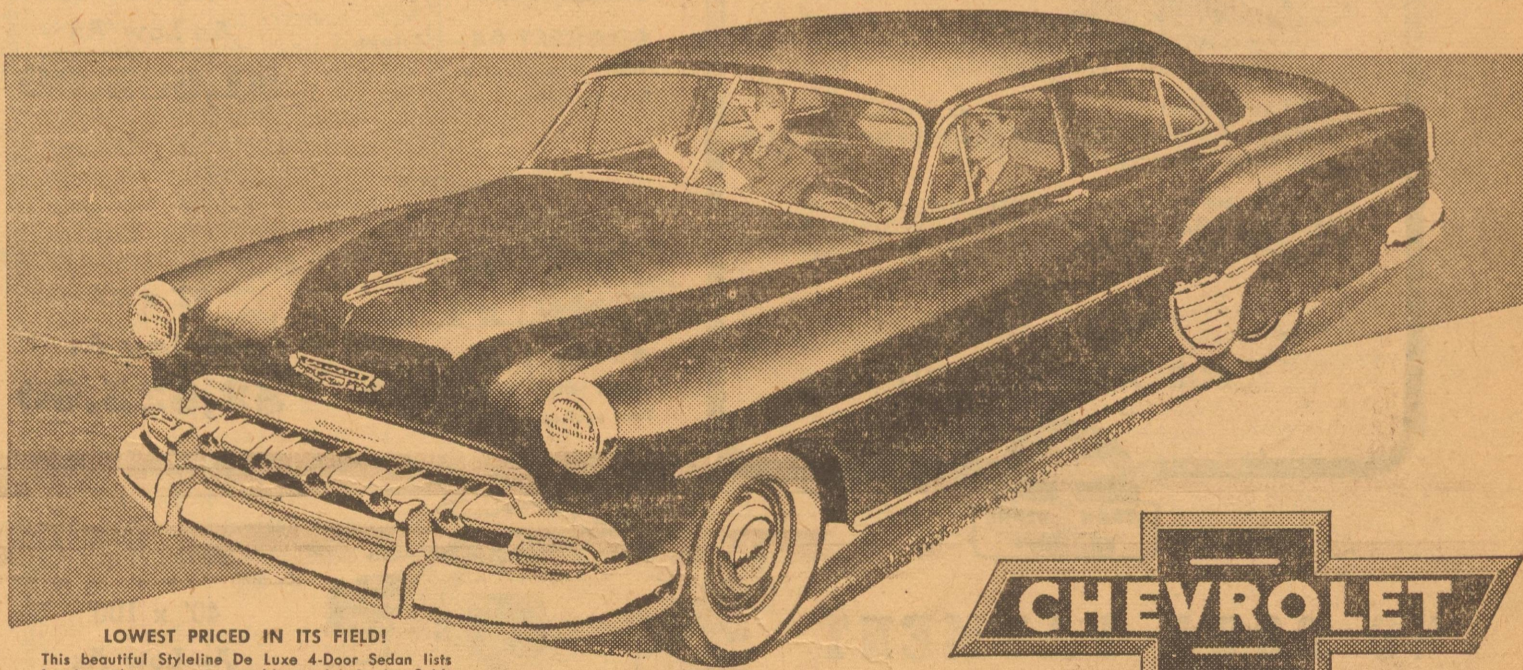
FRIONA STATE BANK



Come see for yourself!

See why you can be sure you get the deal you deserve here. See how you get more with Chevrolet... pay less with our low prices. See for yourself...

There's NO Value like CHEVROLET Value!



LOWEST PRICED IN ITS FIELD!
This beautiful Styline De Luxe 4-Door Sedan lists for less than any comparable model in its field. (Continuation of standard equipment and trim illustrated is dependent on availability of material.)

SEE WHAT YOU GAIN
WITH THESE EXCLUSIVE
CHEVROLET FEATURES

More Powerful Valve-in-Head Engine with Powerglide Automatic Transmission (optional on De Luxe models at extra cost) • Body by Fisher • Center-

poise Power • Safety Plate Glass all around, with E-Z-Eye plate glass (optional at extra cost) • Largest Brakes in its field • Unitized Knee-Action Ride.

SEE WHAT YOU SAVE WITH THE

Lowest-Priced Line in its Field!

WIN \$25,000 FIRST PRIZE IN THE GENERAL MOTORS BETTER HIGHWAYS AWARDS
162 awards totalling \$194,000. Come in for free "Facts Book" containing entry blank and complete details of contest.

REEVE CHEVROLET COMPANY

**Messenger - Killens Vows
Read at Baptist Church**
(Held Over from Last Week)

Miss Nancy Kay Messenger became the bride of Robert Lee Killens, Jr. in a ceremony Saturday evening in the First Baptist Church of Friona with Rev. Russell Pogue officiating.

Mrs. Killens is the daughter of Mrs. George Messenger, Friona, and the late Mr. Messenger; the groom is the son of Mr. and Mrs. Robert Lee Killens of Decatur, Mississippi. "Because" and "The Lord's Prayer" were sung by Miss June White accompanied at the piano by Miss Deann Buske who also played the wedding music. Given in marriage by Mr. T. E.

Lovett, the bride wore a grey jersey dress with red and black accessories. A white mum topped her prayer book. Miss Betty Rhodes was maid of honor, an bridesmaids were Miss Anita Scarborough and Miss Donna Miller. Floyd Messenger, brother of the bride, served as best man, and groomsmen included Jim Dixon of Friona and Roy Messenger, brother of the bride. Rev. and Mrs. Pogue's home was the scene of a reception following the service. Mrs. Verne Nazworth presided at the bride's book, and cutting the cake was Mrs. Roy Lovett. Imogene Shertey served tea from a silver tea service. The serving table was laid with a lace cloth centered with a floral arrangement of lavender mums. The wedding cake was three tiered with a miniature bride and groom in front of wedding bells. Fifty guests were registered at the reception. The couple will make their home in Friona.

(Held Over from Last Week)

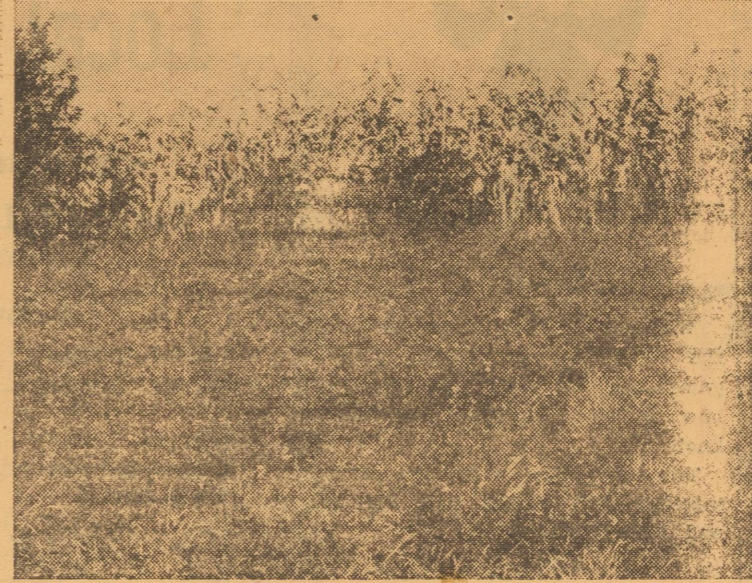
**South America Studied
By Joy Mack YWA**

Meeting Nov. 19th in their regular session, the Joy Mack YWA decided to give their Mexican friends a Thanksgiving supper on Friday night the 28th. This was to be held at the educational building of the Baptist Church. The regular Mission Study book review was held at the YWA meeting. With Mrs. Russell Pogue reviewing "Rainbow South" by Albert McClellan. Mrs. Pogue showed several pictures via projection of central American countries. The book is based on Baptist missionary work in that area. Some of the missionaries studied were Rev. and Mrs. W. J. Webb and Rev. and Mrs. Van Earl Hughes. After the review, the girls and councillors were entertained with a Latin American supper with a menu of chili tacos, mashed bean tacos, fruit salad and coffee.

COFFEE AT OSBORNS

Mr. and Mrs. Sloan Osborn entertained with a coffee Tuesday evening after the meeting of the Modern Study Club. Present were Mr. and Mrs. Newton Harrell of Claude, honor guests, and the club officers and their husbands, and the program committee and husbands.

**Do Farm Seeds or New
Crop Varieties "Run Out"?**



After five years the alfalfa in the right foreground has been "run out" by disease and weeds. Ranger, on left, has full stand and vigorous growth.

Who hasn't heard this or a similar statement, "My oats have run out so I want to change seed"? "Running out", as applied to seed, has different meanings, but signifies one thing to all, that yield or performance otherwise isn't what it used to be. There are many reasons for disappointments in yield, some inherent in the seed itself while others have little to do with the seed. Seasonal variations are often misinterpreted by growers, who say the seed has run out. This is especially true if two or three good seasons, followed by a bad one, coincide with the introduction and use of a new variety. Bad soil conditions brought about by poor soil management are not as apparent in good crop years as in poor ones. Good farms show up as cases in the desert, when weather conditions hurt the poorly managed land most. Though the more successful neighbor may have used the same seed, only one answer comes to the poor farmer: "The seed has just run out." But, sometimes varieties behave mysteriously for other reasons. New varieties are often said to be resistant to insects and diseases. This at first may be true, yet when the crop has been grown for a time in an area, disease and insect enemies may build up to damaging, sometimes alarming, degrees. Not only do old strains of diseases build up, but new strains of the same or entirely new diseases may develop under natural conditions. The resulting reduced performance is often accepted as a mysterious running out of the variety. Grimm alfalfa runs out on wilt-infested land where Ranger and Buffalo persist, and any alfalfa variety has a short life if essential mineral nutrients are short. Careful cleaning of seed tends to eliminate weaker, disease-infested seeds, or seeds that will produce weak seedlings that invite disease attacks. So to a considerable extent high-quality, clean seed is a protection against reduced performance from these causes. Neither high quality seed alone nor any other single provision can insure against reduced performance caused by declining soil productivity, unfavorable weather, accelerated disease and insect attacks or a constantly changing environment. But high quality seed certified as an adapted variety, obtained from a reliable source is the greatest possible insurance that seed alone can give of a satisfactory crop.

The Homemakers class of the First Baptist Church entertained their husbands at their annual Christmas party Monday night at the Educational building. Games furnished the entertainment for the evening. Refreshments of candy, pecan pie, coffee and spiced tea were served the group by the hostesses, Mrs. Clyde Sherrieb, Mrs. J. Sanders, Mrs. D. C. Hering and Mrs. Ray White. Thirty two people attended the function. The project for the class for the month is an offering to help with the Mexican Mission project in the community.

Phyllis Treider spent Saturday night with Florence Dean. Mr. and Mrs. Carl Maurer and Shirley are in Dallas this week attending a meeting.

**World Traveler Speaks
Modern Study Club**

"Travelogue" was the theme for the meeting of the Modern Study Club Tuesday night with Mr. and Mrs. Newton Harrell, widely-traveled ranchers of Claude as special guests. The Harrells brought film taken on a month's hunting trip they recently took in Africa. The pictures were of various wild game and scenery. The Harrells also displayed souvenirs from the various African tribes, Chinese costumes, Japanese dolls and items from Italy, India, Hong-Kong and England, all gathered on their globe-circling trip from New York to San Francisco. They told of the luxurious accommodations of the safari with their good cooks and American food, and of eighteen trophies of animals killed in Africa. Piano selections were given by Sally Osborn and Don Lewis. Hostesses to the club members and their husbands were Mrs. Jane Williams and Mrs. Lillah Gaye Gee.

PERSONAL ITEMS

Mr. and Mrs. Donald Shipley and their children Dona Lee and Don Marvin and Sharron Guthrie, who makes her home with them, were there from Chickasha, Oklahoma; Forrest Guthrie was present from Clovis, and others there were Mr. and Mrs. A. L. Black and children, Kitty, Danny and Keith. Thanksgiving dinner at their home with their children home to help make it really a good Thanksgiving.

Want Ads are News

See me for
COTTON LOANS
CONVENIENT - FAST
(Texas Cotton Growers Cooperative Association)

W. L. EDELMON
REPRESENTATIVE

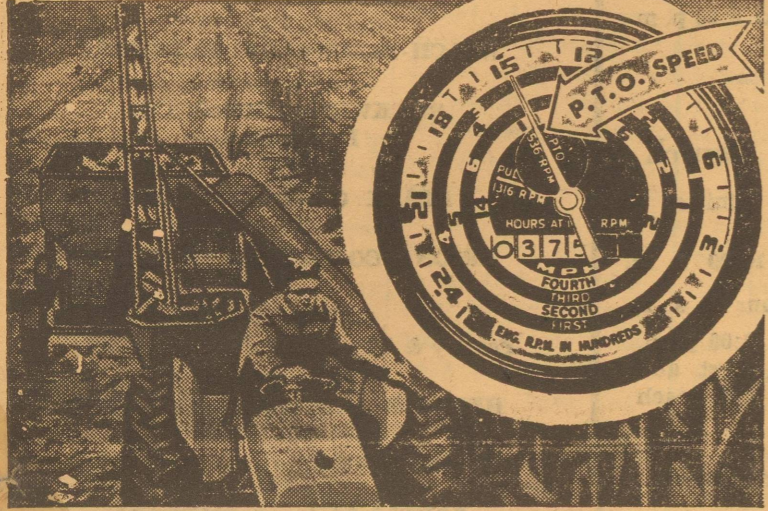
ONE MIGHT HELP YOU, TOO!

Let us help you with the materials, know-how, the right price and a - -

**FHA
LOAN**

ROCKWELL BROS. & CO.
LUMBERMEN

**POWER TAKE-OFF
WORK DONE BETTER!**



...with the new Ford Tractor and
PROOF-METER

Everyone knows that implements driven by power take-off should be run at their recommended P.T.O. speed, for best results. But how can you tell what the P.T.O. speed is, in actual operation? Up to now, there's been no way to check it—without special equipment. But NOW you can know! Now the Proof-Meter—standard equipment on every new Ford Tractor—shows the P.T.O. speed right before your eyes all the time while the implement is moving, while it's under load! This exclusive Ford advantage eliminates costly "guess-work." It enables you to set the throttle to keep P.T.O.-operated implements always running at just the right speed for best work, greatest fuel economy, longest life! The Proof-Meter can increase profits on power take-off jobs, a lot. It's valuable in many other ways too...

5 Instruments in ONE! In addition to P.T.O. Speed, the Proof-Meter shows you Tractor Travel Speed, Engine Speed, Belt Pulley Speed, and indicates Hours Worked. Nothing else like it.

**FRIONA
Motor**

Buy on
PROOF!
ASK FOR A DEMONSTRATION

**Your
'Christmas Store'**

- ELECTRIC BLANKETS and APPLIANCES
GIFTS FOR THE HOME AND FAMILY
- | | | | | |
|----------------------------------|------------------------|---------|-------------|----------|
| Toys | Bicycles | Wagons | Kiddie Cars | Tractors |
| | Dishes | Pottery | | |
| Doll Buggies | Musical Rocking Chairs | Games | | |
| Children's Platform Base Rockers | | Radios | | |

**WHITE
Auto Store**



**HOW FIRE INSURANCE GIVES THEM
a better chance to live**

For years insurance engineers have been working to reduce fire and accident hazards in the nation's hospitals. In the last three years, they have surveyed over 7,000 hospitals and recommended essential safety measures. As a result of this activity, hundreds of people are living today because of fire tragedies that did not happen.


This is only one of the public services performed by capital stock fire insurance—a private enterprise—of which the insurance agent is an important part. His professional advice is yours for the asking. Phone me about your insurance—for, in these high-cost days, too little insurance protection for your home and belongings can be costly.

Ethridge-Spring Agency

INSURANCE—REAL ESTATE—LOANS


Telephone 2121
FRIONA
Dan Ethridge Frank A. Spring Bill Stewart

FRIONA




PHILLIPS
66
WHOLESALE
—
Butane-Propane
Service
—
H. K. (Pudge) Kendrick

*Phillips PUDGE
66 KENDRICK*




**MAURER
MACHINERY
COMPANY**
Carl C. Maurer
M-M
Sales & Service
Johnson
Cotton Harvesters

*CARL C.
MAURER*




**FRIONA
LUMBER
COMPANY**
Weldon Dickson
Manager
—
"Where the Home
Begins"

*WELDON
DICKSON*




**RAYMOND ADAMS
GARAGE**
Boosting Friona
and
Featuring
Skilled Repair
Work

*RAYMOND
ADAMS*




Always Try
your
CONSUMERS
FIRST

*MARVIN
LAWSON*



THORNTON'S
Locker-Cold Storage
Poultry-Egg
Feed & Seed
S. T. "Pappy" Thornton
Owner
A Complete Service

"PAPPY" THORNTON



TEXAS first NEWSPAPER

I'M YOUR "PUBLIC INFORMATION"
BRINGING YOUR COMMUNITY
BEFORE YOUR EYES and
IT'S INTERESTS TO YOUR
ATTENTION--I'M always
ON THE JOB

THE NATION'S BIGGEST
VALUE - REACHING
MORE PEOPLE than
ANY OTHER MEDIUM-

**RELIGIONS
in TEXAS --**
15,000 CHURCHES that
REPRESENT 130 RELIGIOUS
DENOMINATIONS


The FLAG, LONE STAR
of
TEXAS is
BETTER
KNOWN
and
HAS FLOWN
OVER MORE of the
WORLD than ANY OTHER
STATE FLAG

TEXAS HAS 3 DECLARATIONS
of INDEPENDENCE
"TEXAS is MIGHTY INDEPENDENT"

TEXAS
HAS 126 COLLEGES
and UNIVERSITIES
Ranks 3rd. in THE
NATION in THE
NUMBER of JUNIOR
College—
Your NEIGHBORS
ARE FOLKS YOU
Should KNOW
Best!

©HUT HUTSON ©


**ALLEN'S
JEWELRY**
Allen Stewart
Time to Think
of
LAY-AWAY
FOR
CHRISTMAS



*ALLEN
STEWART*


We have a well-improved
half section land with good
8" irrigation well to trade
for unimproved 160 acre
tract in good irrigation
water. Would also take good
house and lot in town on
trade.

JOE B. DOUGLAS




JOE DOUGLAS

**NORTH PLAINS
GIN COMPANY**
Wright Williams
Manager
Located
1-2 Mile South
Of Friona on Hiway
Serving the
Cotton Grower
Boosting
The Area




*WRIGHT
WILLIAMS*

CUNNINGHAM
Helpy-Selfy Laundry
Mr. and Mrs.
J. W. Cunningham
Plenty of Tubs
Clean, Convenient
SERVICE
IS OUR MOTTO




*MRS. JAMES W.
CUNNINGHAM*

CITY DRUG
O. J. Beene
Owner
School Supplies
Franklin
Vaccines-Serums
Your Friendly Store
On the Corner



*O. J.
BEENE*

**HOUSER
GROCERY**
You'll find
Good Buys in Meats
and Groceries
EVERYDAY
at Houser Grocery



*HOUSER
GROCERY*

ORVILLE



**Marking our
FIRST
ANNIVERSARY**

One year ago - on December 3rd, we assumed the operation of the Phillips 66 Service Station in Friona, coming here because we believed in this area, in the future of this community, and in the fine citizens of this area, most of whom already were acquainted with the superior merits of Phillips 66 products.

Our faith already has been justified.

We have long recognized that the service rendered a customer is of close proximity in importance to the quality of the product handled. Our personnel has one thought foremost - that of knowing their jobs and carrying them out to the customer's profit and satisfaction.

During this first year it has been our pleasure to add little improvements in our physical facilities for the customer's benefit, and we shall continue to make improvements in the future months. All this is one of our ways of saying "Thank You" for your confidence and generous patronage.

We hope that in the months to come you will recognize more and more that it pays to "Repeat with Pete".

**PETE CORNELIUS
Phillips 66**

REGAL THEATRE

FRIDAY - SATURDAY

TIM HOLT

TARGET

King of the Congo No. 6

SUNDAY - MONDAY

YVONNE DeCARLO

ROCK HUDSON

SCARLET ANGEL

COLOR BY TECHNICOLOR

WEDNESDAY - THURSDAY

GORDON MacRAE

EDDIE BRACKEN

ABOUT FACE

COLOR BY TECHNICOLOR

MATINEE - 2:00 p. m.

NIGHT - 7 p. m.

PRE-CHRISTMAS SPECIAL

DOUBLE LANOLIN COLD WAVE

Regular \$10.00

NOW \$8.50

Regular \$8.50

NOW \$5.00

VOGUE BEAUTY SHOP
PHONE 2102

COLUMN CITY ORDINANCES: LEFT

(Continued from Page 2)

The Boy Scout movement is rolling in Friona.

—CL—

Nineteen boys were at the organizational meeting Tuesday evening. And more already have signified intention of joining.

In congratulating the boys and the organization they represent, we also want to urge the full moral support of the parents of the area, whether you have a son in scouting or not.

—CL—

If you want graphic proof of the acceptance of scouting by the boys of this community, and the pride that these fellows take in having the support of their parents, we would like for you to attend one of the Cub Pack meetings. Come and see the parents pin the awards on the fellows in recognition of their achievements - see the pride that the boys take in having their fathers and mothers stand beside them in this ritual, later joining with them in a game session.

—CL—

Our *Y.T.A.* is our greatest resource; cannot we spare a bit more of our time to its interests?

—CL—

Advertising is carried in this issue regarding the Polled Hereford Sale next Tuesday at Clovis. This is the first annual sale of the Hi Plains Polled Hereford Association. Floyd Schlenker and Jess Osborn are directors in the organization and will have animals on show and for sale. Roy Williams also has consigned to the sale.

—CL—

Idalou beat us.

ORDINANCE NO. 87

An Ordinance governing the city waterworks system of the City of Friona, Texas; providing for the appointment of a water works superintendent; providing for connections to water mains, relating the use of water from the city waterworks; providing for service through meters; prescribing penalties and declaring an emergency.

ORDINANCE NO. 86

An ordinance by the board of commissioners of the City of Friona, Texas, regulating the use of the streets and alleys and the movement of vehicles and pedestrians on the streets of Friona, Texas; providing for incidental matters and prescribing a penalty and declaring an emergency.

Copies of the above ordinances are on file in the city hall in the Legion Building and are available for public inspection.

Understand a Fireman's Ball is in the offing for New Year's. The proceeds will go for a good cause; watch for details.

—CL—

Didn't get to read the story of the Ella Mae Wood-Dean Hall wedding in this issue, but they DID get married and receptions have been held; story next week.

—CL—

Mrs. W. A. Tinney asks that we extend the thanks of her family to all who assisted in fighting the fire at the Bridges house northwest of Friona recently.

—CL—

The play, "Me and My Shadow", presented recently by the Friona P.T.A. netted \$279.99 for that organization. Proceeds will be applied toward the purchase of a grand piano for the school auditorium.



SANTA FE Grain Company

G. Preach Cranfill, Mgr. Friona

DO YOUR CHRISTMAS SHOPPING EARLY

FREE

Electric Clock Kiddie Tractor

Ask for Details

Lewis Variety Store

Christmas Toys Gifts for All the Family

VALUES IN SALES AND SERVICE VALUES IN SALES AND SERVICE VALUES IN SALES AND SERVICE VALUES IN SALES AND SERVICE

Don't Forget - A New Car will make the Ideal Christmas Gift

WHILE IN HEREFORD WE INVITE YOU TO MAKE

HEREFORD MOTOR COMPANY

YOUR HEADQUARTERS

NEW & USED CARS
●
BODY & PAINT DEPT.
●
IRRIGATION MOTORS

EXPERT SERVICE
●
LUBRICATION
●
WHEEL ALIGNMENT